Saussure's Binary Sign and Talking Heads

Course in General Linguistics 1915, p. 66
"A sign, or representamen, is something which stands to somebody for something in some respect or capacity" (1931-58: 2.228).
(Real, 'dynamic') Object
(outside the event) Keane: semiotic and practical potential exceeds moment of meaning-making.

Ground (icon, index, symbol)
...in some relation or capacity.

Peircean Sign-Relations
(open, triadic sign)

1) Representamen
(sign vehicle)

2) (Semiotic) Object
(in event)
for something... Keane: selective bundling of qualities

3) Interpretant
stands to someone...

The sign...is something that...
Peirce’s Three Trichotomies of Signs (p. 101, 115)
(or different “grounds” of interpretation)

<table>
<thead>
<tr>
<th>Nature of Sign</th>
<th>Interpreted as</th>
<th>(Posited) Relat. btw. Sign and Object</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>as Potential:</strong> essence, quality, being</td>
<td>qualisign quality</td>
<td>rheme essence</td>
</tr>
<tr>
<td><strong>as Token:</strong> indv, single, replica, instance, fact, existence</td>
<td>sinsign existence</td>
<td>dicent fact</td>
</tr>
<tr>
<td><strong>as Type:</strong> character, kind, law,</td>
<td>legisign law</td>
<td>argument law, reason</td>
</tr>
</tbody>
</table>
The Peircean Sign-Relation/process