

THE ROUTLEDGE COMPANION TO

Semiotics and Linguistics

Edited by
Paul Cobley

THE ROUTLEDGE COMPANION TO SEMIOTICS AND LINGUISTICS

Edited by
Paul Cobley



London and New York

First published 2001
by Routledge
11 New Fetter Lane, London EC4P 4EE

Simultaneously published in the USA and Canada
by Routledge
29 West 35th Street, New York, NY 10001

Routledge is an imprint of the Taylor & Francis Group

© 2001 selection and editorial matter Paul Cobley;
individual chapters, the contributors

Typeset in Times New Roman by
Keystroke, Jacaranda Lodge, Wolverhampton
Printed and bound in Great Britain by
Biddles Ltd, Guildford and King's Lynn

All rights reserved. No part of this book may be reprinted
or reproduced or utilized in any form or by any electronic,
mechanical, or other means, now known or hereafter invented,
including photocopying and recording, or in any information
storage or retrieval system, without permission in writing
from the publishers.

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data
Routledge companion to semiotics and linguistics / edited by Paul Cobley.
p. cm.

Includes bibliographical references and index.
1. Semiotics. 2. Linguistics. I. Cobley, Paul, 1963–
P121 .R692 2001
410—dc21 2001019312

ISBN 0-415-24313-0 (hbk)
ISBN 0-415-24314-9 (pbk)

THE ROUTLEDGE COMPANION TO SEMIOTICS AND LINGUISTICS

This *Routledge Companion* is the first reference resource to combine the complex and closely related fields of semiotics and linguistics. Edited by communications specialist Paul Cobley, it has ten introductory essays written by pace-setting figures in the field. These are followed by over 200 A–Z entries which cover:

- key concepts such as abduction, code, grapheme, modelling, philology and syntax
- key individuals: Bakhtin, Chomsky, Peirce, Saussure, Sebeok and others
- key theories and schools, including American structuralism, pragmatism and the Prague School.

The Routledge Companion to Semiotics and Linguistics opens up the world of semiotics and linguistics for newcomers to the discipline, and provides a useful ready-reference for the more advanced student.

Paul Cobley is the author of *Introducing Semiotics* (with Litza Jansz), *The American Thriller* and the forthcoming New Critical Idiom title, *Narrative*. He is the editor of Routledge's *Communication Theory Reader*. Paul Cobley is Reader in Communications at London Guildhall University.

Routledge Companions

Routledge Companions are the perfect reference guides, providing everything the student or general reader needs to know. Authoritative and accessible, they combine the in-depth expertise of leading specialists with straightforward, jargon-free writing. In each book you'll find what you're looking for, clearly presented – whether through an extended article or an A–Z entry – in ways which the beginner can understand and even the expert will appreciate.

Routledge Companion to Global Economics
Edited by Robert Beynon

Routledge Companion to Feminism and Postfeminism
Edited by Sarah Gamble

Routledge Companion to The New Cosmology
Edited by Peter Coles

Routledge Companion to Postmodernism
Edited by Stuart Sim

Routledge Companion to Semiotics and Linguistics
Edited by Paul Cobley

To semiotician, linguist and, as he himself said
of Peirce, that 'incomparable polymath',
Thomas A. Sebeok and to
the memory of William C. Stokoe, champion
of 'sign' and signs

NOTES ON CONTRIBUTORS

Initials of authors who contribute to Part II appear after each entry.

Jean Aitchison is Professor of Language and Communication at the University of Oxford. She is the author of a number of books, including (on language change) *Language Change: Progress or Decay?* (3rd edn) and *The Seeds of Speech: Language Origin and Evolution*.

Myrdene Anderson is Associate Professor of Anthropology and Linguistics at Purdue University, Indianapolis. Her publications include *On Semiotic Modeling, Refiguring Debris – Becoming Unbecoming, Unbecoming Becoming*, and *Cultural Shaping of Violence* (each co-edited). (MA)

Edna Andrews is Professor of Slavic Linguistics and Cultural Anthropology, and Chair, Department of Slavic Languages and Literatures, Duke University, North Carolina. Her monographs include *Lotman and the Semiotics of Culture*, *The Semantics of Suffixation in Russian*, and *Markedness Theory: The Union of Asymmetry and Semiosis in Language*. (EA)

Eugen Baer is Professor of Philosophy at Hobart and William Smith Colleges in Geneva, New York, USA. His publications include *Semiotic Approaches to Psychotherapy* and *Medical Semiotics*. (EB)

Kristian Bankov is Lecturer in Semiotics at the New Bulgarian University and at Sofia University, Bulgaria. Among his publications in semiotics are 'Text and Intelligence', in *Snow, Forest, Silence: The Finnish Tradition of Semiotics* and *Intellectual Effort and Linguistic Work* (forthcoming). (KB)

Bernard Burgoyne is Professor of Psychoanalysis and Head of the Centre for Psychoanalysis at Middlesex University. He is a Member of the European School of Psychoanalysis, and is the editor of *Drawing the Soul* and (with Mary Sullivan) of *The Klein–Lacan Dialogues*. (BB)

Rocco Capozzi is Professor of Contemporary Italian Literature, semiotics and literary theories at the University of Toronto. He is the author of *Bernari. Tra fantasia e realtà, Scrittori, critici e industria culturale, Leggere Il Nome della Rosa e l'intertestualità* and is the editor of *A Homage to Moravia* (1992), *Scrittori e le poetiche letterarie in Italia* and *Reading Eco*. (RC)

Paul Cobley is Reader in Communications at London Guildhall University. His publications include *Introducing Semiotics* (with Litza Jansz), *The American*

CONTRIBUTORS

Thriller: Generic Innovation and Social Change in the 1970s and *The Communication Theory Reader* (editor). (PC)

Nikolas Coupland is Professor and Chair of the Centre for Language and Communication Research at Cardiff University (Wales, UK). He is, with Allan Bell, founding editor of the *Journal of Sociolinguistics*. His publications include *Dialect in Use, Language, Society and the Elderly* (with Justine Coupland and Howard Giles), *Sociolinguistics: A Reader and Coursebook*, and *The Discourse Reader* (the last two with Adam Jaworski). (NC)

John Deely is a Professor in the graduate programme of the Department of Philosophy of the University of St Thomas in Houston, Texas. His books include *Basics of Semiotics*, *New Beginnings*, *The Human Use of Signs: Elements of Anthroposemiosis* and *The Four Ages of Understanding: The First Postmodern Survey of Philosophy from the Ancient Times to the Turn of the Twenty-first Century*. (JD)


Roy Harris is Emeritus Professor of General Linguistics at the University of Oxford. His publications include *The Language Makers*, *The Language Myth*, *The Language Machine*, *The Language Connection* and *Signs, Language and Communication* (1996). His translation of Saussure's *Cours de linguistique générale* was awarded the Scott Moncrieff prize. (RH)

Nathan Houser is Director of the Peirce Edition Project and Professor of Philosophy at Indiana University–Purdue University, Indianapolis. He is general editor of the projected thirty-volume *Writings* of Charles S. Peirce, co-editor of *The Essential Peirce*, and is the author of many articles on Peirce's logic and semiotics. (NH)

Ray Jackendoff is Professor of Linguistics and Cognitive Science at Brandeis University, where he has taught since 1971. He is author of *Semantics and Cognition*, *Consciousness and the Computational Mind*, *The Architecture of the Language Faculty*, *Foundations of Language* and, in collaboration with Fred Lerdahl, *A Generative Grammar of Tonal Music*.

Adam Jaworski is Senior Lecturer at the Centre for Language and Communication Research at Cardiff University. His publications include *The Power of Silence* and *Silence: Interdisciplinary Perspectives*. One of his forthcoming books is *Key Concepts in Language and Society* (with Nikolas Coupland). (AJ)

Adam Kendon studied biology and psychology at Cambridge and Oxford. At present affiliated to the University of Pennsylvania and the Istituto Universitario Orientale in Naples, he studies gesture as a component of communication in face-to-face interaction. Most recently he has published a critical English edition of Andrea de Jorio's 1832 treatise on Neapolitan gesture. (AK)

 **Gunther Kress** is Professor of Education/English at the Institute of Education, University of London. His publications include *Language as Ideology*, *Social*

CONTRIBUTORS

Semiotics (both with Robert Hodge), *Reading Images: The Grammar of Visual Design* (with Theo van Leeuwen), *Before Writing*, *Early Spelling*, and (both forthcoming) *Multimodal Teaching and Learning* and *Multimodality*. (GRK)

Kalevi Kull teaches biosemiotics in the University of Tartu, Estonia. His publications include *Lectures in Theoretical Biology* (co-editor), a special volume of *Semiotica* about Jakob von Uexküll (editor) and papers about the recognition concept of species, semiotic aspects of evolution, history of biosemiotics, and ecosemiotics. (KK)

Svend Erik Larsen is Professor of Comparative Literature at Aarhus University, Denmark. His publications include *Sémiologie littéraire*, *Tegn i brug* (translated as *Signs in Use*, forthcoming), *Actualité de Brøndal* (editor), and *Gärten und Parks* (editor). (SEL)

Mikle D. Ledgerwood is tenured Professor of French and Technology and Education at the State University of New York at Stony Brook (USA). His publications in semiotics include *Images of the 'Indian' in Four New-World Literatures*, *New Approaches to Medieval Textuality*, and articles on semiotics, cyberspace and textuality. (MDL)

Robin Melrose is Principal Lecturer in English at the University of Luton, UK. His publications include 'The margins of meaning: arguments for a postmodern approach to language and text' and 'The seduction of abduction: Peirce's theory of signs revisited'. (RM)

Floyd Merrell is Professor of Semiotics and Spanish American cultures and literatures at Purdue University. His publications include *Unthinking Thinking: Jorge Luis Borges, Mathematics, and the 'New Physics'*, *Peirce, Signs, and Meaning*, *Sensing Semiosis* and *Simplicity and Complexity*. (FM)

Paul Perron is Professor of French and Principal of University College, University of Toronto. His publications include *A. J. Greimas and Narrative Cognition* and *Analyzing Cultures* (with M. Danesi), *Balzac: Sémiotique du personnage romanesque* and *Semiotics and the Modern Quebec Novel*. (PP)

Susan Petrilli teaches Semiotics and Philosophy of Language at Bari University, Italy. Her publications include, *Che cosa significa significare?*, *Materia segnica e interpretazione*, *Su Victoria Welby. Significs e filosofia del linguaggio*, *Teoria dei segni e del linguaggio*, and (with Augusto Ponzio) *Fuori Campo*, *La comunicazione globale*, *Signs of Research on Signs*, *Man as a Sign*, *Signs*, *Dialogue*, and *Ideology*. (SP)

Augusto Ponzio is Full Professor in Philosophy of Language at Bari University, Italy, where he also lectures in text semiotics and general linguistics. He is Head of the Department of Linguistic Practices and Text Analysis and Director of a doctoral programme in language theory and sign sciences. His publications include *Production linguistique et idéologie sociale*, *Metodologia della*

CONTRIBUTORS

formazione linguistica, *La revolución Bajtiniana*, *Sujet et alterité*, *Sur Emmanuel Lévinas*, and *La comunicazione*. (AP)

Bent Preisler is Professor of English Language and Society at Roskilde University, Denmark. His publications include *Linguistic Sex Roles in Conversation*, *A Handbook of English Grammar on Functional Principles* and *Danskerne og det Engelske Sprog*. (BP)

Raphael Salkie is Principal Lecturer in Language Studies at the University of Brighton. His publications include *The Chomsky Update* and *Text and Discourse Analysis*, and he is the editor of the journal *Languages in Contrast*. (RS)

Kim Christian Schrøder is Professor of Communication at Roskilde University, Denmark. His publications include *The Language of Advertising*, *Media Cultures: Reappraising Transnational Media* and numerous articles about audiences' use and reception of mass-mediated discourses. (KCS)

Thomas A. Sebeok is Distinguished Professor Emeritus of Linguistics and Semiotics and Senior Fellow in the School of Information Sciences at Indiana University. He served as the General Editor of the *Encyclopedic Dictionary of Semiotics* (2nd edn, vols 1–3, 1994), and is Co-editor of *Semiotics: A Handbook on the Sign-Theoretic Foundations of Nature and Culture* (vols 1–2, 1997; vol. 3, forthcoming). (TAS)

Pippa Stein is an English teacher-educator at the University of the Witwatersrand, Johannesburg. Her research interests are semiotics and multiliteracies. She has published in the *TESOL Quarterly* and the *Harvard Educational Review*. (PS)

William C. Stokoe, Professor Emeritus of Gallaudet University, Washington, DC, taught language and culture there and investigated and described American Sign Language, giving that name to a language denied language status for millennia. His publications include *Sign Language Structure*, *A Dictionary of ASL*, *Gesture and the Nature of Language* (with David Armstrong and Sherman Wilcox), and *Language in Hand*. He died in 2000. (WCS)

Peeter Torop is Professor and Head of the Department of Semiotics at the University of Tartu, Estonia, vice-president of EAS and co-editor of *Sign Systems Studies*. His major publications include *Total Translation*, *Dostoevsky: History and Ideology*, *Signs of Culture*, 'Tartu School as School', and 'The Position of Translation in Translation Studies'. (PT)

Jef Verschueren is a Research Director of the Flemish Fund for Scientific Research and Professor of Linguistics at the University of Antwerp. He is the founder and secretary-general of the International Pragmatics Association. His publications include *Handbook of Pragmatics* (co-edited with Jan-Ola Östman, Jan Blommaert and Chris Bulcaen), *Debating Diversity* (co-authored with Jan Blommaert), and *Understanding Pragmatics*. (JV)

ACKNOWLEDGEMENTS

As editor it falls to me to write this section of the volume. However, what I would like to acknowledge is that this book is wholly a collective venture. It could never have come about without the co-operation of an international community of scholars in semiotics and linguistics. All the scholars whose endeavour is to be found in this volume have been a pleasure to work with. It is hoped that their dedication to knowledge and its dissemination, as well as the friendly spirit of collaboration in which the work was carried out, are reflected in this book. I'm happy to say that I have made some very good friends as a result of working on this dictionary; I'm sad to say that I have also lost one in the final weeks before this book went into production.

There are some individuals whose names are not represented in this book who have equally been part of its collective authorship. Peter Pugh, Jeremy Cox and, of course, Richard Appignanesi, are a rare breed: visionaries who can delegate. Their presence can be felt in this book even if their names are not visible. Similarly, Duncan Heath and Andrew Furlow have been instrumental in maintaining the good feeling which helped to completion the volume you hold in your hands.

Finally, the usual disclaimer: although this book is a collective venture, it should be pointed out that any mistakes within its pages are not to be attributed to contributors. From first to last, I was assigned the task of preventing errors.

Paul Cobley
London
2000

USING THIS BOOK

The Routledge Companion to Semiotics and Linguistics presents up-to-date information on the key questions within its subject area. It is designed to allow the reader to navigate the subject with ease, through cross-referencing within the volume and by means of indications for further enquiry.

The book is divided into two parts. Part I: Semiosis, communication and language, consists of an introduction and ten short chapters. Each of these chapters broadly answers one from a series of likely questions about semiotics and linguistics in the early twenty-first century (see Introduction). Part II: Key themes and major figures in semiotics and linguistics, consists of a dictionary of semiotics and linguistics, containing a wealth of information on terms used in the subject area as well as biographical entries on influential individuals.

CROSS-REFERENCING

The cross-referencing procedure takes place throughout the volume. Any topic or name which has an entry in Part II of the volume will, on its initial appearance, be printed in **bold** type. This is the case for the chapters in Part I as it is for the entries in Part II. On those occasions when an entry does not explicitly mention a name or topic which nevertheless bears some relevant further information on the entry, it will be followed by 'See also' with the cross-reference printed in CAPITALS.

Cross-referencing from entries in Part II of the volume to chapters in Part I of the volume will occasionally take place. To avoid confusion, references to chapters in Part I are indicated by giving the author's name in underlined type; for example, Harris, Jackendoff, Salkie, and so on. Despite the cross-referencing in the volume, both Part I and Part II can, of course, be used on their own terms: as a free-standing collection of essays or as a far-reaching dictionary of semiotics and linguistics.

The identity of the author of each entry in Part II is indicated by bold initials at the end of the entry.

FURTHER READING

Each of the chapters in Part I of the volume is followed by five recommendations for further reading. The only exception to this is Chapter 1, 'Nonverbal communication' whose topic is probably by far the largest in the volume. This chapter starts the volume off by providing a valuable comprehensive list of readings, one each for the main areas of the topic in question.

Further reading recommendations continue into Part II. The entries in this section are of three different sizes (small, medium and large). Large entries such as **code** are followed by three recommendations for further reading; medium-sized entries such as **semantics** are followed by one recommendation for further reading; and the smaller entries such as **noun** have none.

BIBLIOGRAPHICAL REFERENCES

When reference is made to a published work, for example in the following fashion, ‘Halliday’s linguistic work has culminated in his extensive description of English in functional terms (1985)’ or ‘However, most sentences can only be understood against a set of background assumptions which effectively define a context (Searle 1978)’, the reference to the work is to be found in the References at the end of the volume and not at the end of the specific chapter or entry.

One peculiarity of the subject area must be mentioned in respect of bibliographical references. In Peirce scholarship it has been customary to refer to the standard edition of his works, the eight-volume *Collected Papers*, which usually appears in bibliographies as follows:

Peirce, C. S. (1931–58) *Collected Papers of Charles Sanders Peirce*, ed. A. Burks, C. Hartshorne and P. Weiss, Cambridge, MA: The Belknap Press of Harvard University Press.

However, when scholars make reference to the *Collected Papers* they invariably use a short-hand method which consists of naming the number of the volume and the number of the section within the volume; thus, ‘The symbol is the sign “in consequence of a habit (which term I use as including a natural disposition)” (4.531)’. To make matters slightly easier and to help prevent any confusion in the process of cross-referencing, this book will retain the numbering of volume and section but will designate the *Collected Papers* by the initials, *CP*: thus, ‘The symbol is the sign “in consequence of a habit (which term I use as including a natural disposition)” (*CP* 4.531)’.

Note that not all of Peirce’s work appears in the *Collected Papers* and that much of his work is also published elsewhere: this includes original places of publication (for example, journals such as *The Monist*), the chronological edition of his writings currently being published by the Peirce Edition Project, as well as other, shorter collections of Peirce’s essays, notes and letters.

CONTENTS

<i>Notes on contributors</i>	ix
<i>Acknowledgements</i>	xiii
<i>Using this book</i>	xv

Part I Semiosis, communication and language 1

Introduction <i>Paul Cobley</i>	3
------------------------------------	---

1 Nonverbal communication <i>Thomas A. Sebeok</i>	14
------------------------------------------------------	----

2 Charles Sanders Peirce's concept of the sign <i>Floyd Merrell</i>	28
------------------------------------------------------------------------	----

3 The origins of language <i>William C. Stokoe</i>	40
-------------------------------------------------------	----

4 Language in the ecology of the mind <i>Ray Jackendoff</i>	52
----------------------------------------------------------------	----

5 Sociolinguistics and social semiotics <i>Gunther Kress</i>	66
-----------------------------------------------------------------	----

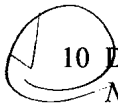
6 Pragmatics <i>Jef Verschueren</i>	83
----------------------------------------	----

7 Language change <i>Jean Aitchison</i>	95
--------------------------------------------	----

8 The Chomskyan revolutions <i>Raphael Salkie</i>	105
------------------------------------------------------	-----

9 Linguistics after Saussure <i>Roy Harris</i>	118
---------------------------------------------------	-----

CONTENTS



10 Discourse

Nikolas Coupland and Adam Jaworski

134

Part II Key themes and major figures in semiotics and linguistics

149

References

289

Index

319

Part I
SEMIOSIS, COMMUNICATION
AND LANGUAGE

