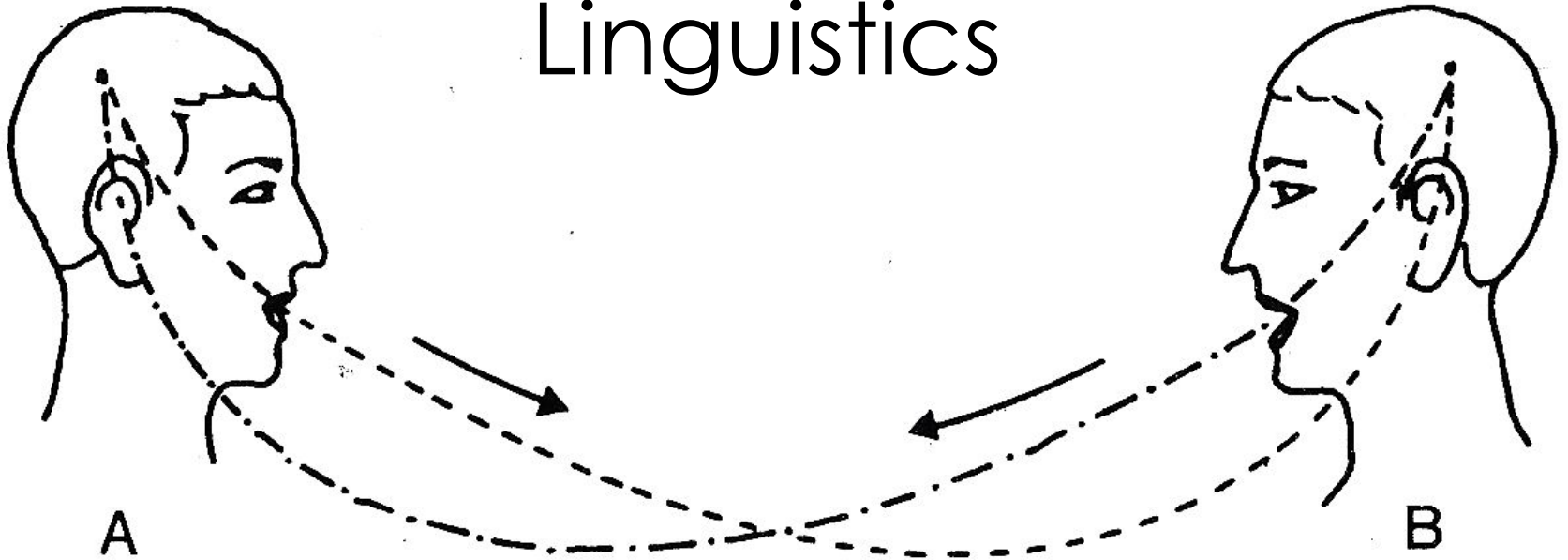


Linguistics



What role does
language play in
design?



What is natural to mankind is not oral speech but the faculty of constructing a language.



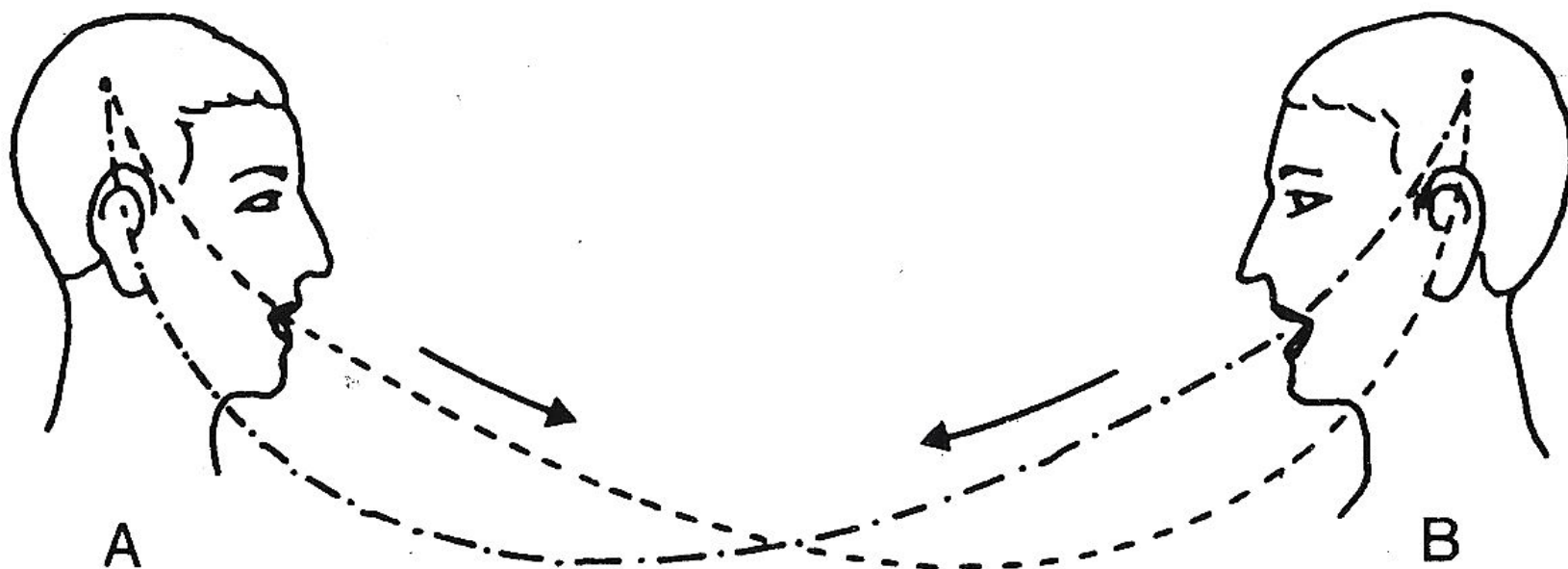
Linguistic phenomena have two sides:

- 1) acoustical impressions / vocal organs*
- 2) acoustical-vocal /
physiological-psychological*
- 3) individual / social*
- 4) established system / evolution*



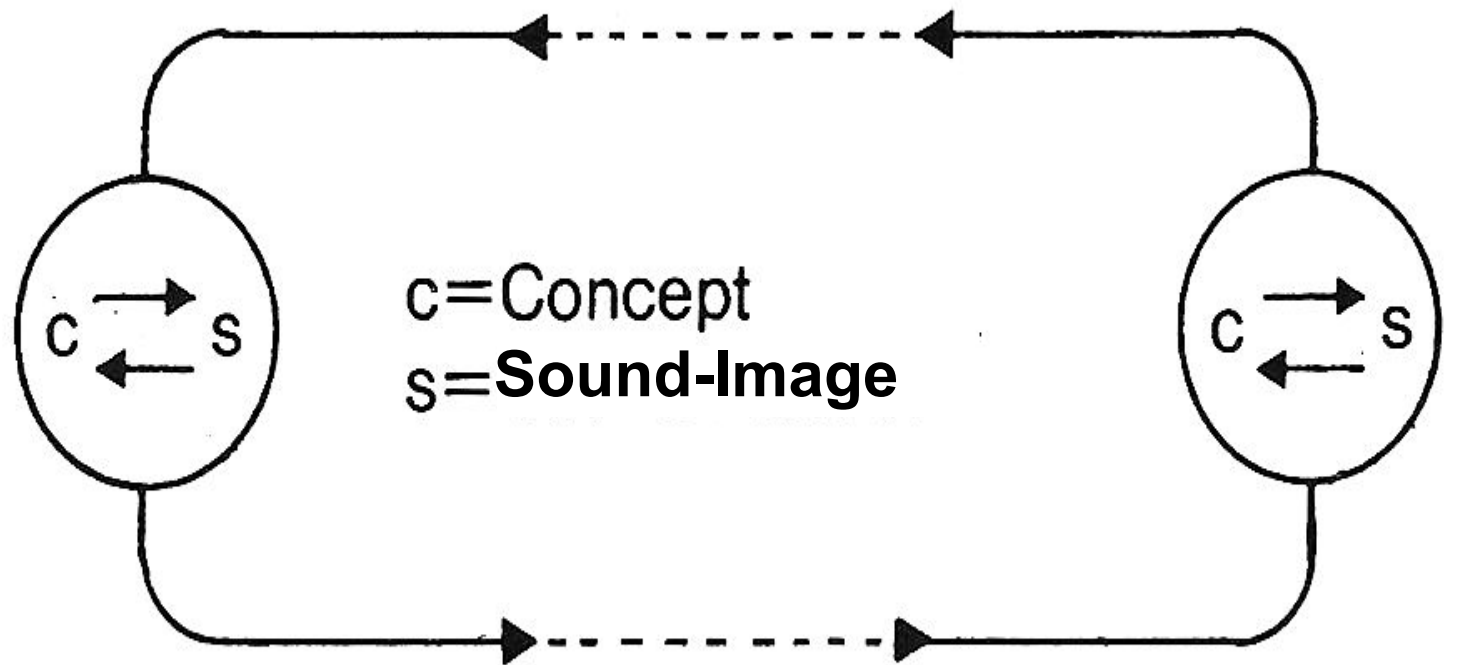
*Language is a convention,
and the nature of the sign
that is agreed upon does
not matter.*

The Speaking Circuit



Audition
Hearing

Phonation
Vocalisation



Vocalisation
Phonation

Hearing
Audition



The circuit can be divided into:

a) outer part / inner part

b) psychological / non-psychological

c) active / passive

d) executive / receptive

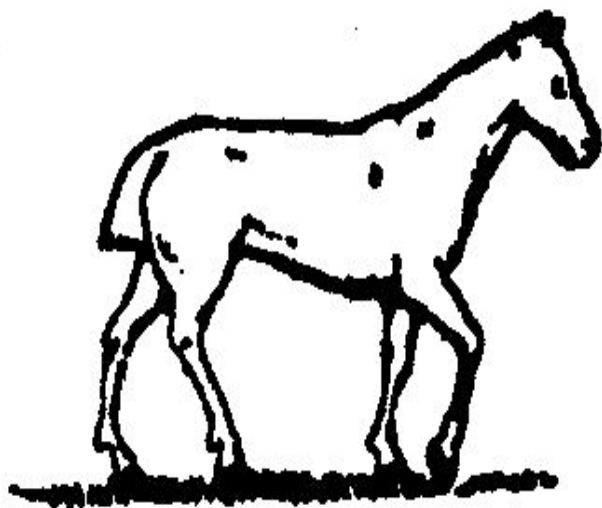


A science that studies the life of signs within society is conceivable; it would be part of social psychology and consequently of general psychology; I shall call it semiology.

Semiology would show what constitutes signs, what laws govern them.



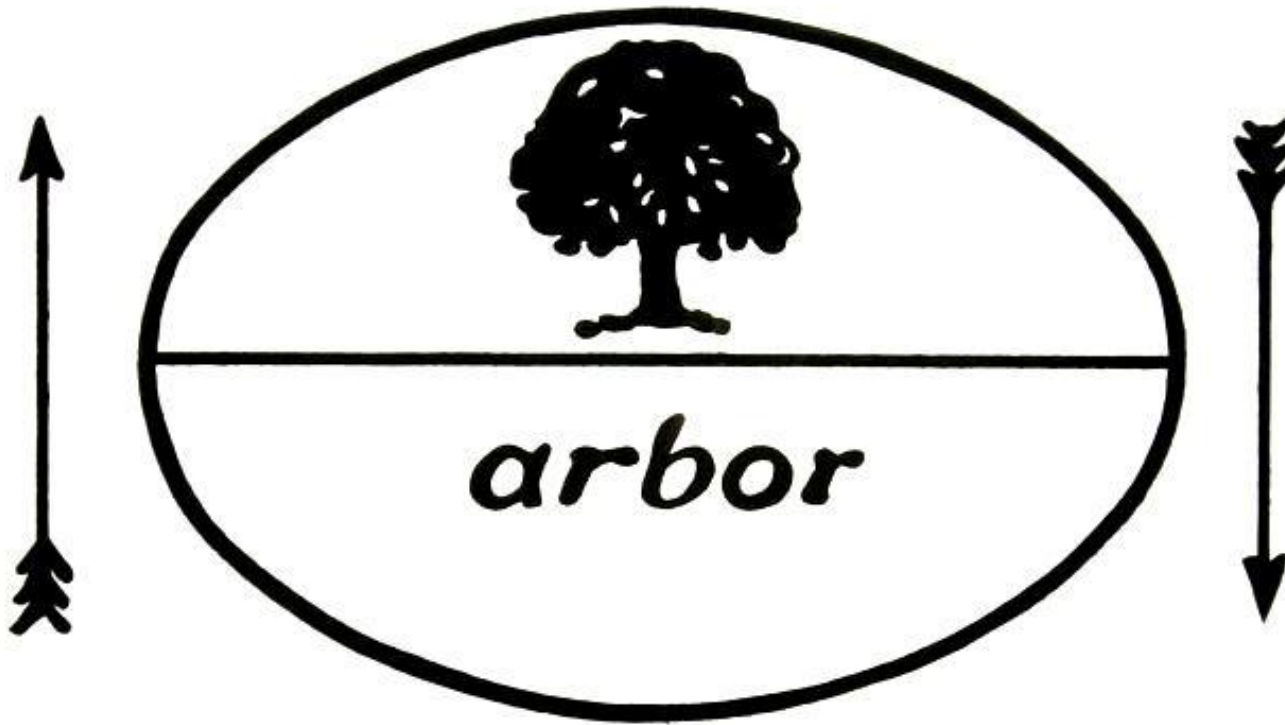
ARBOR



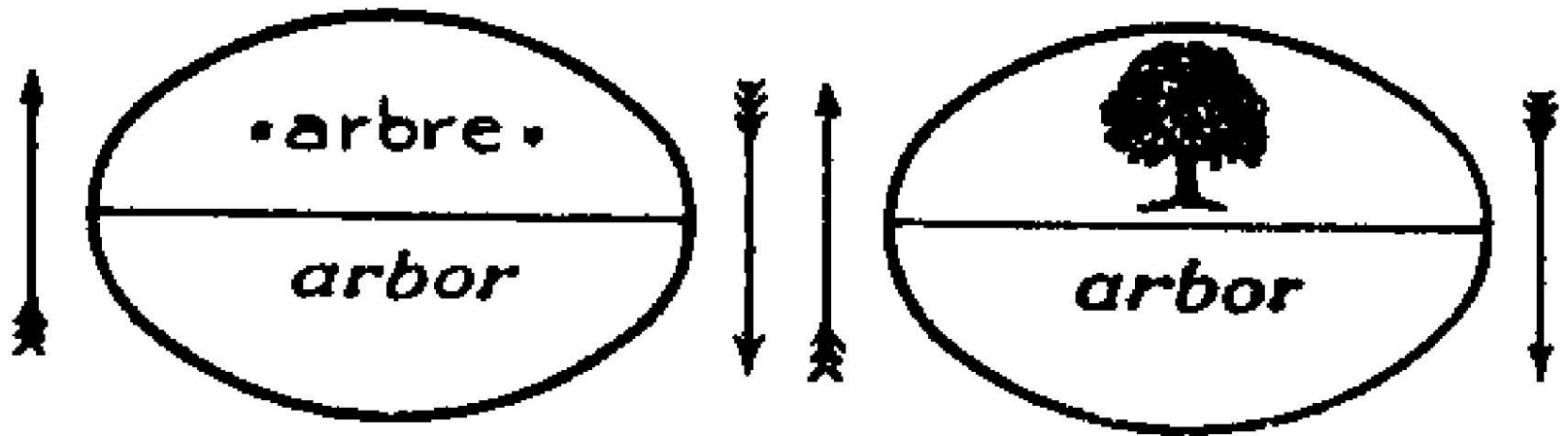
EQUOS

etc.

etc.



The linguistic sign unites, not a thing and a name, but a concept and a sound-image.



*I propose to retain the word **sign** to designate the whole and to replace concept and sound image with **signified** and **signifier**.*



Principle I: The Arbitrary Nature of the Sign



Principle II: The Linear Nature of the Signifier



Immutability and Mutability of the Sign



Immutability of the Sign:

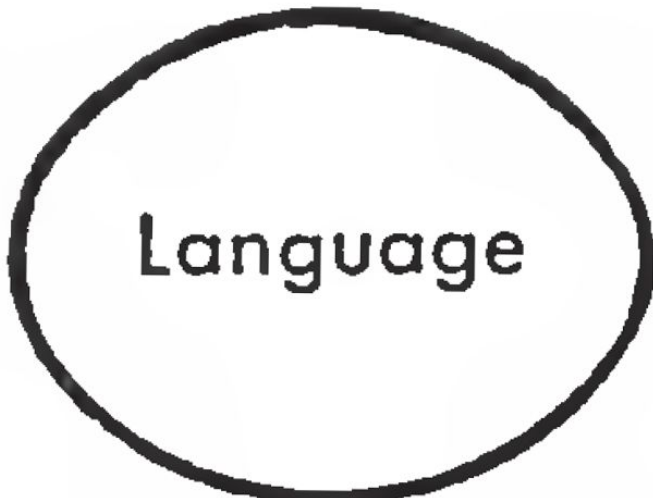
- 1) the arbitrary nature of the sign*
- 2) the multiplicity of signs necessary...*
- c) the over-complexity of the system*
- d) collective inertia*



Mutability of the Sign:

- shift in the relationship between the signifier and signified*
- language is radically powerless to defend itself*
- when it becomes the property of everyone, control is lost*

Time



Language



Community
of
speakers



Counting Sheep

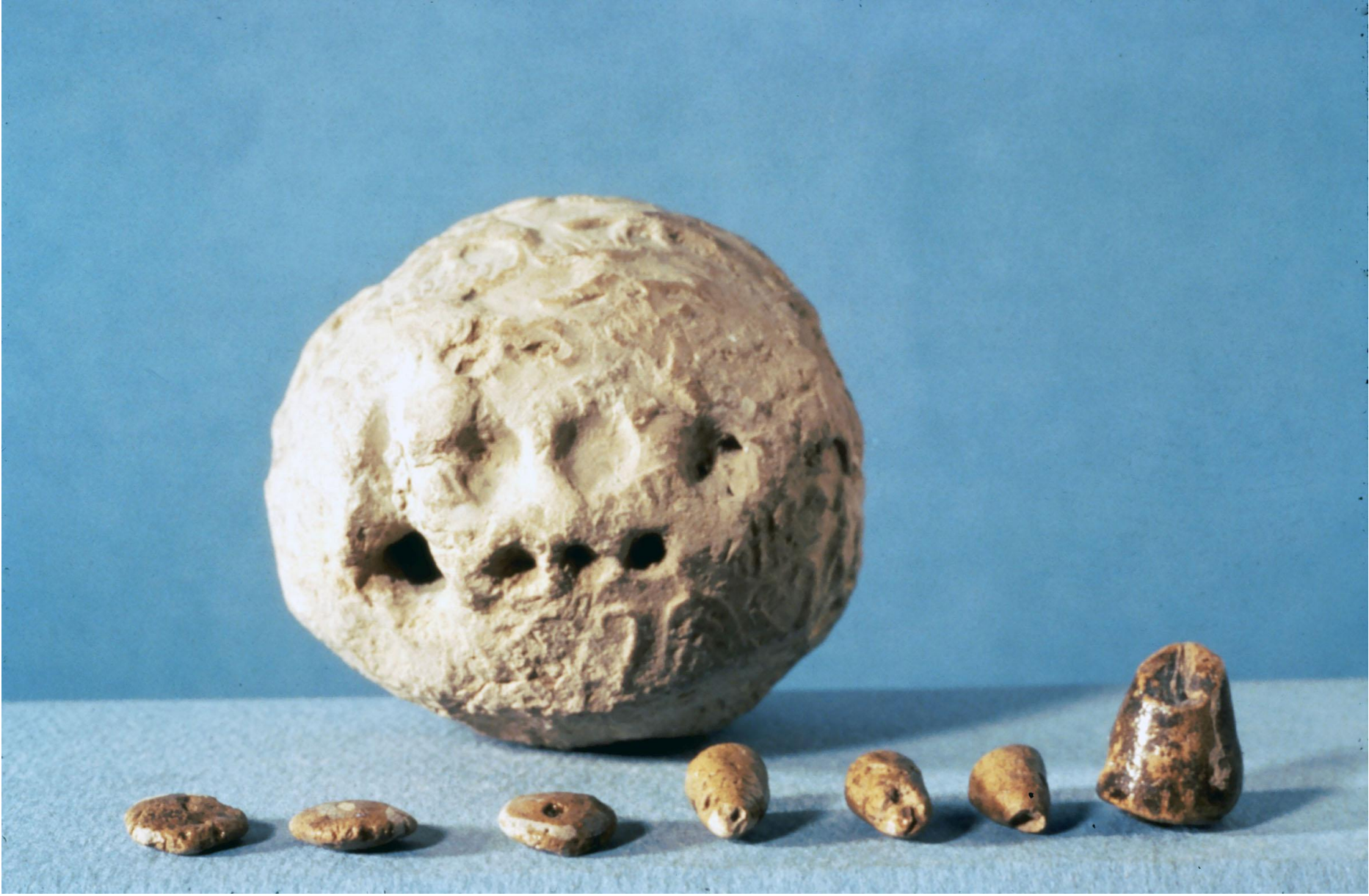
(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Most definitions of writing...
a representation of speech,
capable of being read back
orally, as a series of words, one
after the other.

Ishango Counting Stick, c. 20,000-25,000 BP



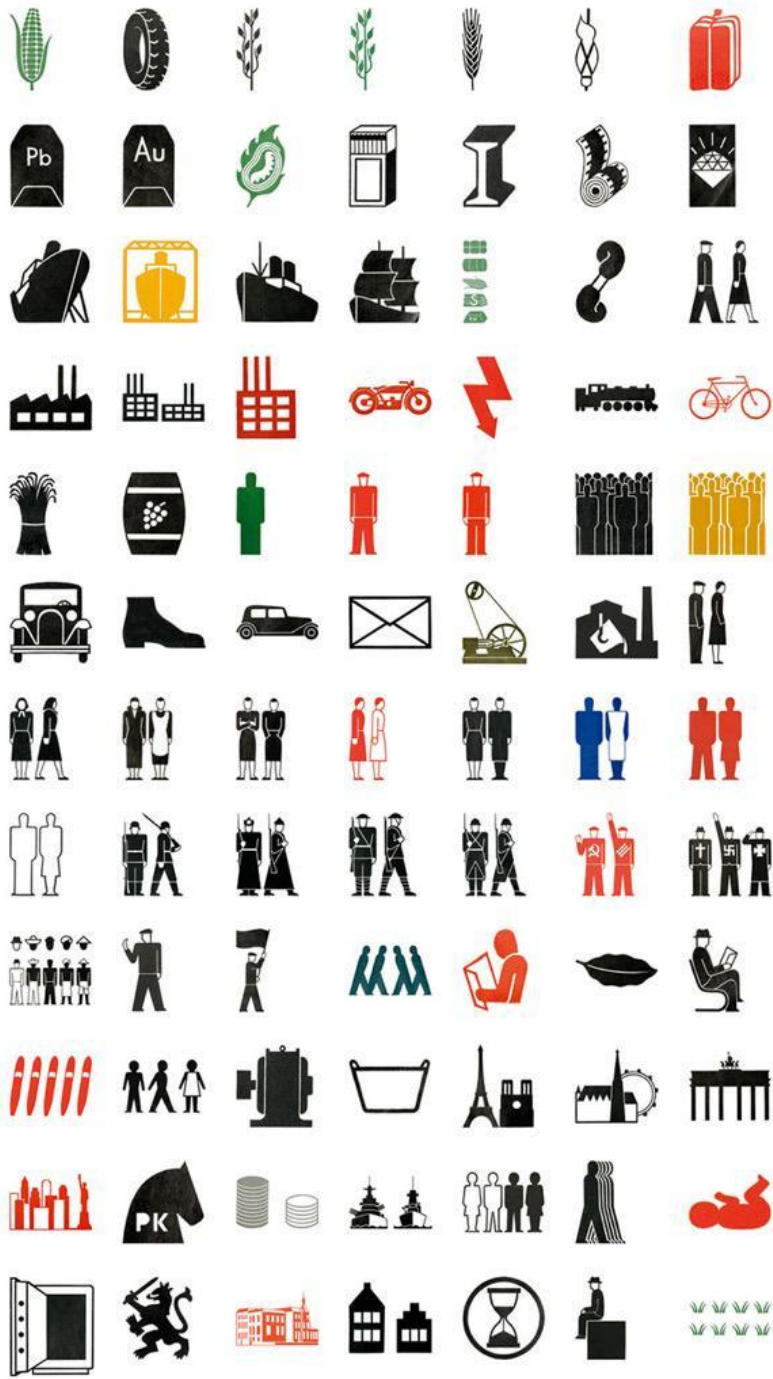
Sumerian Token Envelope, c. 3100 BCE



Counting Sheep

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

*Writing is assumed to be graphic,
consisting of lines drawn on a flat
plane.*





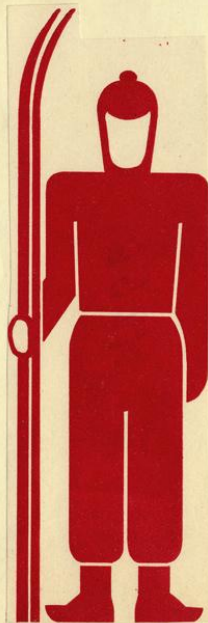
1281



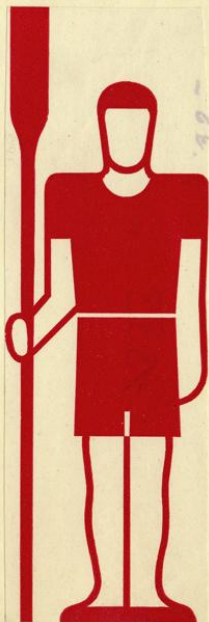
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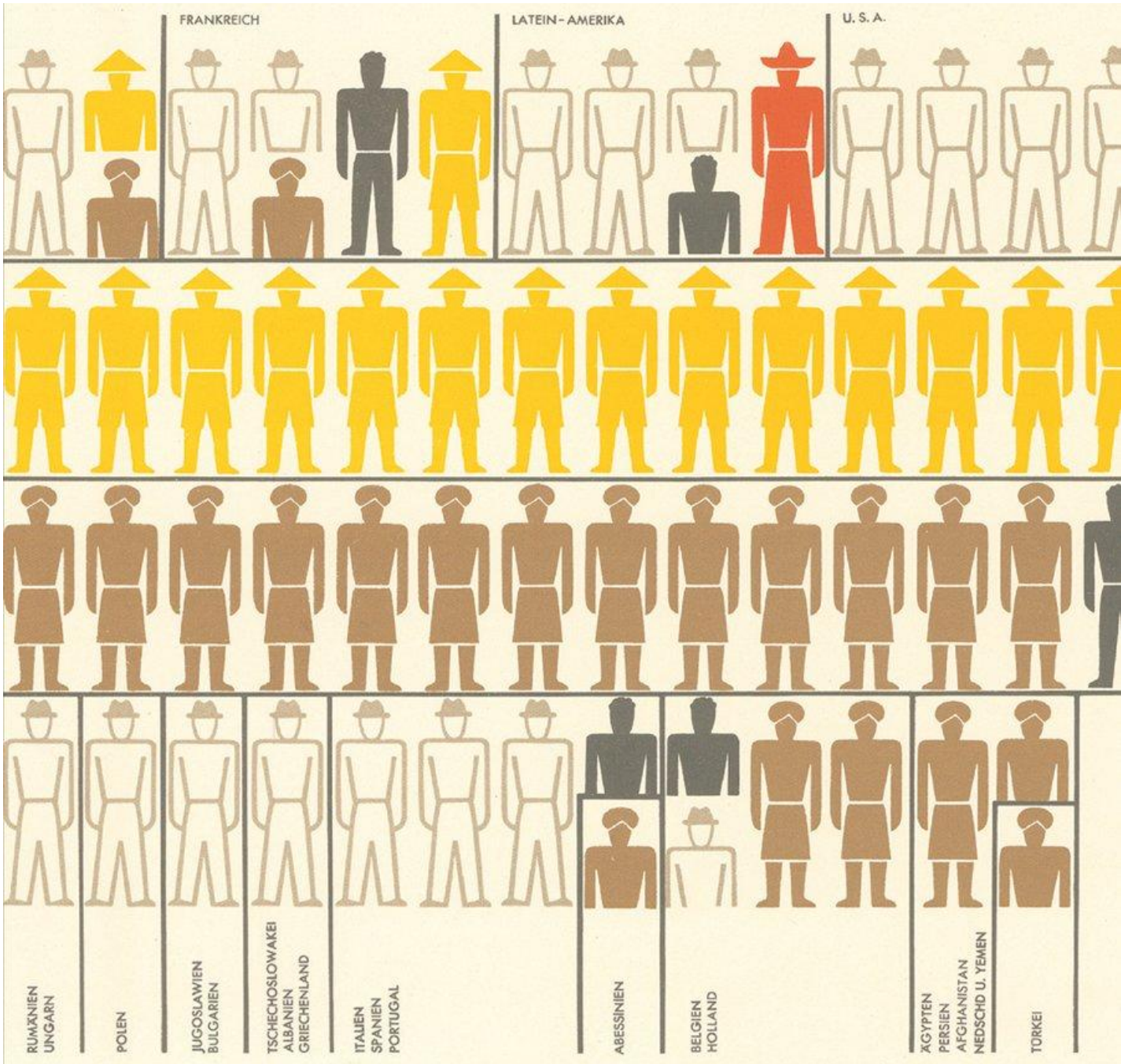
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1333



1256



Modern Hieroglyphs

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Hiero - glyph
sacred writing

Modern Hieroglyphs

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Hiero - glyph

*enigmatic or incomprehensible
symbols or writing*



Imentet and Ra
from the Tomb of
Nefertiti
c. 13th C. BCE



evolutions



I came forth

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Pictograph

Ideograph

Rebus

Syllabary

Alphabet

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Pictograph

does not refer to a word in a particular language, but to a physical object in the world

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Ideograph

*pictures stand for a concept or
idea rather than a material object*

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Rebus

*exchanges literal meaning of
images for indirect substitutions*

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Syllabary

a set of symbols representing all of the consonant-vowel pairs in a language

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Alphabet

abstracts the sounds of spoken language; separate symbols for vowels and consonants

Language of Dreams

(from *Writing Research Design*, Ellen Lupton & J. Abbott Miller)

Pictograph

Ideograph

Rebus

Syllabary

Alphabet