

14

2018

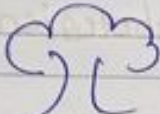
Thursday ■ June

24th Week 185 - 200 days

MAY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

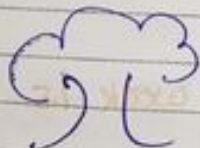
JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

8.00 Relation of the sound and image represented
9.00 is the outcome

10.00  (Image)

11.00 + = Tree
12.00 (Meaning)
1.00 T-r-e-e (Sound)

2.00

3.00  → concept

4.00

5.00

6.00 Tree → Sound
7.00 (image)

Notes

Appointments

Phones

AUGUST						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2018

15

Friday

June

24th Week 166 - 199 days

Linguistic sign is a two sided Psychological entity consist of concept and sound image

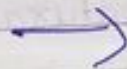


signified
(or)
concept

+

T-r-e-e

signifier
(or)
sound image



Tree
(sign (or)
meaning)

- sign → word
- signified → image or idea
- signifier → sound Associated

Phones

Appointments

Notes

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2018

Saturday June

24th Week 167 - 198 days

MAY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JULY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8.00 Principle 1

The Arbitrariness of Sign

9.00

• The bond between the signifier and the signified is arbitrary, therefore linguistic itself is arbitrary.

10.00

11.00

12.00

1.00

2.00

• The idea is not linked to the sound.

There is no natural reason why a particular signifier should be attached to a

17

Sunday

25th Week 168 - 197 days

Particular signified.

• Saussure calls this as "Arbitrariness of the Sign"

• Arbitrary doesn't mean that the choice of the signifier is left entirely to the speaker.

Notes

Appointments

Phones

AUGUST '18

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2018

18

Monday

June

25th Week 159 - 156 days

No individual Speaker has the Power to change a sign once it is established in linguistic community.

Two objections : choice of signifier is not always arbitrary

* Onomatopoeia — words that are formed out of sounds. onomatopoeia sounds are not formed from the elements of linguistic system. They are only approximate imitation.

* Interjection — It is closely related to onomatopoeia. It is spontaneous expression of reality dictated of words by natural force.

Notes

Appointments

Phones

19

2018

Tuesday ■ June

25th Week 170 - 195 days

MAY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JULY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8.00 Principle • The linear nature of the

9.00 Signifier

10.00

• Signifier has 2 characteristics

11.00

• It represents span

12.00

• The span is measurable in single dimension

1.00

2.00

• Linear nature of the signifier has always been neglected for its over simplicity.

3.00

4.00

However, it is fundamental and its consequences are incalculable.

5.00

6.00

7.00

• In contrast to visual signifiers, which can be grouped in several dimensions, auditory signifiers have their command

Notes

Appointments

Phones

AUGUST

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2018

20

Wednesday

June

25th Week 171 - 194 days

only through the dimension of time.

- sign - word
- signified - visual image (concept)
- signifier - sound associated (sound image)
- linguistic sign - is a two sided psychological entity consist of concept and sound image.

Principle 1

There is no natural reason why a particular signifier should be attached to a particular signified.

Principle 2 Auditory signifiers have their command only through the dimension of time.

Phones

Appointments

Notes