

FERDINAND DE SAUSSURE

ВЫПОЛНИЛА:

СИНИЦЫНА ДАРЬЯ, 14ФПЛ

FERDINAND DE SAUSSURE

- 26 November 1857 – 22 February 1913
- was a Swiss linguist and semiotician
- is widely considered one of the founders of 20th-century linguistics
- Is one of two major of semiotics/semiology



LANGUAGE AND SPEECH

- Language is a well-defined homogeneous object in the heterogeneous mass of speech facts.
- Language is a self-contained whole and principle of classification.
- It is a product that is assimilated by speakers.
- Speech is many-sided and heterogeneous.
- It belongs both to individual and society.
- Speaking is willful and intentional.

SIGNIFIER AND SIGNIFIED

- Signifier is a sensory representation, while signified is a concept (meaning)
- Both components of the linguistic sign are inseparable.
- One way to understand this is to think of them as being like either side of a piece of paper – one side simply cannot exist without the other.

ARBITRARY NATURE OF THE SIGN

- It has been made for convenience of a speaking community
- There is no natural relationship between the signifier and signified, it is conventional
- In that sense, when the signifier changes the signified does not
- In every country or speaking community, the sound of the words is different (signifier) but the concept is still the same (signified)
- But there is an issue of onomatopoeia

DIACHRONY AND SYNCHRONY

- The signifier is manipulated by the speaking community that uses it
- Sign has the capacity to change, to adapt to the social and cultural environment
- Diachrony studies the terms of the evolution of the language through time
- The sign that does not change through the time and does not accept a linguistic change, is studied by synchrony
- Synchrony analyzes a particular moment of language in a determined time with the aim of following its evolution

SYNTAGMATIC AND PARADIGMATIC RELATIONS

- Syntagmatic relations are immediate linear relations between units in a segmental sequence. The combination of two words or word-groups one of which is modified by the other forms a unit which is referred to as a syntactic » syntagma».
- Paradigmatic is associative and clusters signs together in the mind, producing sets: **sat, mat, cat, bat**, for example, or **thought, think, thinking, thinker**
- Sets always involve a similarity, but difference is a prerequisite, otherwise none of the items would be distinguishable from one another

CONCLUSION

- Saussure undoubtedly contributed to the thought that language is a more complex system but can be easily accessed and explained. He aspired to bring language to another level where people could study it as a whole system but in different variations.

Thank you for your attention!

