CONTENTS

PREFACE AND ACKNOWLEDGMENT v

I. SIGNS AND BEHAVIOR 1

1. *The Problem of Approach* 1
2. *Preliminary Isolation of Sign-Behavior* 5
3. *Toward Precision in the Identification of Sign-Behavior* 8
4. *Some Objections Considered* 11
5. *Further Remarks on Sign-Processes* 15
6. *The Basic Terms of Semiotic* 17
7. *Extension of Terminology* 20
8. *Signal and Symbol* 23
9. *Alternatives to a Behavioral Semiotic* 27

II. LANGUAGE AND SOCIAL BEHAVIOR 32

1. *Language as Sign Phenomenon* 32
2. *The Definition of 'Language'* 35
3. *Consideration of the Proposed Definition* . . . 36
4. *The Interpersonality of the Language Sign* . . . 39
5. *Mead's Concept of the Significant Symbol* . . . 42
6. *Post-Language Symbols* 46
7. *The Mentalistic Controversy Resumed* 49
8. *Signs in Animals and Men* 52
9. *Language and Behavioristics* 55

III. MODES OF SIGNIFYING 60

1. *The Problem Stated* 60
2. *Origin of the Modes of Signifying* 62
3. *Behavioral Criteria for Differentiating the Modes* . 64
4. *Expression, Emotion, and Usage* 67
5. *Ogden and Richards on Modes of Signifying* . . 69
6. *Ascriptors* 72
7. *Identifiors, Designators, and Designative Ascriptors* 76
8. *Appraisors and Appraisive Ascriptors* 79
9. *Prescriptors and Prescriptive Ascriptors* 83

10. *Formators and Formative Ascriptors* 86
11. *Interrelation of the Modes of Signifying* 88

IV. ADEQUACY, TRUTH, AND RELIABILITY OF SIGNS . 92

1. *The Sense in Which a Sign Is Used* 92
2. *The Four Primary Sign Usages* 95
3. *Informative Adequacy: Convincingness* 97
4. *Valuative Adequacy: Effectiveness* 99
5. *Incitive Adequacy: Persuasiveness* 102
6. *Systemic Adequacy: Correctness* 104
7. *T-Ascriptors and "Truth"* 106
8. *Belief and Knowledge* 108
9. *The Limits of Signification and Knowledge* . . 111
10. *The Control of Non-Designative Ascriptors* . . . 114
11. *Communication* 118
12. *Belief, Denotation, and Adequacy* 121

V. TYPES OF DISCOURSE 123

1. *Classificatory Basis* 123
2. *Scientific Discourse* 126
3. *Fictive Discourse* 128
4. *Legal Discourse* 130
5. *Cosmological Discourse* 132
6. *Mythological Discourse* 134
7. *Poetic Discourse* 136
8. *Moral Discourse* 138
9. *Critical Discourse* 140
10. *Technological Discourse* 143
11. *Political Discourse* 145
12. *Religious Discourse* 146
13. *Propagandistic Discourse* 148
14. *The Study of Types of Discourse* 150

VI. FORMATORS AND FORMATIVE DISCOURSE . . . 153

1. *The Problem of Formators* 153
2. *The Nature of Formators* 156
3. *Kinds of Formators* 159
4. *Formative Ascriptors* 162
5. *The Behavioral Basis of Formative Ascriptors* . . 164
6. *Formative Ascriptors, Truth, and Knowledge* . . 166

7. *Logico-Mathematical Discourse* 168
8. *Rhetorical Discourse* 171
9. *Grammatical Discourse* 173
10. *Metaphysical Discourse* 175
11. *Logic and Mathematics* 178
12. *Rhetoric, Grammatic, and Metaphysics* . . . 182

VII. Individual and Social Import of Signs . . 187

1. *The Problem of This Chapter* 187
2. *The Significance of Non-Vocal Signs* 190
3. *Are the Arts Languages?* 192
4. *Effects of Personal Post-Language Symbols* . . 196
5. *The Pathology of Signs* 198
6. *Signs and Personality Disturbances* 201
7. *Signs and Societies* 204
8. *Social Control* 207
9. *The Social Pathology of Signs* 210
10. *Communication, Co-operation, and Conflict* . . . 212

VIII. The Scope and Import of Semiotic 217

1. *Pragmatics, Semantics, and Syntactics* 217
2. *A Program for Linguistics* 220
3. *Semiotic as Unification of Science* 223
4. *The Place of Psychology within Science* 227
5. *The Humanities and Scientific Humanistics* . . 230
6. *The Language of Philosophy* 233
7. *The Import of Semiotic for the Individual* . . . 239
8. *The Import of Semiotic for Social Organization* . 242
9. *Semiotic and the School* 244
10. *Problems and Program* 246

Notes to Chapters 249

Appendix: Some Contemporary Analyses of Sign-Processes 285

1. *The History of Semiotic* 285
2. *Charles Peirce on Signs* 287
3. *Behavioral Formulations of Sign-Processes* . . . 291
4. *Mentalistic Formulations of Sign-Processes* . . 295

5. Consideration of the Behavioral-Mentalistic Controversy 299
6. Tolman's Concept of Sign-Gestalt 302
7. Hull's Concept of Pure-Stimulus Acts 305
8. The Uniqueness of Sign-Behavior 308

BIBLIOGRAPHY 311

GLOSSARY 345

INDEX 357