



La Pomme terrestre (Erdapfel) de Martin Behaim, 1493

# Pour une sémiotique planétaire

Per Aage Brandt

CWRU

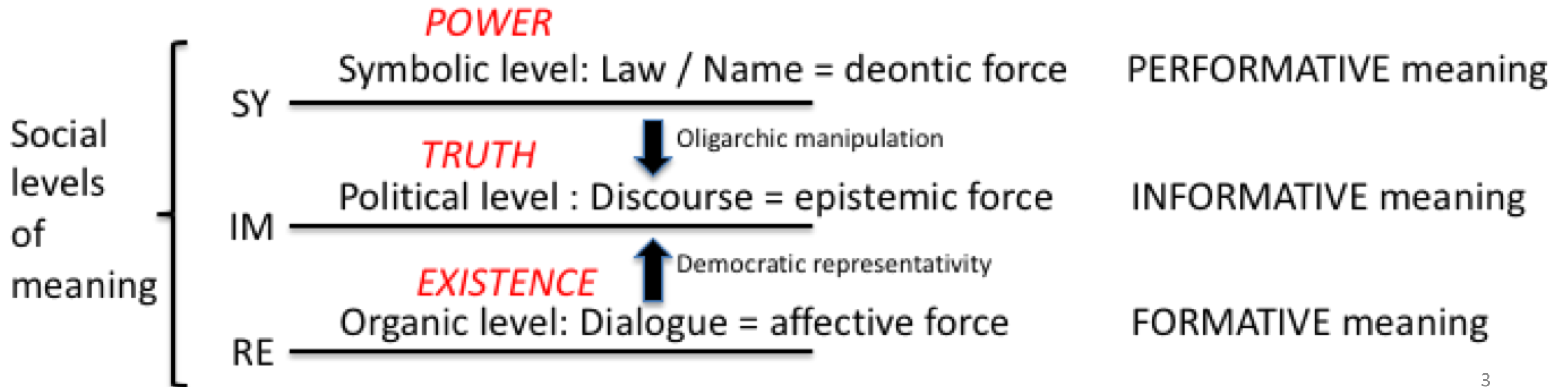
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# Three parallel semio-cognitive categories, rooted in human social evolution —

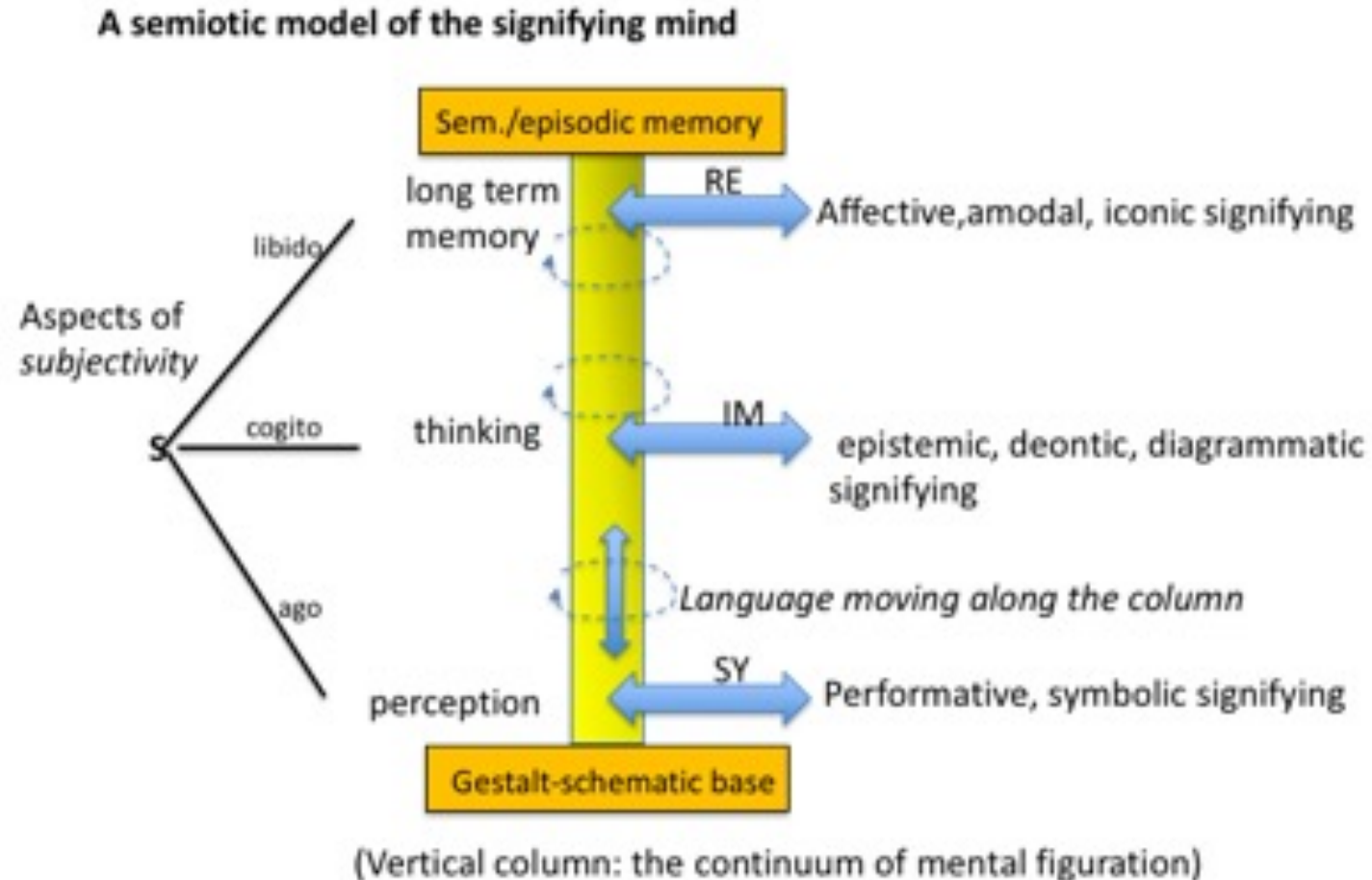
- In human evolution, collective life **extracts** from nature and **expels** back into nature —
- This happens invariably on three levels (a universal stratification):
  - 1) The level of nutrition, the **organic** stratum (cultivation; skill)
  - 2) The level of protection, the **political** stratum (urbanization; police)
  - 3) The level of authority, the **symbolic** stratum (law, religion; power)
- This stratification creates the socio-sphere and the semio-sphere.
- It also shapes the human mind through 50.000 years of civilization.

Les trois strates de la **socio-sphère**, stabilisées par les trois couches écologiques d'extraction et d'excrétion, fondent toute **sémio-sphère** —

## Meaning types in the sociosphere —



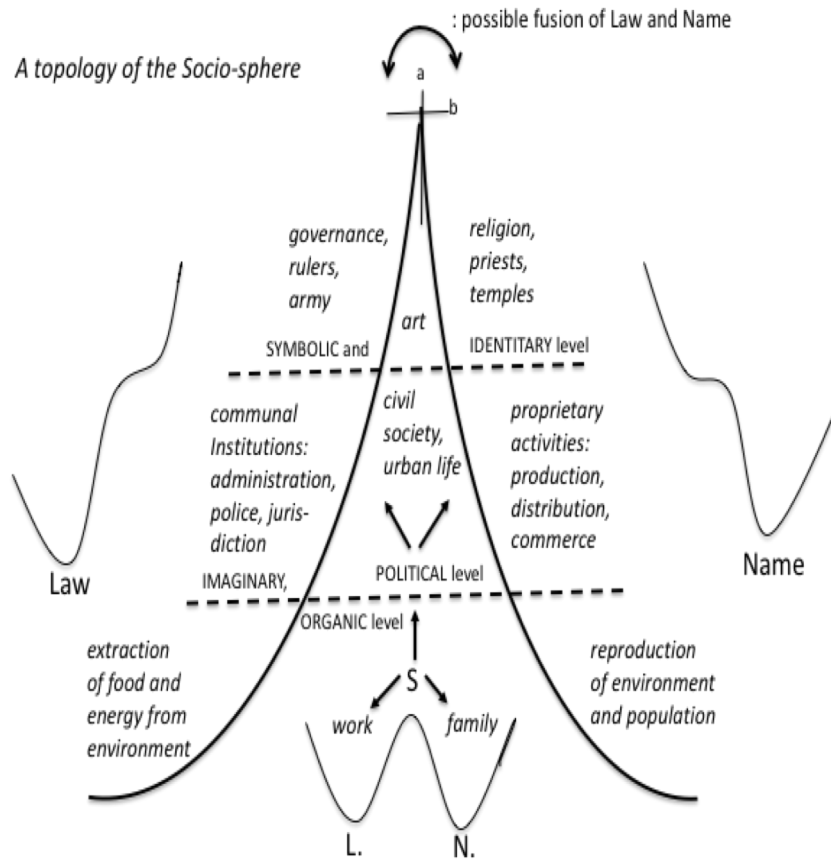
# Architecture de la psycho-sphère —



# Why are there sign classes? —

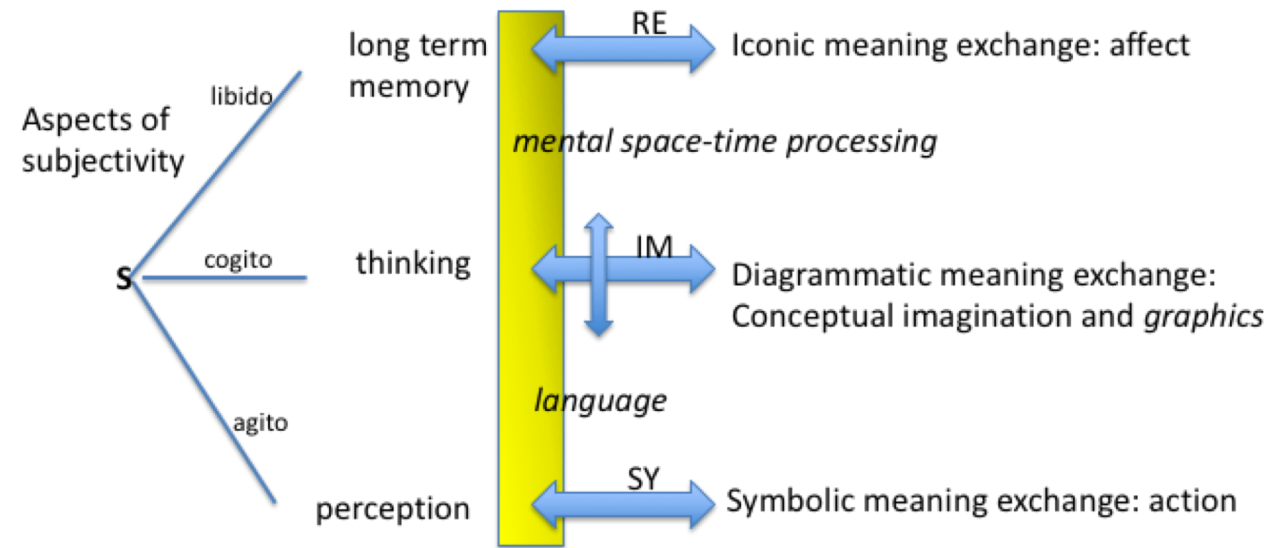
- — because there are different types of meaning!
- Meaning in the first person: *I remember that...* -> images, icons, all iconic signs are **perceptive or imaginary representations** and they express mainly by factual similarity (what *I* know — what *you* know)
- Meaning in the second person: *You must do this...* -> symbols, all symbolic signs are **mental or intersubjective instructions** and they express mainly by deontic convention (what *the world* want *you* to do)
- Meaning in the third person: *It may be the case that...* -> diagrams, all diagrammatic signs are **epistemic models or knowledge representations** (what *the world* lets us know; « subject-object relations »)

# The core forms of subjectivity map onto the semio-sphere and the psycho-sphere —



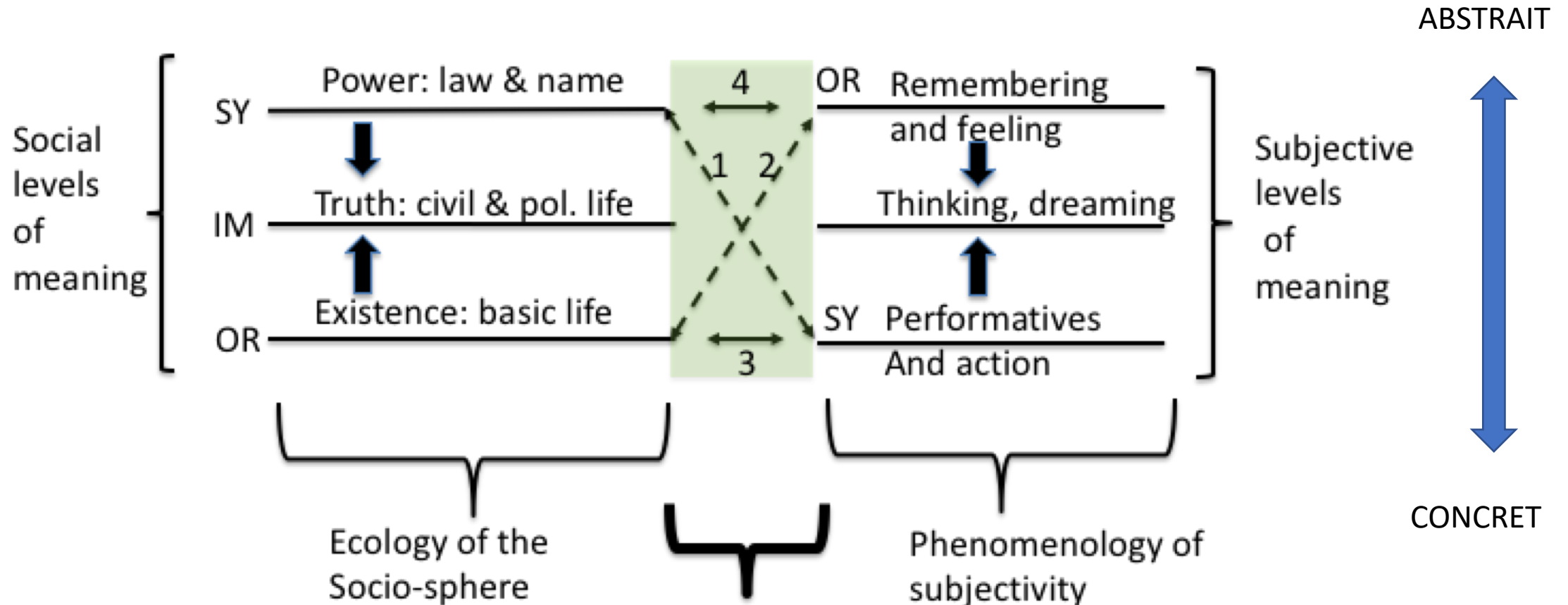
The cusp topology equation:  $Y = x^4 + ax^2 + bx$

## A MODEL OF MEANING MAKING



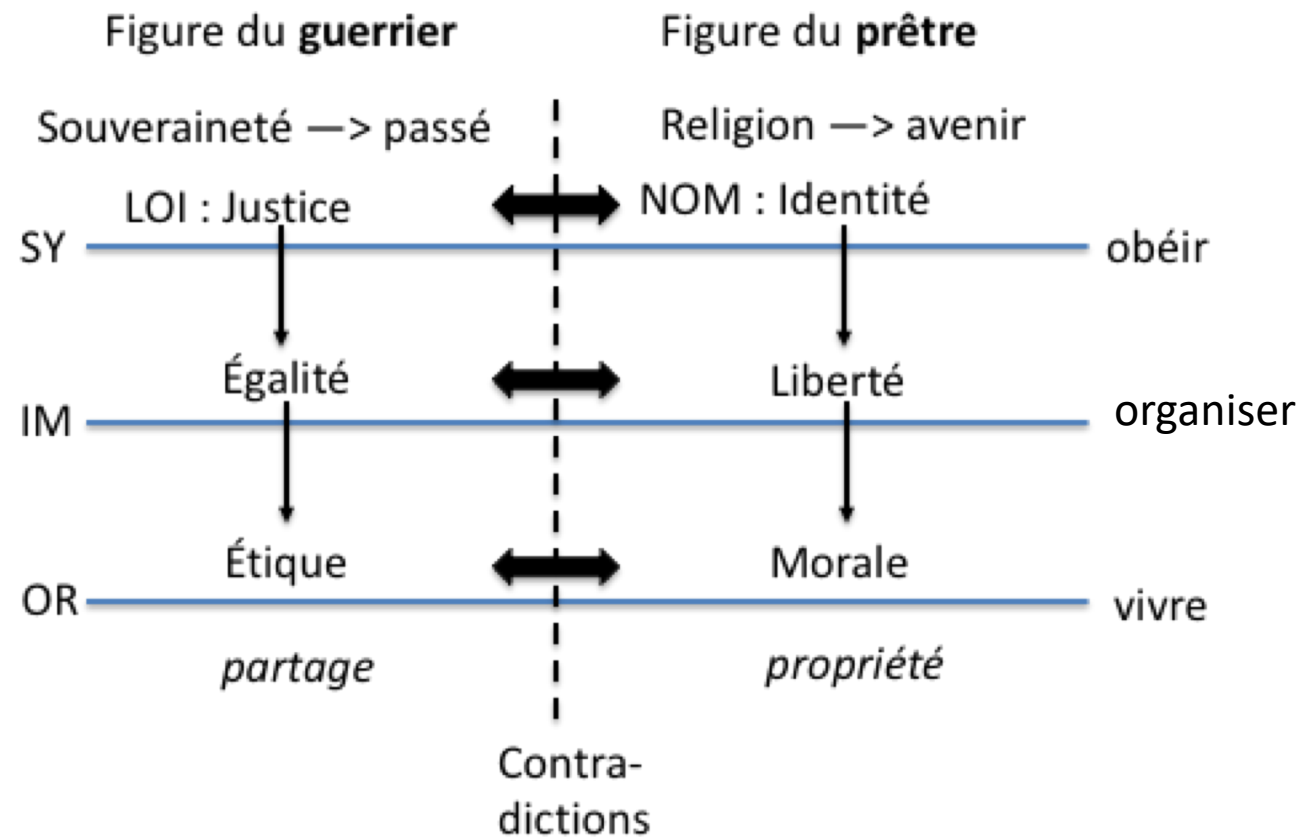
(Vertical column: the continuum of mental figuration)

# Meaning in society and in subjectivity : inversion across a semiotic gap!



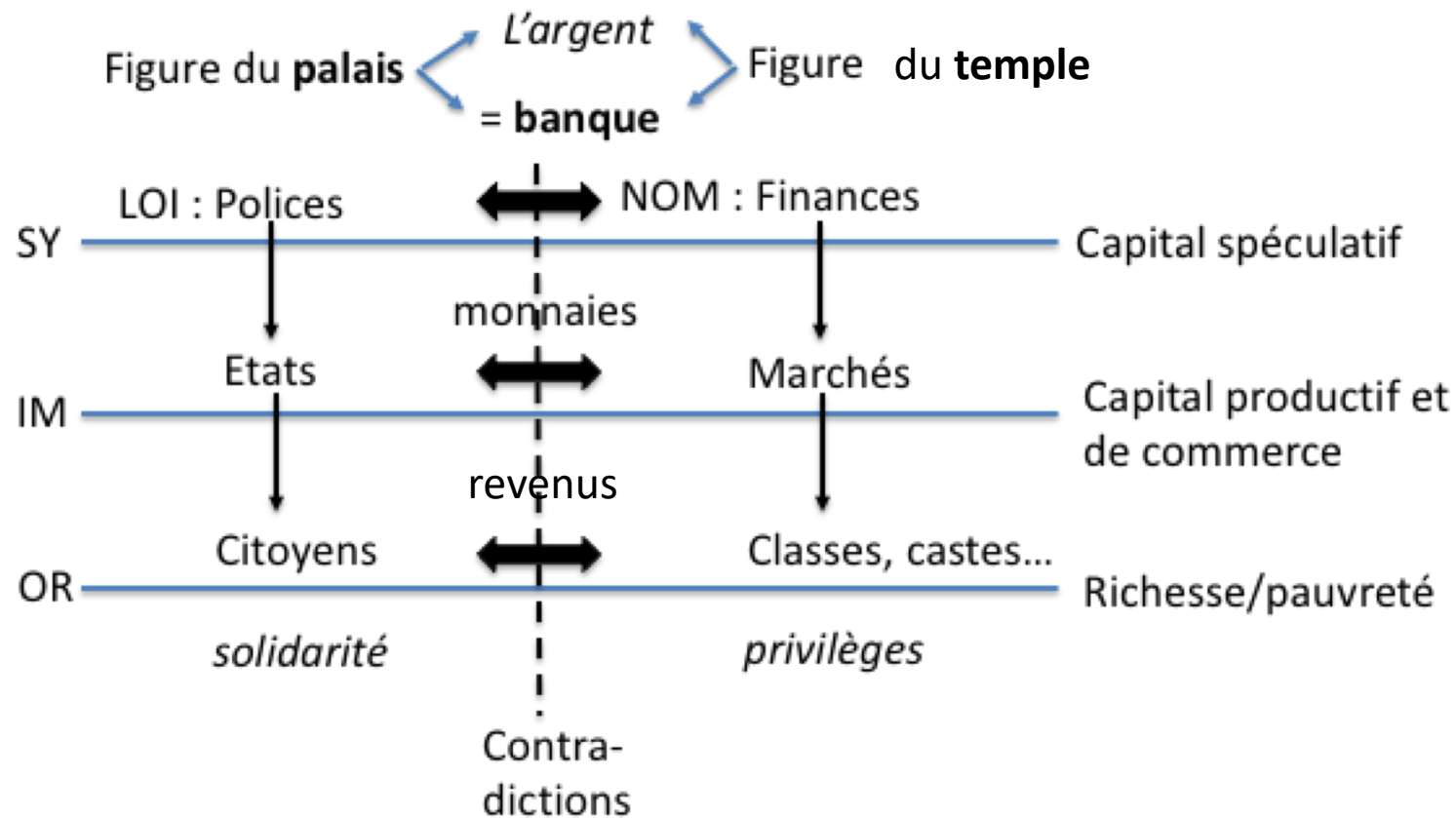
- T1: *symbolic* connections : « autorité »
- T2: *icono-mimetic* connections : « expérience »
- T3: *pragmatic* connections (contexts) : « initiative »
- T4: *ideological* connections (beliefs) : « responsabilité »

# Les valeurs — stratifiées :





# L'argent et ses avatars —



La pièce de monnaie — les deux faces : les deux pouvoirs, séculaire et religieux, métalliquement réunis



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