

Tartu Semiotics Library 4.2

University of Tartu

Basics of Semiotics

John Deely

Fifth edition

Tartu 2009



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<http://www.ut.ee/SOSE/tsl.html>

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ISSN 1406–4278
ISBN 978–9949–19–065–2

Tartu University Press
www.tyk.ee

The object or subject matter of semiotic inquiry is not just signs but the action of signs or *semiosis*. This action occurs at a number of levels that can be distinguished or identified as specific spheres or zones of sign activity.

Semiotics, therefore, contrasts with semiosis as knowledge contrasts with that which is known. Semiotics is knowledge about semiosis; it is the theoretical accounting for signs and what they do.

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