

SEMIOTICS AS A MEANS OF COMMUNICATION

MANGALA KESAVA DISSANAYAKE

Department of Sinhala, Faculty of Arts, University of Peradeniya

Language is the most powerful, convenient and the most regular means of communication. Even though non-linguistic symbols such as expressive gestures, signals of various kinds, traffic lights, road-signs, flags, emblems and many such things as well as shorthand mores and other codes, the deaf and dumb and Braille alphabets, the symbols of mathematics and logic etc. are also means of communication, yet they are not flexible, as comprehensive or perfect and as extensive as language. My primary aim is to discuss non linguistic symbols that were introduced by the Swiss linguist Ferdinand de Saussure (1857-1913) under Semiotics.

In our day to day life people use semiotic systems to communicate with each other. This is actually not always verbal communication; but it could be non-verbal or non-linguistic codes. In this paper I would like to introduce the characteristic features of semiotics and their activities which play a major role in our day-to day communication and life.

Studying semiotic or non-verbal communication, one may acquire a systematic understanding of signs and their significance in general. Added to this people will react to the most characteristic doctrines concerning all signs. Also I have to mention here that the society will perceive the specifics of various sign systems and of the diverse messages for which they use those different kinds of signs.