

Concept of Semiotics by Ferdinand De Saussure and Charles Sanders Peirce

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Abstract

This research provides an analytical study of the impact of the concept of semiotics among the philosophers Saussure and Peirce, as this research aims to shed light on the way in which each of them explains this concept and how to apply it in understanding signs and symbols, and the research deals with the concept of semiotics for Saussure, as signs and symbols are not just phrases for communication, but rather tools for the formation of meaning.

The researcher followed the method of descriptive approach based on the analysis of texts for both philosophers Saussure and Peirce and comparing their ideas on the applications of semiotics in the fields of literature and social and analytical approach to understand the differences and similarities between the two theories, and the most important results were reached: that Saussure focuses on the bilateral relationship between the signifier and the signified, while Peirce provides a model that includes the interpreted and the subject. The research also showed how their ideas contributed to the development of new analytical approaches in the humanities. The study concluded that a deep understanding of semiotics contributes to enhancing cultural and social

Communication, and emphasizes the importance of integrating the two theories into recent studies to understand the complexities of signs in society.

Keywords: semiotics, signs, symbols, Ferdinand de Saussure, Charles Sanders Peirce

Preface

Man is a semiotic animal: that is, he synthesizes semantics and reads them by translating the symbols they carry, but semiotics emerged - as a science - in the postmodern era as a reaction to modernist approaches, especially structuralism, which adopted the principle of neutrality and was characterized by closure, excluding everything that is outside the sign, and this is what semiotics rejects, which opens beyond the sign.

Semiotics is a science that studies signs and their systems, and Ferdinand de Saussure and Charles Sanders Peirce contributed significantly to the founding. In this study, titled "The Concept of Semiotics in Saussure and Peirce: An Analytical Study of the Impact of Saussure and Peirce's Philosophies on the Social Sciences and Humanities", we aim to explore the influence of Saussure and Peirce's ideas on the social sciences and humanities, as their philosophies are the cornerstone of shaping modern critical approaches.

The importance of this study is to understand how semiotics contributed to the development of new analytical methods, allowing researchers to explore the relationships between signs and meanings in different cultural and social contexts. We will also analyze the different philosophies of Saussure and Peirce, focusing on how they can be applied in multiple fields, such as cultural studies and literary criticism.

The research will be organized into several chapters, where the first chapter was the Introduction, The second part was Literature review and the theoretic framework, the third chapter was methodology. In the fourth chapter, the researcher discussed the data analysis, in the fifth chapter, the researcher compared the analyzed data and finally, the conclusion and the recommendations will be addressed later, in the sixth chapter.

1 –Introduction

Semiotics is a field of study that is concerned with the study of symbols and signs and how they interact with each other and with society. The Swiss philosopher Fernando de Saussure and the American scientist Charles Sanders Peirce are among the most prominent figures who contributed to the development of semiotics.

At first, Saussure is considered one of the first philosophers to investigate the concept of sign and symbol, introducing the theory of the triple sign consisting of meaning, sender and receiver. Saussure is considered one of the most important theorists in the field of structural semiotics, having contributed to the development of theories about how symbols and signs interact in language and culture.

As for Peirce, he introduced the concept of semiotics, which is the scientific study of signs and symbols and how they interact with the human mind and society. Peirce also introduced the concept of semiotic triads, consisting of sign, meaning and sender, a concept shared by him and Saussure.

Semiotics is one of the philosophical and scientific fields that are concerned with the study of signs and symbols and how to form and interpret them, and Saussure may focus in his theory on the relationship between the sign and the object referred to. A sign is thought to consist of two parts: the external

form of the sign (sound or image) and the meaning to which it refers. Saussure also considers that the mark carries relative meaning, as its meaning depends on the context in which it is used. Peirce promotes the idea that signs fall into three main categories: symbols, iconic symbols, and symbolic signs. Peirce considers symbols to be signs that are used to directly represent things such as words in language. Iconic symbols express objects with similar shape, such as images or drawings. Symbolic signs are signs that rely on certain rules and conventions that you understand, such as mathematical symbols. This study aims to identify the concept of semiotics in both Ferdinand de Saussure, Swiss linguist and American philosopher, Charles Sanders Peirce, and compare and analyze the similarities and differences between them, the researcher has divided this study into six parts, The first part was the Introduction, The second part was Literature review and the theoretic framework, the third part was methodology. In the fourth part, the researcher discussed the data analysis, In the fifth chapter, the researcher compared the analyzed data.

Finally, in the sixth chapter, The researcher viewed conclusion and the recommendations.

1.1-Background of the Research

In the nineteenth century, semiotics was Background of the Research considered the study of relationships and symbols in language only, and with the emergence of Saussure's ideas in the twentieth century, the concept evolved to include any system of relationships and symbols used to communicate in any field, whether language, mathematics or music Or a picture. Saussure considered that language is a system of common relations that can be used to communicate between humans, and pointed out that relationships can be made up of words and other sentences that are

used in communication between individuals, and Saussure also contributed to the development of the concept of discourse and work to analyze the general rule of dealing with language in many contexts.

As for Peirce, he was interested in studying the concept of the mark and its role in the process of understanding. Peirce believed that signs carry the meaning of people and that their use depends on cultural and social norms. Peirce has developed the theory of the triple sign, which is considered one of the most prominent principles of semiotics, where he considers that the sign consists of the relationship between the composite sign and the meaning associated with it and the object referred to through Saussure and Peres, semiotics has evolved to become a comprehensive field for the study of relations and symbols related to language, culture and human communication in general. This development has an impact on many other fields such as literature, art, psychology and sociology, where the principles of semiotics are applied in the study of symbols and patterns of communication in these fields.

Concept of semiology according to Saussure:

The concept of semiology is one of the basic concepts in linguistics and sociology. The concept is also used to analyze symbols and signs used in language, culture and human communication in general. One of the most famous theories about semiology comes from the two philosophical and semiotic scientists, Ferdinand Saussure and Charles Peirce. Saussure is considered the father of modern linguistics, as he spent a small part in his life for the study of language, and left after him valuable lessons and pioneer in this field, and this linguistic orientation has led to the emergence of the general theory of Saussure about the sign that he called. Semiologie term. Swiss semiology is

concerned with the generality of signs within society, and is thus a social phenomenon, a branch of general psychology. Physiologic effect.

The results of theory and practice adopted many sciences such as anthropology, sociology, psychoanalysis, history, human rights discourse and everything related to literature, visual arts, and others. Since the fifties of the last century, semiotics has formed an intellectual current in the literary field, enriching contemporary critical practice, and providing it with new forms for classifying, understanding and interpreting literary facts. within the social field, while the term (Semiotics) is associated with Peirce's approach with a philosophical logical character, and Peirce considered that this science is the ruler of all sciences and that he does not look at mathematics, ethics, economics, and history except from a semiotic angle, which is – that is, semiotics – the term approved by the (International Society of Semiotics) in Paris in 1969 as a science on this science.

What Semiotics?

The difficulty of defining semiotics stems from the difficulty of defining its subject, "semiotics is not unique in its own subject, it is concerned with everything that belongs to the normal human experience, provided that these topics are part of a semantic process ... All aspects of the daily existence of man constitute the subject of semiotics", and if we are to define the field of study of semiotics, it is (the sign) or more specifically: semiosis in Peirce's terminology or semantic function in Lewis Hjelmslev's terminology.

(2) Edited by: Semiotics: Its Concepts and Applications, Said Benkrad, Dar Al-Hiwar, p. 9

(3) Lectures on Semiology, Muhammad Al-Sarghini, Dar Al-Thaqafa, pp. 5

(4) Edited by: Semiotics and the Philosophy of Language, Umberto Eco, Arab Organization for Translation, Based on two elements that are linked - dialectically - according to an arbitrary relationship, Saussure focused - in the first field - on linguistics in building his theory about the sign, so that he derived many of his Semiological principles and concepts in the linguistic field.

The linguistic sign is the focus of Saussure's Semiological project, where his students such as Poisons "worked to move forward with this general project wanting to accomplish a semiotic theory that is given a basis of linguistic propositions, especially since linguistic studies in that period were at the height of their including that followed by Barthes in talking about the relationship of semiology to linguistics.

Saussure is one of the most prominent semioticians of the twentieth century, and he was interested in developing semiotics theory as well. Saussure sees symbols and signs as the tools used to communicate, transmit and transmit messages.

Flags are divided into two parts, phonetic form and associated meaning, and Saussure considers that sounds and letters are signs that represent words, and occupy an important place in the formation of language.

5.2-Peirce's concept of semiotics:

Pierce is an American philosopher, psychologist, and linguist, one of the thinkers who continued to study the concept of semiotics. Peirce is considered one of the first scientists to look at semiotics

as an explanatory philosophical system of signs and symbols, and Peirce also developed the theory of the triple sign, but in addition to the phonetic sign, the concept and the cognitive image of the common existential dimensions.

Pierce is based on the interaction between signs and meanings and the interaction between individuals. Peirce developed semiotic theory in a different and complementary way from Saussure, considering signs to be forms of thought and knowledge, and not changing sound or letter truth. By seeing it, signs can be images, phrases, or anything that has a specific meaning.

-3.5The history of the concept of semiotics through the ideas of Charles Sanders Peirce: Development and Saussure's students followed many doctrines.

In the nineteenth century, semiotics was considered the study of relationships and symbols in language only, and with the emergence of Saussure's ideas in the twentieth century, the concept evolved to include any system of relationships and symbols used to communicate in any field, Whether language, mathematics or music or a picture. Saussure considered that language is a system of common relations that can be used to communicate between humans, and pointed out that relationships can be made up of words and other sentences that are used in communication between individuals, and Saussure also contributed to the development of the concept of discourse and work to analyze the general rule of dealing with language in many contexts.

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3.6-The relationship between semiotics - language and signs according to Saussure and Pierce.

The relationship between semiotics, language and signs is based on our understanding of how meanings are formed in human culture and communication, and semiotics is the study of signs and symbols and how they are applied in the production of meaning. In a linguistic context, language is a system of relationships used to communicate and exchange ideas and information between people. According to the semiotic Ferdinand de Saussure, language consists of two main levels: the sound expressed by the letter (signifier) and the meaning (signified). Sound is important in shaping meaning through the relationships between words within language.

Language and signs collaborate in the production of meaning also in other areas outside the language. For example, visual signs and symbols contribute to visual communication, such as images, illustrations, and banners. These signs, often with shared culture, history and knowledge, are used to convey meaning and symbolism. There are many sign systems in the world, not limited to written and spoken language, as Pierce considers that language signs are also found in every aspect of our lives. This includes spoken and written marks. Pierce considers that signs of language are also found in every aspect of our lives.

This includes spoken and written signs, symbols and signs, and even physical

or motor signs as alternative and indirect language. In general, the relationship between semiotics, language, and signs illustrates how our understanding of meaning depends on agreed code and rules. It helps us analyze and understand signs, assimilate messages of culture and human communication, and decipher hidden symbols and meanings in visual texts. With our understanding of semiotics, we can see how concepts and meanings are created in our daily lives, how they are interpreted and the possibilities of cultural interaction between.

3. 7- The role of semiotics in understanding the surrounding world and culture:

Semiotics is a social science that is concerned with the study of the meanings and symbols used by cultures and societies. Semiotics assumes that the surrounding world and culture can be understood by analyzing the symbols and symbols used in them.

The role of semiotics in understanding the surrounding world and culture is to focus on bananas and semantics used in language, art, media, advertising and other fields. For example, semiotics can be used to analyze films and understand hidden meanings and connotations and what bananas carry.

In addition, semiotics helps in understanding cultures and societies by studying cultural signs and symbols that are used in them. For example, semiotics can be used to understand augmented connotations in weddings in a particular culture or bananas used in religions and rituals. In general, semiotics can be said to be a framework for analyzing symbols and semantics in culture and the surrounding world. Through this analysis, we can understand the hidden meanings and encodings used in different cultures, helping us understand them and communicate in a way.

Concept and Origin of Semiology

The concept of semiology and its origin: The emergence of the science of the sign was associated with two sources: the linguist (Ferdinand de Saussure and the American philosopher (Charles Sugars Pierce: 1839-1914), as the science of the sign is originally a label for (semiology), it has become necessary for any researcher in the history of this field of knowledge to go back and dive into the depths of the past of semiology through the reference of the pioneering Saussure that was contained in his lectures in the general linguistics, heralding a new science that is only part of the linguistics. The problem of the history of semiotics Students of this science are divided into two directions; (a) some of them say that it is possible to date semiotics, and they are also divided into two approaches: (first) chronicles modern theory, (second) goes back further and looks at the origins and manifestations of this theory, (b) the other direction denies the possibility of dating this science and returns this to its modernity and the difficulty of determining its field of work, Dr. Said Benkrad says, "Writing the history of semiotics, or even trying to identify some of its major stations, is very difficult" and explains that it is not an isolated idea, nor is it a theory, it is on the contrary, a state of cognitive consciousness known for its extensions in multiple fields of knowledge"¹.

Crowlan Barthes argues that semiotics is "still an incomplete field of knowledge" and Todorov goes further and says that it is only "proposals, not an independent epistemological construction"².

"ShukriAyyad believes that the foundations of semiotics have been developed by two scientists, one American and the other

Swiss, in the early days of this century, the first is: Charles Sanders Pierce, philosopher and logician, and the second is: Ferdinand de Saussure , the founder of modern linguistics (according to European schools), both scientists established semiotics on the basis of the concept of sign, but it is correct to say that the term semiotics itself is derived from the Greek term of the sign (Simeon).

However, their conception of semiotics of the sign is very different. At least on two points, however, they agree. First, the sign is something that represents something else in the mind, and it is of great importance.

The problem of the study is that there are no reliable and specific studies dealing with the concept of semiotics among Saussure

Pierce elaborates, although it is important to study this topic, the limited number of studies in the academic literature is challenging. This issue requires an additional researcher.

Similarities and differences of concept of both Saussure and Chances Sanders Pierce

To find reliable and recognized sources that compares and analyzes the semiotics concept of both Switzerland and Chances Sanders Pierce. It highlights their similarities and differences separately.

Similarities

Both Saussure and Peirce are considered the founders of modern semiotics in the early 20th century.

They both developed influential theories on the nature of signs and how meaning is created through them.

Differences

Saussure's Semiology

Saussure's semiology focuses on the dyadic relationship between the signifier (the form a sign takes) and the signified (the concept it represents).

(¹) Semiology (roots, concepts, extensions), Abdul Rahman Al-Mahous, p.

(6) Bassam Kattous, Handbook of Critical Theory, p. 161. acted.

He views the sign as an arbitrary and conventional pairing of the signifier and signified.

Saussure's theory is based on the study of language (linguistics) and is more structuralist in nature.

Peirce's Semiotics

Peirce's semiotics includes a triadic model of the sign, consisting of the representamen (the form), the object (what it refers to), and the interpretant (the sense made of the sign). He classifies signs into three categories: icons (resemble their objects), indexes (indicate their objects), and symbols (represent their objects by convention).

Peirce's theory is more philosophical and includes phenomenology and logic in addition to the study of signs.

In summary, while both Saussure and Peirce developed influential semiotic theories, Saussure's semiology is more linguistic and structuralist, while Peirce's semiotics is more philosophical and triadic in nature. The two traditions represent distinct approaches to the study of signs and meaning.

3-Research Hypotheses

1- Saussure and Peirce offered a distinct view of semiotics, and Saussure focused on language as a closed system

2- Peirce presented a more holistic and flexible model

3- Both hypotheses could form the basis for a deeper study of how each influence

4- Research Objectives:

1- Analysis of the concept of semiotics of both Ferdinand de Saussure and Charles Sanders Peirce from a philosophical and scientific perspective.

2- Compare and analyze the similarities and differences between two concepts in semiotics.

3- Deduce the common ideas and theories between Saussure and Charles Sanders Peirce in the field of semiotics.

5- Rationale:

The reasons that prompted the researcher to address this topic are the following points:

Research gaps in the concept of semiotics according to Saussure and Peirce

The concept of semiotics, to which Ferdinand de Saussure and Charles Sanders Peirce contributed, reflects theoretical gaps that may require further research and study. Here are some potential research gaps that could apply to their ideas:

1-Gap in practicality

Although semiotics has been developed as a theory, there is a lack of studies that apply these concepts to certain fields such as media or popular culture. For example, how tags are used in ads or movies can be studied more deeply.

2-A gap in theoretical understanding

While Saussure and Peirce offered important insights into semiotics, there is a gap in understanding how the two theories interact. Saussure focused on signs in language, while Peirce addressed signs more broadly, including symbols and signs. There could be studies looking at how to merge these two models into one framework.

3-Gap in cultural contexts

This gap relates to how different cultural contexts affect the understanding of signs. There may be a lack of research exploring how interpretations of signs differ between different cultures, and how the use of semiotics in fields such as literature, media, and communication.

This study seeks to fill these gaps through:

Provide a comprehensive comparison between de Saussure and Peirce's concepts,

helping to understand more deeply how semiotics developed.

Explore the practical applications of semiotics concepts in contemporary contexts, enhancing the importance of this field in light of the rapid changes in society. Provide a theoretical framework that can be used as a reference for future researchers in In this way, the study contributes to enhancing the academic understanding of semiotics and applications, making it a study of high scientific value.³multiple fields, contributing to the development of semiotic studies in general.

Gaps in the semiotics of Saussure semiotics

Gaps in the semiotics of Saussure semiotics (also known as semiology) is central to the development of sign theory, focusing on the relationship between signifier and signified. However, his studies lack deep explorations of how cultural and social contexts influence the understanding of signs, leaving room for examining the influence of externalities on the semiotic process.

Gaps in Peirce's semiotics

On the other hand, Peirce's semiotics (known as semiotics) offers a more complex model that includes the trilogy of signs (signifier, signified, and interpreter). But there is a lack of studies linking this theory to its practical applications in fields such as literature and the arts, suggesting an urgent need to understand how these concepts can be applied in contemporary contexts.⁴

These research gaps show the importance of developing integrative studies that combine the two theories, which may contribute to

enriching the general understanding of semiotics.

6-Significance of research: This study illustrates the concept of semiotics of both Ferdinand de Saussure and Charles Sanders Peirce, and highlights the similarities and differences between them in this field. The study contributes to the study for researchers or students who are interested in the study of semiotics and the details of Saussure and Peirce's This study can contribute to the development of semiotics and associated future theories by analyzing and comparing the ideas presented in this study. This study may contribute to a deep understanding of semiotics and its importance in the analysis of language, bananas and signs.

7- Research Questions

- 1-What is Semiotics by Saussure and Peirce?
- 2- What are the main principles of Semiotics as proposed by Saussure and Peirce?
- 3-What are the main differences between Semiology and Semiotics?

8- Limits of the Research:

Time limits :

The research was conducted during the twenty-year period of the twenty-first century, where the focus was on (the concept of semiotics between Saussure and Peirce: the impact of The philosophy

of Saussure and Peirce on the development of semiotics theory in the social sciences and humanities and its results).

Spatial Limits:

The study included 70 samples of faculty members at the Faculty of Education Brak at Wadi Al-Shati University.

Objective limits :

(7) SizaKassem, Nasr Hamid Abu Zeid, *Sign Systems in Language, Literature and Culture: An Introduction to Semiotics*, p. 26. cited. (8) "The previous reference"

The objective limits of the research were the following points :

***Research Themes:**

- 1-Study the basic concepts as addressed by Saussure
- 2-Analysis of Peirce's semiotic theory- 3 . Comparison between the two concepts and their impact on linguistic and critical studies

*** Search Scope:**

- 1-Focus on semiotics in the fields of education and literary criticism semiotics .
- 2 Explore how affects the understanding of signs in symbols and texts
- 3 -Study sample :The study sample is divided into a group of faculty members at the Faculty of Education in Brack Wadi Al- Shatti University, which ensures the diversity of and experience in this field.

Research Terminology

Semiotics is a broad field of knowledge dealing with the study of signs and their systems, and Ferdinand de Saussure and Charles Sanders Peirce laid the foundations of this science from different angles. Here is a list of key terms that can be useful in your research on Saussure and Peirce

.1** Arbitrariness**

Saussure's concept suggests that the relationship between signifier and signifier is not natural, but arbitrary.⁵

.2 **Communication**

The process by which meanings are exchanged using tags

.3 **Interpretation** The process of understanding the meanings that signs carry, which varies depending on the context.

.4**Ref (Referent)**

For Peirce, he refers to the thing that a sign represents in the outside world.

.5 **Semiotics**

A term used to describe the general theory of signs as developed by Peirce, which includes philosophical and logical aspects. .

6.** Semiotics** The science and study of signs, which includes the study of how signs are used in communication.

.7 **Sign**

An essential element in semiotics, consisting of dal (image) and meaning (meaning) in Saussure's view, while from three elements in Peirce's view: signifier, signifier, and reference.

.8 **Signifier and Signified**

For Saussure, signifier is the physical form of a sign, while signifier is the meaning it refers to.⁶

.9 **Semiotic Systems**

It refers to how tags are organized in different systems, such as language, images, or symbols.⁷

10.** Semiotic Analysis**

A methodology used to understand how signs work in different texts.

11**Semiology**

A term proposed by Saussure, focusing on the study of signs in the context of language and culture.

.12** Triadic Sign**

The Peirce model that divides the sign into three components: signifier, signifier, and reference.

Chapter 3: Literature Review

Previous studies on the concept of semiotics by Saussure and Peirce aim to clarify the theoretical foundations and basic concepts that underpin semiotics in interpreting and understanding the world, and these studies revolve around understanding symbols

The study of the concept of semiotics by Ferdinand de Susi and Chars Sanders Peirce is a topic of interest to many researchers

and thinkers in the field of studying and interpreting signs and symbols, as semiotics is a theoretical approach that explores how to form meaning and exchange information through symbols and signs, and Saussure and Peirce have presented important theories about this field. In short, previous studies and research on Saussure and Peirce's concept of semiotics contribute to clarifying the basic ideas and concepts associated with this field. Understanding the course of these previous studies provides us with a strong foundation for development in the understanding and practical application of semiotics through the theory of Saussure and Peirce.

1-Said ben Karad did a study in the book (Semiotics: Concepts and Applications).

This study aimed to present the concepts and principles of semiotics and clarify their applications in various fields, and the book aims to introduce the reader to the basics of semiotics, and to understand the concepts and terms related to this science, as the study aims to show the multiple dimensions of semiotics and their impact on the analysis and interpretation of meanings in literature, art and culture. Said Ben Karad said that the importance of aimed to provide a comprehensive and brief study on semiotics to the reader, and also aimed to introduce the reader to the basics of this scientific field, and lay the foundations for understanding it, as this that form the core of semiology. In this book, the researchers believe that this study seeks to provide a clear and smooth methodology for understanding semiotic sciences and their applications in many fields. This focuses on the topics of diverse in the field of semiology, including language, bananas, signs, cultural symbols and others. As well as presenting the strengths and weaknesses of various theories, and provides them with constructive criticism.

Theories with strengths and weaknesses are represented by Susero Herminiutico, Buster and Roland.

The strengths of Saussure's theory are that it provides a comprehensive view of vocabulary and its relationship to other linguistic signs, and Saussure also believes that language is a general system organized by a fixed structure, while the weaknesses are represented in the strengths of Herheneutico's theory are to focus on the role of the interpreter and its importance in portraying and understanding meaning, as language is a means of blindness of understanding between humans, and the weaknesses are that language may have more than one interpretation, which makes the theory unstable. As for the strengths of Buster's theory, it reinforces its use of vocabulary in dialogue, and considers language as a means of negotiation and achieving communication and understanding between people .

As for its weaknesses, it focuses on the economic and social aspect of language and may ignore other aspects such as nationality and race.

Finally, Roland Barthes's theory. One of the strengths of this theory is that it considers texts as centers of semiologic study as well as its emphasis on the historical and cultural character of language. As for its weaknesses, it relies heavily on biblical texts and may overlook other linguistic aspects.

2-Abdel wahid published a book titled "Public Semiotics andLiterary Semiotics for a Comprehensive Conception."

The study aimed to provide a comprehensive conception of these sciences, and aimed to clarify the role of semiotics in understanding the contemporary world and analyzing the ideas and symbols used by man to refer to things and phenomena.

Abdul Wahed believes that his study provides a comprehensive perception in the field of public semiotics and literary semiotics, and the study focused on the analysis of symbols and meanings found in the contemporary world and the effects that occur on Society. The study concluded by shedding light on the field of public semiotics and literary semiotics and criticizing the deep shortcomings of these sciences, as well as the importance of semiotics in understanding culture and human communication, and presenting the importance of analyzing and understanding the ideas and meanings contained in various symbols and signs.

3 Study of Obaida and Najoush Najib (2009)

In their books, the researchers dealt with a study entitled "Introduction to Semiology " This study symbols and signs, and Saussure and Peirce have presented important theories about this field. In short, previous studies and research on Saussure and Peirce's concept of semiotics contribute to clarifying the basic ideas and concepts associated with this field. Understanding the course of these previous studies provides us with a strong foundation for development in the understanding and practical application of semiotics through the theory of Saussure and Peirce.

4-Daniel's Study (translation), (Foundations of Semiotics) (2008)

The study aimed to understand the basic principles and concepts of semiotics as a discipline, and the book aims to provide a comprehensive and accurate overview of the field of semiotics and how it can be applied in the analysis of texts, symbols and communication, and the book also aims to enhance the deep understanding of semiotics, and give the reader the

knowledge and tools necessary to apply it in research and academic studies.

The author of this book is comprehensive in its content, referring to the beginnings of contemporary semiotics such as Umberto Eco and Stuart Hall. This book is not only a summary of semiotic models, but also it also depends on explaining and giving examples of

Them, and expressing opinions and ideas that contradict their content and their strengths and weaknesses.

The study in this book concluded that Daniel Chandler made many important contributions to the field of semiotics, and his famous book

"Semiotics: The Basics" is a book with a comprehensive introduction to semiotics, which is a simplified explanation.

For semiotic concepts and their applications in various fields such as linguistic analysis, communication and symbols. Thanks to Chandler in the field of linguistic, social and philosophical studies.

5-Fahim Shaibani Study (2010)

A study on "Turbanism semiotics - its foundations and concepts. This study aimed to clarify the concepts of general semiotics and shed light on their importance in understanding human and social relations, and this study also aimed to clarify the nature of the relationship between relationships, symbols and meanings and how to interpret and analyze them. The study also provides a comprehensive introduction to general semiotics and provides a theoretical framework for understanding the relationship between signs, symbols and meanings in the humanities and social sciences.

The researcher believes that the study illustrates the importance of general semiotics in and this study also seeks to provide a theoretical and cognitive framework to understand signs, symbols and

meanings and how to interpret it. This study focused on understanding the social sciences and humanities and analyzes them in depth and comprehensively, understanding and analyzing the process of semiotic enchantment, which is the process of exchanging symbols and signs between individuals and objects.

6-Study of Jamil Al-Hamdawi (2015)

Jamil al-Hamdawi's study aimed to shed light on the development of al-Hamdawi's thought and to analyze his literary works through the semiotic method.

Al-Hamdawi's study focused on the use of linguistic symbols and iconic concepts in his literary works, and the analysis of the link in the semiotic structure and literary content in his works, and how this affects the understanding of the story and the symbolism used.

The researcher concluded that Al-Hamdawi's study played an important role in understanding and analyzing his literary works, and clarifying how he used linguistic symbols and iconic concepts in his works, and the study also highlighted the importance of semiotic studies in understanding literature and how to interpret and analyze it through various symbols and connotations.

7-Study of Ahmed Yusuf (2005)

This study aimed to understand and analyze the symbols and signs used in language and communication as well as how to apply them to interpret different meanings. The researcher sees this study as a development of understanding signs and symbols, and how to use them to communicate in different ways through the scientific method. The study focused on analyzing and validating semiotic concepts, as well as exploring the methodological foundations of algebra and their application to different symbols and signs. The conclusion of the study is that it is an illustration of the importance and

impact of descriptive semiotics and algebra in understanding meanings and social access, and how to use them to analyze concepts in a scientific way.

8-Ainueno An Study (2004)

Rachid Ben Malik translated the book "History of Semiotics" by Abdelkader Bouzida and Abdelhamid Bourayou. The aim of the study in this book is to provide a comprehensive and detailed explanation of the development of semiotics as a journal of study throughout the ages. This book focuses on explaining and analyzing semiotic thought from ancient times to the present, as this book deals with many scientists and philosophers interested in this field such as: Aristotle, Plato, Wussaphore, Hom, Descartes, Peres, Saussure, Freud, Barthes, Eco and De Luce, highlighting their main contributions and ideas to the development of semiotics. AINU's vision is to provide a holistic view of the fundamental concepts of semiotics, its development and its impact on the world. The study concluded that this book is an important reference in the study of semiotics, as it provides a deep and comprehensive insight into the exploration and reasoning of the world of symbols and signs.

This study concluded include a summary of the most important concepts and conclusions drawn from the research through the main ideas and important contributions made by the study, and highlighted recent developments and trends in narrative semiotics

9-Study of Mortada Abdel Jalil (2005)

Mortad Abdel Jalil conducted a study entitled "Swiss linguistic concepts". This study aimed to understand the way in which language can be understood, and how to analyze it from the philosophical side, as it aimed to develop a general systematic theory of understanding and linguistic

interaction. The vision of the study is centered around language and how to understand it as a means of building concepts and communication. Saussure argues that language is not just a means of transmitting information and communicating, but also an essential part of the formation of the mind and thinking. In this study, Saussure focuses on the analysis of language and linguistic concepts, and deals with linguistic signs, concept formation, thought process, linguistic expression and communication, and uses many examples, analyzes and concepts to explain and understand them. This study concluded that Saussure studied the relationship between language and culture in depth, and provided an accurate analysis of linguistic concepts, and his main focus was on understanding and analyzing language as a means of constructing concepts and linguistic learning.

10- Study of Toussaint Bernard (2000)

Toussaint Bernard conducted a study on "What is semiotics", which aimed to provide a comprehensive definition of the concept of semiotics, and also aimed to combine many concepts and theories associated with semiotic theory. The study's vision is to understand the symbolic and linguistic systems of human origin, and how to use them to generate meaning and understand the world around it. The researcher believes that semiotics plays an important role in understanding human culture and mind. The study focuses on understanding symbols, signs and signs used in language and culture, and how to analyze and understand them, and also discusses the relationship between semiotics, literature and art and how to use semiotics in understanding literary and artistic works. The conclusion of this study includes emphasizing the importance of semiotics in understanding the world Human access and the role that symbols and signs

play in the formation of meaning, understanding of cultures and human communication. The study considers semiotics to be an effective way to understand and analyze language, art and culture.

11- Study of Said bin Karad(1994)

Said Ben Karrad conducted a study on the understanding and analysis of narrative semiotics in the context of literature and narrative, and this study aimed to explore the basic concepts, analytical tools and theories that are used in narrative semiotics and insist on how to apply them to narrative texts. Benkrad believes that narrative semiotics provides a specialized point of view in this field, and the study focuses on clarifying the importance of narrative semiotics and understanding the symbols and elements used in them.

Similarities and differences of concept of both Saussure and Chances Sanders Pierce

To find reliable and recognized sources that compare and analyze the semiotics concept of both Saussure and Chances Sanders Pierce. It highlights their similarities and differences separately.

Similarities

Both Saussure and Peirce are considered the founders of modern semiotics in the early 20th century.

They both developed influential theories on the nature of signs and how meaning is created through them⁸

Differences

Saussure's Semiology

Saussure's semiology focuses on the dyadic relationship between the signifier (the form a sign takes) and the signified (the concept it represents).

(9) semiotics in Saussure and Pierce

He views the sign as an arbitrary and conventional pairing of the signifier and signified.

Saussure's theory is based on the study of language (linguistics) and is more structuralist in nature.

Peirce's Semiotics

Peirce's semiotics includes a triadic model of the sign, consisting of the representamen (the form), the object (what it refers to), and the interpretant (the sense made of the sign).⁹

Comparison of the current and previous studies of the concept of semiotics in Saussure and Pierce

Similarities

Theoretical foundations: Both Saussure semiotics and Peirce's semiotics agree on the importance of the sign as a central element in the understanding of language and communication. Both argue that signs play a vital role in shaping connotations and meanings, reflecting a common trend towards the study of signs in social and cultural contexts.

Impact on multiple fields: Both concepts show significant impact on diverse fields such as literature, arts, and sociology. Saussure and Pierce pioneered the development of theories that contributed to understanding how signs work in everyday life.

Differences

Methodology: Saussure's methodology differs from Peirce's in the analysis of signs. Saussure relies on semiology that focuses on the relationship between signifier and signified in language, while Peirce offers a more complex model that includes the trilog of signs (signifier, signified, and

interpreter) providing a broader framework for understanding signs.

Classification and detail: Peirce is known for his in-depth logical philosophical analysis, where he classifies signs into multiple types and gives great importance to the subtleties in this classification. Saussure focuses more on the general understanding of language as a form of signs, making it less detailed in some aspects.

9- Methodology

In this study, the researcher used the method of descriptive research methodology based on collecting data and information from relevant references, through comparison and analysis, and a **Designing a questionnaire and collecting data**

Sample Characteristics

The sample consists of 70 faculty members from a university, with 35 males and 35 females. Among the male participants:

5 have no knowledge of the answers

20 provided incorrect answers

10 provided good answers

Among the female participants:

25 provided good answers

3 did not provide answers

3 provided average answers

4 provided poor answers

The sample includes:

18 male doctoral students and 17 male master's students

29 female master's students and 6 female doctoral students

Analyzing Quantitative Data

For the multiple choice and scale questions, analyze the data using descriptive statistics and **visualizations:**

Frequencies: Calculate the number and percentage of respondents who selected each answer choice

⁹) Introduction to Semiotics

Measures of central tendency: Calculate the mean, median, and mode for scale questions
Visualizations: Create bar charts, pie charts, and histograms to display the distribution of responses

Analyzing Qualitative Data

For the open-ended questions, use thematic analysis to identify common themes and patterns in the responses:

Carefully read each response and identify keywords and ideas

Group similar responses together into themes or categories

Quantify the themes by counting the number of responses that fall into each category

Use visualizations like word clouds to display the most common words and phrases

Comparing Groups

Use cross-tabulation to examine differences in responses between males and females, and between master's and doctoral students: Create contingency tables that show the relationship between two variables

Calculate chi-square statistics to test for significant associations between variables

Interpret the patterns in the cross-tabs to understand how the groups differ in their responses

10- Research Results

The results of the questionnaire conducted among 70 university faculty members, distributed equally between males and females, showed the following:

Distribution of answers by gender Male :

5 individuals who do not know the answer.

20 individuals gave wrong answers.

10 individuals answered well 18 of them have a doctorate degree and 17 have a master's degree.

Females:

25 individuals gave good answers.

3 individuals did not provide answers.

3 individuals had average responses.

4 individuals responded at a low level.

29 have a master's degree and 6 have a doctorate.

Analysis of results

Basic concepts of semiotics:

Good answers from females showed that they are more familiar with the basic concepts of semiotics and how they differ from traditional linguistics.

Application of semiotic theory:

There was greater awareness among females about how semiotics was applied in the analysis of literary texts and political discourses.

The impact of semiotics on creative writing:

Good female answers showed a better understanding of the impact of semiotics in improving creative writing skills. The use of semiotics in education: Females have shown a good understanding of how to use semiotics as a roll teaching strategy.

11- Comparison and Data analysis

Through the results of the research on the concept of semiotics between Saussure and Pierce, it became clear to the researcher that :

To analyze the data related to the concept of semiotics among university faculty, we can create tables and charts that summarize the - responses and demographics of the participants. Below are suggested tables and charts based on the provided data.

Descriptive Statistics

Summary 1. Demographics of Participants

Table 1. Knowledge Level of Responses

Participants by genders

Gender	Total Participants	Doctorate	Master's
Male	10	18	17
Female	29	6	23

Male	35	18	17
Female			
	35	6	29
Total	70	24	46

Participants by genders

Table 2. Responses of the participants by gender

25

3-Knowledge Level of Responses by Gender

Table 3. Visual representation of the overall distribution of knowledge levels among all participants

This bar chart can visually represent the number of participants at each knowledge level, segmented by gender.

2Pie Chart: Overall Knowledge Level Distribution

Good Answers: 35 (50%)

Incorrect Answers: 20 (28.6%)

No Knowledge: 5 (7.1%)

Average Answers: 3 (4.3%)

Poor Answers: 4 (5.7%)

This pie chart will provide a clear visual representation of the overall distribution of knowledge levels among all participants.

The tables and charts above provide a comprehensive overview of the data collected from the survey on semiotics. The demographic table highlights the balance between male and female faculty, while the knowledge level tables and charts illustrate the varying degrees of understanding of semiotics within the group. This visualization can assist in identifying areas where further training or resources may be necessary to enhance understanding of semiotics among faculty members.

Discussion of the results of the research on the concept of semiotics between Saussure and

Pierce.

Semiotics, or the science of signs, deals with a set of concepts that relate to how semantics are produced and understood. Ferdinand de Saussure and Charles Sanders

Peirce are prominent figures who have contributed to the development of the field, but they have offered different perspectives that reflect their philosophical and critical backgrounds.

Saussure is the founder of semiology, focusing on language as the main tool for understanding signs. Saussure pointed out that signs are not merely representations of reality, but part of a complex linguistic system that includes relationships between words and their meanings.

:Key concepts

The relationship between signifier and signified. The importance of cultural context in the formation of meanings.

Focus on language as a means of communication.

Pierce's semiotics

On the other hand, Peirce offered a more comprehensive model of semiotics, arguing that signs encompass all forms of signs, including symbols, icons, and symbols. Peirce considered

that semiotics transcends language to encompass all aspects of human activity, reflecting his broad philosophical vision.

Key concepts:

Divide signs into three types: symbols, icons, and symbols.

Focus on the mental processes that lead to the production of meanings.

Contrast between Saussure and Pierce.

Indicate the importance of context in understanding signs.

12- Conclusion

By dealing with this study, the researcher concluded a number of the following points
1 -The concept of semiotics of Saussure and Pierce is one of the most important contributions in this field.
2-It is clear from the comparison between Saussure and Pierce that they agree that signs are tools for

human succession and message transmission, and on the other hand, they differ in their views on the fundamental role of symbols and connotation, as Saussure focuses on semantics as a fixed relationship between symbols and meanings, while Peirce focuses on the interaction of recipients and his interpretation of symbols in making meaning.

Ferdinand de Saussure and Charles Sanders Peirce were two of the most influential figures in the development of semiotic theory in the late 19th and early 20th centuries.

Saussure's Semiology:

Saussure focused on the study of signs within the context of language and society, which he called "semiology."

He defined a sign as consisting of a signifier

(the form) and a signified (the concept or meaning)

Saussure emphasized the arbitrary and conventional nature of signs, particularly in language.

Peirce's Semiotics:

Peirce's semiotic theory was broader and more philosophical, encompassing logic, pragmatism, and the study of representation in general. He defined a sign as "something which stands to somebody for something in some respect or capacity." Peirce categorized signs into three main types: icons (resembling their referents), indices (associated with their referents), and symbols (related to their referents by convention).

A key aspect of Peirce's theory was the triadic nature of the sign, consisting of the representation (the form), the object (what the sign represents), and the interpretant (the meaning or effect produced in the mind of the interpreter).

Despite these differences, both Saussure and Peirce made significant contributions to the field of semiotics and its studies. Their ideas continue to influence contemporary theories of meaning, representation, and communication. application in various disciplines, including linguistics, anthropology, aesthetics, and cultural.

13- Recommendations

In this study, the researcher recommends some recommendations that may be applied in the concept of semiotics, they are as following:

1 -Promote cultural awareness and understanding: Societies should work to raise awareness of the impact that the use of symbols and signs can have and promote understanding and exchange between different cultures.

2- Emphasis on semiotic study and analysis: It is recommended to conduct deep analytical studies of the symbols and sign used and understand their multiple meanings and their potential effects on individuals and societies.

3. Use signs and symbols responsibly: Organizations and individuals should understand the potential consequences of using different symbols and signs, and take the necessary measures to limit any negative impact or cultural violation.

4- Pay attention to the use of context: Context may play a major role in understanding the true meaning of symbols and signs.

Appendix 1: Study Questionnaire

Appendices

This appendix includes a copy of the questionnaire that was used to collect data from study participants. The questionnaire contains open and closed questions covering all aspects of the research. as following:

1 .What are the basic concepts of semiotics and how do they differ from traditional linguistics?

Good answer: Basic semiotic concepts include the study of signs and meanings, and differ from traditional linguistics in that they focus on broader signs rather than just language. (Example:

Saussure considers semiotics to be part of linguistics, while Peirce sees it as a separate science that includes logic).

Wrong answer: Semiotics is just the study of language.

Wrong answer: I don't know.

2 .How can semiotic theory be applied in the analysis of literary texts or political discourses?

Good answer: Semiotic theory can be applied in the analysis of literary texts or political discourses by analyzing the signs and meanings that appear in the texts, which promotes a deep understanding of meanings. (Example: Analysis of the use of language and symbols in literary texts).

Wrong answer: Semiotics is not applied in the analysis of literary texts or political discourses.

Low answer: I don't know.

3 .How effective does semiotic theory improve students' creative writing skills?

Good answer: The effect of semiotic theory in improving creative writing skills.

Good answer: The types of meanings that can be used in semiotic theories include semantic meanings, metaphorical meanings, and signal meanings. (Example: Semantic meanings include the direct meanings of

words, while metaphorical meanings include indirect meanings).

Wrong answer: semiotics does not deal with types of meanings.

Low answer: I don't know.

Information about samples:

Males:

Number of samples: 35

Education Level:

PhD: 18

Master: 17

Good answers: 10

Wrong Answers: 20

They don't have an answer: 5

Female:

Number of samples: 35

Education Level:

PhD: 6

Master: 29

Good answers: 25

Wrong Answers: 20

They don't have an answer: 3

Intermediate Answers: 3

Low-level answers:

Low Answers: 4

Appendix 2: Statistical Data Tables

This appendix includes tables containing the statistical data analyzed in the research. The

tables include sample information, results, and statistical analyses used. They were as if

Descriptive Statistics Summary
1 - Demographics of Participants\

Master's	Doctorate	Total Participants	Gender
17	18	35	Male
29	6	35	Female
46	24	24	Total

Table 1. Knowledge Level of Responses

Responses	Female Responses	Male Responses	Knowledge Level
Total			
5	0	5	No Knowledge
20	0	20	Incorrect Answer
35	25	10	Good Answers

Table 2. Responses of the participants by gender

knowledge Level	Male	Female
No Knowledge	5	0
Incorrect Answers	20	0
Good Answers	10	25
Average Answers	0	3
Poor Answers	0	4

3 -Knowledge Level of Responses by Gender

Foreign Bibliography:

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2 -Christopher Patterson, provides a simplified introduction to the concepts of semiotics." Semiotics: The Basics "

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13-Introduction to semiotics, dealing with basic concepts such as the semiotic triangle of the signifier, signifier and reference.

14 -Daniel Chandler, The Foundations of Semiotics is a comprehensive reference in

semiotics, reviewing the ideas of Saussure and Peres.

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