



The International Association for Cognitive Semiotics



Roman **Godlewski**, rogodlewski[at]wp.pl
Independent Researcher, Poland

Quoting as Pretending a Sign in Light of a General Theory of Communication

The Author's intuition claims:

- I. Quotation goes on both in speech and in writing.
- II. Quotation requires that the quoted material is presented in extenso.
- III. Translative quotations are equally good as quotations that preserve the language of the original.

Thus the task is to search for a theory that fulfils all these claims. The Author has realized that in this aim it is necessary to broaden the common paradigm of linguistic research, and to analyze carefully what an act of communication is. The aim of the presentation is to sketch some new ideas in this domain.

An act of communication includes:

- The sender's intention to evoke a given content in a given recipient's mind with a given activity in given circumstances,
- The sender's significant activity,
- The significant circumstances,
- Knowing the significant details (activity and circumstances) by the recipient,
- The process of interpreting this knowledge by the recipient,
- Evocation of the intended content in the recipient's mind (understanding) upon the interpretation.

The concept of reference must be meant broadly. Every act of moving the recipient's attention from one object to another is an act of **reference**.

In communication you employ significant objects. Some of them refer to other significant objects or to generalities, and the Author calls them **signs**.

An object may refer to another by:

- Pointing to it,
- Being its effigy,
- Being its associative,
- Being its symbol or
- Being a hint.

The object may be:

- A sample of the generality,
- An associative: a sample of a generality that the recipient would probably associate with the given one,
- A symbol of the given generality.

As a **symbol** the Author means an object which content is established by a custom or convention. Having objects and generalities indicated you can point to other objects and generalities by them.

The crucial observation is that reference may exist only in an act of communication, and that is a whole whose all the parts are necessary and lack of one of them makes that there is no communication, and no signs. This means that quotation of a sign employs not the sign but merely the shape of it.

Quotation is an act of employing in extenso a sample of the same kind as the object used as the sign in a communicational act in order to refer to the content of the sign.