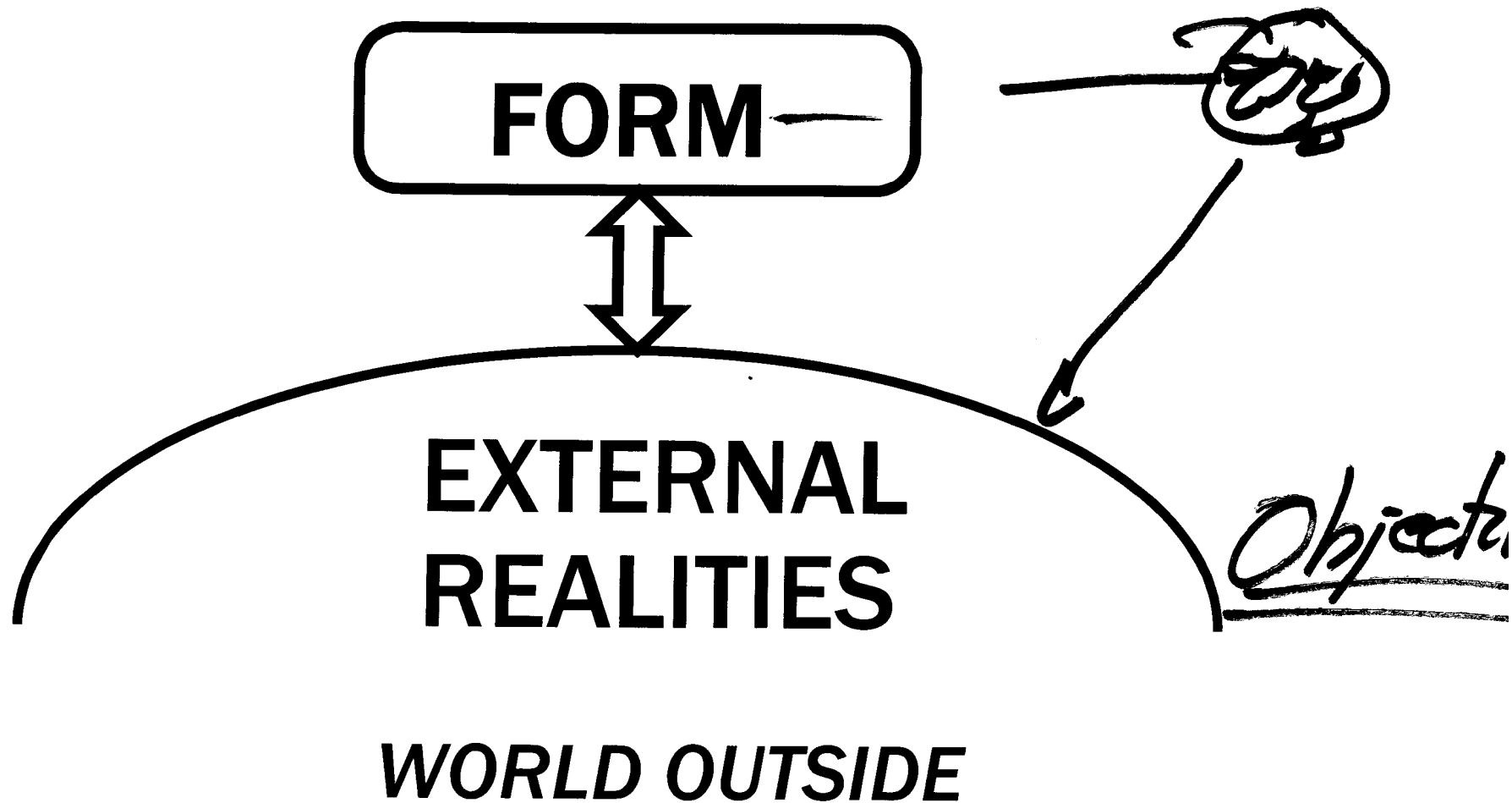
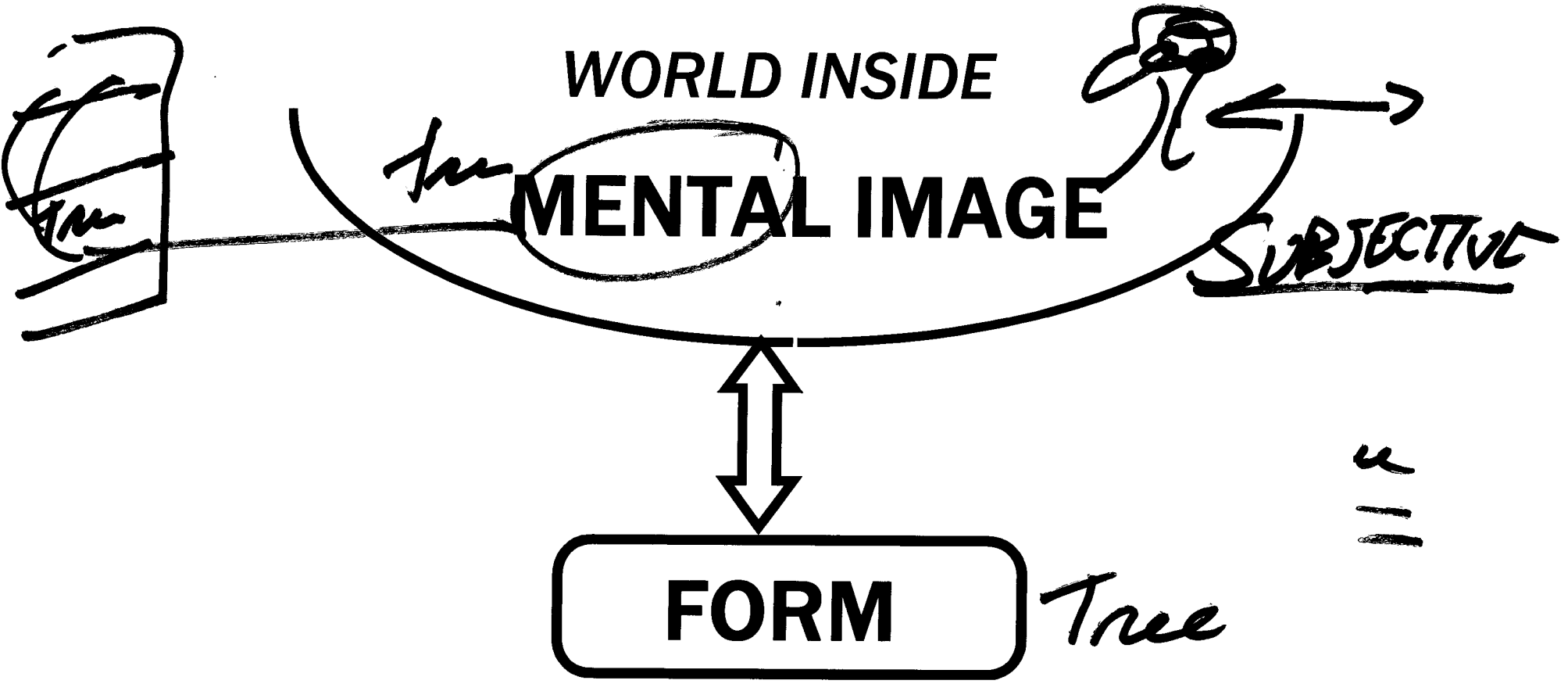


**SIGNS:** [formal, literal –  
modern positivism]

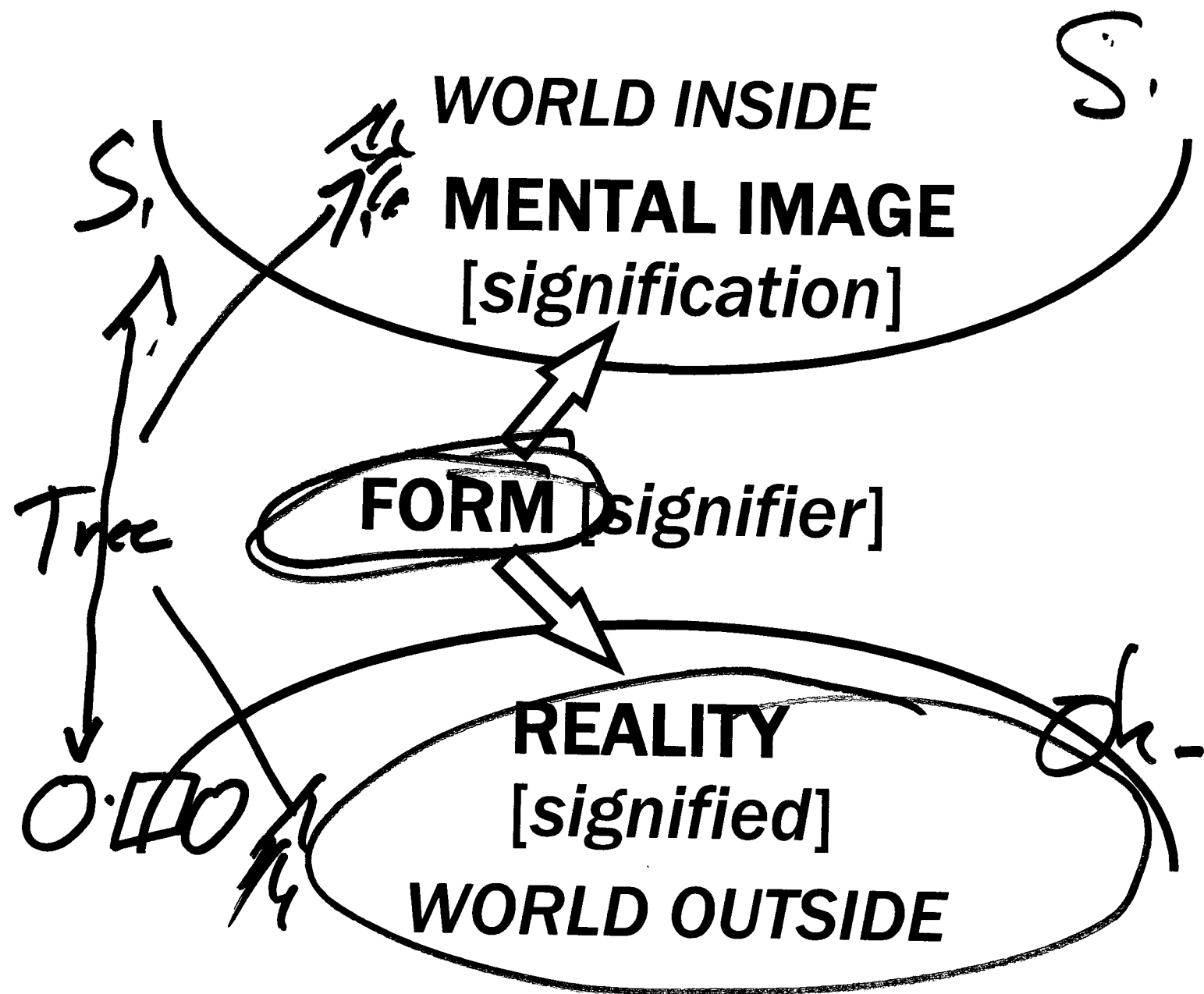




**SIGNS: [de Saussure]**



SIGNS PEIRCE



PEIRCE

Sign:

**SIGNIFIER**

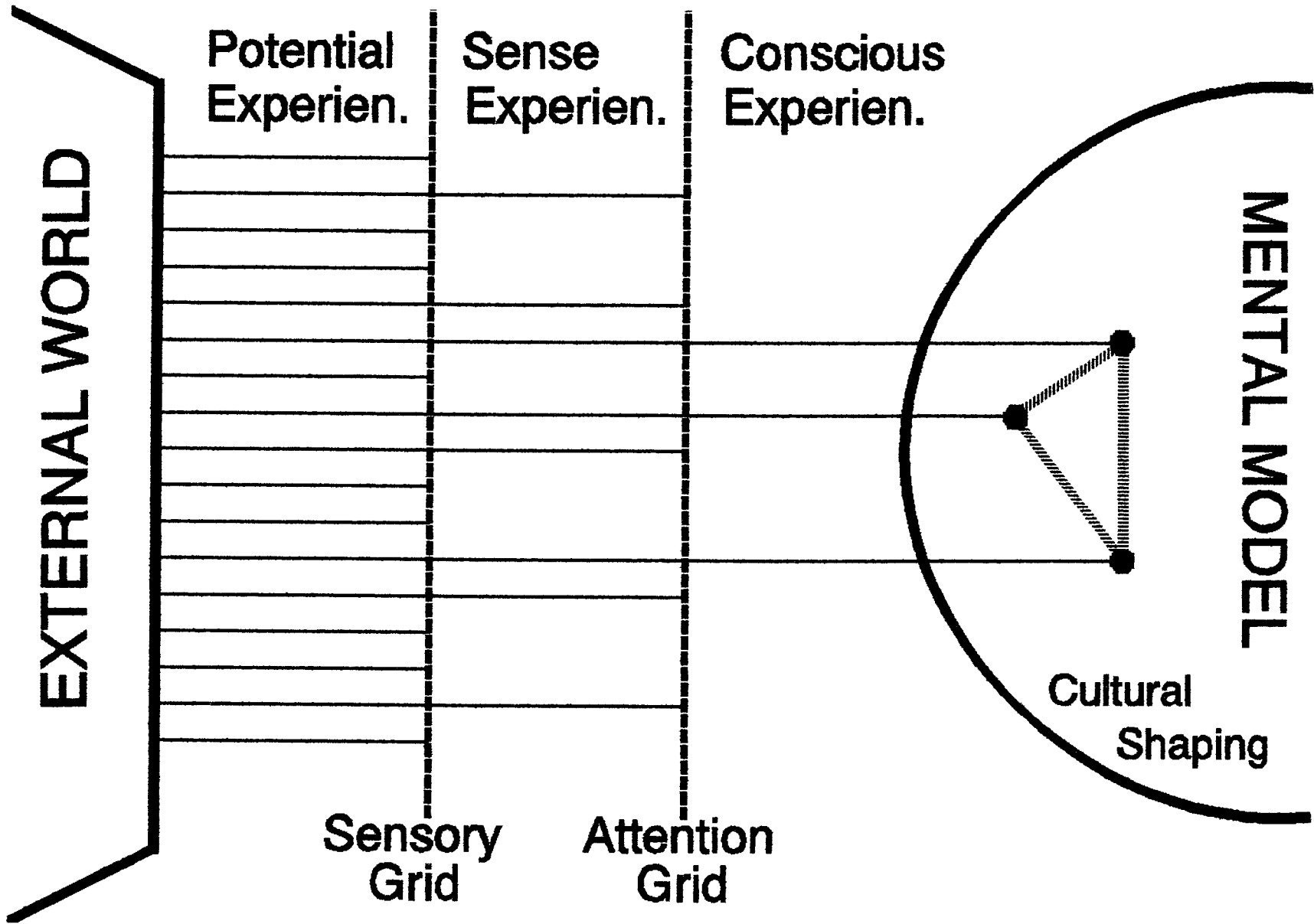
Outside forms such  
as words & print

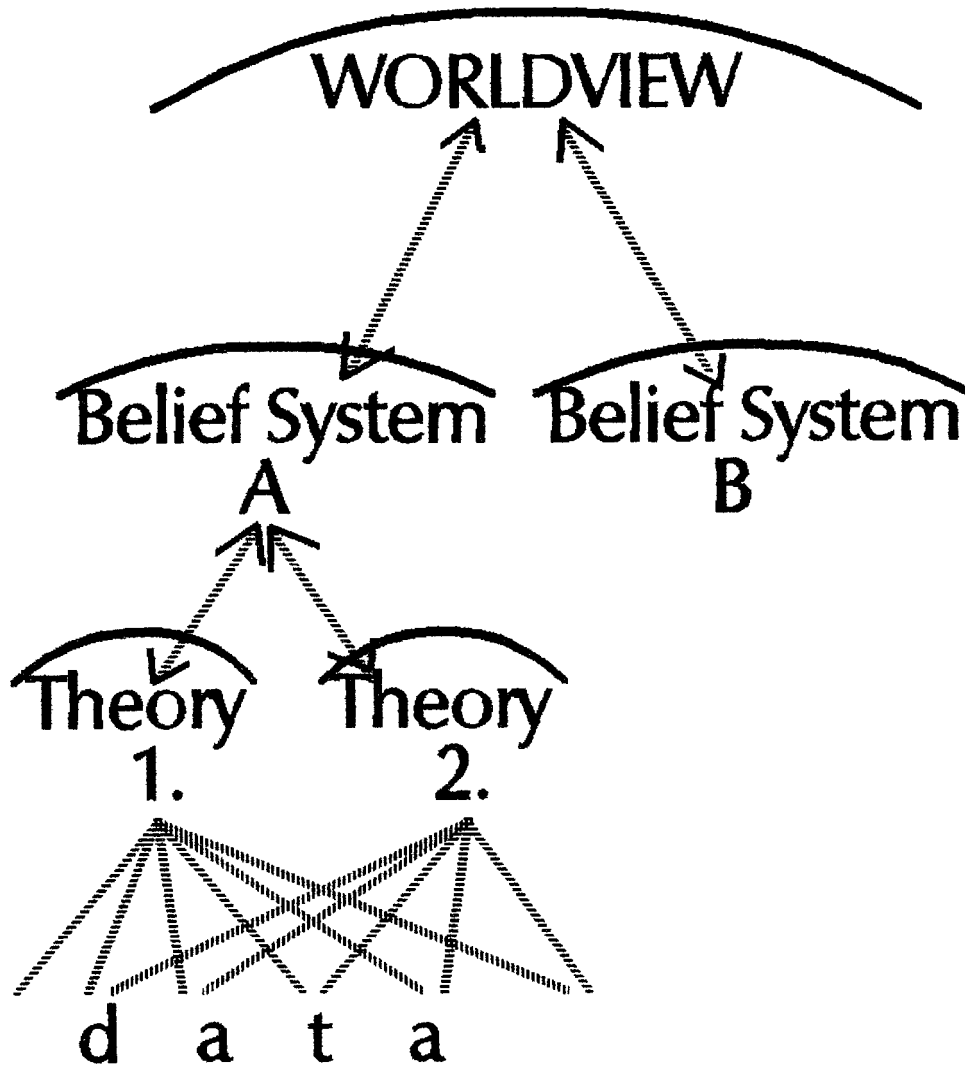
**CONCEPT**

In the head,  
significance

**SIGNIFIED**

Reality to which  
the sign refers





- fundamental assumptions about reality
- key questions
- methods for investigation
- answers and explanations
- observed "facts"