

SIGNIFICANCE-EFFECTS AND FUNDAMENTAL SIGNS

Torkild Thellefsen
DSEF - 15. marts 2010

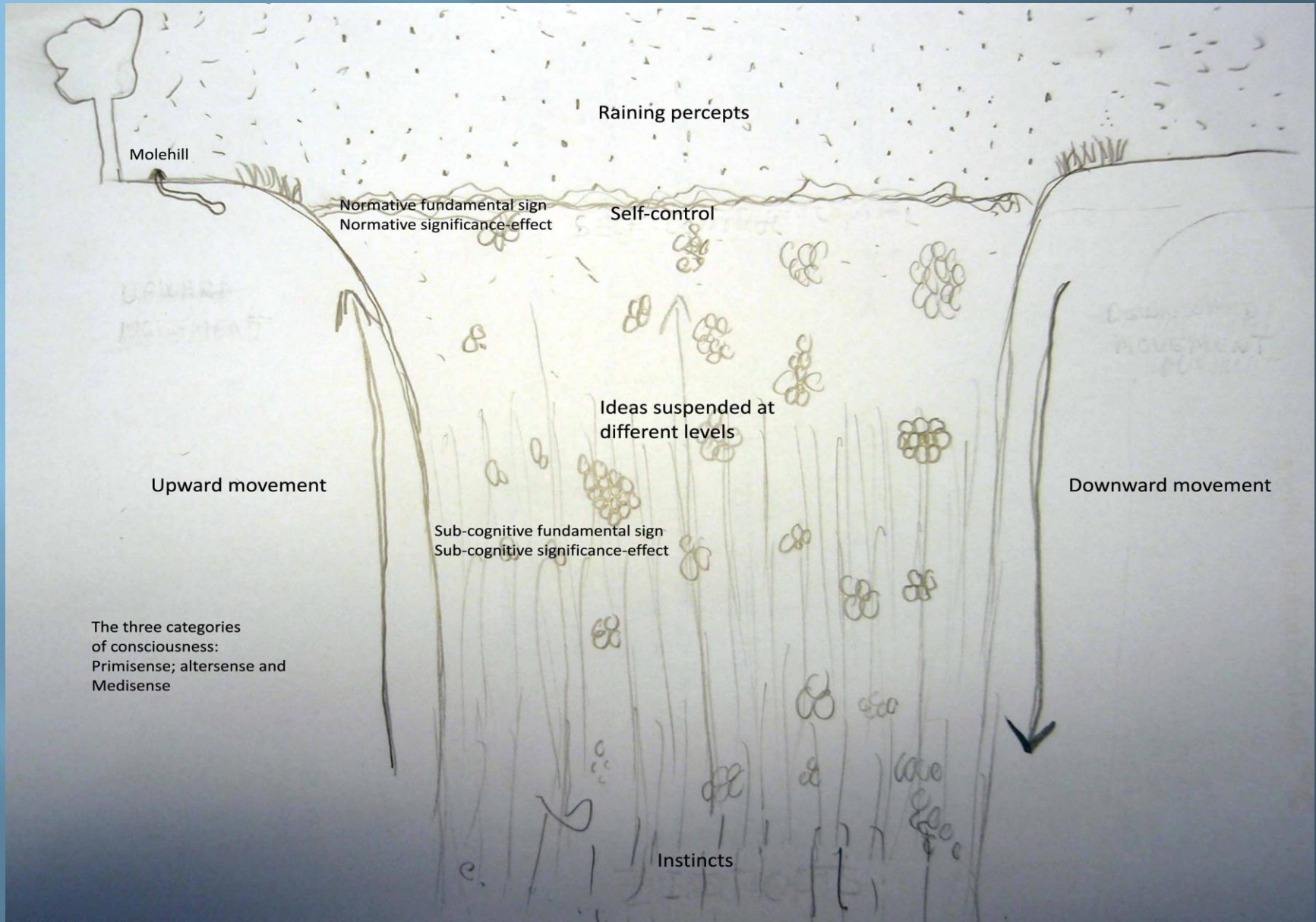
Central concepts

- ▣ Sub-cognitive fundamental sign
- ▣ Sub-cognitive significance-effect

- ▣ Normative fundamental sign
- ▣ Normative significance-effect

- ▣ The Knowledge Profile
- ▣ Semeiotic constructivism

- ▣ “Consciousness is like a bottomless lake in which ideas are suspended at different depths. Indeed, these ideas themselves constitute the very medium of consciousness itself” (CP 7.553)



An idea near the surface will attract an idea that is very deep only so slightly that the action must continue for some time before the latter is brought to a level of easy discernment. Meantime the former is sinking to dimmer consciousness. There seems to be a factor like momentum, so that the idea originally dimmer becomes more vivid than the one which brought it up. In addition, the mind has but a finite area at each level; so that the bringing of a mass of ideas up inevitably involves the carrying of other ideas down.

Fra individ til fællesskab

- ▣ “The Esprit de corps of a military company, a club, a university, a nation, is essentially of the same nature as the consciousness of a person” (MS 961a:87, 1891).

Sub-cognitive Fundamental Sign

- ▣ The sub-cognitive fundamental sign is the emotional center in every loosely defined community e.g. a brand community.
- ▣ The sub-cognitive fundamental sign exerts attraction upon the members of the community through emotional similarity. It maintains and develops the community.

Sub-cognitive fundamental sign

- ▣ The sub-cognitive fundamental sign is related to primisense and altersense.
- ▣ As a sign the sub-cognitive fundamental sign is a symbol containing legisigns.
- ▣ The sub-cognitive fundamental sign is a condition for the normative fundamental sign.

Sub-cognitive fundamental sign

- ▣ The sub-cognitive fundamental sign is placed in the murky waters of the bottomless lake of the community.

The Sub-cognitive Significance-effect

- ▣ The sub-cognitive significance-effect enables us to let us be attracted to a given sign, e.g. brands. The attraction takes place because the interpreter sees parts of himself, or wishes to see parts of himself, in e.g. the brand – or simply desires values in the brand. The attraction is based on a confluence on an iconic level – the attraction in itself is rooted in secondness.

- ▣ The sub-cognitive significance-effect is a condition for the normative significance-effect
- ▣ The sub-cognitive significance-effect is connected to the sub-cognitive fundamental sign.

- ▣ The sub-cognitive significance-effect is connected to the emotional and energetic interpretant.

The Normative Fundamental Sign

- ▣ The normative fundamental sign is the epistemological center in every knowledge domain possessing a well defined terminology.
- ▣ All concepts in a knowledge domain with terminological consistency are understood in relation to the normative fundamental sign.

- ▣ The normative fundamental sign is related to medisense.
- ▣ As a sign the normative fundamental sign is an argument containing symbols and legisigns.
- ▣ The normative fundamental sign depends upon the existence of a sub-cognitive fundamental sign.

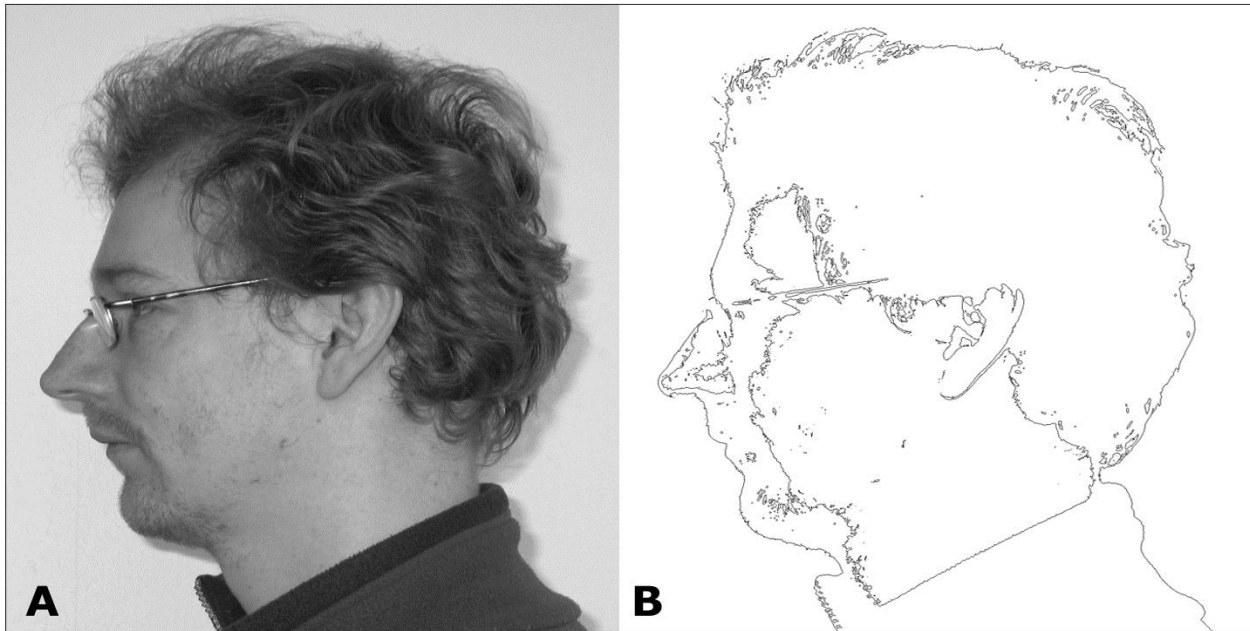
- ▣ The normative fundamental sign is placed in the clear waters of the bottomless lake of the community.

The normative Significance-effect

- ▣ The normative significance-effect designates the interpretative distance between concept and the correct interpretation – the shorter the distance is, the more forceful the normative significance-effect is. The interpreter reflects his knowledge level in the concept – the normative significance-effect depends on how much the interpreter “sees”.

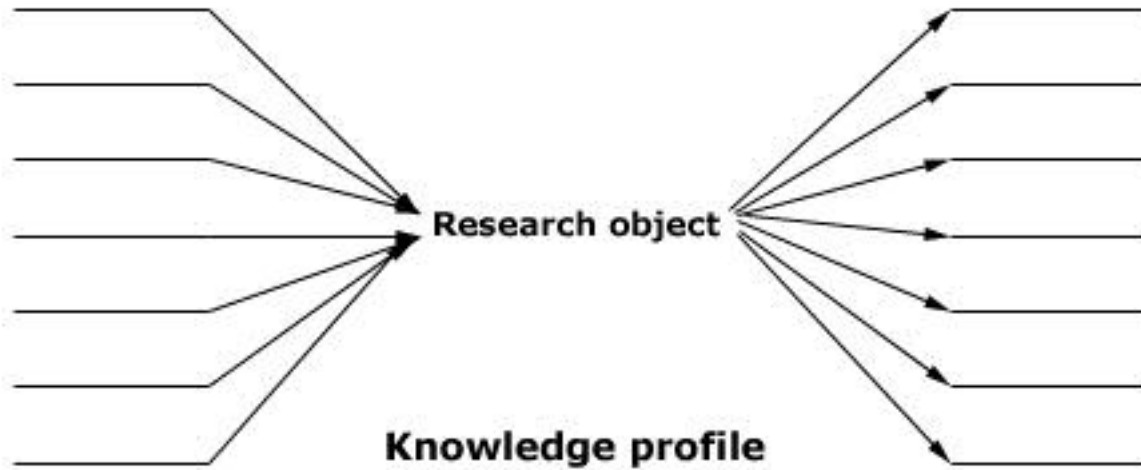
- ▣ The normative significance-effect depends on the sub-cognitive significance-effect.
- ▣ The normative significance-effect is related to the normative fundamental sign, and therefore it is related to thirdness, hence the logical interpretant and the argument.

The Knowledge Profile



Epistemological basis

Consequences



- ▣ **The Knowledge profile of Occupation**
- ▣ Epistemological basis
- ▣ 1. Occupation
- ▣ 2. Human Occupation
- ▣ 3. Everyday Human Occupation
- ▣ 4. Everyday Human Occupational Capacity
- ▣ 5. Everyday Human Occupational Capacity Reduction (or risk of)
- ▣ 6. Intervention to compensate for Reduction or Risk of Reduction of Everyday Human Occupational Capacity.

- ▣ Consequences
- ▣ Ad 1) Occupation is part of the human condition.
- ▣ Ad 2) Human Occupation involves thinking, being and acting.
- ▣ Ad 3) Everyday Human Occupation is a balance between thinking, being and acting in everyday normal life.
- ▣ Ad 4) Everyday Human Occupational Capacity is a complex interaction between many elements in the person and in the physical and social environment.

- ▣ Ad 5) Everyday Human Occupational Capacity Reduction (or risk of) is a complex interaction between many elements, e.g. physical or mental illness or changes in the physical or the social environment.
- ▣ Ad 6) Intervention to compensate for Reduction or Risk of Reduction of Everyday Human Occupational Capacity means that OT intervention is principally directed towards acting in relation to the persons activities of daily life, work and play.

The normative fundamental of occupation

- ▣ Ad 6) Intervention to compensate for Reduction or Risk of Reduction of Everyday Human Occupational Capacity means that OT intervention is principally directed towards acting in relation to the persons activities of daily life, work and play.