

# Discussion on the ideographic models of image from the perspective of semiotics

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**Abstract:** Once the image enters people's eyes, it is no longer natural, but will show a certain meaning. According to the different ways of association between symbols and meanings, Pierce divides symbols into three types: iconic symbols, indicator symbols, and protocol symbols. This paper puts a set of image ideological cases under semiotic perspective. With the help of related theories and conceptual frameworks, the focus is on detailed observation and understanding of the understanding and limitation of the thinking image when expressing ideas from the perspective of related patterns. The characteristics of the image in expressing the meaning are studied, and the rules are sorted out from the intuitive level.

## 1. Introduction

Image is a long-term topic, and the scope of image-related research is also very broad. Mitchell advocates the establishment of a special image science equal to language, which not only reflects the importance, but also shows that the image has not yet formed a sufficiently independent and systematic theory.

Semiotics is the study of "meaning" and is also regarded as a "methodology". Because it is more widely used in the field of humanities, it is regarded as "mathematics of liberal arts".

With the help of semiotic theory, this article observes a set of image ideological cases in detail. It analyzes the process of understanding and limiting the image in the process of ideology, as well as the rules that it becomes the symbol of different modes and reflects.

## 2. The process and model of ideological expression

### 2.1 Image expression process

The initial role of the image as a symbol is based on the perception and discrimination of the image, and then compared with the meta-language dictionary to achieve the interpretation of meaning.

### 2.2 Three association modes of image and meaning

According to different connection methods, the image and the meaning carried can be divided into the following three categories:

- a. When the meaning pointed by the image is presented in its own form, and the connection is formed due to the iconicity, it is a model-like association mode.
- b. When the image is connected to meaning through "unstable statutes" such as causality or adjacency, it is a mode of indication association.
- c. When the image is connected to meaning in a stipulated manner, it is the stipulated association mode.

## 3. Image expression cases

### 3.1 Case One

After a child has taken the medicine referred to as Pediatric Ammonia, when he sees the packaging with the same Harry Potter cartoon image, he recognizes it as Pediatric Ammonia; His original interpretation was: "Children riding a broom". And I found that the same pill box not only

refers to children's ammonia, this image represents a series of children's medicine.

This case contains several interpretations of meaning.

For the first time, this image and the shape of the child in the mind of the child form a quasi-relationship, becoming a "image-like symbol" of a child. The plot of the broom is different from the actual experience, and it becomes a prominent part to be noticed. His interpretation revolves around the actual experience, and "likeness" has become the main relevant basis.

My interpretation is slightly different, it is "Cartoon Harry Potter". Knowing the story of Harry Potter, the specific concept of Harry Potter was added to the general meaning of the little boy. The little boy is known at a glance, but the name Harry Potter involves the meaning of the "Statute". Out of sensitivity to the painting style, I also noticed the cartoon taste of the image, which is a kind of "image-like". In general, my interpretation is also based on the seemingly model.

The second time, after taking medicine, children's perception of the image evolved into "children's ammonia", and the same image became an indicator. I noticed that the image was a series of instructions for children's medicine.

The change in children's interpretation occurred because the behavior of taking medicine made him aware of the adjacency between this image and medicine. The reliance on the strong indication of Chinese characters made me ignore this adjacency. Then, because of the instructions of the Chinese characters, I found that this adjacency has a wider range.

### **3.2 Case two**

I first wrote the word "person" on a piece of paper and told a child that it was a human character. Then he wrote a word "person" next to him and asked him if he knew. What surprised me was that he answered: "an adult". This prompted me to notice that the second word was indeed written larger than the first.

In this case, "person" is a typical statute symbol, and learning to recognize words is learning this statute. In other words, one only needs to consider whether to remember the image structure, pronunciation, and the corresponding meaning of words. There is no need to pay attention to the difference between the size of the word and the word next to it, the thickness of the word is written, and the "meaning" of the morphological ontology level.

But the child has not yet had much idea of what is literacy. He pays attention to all aspects of information, and even notices the quantitative relationship "one". For him, this word is not a stable "statute symbol". The morphological connection and comparison between the two "person" gave him the meaning of "big", which is a kind of image-like relationship.

For the same "person" word, we have no problem in identifying the structure, but there is an interesting misalignment in the process of pointing to the meaning behind.

## **4. Characteristic analysis of different ideographic models**

By analyzing the above case, it can be found that the images of different association modes reflect different characteristics in the ideographic process:

### **4.1 Presents different intuitions**

#### **4.1.1 Intuition of iconic symbol**

Iconicity represents a "morphologically similar" relationship. In case one, without special learning, the similarity of the images is enough to identify the children. It can be seen that the iconic symbol has intuitive and obvious advantages.

Iconicity has intuitive advantages, but it is also limited to this.

If he did not understand the relevant story, even if the child paid special attention to the details of riding a broom, he would not be connected to the concept of magic, nor did he know that the little magician was called Harry Potter.

There are many human consciousnesses that are not intuitive enough to be expressed as icons. Some of these have no entities, such as "logic", and some have no reason, such as the name "Harry Potter". These can only rely on instructions or statutes.

#### **4.1.2 It is partially intuitive to limit meaning by means of instructions.**

The meaning of the children's image and medicine is not intuitive, but the adjacency between the image and the medicine box is intuitive. A typical indicator, an arrow, can refer to any direction or position, specifically where it is unintuitive, and only becomes intuitive after the adjacency relationship is established. Another kind of indicator is prompted by the causal relationship between itself and the meaning shown, which is contrary to the adjacency relationship-the image of riding a broom is intuitive, but the meaning to the magician is not intuitive enough.

All in all, both indicators are semi-intuitive. The reduction in intuitiveness increases the degree of freedom of expression.

#### **4.1.3 Unintuitive statute symbols**

Relying on the statute to establish the connection between image and meaning is arbitrary, whether it is intuitive or not. The word "person" is a pictograph, which has a certain intuitiveness, but it does not prevent it from becoming a protocol symbol. In short, a protocol symbol can point to any consciousness that can be separated and give them a name that can be used to communicate in the real world.

The unintuitive correspondence between the statute symbol and the meaning it expresses has resulted in its imagery being actually ignored, close to the direct presentation of a concept. This gives the Statute symbol a strong ideographic ability, especially pointing to precise information, describing complex facts, etc. Only when describing an intuitive image will it be relatively difficult.

The image can be perceived, even if the image in the dream is internal, but only the image directly perceived by the person. The concept is just the opposite, even if it describes the image. The concept of "red" is included in any red image, but not any specific red. The red color of the image will be integrated with other information such as degree, shape and so on.

Therefore, it is difficult to describe the intuitive image with the approximate symbol of the concept. It can only be limited by accumulation and tends to be intuitive in imagination.

### **4.2 Different "certainties"**

#### **4.2.1 "Uncertain" of iconic symbol**

The "Iconicity Symbol", which relies on "Iconicity" to present meaning, is essentially an "edited image", which is "information synthesized and presented simultaneously".

In the ideographic process of the iconic symbol, first of all, the discrimination will be different from person to person, and the perception, analysis and extraction are affected by various physiological, psychological and purpose. Secondly, the meta-language on which the decoding is based is also invariable. No matter whether the iconic symbol points to an image or a concept, there will be multiple meanings.

When the image is like a specific thing, the more comprehensive the information, the narrower the scope. When multiple information such as black glasses, cloaks, and broom rides appear together, the little boy who was originally referred to will become a little boy with a specific image. But at this time there are still many meanings, some information may be prominent, for example, the "broom riding" part is particularly noticed.

The more fragments of information, the more meaning it may have. The two circles are put together and appear on the bridge of the nose, which will be judged as glasses. Looking at a circle alone, then everything that contains a circle has the possibility of being iconic. This image segment, stripped of details and limited context, is similar to a "morphological concept", but not a real concept.

Image cannot directly limit itself to a concept through iconicity. It can only be solved by the entity or situation that contains this concept. It is difficult to completely eliminate ambiguity.

#### **4.2.2 The "certainty" of the statute symbol**

The Statute symbol is the exact opposite of the Iconicity symbol. The more concise the image of the symbol, the less likely it is to produce "polysemy". Because of the statute symbol, the first step

in reading the image is more likely to be misread. In order to avoid the subjectivity of image identification, the statute symbol always uses a clear and concise image as a carrier.

Implantation of meaning by means of stipulations is little affected by differences in personal perception. For example, the word "人", Chinese stipulates that this image means "person". Some people may think that it is still like walking two legs, but it can only be used to express the meaning of a person.

The Statute class is also affected by the meta-language. The meta-language changes, and the meaning of the Statute symbol changes. For example, a circle indicates the letter "O" in English and zero in mathematics. In the same meta-language, there are also multiple meanings. But this variety is relatively stable.

In addition to the stability of the correspondence between the form and meaning, the statute symbol has another level of certainty. It can point to the meaning of particularly precise fragments. For example, "person" refers only to people. Regardless of gender, age or sex.

#### **4.2.3 Semi-certainty of indicator**

The indicator is still a state between Iconicity and Specification. When the constraint is on, the meaning correspondence is clear, and it will disappear when the constraint is lifted. The pharmaceutical company now uses Harry Potter's contemporary dialect, and may change people in the future, so the characteristic of the indication mode can be regarded as "temporary". Once it is too long for the connection, after the crowd has formed a particularly broad and deep impression, "temporary" will become "determined", and the indicative symbol will also evolve into a statute symbol.

### **4.3 Different sense of distance**

#### **4.3.1 The similarity of iconicity symbols**

No symbol can be the same as the object, otherwise the symbol will not become a symbol. The "image-like" of the iconic symbol must also only be "partial or some aspect of the image-like", and there is a distance from the meaning.

The cartoon Harry Potter in Case 1 removes a lot of morphological details and only retains the necessary structural features. For example, the glasses are just two black circles. The simple form makes this image far away from the live-action Harry Potter.

Pierce believes that the iconic representation ability has a wide range from figurative to abstract, and divides iconicity into three categories according to the degree of abstraction: image likeness, chart likeness, and metaphorical likeness. Among them, the iconographic and metaphorical icons are farther away from reality. However, no matter how big the distance is, the image carrier of iconicity always contains a connection with the meaning shown. Otherwise, Iconicity will not work.

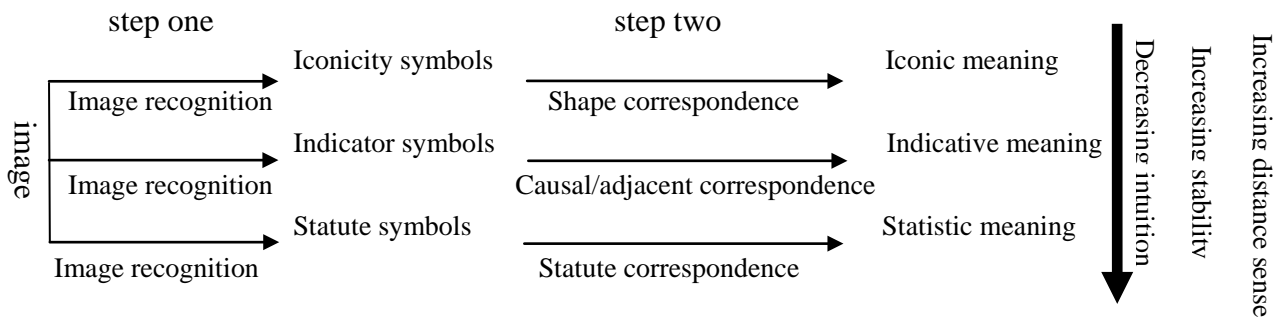
#### **4.3.2 Indicating symbol "You are but I am not"**

There are two cases between the indicator and the meaning shown. Either there is an inherent causality in the sense of the two to form a connection, but the meaning in time or space has left; or there is no connection in the sense of the two, but through human connection, this makes the adjacency in space or time, and there is no distance. For example, the cartoon image in Case 1 is adjacent to the pill box. Causality and time and space are always in a "you are and I am not" situation.

#### **4.3.3 Freedom of Statute Symbol**

The relationship between the statute symbol and the meaning it refers to has no natural justification, and it is all achieved by agreement. Therefore, it can be said that the statistic symbol and the meaning shown are free and at any distance.

The characteristics of different association modes can be simplified into the following table:



## 5. Conclusion

Image is a long-term but also full of vitality topic. This article examines the different characteristics of the correlation mode, which is an exploration of the image ideological mechanism. Whether semiotic theory is fully applicable to the organic field of "image" is still under discussion. Some artistic images have been over-read the reference or symbolic meaning in the accidental form, making the antisemiologist doubt whether feeling can be regarded as meaning. This paper chooses to classify "presentation of specific feelings" as "Iconicity". Whether these three ideographic models fully cover the interpretation of all images, especially the complex "art text" based on morphology but integrating different ideographic models, needs further consideration.

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