

**Prof. Dr. Alfred Toth**

## **Polycontextural-semiotic reality theory**

1. Each semiotic theory must include a reality theory (cf. Bense 1992, pp. 67 ss.) as each sign class needs a reality thematic. Reality thematics serve as testing instances for the model-theoretic correctness of the representation of objects in sign classes. Insofar, Gfesser (1990) is right if he speaks about the subject- (sign class) and the object-pole (reality thematic) of a “doubled representation”. While the mapping of reality thematics to sign classes is unambiguous, in monocontextural semiotics, it is Korzybski-ambiguous, in polcontextural semiotics.

2. In the following, I present the complete system of the 10 Peircean sign classes plus their dual reality thematics based on a semiotic 3-contextural matrix. Kaehr (2008) speaks of “complementary” rather than dual reality thematics.

$(3.1_3 \ 2.1_1 \ 1.1_{1,3})$	$\times$	$(1.1_{3,1} \ 1.2_1 \ 1.3_3)$
$(3.1_3 \ 2.1_1 \ 1.2_1)$	$\times$	$(2.1_1 \ 1.2_1 \ 1.3_3)$
$(3.1_3 \ 2.1_1 \ 1.3_3)$	$\times$	$(3.1_3 \ 1.2_1 \ 1.3_3)$
$(3.1_3 \ 2.2_{1,2} \ 1.2_1)$	$\times$	$(2.1_1 \ 2.2_{2,1} \ 1.3_3)$
$(3.1_3 \ 2.2_{1,2} \ 1.3_3)$	$\times$	$(3.1_3 \ 2.2_{2,1} \ 1.3_3)$
$(3.1_3 \ 2.3_2 \ 1.3_3)$	$\times$	$(3.1_3 \ 3.2_2 \ 1.3_3)$
$(3.2_2 \ 2.2_{1,2} \ 1.2_1)$	$\times$	$(2.1_1 \ 2.2_{2,1} \ 2.3_2)$
$(3.2_2 \ 2.2_{1,2} \ 1.3_3)$	$\times$	$(3.1_3 \ 2.2_{2,1} \ 2.3_2)$
$(3.2_2 \ 2.3_2 \ 1.3_3)$	$\times$	$(3.1_3 \ 3.2_2 \ 2.3_2)$
$(3.3_{2,3} \ 2.3_2 \ 1.3_3)$	$\times$	$(3.1_3 \ 3.2_2 \ 3.3_{3,2})$

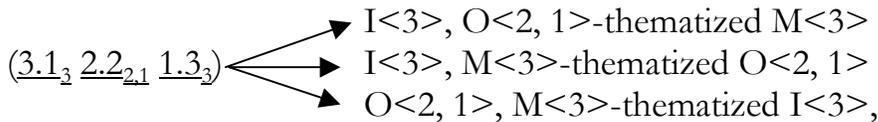
However, reality testing cannot directly “interpret” the reality thematics in order to come to a decision if an object, event or process has been correctly represented by its dual or complementary sign class. What is needed is to determine the so-called structural or entitetal reality that is presented in the reality thematics:

$(1.1_{3,1} \underline{1.2}_{2,1} \underline{1.3}_{3,2})$	M<1, 3>-thematized M<3, 1>	
$(2.1_1 \underline{1.2}_{2,1} \underline{1.3}_{3,2})$	M<1, 3>-thematized O <1>	
$(3.1_3 \underline{1.2}_{2,1} \underline{1.3}_{3,2})$	M<1, 3>-thematized I <3>	
$(\underline{2.1}_{2,1} \underline{2.2}_{2,1} \underline{1.3}_{3,2})$	O<1, <2,1>>-thematized M <3>	
$(\underline{3.1}_{3,2} \underline{2.2}_{2,1} \underline{1.3}_{3,2})$	{	I<3>, O<2, 1>-thematized M<3>
		I<3>, M<3>-thematized O<2, 1>
		O<2, 1>, M<3>-thematized I<3>
$(\underline{3.1}_{3,2} \underline{3.2}_{2,2} \underline{1.3}_{3,2})$	I<3, 2>-thematized M<3>	
$(2.1_1 \underline{2.2}_{2,1} \underline{2.3}_{2,2})$	O<<2, 1>, 3>- thematized O<1>	
$(3.1_3 \underline{2.2}_{2,1} \underline{2.3}_{2,2})$	O<<2, 1>, 2>- thematized I<3>	
$(\underline{3.1}_{3,2} \underline{3.2}_{2,2} \underline{2.3}_{2,2})$	I<3, 2>-thematized O<2>	
$(3.1_3 \underline{3.2}_{2,2} \underline{3.3}_{3,2})$	I<2, <3, 2>>-thematized I<2>	

In opposition to the structural realities presented in the reality thematics of monocontextual sign classes, in thematizing structures of the form  $XX \rightarrow Y$  or  $YY \leftarrow X$  (i.e. where 2 sub-signs belonging to the same fundamental category thematize one sub-sign out of a different one), these two sub-signs with the same triadic value lie in 2 different contextures.

If a genuine sub-sign (an identitive morphism) is part of a thematizing structure, then this genuine sub-sign lies in 3 different contextures, and we have thus thematizing structures that lie in 3 different contextures.

Like in monocontextual semiotics (cf. Bense 1992, p. 76), the reality thematic of the Peircean (monocontextual) sign class  $(3.1 \ 2.2 \ 1.3)$  presents a triadic structural reality:



and also like in its monocontextual corresponding structure, the thematized entities show the fundamental categories of the complete sign relation:

- M <3>
- O <2, 1>
- I <3>,

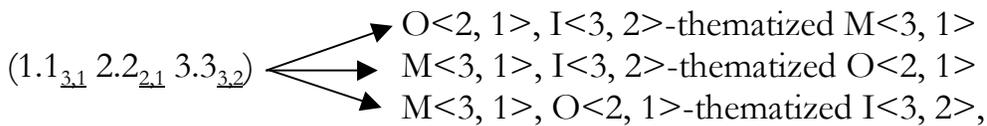
although the relation between the sign thematic and its reality thematic is asymmetrical in contextuated version of  $(3.1 \ 2.2 \ 1.3 \times 3.1 \ 2.2 \ 1.3)$ :

$$(3.1_{\underline{3}} \underline{2.2}_{1,2} \underline{1.3}_{\underline{3}}) \times (3.1_{\underline{3}} \underline{2.2}_{2,1} \underline{1.3}_{\underline{3}}).$$

However, as Bense also pointed out (1992, p. 70), we have also to take into consideration for a semiotic reality theory the Class of the Genuine Categories, the main-diagonal of the semiotic 3x3 matrix. In 3-contextural systems, it looks as follows:

$$(3.3_{\underline{2,3}} \underline{2.2}_{1,2} \underline{1.1}_{\underline{1,3}}) \times (1.1_{\underline{3,1}} \underline{2.2}_{2,1} \underline{3.3}_{\underline{3,2}})$$

Also the Genuine Catorial Reality is triadic:



and also here the thematization structures show complete sign relation:

- M <3, 1>
- O <2, 1>
- I <3, 2>.

## Bibliography

Bense, Max, Die Eigenrealität der Zeichen. Baden-Baden 1992  
 Gfesser, Karl, Bemerkungen zum "Zeichenband". In: Walther, Elisabeth/Bayer, Udo (ed.), Zeichen von Zeichen für Zeichen. Baden-Baden 1990, pp. 129-141  
 Kaehr, Rudolf, Sketch on semiotics in diamonds. <http://www.thinkartlab.com/pkl/lola/Semiotics-in-Diamonds/Semiotics-in-Diamonds.html> (2008)

19.4.2009