

INTRODUCTION

In a world of intricate complexity, it is undeniable that we humans must comprehend the world in which we live; so that we may function within it. Due to this comprehension we attempt to understand our surroundings and everyday life – this understanding is guided and given through meaning. Meaning derived from signs.

This meaning, being that a sign can stand for something so that it may be interpreted to relate to some or other convention of understanding. Semiology explores this signification and its meaning.

The theorist whose theory will be used is Ferdinand De Saussure's theory of Semiology. Being as it may, Saussure was a linguist that developed semiology through the study of internal structure of the linguistic sign.

In this essay, I will discuss how meaning can be conveyed without using language in interactive media by referring to Saussure's semiology. It is for this reason that the interactive media design listed as Fig.1 was chosen – for it maintains minimal use of written language, yet contains many motifs classified as signs. These signs guide the user in the use of the interactive design. It will thus be possible to convey sign meaning of an interactive media design without the use of language.

THEORY

Semiotics and semiology are a study of symbols, signs and signification, as well as the meaning given to the signs as we humans' analyses and interpret them. (Chandler, 2010, p. 19)

Saussure's model of sign is one that contains two parts, signifier - that is the form of the sign. Signified - that is the concept that the sign represents. The interactions between these two elements are called signification or are referred to as the signification process. (Chandler, 2010, p. 19) One does not exist without the other, which in example resembles a coin – it must have two halves, otherwise it cannot exist without being a logical fallacy. This is due to the signified giving form, whereas the signifier exists to derive meaning from. A sign is thus something that signifies and gives meaning through an idea in the form of a signified. Yet a signifier may lead to multiple signified ideas.

However, the signifier or signified are not necessarily material, meaning they are psychological, as the signifier is the denotation of what is being said or written, whereas the signified is the concept that comes to mind when the signifier is presented. The referent is the tangible and actual object. (Chandler, 2010)

It is thus imperative to note that a written language completely relates to a spoken language in the same way that a signifier and a signified relate to each other. However, a linguistic sign can be either two forms of the language – written or