SEMIOTIC MEDIATION
Sociocultural and Psychological Perspectives

Edited by

Elizabeth Mertz
Center for Psychosocial Studies
Chicago, Illinois

Richard J. Parmentier
Department of Sociology and Anthropology
Smith College
Northampton, Massachusetts

1985

ACADEMIC PRESS, INC.
(Harcourt Brace Jovanovich, Publishers)
Orlando San Diego New York London
Toronto Montreal Sydney Tokyo
Contents

Contributors xi
Preface xiii
Acknowledgments xv

1. Beyond Symbolic Anthropology: Introducing Semiotic Mediation
ELIZABETH MERTZ

Introduction 1
Fundamental Semiotic Concepts 2
Four Traditions in Semiotic Studies: Four Theories of Semiotic Mediation 10
Conclusion: An Integrative Approach 16
Notes 17
References 18

Part I
Theoretical Approaches to Semiotic Mediation

2. Signs’ Place in Medias Res: Peirce’s Concept of Semiotic Mediation
RICHARD J. PARMENTIER

Editors’ Introduction 23
Introduction 24
The Fundamental Model of Semiotic Mediation 25
Semiotic Mediation and the Correlates of the Sign 31
Thirdness as Mediation 35
Sign as Medium of Communication 42
Notes 45
References 47

3. The Semiotic Mediation of Mental Life: L. S. Vygotsky and M. M. Bakhtin
JAMES V. WERTSCH

Editors’ Introduction 49
Introduction 50
Properties of Mediational Means 53
Decontextualized Semiotic Mediation 53
Contextualized Semiotic Mediation 57
Inner Speech 58
Revising Vygotsky's Approach in Light of Bakhtin 62
Conclusion 67
Notes 68
References 69

4. Whorf's View of the Linguistic Mediation of Thought
JOHN A. LUCY
Editors' Introduction 73
Introduction 74
The Linguistic Analysis of Experience 75
The Influence of Languages on Thought 80
Assessment of Whorf's Views 89
Notes 93
References 95

5. Peirce, Frege, Saussure, and Whorf: The Semiotic Mediation of Ontology
BENJAMIN LEE
Editors' Introduction 99
Introduction 100
Peirce 102
Frege 106
Saussure 109
A Comparison: Saussure, Peirce, and Frege 112
Whorf 114
Performativity, Mind-Body Dualism, and Mental Events 120
Conclusion 126
Notes 128
References 128

Part II
Case Studies in Semiotic Mediation

6. Times of the Signs: Modalities of History and Levels of Social Structure in Belau
RICHARD J. PARMENTIER
Editors' Introduction 131
From Metahistory to Ethnohistory 132
10. Language and the Culture of Gender: At the Intersection of Structure, Usage, and Ideology
MICHAEL SILVERSTEIN

Editors' Introduction 219
Introduction 220
Gender as a Category of Reference and Predication 224
Indexing Participant Gender in Communication 232
Gender and Statistical Indexes of Social Stratification 234
A Parallel: Personal Deictics in English 242
Indexical/Referential Ideological Metaphors and Prescriptions for Reform 252
References 257

11. Legal Ideology and Linguistic Theory: Variability and Its Limits
ELIZABETH MERTZ AND BERNARD WEISSBOURD

Editors' Introduction 261
Introduction 262
A Semiotic Foundation 264
Two Legal Theories: The Legal Realists and H. L. A. Hart 269
Trends in Anglo-American Legal and Linguistic Ideologies 273
Ideology and Practice: A Semiotic Perspective 276
Notes 281
References 283

12. On the Nature of the Sociolinguistic Sign: Describing the Javanese Speech Levels
J. JOSEPH ERRINGTON

Editors' Introduction 287
Introduction 288
Structure and Function of the Javanese Speech Levels 289
The Speech Levels in Use 294
Comparing Sociolinguistic Models 303
Semiotics, Pragmatic Salience, and the Linguistic Sign 305
Notes 308
References 308
13. The Semiotics of Two Speech Styles in Shokleng
GREG URBAN

Editors' Introduction
Introduction to the Study of Speech Styles
Markedness and Speech Styles
Shokleng Ritual Wailing
Shokleng Origin-Myth Telling
Evaluation of Hypothesis on Markedness Relations
The Linguistico-Cultural Matrix
Conclusion
Notes
References

Part III
Metacommentaries on Semiotic Mediation

14. Mead's Mediations: Some Semiotics from the Sepik, by Way of Bateson, on to Bali
JAMES A. BOON

Introduction
Like Literature, Like Culture
Who Did What to Whom . . .
Across Cultures and Husbands
OK, “Mediations”
Concluding Indeterminant Questions
Notes
References

15. Semiotic Mediation: Ancestral Genealogy and Final Interpretant
RICHARD J. PARMENTIER

Introduction
Revolt against Experiential Determinism
Revolt against Transcendental Universalism
Revolt against Semiotic Transparency
Final Interpretant of Semiotic Mediation
Notes
References

Index