

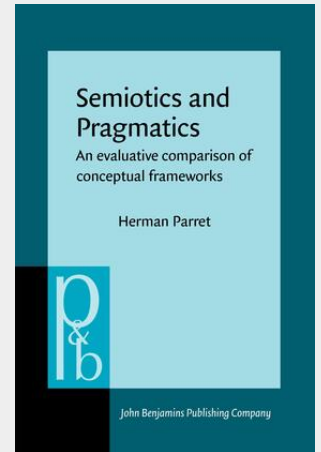
Parret

## Semiotics and Pragmatics

An evaluative comparison of conceptual frameworks

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Looking at the 'semiotic landscape' – the panorama of constituted semiotics – two traditions seem to have developed separately and without interpenetration. Anglo-Saxon semioticians consider the Peircean framework to provide the adequate conceptual apparatus, whereas so-called 'Continental' semioticians refer to the sign theory in Saussure and in its interpretation by Hjelmslev (for instance, the École sémiotique de Paris). Evaluating each other's projects, methods, and results could lead to a balanced view. The purpose of this monograph is to get the best out of the adequate insights from both sides, and to make suggestions how the semioticians from the Peircean or Saussuro-Hjelmslevian school can be removed from their isolationist positions. A comparison and homologation of these two orientations will be carried out from the angle of the impact of pragmaticism on both semiotic orientations. How intentionality, action, conventionality, interlocution are integrated in both orientations will be given particular emphasis.



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