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## **THE SIGNIFICANCE OF THE SEMIOTIC APPROACH IN COMMUNICATION THEORY**

Communication takes up about 70% of each person's time and is viewed as an interaction between at least two individuals or groups involving transmission and exchange of information, ideas, feelings, or thoughts through sign systems (speech, gestures, symbols, written texts, etc.). The purpose of communication is to ensure effective exchange of information, knowledge, emotions, and ideas among participants in the communicative process to achieve mutual understanding, collaboration, and harmonious social interaction. It occurs in a specific context and through various means and channels (speech, writing, technical means), as well as through paralinguistic elements (gestures, facial expressions, tone of voice); in the process of communication, there is an influence on participants, which can trigger changes in their behavior.

The global interest in linguistic communication, as an important individual, national, and international language component of human culture, is actively progressing in the early 21<sup>st</sup> century in the globalization as well as digitalization contexts, thanks to which the volume of human knowledge is increasing annually, at least, twice, stimulating linguistic research into the communication phenomenon.

The communication theory is a complex field of knowledge. Experts in psychology, linguistics, mathematical logic, electronics, and other sciences undertake its development. Researchers investigate types of information and methods of its transmission from the perspective of influencing the behavior of individuals and groups. According to the communication theory, desired behavior is achieved only through understanding and agreement with the received information. It is necessary to consider various factors including word choice in message formation, mood, well-being, needs of the recipients, etc., to communicate effectively, that is, to transmit the quality of the message in the form of methodological instructions, guidelines, orders, reports, summaries, etc. Therefore, the need to enhance communication effectiveness has various aspects: formal-logical, value-based, and semantic (meaning related; pertains to the meaning of words), socio-psychological, text-logical, organizational, and technical.

The closest semiotics relates to sciences such as linguistics, mathematics, ethology, religious studies, art studies, zoo psychology, computer science, anthropology, cartography, etc. Currently, semiotic studies cover areas such as biosemiotics, ecosemiotics, linguistics, media semiotics, film semiotics, semiotics of politics, morality, religion, culture, concepts, advertising, text, photography, architecture, law, semiotic logic, as well as general, social, cognitive, visual, musical semiotics, etc.

Various aspects of the theory of linguistic communication as a science and educational discipline have been explored in scientific works of domestic (F. Batsevich, A. Ishmuratov, T. Kosmeda, H. Onufrienko, V. Parashchuk, H. Pocheptsov, O. Semeniuk, O. Yashenkova, et al.) and foreign (E. Bern, T. Van Dijk, A. Vezhbitskaya, H. Grice, P. Soper, T. Ushakova, et al.) linguists. Semiotic research is developing quite actively and with the use of various approaches: from the positions of semiotics, not only language, literature, artistic and descriptive texts are studied (I. B. Ivanova, V. S. Kozakova, Yu. I. Levin, H. Ya. Martynenko, Yu. O. Polikarpova, O. M. Portnov, A. B. Solomonik, S. V. Chebanov, etc.), but also art and culture in general (V. V. Ivanov, Yu. M. Korotchenko, S. I. Urmanov, B. A. Uspensky, and Yu. M. Lotman).

Semiotics, which is traditionally defined as a field of interdisciplinary research that studies signs and sign systems as means of storing, transmitting, and processing information worldwide, nature, human thought, and society, formed only in the 20<sup>th</sup> century (C. Sanders Peirce, C. William Morris, F. de Saussure, L. Hjelmslev, E. Kaccipep, R. Jakobson, K. Bühler, J. von Uexküll, T. Sebeok, R. Barthes, U. Eco).

Thus, semiotics explores signs and language in three aspects – semantic (meaning, interpretation, analysis of relationships between signs and the designated objects, between words and concepts, simple and complex signs), syntactic (means of creation, transformation and connection between them, combination and placement of linguistic signs in a specific sign system), pragmatic (emotional-psychological, aesthetic, economic, and other practical relations of the language user to the language itself, the use of signs and language as a sign system in specific practical situations).

In the semiotic theory of communication, two aspects of the sign manifestation are considered: the external shell of the sign (letter, visual image, picture, building, gesture, event, pictogram, etc.); meaning (content, evaluation, expressiveness). The semantic meaning of a linguistic sign is stable and unchanged in different contexts, while the pragmatic meaning is relative: it depends on the knowledge, beliefs, desires, and intentions of a specific individual, as well as on the extra linguistic context: the place, time, physical, cultural, and historical circumstances of the utterance of a linguistic expression.

Modern semiotics as one of the main provisions puts forward the thesis of the fundamental demotivation of the sign. This means that there is still no connection between sound and meaning, or there is no fundamental connection. The principle of demotivated sign is the first fundamental law of semiotics and communication theory.

Summing up, it should be stated that, in fact, the semiotics itself and the semiotic approach in communication theory are extremely important, productive, since they are tools and phenomena of everyday communication, help us to touch the beautiful, secrets of culture, have gone through a long history of development from antiquity to the present and function in accordance with the laws of syntax, semantics and pragmatics.



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**INTERNATIONAL AND INTERCULTURAL COMMUNICATION  
IN SHAPING UKRAINE'S IMAGE:  
DEVELOPMENT STRATEGIES**

**MATERIALS  
OF THE INTERNATIONAL  
SCIENTIFIC AND PRACTICAL CONFERENCE**

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**Міжнародна і міжкультурна комунікація у формуванні іміджу України: стратегії розвитку:** зб. матеріалів Міжнародної наук.-практ. конф. Київ, 01 травня, 2025 р. Київ: Міленіум, 2025. 178с.

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Видання розраховано на науковців, викладачів, аспірантів, студентів.

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Forscientists, lecturers, postgraduates, students.

**Редакційна колегія:**

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