

UDC: 1

Semiotic concept of culture

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A sign in communicative speech, in addition to the ability to give meaning, in the function of a sign notifies about the presence of a mental act of the semantic load of words, that for a person who pronounces these words, where they are not only sounds, but also have a certain representation, in a certain culture. By means of signs, a person is likened to the members of "his group" and is also opposed to the members of other groups. The signs themselves, the subject, who perceives these characters and the relationships between them, and also to which object they belong to is characterized by different elements of a language situation. Sign values are interrelated. They replenish each other and generate new information; but sometimes they turn out to be insignificant nuances of communication.

Keywords: *sign, culture, communication, text, semiotics*

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