Sebeok, Ed., A Perfusion of Signs, 1977, Bloomington: Indiana University Press, p. 36) The following chart offers examples of each kind of sign in Peirce's theory: Icons Indexes Symbols Signify by: Resemblance Cause and effect Convention Example: Photograph Fire and smoke.Peirce also said a sign "is something which stands to somebody for something in some respect or capac- ity," which means that meaning is always created by individuals (quoted in Zeman, p. 27). He also argued that the universe is "per- fused with signs, if it is not composed exclusively of signs" (epigraph in Sebeok, p. vi).121

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