

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 capacity," which means that meaning is always created by individuals (quoted in Zeman, p. 27). He also argued that the universe is "permeated with signs, if it is not composed exclusively of signs" (epigraph in Sebeok, p. vi). 121