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Author: Santaella, Lucia
Title: 2007 Presidential Address: Pervasive Semiosis
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Abstract: The article presents the author's opinions on the philosopher Charles S. Peirce's statement that the universe is injected with signs and possibly composed of signs, which has confused the semioticians who study sign processes. The author discusses using Peirce's belief that absolute reality can't be found to overcome the semioticians' confusion and the metaphysicians' bewilderment of Peirce's theory of matter being "effete mind." It is suggested by the author that in synechism, which is the tendency to regard everything as continuous, if the mind is conceived of as semiosis, then semiotics supplies concepts to link semiosis and the continuity between mind and matter.
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