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Type: Article in Journal

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Title: Peirce's Rhetorical Turn: Conceptualizing education as semiosis

Year: 2013

Journal: Educational Philosophy and Theory

Volume: 45

Issue: 7

Pages: 789-803

Keywords: Semiosis, Learning

Abstract: The later works of Charles Sanders Peirce (1839–1913) offer an extended metaphor of mind and a rich conception of the dynamics of knowledge and learning. After a 'rhetorical turn' Peirce develops his early 'semiotics' into a more general theory of sign and sign use, while integrating his pragmatism, phenomenology, and semiotics. Therefore, in this article I bring Peirce's notion of semiosis—the sign's action—to the forefront. In doing so, I hope to disclose how Peirce's rhetorical turn not only opens up towards a richer conception of the dynamics of knowledge and learning, but also invites a shift of perspective from the psychological processes of learning to the semeiotic processes that characterizes the very dynamics of knowledge production.

Language: English