

THE LANGUAGE OF SIGNS AND NOTICES

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The purpose of the article is to highlight the importance of the special language of signs and notices. It also aims at enhancing the teachers’/

learners' awareness of developing a better understanding of this special language, which can help educators improve their teaching skills.

People communicate with each other by means of various systems of signs, of which the most universal is the language, a system of auditory communication; gesture language and writing - two systems of visual communication. For the general science of signs, several terms have been proposed, of which the term semiotic, or semiotics, may perhaps be the most appropriate.

Semiotics is the study of *signs* and sign-using behavior. It was defined by one of its founders, the Swiss linguist Ferdinand de Saussure, (1966) as the study of "the life of signs within society." Another famous linguist Peirce, defined a sign as "something which stands to somebody for something," and one of his major contributions to semiotics was the categorization of signs into three main types:

- (1) an *icon*, which resembles its referent (such as a road sign for falling rocks);
- (2) an *index*, which is associated with its referent (as smoke is a sign of fire);
- (3) a *symbol*, which is related to its referent only by convention (as with words or traffic signals). Peirce also demonstrated that a sign can never have a definite meaning, because the meaning must be continuously qualified.

Signs and notices in English often use words and expressions that are rarely seen in other contexts. In this paper we try to make learners understand the language of signs and notices better.