
**Charles Kay Ogden
Ivor Armstrong Richards**

ЛОИКОВА АННА, ИМО, 110
ГРУППА

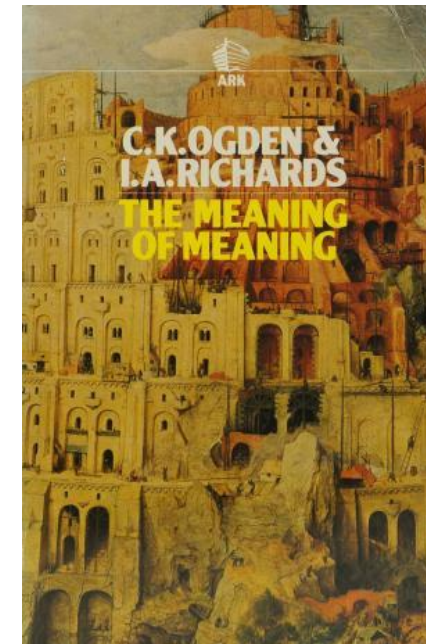
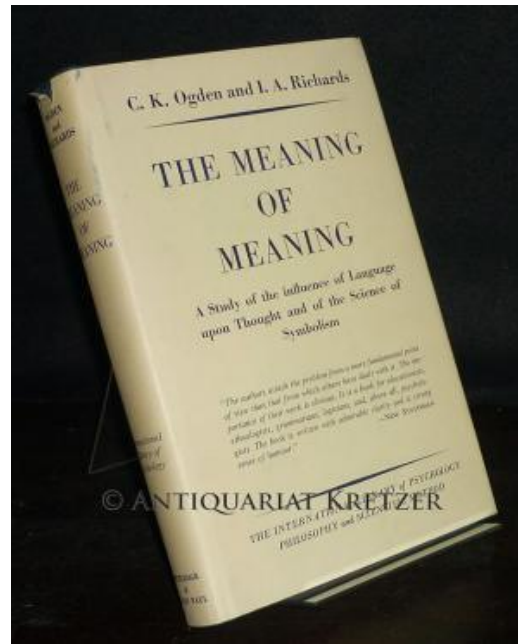
I. A. Richards, was :
1) an English educator,
2) literary critic,
and rhetorician |rɛtə'riʃ(ə)n| whose
work contributed to the foundations
of the New Criticism,
3) a formalist movement in literary
theory, which emphasized the close
reading of a literary text,
especially poetry, in an effort to
discover how a work of literature
functions as a self-contained object.





Charles Kay Ogden was
1) an English linguist, philosopher, and writer 2) Described as a polymath |'pɒlɪməθ| but also an eccentric |ɪk'sentrɪk| and outsider, he took part in many ventures related to literature, politics, the arts and philosophy, having a broad effect particularly as an editor, translator, and activist on behalf of a reformed version of the English language.
3) He is typically defined as a linguistic psychologist, and is now mostly remembered as the inventor and propagator |'prɒpəgeɪtə| of Basic English.

The Meaning of Meaning is widely recognised as a classic text of early twentieth-century linguistic semantics and semiotics. Although the original text was published in 1923 it has been used as a textbook in many fields including linguistics, philosophy, language, cognitive science and most recently semantics and semiotics in general.



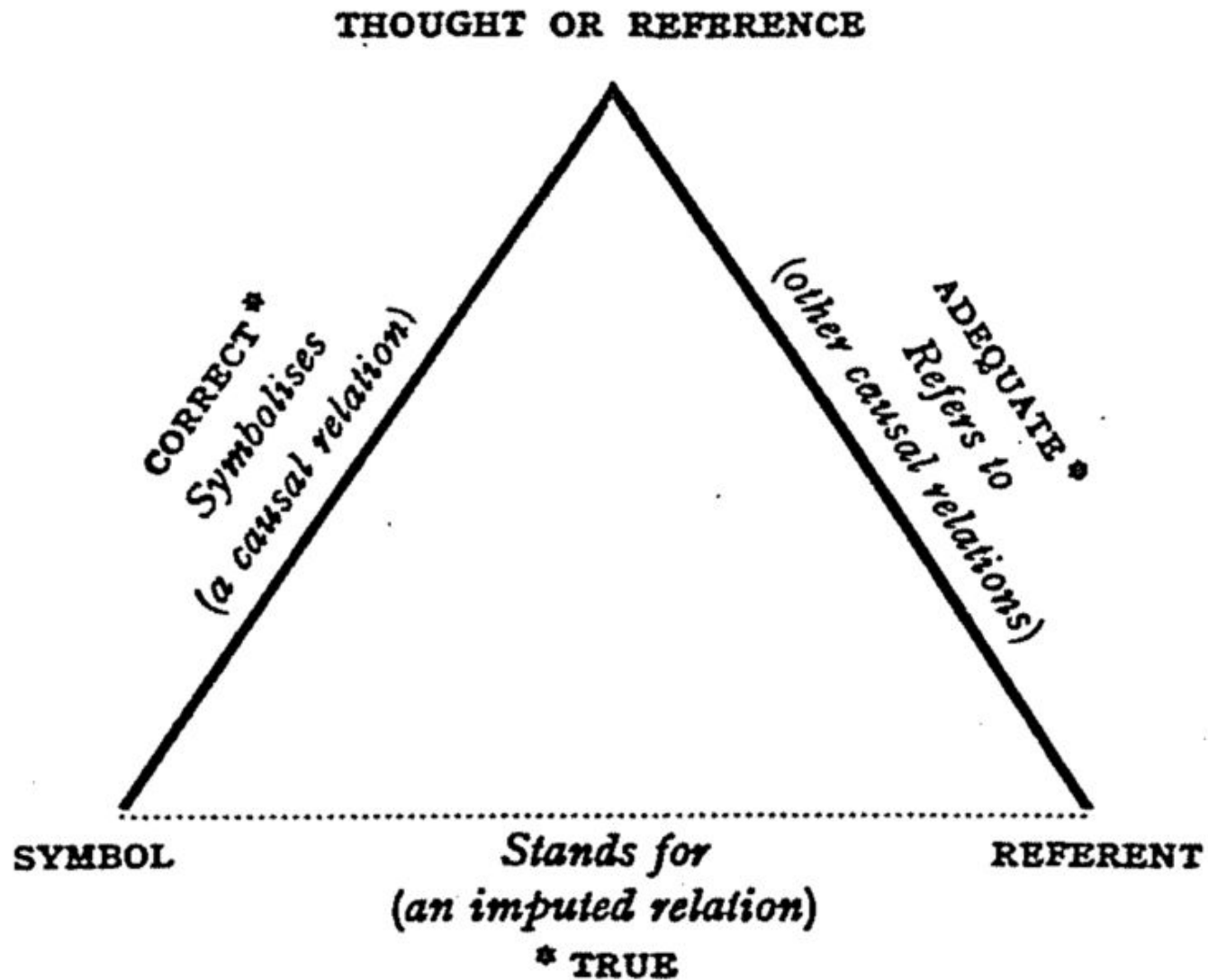
Richards sets a contextual theory of Signs: that Words and Things are connected. Richards develops a tri-part semiotics—symbol, thought and referent with three relations between them (thought to symbol=correct, thought–referent=adequate, symbol–reference=true).

Symbols are “those signs which men use to communicate one with another and as instruments of thought, occupy a peculiar place”. So for a word to be understood “requires that it form a context with further experiences”.



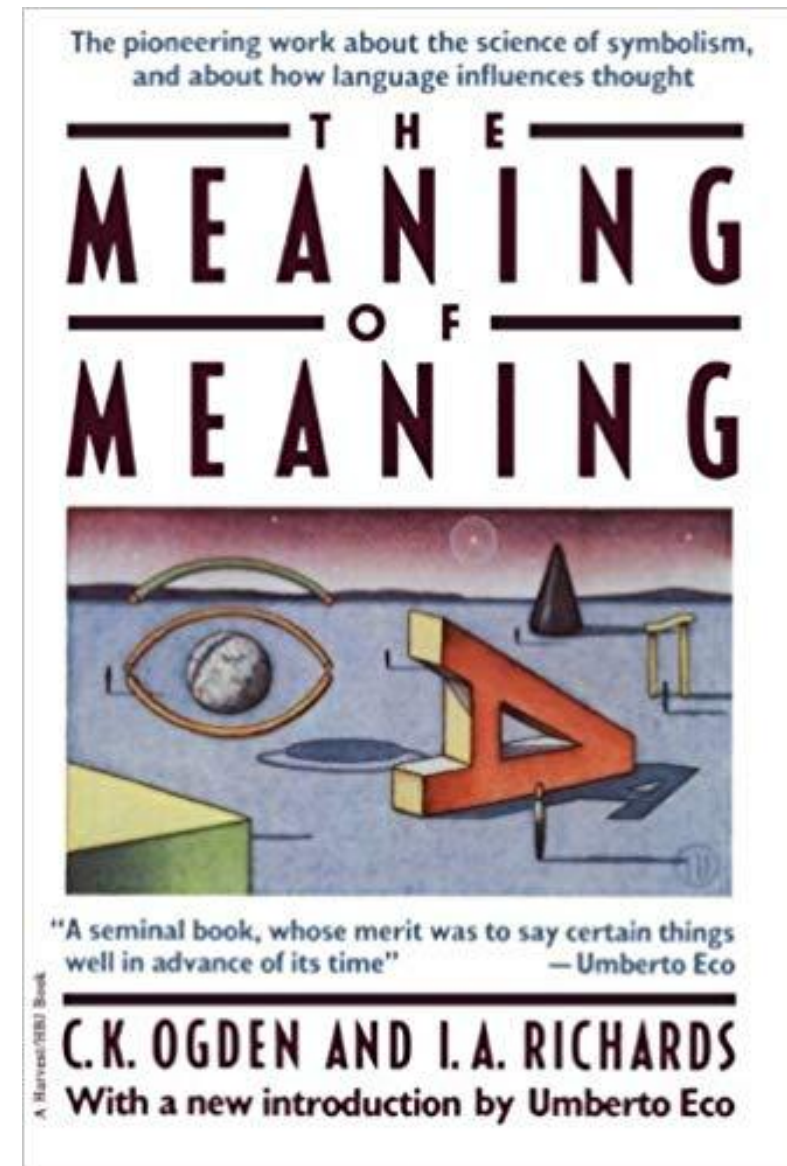
The Meaning of Meaning Model

Charles Kay Ogden (1889–1957)
&
Ivor Armstrong Richards (1893 – 1979)



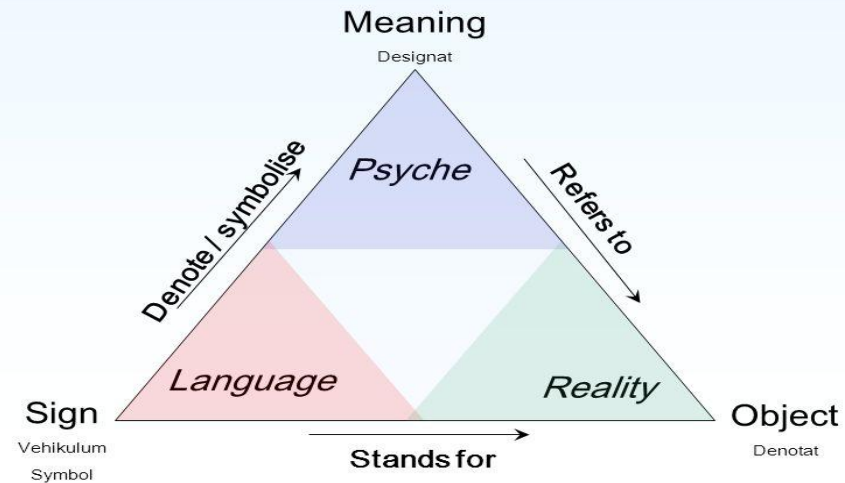
The **triangle of reference** (also known as the **triangle of meaning** and the **semiotic triangle**) is a model of how linguistic symbols are related to the objects they represent. The triangle describes a simplified form of relationship between the speaker as **subject**, a concept as **object** or referent, and its designation (**sign**).

The “Theory of Meaning” is a concept that has been presented in communication since the first humans learned to communicate. As communicators, we are aware that nearly everything we say has meaning on some level to ourselves as well as those we share our words with. The fundamental difference between how we previously looked at meaning and how Ogden and Richards look at it is that many scholars argue that for every word, there is a single, correct meaning associated with it. Ogden and Richards counter this claim with their theory of “Proper Meaning Superstition,” which states that there is not a single “correct” meaning associated with each and every word because each word means something different to each person.



<https://learningapps.org/display?v=pc8afv3xn18>

Ogden-Richard's semiotic triangle



https://en.wikipedia.org/wiki/Triangle_of_reference

http://www.academia.edu/5061155/Ogden_and_Richards_The_Meaning_of_Meaning_and_early_analytic_philosophy