

摘要

我們現今所處的生活環境，每天都必須接收非常大量的訊息。但是，對於每一件訊息我們似乎又不能完全地掌握，因為時常會發生不同的傳達方式卻說明著同一件事物。我們很難在看到一段廣告、或是閱讀一篇報導在接收它們的訊息的同時，而不去思考其背後的意義。本論文以此動機進行撰寫，主要是以羅蘭·巴特的著作《神話學》和《符號學原理》以及影響巴特的語言學家索緒爾之語言學理論，探討製造訊息的符號如何產生意義，其意義產生的基礎是甚麼。在本論文當中會比較索緒爾語言學的概念與巴特的符號學的概念，並論述這些概念的轉變，藉以全面地探討符號傳達基礎相關的主題。在文中，首先探討符號的內部架構，說明 E (Express) R (Relation) C (Content) 涵指符號系統的架構以及能指與所指在其符號系統的作用。其次探討符號的意義是如何產生，說明符號的意義是在於符號與符號之間的值項關係而確定。最後論及符號與使用者和接收者三者之間的關係是一種動態的過程，是隨時都在變化的。符號、瞭解使用者和接收者三者對於符號的傳達基礎具有同等的重要性。藉由本論文有關符號的傳達基礎之探討，可以進一步瞭解不同文化和社會的差異，了解現在資訊的多元性與多樣性。並且明白，意義的分歧甚至可以豐富文化的資源，進而讓世界更加多元。

關鍵字：符號、羅蘭巴特、符號學、索緒爾，語言學

summary

We receive a large number of messages in our everyday life. It seems that we can't completely handle every pieces of message accurately, not mentioning to receive and even accept it. Various messages which we often come across are actually just explaining same ideas in different ways. It is difficult to stop thinking of the message behind when we see an advertisement or read a report. This dissertation studies about the foundation of sign-communication based on Roland Barthes' *Mythologies*(1957) and *Elements of semiology* (1965), and also Linguistics Saussure whose Linguistics affects Barthes theory of Semiology. In this dissertation, the concepts between Saussure's Linguistics and Barthes' Semiology will be compared, so that can gain further research on sign-communication. First, the structure of sign should be studied. The Connotative System, E(Express)R(Relation)C(Content)-System, the affection of signifier and signified in sign are explained in the first part. Then, the meaning of sign will be studied in order to explore the meaning of sign, which is determined by the signification and the value between each sign. Finally, it will be researched that the relationship between sign, receiver and communicator is always changing at any moment. Therefore, the meaning of sign is also often changing and instable. As a result, not only the different meanings of sign, but also the foundation of understanding and creation can enrich the culture, and make the world more diversified and also multiple.

Keyword: Sign, Roland Barthes, Semiology, Saussure, Linguistics