{MÝh _r_n§jm

àm gmÛa AemÝ$b0HÑ$

H$Ý`m_hm{dÚmb`, {_aO

àmÌVmÌdH$

mÝZdr g§H$ÝÜ$VrV Y©Ú ^mfm, {dkmÝZ, AW©`amOH$ÝmU, {ej U, gm{hÌ`, g§SÝrV, ZnOÝH$, {MÌn0mKr H$Ûom BÌ`mÝr {d{dY nÝÌ$mÀ`m {MÝhì`ÝdñWm dVV© AgVmÝV. `m {MÝhì`ÝdhmamÀ`m ì`mnmamÝVZ§ _mÜgmÝr d g§H$ÝÜ$VrMr OSÝ$-KSÝ$U hmÙV AgVo EH$ÝXarV g_mOmÝVÙb {MÝhmÀ§oñdê$h, Ë`mÝr aMZm, Ë`mÝm AW©©d H$m§©Bì`ÝXr JmÝVÝMm emóoñÕ Aä`mg H$aUnè`m{dkmÝZÀbm "{MÝh{dkmÝZ' (Semiotics) qH$Ûm "{MÝh_r_n§jm' (Semiology) AgmaåhUVmÝV.

Semiotics `m eãXmMr CÌnÎmr Semeion (=sign = {MÝh) `m JrÝH$ eãXmnmgÝgZÚ Pmbobr Amho `mmnmÝVÙb {MÝh_r_n§jmH$ "Semiology' hr g§kÝ dmnaVmÝV Va AÌbmo A_§[aH$Z {MÝh_r_n§jmH$ "Semiotics' hr g§kÝ dmnaVmÝV, {MÝh_r_n§jmÝVm nm`m A_§[aH$Z VÎdk Mmbo§© {nAg©(1839 Vo1914) AmÝU ^mfmÝdkm{nÚH$ {H$XÝÝ X gñÝÝ `m XmÝZ {dMmadÝVMr KmÝVÙbobm Amho nT>¥§ Ë`m_Ü`o OmÝZ _mÌ$amÝihñH$$, am§_mÝZ `mH$Ým§-gZ, bÝohr ñ0mÝD$g, amÌbm© ~m§V©$j, E.Oo Jm§§mg BÌ`mÝr `mmnmÝr© {MÝh_r_n§jmH$ÝmÜZr ^a KmÝVÙobobr Amho `mÝÀ`mÝdda MmÝb©§ {nAg©AmÝU g§ñÝ§ `m `mÝÝÙmMÙ à^md {XgZ© `Vmm

{MÝh_r_n§jmo ui§ogm{hÌ$`VÌr, {VMr ^mfm, {VMm AW©`g§§MÝZ, bÍd H$, dmÝmH$$, dmÝmH$$mÝVr AmÝÕmÝXK{H$$m, Ë`mÝVÙr gm{hnË$H$ kmÝZj _Vr, gm{hÌ$àÝÝm, gm{hÌ$(Vhmmg, gm{hÌ$ d g§H$ÝÜ$VrV `mÝÀ$m nañÝag§§-§Ú BÌ$mÝr gm{hÌ$ì`mnmarÝ`m m AZÝH$ A§Im§H$SennmhÝÝÙmM EH$ ZdmÝN${ÌHÝ§VÚ {Xbmm Ë`m_ui§ogm{hÌ$g§_rjÝobmd gm{hÌ$Mm`§mEH$Xa Aä`mgmÝVÙobmEH$ZdÚ Ñ{Ì$o{_ Ímbmr. `m{VVÀ`mmÝZÚ Ñ{Ì$oÙVÚ AmÝ0§ `mmnmÝr`§gm{hÌ$g§H$ÝÜ$VrV {MÝh_r_n§jmÝdÙr gm{hÌ$emÝ, ZnOÝH$_r_n§jm,

1

H$WZ_r_mḡm, H$m̀`{MŸh_r_mḡm, bd Z{MŸh_r_mḡm, ebr{dkmZ, {MÌn0g_rjm, BË`mXr Cneml m{Z_m✆J Pmbë`mAmhV.

^mfbom Ogo^mfm{dkmZ AgVoVgM gm{hË`mbom gm{hË`emó qH$dm gm{hpË`H$ ì`mH$aU AgVo `mgm{hË`emóMr C^maUr H$aUohogm{hpË`H${MŸh_r_mḡMoÜ`ò AgVo gm{hË`àH$mamVo Ë`m√`m mgSÌi``hmZ̀gma EH$ gm{hpË`H$ ì`mH$aU dmgm{hË`emó AgVo H${dVm, H$Wm, H$mX§-ar, ZmOH$ AmXr gm{hË`àH$mamÀ`m H$m̀emóMr dmgm{hË`eml mMr (Poetics) C^maUr, ~mǾUr d {dH$mg H$aUohogm{hpË`H${MŸh_r_mḡMoÜ`ò d H$m̀m̀©Agë`mMobjmV KWm`Vo

{MŸhmMmñdê$n Am{U gⶈaMZm:

\§XⶈẠ X gñⶈⵤ `m ^mfmdkm{ZH$mÀ`m _Vò ""^mfm hr AZⶈH$ {MŸhmⶀr ~Zbbr EH${MŸhì``dñWm Amho ^mfⶈrb eãX åhUOo{MŸhohmhV. CXmharUⶈV©"PmSⵒ hm eãX hoEH$ ^m{fH${MŸh Amho VoXmⵏZ K0H$ⶈMo{_i z ~ZbboAmho

1) "PmSⵒ `m eãXⵏbom "B§D`JmMa' AgoEH$ Üd{Zê$n (Sound Image) Amho Am{U 2) ho Üd{Zê$n "PmSⵒ `m{d{eï>AWⶈⵒmqH$dm gⵏⵏⵤ ënZⵤMm{ZX[e H$aVo `mnH$$ eãXⵏÀ`m Üd{Zê$nmbom "{MŸhê$n' (Signifier) AgoåhQbooOmVo Va eãXⵏÀ`m AWⶈⵒmbom"{MŸhmV©(Signified) Ago åhQbooOmVo `m Xmↄhr K0H$ⶈMo{_i z OoEH$ gⶈU©ê$n (whole) V`ma hmVo Ë`mbom "{MŸh' (Sign) AgogⷠmⵤboOmVoAm{U AemàH$maÀ`m{MŸhⶈⵒr KSbbor ^mfm hr EH$ "{MŸhì``dñmⷡ Amho''[1]

^mfmⵒ̂$n {MŸhì``dñWbom ñdV:Mr Aer EH${Z`_ì`dñWm Amho hr ^mfÀ`m àË`j ì`dhmam_wⵏoH$m̀©ⵒⵒrb AgVo `m{Z`_ì`dñWbomì`mH$$UH${Z``h (Liguistic Code) Ago åhUVmV. `m{Z``hmⵏwⵤgma ^mfⵌmⵒ̂$j d {dd{j V ì`dhma MmbbbomAgVmⵒ_r Oo~boVmod {b{hVmⵒË`m{dd{j V d à${j ^m{fH$K0ⵔmAmhV Am{U åhU zⵒ gm{hË`ⵒⵔr hr EH$ ^m{fH$K0ⵔm Amho Ë`m _anRⵎ ^mfÀ`m m ì`mH$aUÀ`m{Z``wⵒgma Mmbbë`m AgVmV. `m ^m{fH$ ì`mⵒⵒⶤⵎV ^mfⵒⵒ̌r XmⵎZ ê$noⵔ̀Ë`jmV `WmV. EH${VMmⵒⵤ̀H$aU{Z``h Am{U Xⵒⵎgⵒ̀{VMoⵔ ̀jmV {dd{j V

ê$n qH$dmàË`j ^m{fH$K0Zmhmð. `nVrb n{hë`mê$mmbmgñ`pZϕ "^mfm{Z`_' (Langue) Agoåh0lboAmhoVa Xpgè`mê$mmbmË`mZoàË`j "^m{fV' (Parole) Agog§mYboAmho''[2]

gñ`pà{UV {MÝh ho"{MÝhê$n' (Signifier) d "{MÝhmW© (Signified) `mXmZ A§mZr KSlbboAmho Va {nAg©à{UV {MÝh ho 1) {MÝh (Sign), 2) {MÝh{df` (Object), 3) {MÝhmÀ`m AZwªdmV AW{ZU©H$mmÀ`m (Interpreter) _ZmV {d{eï>gX^m® (ground) CÊnÞ hmbmr AWm®_H$g§H$ënZmdmAWã{V_m (Interpretant) AemVrZ A§mZr KSlbboAgVo

{MÝhàH$ma

"{nAg©À`m_Vϕ ""VrZ {MÝhàH$ma _hÎdmMoAmhV.

1) à{Vê$n {MÝh (Icon)
2) XeP${MÝh (Index)
3) à{VH$ê$n {MÝh (Symbol) ''[3]

nãVmV {dYmZmVrb à{Vê$n {MÝmV {MÝhê$n Am{U {MÝhmW©mÀ`mV gmYà`m° ZmVoAgVo CXm _mUgmo{MÌ, KamMo{MÌ, XwemMoZH$moϕ Nmm{MÌ BË`mXr hmð. XeP${MÝmV/ {MÝhê$n Am{U {MÝhmW©`m XmZ A§mV H$m®ϕmmU^mdmMm g§§Y AgVm CXmhaUmW© Mhè`mdarb hmd^md ho ì`{ŠV_ZmVrb ^mdZmÀ`m I lwm AgVmV. hohmd^md åhUOo"XeP${MÝhϕ hmV. VgmM Omhm {MÝhmÀ`mXmZ nXm©Yrb g§§Y ho`mÑpÀN$ (Arbitrary) AgVmV, VohmmË`nZmà{VH$ê$n {MÝho g§§nrVmV.

{MÝhmMrrMr aMZm:

{MÝhmMr/ eãXmMr dñ``m_ÜΝoaMZmH$mVmVm{MÝhJUmVrb AZÝ$n`m®mrℝ eãX§_YYℤ `mm½Ë`m EHℍH$mmℝ eãXmMr {ZdS>H$ê$ℤ Ë`mMr EH$mnÇℨ·EH$ C^r-AmSℒdr H$§_ZoOmïi Ur H$§amdr bmJVo eãXmMr {ZdS>^mfℱℝ`m {MÝhJUma ñVamdℑ / Cä`m Ajmℤdℑℤ hmℱ AgVo J§mYα nmÝ$b, ""^mfℱℝ`m `m eãXg§Ulhna ì`dñℍnom "{MÝhJUma aMZℱ(Paradigmatic Structure) Ago

åhUVmV.''[4] `m Cä`m Aj mdê$Z H$ë`m OnUmè`m eãXm$`m {ZdS}r_mJoê$nH$mMo VÎd åhUOM gmYâ`Ýd¡Yâ`{Zõ>g§-$Y dmÀ` H$aUmaog__ë`VMoVÎd {H$ merb AgVo

{MÝhmÜr/^nfÜr H$mì}:

J§ImYa nmÜrb åhUVmV, ""AW§gO2 d AW§gmfU H$aUoho{MÝhmMo_w>` H$mì°AgVo''[5] g$hVÀ`m d ^m{fH$ K0ZÀ`m AmI`mZo{MÝh AW§gmfUmoH$mì°H$arV AgVo. amo_mZ `mH$mào-gZ (1896-1982) `m àmJ g§MZmdmXr naßaaVrb ^mfmdH{ZH$m{ZH$mZog§gfUmoZ_im Ûmê$n _m$boAmho Ë`mÀ`m _Vo ""H$mbUË`mhr ^m{fH$ K0ZÀ`V 1) dŠVm/bdí H$$/{ZdXH$$ 2) ImVm/dmMH$ 3) eãXmÌ©` CŠVr/^m{fH$/g$hVm4) gX$^© 5) g$hH$§_ë`` _ 6) ^m{fH${Z`_ì`h AgoghmK0H$$ AmdÍ`H$ AgVmV.''[6]

^m{fH$ K0ZMd/g§gfUmoghmK0H$$:

dŠVm	gX$^© (Context)	I mìn
	CŠVr / ^m{fV (Message)	
	ghH§_ë`` _ (Contact)	
	{Z` _mdbr (Code)	

^m{fVmMo`m àË`H$ K0H$mer Oo{d{e·i>àH$mamMog§-$Y àñWm{nV hmV AgVmV, Ë`m_Ý`Z ghm àH$maMr H$mì}{ZînÞ hmV AgVmV.{MÝhmÜr hr H$mì°^mfÜr H$mì}_Zor OmVmV.

{MÝhmÜr/^nfÜr ghmH$mì}:

dmÀ`mW§a / gX$^{Zõ>(Referential)		H$mì`mÜ`>(Poetic)
Am{dîH$mH$$/^mdZmË_H$(Emotive)		à^mdna/n[aUm_HmH(Conative)
g$hmÜ$_H$(Pnatic)		A{^^ngmÜ`H$(Metatingual)

1) Am{dîHmaH/^mdZm`Ë_H$ H$m`©. ^m{fV/g&m�©fU Oòhm dŠË`mda bj H[§ÐV H$aVo, Vòhm ^mfm Am{dîH$maH$ qH$dm ^mdZm`Ë_H$ H$m`©Hê$ bmJVo"_mP§ em§V do_ ho CKS¢m ZmJS¢m ^mÌS#añUmÞm {Xbb§ Ym{_H$ Zmd hmdV§'`m CŠVrV§ dŠË`mÀ`m _ZmVrb ^mdZm d _ë``Ñïï ñ`mVmZ Am{dîH$m Pmbbm{XgZ `Vm

2) à^mdna H$m`©. ^m{fV Im`Vm Oòhm `mK0H$mda bj H[§ÐV H$aVo, Vòhm ^mfmà^mdna qH$dm n[aUm_m{Zõ>H$m`©H$ê$ bmJVo

3) dmÀ`mW©a/gX^©{Zõ>H$m`©: ^m{fV Oòhm dÊ`{df`mÀ`m gX^m©da bj H[§ÐV H$aVo, Vòhm ^mfmdmÀ`mWm©a / dñV{ZîZna (Referential) H$m`©H$aVo

4) H$m`m`Ë_ H$m`©. ^m{fH$ Oòhm ñdV..daM Ambobj H[§ÐV H$aVoqH$dmdYWZ KòVoVòhm ^mfm H$m`m`Ë_/gmXÎm`Ë_H$ H$m`©H$ê$ bmJVo "PmS$eXw.I ^m Amh’V' `Wo^m{fVmda bj H[§ÐV PmboAg`Z "Xw.I ^m'hmeXmX Ambobj dY§ KV Amho

5) gñH$ê$H$ H$m`©. ^m{fV OòhmgñH$§gmYÊ`mda ^a XVoVòhmVogñH$êH H$m`©H$aVo

6) A{Y^mfmÎm_H$ H$m`©: ^m{fV Oòhm ^m{fÏdf`r {VÀ`m {Z`_mÏdf`r ^m`© H$aVoVòhm ^mfm A{Y^mfmÎm_H$ H$m`©H$aVo

EH$UUM H$dVm qH$dm gñhË`H$VrV hr {MÝhmS$r ghm H$m`m©P H$_a-A{YH$ à_mUmV {H$erb AgVmV; nañwggñhË`H$VrV gmXÎm_H$H$m`©P à^mdr AgëmMo{Xgo`Z `Vo

{MÝh_r_rSgr gñhË$ {dMma :

     añbm~mµ§, Á`{bm{¼ñVdm, amÐñZ `mH$m-gZ, C§-aVmo EH$mñ nñ [aH$a, OmñZmñmZ H$ba AmXr {MÝh_r_ñgH$Zr gñhË`-gñhVm, AñagñhVm, g_rjm, dmMZ{H$`m, gñhË`nH$$namVVo gñhË`emó BmmXr gñhË${df`H$gH$ënZm- [gÕm�r _ñUr H$VobmVr Amho

     ^mfm hr àmW{_H$ ñdê$nmnñmMr {MÝhr`dñW AgoP gñhË hr Ë`mda AmmabborXwe`_ ñdê$nmnñmMr {MÝhr`dñW Amho gñhË`H$obm ñdV:Mm gñVmrï (Langue) AgoP Ë`mVrb gñVmVoñmobZZ-C„$KZ H$arV gñhnr`H$$ gñhVm dm gñhË`H$Vr (Parole) àË`jV AdVaV ZgVo gñhË`H$obV gñVmÀ$mñmobZZmj mC„$KZmbm{de$f _Îd AgëmMmbjmV KVm`Vo

{_qbX _mbeo`mÀ`m _Vo, ""{MÝhm§Mr ì`dñWm åhUOo{MÝhm§Monañnan§er AgUmog§-Ý hmï. gmï`Zoho g§-Ý _ÿV: XmZ àH$naMo AgVmV Ago à{VnmXZ H§obobo Amho EH$ åhUOo AÝd`{Zõ>g§-Ý (H$emnÿToH$mï : : {MÝhoEH$mnÿToEH$ Aer H$_dma Amë`mZoË`mÀ`mV AÝd`mda AmÝmabbog§-Ý AgVmV. Xïgam JU{Zõ>d "AmXo{Zõ' g§-Ý (H$emEdOr H$mï) ; åhUOo aMZo_Ü`o{d{eï>ñWmZr H$mUË`màH$naMoK0H$ `D$eH$$VmV, `mda H$mhr ~ÝZoAgVmV.''[7]àñVW {dYmZmdê$Z AgoåhUVm `BÚ> H$, AÝd`{Zõ>g§-Ým_Ü`o_amRr_Ü`oH$Ë`mÀ`mqbJ dMZmZgma {H$mnXmMoê$n ~XbVoVgM JU{Zõ>g§-Ým_Ü`odmñ`amMZÀ`m mnmVi rda {dMma H$mVmH$$Vñ`ÑmWmr Zm_o`D$eH$$VmV. eäX_mïr Aï``o`D$eH$$V ZmhrV; Vohm H$$Vñ`ÑmWmr `Um*`m Zm_mÝVm EH$ JU AgVmod `mJUmÝrb K0H$§Mmnañnan§er EH${d{eï>àH$$namMmg§-Ý AgVmo

^mfm{dkmZmÀ`m Aml`mZoH$obom{MÝh{dMma g§hVm{dMma hmdnÑ`mÀ`mnmVi rda {g{_V Pmbobm AgVmo åhU‡ gm{hpÿ``H$$ {MÝh_r_ñZoZo dnÑ`mnbrH$$S$o OnUmr`m g§hVMr g§ï§enZm _n§§ë`m`Mobj mV `Vo ~nVÀ^`m _Vog§hVmhr EH${MÝhm§Mr g§bMZm AgZ Ë`mV dnÑ`o n[aÀNX, àH$aUodmg§nñU©nniVH$$ `mgd©K0H$$Mm{dMma g§hVmg§ï§enZV A}`^p`o AgVmo EH$$UM {VMr g§bMZm gm``â`©p (Metaphoric) Aï{U gm{ZÜ`_p (Metanymic) g§-Ým§À`m Aml`mZo aMbobr AgVo

{MÝh_r_ñÀ`mÑï\$ïZoZmQ0H$$ hr EH$ ~h[OZZgr à`m]j _ H$$bomdm Amho Zm0çgg§hVm, Z0> a§§J_M, a§§J_gmm_Jr, g§ürVmXr H$mbomd àij H$$ Amïr Zm0çmn§n§ïm{_ïZ ZmïZ Zm0H$$Mmd à`md gmH$$ma hmdV AgVmo Zm0çà`mdmÀ`m gmXarH$$aUV EH$$U 13 {MÝhgmUr gm_naboë`m{XgZ `mV. Ago H$§PmZ`m nm§fobe {MÝh_r_ñgmZ0Zo à{VnmXXZ H§obobo Amho (1968). {MÝh_r_ñÀ`m Ñï\$ïZo g§hVMoAnÿVÝd hoBVa g§hVm, gm{hÿ` gm§H$$$SÝV, gm{hÿ` ì``ÑÝWm, dmMH$mdmr dmMZ{H$$$m Bë`mdXr Jmïïda Adb§-Ý AgVmo Ë`m_ui o{VMoAnÿVÝd Zdg_rj Æ`m (New Criticism) d ñdmï`Îm H$$mmdmXr ^ñ_H$$åm_Uoñdñ§VÞ ZgVo H$§ïUmrhr g§hVmhr EH$$Amïïg§hVmM AgVmo(Any Text is on intertext)

EH$$$UM Cnanïÿb V bmd mddê$Z Agoï{XgZ`mdoH$H$, {MÝh_r_ñZogm{hÿ` H$mïdmr, {VMr ^mfm, {VMm AW©, {VMr g§bMZm, bmd H$$, dmïH$$$$, dmïH$$mdmr AmñdmXXÀàH$$$$`m, Ë`mdMr gm{hpÿ` H$$$ kmZZj _Vm, gm{hÿ`àH$$mdma, gm{hÿ`dÑhmïog, gm{hÿ`d d g§hïVdï `m§Mm nañnag§-Ý ì`ï`Ñr

gm{hË`ì`mmanMmAZH$A§JnßH$SønmhÊ`mMmEH$ZdmÑ{ïÅH$mZ{Xbm Ë`m_ü`ogm{hË` g_rjĺbmd gm{hË`nÀ`mEH§Xa Aä`mgmbmEH$A{YH$ì`dpñWV g I nb Zdr{Xem{_ì mbr. {VÀ`m`mZì`m Ñ`ì>VY AnO `mnmr` gm{hË`g§H$VrV {MÝh_r_m§gmdmXr gm{hË`emó, ZnŮç_r_m§gm, H$WZ_r_m§gm, H$ñm`{MÝh_r_m§gm, bd Z {MÝh_r_m§gm, eĺbr{dkmZ, {MĨn0°g_rjm BÌ`mXr emĺ m {Z_m§©J Pmbë`m{XgZ `VmV.

g§X^©:

1) nm0§b J§JmYa : "{MÝh_r_m§gm', "AZü`m^', Otb¡-AmØJñ0>1990, df©MmXm, A§§$ 1, n¥ 4

2) VÌ¡d n¥ 5

3) nm0§b J§JmYa : "g_rjm _r_m§gm', _n0 àH$meZ, _§¶B©, à.Am 2001, n¥ 115

4) VÌ¡d, n¥ 116

5) VÌ¡d, n¥ 117

6) VÌ¡d, n¥ 117

7) _mbeo§ {_qbX : "AmY{ZH$g_rjm-{gÕmÝV', "gmñ`m^fm{dkmZ d {MÝh_r_m§gm, _n0 àH$meZ, _§¶B©,à.Am 2007, n¥ 99