



Semiotics of Time

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What is Time?



- Time is a 'flow' or 'a passage', in which events are taken placed (Bergson).
- Within time everything endures, that is, incessantly move without rest, break or stoppage.
- We can not repeat time, except by repeating its 'representation'.
- We distinguish in our consciousness a 'quick'/'slow' time, or 'long'/'short' time.

Duration



- 'Duration' is a continuous forward movement of the past time that moving to the present and 'devastate' to the future, which accumulates itself in its movements. (Bergson).
- It does not mean, that every forward movement completely erases the past, but maintains, reserves, and stores them in memory.
- *Durée* itself can not be divided, measured or separated, except by employing a metaphor of 'space' (a calendar, or a watch)

Representation of Time



- A pure time can only be experienced in the human consciousness
- Outside consciousness time can only be experienced as a 'representation'
- In its representation form time is quantified, that is, measured by using various forms of measurement.
- The measurement of time: 'watch', 'film duration', 'work duration', 'ritual duration', etc.

Time & Narrative



Narrative or a sequence of meaningful events or stories about a particular world can only be retold in an arrow of time. In contrast, time can only be captured by consciousness through various forms of articulation, particularly narrative.

1. **Narrative order** is the relation between temporal order and sequences of events.
2. **Narrative duration** is the relation between the duration of events and the duration within the narrative, which can be identified through the length of text.
3. **Narrative speed** is the density of time in a story (the story measured in second, minute, day, month or year)
4. Narrative frequency is the relation between a repetitive capacity of a story and its narrative.

Sign of Time: Change

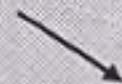


- A change signifies time
- The change from a childhood, adolescence, adulthood (a sign of time)
- There is a quick or slow pace of change

Change



Image of Time



Change Image

Sign of Time: Movement



- A movement signifies time
- The movement from one point of time to another.
- There are slow/quick, static/dynamic, and forward/go back movements.
- A movement is a signifier

Movement

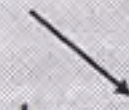
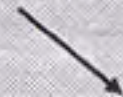


Image of Time



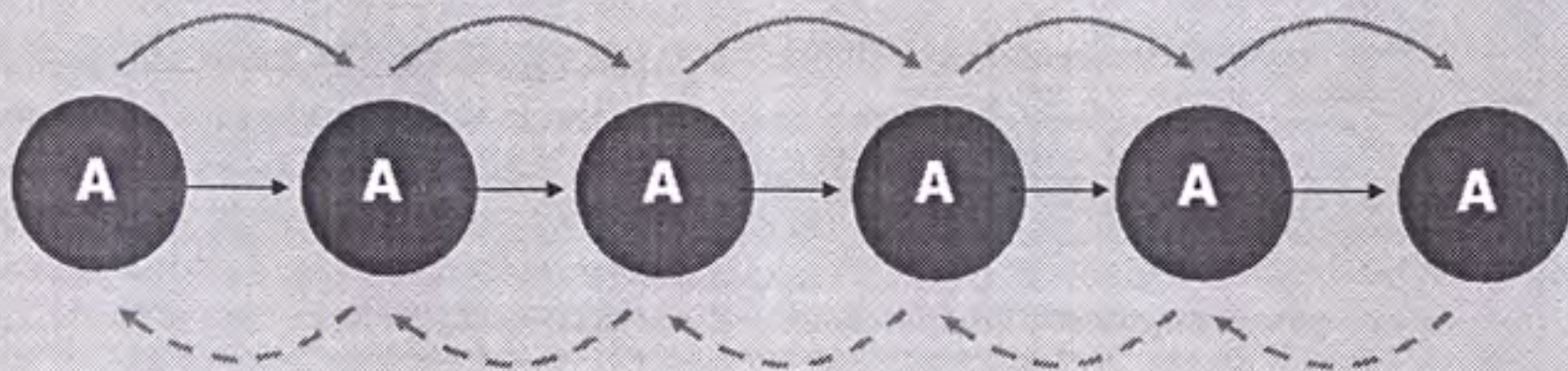
Movement Image



Movement Sign

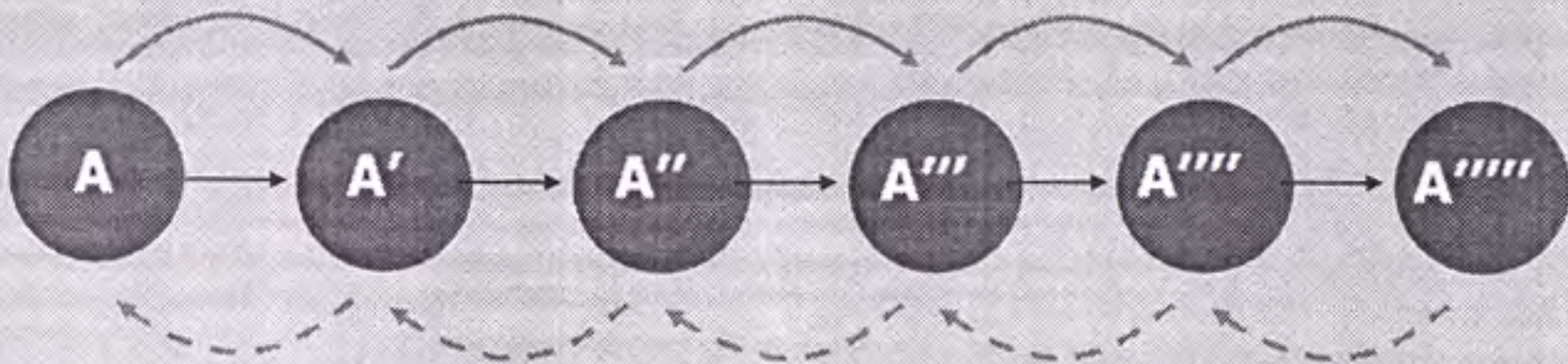
Time & Repetition

Repeat the sign of time
Retro-semiosis



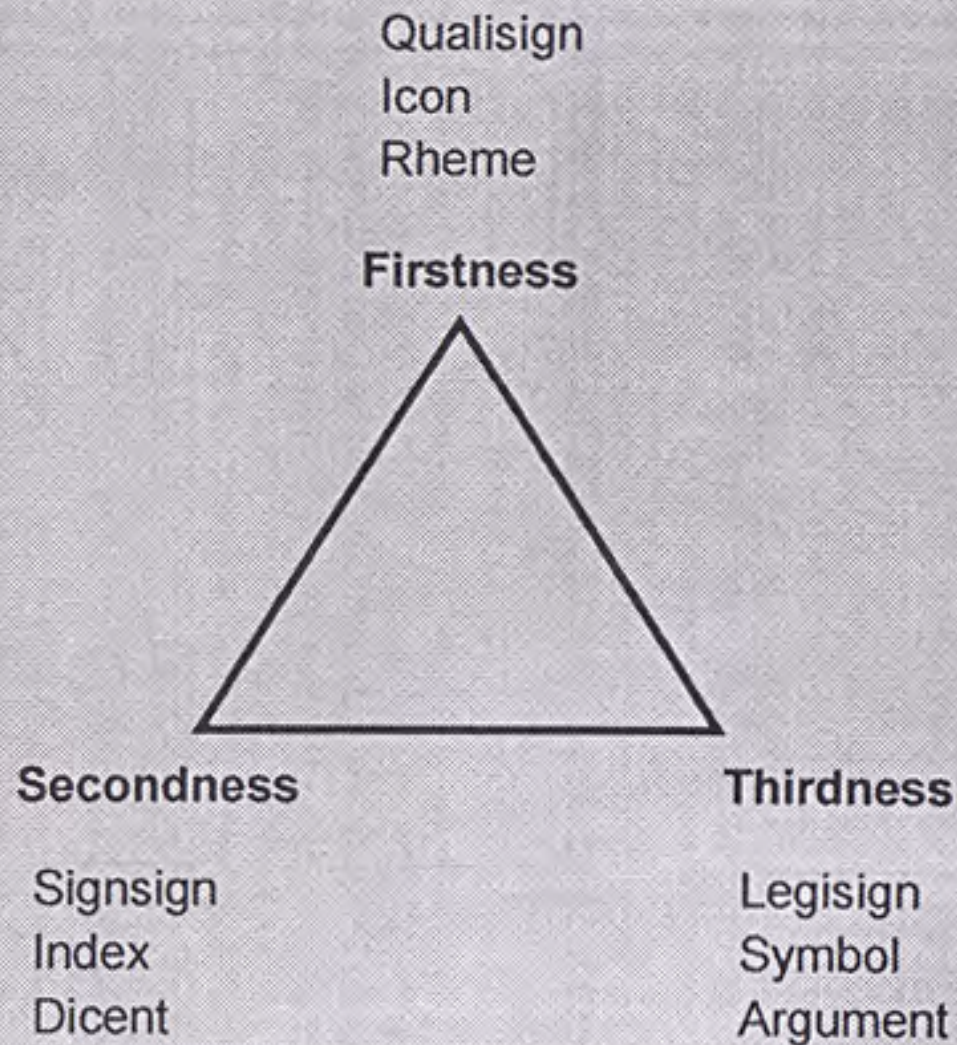
Static Repetition

To change
Becoming
Future projection
Opening horizon



Dynamic Repetition

Peirce & Deleuze



Trichotomy & Quadrotomy

DELEUZE

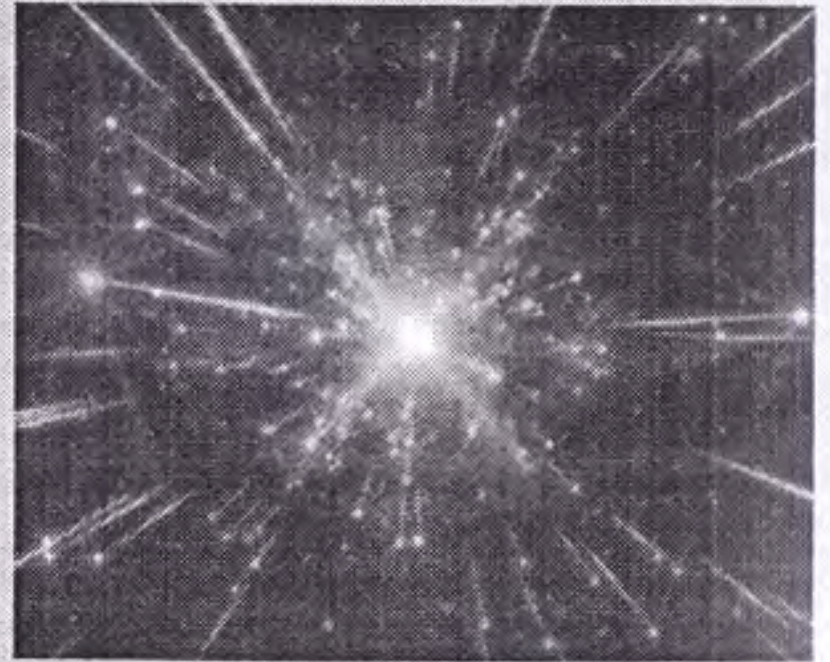
(MOVEMENT IMAGE & SIGN)

Sign	Images	Category
Dicisign Rheume	Perception Image	Zeroneess
Contour Icon Trait icon	Affection Image	Firstness
Binomial Index of Lack Index of Equivocity	Action Image	Secondness
Mark Demark	[Relation Image]	Thirddness

PEIRCE

Category	Representation	Object
Firstness	Qualisign (Potential)	Icon
Secondness	Sinsign (Pointing)	Index
Thirddness	Legisign (convention)	Symbol

Perception Image



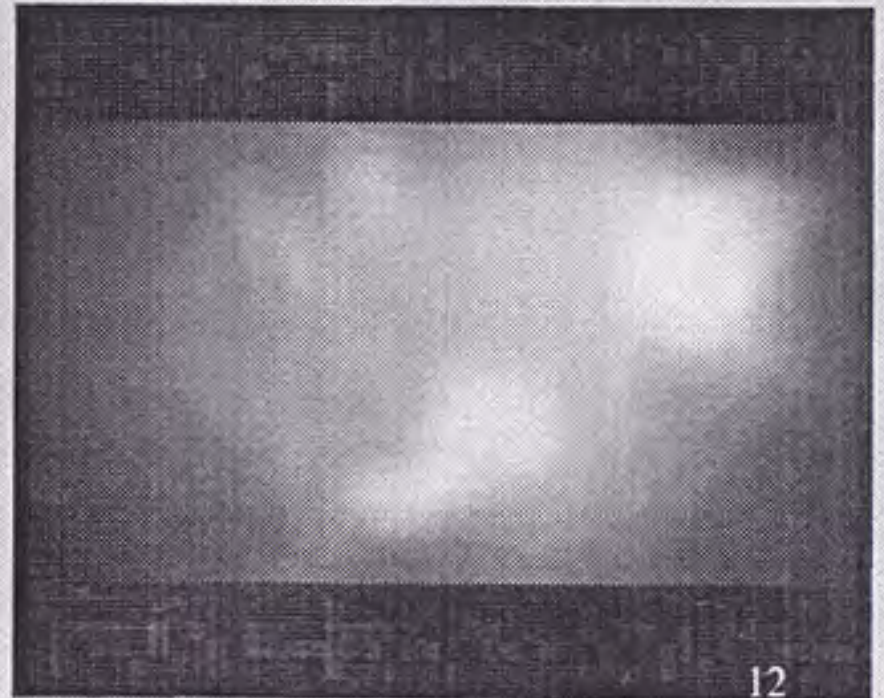
- Image as it is perceived by the eyes and sent to the brain.
- Movement image that has no any relation whatsoever.
- Movement image as a pure image

Affection Image

Sensible nerve
Immobile respective plate
Facializing contour
Reflecting unity
Wonder (admiration)
Quality
Expression of quality

Motor tendency
Micro movement of expression
Traits of faciality
Intensive series
Desire (love, hate)
Power
Expression of power

- A tendency of motoric movement based on impulses from the brain system.
- Admiration or desire
- Movement image as an expression

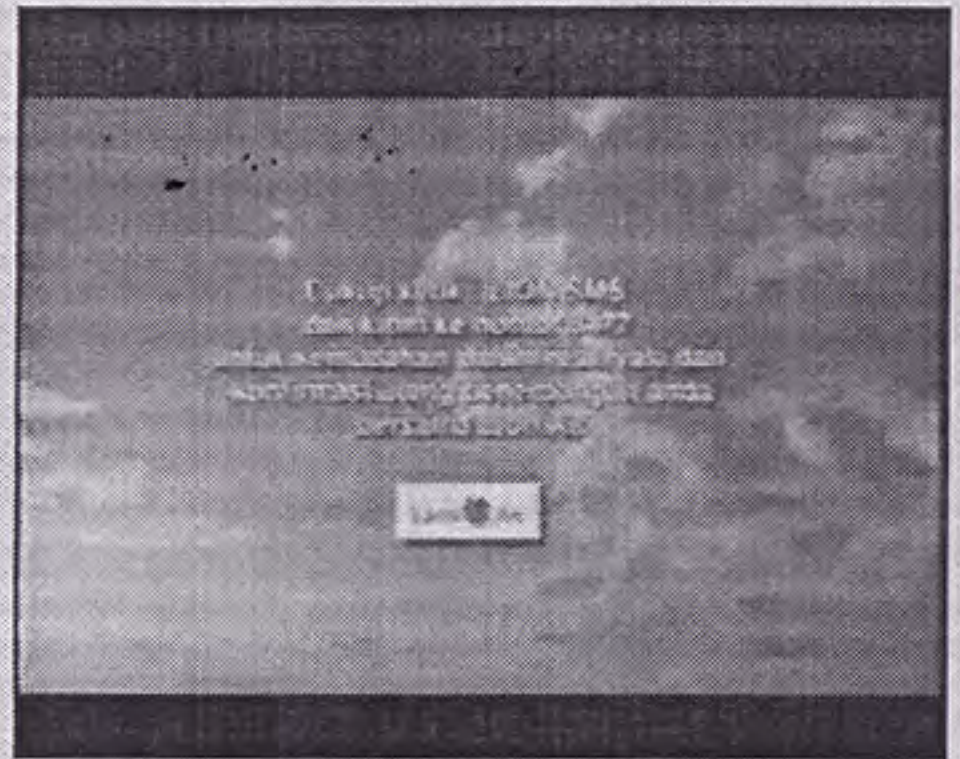


Action Image



- Domain of realism
- The quality and power expressed within a particular concrete space-time (milieu)
- Affection and impulse manifested in a particular behavior.

Relation Image



- A category of continuity, regularity, habit, rule, law, interpretation, and codes.
- The movement that creates generality of common sense.
- Equal to thirdness (Legisign Peirce)

Icon of Time



Icon of Time

- Icon of time = a resemble of world time to become a human time
- From 'time of reality' to 'image time (time within the image)
- A resemble of 'world duration' to become 'image duration' (moving image)

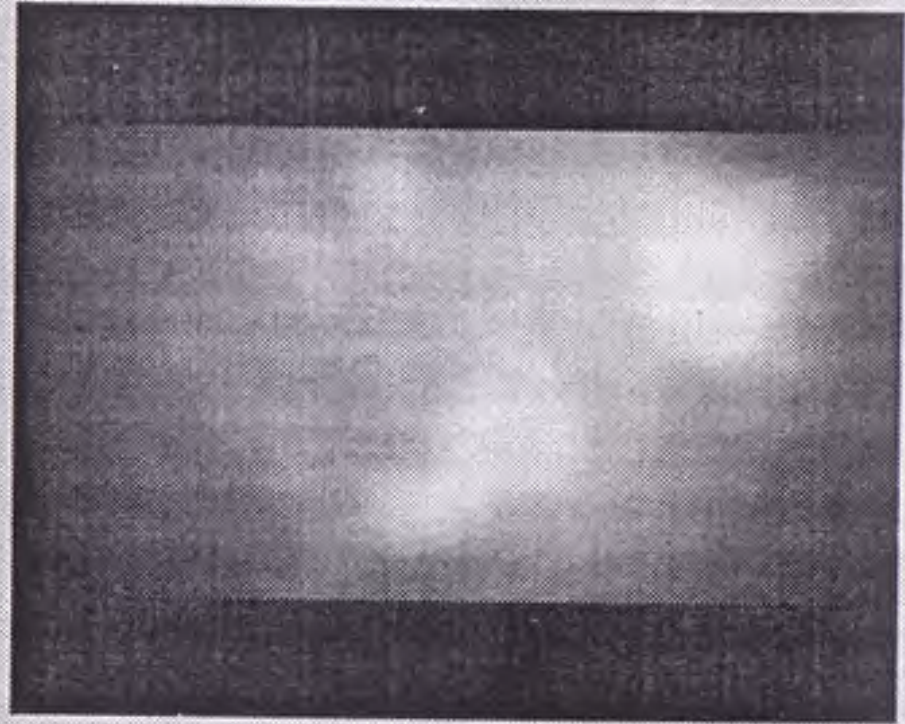
Index of Time



- Index of time = the time that points to a particular direction, gives orientation, and provides clue.
- A slow time signifies a slow movement; a quick time, a quick movement.
- The slow motion signifies for examples: laziness; the quick movement: 'rush'
- Slow motion= index of the past; quick motion= index of the future

Index of Time

Symbol of Time



- An abstract relation that constructs the whole.
- The whole movements/changes which meanings are socially codified (social code)
- Opening infinite possibilities of mental relation of the movement signs and their meanings.