Table of Contents

Preface
Traces of Bühler’s Semiotic Legacy in Modern Linguistics xiii
Werner Abraham

Editor’s Introduction — Karl Bühler: Sematologist xlix

Translator’s Preface lxxxi

KARL BÜHLER: THEORY OF LANGUAGE
The representational function of language lxxxix

Introduction: Theory of Language Yesterday and Today
0. Historical Works 1
1. Paul’s “Principles of the History of Language” — Dependency on Descartes — Natural sciences and history 3
2. Saussure’s Cours — Substance-oriented thought in the 19th century 7
3. Husserl’s programme in the “Logical Investigations” 10

I. The Principles of Language Research

1. The Idea and Plan of the Axiomatics 17
1.0 Observations and the ideas guiding research 17
1.1 Exact recordings — three manners of understanding 17
1.2 Initial object of linguistic research — the conceptual world of the linguistic researcher 21
1.3 Axioms of language research 24
1.4 The four principles 27

2. The Model of Language as Organon (A) 30
2.0 Manners of appearance of the concrete speech event 30
2.1 Inadequacy of the causal view of substance-oriented thought 31
2.2 The new model: the three semantic functions of language 34
2.3 Expression and appeal as independent variables in addition to representation — the three books on language 37
### TABLE OF CONTENTS

#### 3. The Significative Nature of Language (B)
- 3.0 The constructive model of language  40
- 3.1 The etyma of the words for sign  44
- 3.2 Direct analysis of the concept of sign — comparative psychology — a general formula  45
- 3.3 “Aliquid stat pro aliquo”: two determinations  47
- 3.4 The principle of abstractive relevance, illustrated by phonology  50
- 3.5 The problem of abstraction  52
- 3.6 Two forms of material fallacy  54

#### 4. Speech Action and Language Work; Speech Act and Language Structure (C)
- 4.0 Inadequacy of previous dichotomies: the four-celled pattern  57
- 4.1 Speech action and language work — empractical speech — la parole  60
- 4.2 The work of art in language — the theory of speech action  63
- 4.3 The structures in language — criticism — structural survey in linguistics — the higher level of formalization — comparisons outside the linguistic realm — intersubjectivity  67
- 4.4 Theory of speech acts — Steinthal and Husserl — appreciation of Husserl’s theory of acts — the social factor in language  72

#### 5. Word and Sentence. The S-F-System of the Type Language (D)
- 5.0 The features of the concept of language  81
- 5.1 Analysis of a one-class system of communicative signals  82
- 5.2 The two-class system language — the dogma of lexicon and syntax  85
- 5.3 The productivity of field systems  88
- 5.4 Logic and linguistics  89

#### II. The Deictic Field of Language and Deictic Words

**Introduction**
- The signpost and the speech action  93
- The deictic field — modes of deixis  94
- Wegener and Brugmann as predecessors  95
- Speech about perceptual things  95
- Psychological analysis  96

#### 6. The Psychological Foundations of the Modes of Positional Deixis in Indo-European
- 6.0 Brugmann’s modes of deixis and the general problem  97
- 6.1 The myth of the deictic origin of language  100
- 6.2 *to-deixis and ille-deixis  103
**TABLE OF CONTENTS**

6.3 The second and third deictic mode 105  
6.4 Natural deictic clues 107  
6.5 Quality of origin and the acoustic characterization of the voice 108  
6.6 Directions in thou-deixis and istic-deixis 111  
6.7 Yonder-deixis 114  
6.8 A general question 116  

7. **The Origin of the Deictic Field and its Mark**  
7.0 The here-now-I system of subjective orientation 117  
7.1 The meaning of the deictic words from a logical perspective 118  
7.2 The words for ‘here’ and ‘I’ as cognates 122  
7.3 The indispensability of deictic clues 126  
7.4 The role of ‘I’ and ‘thou’ 128  
7.5 The usual classification of the pronouns — criticism 131  
7.6 The necessity of demonstration 134  

8. **Imagination-Oriented Deixis and the Anaphoric Use of Deictic Words**  
8.0 The second and third modes of deixis 137  
8.1 Ocular demonstration and imagination-oriented deixis as a psychological problem 140  
8.2 Subjective orientation when awake and its components 143  
8.3 Spatial orientation and deictic speech 144  
8.4 Movement of the origo in the tactile bodily image 146  
8.5 Temporal orientation 148  
8.6 The three types of imagination-oriented deixis 149  
8.7 Psychological reduction 152  
8.8 Displacements — dramatic and epic procedure 154  

9. **Egocentric and Topomnestic Deixis in Various Languages**  
9.0 The deictic field 158  
9.1 The inclusive and exclusive ‘we’ 159  
9.2 Coalescence of deictic particles with prepositions 162  
9.3 Egocentric and topomnestic deixis — the class of ‘prodeemonstratives’ — examples from Japanese and Amerindian languages 163
III. The Symbolic Field of Language and the Naming Words

The programme

10. The Sympractical, the Symphysical and the Synsemantic Field of Language Signs
10.0 The concept of surrounding field
10.1 Empractical speech
10.2 Materially attached names
10.3 An analogy with heraldry
10.4 Synsemantics of pictorial values in the painting
10.5 The question of the ellipsis

11. Context and Field Factors in Detail
11.0 Syntax from without from Miklosich to Wackernagel
11.1 Material clues and word classes
11.2 Hermann Paul’s list of context factors — reorganization in three classes — the completeness of these classes
11.3 Plea for syntax from without

12. Symbolic Fields in Non-Linguistic Representative Implements
12.0 The comparative survey
12.1 Lexical signs and representational fields illustrated by two non-linguistic representational implements
12.2 The painter’s pictorial field, the actor’s representational field, and a remark on field values
12.3 The concept of the symbol — proposed definition
12.4 The relationship between picture and symbol, fidelity to the appearance and relational fidelity
12.5 The specificity of linguistic representation — analogy to the intermediary in the linguistic representational implement — the inner form of language

13. Onomatopoetic Language
13.0 There is no pictorial field in language
13.1 The devotees of sound symbolism
13.2 The pictorial potentials of the acoustic material
13.3 Limits of depiction in the structural law of language
13.4 An example from Werner’s experiments
13.5 Two groups of onomatopoetic words
13.6 Older views of the import of sound symbolism
13.7 Wilhelm Oehl’s studies — factors counting against this
# TABLE OF CONTENTS

## 14. The Conceptual Signs of Language
- **14.0** Prescientific and scientific concepts 242
- **14.1** The etymon — magical thought and naming — a result of psychology of thought: the spheres of meaning 244
- **14.2** Synchytic concepts 247
- **14.3** Incompatibility of radical nominalism with the core fact of phonology 249
- **14.4** J. St. Mill about species names and proper names 251
- **14.5** Husserl's doctrine of acts 255
- **14.6** The interest of language research in the objectivist analysis — Husserl's monadic construction — connotation and etymon 258
- **14.7** The living and governing etymon — concluding remarks on proper names 261

## 15. The Indo-European Case System as an Example of a Field Implement
- **15.0** Localist or logical, cases of inner determination, cases of outer determination 265
- **15.1** Mixed systems in Indo-European — Wundt on the declension of neuter nouns — an overly broad concept of case 266
- **15.2** Comparative review of the case systems of various languages — what are outer and inner determination? 270
- **15.3** Criticism of Wundt's theory — connotations of the verb 272
- **15.4** Objective and subjective cases, the example of the lion's death 275
- **15.5** The category of action and an inner form of language 279

## 16. A Critical Review
- **16.0** The idea of the symbolic field 282
- **16.1** The discovery of syntactic schemata 283
- **16.2** Objective verification of observations by means of experiential psychology 284
- **16.3** Concluding remarks 286

## IV. The Make-up of Human Speech: Elements and Compositions

**Introduction**
- Leibniz and Aristotle on synthesis and synthemata — summative wholes and Gestalten 289
- The constructive series: phoneme, word, sentence and compound sentence 291

## 17. The Materially Determined Formation of the Acoustic Stream of Speech
- **17.0** The law of articulation 294
- **17.1** Materially determined and grammatical formation 294
17.2 The acoustic theory of the syllable 296
17.3 The motor theory of the syllable — ballistic pressure pulses 300
17.4 Union of aspects — Stetson’s criticism, counter-criticism — the resonance factor 304
17.5 The result 308

18. The Sound Shape and the Itemized Phonematic Description of Words
18.0 Phonemes as phonetic features 309
18.1 Comparison between phonematic and chemical elements 310
18.2 Sound face and itemized description of word images 313
18.3 Phonetic characteristics and material recognition features 316
18.4 The number of syllables in German 321
18.5 The central idea of phonology 324
18.6 A new constancy law 326

19. The Simple and the Complex Word. The Characteristics of the Concept of the Word
19.0 The idea of the pure lexicon 329
19.1 Husserl’s definition of simple meaning 331
19.2 The inflected word and the compound 334
19.3 The features of the concept word — proposed definition 337
19.4 The problem of the word classes 340

20. The Functions of the Article
20.0 Mark of case and gender, modulus of the symbolic and field value of words 345
20.1 History and theory of the article — the three functions according to Wackernagel 348
20.2 The article as a substantive formant from the perspective of language theory 352
20.3 *So-deixis as a parallel 355

21. The Summative And
21.0 Gestalt theoretical remarks 359
21.1 “And” used in numerals as an example — “and” as a conjunction — results: “and” to bundle things, “and” to conjoin sentences and clauses 359
21.2 The pair compound 364

22. Language Theoretical Studies on the Compound
22.0 The word with a compound symbolic meaning — Brugmann versus Paul 365
22.1 The result of the language-historical survey 368
22.2 Initial and final position in Schmidt’s theory — criticism — new suggestion — law of correlation 373
| 22.3 | Plea for a distinction between attributive and predicative compounds | 379 |
| 22.4 | Difference between nominal and verbal compounds | 381 |
| 22.5 | The interference of the positional factor with intonational and phonematic modulations — preference for final position in the Romance languages | 384 |
| 22.6 | The features of the concept of the word fulfilled by the compound | 386 |

**23. The Metaphor in Language**

| 23.0 | The sematological core of the theory of the metaphor | 391 |
| 23.1 | Psychological remarks — findings of historians of language — parallels outside of language — two metaphors by children | 392 |
| 23.2 | The physiognomic gaze — pleasure in functioning | 395 |
| 23.3 | The differential effect, the technical model of the double filter — the law of suppression — plasticity of meanings | 397 |
| 23.4 | Werner's taboo hypothesis — criticism: the metaphor and para-phenomena | 400 |
| 23.5 | General conclusion | 405 |

**24. The Problem of the Sentence**

| 24.0 | The philological idea of the sentence and grammar | 407 |
| 24.1 | Ries's definition, the denizen's quarter | 408 |
| 24.2 | Ries's three features treat different aspects | 412 |
| 24.3 | Examination of the older definitions — the grammatical concept of the sentence | 416 |

**25. The Sentence without a Deictic Field**

| 25.0 | The release of the utterance from the circumstances of speech — the feature of independence of the sense of the sentence | 418 |
| 25.1 | Correlational sentences (nominal sentences) | 419 |
| 25.2 | Self-sufficiency of the sense of the sentence — an analogy with the painting — the gradual release | 422 |
| 25.3 | Exposition and subject | 426 |
| 25.4 | The impersonal verbs | 428 |
| 25.5 | The third person | 431 |
| 25.6 | Absolutely deixis-free sentences in logic | 435 |

**26. The Anaphora**

| 26.0 | The joints of speech | 438 |
| 26.1 | The old view of the essence of anaphora and a new view — criticism of Brugmann | 439 |
| 26.2 | The word sequence in speech and the picture sequence in films | 444 |
| 26.3 | The dream-like staging of imagination in the film and the waking staging in speech | 449 |
| 26.4 | Wealth and poverty of anaphoric deixis | 451 |
# 27. The Formal World of the Compound Sentence (a Sketch)

27.0 The problem: multiple roots of the variety of forms 452  
27.1 Examples of lapidary and polyarthric speech — the emergence of the relative in Egyptian 454  
27.2 Paul's type 457  
27.3 Kretschmer's type — an early stage — generalized version 460  
27.4 A comparison of the two types 463  
27.5 The concept of hypotaxis — field breach — Marty's suggestion, newer studies 466  
27.6 A new proposal: a theory of types 471

---

**Bibliography**

475

**Glossary**

486

**Index of names**

492

**Index of topics**

496

---

**Postscript: Twenty-five Years Later ...**

Achim Eschbach  
(Translated into English by Anthony Hornby and revised by Mary Snell-Hornby) 509