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Communication: Semiotic Interaction or Intersubjective Interaction?

Abstract: After considering some of the most known theories on semiotics and some of the most known theories on communication, the present approach tries to state that the semiotic and the psycho-social points of view concur in describing communication, which should be defined as semiotic interpersonal interaction. One could call communication just by one of these names, but it would be only for testing the capacity of making inferences of their auditory: semiotics means societal action – which relies on psycho-social characteristics of the humans – while intersubjective means individuals – determined by their respective subjectivity – influencing each other in their social life – which can only be achieved by the bias of behaviors interpreted as signs.

Keywords: communication; intersubjective interaction; semiotic interaction