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## The bidirectionality and infinity between symbol and meaning in semiotic process

### Abstract

The semiotic process still remains one of the most controversial issues in semiotics, in general, and in language as the most complicated semiotic environment, in particular. This paper aims to reveal common and specific features in understanding the semiotic process, its elements and vectors found in Western, Russian and Chinese semiotic concepts to formulate regularities that enable to enlarge explanatory possibilities of semiotics and apply it to a bigger variety of situations explaining the mass production of language signs in different linguocultures. The study exploited the harmony of deductive and inductive methods. The analysis of books and papers written by (i) such Western founders of semiotics as Ch. Peirce, F. de Saussure, Ch. Morris, U. Eco and their more recent interpretations, (ii) the work of a famous Russian linguist Yu. S. Stepanov, (iii) studies by such Chinese representatives of the semiotic trend as Zhao Yiheng, Wang Mingyu, Yu Hongbing enables to argue that triad pattern of semiotic process possesses the most powerful explanatory ability. According to Peirce, it includes the dynamic object, the medium and the interpretant manifesting a multi-vector relationship within the triad. Poly-vector mode determines its all-embracing nature of semiotic process and guarantees its infinity that in its turn facilitates constant direct and indirect transformation of signs and meanings through interpretation. A person performing interpretation by means of language in language environment is the cornerstone and the core driving force in semiotic activity.

**Keywords:** semiotics, language, semiotic process, semiotic process vector, infinity of semiotic process, the principle of creating Chinese characters

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