

# Current Status of Semiotic Use<sup>–</sup>

Surapongse Sotanasathien<sup>–</sup>

**Abstract**--- *The state of sign and language is unstable. If it can be fluid that flows freely without intermittent barriers. The change in disruptive innovation is a key factor in making the fluid sign/language no longer be static or frozen. The more we enter the digital age, the more the semiotics/language become more fluid so that we cannot separate truth from falsehood, accuracy leaves things wrong, real things out of illusions, freedom out of fuddle. And until he no longer knew his identity, because he was also trapped in the noose of illusion, for example, it reflects the sign, especially the language, as a fluid. It will have a more fluid state during the disruptive innovation era. As a result, the Langue is blended with Parole, especially in social media. It comes to the point that they cannot be separated as they are the languages of society. The disruptive innovation causes digital concepts to replace the analog ones, which makes that dualism approach of the sign. There is nothing between the with and the without of software development processing. Nevertheless, its application continues with a more realistic world flowing digital literacy also makes signs, languages, and codes become fluid.*

**Keywords**---- *sign, semiotics, language, fluid, and current status of disruptive innovation.*

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## I. Introduction

Saying semiotics in the age of disruptive innovations are too drastic changes. It means that the paradoxes between the structuralism approach of semiotics and the effects of disruptive innovations since the latter have the unstructured approach to use by the social trend. [1] Although disruptive innovations/technology-based itself is structural thinking of methodology, it is also a logical step of computer programming which should get along well with the structure-oriented approach of semiotics. The impact of disruptive innovation is possible to devastate the semiotics and cause the semiotics to find new explanations for itself, such as how to find a way to survive when the tide of postmodernism times advanced into the end of the last century.

In the short-term past, there was a drastic change in disruptive innovation, which was a catalyst for the production of software used in computers to keep up with the information and data processes resulting from the software. It is destroying the concept of structuralism of the semiotics used in society by disruptive innovation of software or app store despite its structuralism. The survival of semiotics is by adapting itself to structuralism compatible with a software programming set of disruptive innovation with high structuralism of science and technology. While having the distinctive characteristics of its use, it is the smooth flow of information and raw data, like linguistics and semiotics in postmodernism or poststructuralism. [2] The use of languages and signs that flow from the internet, especially social media that uses new signs, such as the implementation of icons, indexes, and symbols, appear and wither away quickly all the time. It is therefore not surprising that we use the language, images, indices, and symbols occurring until a large group of people is unable to catch up and cause people in the society to follow. Especially, the Parole that appears in social media, which rapidly degrade the power of the Langue. Criticism and linguistics are not on time to use language and communication comprehensively for their meanings.

## II. The signs and languages are fluid

For this reason, the scope of the signs cannot be explained or described by the definition between the signifier and the signified of the exact pairing that has been known before. On the other hand, it may be said that

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<sup>–</sup> This is under my full version article of Semiotics in the age of disruptive innovations.

<sup>–</sup> Prof. Surapongse Sotanasathien, Ph.D., Department of Communication Arts, Sukhothai Thammathirat Open University,

no signifier matches the signified by determinism and finalism. Speaking, writing, paralinguage, or image also has meaning, however, it is not from the sound of the letter or its picture. It has a broader scope of communication and meaning without any discrimination and barrier. Communicating meaning from a specific sign has no boundaries, unlike how speaking and writing was once practiced.

Language, linguistics, and including fine arts are all part of a broad scope of semiotics, such as the abstract imagery form, code, picture, or even cartoons, etc. Language, including those things, could not be continued or proceeded inconsistently if it had failed to reach the semiotics, which should be in their canons. The previous semiotics, thus, has conditions under static structures and with stable processes. This is contrary to the reality of today's society that has undergone disruptive innovation. The field of semiotics may have gone thitherto bankrupt, forasmuch as their survival had to make themselves flow like fluids.

Therefore, any sign, any language, and others used to communicate within the system of semiotics [3] is also a fluid state. If speaking familiar and narrow, messages in all languages are fluid. And if it violates this fact, linguistics and semiotics are not things that can exist and must disappear from the society of disruptive technology.

### **III. Langue loses importance.**

When the sign including the language is fluid. The Langue or mother tongue is not important anymore. Then, it will not be any different from the Parole [4] since all the symbols can flow alternately and swirl like the current. It left stability to instability, so that the semiotics, as well as languages, acted fluently, in keeping with the innovations and technologies that plunged into the society of the digital age, 5G and Industry 4.0. In science and linguistics, it is necessary to produce new messages that can be used and compatible with the effects of disruptive innovation so that the department of semiotic has remained to survive.

Rather, the primary language or Langue cannot divide the people, while the Parole will move openly into a society to mix with the Langue in the new age which cannot be completely separated from the Langue, such as using more new words. From social media, the Langue has some Parole to fill in to communicate the complete meaning. By the way, the Langue is not possible to stay alone, such as using the language in the internet blending with the Parole in a society [5] such as lol (laugh out loud) or emoji. Until the Langue mutation makes a new key line of Langue with structureless and flows more.

### **IV. How is the name important?**

In the creation of names and naming of things, whether in abstract ideal form and or the content of the signifier, new names will emerge rapidly following every step of disruptive Innovation. While innovations or technologies in the digital age have become shorter because of new technologies constantly change. What makes the name used to call for innovation, technology, and their products are accordingly shorter or unstable too? Therefore, nomenclature, which comes from the name assignment, is a name that represents all things unstable. That name allows the social constructionism to describe the whole thing in its entirety. Nomenclature indicates the state of what the words mean through referentiality in the performance of one side of the sign when things in the age of disruptive innovation are changing rapidly. Hence, names and assignments must also change quickly. [6] The names of things are being quickly forgotten as well as the rapid emergence of new words as the result of the pace in the age of disruptive innovation.

For this reason, the extreme truth of all things is everything exists independently of the semiotic system we have ever used. Since the tokens that refer to objects and other signs are dead when the new age of disruptive innovations has replaced the signs of the names of things They do not somewhat exist permanently, as in the era

of pure philosophy. Because of the state of things that the words meaning change rapidly as the situation of disruptive innovation. Therefore, we are no longer able to describe noumena, phenomena, and being there (Dasein) anymore. Unless we have to make it static to say its name or word to describe it. [7] The name refers to noumena that cannot be perceived as ideation. In short, it is the state of being or thinking that is the inner world, such as pure philosophy or metaphysics. A phenomenon is an event that can be realized with data senses. Otherwise, it said that it is the existence that consists of all objects in the external world, such as science and behavioral science. There is a state of Dasein that appears in front or somewhere or being out there which requires clarification through crushing or refining of both internal and external facts of the object that is out there. All of these things are structures oriented. They are noumena, phenomena, as well as dasein, which can be described and explained by the static signs. However, all three things or events in the age of disruptive innovation will make the names of noumena, phenomena, or dasein get the place filled with deceptions that are constantly overlapping as simulacrum. So, they cannot follow the disruptive innovation in time. All these explanations and descriptions can only be conceived under the watchful or presence, but we may not be perceived in the missing of the dark side or absence. Therefore, the critics and interpretation are only a sign which is mythical deceit. For example, people can believe that only the Nazi symbol of Swastika can lead to millions of people being ignorant and killed by the fire of their world war. Or Industry 4.0 that uses vertical cropping methods not on the ground horizontally, which is something that humans do not yet have an appropriate sign to give their name. It means that a doctor who has to compete against time with the name of the coronal virus into COVID 19. And this new virus will become another problem, which doctors must give their name in soon to change it for a mutant variation on furtherance.

For this reason, the sign may not represent what it refers to. How long-standing allows the signs of those referenced objects to be sustainable? Therefore, the signs may no longer be used for explanations of reason, trust, correctness, or even truth, such as the views of Saussure, Pierce, or Jacobson. Due to refer to the referential, it cannot stop the trend of disruptive innovation in the world. Which was the sign unable to catch up with the disruptive innovation made accordingly the meaning of the signs slipping too? Therefore, semiosis is just a creation of social construction which can represent knowledge that is only true for a moment. Rather, the signifier and the signified may slip apart which makes the meaning of the sign constantly changing. On the other hand, significant systems will transform into the anarchy of words and meanings [8]. Both of which don't need to be paired together. Each person is different or may become a sign of nothingness, such as Picasso's paintings in the eyes, ears, nose, and mouth. They don't have to be where they need to be. If it gives a different meaning when it is in a different circumstance like today's wristwatch serves especially when people use for exercise more than look at the time for a worker.

The example of a wristwatch reflects that It is not merely an index of workers. However, it's an index of people who like to exercise. The wristwatch for work day by day is lost with the replacement of a wristwatch for exercise that can be used to watch the time for work too. Rather, the model of the Peircean signs can be divided into 3 types: the icon, the index, and the symbol. All are no longer static and stable because each type may have a meaning to flow as following the disruptive innovation change. Other than each type may have overlapped. Nonetheless, it's an overlap of paradox methods that are more complex than they used to be, such as exercise watches that are currently popular for working with an index of vital signs of exercise. It is also an icon that is different from watches in the past because it has a unique shape that can be seen as a wristwatch for exercise. Besides, it may also be used as a symbol, not just for the icon, but also for the worth, such as wristwatches in the past. As a result, it is also a symbol of agility and enthusiasm. With disruptive innovation, Peirce's inflexible

types are to die too. Because the form and function of the wristwatch fluctuate in its use, which affects the power of the traditional language system, such as the traditional wristwatch, will no longer have a place to rest.

In terms of linguistics, words and statements are not objects if they are abstract. Therefore, all the objects on earth that we see, such as buildings, we may call a material/object world that is expressed in language. That is why the object, therefore, does not exist. It is merely an idea that is created by the idea of human invention and replaced by the language used to refer to that object. The material world, thus, does not exist. It is the abstraction that makes the semiotics no different from philosophies or words in the gray area where they need discourses since they are the language that comes from the object that is referential of that sign. The object, therefore, represents a token of an abstract sign.

On the sign and the language become fluid, so the sign and the language are then highly variable due to the disruptive innovation that is a stimulus and deeply penetrates the world into a state of technological revolution again. That does not only appear infrequently but starts to increase in quantity, quality, and frequency every minute that it goes by. In the past, there was a similar study approach called an empty sign or floating sign means that the signifier and the signified lacks and slips off the pairing, [9] which causes the sign to not represent what it means, such as Atman, Maya, Unicorn, and spacetime that follow the law of universal gravity that is different from knowledge on our planet. Likewise, the sign that we don't reach for disruptive innovation becomes a sign of nothingness.

As a result, disruptive innovation will cause an all-round impact. It does not limit the spread of influence to a particular field or subject. Also, its effects disperse to every branch of science and every nook and cranny of society. When the sign and the language have access to disruptive innovation, they are ready to break away and become a new empty sign. It can say that it is readily possible to create an empty sign by the meaning of the text and the message itself flowing smoothly ahead according to the current trend of disruptive innovation.

## **V. Slipping of the sign of the absences**

Even though the sign and the language of the object world are in front or presences but its text or message always consists of parts that are always missing or absence. We do not notice the missing part because it is pressed by the text or message of the part in front. Therefore, despite the absences, it may not be a sign of emptiness. The absence remains, but we cannot notice it. Notwithstanding, it does not have to be an empty sign, even though we may not see the absence since it's hidden in the semiotic system. If we come to mind to rub and bleach the body of messages with true knowledge. It may move to the dark side of absences, which is invisible, such as the status of some people who are pressed. We may see the missing part of absences. Most of the time, the absences will become the front or presences, only when innovative science or disruptive innovation reveals it. However, sometimes it's hard for normal people to see it from the habit of being with the presence. The absence looks like the virtual image in the mirror that we think is not real. Nevertheless, we can see because it is the reflection of the part in front of it that appears in the mirror. Tourism advertising, for example, will reveal the part that is in front of us full of beauty but conceals the poverty of people who do not get anything from tourism. As well as concealing the discovery of COVID 19's disease in Wuhan from a Chinese doctor who had been ordered to keep silent in December 2019 until the doctor died. When the truth of the disease appeared and opened up, the Chinese government has been difficult to handle the disease-causing, despite using hard drugs to solve the problem. COVID 19 disease is the absence before. But when medical innovations arrived, many people became infected and died in the parts that have been absent since December last year turned out to be the presence by the innovation of the discovery of the virus species. In other words, innovation helps reveal and help access information that has been missing.

The model of Saussure 's semiotics in the abstract language originated in the brain or mind. Any sign is the result of psychology in the social construction of the referential for the brain to transmit in language. And since in the form of language, it is a sign that there is a movement or dynamic that flows very fast in the age of disruptive innovation. It, therefore, makes a sign, which even if it is abstract, should move easily or slippery in response to the situation [10]. However, it is still behind the pace of disruptive innovation that has occurred, shut down, and developed rapidly, such as the transition from the 2G era to 5G took only an estimated time from the beginning of this century. The abstraction within the form of the idea without shape cannot follow the concrete invention, even more also artificial or virtual. Sometimes it's harder for the brain to think about situations such as converting the heartbeat and the brain into an electrical wave or retouching a portrait to any shape and a human face to look more beautiful. Then, the consciousness of humans that once possessed human behavior could no longer function. Subconscious and unconscious mind are increasingly occupying the way of life and the decisions of humans. It can be said especially the cyberspace and globalization are moving fast. The subconscious and the unconscious will become the dominant worldly way. That means humans no longer decide to live their conscience. It meets following the demands of the subconscious and the unconscious mind that is under the reach of disruptive innovation.

However, according to the concept of Saussure, it is believed that the signified had existed in the long past ago. As our world has referential such as a lot of knowledge in nature. Yet, human beings have not reached and been waiting for the day to have enough technologies or academics to access it. The access to the referential or knowledge that is in nature requires humans to create signifiers or subsequent languages to communicate with one another for the same sign or knowledge. In this period, that is an age of disruptive innovation change causing humans to watch more differently than they believed. The signifier may come first, and it already floats. The pre-existing signifier, then, takes effort to find meaning to explain the phenomena that Derrida proposed, such as absence that do not appear in society. However, humans can identify the signifier from the reflection in the mirror of the presence. Likewise, the knowledge that exists in nature just waits for humans to make assumptions consisting of signifiers to prove or test whether the signified is real or not.

A sign almost cannot be left alone, because they may make people wonder its meaning. Especially, if it is a sign of emptiness, such as a "red mouth". What does the speaking mean and want the receiver to understand what a sign requires? Therefore, it must rely on the other sign that surrounds it to make the statement understandable. For this reason, the phenomena consist of a plane of many signs that some signs are connected to become the same issue or topic. Especially in the era of disruptive innovation, the language, which is a set of signs, is constantly changing. Due to the constant force of innovation that is unceasingly pushing, so that the phenomenon consisting of signs waiting to be proven (hypothesis) to become a theory also requires a rapid change [11]. Therefore, it is not surprising that the theories and concepts of passing the days become a shorter utility. Human knowledge and innovations are therefore lost and rebuilt all the time, such as the Walkman, making the Sony company grew louder and richer in just a few years until Sony does not seek to innovate some more. It became a relic that Sony is proud of as lost past and nothing can replace it.

## **VI. Instability of the referential**

In the past, the signifier had been exactly attached to the signified, it means that the message had been transmitted in the past for making people communicate and understand together coincidentally. Advertising and public relations work in this section, that is, to make the receiver of the consumer in complying with the signifier and the signified of the messenger. The signifier and the signified make it such a sign that the recipients are not able to separate from these two things, such as guns, meaning a kind of weaponry. In the brain that

relates to the vocabulary around. It is not thinking of the spelling of the word "gun" in the brain at all. Our perception of this vocabulary is to combine the signifier and the signified together, that are indivisible. The signifier has become transparent because people are not attached to the proposed vocabulary. But the receiver will acknowledge all the statements and interpret them at once, which is the image of a gun in the form of a weapon. Besides, the signs outlined in the adulterated statements will be mingled within a unique, unified nature that is between the source and the speaker's behavior. That is, in our brains or in our minds to be unbreakable into words that form a sentence together in our heads.

When we talk about all things, we always have their concepts or conception. Therefore, we will make us understand and have a social construction about it. This is not just about being there, but it may also be an object with a direct meaning symbol. For example, the Nazi Swastika is an object that has a direct meaning symbol to the state of being of Aryan Nations of which also means ethnicity over other Nations. When the language is abstract, the token is the referentiality of the object representing the sign. Thus, the linguistic sign is something that does not entirely object because it is an abstract that is used to represent the object it refers to. For this reason, non-material conditions (immateriality) of the sign is a distinctive feature that is rarely understood, because it is something that is already unknown known [12]. Therefore, we need to remind ourselves that the words we use do not have their value, especially if they are empty signs or signifier may not interface with the signified. The better understanding of the sign is, the more systemic characteristics must be. It means that one sign cannot be left alone, it must rely on another sign to fulfill the meaning of the message completely and be understood. If the sign is separated independently, then it will not make sense of what it means or intention. The structure of a pure sign system needs to be a one-to-one relationship. That is straightforward and clear in its communication.

The most important thing about the system of relations of sign and language is the meanings of the signs must be based on the systematic relationship between them, such as talking about "person" one-word alone. It is not able to convey their understanding. But If you say "Mr. John is a man in a room", it means straightforwardly about a person that makes us understand the meaning of the statement when it remains statically in the sign system. Now that this speaking is not stable and static anymore due to a different man will be conceivable distinctively with another perspective.

## **VII. Understanding of the sign that free flows**

To understand communication between humans, which is necessary to communicate with relationships within the sign system. The things that humans define as such relationships also develop profound meanings from how to use signs. Linguistically, it is no different from the sign system that has to emphasize the design feature of the language. A distinctive feature of human-defined things from relationships. Within the sign system, it helps us to use language with distinction and helps us to adapt easily by using language well with versatility, even if it is in the context of language is naturally smooth slippery. Even with the free flow, there may be no connection between the signifier and the signified. As well as between the different sounds of a word and the concept of what it refers to in terms of relationships that have been either static or permanent in the beginning. A permanent sign or language must be necessary, transparent, or explicit while the nature of the sign and the language amid disruptive innovation is incompatible with the human being. It is impossible to define the meaning of sign or language while talking. Despite reading works because they have already become fluid. We, therefore, see the form and meaning of the word nowadays changing all the time, so that some people cannot catch up, especially those who do not use social media regularly, such as the elderly do not understand twitters and words from social media.

In virtue of the sign and the language are fluid, the nature of the connection between the signifier and the signified is temporary. Some people recognize the same signifier but they may be interpreted with a signified of different meanings [13]. For example, COVID 19 has been alarmed in Thailand and Asia for over three months before the World Health Organization, and Western Europe feels that it is dangerous for the whole world. The danger of this disease at that time was explained to the Europeans but they perceived that this disease is still not important. If the signified would rather be interpreted differently than being distorted by others than people can accept. It will make the speaker or the author have an unusual mental or emotional state that is different from other people in society as others think. Any words or statements or signs once they have been spoken. It naturally becomes the right of others to interpret freely. The speaker cannot determine the interpretation of the message aside from the need to identify the meaning of the signified. The variance of meaning occurs all the time as long as people communicate. This is because all signs and languages use objects as the referentiality or tokens in their interaction. When an object, that is a referentiality, is an invention that does not exist, its status is never stable. Especially in an era of disruptive innovation, as a result, the meaning of it is flowing skiddy and smoothly. Therefore, the sign and the language would be fluid. In addition to the identification of a sign as a priori that is established and true in itself. It will also always become something that exists and become a real existence in history that cannot change because it is abstract and true by self. Its abstractness makes it possible to flow into subsequent periods. Thus, such self-knowledge is to stop empirical knowledge or a posteriori. Also, being a sign in the Levi-Strauss meaning may be used in a society within the sign system and given by the cultural context that humans are accustomed to. A priori, such as philosophy, is an abstraction that may free flow to others in later generations. Nonetheless, debates about philosophy are now not a static thing because philosophy is true knowledge in the gray area. That means not only philosophy aside from having a fluid nature, not an object, but it has the meaning of fluid as well. It is a result of the work of the later generations of scholars.

In determining the meaning that humans want to convey it out. It would cause the signified to be used in the media to pass the signifier in the form of speaking, writing, paralanguage, and images. The signifier is something that humans use to communicate instead of meaning that he has. Therefore, the signifier represents the object used as a referential. Because the signified to be communicated makes it possible for humans to connect with objects or the social world in sync with one another. However, it may not seem like a problem. But in reality, the signified is comparable to the signifier, because humans communicate it instead of the object. It means that the signified comes from the interpretation of the message by senders. Even with the best transmission of language, there is no way that the results of the interpretation between the signifier and the signified will be in the perfect attachment in all respects. If both the signifier and the signified have been identical, they are all abstract in the boundary of the mind.

The result of the interpretation is, therefore, the beginning of a sign that will develop within the mind further. Owing to the distinctive feature of the sign, it is the sign can be differently interpreted. It is an endless process of meaning in linguistics or there is no finalism because the series of results from the interpretation are continuous subsequently so on.

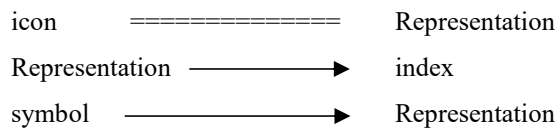
### **VIII. The end of the Peircean model of trichotomy**

Apart from the sign of the Saussurean model, the sign of the Peircean model gives completely different content from Saussure's. Because the agreement based on Peirce's model is a trilateral, not bilateral as Saussurean model. Peirce believes that there are three types of signs in this world: icon, index, and symbol. The icon is a sign that has itself able to tell stories and interpret from what as it is called an icon, such as the Buddha image representing the Lord Buddha or photographs represent the meaning of what is shown in the pictures on

their own. The index, which itself can be used to represent another sign, such as smoke is an index of fire. When it comes to smoke, that means there is a fire in that area. And symbol by itself represents all the meanings that are necessary to learn. For example, the three-color Thai flag means the nation, religion, and king or the posture of paying respect (Wai) means to greetings or gratitude in Thai society.

Among the components of the Peircean model, the icon is easy to understand, such as a photograph of someone who refers directly to that person of which meaning honestly and without a profound interpretation. The index does not refer to itself as the icon. Whereas there is one sign, it gives the meaning of another sign as follows, such as smoke from an index of fire. The definition of an index is one sign that gives the meaning of another sign which is next to it. Unlike icon that overlaps with the meaning of the sign itself. Both icon and index can be learned through an interpretation of self-learning or from repeated experiences. For symbols, its interpretation is not straightforward or understood only by seeing the phenomenon, but through learning from someone as a teacher specifically about its meaning. For example, humans around the world do not understand the Loi Krathong traditions of Thailand. They may be seen as nonsense to float the Krathong like tiny thwart. This is different from the Thai people that have been taught and learned that Loi Krathong is a sacred watercourse acceptance so that we use it respectfully and use it cleanly, for example.

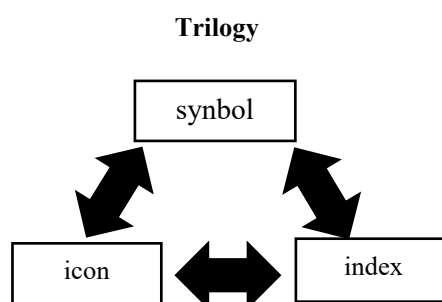
Therefore, the symbols must go through learning different from icons and indices. The meaning of the three types of the model allows people to interpret in different directions depending on their backgrounds and subconscious [14]. So, we tried to tie a black flag instead of the national flag to claim the symbol of injustice. However, there is a sign that is free from the referentiality. It makes this sign to be free, without any beliefs, is the foundation or no thinking about saying without meaning or not being interested in the message to communicate.



Sign without referentiality to be free is without any foundation from a belief

Moreover, all three types of Peirce's model are still also a relationship that may change the meaning from one type to another, such as paying respect (Wai) as an index in greeting. Then the disease occurred, COVID 19, Thai Wai, in addition to being an index of greetings, it also became a symbol. Due to mean not touching each other's body or be a symbol of being free from infection between humans' contacts. When the disease becomes a global epidemic as announced by the World Health Organization, or photos of military training are as an index of endurance, strength, etc.

However, what the people of the West show greeting in the style of the East pointed out that those people do not have access to the real greetings of the eastern culture. Because the east people use the way of respect of each country has different details, both in terms of signifier and signified, although Westerners recognize respect as a symbol of greeting. It didn't understand what was beyond the meaning of Peirce's trilogy.





## **IX. Analog / Digital**

When the world entered the digital age, it made an impact on the third wave. Under the previous wave of society, all had been in the age of analog for a long time. For this reason, analog is nowadays always hidden in our world or our objects, such as acoustic, film, record, speech, and writing, etc. On the contrary, in modern times that our world has entered into the digital age for more than half a century. Especially, when humans produce computers, applications, telecommunications, and Wi-Fi, they change the way people think and live. Everything that used to be analog will be digitized for faster and more efficient and effective storage, search engine, data analysis, and application store. So, it's not surprising that paintings, gramophone record, movie film, and document saving, all have been changed into a digital system that provides high quality and speedy at better or at least the same as the original. The digital age is better and easier than the analog system to operate due to the binary number system [15].

Although global society changes are moving into the digital age and leaving analog systems behind before the end of the last century. Until a change in the way of life in which almost all people in the disruptive innovation trend perceive without knowing it and himself. And when knowing himself, he tried to reject because he thought that he was not familiar with this new technology as disruptive innovation. In general, people in society tend to compare the differences between analog and digital systems. Analog systems are things that represent nature. The sign of analog in the human eye is the form, taste, smell, sound, sight, touch, emotion, and reason, etc. Furthermore, the analog sign gives a feeling of a continuous relationship as if it were on a straight line. While the digital signs were invented in postmodern times, that has the opposite features of the analog system. In the digital system are the binary number system and the combination of binary digits like turning on-off the electric current. It, therefore, has no continuity. Nevertheless, the combination of the discrete binary numbers will give the result that is not different from analog systems such as images, sounds, text, and movies. The signals that are converted from analog to digital are applied to better quality and easier process than analog systems. It has a signal in an analog system that is continuous, but some cannot be changed into a digital signal, such as the taste, emotion, and intelligence of humans. The signs may not be changed therefore to reflect the stories of those signals remain so fragile or sensitive that they cannot be completely digitized. Although the signs in the digital age, are the process of drastically changing the world through disruptive innovations. Notwithstanding, it still found limitations that could not change the aesthetics sign, such as taste, beauty, art, rhetoric, etc. These things may not translate from the analog system to the digital system. Although all signs may not be digitized whether the signs can be changed or not. Because all signs are still fluid. That means they can be fluid regardless of their condition between analog and digital.

## **X. The discrepancy of syntax and paradigm**

The interpretation of a sign or language refers to an object as the referential. But in practice, the sign did not give importance to the object being referenced. Even so, the sign and the language give more importance to communication or meaning than referring to the tokens, such as playing chess and walking across the street. The emphasis is on the communication between them. It was not a chessboard and a road, in which the speaker did

not pay attention to what shape and it was made of. We communicate to emphasize anything that acts under the sign. We are encoding anything that has the same function within the same communication system. Considered to have the same prototype, it can come from different tokens such as road whether it is an asphalt road or a concrete road. The speaker does not focus on this part. Therefore, it is not an essential factor that people use to communicate with each other since we are only interested in chess. We didn't care if it was made from plastic or ivory although the material state is a sign of property, which is of great importance to cognition theory. Object status in the meaning of the sign system has nothing to consider or it can be said that it is an emptiness to our discourse.

The function of words is a sign that represents an object. The matter is not a distinctive feature in our interrelated concepts that illustrate each type of arrangement, apart from merely recognizing the results of materiality. The kind of object itself is not necessary while talking. Since the language is an abstract sign that already represents objects. We aim for a state of being more than something that exists. Notwithstanding, the sign also became abstract because it separated from objects or matter during the speech or writing process. While Saussure chose to impersonate the referentiality in the linguistic since he emphasized the abstractness of the object as a referentiality. Worth noting that most of the theories that follow some have accepted the Saussurean model in repeatedly referring to the existence of objects representing token, especially to the signifier.

Having an object as a referential means that no speaking or writing containing words must come from the qualification of a token. Every wording or statement must be forced from a token, or object as a referentiality. Saussure offers a framework that helps analyze differences in words by referencing both planes of expressions consisting of signifiers and signified. It is the meaning of their pairs of words in sentences or syntax. For example, the subject and the predicate has been connected between the pairs of words in a sentence is called syntax. The syntax is created by the connection between various signs from within each set of paradigms, which is chosen according to the specified rules or according to traditional ones that are appropriate or may be managed by certain rules such as grammar. All relationships of syntax make it important to be a part of all relationships to be more prominent, to the point. Therefore, all relationships depend on sub-components, and sub-components depend on all relationships. For example, Cinderella had a difficult time when her father had a new wife due to her mother's death. It is a sentence that consists of two expressions: Cinderella and living hard when her father has a new wife due to her mother's death. This syntax we can substitute it with another expression in the same set of words by replacing the Cinderella term with a new term that Snow White becomes the new syntax of the same style of expression. Likewise, Snow White is also difficult when the father has a new wife due to her mother's death.

The same syntax and paradigm will produce tales under the same set of beliefs because they have similar tales, but characters may have different names. But nowadays we will find that the paradigm and syntax are not something that will continue to be stable. Because the audience may choose any subject or predicate that does not need to be in the same paradigm, which may convert the paradigm to the syntax of the narrative to match disorderly. OR else it may skip using other paradigms to make syntax as desired, such as medley songs or Thai Ramakien narrative. There are stories that consist of numerous paradigms and the syntax of each sentence does not have the same storyline from the original Valmiki. Thai Ramayana (Ramakien) has a dialogue between some characters that have never appeared in the Ramayana of the Valmiki version in any way.

Although syntax is an interface between the terms, replacing other words or expressions in the same set of paradigms or to swap places with the same term. It is still a set of the syntax that exchanges positions between

signs or terms in the paradigms, it is still a signified that still makes these two terms of the expressions exist. It is only may cause a change in the relationship of the original meaning to the new meaning according to the change of terms. The syntax is, therefore, a part that constitutes a set of paradigms. In the study of recent semiotics, syntax, and paradigm have static qualities. (Cowie, 2017) With alternating positions in the age of disruptive innovation, the term becomes not an enduring thing. It has a meaning that is very often free flows.

For this reason, syntax and paradigm have a meaning that can change over time. The choice of terms to be placed in the syntax is therefore undefined in an ever-changing paradigm. For this reason, we have a story that may or may not have the same story but changed into a new story that perhaps may have a scent slightly more original story.

## **XI. With or without and more or less**

However, the use of words or expressions may be with varying degrees of concentration that we can use to communicate as semantic differentials because different words have different amounts and qualities, such as

love ..... hate,  
very agree ..... very disagree,  
favorite ..... disgust, etc.

But the change in disruptive innovation, so communication cannot be used as a gauge/scale because it is not a matching thing like Picasso's paintings. In some cases, its pairing may reflect other implications that are more useful in describing social phenomena, as in the match between the presence and the absence, such as male :: female, flowers :: insects, or equality :: oppression and so on. Although the term has varying degrees of concentration, in an age of disruptive innovation that does not always give a rating on an ordinal scale. Because their values are hidden in different meanings, they do not need to be sequentially ordered only in quantity. The word pairs in the above scale don't have to be a specific word pair of adjectives or adverbs. However, it may be a noun or other word pair, it is not just for the opposite word but also the presence and the absence.

Likewise, in the age of disruptive innovation, one pair of words that are fundamentally different are at the heart of the current situation: Digital :: Analog, that is to say, having the derivative of these two pairs of words for Digital is the subject of a pair of words that with :: without (either / or) so it has not the middle term between this pair of words. Since digital is a binary number and the analog is a pair of words between nothing short of more ..... less. Analog may, therefore, have values or interventions, such as quite a lot between more or less. For this reason, digital is a pair of words between there and none. While the analog is a pair of words with a middle term like white ..... gray ..... black. Having light gray or heavy gray is, therefore, neither black nor white, etc. Digital word pairs: with or without in a binary system can be mixed into many events and phenomena in the modern era that rely on digital to determine the process and mechanism, including the working cycle through almost every computer software or application. Digital word pairs specifically defined with or without almost no meaning in the humanities, social sciences, and even science and technology. Nonetheless, the effect of software or application processes that have an impact on the situation in the humanities, social sciences, and even science and technology, resulting in the matching of new word pairs from the digital results and consequence [16].

For analog, there are a lot of paired terms of expressions due to the long experience we use with it's familiar. Especially human inventions that do not go through computer systems or the internet. It is natural otherwise it may be a product of science that does not use a basic computer such as drawing, photography, singing, a television in the original system. Unlike the digital sign system, there are pairs of words that have nothing in the middle, like analog. Therefore, the digital sign system has the word pairs of presence or words marked to appear

in front of contents, which is an empirical observable event easily with general people. The other part is a pair of words in the absence, which cannot be marked any words from myths because it is a part that is pressed and invisible. If not delving or crushing almost illusion, true knowledge will not get out. Most people tend to understand that the presence is an important part because it dominates society and leads society. Since the presence is obvious and empirical, there is a research methodology to study and prove it. While the absence may be seen as a hidden part, society still does not see the importance. Even though it is more important than the presence, it's hidden by society and hard to conceal. Therefore, we are unable to study it with the research methodology of behavioral sciences other than using textual analysis instead, such as analysis through discourses, deconstruction, or criticizing some parts.

Jacobson, who had a compromise conception between Saussure and Peirce. In which he points out the outstanding features of the opposite word that the Langue is more important than the Parole. The language of the current situation so-called the synchrony is over than the diachrony such as ancient languages, the paradigmatic is more important than syntagmatic, linear temporality is superior to the spatial concurrence, the immateriality of form is superior to the substance of the signifier. While Einstein's discovery of the theory of relativity and gravity in the universe will not be as Jacobson said. An account of those pairs flows freely according to the mass and movement of matter in the universe, causing enormous gravity in the vast universe. Therefore, it cannot say that which is more important than anything else with fixed rules. Given some things may be more important than some other things when the time changes. As well as some things may be important, no different, depending on what gravity the universe will be in.

As in semiotics, perseverance is a double denial, because it is a denial of existence, which is laziness. Therefore, non-perseverance is also a rejection of laziness. And non-perseverance may be considered that is the position of most important. Because it is the one that is always open and free for all time to fully comprehend the meaning of the complete presence. It is based on the expression or syntax that shows the creative actions and creates our constructions. However, this can change whenever the situation time/space moves. It makes the appearance of the language, which means metaphor, metonymy, synecode, and irony can be explained by situations through language characteristics. Depending on the intention of what the storyteller wants to tell or discourse with the intention here not to be defined inflexibly in the mind. But if it means the mind that occurs according to the situation which causes the subject to be non-static, it will flow following the free mind of the liberal speaker and the surrounding context.

## **XII. The sign also makes the code fluid.**

When the intention is abstract, it results in the difference between language by form or idea and language by letter. This means that the differences are not fixed, are slipping because the level of the signifier depends on the difference in the signified between the meaningful words, both by denotation and connotation. Regardless of the nature of the sign, it will become a fluid from the differences between the couple signs.

The more the meaning of the signified, the more the meaning of the signifier can be used in many ways and may not be able to find the final meaning. For example, the discourse of the meaning of sexuality is a conceptual framework based on a culture that may be interpreted as an argument, interpreted by all semiotics as a sign of suppressed gender with myth. Usually, we get involved in myths in fairy tales about the oppression of women from gods and the hero in the drama. It is used extensively in the form of deceit that is presented to the reader. As if a man was a front foot of an elephant or else a female as a buffalo, a male was a man. Wrong beliefs accumulate into suppressing the truth to hide women behind. While we only see the illusions that men

are big in, they appear in society. To the point that it was once believed that women were the property of the male, who could buy and sell them if he needed.

Signs are words that are collectively used in communication. The most commonly used signs are in the language. Nonetheless, the sign may also include codes. In general, the code has a broad meaning because it is a message that shows the relationship between the text and the meaning. Codes have a broader meaning than languages, because, codes, also refer to languages, which may be verbal and nonverbal, they also mean anything else that gives the meaning that makes linguists learn more specifically. Because the code does not only have the meaning of the *Langue*, but it also means the dead language that humans today cannot read and write unless specifically studied. Moreover, the current code is a specific language used to conceal the meaning that is to be conveyed because the signifier that appears when read will not allow the general person to understand the genuine meaning of what is called the cryptograph.

To communicate the signifier concerning the signified, it may be necessary to know both encoding and decoding. Encoding is the choice of the message or signifier that represents the signified. While decoding is a reverse process, it is an interpretation to get the meaning from the message that is in the form of the signifier. The language is fluid. This makes the code more fluid in meaning because the code has a wider range of meanings than the language. Even without decoding manuals, the code becomes an empty sign that is, the code itself serves both the signifier and the signified which may be matched or not matched. The digital language is more used by the signs and is always in the form of codes. Because application programs need to create a set of code that is used with object language for the software to come out in the form of codes that humans can communicate with. From unreadable program commands to signs who can be understood and used, even when generating programs by using code of object language with a logical structure. However, the apps that are released are codes that can be used even in forms of unstructuralism, in addition to structuralism such as digital television signals or movies to the receiver. Consisting of codes of object language that we do not understand, but the result is a subject language of images, sounds, and messages, etc. It may have many implications, depending on the media receiver of the delivered message.

It is therefore not surprising that critics of dramas, movies, social media, and advertisements are obsessed with myths from the accumulated message for a long time. Until it cannot find true knowledge in behavioral science from media exactly. In other words that social science research methods cannot access the answers to any message or text that appears in society. Coding is both a process for creating apps that are based on science and technology that is both logical and unstructured but free flow from the application [17].

Therefore, the code has two positions, namely the code as software and an app creation process which are scientifically popular structures. And the code as a product of digital media, which the content is always free-flowing. It is a reason why it is not surprising that the code produced by digital media has a lot of meaning. That is not just only one true knowledge. It is a view that is either fake, true, artificial, sensitive, or violent. Therefore, the code is something that humans must learn that is different from messages of social experiences. The use of digital media to distribute code to society may have difficulty positioning the identity, speech style, characteristics of the receiver, the context, and intertextuality in the same story or different one.

Codes are signs that appear in the text. Being the fluid of the sign or language of the text is, therefore, a multidimensional space that may contain a variety of communication meanings. That is no different from gravity in the universe's spacetime. For this reason, there is nothing new, or blend in, or conflict. Nevertheless, the text is like the tissue that unites the signs, which they all refer to before. The author or the communicator can only mimic the circumstances that preceded it. So, there is no way to truly create new ideas. The power of the

author is the only invention, or writing together in sequence, or is it just the response of people with another set of ideas which is not a whole new body. By the above approach, the body will never rely on one of those ideas, but the text from reading is also just bringing the old material together (bricoleur) the story up into a new-like work. The body was able to be something that looked like new. This is because each author can unite the story differently and have no way to be the same as others. Therefore, the concept that appears as a message cannot exist independently as an island. Because all texts are based on other texts that humans perceive as it is in social phenomena or content which existed before.

It is worth noting that if the allusion and relationship within the same body so-called intratextuality, discrimination may not look deep. It is caused to find other text to consider as well such as multidisciplinary, genealogies, and contextual events. It will be a normal or simple syntax relationship within signs such as a photograph. We, whether or not, associate the content related to many codes, such as linking the whole pictures with the interdisciplinary perspective, linking to news content appearing in other media during the same period, or looking back at the history of thoughts in the same contents, etc.

### **XIII. Conclusion**

To sum up, the signs, whether in the form of verbal, nonverbal, code, or any other body, etc., each have their distinctive features. The state of the sign and language is unstable. If it is a fluid that flows freely, it will be without intermittent barriers. The drastic change in disruptive innovation is a key factor in making the fluid sign/language no longer be static or frozen. The more we enter the digital age, the more the semiotics/language become more fluid so that we cannot separate truth from falsehood, accuracy leaves things wrong, real things out of illusions, freedom out of fuddle. And until he no longer knew his identity, because he was also trapped in the noose of illusion, for example.

In this essay, it reflects the sign, especially the language, as a fluid. It will have a more fluid state during the disruptive innovation era. Humans and society today cannot escape from the state of the sign and the language as a fluid. As a result, the Langue is blended with Parole, especially in social media. It comes to the point that they cannot be separated as they are the languages of society. When a disruptive innovation period, it has resulted in the name of everything changing according to the trend of innovation. Old names disappeared with the replacement of new names or new meanings even though the name is not important in semiotic. Besides, behavioral science that accepts the truth of what can be seen is no longer true because there is an absence or dark side of true knowledge too. Especially the trend of society in the disruptive innovation age, the absence will gradually appear due to the help of innovations that make information easily accessible. It also affects the token and referentiality from the object.

In the material world, when entering the G5 era, made the object representing the sign unable to maintain stability. This made it necessary to understand the neo-semiotics department, which has slippery and unsteady grip. It confuses the trilogy of Perce's model because the message can mean anything, just as it does not have the desired meaning. It could lead to the end of both Saussure's and Pierce's models. The disruptive innovation causes digital concepts to replace the analog ones, which makes the dualism approach of the sign. There is nothing between the with and the without of software development processing. Nevertheless, its application continues with a more realistic world flowing digital literacy also makes signs and language codes become fluid.

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