

## Ogden and Richards Proposed Theories: A Brief Overlook as a Prominent Reference for the Current Studies

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### ABSTRACT

The purpose of this article is to find out whether the Ogden and Richard theories are still worthy of being a reference for the current situation. This study intended to review the theories that are highly popular in the semantic environment. Ogden and Richard's theory is one of the most popular semantic theories in linguistics. This theory is a very simple theory related to thought/reference, symbol and referent. Besides, this theory is often referred to as a triangle of meaning and a semiotic triangle. Many researchers try to review the Ogden and Richard theory (Theory Triangle) based on the understanding and perspective of the researchers. This study described and compared the similarity and difference between five (5) studies on the triangle of meaning proposed by Ogden and Richard (1923) this study the analysis and employed a comparative study as a qualitative study in nature. This study explored five (5) articles e.g...“Ogden and Richards’ The Meaning of Meaning and early analytic philosophy, Semantic Triangle and Linguistic Sign, Controversies and Misunderstandings about Meaning: On the reception of Ogden and Richards book, (The Meaning of Meaning), Theories of Semantics; Merits and Limitations, Research on Translation Based on Semantic Triangle Theory”. This study sees that the theory of from Ogden and Richards is still worthy of being a reference until now. The studies being used as lens seems giving their positive credits to their study. This means that Ogden and Richards somehow acknowledged being as a prominent study in their field until now.

### 1. Introduction

The experts poured a thousand ideas in the form of research known as "theory" unconsciously many theories have been discovered and used every day. Then what is meant by theory, what is the real theory and why the theory was created? The general theory is a series of parts or called interrelated variables that present a systematic relationship about a phenomenon which can determine the relationship between variables that have a purpose to explain phenomena natural (C Williams - 2007). The theory according to experts is a series of ideas or variables, the definition of propositions give a picture of a phenomenon or event systematically by determining the relationship between the variable "Creswell", a very well-known example theory is the theory of Ogden and Richard which relates to the meaning of a word that has a triangle symbol or commonly referred to as a Theory of Triangle.

The creation of a theory is based on certain factors, one of which is: Because of the curious factors or curiosity of researchers about a particular thing that is considered interesting to be studied. In this article discusses a theory that is very popular among semantics, namely the theory triangle, which is a

theory that has three points of view, namely pictures, thoughts and words. Many researchers or linguists who have investigated the theory, in this article found how the viewpoint of writers who have understood the Ogden theory in the form of journals so that it can be concluded that each the published journals have differences in the explanation side between several journals and know the parts that are considered the same and different from the contents of the original book.

This research is done so that the reader understands what Ogden is and Rich theory is and why the theory of the Ogden and Richard is called the Theory Triangle. The author investigates five (5) namely; Ogden and Richards’ The Meaning of Meaning and early analytic philosophy, Semantic Triangle and Linguistic Sign, Controversies and Misunderstandings about Meaning On the reception of Ogden and Richard's book(The Meaning of Meaning), Theories of Semantics; Merits and Limitations, Research on Translation Based on Semantic Triangle Theory”. Journals that discuss the theory of Ogden and Richard and make the book from Theory Ogden and Richard as a guide to be able to identify any differences and similarities in each journal that will be taken as data as research material.

Therefore, the purpose of this article is to find out how the author identifies the Triangle theory, are there any differences and similarities in each journal that has been read as a staple in the study. So that readers get an understanding of the Ogden and Richard theory. Where the Ogden and Richard theory discusses how to interpret a language, has is a tool used for communication that is oral or written or uses an intermediary in conveying purpose and purpose. Language has enormous power in daily life for which it is necessary to hold lessons about linguistics. Linguistic is an education that learns about language; language has an exciting part of learning that is semantic.

Further, semantic is a technique used to understand the meaning, or it can also be interpreted as an education that learns the meaning of each word spoken. Language can be grouped into two, namely form and meaning. Semantics discusses the significance of language forms concerning linguistic contexts. Words, phrases, clauses, sentences, and discourse are forms of language. The types of language have meaning. Different kinds have different meanings. The development of science, technology, and art, as well as the social, cultural and economic aspects of society, has led to changes and developments in language symbols which also have an impact on changes or developments in the meaning of the language symbols. Because the definition of language symbols develops, language users need to study the meaning of language symbols regularly.

Semantic, this is the most important part of linguistics because it is because each word must be understood and appropriately interpreted so that there is no difference in purpose in communicating. Meanwhile, Linguistics which are educators who learn about the language themselves also has different meanings. From every opinion expressed by linguists as well as semantics which are usually interpreted in accordance with their respective opinions, the essence of semantics is not lost. Semantics have many basic theorists put forward by experts, one of them is Triangular of meaning. Developments in the semantic world also follow the perspective of language experts. Linguistic science which is divided into parts of the semantic sciences known as semantic linguistic. 57). A prevalent concept and is often used by linguists are the concept of "thinking in the form of business, and a study of the study of meaning".

The fundamental theory that received the view was Ferdinand de Saussure (1916), according to him, the language had a close relationship with the image (meaning) with a cell symbol of sound. As for Ogden and Richard, namely the relationship between symbols and instructions and references/thoughts. This theory explained there was not any direct relationship between symbols and references without intermediaries. According to Ullman (1972; 57)

describes the meaning is the relationship with the name/form of language. So the conclusion is that the theory refers to rational theory, the theory of semantic science is a linguistic branch which gives a foundation on the problem meaning and language. This theory studies the meaning of the semantics associated with symbols and even mind and also, and this theory is known as the triangle symbol. In this article will be discussed part of the semantics that use the Ogden dam Richard theory called Triangular theory, this theory explains the semantic relationship and symbols, thoughts and words. The theory of Ogden and Richard is part of Saussure's dyadic semiotics.

In this theory, it establishes a direct connection between the word mind and mind and finished objects; this theory learns about how to understand the basis of language and understand symbols in literature. Everyone has thoughts, and a different view also has the same idea. In this study will discuss about the differences and similarities of the Triangular theory studied by several experts in 5 journals that have been published with the same subject matter but different ways or views, other than that in the article This will discuss the point of view of each expert who has examined the theory of Ogden and Richard. So, it can be concluded that each journal has differences and similarities in the research of Ogden and Richard Theory. Nevertheless, the meaning of the Ogden and Richard theory has the same goal. And the purpose of the five contents of this journal is to provide a deeper understanding of the theory of Ogden and Richard.

## 2. Methodology

The intention of selecting the proper steps to guide the researchers to obtain the desired data to reveals a result needed in this study. This stage is often called "the method". It has a scientific structure "Hebert Bison" mentioned in his article as a technique that is generalized correctly and adequately so that it is accepted or can be used in research. The research used three months to collect its data and analyze (March-May 2019). The data taken in writing the study came from several journals that have been successfully published by different sources in an open-access web. The research in this article was carried out in stages where the authors understood and described each journal content. Which is used as research material, the author uses a qualitative method to analyze and describe each journal that is read. This research is done by comparing each journal that is read so that it can get the desired points such as differences and similarity in the journal according to the viewpoints and comprehend researchers who use book from the theory of Ogden Richard as a hub or guide in getting the result of their studies into more concrete findings. There are five selected journals used as research material to help in constructing the viewpoint of this study.

### 3. Result and Discussion

The thinking of each individual is, in fact, not always the same or the same as the others. Similarly, in a study that has the same theory and the same guidelines, but the point of view and the way researchers in conveying a thing is very different. From the results of research on five (5), e.g. Ogden and Richards' *The Meaning of Meaning* and early analytic philosophy, *Semantic Triangle and Linguistic Sign, Controversies and Misunderstandings about Meaning On the reception of Ogden and Richard's book (The Meaning of Meaning), Theories of Semantics; Merits and Limitations, Research on Translation Based on Semantic Triangle Theory*". Journals that used as data it can be concluded that each journal-title that is read is very different, but the focus point in the discussion remains the same, namely the theory of Ogden and Richard (*Theory of Triangle*),

Although in the presentation of words and the different structures, the actual meaning remains the same. In this article, we will discuss the part of semantics that uses the theory of Ogden and Richard called *Triangular theory*; this theory explains semantic relations and symbols, thoughts and words, the theory of Ogden and Richard is part of Saussure's dyadic semiotics. In this theory, we establish a direct connection between the word mind and mind and matter, so this theory learns about how to understand the primary language and understanding of symbols. Many researchers have reviewed the theory of the Ogden and Richard each journal discussed has similarities and differences in each of the researchers' perspectives. Based on the research point of view of a linguist who has conducted research or has reviewed the theory of Ogden and Richard and published the theory in the Ogden And Richard book entitled "*the meaning of meaning*" in this book tells where the theory of Ogden And Richard is used to mean a language through 3 points, namely the symbol of thought/reference, symbol and referent. While in a journal titled "*Ogden and Richards The Meaning of Meaning and early analytic philosophy here*", the theory of Ogden is used in two identifications which describe a meaning through psychology. The equation in both of these has its purpose, which is to interpret a word.

Whereas in the journal entitled "*Research on Translation Based on Semantic Triangle Theory*", in this journal discusses the Ogden and Rich theory in 3 personalities namely, shape, sound mark and language where the researcher believes that if the sound form is not translated then the meaning and object are not realized by good. This journal equation is the same as wanting to make sense of a language even though with different views. A journal entitled: if in the book Ogden and Richard there are three angles, namely thought / reference, symbol. Finally, there is a referent

eating in the journal "*Semantic Triangle and Linguistic Sign*" there are 3 points namely: object, meaning and linguistic sign and there are differences in position every corner like in the book "*Thought*" Triangle is the main thing. In contrast, in this journal "*Thought*" is at the bottom after the object. The same equation as using the theory of *Theories of Semantics: Merits and Limitations*

Here Ogden and Richard's theory is called "*Meaning as a Triangular Relationship*" whereas, in the book, Ogden and Richard is called a Triangle. Still, there are similarities in each corner of the triangle. *Controversies and Misunderstandings about Meaning: On the reception of Ogden and Richards' book, "The Meaning of Meaning*" "in this book. Ogden and Richard's theory is called a semiotic theory. In this book, it is said that words, objects and thoughts have a relationship to think of an image. Here the meaning conveyed is that the difference is only the most populous in the title theory. Further, it is said that so that every process of references goes well, it must use an intermediary of thought or reference. The different side of the content is lexica, the author suggests that the calculation system between symbols and references. The same point of view which is listed by the author is that there is no direct relationship between words and references or references.

However, the subject is still discussing the meaning of a language using the Ogden symbol known as the triangle symbol. The theory of Ogden and Richard who studied the meaning of a word in the language has been widely reviewed by researchers, especially people who are struggling in the world of language. Each stage of research when reviewing the theory of triangle meaning has a different point of view. This is caused by views or responses to each opinion have different thoughts in the delivery. But the actual meaning of the word from the theory of Ogden and Richard has the same purpose and the same purpose in the two articles that have been read can be concluded that each writer has a language still in the research process because there are differences of ideas or ideas but the core of the discussion remains the same.

Therefore a journal that also discusses the theory of Ogden Richard entitled "*Semantic Triangle and Linguistic Sign*" In this journal discusses the importance of semantics and discusses the modern components of a semantics namely; object (referent) meaning and linguistics or signs and discuss the basic concepts of semantics both modern and ancient as well as the concept of the sign in the code but this article will focus more on the Ogden and Richard theory which discusses the semiotic triangle where the components of the Ogden and Richard have three concepts basic is; object (the object here is used to obtain meaning, the second meaning and the third linguistic sign or also called with words, where the

three structures are called stoic concepts that have meaning (a thought), the second sound (the creation of a word) and the third is the object. So the difference in this journal with the book Ogden and Richard is found in the concept used which is called the concept of Stoic. While the equation lies in the basic concept that is owned by; word, mind and object. Even so, this journal is very detailed in. Discusses the basic concept concepts of semantic. Some experts who have examined the theory of Ogden and Richard have different views on the meaning of each theory issued by Ogden and Richard. Based on the theory, it has been solved to the three elements that can be related to one another.

According to the language journal source (2009) which says that "the symbol of the triangle symbol is the relationship that exists between a form, a sign with a referent that is arbitrary and conventional. "These three elements indicate the existence of direct or even indirect, this can be illustrated through the form of" triangle "concept and thought have a direct relationship to the two elements that exist. So, in essence, the relationship between words, thoughts and references have a direct relationship and not directly.

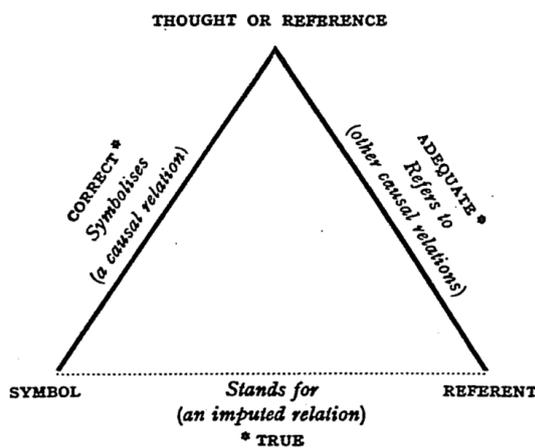


Figure 3.1 The Semantic Triangle

The picture above is a picture of the symbol of the Ogden and Richard theory which is known as a triangle symbol which has a point of meaning in each corner. based on the picture above it can be concluded that the Marker can be in the form of language sounds in the form of words, phrases, words, sentences, or text. a marker is something that is referred to by a marker in the form of lexemes, words, phrases, sentences, or text.

In other words, the sign or reference is the meaning of the sign language. So language signs are always tangible forms of signs and their meanings. Saussure sees the sign only from two sides, namely the marker side (the sound of language) and the marker side (something that is marked). sign language has two elements, namely markers (something that is

marked) according to "Ogden and Richard (1923) examines language signs from three sides, namely symbols (ideas), ideas (thought or reference), and references (referents). That is depicted in the form of a triangle with the bottom side of a dotted line "

According to Ogden and Richard, a symbol represents an idea that is in everyone's mind. The idea that is in the human mind is the meaning of a language symbol. The idea refers to a reference or referent (objects, activities, or something else). For example, if there is a symbol in the form of a buffalo lexeme, the meaning of the lexeme is the idea, namely 'four-legged animals, grass-eaters, and those that are fleshed out'. The idea refers to the real thing (something), which is an animal in the form of a buffalo.

The meaning of a language sign can be understood in terms of the origin of the meaning of the sign of language and the nature of the relationship between the symbol and its reference. an expert named "Plato" explained that there was a systematic or meaningful relationship between symbols and their references. The existence of a systematic relationship between symbols and their references, supported by the similarity of sound that becomes a symbol with the show.

In this study, the authors can conclude that each journal reviewed by several experts has differences in the title, language, and delivery as well as the use or application of the theory but the true meaning of the Ogden Richard theory is not lost that is the same way or process of interpreting a language This theory triangle is very important because with this theory the reader can easily and understand the ways and parts of the meaning of a language. This theory is very good to be used as a basic theory to interpret the meaning of words in the language. Hopefully, the researchers in the future will come can provide an explanation for the different names of the theory triangle.

**4. Conclusion**

Semantics is a branch of linguistics that studies a meaning. A language observer discovers a theory called triangle, based on the theory of markers and markers of the "Ferdinand de Saussure" sign (a concept), a sign or a symbol and a reference or object. Ogden and Richard said that "there is no direct relationship between the marker dam and the reference is only found in human thought that is what causes the line below the broken triangle. That is why the line that connects the marker and its reference is displayed with a dashed line, in this case, the relationship of meaning is used as the basis for grouping makes. Meanings (thoughts or references) are the relationship between symbols (symbols) with references (referents).

Relationships between symbols and references are indirect, while the relationship between the symbol de with references and references with references are direct. Associated with that every element of conjunctions between relating with the elements of meaning involved the existence of signs, concepts, and references. The concept or reference is meaning as the relationship between the symbol and its reference. The meaning itself contains certain aspects in the form of theme, taste, tone, and mandate. Markers are within the scope of language. Markers are images of the form of language, and markers are the concept. The relationship between markers and signifiers is arbitrary, based on community conventions. So

Semantics is an education in interpreting a word, in semantics, there are several theories which are very influential on linguistics. One of them is Ogden Richard's theory (Theory of Triangle) which defines a language from three aspects, namely: Thought/reference, symbol and referent. This article aims to provide information about some differences, similarities from the point of view of researchers who review the Triangle theory. And it can be concluded that this theory is still worthy of being a reference in a study.

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