

THE EFFECTIVENESS OF THE SEMIOTIC APPROACH IN ECONOMICS

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The proposed Ch.S. Pierce understanding of semiotics includes a selection of three "hypostases" as a sign of the studied system (syntactics, semantics and pragmatics). The use of such a universal semiotic approach to the economy is very fruitful on many levels and in different areas (even if researchers do not realize is the semiotic nature of their work). Here are three examples.

Since the 90s Dr.Sc. AI Katsenelenboygenom developed a "theory of predisposition." There is a certain analogy between the semiotic approach and "indeterministskogo" approach to this theory, providing for a phased development of specific areas of application accounting methods with input power (measure) indeterminism. Developed later by the same author of the relevant philosophical concept of "growing God", created by the Creator of the last accepted as true only in case of a successful field test (ie, after checking the semantics at the level of pragmatism) or otherwise, subject to correction. In general, the concept of "growing God" clearly meets semiotics, which seeks to find "an explanation of the universe."

In the case study and a simplified illustration of the limited this concept can serve as the semantics of the concepts used, refined, and often time-consuming process developed in a multi-stage control of their semiotic aspects (including the most diverse pragmatic significance) and the appropriate adjustments. Such control is achieved in stages in the research, implementing the various methods proposed by us and used with the 70-ies. general semiotic methodology to ensure the accuracy of all parameters appearing in the study - to develop the tools to get the results (SMOD), and its most important species - a comparative methodology for determining the performance of State Statistics (SMOG). In the practical impossibility of serious real-world experiments in the economy (without risk of serious complications) of particular importance to achieve the reliability of the results have any control problem used in the study parameters (including tools) and the correct methods of using them. Different process reflect the general sense, the semantics of indicators in different situations pragmatic in various stages of study, ie "Immersion" in the specifics of pragmatics, can be regarded as an informational analog dangerous socio-economic sphere of real experiments. This was confirmed by our many years of practical experience in dozens of different (topics and methods), research will develop and successfully apply them to the methodology of SMOD and smog, which provided a correct use of concepts and methods of mathematics ("defenseless" in front of the element of natural language) and implementation of the so-called. "Logic of common sense."

Effective semiotic approach and created a PhD EB Ershov overall situational theory indices overcome the contradictions of the classical theory of indices. Given the general requirements for the indices defined by their shared meaning (semantics), were synthesized various options for the construction of indices ("nestykovavshiesya" in the classical theory of indices) by analyzing their "generation" in a situation that is account of pragmatic aspect). Situation, uniting studied "object" and (in the terminology of Katsenelinboygena they determine predisposition) - a set of conditions for which we formulate the generalized classes of problems to be solved in terms of situational theory of indices and methods for their solution, corresponding to these recognized conditions, including requirements coming from the goals to be achieved. Situation theory includes both static (moment), and dynamic indexes, allowing to formulate and solve the problem of choosing indices for situations that are used in statistical practice and theoretical research in accordance with their unified semantics for different pragmatics. Keywords: economics, computer science, semiotics, the theory of predisposition, "developing God," the semiotic methodology to ensure the reliability of performance, situational theory of indices.