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From holism to compositionality: memes and the evolution of segmentation, syntax, and signification in music and language

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Figure 2: The Memetic-Semiotic Nexus of an *m-l* Music-Language M(us)emeplex

<table>
<thead>
<tr>
<th>Memotype</th>
<th>Phenotype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>Language</td>
</tr>
<tr>
<td>Memotype</td>
<td>Phemotype</td>
</tr>
</tbody>
</table>

### i) Level-One (horizontal) and Level-Two (vertical) Semiosis

#### a) Level-Two Signifiers

- **Memotype**
  - Museme $m$ (sound image of $m$)
  - Grapheme $Gm$ (codes for notation of $m$)
  - Lexeme $l$ (sound image of $l$)
  - Grapheme $Gl$ (codes for notation of $l$)

- **Phenotype**
  - Museme Product $m$ (sung sound of $m$)
  - Lexeme Product $l$ (spoken sound of $l$)
  - Grapheme Product $Gm$ (notation of $m$)
  - Grapheme Product $Gl$ (notation of $l$)

#### b) Level-Two Signifieds

- **Memotype**
  - Interpretant Lexemeplex $I$ (codes for $l$-mediating lexemes)

- **Phenotype**
  - Interpretant Lexemeplex Products $I$ (spoken and written expression of $l$-mediating lexemes)

### ii) Level-Three (diagonal) Semiosis

#### a) Signifiers

- **Memotype**
  - Museme $m$

- **Phenotype**
  - Museme Product $m$

#### b) Signifieds

- **Memotype**
  - Lexeme $l$

- **Phenotype**
  - Lexeme Product $l$