The present thesis is conceived as a theoretical study mapping the problem of the representational and intentional mental content, as principal psychological concepts, on the background of fundamental semantic conceptions of sign and its meaning. The intention is to model the mental representation and intentionality as semantic functions of mind, and than, from this point of view to understand the concept of mental content by analogy with sign meaning. The assumed analogy is observed at the level of structural and ontological caracteristics of the content and the meaning. The objectif of this paper is to elaborate a critical survey of main trends in this problem, which haven't yet been object of any integrated study.