

Contents

Preface — v

Acknowledgments — viii

Introduction. The semioethic turn in sign studies — xv

Part I: Critical semiotics, structures and models

Chapter 1

Signposts leading to semioethics: on signs, values and the non-neutrality of semiotics — 3

- 1.1 The sign science and its developments — 3
- 1.2 From “decodification semiotics” to “interpretation semiotics” — 4
- 1.3 The relation between sign theory and value theory — 5
- 1.4 Significance as a lead for signification and semioethics — 7
- 1.5 *Humani nihil a me alienum puto* — 12

Chapter 2

Insights into structure and structuralism — 14

- 2.1 Structuralism and its range — 14
- 2.2 Structuralism, dialogism and biosemiotics — 17
- 2.3 Dialogism, communication and modelling from a global semiotic perspective — 21
- 2.4 Criteria and differences in the interpretation of structure — 23
- 2.5 Two conceptions of structure — 28
- 2.6 Binarism and triadism in structuralist approaches to sign theory — 31
- 2.7 Interpretive structures between signification and semioticity — 32
- 2.8 The role of interpretation in the structural dimensions of semiosis — 34
- 2.9 Critical structuralism, a pioneer bigradual approach to language — 35
- 2.10 Limitations and preconceptions in the generative-transformational approach — 38
- 2.11 Marxian proto-structuralism and the homological structures of verbal and nonverbal communication — 41
- 2.12 Ontologic structuralism and methodologic structuralism — 43
- 2.13 The human being, a semiotic animal, a structuralist animal — 45

Chapter 3

Human modelling, puzzles and articulations — 47

- 3.1 Three modelling systems — 47
- 3.2 Form and puzzle — 50
- 3.3 Analogy and homology — 51
- 3.4 Levels of articulation — 52
- 3.5 Puzzles in logic — 55
- 3.6 Modelling and the jigsaw puzzle — 58
- 3.7 Modelling and primary iconism — 59

Part II: Signification, logic, iconicity

Chapter 4

Evolutionary cosmology, logic and semioethics — 65

- 4.1 A universe perfused with signs — 65
- 4.2 Logic and cosmology — 66
- 4.3 Agape, the self and the other — 70
- 4.4 Agape and abduction — 74
- 4.5 Mother-sense, agapasm and logic — 76
- 4.6 Definitional aspects of abduction — 83
- 4.7 Ubiquity of abduction, dialogism and translation — 85
- 4.8 Abduction and genesis of the signified world — 87
- 4.9 Abduction and linguistic experience — 91

Chapter 5

Image, primary iconism and otherness — 94

- 5.1 Iconicity, similarity and critique of representation — 94
- 5.2 Image and similarity — 96
- 5.3 Primary iconism — 99
- 5.4 Image and the pragmatic instance in primary iconism — 103
- 5.5 Signifying processes and the associative capacity — 108

Chapter 6

Signs of silence — 111

- 6.1 Silence and responsive understanding — 111
- 6.2 Toward a typology of silence: conventionality, indexicality and iconicity — 114
- 6.3 Silence, iconicity and listening — 117

Part III: Understanding, signification and dialogism

Chapter 7

Reading signification as semioethics — 123

- 7.1 Prefigurations of semioethics in signification — 123
- 7.2 Problems of language and terminology — 124
- 7.3 Triadic highlights on meaning — 127
- 7.4 Significance, modelling and translational processes — 130
- 7.5 Geosemiosis, heliosemiosis, cosmoemiosis — 135
- 7.6 “A new genealogy of semiotics” — 136

Chapter 8

The objective character of misunderstanding. When the mystifications of language are the cause — 139

- 8.1 Signification and the “maladies of language” — 139
- 8.2 Ambiguity and the “panacea of definition” — 140
- 8.3 “Critique of imagery”: Toward a “signification education” — 145
- 8.4 “Universal language,” “common speech”
and “common sense” — 148
- 8.5 Critical common sensism and pragmatism — 152
- 8.6 Vagueness and generality — 154

Chapter 9

The live word, value and otherness — 158

- 9.1 A case of chronotopic otherness — 158
- 9.2 Philosophy of language as philosophy of the live word — 159
- 9.3 The problem of interpretation, the linguistic conscience and
signification — 162
- 9.4 The sign in sociality, the human psyche and language — 165
- 9.5 The human sciences, the artistic dimension of sign systems and the
critique of language — 171
- 9.6 Extralocalization, responsive understanding
and translation — 178
- 9.7 Dialogization, translation and the properly human — 184

Part IV: The centrality of translation for semiotics

Chapter 10

Translational semiotics, life processes and ideology — 189

- 10.1 Looking back to new frontiers in translation theory — 189

- 10.2 Translation, communication and life — **194**
- 10.3 Communication, responsive understanding and freedom — **199**
- 10.4 Translatability versus untranslatability — **200**
- 10.5 Common speech and plurilingualism — **206**
- 10.6 Translation, alterity and responsibility — **208**
- 10.7 Translation and ideology, toward a semioethic turn in translation studies — **211**
- 10.8 Intermezzo. Humanism and antihumanism, responsibility without alibis and voluntarism — **220**

Chapter 11

Translation, iconicity and dialogism — 226

- 11.1 Dialogical otherness and translation — **226**
- 11.2 Similarity and intertextuality in interpretation/translation — **227**
- 11.3 Metaphor, modelling and translation — **229**
- 11.4 The paradox of translation, the same other — **230**
- 11.5 Metamorphoses of the text in translation — **233**
- 11.6 Translation, signs and meaning — **236**
- 11.7 Communication and expressibility across languages — **240**
- 11.8 Translating the untranslatable. On language as absence, equivocation and silence — **244**

Chapter 12

The semiotic machine, linguistic work and translation — 248

- 12.1 Semiosis in the interaction between humans and machines — **248**
- 12.2 Biosemiosis, translation and culture — **254**
- 12.3 Humans and machines at work, or sociality in translation — **259**

Part V: From global semiotics to semioethics

Chapter 13

Extending semiotic horizons — 269

- 13.1 Prolegomena for a theory of signs — **269**
- 13.2 Semiotic dimensions and new philosophical trends — **271**
- 13.3 Beyond the limits of nonreferential semantics — **273**
- 13.4 For nonsectorial pragmatics, sensible to values — **275**
- 13.5 Openings on global semiotics and semioethics — **277**

Chapter 14**From the *methodica* of common speech to the *methodica* of common semiosis — 282**

- 14.1 Sidelights — 282
- 14.2 Language and social reproduction — 283
- 14.3 On language and work — 285
- 14.4 From common speech to common semiosis, the homological method — 287
- 14.5 Philosophical *methodica*, the science of signs and social reproduction — 289
- 14.6 Considering together models, meaning and values — 292
- 14.7 The correspondence between Morris and Rossi-Landi — 294
- 14.8 Language and critique, a common quest — 295
- 14.9 On language according to Rossi-Landi and Sebeok, more convergences — 297

Chapter 15**Global semiotics and the vocation for translation — 300**

- 15.1 Global semiotics as intersemiotic translation — 300
- 15.2 Interpretation/translation, the criterial attribute of life — 306
- 15.3 The self is a verb: to translate — 311
- 15.4 The play of musement between reality and illusion — 312
- 15.5 The task of the translator in semiotics and philosophy — 319

Chapter 16**Social symptomatology and semioethics — 322**

- 16.1 On the dual meaning of “global communication” — 322
- 16.2 Translating today’s sense of *malaise* into symptoms of the destructive character of globalization — 326
- 16.3 Communication and the other — 330
- 16.4 Translating “semiotics” – a prerogative of humanity – into responsibility — 332
- 16.5 Reading the present as the future perfect of semiosis *alias* life — 336
- 16.6 To sum up looking ahead — 341

Notes — 345**References — 357****Name and subject index — 387**