Contents

1 Apologia ............................................................................................................................................. 1
   Peter Pericles Trifonas

Part I Historical and Conceptual Foundations of Semiotics

2 Semiotics “Today”: The Twentieth-Century Founding and Twenty-First-Century Prospects .................................................. 29
   John Deely

3 Maps, Diagrams, and Signs: Visual Experience in Peirce’s Semiotics ........................................ 115
   Vitaly Kiryushchenko

4 Semiotics as an Interdisciplinary Science ............................................................................... 125
   Yair Neuman

5 The Semiotic Paradigm View of Theoretical Semiotics ......................................................... 135
   Charls Pearson

6 Visions of the Other and Free Indirect Speech in Artistic Discourse: Bakhtin, Pasolini, and Deleuze ........................................ 181
   Augusto Ponzio and Susan Petrilli

7 C. S. Peirce and Intersemiotic Translation ........................................................................... 201
   João Queiroz and Daniella Aguiar

8 Welby’s Significs, its Developments and International Ramifications ...................................... 217
   Susan Petrilli
Part II  Language, Literature and Semiotics

9 Crafting the Literature of Semiotic Possibility: From the Metaphysical to the Detective Story in The Name of the Rose .......... 239
   Peter Pericles Trifonas

10 The Emergence of “Atomodoxy” in Cold War Rhetoric and Science Fiction Narratives: Fear, Threats, and the Duties of Citizenship in an Atomic Age ................................................. 265
   James Eric (Jay) Black

11 The Semiotics of “Monk” Rehearsals: A Weaving of Two Texts ................................................................. 281
   Kathy L. Schuh

12 Deviant Orthography ...................................................................................................................... 291
   Frank Nuessel

13 Semiotics of Translation: An Interdisciplinary Approach to Translation ............................................. 303
   Evangelos Kourdis

14 Inter-semiotic Translation and Transfer Theory in Cinematic/Audiovisual Adaptations of Greek Drama ......................................................... 321
   Irini Stathi

Part III  Media, Communications, and Semiotics

15 The Brand as an Economic Value and a Sign: Positioning as an Instrument for Creating Market Distinctions ...... 341
   Dimitar Trendafilov

16 Understanding the Codes and Assumptions of New Media ............. 369
   Elliot Gaines

17 The Semiotics of Innovation ........................................................................................................ 377
   Massimo Leone

18 Multimodal Digital Humanities ..................................................................................................... 389
   Kay L. O’Halloran

19 Semiotics of Photography: The State of the Art ................................................. 417
   Göran Sonesson
20 The Semiotics of the Mass Media .............................................. 485
   Marcel Danesi

21 Problems of Contemporary Architectural Graphics ...................... 503
   Stela Borisova Tasheva

Part IV Biosemiotics

22 Introduction to Biosemiotics .................................................. 521
   Kalevi Kull

23 Oikos: The Sign of Nature ...................................................... 535
   Gunta Mackars

24 Waves of Semiosis. Is It about Time?  
   On the Semiotic Anthropology of Change ................................ 547
   Ryo Morimoto

25 Embodied Signs: Expanding Representations  
   Through and with Bodies ...................................................... 565
   Beth Lewis Samuelson and Karen E. Wohlwend

26 Face as a Sign and Paolo Mantegazza’s  
   Theory of Metoposcopy ........................................................ 573
   Anna Makolkin

27 Feeling and Meaning: A Unitary Bio-Semiotic Account ................ 589
   Jay Lemke

28 Preserving Spaces of Uncertainty: Bioremediation,  
   Urbanism and the Sporting Spectacle .................................... 617
   Amanda De Lisio

29 What Does Your Garden Show? Explorations  
   of the Semiotics of the Garden ............................................. 629
   Susan Jagger

30 Semiotics of Food ................................................................. 647
   Simona Stano

Part V Society, Culture, and Semiotics

31 Semiotics of Culture(s): Basic Questions and Concepts ................ 675
   Franciscu Sedda
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Signs, Language, and Life: Pathways and Perspectives in Augusto Ponzio’s Scientific Research</td>
<td>Susan Petrilli</td>
</tr>
<tr>
<td>33</td>
<td>Even Signs Must Burn: From Semiotics and the Modern City to Jean Baudrillard’s Symbolic Exchange and the Postmodern City</td>
<td>Thanos Gkaragounis</td>
</tr>
<tr>
<td>34</td>
<td>Musical Performance in a Semiotic Key</td>
<td>Lina Navickaitė-Martinelli</td>
</tr>
<tr>
<td>35</td>
<td>Cartosemiotics</td>
<td>Christina Ljungberg</td>
</tr>
<tr>
<td>36</td>
<td>From to Semiosis to Semioethics</td>
<td>John Deely</td>
</tr>
<tr>
<td>37</td>
<td>Seeing “What We See”: Beyond Projection and Representation of Criminality in Mainstream Media</td>
<td>Jonathan Arendt</td>
</tr>
<tr>
<td>38</td>
<td>Applied Cultural Semiotics, Interculturality, and Action-Research</td>
<td>Roger Parent</td>
</tr>
<tr>
<td>39</td>
<td>Reading the Subject of History: From Semiology to Poststructuralism</td>
<td>Peter Pericles Trifonas</td>
</tr>
<tr>
<td>40</td>
<td>Identity Today and the Critical Task of Semioethics</td>
<td>Susan Petrilli</td>
</tr>
<tr>
<td>41</td>
<td>The Street: The Ultimate Locus of Political Intervention in Modern Democracy</td>
<td>Maria Isabel Aldinhas Ferreira</td>
</tr>
<tr>
<td></td>
<td><strong>Part VI</strong> Cybernetics, Systems, and Semiotics</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Sign Functions in Natural and Artificial Systems</td>
<td>Peter Cariani</td>
</tr>
<tr>
<td>43</td>
<td>Semiotic Modeling: A Pragmaticist’s Guide</td>
<td>W. John Coletta</td>
</tr>
</tbody>
</table>
Contents

44 Semiotics of Computing: Filling the Gap Between Humanity and Mechanical Inhumanity ................................................. 981
   Kumiko Tanaka-Ishii

45 Standing on the Shoulders of Giants:
   A Semiotic Analysis of Assassin’s Creed 2 ................................. 1003
   Dario Compagno

46 Virtual Worlds as Marketing Environments:
   The Case of Second Life .......................................................... 1025
   Nicky Athina Polymeri

Part VII  Cognitive Semiotics

47 Cognitive Semiotics ...................................................................... 1043
   Jordan Zlatev

48 Embodied Semiosis: Autistic ‘Stimming’ as Sensory Praxis .......... 1069
   Jason Nolan and Melanie McBride

49 Heterarchical Semiosis: From Signal Transduction
   to Narrative Intelligibility .............................................................. 1079
   Luis Emilio Bruni

50 From Semantics to Narrative:
   The Semiotics of A. J. Greimas .................................................. 1099
   Peter Pericles Trifonas

51 The Spectator’s Reality: A Revision of Screen Space
   Aesthetics Through Cognitive Film Semiotics .......................... 1109
   Michalis Kokonis

52 Semiosis: The Dialectics of Cognition .......................................... 1125
   Maria Isabel Aldinhas Ferreira

53 Text and Images ........................................................................... 1139
   Peter Pericles Trifonas

Part VIII  Education and Semiotics

54 Becoming a ‘Mythologist’:
   Barthes’ Mythologies and Education ......................................... 1155
   Jesse Bazzul
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>Edusemiotics and the Language of Images</td>
<td>1169</td>
</tr>
<tr>
<td></td>
<td>Inna Semetsky</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Semiotics of Western Education</td>
<td>1185</td>
</tr>
<tr>
<td></td>
<td>David Kergel</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Capitalists’ Profitable Virtual Worlds: Roles for Science and Science Education</td>
<td>1197</td>
</tr>
<tr>
<td></td>
<td>J. Lawrence Bencze and Lyn Carter</td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>It’s Like You’re a Teacher! A Social Semiotic Analysis of Authority Relations Among High School Mathematics Students</td>
<td>1213</td>
</tr>
<tr>
<td></td>
<td>Jennifer Langer-Osuna and Indigo Esmonde</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>“If You Could See What I See”: The Semiotics of “Invisibility” in Pedagogy and Practice</td>
<td>1225</td>
</tr>
<tr>
<td></td>
<td>Marc A. Ouellette and Kane X. Faucher</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>A Patriot is Respectful: (Re-)Examining the Architecture of Ideology in Educational Contexts</td>
<td>1249</td>
</tr>
<tr>
<td></td>
<td>Rachel J. Pinnow</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>The Emergence of Signs in Hands-On Science</td>
<td>1271</td>
</tr>
<tr>
<td></td>
<td>Wolff-Michael Roth</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Extending Students’ Semiotic Understandings: Learning About and Creating Multimodal Texts</td>
<td>1291</td>
</tr>
<tr>
<td></td>
<td>Katina Zammit</td>
<td></td>
</tr>
</tbody>
</table>
International Handbook of Semiotics
Trifonas, P.P. (Ed.)
2015, XVII, 1308 p. In 2 volumes, not available separately., Hardcover
ISBN: 978-94-017-9403-9