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
32 Signs, Language, and Life: Pathways and Perspectives in Augusto Ponzi’s Scientific Research ........................................ 697
Susan Petrilli

33 Even Signs Must Burn: From Semiotics and the Modern City to Jean Baudrillard’s Symbolic Exchange and the Postmodern City .................................................. 725
Thanos Gkaragounis

34 Musical Performance in a Semiotic Key ........................................ 741
Lina Navickaitė-Martinelli

35 Cartosemiotics ........................................................................... 759
Christina Ljungberg

36 From to Semiosis to Semioethics .................................................. 771
John Deely

37 Seeing “What We See”: Beyond Projection and Representation of Criminality in Mainstream Media ............................................. 791
Jonathan Arendt

38 Applied Cultural Semiotics, Interculturality, and Action-Research .................................................. 805
Roger Parent

39 Reading the Subject of History: From Semiology to Poststructuralism .................................................. 837
Peter Pericles Trifonas

40 Identity Today and the Critical Task of Semioethics .................... 847
Susan Petrilli

41 The Street: The Ultimate Locus of Political Intervention in Modern Democracy .................................................. 899
Maria Isabel Aldinhas Ferreira

Part VI Cybernetics, Systems, and Semiotics

42 Sign Functions in Natural and Artificial Systems ...................... 917
Peter Cariani

43 Semiotic Modeling: A Pragmaticist’s Guide ............................ 951
W. John Coletta
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
55 Edusemiotics and the Language of Images ........................................ 1169
Inna Semetsky

56 Semiotics of Western Education ........................................................ 1185
David Kergel

57 Capitalists’ Profitable Virtual Worlds: Roles for Science and Science Education ............................................................. 1197
J. Lawrence Bencze and Lyn Carter

58 It’s Like You’re a Teacher! A Social Semiotic Analysis of Authority Relations Among High School Mathematics Students ..................................................... 1213
Jennifer Langer-Osuna and Indigo Esmonde

59 “If You Could See What I See”: The Semiotics of “Invisibility” in Pedagogy and Practice ......................................................... 1225
Marc A. Ouellette and Kane X. Faucher

60 A Patriot is Respectful: (Re-)Examining the Architecture of Ideology in Educational Contexts ......................................................... 1249
Rachel J. Pinnnow

61 The Emergence of Signs in Hands-On Science ................................... 1271
Wolff-Michael Roth

62 Extending Students’ Semiotic Understandings: Learning About and Creating Multimodal Texts .................................................... 1291
Katina Zammit
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