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Nota di contenuto	Intro -- Title Page -- Copyright Page -- Table of Contents -- PREFACE -- PART ONE Philosophical Reflections -- 1 On the Paths of Existential Semiotics -- 2 Signs and Transcendence -- 3 Endo-/Exogenic Signs, Fields, and Worlds -- 4 Understanding, Misunderstanding, and Self-Understanding -- 5 Signs of Anxiety -- or, The Problem of the Semiotic Subject -- PART TWO In the Forest of Symbols -- 6 From Aesthetics to Ethics SEMIOTIC OBSERVATIONS ON THE MORAL ASPECTS OF ARTS, ESPECIALLY MUSIC -- 7 The "Structural" and "Existential" Styles in Twentieth-Century Arts -- 8 On the Authenticity and Inauthenticity of Art -- PART THREE The Social and Cultural Field of Signs -- 9 On Post-colonial Semiosis -- 10 Semiotics of Landscapes -- 11 Poetics of Place (Particularly in Music) -- 12 Walt Disney and Americanness AN EXISTENTIAL-SEMIOTICAL EXERCISE -- 13 " . . . and you find the right one" A NARRATOLOGICAL ANALYSIS OF AN ADVERTISING FILM -- 14 Senses, Values-and Media -- INDEX.
Sommario/riassunto	These essays define this new philosophical field.