

1. Record Nr.	UNINA9910457259903321
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Titolo	Parallels, interactions, and illuminations : traversing Chinese and Western theories of the sign // Ersu Ding
Pubbl/distr/stampa	Toronto, [Canada] ; ; London, [England] ; ; Buffalo, [New York] : , : University of Toronto Press, , 2010 ©2010
ISBN	1-4426-8570-0
Descrizione fisica	1 online resource (223 p.)
Collana	Toronto Studies in Semiotics and Communication
Disciplina	302.201
Soggetti	Semiotics - Philosophy Semiotics - China Semiotics - Europe, Western Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- List of Figures and Tables -- Meaning of Symbols and Orthographic Conventions -- Introduction -- 1. The Platonic Triad and Its Chinese Counterpart -- 2. Ontological Realism under Fire -- 3. The Return of the Subject(s) -- 4. The Peircean Trichotomy -- 5. The Poetic Logic -- 6. Metaphor and Culture -- 7. Myth Making and Its Socio-Economic Functions -- Epilogue. Semiotics as an Interdisciplinary Enterprise -- Technical Glossary -- Biographical Sketches -- Notes -- Cited Works and General Bibliography -- Index
Sommario/riassunto	The first major work in Sino-Western comparative semiotics, <i>Parallels, Interactions, and Illuminations</i> is a trans-disciplinary and intercultural effort that makes intellectual connections not only across such diverse academic fields as epistemology, anthropology, linguistics, sociology, and cultural studies but also between Chinese and Western theories of the sign in the conviction that they can shed light on one another. In this groundbreaking work, Ersu Ding studies two traditions of semiotic realism, represented by Plato and Husserl in the West and by Mo Zi and Ouyang Jian in China. They share two fundamental assumptions with

regard to meaning: that there exist ultimate qualities of things and states of affairs in the extrasemiotic world and that the meanings of words or other types of sign are derivatives of these essentials. A pioneering work that remains extraordinarily accessible, *Parallels, Interactions, and Illuminations* explores a wide range of issues, including inter-subjective negotiation of meaning, the relationship between metaphor and culture, and the production and dissemination of myths.

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