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	Titolo	Re-covered rose [[electronic resource]] : a case study in book cover design as intersemiotic translation / / Marco Sonzogni
	Pubbl/distr/stampa	Amsterdam ; ; Philadelphia, : J. Benjamins Pub., c2011
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	Descrizione fisica	1 online resource (190 p.)
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	Soggetti	Semiotics and the arts Book design Electronic books.
	Lingua di pubblicazione	Inglese
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	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Re-Covered Rose; Title page; LCC data; Dedication page; Dedication page2; Table of contents; Acknowledgments; Introduction; 1. Whose book and whose cover?; 2. An uncharted territory: Book cover design as intersemiotic translation?; Notes; Part I. The nature and function of the book cover; 2. The book cover as advertising: bringing the reader to the text; 3. The evolution of the book jacket: From protection to promotion; 4. Nicole Kidman or Greta Garbo or who? Towards a theory of visual translation; 5. How can selective translation be evaluated?; Notes; Part II. Re-covering The Name of Rose The Name of the RoseNotes; Conclusion; Beyond the limits of interpretation; Appendix; Selected bibliography; Index
	Sommario/riassunto	When a reader picks up a book, the essence of the text has been translated into the visual space of the cover. Using Umberto Eco's bestseller The Name of the Rose as a case study, this is the first study of book cover design as a form of intersemiotic translation based on the purposeful selection of visual signs to represent verbal signs. As an act of translation, the cover of a book ought to be an 'equivalent representation' of the text. But in the absence of any established interpretive criteria, how can equivalence between the visual and the

verbal be determined and interpreted? R