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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Contents; List of Figures; List of Tables; Preface; I. Introduction; II. Contextualization Dynamics and Insider/Outsider Relations; III. Intertextuality; IV. Subjects, Codes, and Discursive Practice; Appendix 1; Appendix 2; Appendix 3; Appendix 4; Bibliography; Name Index; Subject Index
Sommario/riassunto	Focusing on Nabokov's Ada, the author rescues semiotics from terminal formalism by developing a conception of social semiotics that is a form of both social action and political praxis.