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Sommario/riassunto	Where is semiotics now? As the promised science of the social life of signs in general, semiotics has not been good to its word. Although well-established institutionally today--through specialist journals, research centres, international conferences, professional associations and the like--semiotics now seems quaintly out of place in a world where text, culture and technology defy metadisciplinary, if not metaphysical, explanation. When the semiotician has finished explaining the music of Primal Scream, the textuality of an email message or the culture of the internet, most would believe there