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cognitive malleability; 3 Magic in the Ring
Veils of illusion Belief and disbelief; The mechanisms of miracles and the logic of illusions; A double-edged skill; 4 Horses which Speak, Count, and Laugh; The cultured horse; An equine performance on record; A multimodal dialogic discourse; Themes and variations: A cowboy and his horse; Pragmatics of the "educated" horse act: A biosemiotic perspective; 5 Steeds and Symbols: Multimodal Metaphors; Circus horses: From the steppe to the ring; A semiotic perspective: Making sense of things; The social contract and the birth of the arts; Once upon a time: A play of nature and culture
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Sommario/riassunto

This volume presents a theory of the circus as a secular ritual and introduces a method to analyze its performances as multimodal discourse. The book's fifteen chapters cover the range of circus specialties (magic, domestic and wild animal training, acrobatics, and clowning) and provide examples to show how cultural meaning is produced, extended and amplified by circus performances. Bouissac is one of the world's leading authorities on circus ethnography and semiotics and this work is grounded on research conducted over a 50 year span in Europe, Asia, Australia and the Americas. It concludes w
