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Nota di contenuto	Front matter -- Preface -- Acknowledgments -- Contents -- Introduction. The semioethic turn in sign studies -- Part I: Critical semiotics, structures and models -- Chapter 1. Signposts leading to semioethics: on signs, values and the non-neutrality of semiotics -- Chapter 2. Insights into structure and structuralism -- Chapter 3. Human modelling, puzzles and articulations -- Part II: Signification, logic, iconicity -- Chapter 4. Evolutionary cosmology, logic and semioethics -- Chapter 5. Image, primary iconism and otherness -- Chapter 6. Signs of silence -- Part III: Understanding, signification and dialogism -- Chapter 7. Reading signification as semioethics -- Chapter 8. The objective character of misunderstanding. When the mystifications of language are the cause -- Chapter 9. The live word, value and otherness -- Part IV: The centrality of translation for semiotics -- Chapter 10. Translational semiotics, life processes and ideology -- Chapter 11. Translation, iconicity and dialogism -- Chapter 12. The semiotic machine, linguistic work and translation -- Part V: From global semiotics to semioethics -- Chapter 13. Extending semiotic horizons

-- Chapter 14. From the methodica of common speech to the methodica of common semiosis -- Chapter 15. Global semiotics and the vocation for translation -- Chapter 16. Social symptomatology and semioethics -- Notes -- References -- Name and subject index

Sommario/riassunto

This book examines the issues surrounding the problematic perpetuation of dominant sign systems through the framework of 'semioethics'. Semioethics is concerned with using semiotics as a powerful tool to critique the status quo and move beyond the reproduction of the dominant order of communication. The aim is to present semioethics as a method to engage semiotics in an active rethink of our ability as humans to affect change.
