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Nota di contenuto	Frontmatter -- Foreword -- Contents -- Umberto Eco, la gaia scienza -- Reality Check. The Mass Mediatisation of Perception -- From Mirrors to Deixis – Subjectivity, Biplanarity, and the Sign -- Eco’s Definition of Semiotics as the Discipline of Lying -- Encyclopaedia, Cultural Reflection and Aesthetic Code Changing -- Culture and Invention – Umberto Eco and the Aesthetics of Luigi Pareyson -- On the Limits of Semiotics, or the Thresholds of/in Knowing -- Looking at Culture Through Ideological Discourse -- Eco’s Face Drawing and the Continuum of Emoticon Articulation -- Semiotics Between Lie and Truth -- Umberto Eco, Semiotics and Philosophy of Language -- Paths – On the Formation of the Subject in a Theory of Semiotics -- Umberto Eco and Metaphor -- Umberto Eco: Structuralist and Poststructuralist at Once -- Eco and the Google Search Innovations -- Textual Ideological Structures and Reader Competence in the Interpretative Semiotics of Umberto Eco -- Exploring the Textual Woods: Umberto Eco’s Growing Concept of Text -- The Sememe as a Virtual Text -- Spectator in Fabula: A Model of the Interpretative Cooperation in Visual Texts -- A Novel Form – Tempting Truths and Possible Worlds in The Name Of The Rose -- “Whereof One Cannot Theorize, Thereof One Must Narrate” -- Semiotics, Semiology, Sematology -- Conceptual Metaphors for Eco’s

Encyclopedic 'Epistemological Metaphors' -- Code Semiotics, Interpretation Semiotics and Philosophy of Language in Umberto Eco -- Colour as Cultural Unit. Challenges and Developments -- Umberto Eco and Semiotic Creativity -- Fundamentalism, Anomie, Conspiracy: Umberto Eco's Semiotics Against Interpretive Irrationality -- Narrating Theory -- Fiction and Reality in Eco's Words -- On Negative Realism -- Umberto Eco and Juri M. Lotman on Communication and Cognition -- Being and the Limits of Interpretation: The Role of Realism in Umberto Eco's Interpretative System -- Semiotics and 'Being' -- On Umberto Eco's Negative Realism -- Umberto Eco's "Negative Realism" and its Glossematic Foundations -- Umberto Eco -- Aesthetics, Semiotics, Semiotics of the Arts -- Translating Equivalent Effect: Or Re-Creating the Intentio Operis -- The Mysterious Flame of Umberto Eco -- The Outsourcing of Memory -- The Semiotic Library -- References -- Index

Sommario/riassunto

Hitherto, there has been no book that attempted to sum up the breadth of Umberto Eco's work and its importance for the study of semiotics, communication and cognition. There have been anthologies and overviews of Eco's work within Eco Studies; sometimes, works in semiotics have used aspects of Eco's work. Yet, thus far, there has been no overview of the work of Eco in the breadth of semiotics. This volume is a contribution to both semiotics and Eco studies. The 40 scholars who participate in the volume come from a variety of disciplines but have all chosen to work with a favorite "ation from Eco that they find particularly illustrative of the issues that his work raises. Some of the scholars have worked exegetically placing the "ation within a tradition, others have determined the (epistemic) value of the "ation and offered a critique, while still others have seen the "ation as a starting point for conceptual developments within a field of application. However, each article within this volume points toward the relevance of Eco -- for contemporary studies concerning semiotics, communication and cognition.
