

1. Record Nr.	UNINA9910548185103321
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Titolo	The Digital Mind : Semiotic Explorations in Digital Culture // by Kristian Bankov
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2022
ISBN	9783030925550 9783030925543
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (247 pages)
Collana	Humanities - Arts and Humanities in Progress, , 2510-4438 ; ; 22
Disciplina	302.2 302.23101
Soggetti	Social sciences - Philosophy Semiotics Digital media Social Philosophy Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: Semiotics of digital culture -- Part 1: Theoretic considerations -- Chapter 1. The digital semiosphere -- Chapter 2. The fall of textuality and the rise of interactivity -- Part 2: Semiotic explorations in experience economy -- Chapter 3. The copyright in the digital experience economy -- Chapter 4. Semiotics of experience and digital special FX -- Chapter 5. The market of football experience for the digital economy -- Chapter 6. Cultural transformations of love and sex in the digital age -- Chapter 7. Semiotics of transaction in digital age -- Chapter 8. Semiotic overview on legal tender and digital money -- Part 3: Collective and individual identities in digital culture -- Chapter 9. Identity in digital age: From nationalisms to the post-truth uses of collective symbols -- Chapter 10. Internet, the semiotic Encyclopedia and the Google effect -- Chapter 11. A semiotic exploration in the Web 2.0 emoti(c)onal discursivity in public debates -- Chapter 12. From textualism to hypertextualism -- Chapter 13. Identity and consumer rituals in Facebook -- Conclusions in Time of

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Sommario/riassunto

This book reveals the core features of digital culture, examined by means of semiotic models and theories. It positions commercial and market principles in the center of the digital semiosphere, avoiding the need to force the new cultural reality into the established textualist or pragmatist paradigms. The theoretic insights and case studies presented here argue for new semiotic models of inquiry that include working with big data, user experience and netnography, along with conventional approaches. The book develops a new concept of identity in the digital age, analyzing the digital flows of recognition and value, which led to the tremendous success of Social Media and the Web 2.0 era. Self-expression, entertainment and consumerism are seen as the major drivers of identity formation in the post-truth era, where the self can no longer be considered independently of a given person's communication devices, where a substantial part of it is stored and actualized. It will be of interest to semioticians and researchers working on digital culture.

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