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Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; CONTRIBUTORS; ACKNOWLEDGEMENTS; USING THIS BOOK; Part I UNDERSTANDING SEMIOTICS; INTRODUCTION; 1 ANCIENT SEMIOTICS; 2 SEMIOTICS OF NATURE; 3 UMWELT AND MODELLING; 4 LOGIC AND COGNITION; 5 REALISM AND EPISTEMOLOGY; 6 PEIRCE, PHENOMENOLOGY AND SEMIOTICS; 7 THE SAUSSUREAN HERITAGE; 8 SOCIOSEMIOTICS; 9 SEMIOTICS OF MEDIA AND CULTURE; 10 SEMIOETHICS; Part II KEY THEMES AND MAJOR FIGURES IN SEMIOTICS; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Z; REFERENCES; INDEX
Sommario/riassunto	The Routledge Companion to Semiotics provides the ideal introduction to semiotics, containing engaging essays from an impressive range of international leaders in the field. Topics covered include: the history, development, and uses of semiotics key theorists, including Saussure, Peirce and Sebeok crucial and contemporary topics such as biosemiotics, sociosemiotics and semioethics the semiotics of media and culture, nature and cognition. Featuring an extended glossary of key terms and th

