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                        Pref.

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   Nota di contenuto   SEMIOTICS AND PRAGMATICS An Evaluative Comparison of Conceptual
                        Frameworks; Editorial page; Title page; Copyright page; PREFACE; Table
                        of contents; 0. INTRODUCTION: SEMIOTICS AND PRAGMATICS - THEIR
                        UNITY AND DIVERSITY; (I) Normative semiotics, analytical semiotics,
                        structural semiotics; (II) Pragmatism, pragmatics, pragmaticism; 1.
                        SEMIOTICS AS A PARADIGM; 1.1. First Philosophies; (I) The teleology of
                        First Philosophies; (II) The logical order of paradigmatical categories;
                        1.2. The semiotic subdisciplines and their intermediation; (I)
                        Tridimensional semiotics
                        (II) The three subdisciplines and their perverse counterparts(III)
                        Morris'shift; (IV) Grice and Carnap; (V) Quine and Gadamer; (VI) Poverty
                        of semiotics and richness of semiosis; 1.3. Normative Semiotics; (I)
                        Hegel, Marx, Heidegger; (II) Object, sign, subject; (III) Four types of
                        semiotic circuits; (IV) Presentation, articulation, presentification; 2. THE
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                        2.1.1. Contexts of origin; (I) Between psychology and sociology; (II)
                        Deflecting from the origin; 2.1.2. Triadism and dyadism of the sign
                        relation
                        (I) Trichotomic classifications(II) Linearity, temporality, and

Sommario/riassunto	Looking at the 'semiotic landscape' - the panorama of constituted semiotics - two traditions seem to have developed separately and without interpenetration. Anglo-Saxon semioticians consider the Peircean framework to provide the adequate conceptual apparatus, whereas so-called 'Continental' semioticians refer to the sign theory in Saussure and in its interpretation by Hjelmslev (for instance, the Ecole semiotique de Paris). Evaluating each other's projects, methods, and results could lead to a balanced view. The purpose of this monograph is to get the best out of the adequate insights f