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| Nota di contenuto | SIGNS, DIALOGUE AND IDEOLOGY; Editorial page; Title page; Copyright page; Table of Contents; Foreword; Notes; CHAPTER 1. Introduction to the Critique of Subjectivity and its Signs; CHAPTER 2. The Philosophy of Language as a Critique of the Semiotics of Equal Exchange; 2.1 Commodities and Messages; 2.2 Exchange in Alice's World (with Susan Petrilli); CHAPTER 3. Semiosis, Referent and Sign Production in a Theory of Semiotics; 3.1 Communication and Signification; 3.2 Meaning and Referent; 3.3 Sign Production and Ideology; 3.4 Extending the Boundaries of Semiotics CHAPTER 4. Dia-logic, Sense and Ideology: Peirce, Morris, Rossi-Landi, Schaff, Bakhtin4.1 Beyond the Semiotics of Equal Exchange; 4.2 On Language as Work and Trade; 4.3 Peirce's and Morris's Categories for a Semiotics of Ideology; 4.4 Schaffs Analysis of Ideology; 4.5 Peirce's Semiotics and Medieval Logic: Sign and Referent(with Susan Petrilli); a. Significatio and acceptio; b. Suppositio and copulatio; c. Significatio and meaning; d. Suppositio and significatio; 4.6 Sign and Sense in Mikhail Bakhtin; 4.7 The Factor of Ideology; 4.8 The War of Sense: Dialogue and Ideology |

CHAPTER 5. Identity and Otherness in Communication and Culture5.1 Humanism of the Other Man in Bakhtin and Levinas; 5.2 Orality and Writing in Bakhtin and Levinas; 5.3 Bakhtin's Otherness and the Search for Identity in Europe Today; 5.4 Quietude and Silence Between Signs and Nonsigns; References; Index of names; Subject Index

Sommario/riassunto

Signs, Dialogue and Ideology illustrates and critically examines - both historically and theoretically - the current state of semiotic discourse from Peirce to Bakhtin, through Saussure, Levinas, Schaff and Rossi-Landi to modern semioticians such as Umberto Eco. Ponzio is in search of a method to construct an appropriate language to talk about signs and ideology in this "end of ideology" era. Ponzio aims at an orientation in semiotics based on dialogism and interpretation by calling attention to the widespread transition from the semiotics of decodification to the semiotics of interpreta
