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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

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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

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