

CONTENTS

EDITORS' NOTE . . . . . ix

I. ART AND ARCHITECTURE

Saying "No" to Difference: A Case of Arabic Writing on  
Buildings -- Irene A. Bierman . . . . . 3

Function and Representation in Architecture  
-- Marco Frascari . . . . . 13

Rewriting the Urban Text: The Ottomanization of  
Cretan Cities -- Irene A. Bierman and  
Donald Preziosi . . . . . 29

II. SIGN SYSTEMS IN COMBINATION

On Representation -- Donald J. Cunningham . . . . . 41

Semiotics and the Biosphere -- Thomas C. Daddesio . . . . 49

Speech and Sign in Warlpiri Storytelling: The  
Relationship Between Channel and Code  
-- Adam Kendon . . . . . 55

Strategic Deployment of Speech and Action:  
A Sociosemiotic Analysis -- Jay L. Lemke . . . . . 67

III. PEIRCEAN SEMIOTICS: APPLICATIONS AND DEVELOPMENTS

Charles Peirce/Mark Twain: The Meaning of Life Is  
A Dream -- George Benedict . . . . . 83

## CONTENTS

Poinsot as Foil for Doctrinal Considerations on Inexistent Personality in Existent Substance According to C.S. Peirce -- Ralph A. Powell . . . . .	93
--	----

### IV. NEGLECTED FIGURES IN THE HISTORY OF SEMIOTIC INQUIRY

Ramon Lull -- Walter W. Artus . . . . .	109
Francis Suarez -- John P. Doyle . . . . .	121
Hobbes' Mechanistic Analysis of Speech -- Desmond FitzGerald . . . . .	135
Gustav G. Spet -- Erika Freiberger . . . . .	145
Thomas Reid's Theory of Sign -- Robert J. Henle . . . . .	155
'The Great Art' of Ramon Lull: Applications and An Appreciation -- James Burnell Robinson . . . . .	169
The Semiotic Import of Michael Polanyi's Heuristic Philosophy -- Anthony F. Russell . . . . .	181
Martin Buber -- Robert E. Wood . . . . .	191

### V. SEMIOTIC APPROACHES TO LITERATURE AND CRITICISM: THEORY AND PRACTICE

Charlotte Brontë's Under-Where -- Graca Abranches . . . . .	203
The Role of Abbreviation in Figurative Processes of Language Change: Nietzsche's Concept of Metaphor and Metonymy -- T. Craig Christy . . . . .	219
Misinterpretation and Interpretation in Nelson Rodrigues' <u>Album de familia</u> -- Fred M. Clark . . . . .	227

SEMIOTICS 1983

M.M. Bakhtin: The Word in Verbal Art  
-- David K. Danow . . . . . 237

The Representation-Relation in Wycherley: On  
Communicating Significance in Drama  
-- Meena Desai . . . . . 249

The Efficacy of the Semiotic Square: An Application  
To Henry James -- John N. Duvall . . . . . 259

Semiotics as a Critique of Derridean Post-  
Structuralism -- Terri B. Joseph . . . . . 277

Author, Work, and Audience: Semiotic Insights into  
The Work of Edgar Allan Poe  
-- Jay Robert Reese . . . . . 289

On the Window Structure of Narrative Discourse  
-- Marie-Laure Ryan . . . . . 301

Before Representation: The Conceptual Logic of  
Semiosis -- J. Fisher Solomon . . . . . 319

Levels, Domains, Invariant Motifs: A Format for  
The Analysis of Poems -- Alezander Zholkovsky . . . 333

VI. LANGUAGE AND COMMUNICATION

The Eclipse of Being: Heidegger and Derrida  
-- Briankle D. Chang . . . . . 349

What is "Understanding"? -- Erika Fischer-Lichte . . . . 361

The Two Rationalities: The Scientific and the  
Hermeneutic -- Terrance King . . . . . 371

VII. WHAT SEMIOTICS IS NOT

What Semiotics is Not: An Interpretive Synopsis of a  
Theoretical Discussion -- Gary Shank . . . . . 381

CONTENTS

What Semiotics is Not: Data Versus Interpretants  
-- Thaïs Morgan . . . . . 387

VIII. SEMIOTICS AND HISTORY

Proverbial Signs -- Nancy Struever . . . . . 395  
History as a Semiotic Anomaly -- Brooke Williams . . 409

IX. SEMIOTICS AND RELIGIOUS SCRIPTURES

Martin Heidegger, Semiotics, and Genesis  
-- James E. Faulconer . . . . . 423  
Structural Analogies of Genesis 25-30  
-- John S. Robertson . . . . . 435

X. ISSUES IN THE PHILOSOPHIC FOUNDATIONS OF SEMIOTICS

The Pseudo-Metaphysics of the Sign  
-- Guy Bouchard . . . . . 447  
The Semiotics of Metaphysics -- James J. Liszka . . 463

XI. ORAL NARRATIVE AND RITUAL

Dances of Death: Women's Mourning Performances  
In Hemba Funerals -- Pamela A.R. Blakely . . . 477  
Mana: A Semiotic Approach -- Collyn J. Gebauer . . . 487

XII. SYMPOSIUM ON LEGAL SEMIOTICS

Law, Semiotics, and Obscene Telephone Calls  
-- Reed Dickerson . . . . . 503

SEMIOTICS 1983

Applied Semiotics: Measuring the Semantical Content  
Of Legal Imperatives -- David A. Funk . . . . . 521

Hierarchies, Metaphors, and Judicial Decisions  
-- Paul Robertshaw . . . . . 527

Morris R. Cohen and Pragmaticism in Relation to  
A Semiotics of Law -- Samuel Schneider . . . . . 545

XIII. LINGUISTICS

The Semiotics of Modification -- Jean-Claude Choul 557

The Index as a Key to Language Learning  
-- Joseph DeChicchis . . . . . 569

A Semiotic Perspective on Linguistic Universals and  
Typology -- Kenneth J. Howell . . . . . 577

XIV. SEMIOTIC PHENOMENOLOGY: QUALITATIVE MODELS  
OF CURRENT EMPIRICAL RESEARCH

Descriptions as Reflections of Cognitive Representa-  
tions of Face-to-Face Interaction  
-- Eleanor Donnelly . . . . . 591

XV. ART, FILM, MUSIC

For a Promiscuity of the Signifier  
-- Philippe Desan . . . . . 605

The Meaning of Film Style: The Russian Formalists'  
Semiotic Approach -- F.W. Galan . . . . . 613

Values in Post-Modern Art -- Mihai Nadin . . . . . 623

CONTENTS

REFERENCES . . . . . 631  
INDEX OF NAMES . . . . . 697