

THE AMERICAN JOURNAL OF
SEMIOTICS

Volumes 17, Number 1, Spring 2001
Issue Theme: Rhetorical Semiotics

Table of Contents

Presidential Address — 1995

EUGEN BAER

Ecce Homo:

How Semiotics Becomes What It is

7 - 18

Monograph

ERIC KRAMMER and RICHIKO IKEDA

Defining Crime: Signs of Postmodern Murder
and the "Freeze" Case of Yoshihiro Hattori

19 - 84

Articles

BARBARACHIARELLO

The Statute of Liberty and the Holocaust:
A Phenomenology of Semiotic Reversal

85 - 98

JOSÉ SANJINES

The Rhetoric of Desire: *Like Water for Chocolate*
and the Brim of the Cornucopia

99 - 112

ROMAN GUADREULT

Formalization: A Tool for Semiotics

113 - 123

4 CONTENTS

UWE WIRTH

The Struggle of Interpretation: Eco's Theory
of Interpretation between Semiotics and Hermeneutics
125 - 139

DANIEL ROBICHAUD

Interaction as Text:
A Semiotic Look at an Organizing Process
141 - 161

LETICIA ILIANA UNDERWOOD

Homage to Roman Jakobson—
Arbol Adentro: "Entre lo que y veo digo . . ." By Octavo Paz
163 - 182

FRANK J. MACKE

Quintilian's *Instituto Oratoria* and Postmodern Pedagogy
183 - 202

PAUL MAXIM

An Overview of Mallarme's Cryptosystem
203 - 236

HONG WANG

Cultural Shades of Grice's Cooperative Discourse Principle
237 - 252

RICHARD L. LANIGAN

The Postmodern Author:
Foucault on Fiction and the Fiction of Foucault
253 - 271

Reviews

MARY BUCHINGER BODWELL

Jonathan Potter, *Representing Reality: Discourse, Rhetoric,
and Social Construction* (1996)
273 - 275

BORIS GOUBMAN

John J. Stuhr, *Genealogical Pragmatism:
Philosophy, Experience, and Community* (1997)
277 - 278