

CONTENTS

THE PROJECT OF THE PROCEEDINGS	ix
(Editor's Preface)	
I. SEMIOTICS OF LITERATURE	
Dialogic Perspectives: Bakhtin and Mukarovsky David K. Danow	3
Signs of Authority in Yeats' <u>The Wild Swans at Coole</u> Len Hatfield	13
Peirce, Pound, and Fenollosa Terri Brint Joseph	23
Knowing Fictions Floyd Merrell	29
Wilhelm Heinse's Media Conception of the Arts Laurence A. Rickels	37
Further Dialogue with a Nobel Laureate Beverly Seaton	51
Empty Pockets and Illusory Prizes: Perceptions of Loss in Dickens' <u>Great Expectations</u> Cheryl Ann Weissman	63
II. THE ANTITHETICAL HYPERSIGN	
The Green Knight Teaches Gawain How To Read SunHee Kim Gertz	73

The Kafkan Parable as Antithetical Hypersign Clayton Koelb	85
Intertextuality and Dante's Antithetical Hypersign Susan Noakes	95
III. VISUAL ARTS AND TEXTUALITY: SEMIOTIC ANALYSES	
The Sexual Semiotics of Photography Maryann Ayim	107
Semiotics and the Meaning of Form Jackson G. Barry	119
IV. FILM SEMIOTICS AND SPECULAR INFORMATION	
Semiotics and Realism: Toward a Theory of Documentary Film Shekhar Deshpande	129
Soaps/Sitcoms: Television Genres as Situated Discourse Jenny L. Nelson	137
Specular Information Michael C. Pounds and Peter H. Salus	147
V. SEMIOTICS AND MUSIC	
Music as Language: A Semiotic Paradigm? Gayle A. Henrotte	163
Balance of Complexity and Hierarchy of Precision: Two Principles of Economy in the Notation of Language and Music Roland Posner	171
VI. ARCHITECTURAL SEMIOTICS	
Rome as Body and Text: A Suggested Method in Sixtus V's Re-construction Program Robert M. Baron	185

CONTENTS

v

Semiotica Ab Edendo: Taste in Architecture Marco Frascari	193
Semiotics and Architectural Design Competition Rumiko Handa	203
VII. SEMIOTICS AND LAW	
Bentham as Pioneer in Legal Semiotics David A. Funk	219
Legality, Legitimacy, and the American Middle Class William Pencak	225
VIII. SEMIOTIC INTERPRETATIONS IN LINGUISTICS	
Redundancy as a Semiotic Principle Jean-Claude Choul	239
Humboldt's 'Inner Language Form' and Steinthal's Theory of Signification T. Craig Christy	251
The Origin of Language-Based Thought: A Synthesis of Cognitive Science and Semiotics Karen A. Haworth	261
The Poetics of Roman Jakobson: Aesthetics or Semiotics? Gregory Jusdanis	267
A Saussurean Interpretation of L. L. Zamenhoff's Esperantism Yukio Tsuda	277
IX. SEMIOTICS OF ETHNOGRAPHIC TEXTS	
A Semiotic Analysis of (Chinese) Historical Texts: An Application of Greimas' Square Kuang-chung Chen	287

	Peasants and Puritans: Semiotic Analysis of an Irish Ethnography Patricia Jackson	295
	The Semiotics of Ethnographic Style: Hermeneutics of Delaware Religion Terry Prewitt	305
X.	SEMIOTIC INTERPRETATIONS OF ISSUES IN PHILOSOPHY	
	World and/or Sign: Toward a Semiotic Phenomenology of the Life-World Briankle G. Chang	317
	Kant's Thought Interpreted Through Peirce's Categories Ralph A. Powell	325
	Unfixing 'The Fixation of Belief': Can Peirce Be Deconstructed? Steven C. Scheer	333
	The Dialectic of the Inner and the Outer in G. W. F. Hegel's Phenomenology of Spirit Janet Skupien	341
	Peirce on the Politics of the Epic Theater Iris Smith	351
XI.	SEMIOTIC THEORY AND METHODOLOGY	
	Synthetic Potential Within, Beyond, and Through Semiotics Myrdene Anderson	363
	Critique of Pure Semiotics Thomas C. Daddesio	373
	Gustav G. Shpet: Hermeneutical Logic and Philosophical Semiotics Erika Freiburger-Sheikholeslami	381
	Precis of Alfred Schutz on Semiotic Phenomenology Richard L. Lanigan	393

CONTENTS

vii

Rene Girard and the Project of a General Semiotic Theory Edward McMahon	401
The Fetishism of Signs Eugene Rochberg-Halton	409
Metaphor as a Semiotic Research Tool Gary Shank	419

XII. CULTURAL SEMIOTICS

Semiosis and Learning Donald Cunningham	427
Signs of a Problematic Person Eleanor Donnelly	435
The Politics of the Sign: Metaphor and Ideology Juliet Flower MacCannell	451
The Semiotics of Man-Machine Communication Mihai Nadin	463
Bartes' <u>The Fashion System</u> : An Exploration at the Recipient Level Stephen M. Verba and Carl Camden	471
The Transfer of Gestures Walburga von Raffler Engel	491

XIII. MEDIAEVAL SEMIOTICS

Semiotics behind the <u>Summulae Logicales</u> of Peter of Spain Luis Perez Botero	505
Medieval Studies and Semiotics: Perspectives on Research Jonathan Evans	511
Interpretive Strategies: Ideology and History in Thuring von Ringoltingen's 'Melusine' Gerhild Scholz Williams	523

The Medieval Translator and the Linguistic Sign H. Jay Siskin	531
Botany as Semiosis Gerard van den Broek	541
XIV. NEGLECTED FIGURES IN THE HISTORY OF SEMIOTIC INQUIRY	
Twardowski's Concept of Sign and Meaning Hanna Buczynska-Garewicz	557
The Conimbricenses on the Relations Involved in Signs John P. Doyle	567
Articulation as Emendation: Phillipp Wegener's Anti-Formalist Theory of Language Robert E. Innis	577
Konrad Lorenz: Cognitive Coevolution as Semiosis Felicia E. Kruse	589
The Semiotic Import of John Henry Newman's Illative Sense Anthony F. Russell	601
Heidegger on the Way to Language Robert E. Wood	611
LIST of WORKS CITED (References)	623
and	
INDEX of PERSONS MENTIONED	703
STYLE SHEET FOR PROCEEDINGS PAPERS	715
Synopsis and Outline	716