

CONTENTS

I. THEORETICAL AND METHODOLOGICAL ISSUES

Figurative versus Objective Semiosis: An Epistemological Crossroads Paul Bouissac	3
Hypersemiosis: Mixed Metaphors as Semiotic Overloading Jean-Claude Choul	13
Cognition from a Semiotic Point of View John N. Deely	21
Icon and Symbol: A Reappraisal of the Resemblance Debate Michael J. Giordano	29
Précis of Merleau-Ponty on Metajournalism Richard L. Lanigan	39
"Worldiness" and the Analytic Truth Alice Newberry	49
The Rheme/Dicent/Argument Distinction Joseph Ransdell	59
The Sign-Status of Specular Reflections Kim Smith	73
Semiotic Phenomenology and Peirce Patrick Sullivan	83

II. SEMIOTICS OF COMMUNICATION

- Contexts for Language Learning:
Semiotic Perspectives 97
Robert F. Carey

- The Semiotic Function of Audience 107
Kristin M. Langellier

III. APPROACHES TO GESTURE

- Exophoric Reference as an Interactive
Resource 119
Charles Goodwin

- Searching for a Word as an Interactive
Activity 129
Marjorie Harness Goodwin

- Sly Moves: A Semiotic Analysis of
Movement in Marshallese Culture 139
Laurence Marshall Carucci

- The Study of Gesture: Some Remarks on
Its History 153
Adam Kendon

IV. NEGLECTED FIGURES IN THE HISTORY OF
SEMIOTIC INQUIRY

- Francis Lieber and the Semiotics
of Law 167
Roberta Kevelson

- The Logic of History as a Semiotic
Process of Question and
Answer in the Thought of
R.G. Collingwood 179
Anthony F. Russell

V. SEMIOTICS AND LINGUISTICS

- The Semiotic Paradigm and Language
Change 193
Irmengard Rauch

CONTENTS

xi

What's in a Word?	201
Peter H. Salus	

VI. LITERARY AND ARTISTIC SEMIOTICS

Functions of the Index in Narrative:	
An Outline	211
D.K. Danow	

Symbiosis and Dichotomy in the Names	
of Anna Axmatova	223
Sonia Ketchian	

Representation and Subjectivity in	
Modern Literature	231
M.E. Kronegger	

Aesthetic Semiosis of the Visual	
Object	239
Manuel Gameros	

Indexicality in Esthetic Signs and	
the Art of Dante Gabriel	249
Rosetti	
Joshua S. Mostow	

Subjects and Objects: Quick Notes	
on the State of Art History	263
Donald Preziosi	

Kitsch: A Semiotic Approach	273
Ursula Niklas	

Talent and Technique in Theatre: A	
Semiotics of Performing	281
Eric E. Peterson	

The Semiotics of Godot Compared with	
Those of the Russian Icon	293
Bernice D. Reid	

The Teller and the Tale: Sources	
of Credibility in the	
Short Story	301
Sarah Brey Simmons	

The Guinea Pigs of Ludvík Vaculík: Interrelation of Areas of Reference Bronislava Volek	307
VII. FOURTH ANNUAL SYMPOSIUM ON EMPIRICAL SEMIOTICS	
Why Think About a Cognitive Psychosemiotic Theory? Gary Shank	319
The Tell-the-Tale Detail Marco Frascari	325
The Semiotic Crisis in Contemporary Hospitals Joan Y. Kahn	337
VIII. PSYCHOLOGY, SOCIOLOGY, AND SEMIOTICS	
Who Apes English? Jack K. Horner	347
Culture and Mind in Peircean Semiotics: One Aspect Terrance King	359
Sociology and Semiotics: Two Sciences of the Human Regina Jiménez-Ottalengo	369
Semiotic Theory and Language Learning Nancy S. Thompson	377
IX. ARCHITECTURAL SEMIOTICS	
Architectural Semiotic Analysis: A Demonstration Shelagh Lindsey and Irini Sakellariadou	387

CONTENTS

xiii

- "Musement on the Whole"...An Attitude
Toward Space 399
Richard Dale McBride and
R. Patton Howell

X. PEIRCE SPECIAL SESSION

- Mathematics as a Semiotic Factor in
the Thought of C.S. Peirce 417
Carolyn Eisele
- An Outline of the Foundations of
Modern Semiotic: Charles Peirce
and Charles Morris 423
Eugene Rochberg-Halton and
Kevin McMurtrey

XI. SEMIOTICS OF CULTURE

- A Comparative Study of Selected Semiotic
Elements of Different Branches
of Fortune Telling 439
Edna Aphek and Yishai Tobin
- Icon as Index: A Theory of Middle
Byzantine Imagery 449
Deborah Bershad
- A Critique of Lévi-Strauss' Theory
of Myth and the Elements of
a Semiotic Alternative 459
James Jakob Litzka
- The Civilization of Illiteracy 473
Mihai Nadin
- Myth and Symbol in Vico and the
"Romantik": Some Remarks 483
Massimo Pesaresi
- Social Symbols and Cultural Identity 495
Ma. Luisa Rodriguez Sala-Gómezgil

XII. FOUNDATIONS OF OLD TESTAMENT STRUCTURE AND MEANING	
Matrilineal Background of Genealogies in Genesis Dorothy J. Gaston	505
Judges 11:12-28: Constructive and Deconstructive Analysis David Jobling	521
Story Structure and Social Structure in Genesis: Circles and Cycles Terry J. Prewitt	529
Author index	545