

## TABLE OF CONTENTS

|                  |    |
|------------------|----|
| EDITORS' PREFACE | ix |
|------------------|----|

### I. SEMIOTICS AND THE PROBLEM OF THE OBSERVER

|                                             |    |
|---------------------------------------------|----|
| Harley Shands Memorial Lecture:             |    |
| "Semiotics and the Problem of the Observer" |    |
| --- Thure von Uexkull                       | 1  |
|                                             |    |
| "The Historian as Observer"                 |    |
| --- Brooke Williams                         | 13 |

### II. SEMIOTICS OF LANGUAGE AND BEHAVIOR

|                                                                                  |     |
|----------------------------------------------------------------------------------|-----|
| "Wet Sponges and Band-Aids:                                                      |     |
| A Gender Analysis of Speech Patterns"                                            |     |
| --- Maryann Ayim                                                                 | 29  |
|                                                                                  |     |
| "Human Relationship Systems as a Twin Stochastic Process"                        |     |
| --- Philip Lawrence Belove                                                       | 45  |
|                                                                                  |     |
| "It Figures: Figurativeness as a Feature Movement-- English and French Evidence" |     |
| --- Jean-Claude Choul                                                            | 57  |
|                                                                                  |     |
| "Everyday Activities as Signs: A Case Study"                                     |     |
| --- Eleanor Dougherty and Susan Morrissey                                        | 69  |
|                                                                                  |     |
| "Invariance in Linguistic Theory"                                                |     |
| --- Paul J. Hopper and Linda R. Waugh                                            | 81  |
|                                                                                  |     |
| "The Relationship of Linguistics to Semiotics"                                   |     |
| --- Leo Pap                                                                      | 91  |
|                                                                                  |     |
| "The Semiotic Aspect of Alfred Korzybski's General Semantics"                    |     |
| --- Allen Walker Read                                                            | 101 |

- "A First Look at the Eating of Lingusitic Signs and Texts"  
 --- Larry R. Smith . . . . . 109

- "The Language of Imagery"  
 --- Nancy S. Thompson . . . . . 119

- "Poetry of Grammar, Poetic Worlds and Grammatical Motifs"  
 --- Alexander Zholkovsky . . . . . 129

### III. SEMIOTICS OF LITERATURE

- "Irony and Ambiguity in the Medieval Dragon Code"  
 --- Jonathan Evans . . . . . 141

- "The Structure of Realist Description"  
 --- Patrick Imbert . . . . . 151

- "Bakhtin's 'Synchronic' and Stendhal's Chroniques italiennes"  
 --- Juliet Flower MacCannell . . . . . 161

- "The Rhetoric of the Interpretant: Eco, Riffaterre, and the Triangle"  
 --- Adelaide M. Russo . . . . . 175

- "Patterns of Doubleness in Jane Austen's Persuasion"  
 --- Cheryl Ann Weissman . . . . . 191

### IV. SEMIOTICS OF EDUCATION AND CULTURE

- "Times of the Sign: Mythopoeic Cultures as Semiotic Societies"  
 --- Jessie R. Adler . . . . . 201

- "The Process of Schooling: An Organic Model"  
 --- Donald J. Cunningham . . . . . 211

- "The Meistersingers Don't Sing: Aspects of Intertextuality in German Culture"  
 --- Ingeborg Hoesterey . . . . . 221

- "The Pachuco: Deviant Style and Ethnic Identity"  
 --- Daniel M. Ramirez . . . . . 229

## CONTENTS

v

- "Nonverbal Communication Project for Brazilian Portuguese"  
     --- Monica Rector . . . . . 241
- "Arnold Schoenberg's Harmonielehre  
 in the Light of Musical Semiotics"  
     --- Eero Tarasti . . . . . 247
- "Classroom Inventions for the Logic Alphabet"  
     --- Shea Zellweger . . . . . 255

### V. SEMIOTICS OF THEATER AND PERFORMANCE

- "Fortune-Telling versus Literature as a Semiotic System"  
     --- Edna Aphek and Yishai Tobin . . . . . 263
- "'I Want to Be a Person . . .':  
 The Case of Handke's Kaspar"  
     --- Erika Freiburger . . . . . 273
- "Aphasia, Surrogate Discourse, and Sceve's Delie"  
     --- Michael J. Giordano . . . . . 285
- "From Text to Performance: The Orestia  
 (Aeschylus, Claudel, Milhaud)"  
     --- Marlies E. Kronegger . . . . . 295
- "Oedipa and the Pursuit of Meaning;  
 or Truth, Justice, and the American Way"  
     --- Kristin M. Languellier  
         and Eric E. Peterson . . . . . 307
- "Nonverbal Communication in the Theater"  
     --- Fernando Poyatos . . . . . 321

### VI. EMPIRICAL SEMIOTICS

- "The Design of an Explicit Epistemology"  
     --- Paul L. Garvin . . . . . 335
- "The Repertoire of Methods"  
     --- Shelagh Lindsey . . . . . 343
- "Inquiry and the Primacy of Semiosis"  
     --- Gary D. Shank . . . . . 347

## VII. SEMIOTICS OF ARCHITECTURE

- "Professional Use of Signs in Architecture"  
 --- Marco Frascari . . . . . 357
- "The Semiotic Structure of the Moroccan City  
 within the Colonial Context"  
 --- Roger Joseph . . . . . 371
- "London as Pre-Text for Eliot's The Waste Land and  
 Pound's Hugh Selwyn Mauberly"  
 --- Terri Brint Joseph . . . . . 379
- "The Epistemology of Architectonic Codification"  
 --- Shelagh Lindsey  
 and Irene Sakellaridou . . . . . 389
- "Making Space"  
 --- Dean MacCannell . . . . . 395

## VIII. SEMIOTICS OF THE VISUAL

- "Cartography as Sign System"  
 --- Roger Joseph . . . . . 407
- "The Meaning of the Image"  
 --- Mihai Nadin . . . . . 415
- "The Movement of the Subject  
 in the Films of Marguerite Duras"  
 --- Laura Oswald-Koenigsknecht . . . . . 425
- "The Art of Language: A Linguistic Theory of Signs  
 or a Sign Theory of Language?"  
 --- Gloria Pleskin . . . . . 433
- "Cinema and Psychoanalysis:  
 The Imaginary Semiotics of Christian Metz"  
 --- Dana B. Polan . . . . . 441
- "A Semiotic Definition of Scenography"  
 --- Freddie Rokem . . . . . 449

## IX. PEIRCEAN SEMIOTICS

- "Semiotics and Hermeneutics: Peirce and Schleiermacher"  
 --- Roland Daube-Schackat . . . . . 461
- "Sign Concept, Meaning, and the Interpretation of Literature"  
 --- Jorgen Dines Johansen . . . . . 473
- "The Significance of Peirce's Philosophy of Mathematics"  
 --- Stephen H. Levy . . . . . 483
- "Eco's Adaptation of Peirce on the 'Representation-Relation'"  
 --- Nicholas J. Moutafakis . . . . . 493
- "Hermeneutics and Semiotics: Betti's Debt to Peirce"  
 --- Susan Noakes . . . . . 503
- "Peircean Perspectives on Experimental Psychology and the Unconscious Mind"  
 --- Ronald F. White . . . . . 515

## X. SEMIOTICS AND PHILOSOPHY: RETHINKING TRADITION

- "The Cognitive Dimension of Semiosis and Its Relation to Biological and Socio-Cultural Processes"  
 --- Thomas C. Daddesio . . . . . 531
- "On the Notion of Phytosemiotics"  
 --- John Deely . . . . . 541
- "The Hermeneutic Institution"  
 --- Terrance King . . . . . 555
- "A Doctrine of Autonomy in Signs"  
 --- David Lidov . . . . . 567
- "Wittgenstein and the Search for Meanings"  
 --- Douglas B. Rasmussen . . . . . 577

"The Semiosis Linking the Human World  
and Physical Reality"

--- Anthony F. Russell . . . . . 591

"Stalking the Elusive Interpretant"

--- Gary D. Shank . . . . . 601

REFERENCES . . . . . 609

INDEX . . . . . 653