

# Contents

<i>Preface</i>		vii
<i>Friends</i>		xi
<i>Introduction: The Agony of Semiotics</i>		xiii
<b>PART I Seeing Signs</b>		<b>I</b>
Umberto Eco	Strategies of Lying	3
Edmundo Desnoes	“Will You Ever Shave Your Beard?”	12
Daniel Dayan and Elihu Katz	Electronic Ceremonies: Television Performs a Royal Wedding	16
Roland Barthes	The Shape I’m In: Interview with French <i>Playboy</i>	33
Umberto Eco	<i>Casablanca</i> , or the Clichés Are Having a Ball	35
Edmundo Desnoes	The Death System	39
Susan Meiselas	A Portfolio on Central America	43
Roland Barthes	I Hear and I Obey . . .	54
Guido Crepax	<i>From The Story of O</i>	56
Roland Barthes	Reading Brillat-Savarin	61
Jan Kott	The Infarct	76
Roland Barthes	Textual Analysis of a Tale of Poe	84
Roland Barthes	Day by Day with Roland Barthes	98
Roland Barthes	How to Spend a Week in Paris: 8–14 October 1979	118
Michel de Certeau	Practices of Space	122
Michel de Certeau	The Jabbering of Social Life	146

<b>PART II</b>	<b>Understanding the Meaning of Signs</b>	<b>155</b>
Umberto Eco	How Culture Conditions the Colours We See	157
Umberto Eco	Producing Signs	176
Roman Jakobson	Dear Claude, Cher Maître	184
Roland Barthes	Barthes to the Third Power	189
Michel de Certeau	What We Do When We Believe	192
Jacques Lacan	Sign, Symbol, Imaginary	203
Julia Kristeva	The Speaking Subject	210
Vjačeslav Vsevolodovič Ivanov	Eisenstein's Montage of Hieroglyphic Signs	221
Jacques Derrida	To Speculate – on "Freud"	236
Christian Metz	Instant Self-Contradiction	259
Louis Marin	Writing History with the Sun King: The Traps of Narrative	267
Umberto Eco	A Portrait of the Elder as a Young Pliny: How to Build Fame	289
Roman Jakobson	Supraconscious Turgenev	303
Robert Scholes	Is There a Fish in this Text?	308
Geoffrey H. Hartman	The Unremarkable Wordsworth	321
Louis Marin	The "Aesop" Fable-Animal	334
A. J. Greimas	The Love-Life of the Hippopotamus: A Seminar with A. J. Greimas	341
<b>PART III</b>	<b>Signs of Life</b>	<b>363</b>
Michel Foucault	Sexuality and Solitude	365
Fredric Jameson	The Realist Floor-Plan	373
Edmundo Desnoes	Cuba Made Me So	384
Michel de Certeau	The Indian Long March	404
Jean Franco	Killing Priests, Nuns, Women, Children	414
Wlad Godzich	The Semiotics of Semiotics	421
Thomas A. Sebeok	Pandora's Box: How and Why to Communicate 10,000 Years into the Future	448
Milton Glaser	I Listen to the Market	467
Ronald Weintraub	Lifting the Veil	475
Matthew Klein	And Above All, Please Do Not Disturb	481
Umberto Eco	Towards a New Middle Ages	488
<i>Endword: Americans on the Move</i>		505
<i>Notes on Contributors</i>		513
<i>Acknowledgements</i>		519
<i>Index</i>		523