

CONTENTS

INTRODUCTION.....	9
I. LANGUAGE AND SOCIAL REPRODUCTION.....	25
1. On signs and language.....	25
2. Language as work and primary modelling.....	35
3. The critical work of sociosemiotics as semioethics.....	38
II. THE CRITIQUE OF GLOTTOCENTRICISM, EUROPEAN SIGNATURES.....	45
1. Glottocentrism and its stereotypes.....	45
2. Modelling, language, writing.....	52
3. On triadism, dialectics and automatism.....	58
4. Global semiotics and responsibility.....	65
III. TRANSLATION AS THE LIFE OF SIGNS.....	69
1. Translation, dialogism and understanding.....	69
2. The other as the vocation of the sign.....	74
3. Translation from abstract entities to concrete singularities.....	83
4. Grand ideologic narratives and transcultural communication.....	86
IV. COMMUNICATION AND OTHERNESS IN PHILOSOPHY OF LANGUAGE.....	95
1. Philosophy of language as the art of listening.....	95
2. Human sciences and the question of value.....	101
3. The detotalising method in philosophical research.....	103
4. Art, life, responsibility.....	106
V. SIGNIFICS AND SEMIOETHICS. EDUCATING FOR MEANING AND VALUE.....	111
1. Semiotics and education.....	111
2. The linguistic conscious and the linguistic conscience.....	118

VI. PERCEPTION AND UNDERSTANDING IN THE ERA OF GLOBAL COMMUNICATION	127
1. A phenomenological and a semiotic analysis	127
2. Perception and understanding in and beyond global communication.....	131
3. Perceiving time and space.....	137
4. Stereotypes in the face of migration and alterity.....	146
5. <i>In</i> , but not <i>of</i> , the globalised world	151
VII. HUMANISM QUESTIONED. THE GIFT IN AND BEYOND EXCHANGE	159
1. Language and value in a woman perspective	159
2. Identity matters	162
3. Significs to semioethics.....	164
4. Mother-sense	166
5. Ident, self, community	172
6. Nurturing the other and social change	174
7. Language and unilateral gift-giving	181
8. The globalisation of indifference, a way out.....	189
VIII. THE SELF: ITS LIMITS AND POTENTIALITIES	195
1. The self, the word and the other	195
2. The self in becoming.....	202
3. The semiotic self	210
4. Telos and the body.....	214
IX. TWO ASSUMPTIONS IN LEGAL DISCOURSE: ANSWERING FOR SELF AND TELLING THE TRUTH	219
1. Additional or implicit meanings	219
2. Hidden meanings in legal discourse.....	221
3. Telling the truth in legal practice. Veridiction and jurisdiction in Foucault	222
4. Answering for self and telling the truth in Peirce's semiotics.....	225
X. IDENTITY TO ALTERITY, A LOOK THROUGH LITERARY WRITING	233
1. Symbol, writing and life. A tale by M. Maeterlinck.....	233

1.1 Cosmic vision and writing	233
1.2 Telling stories and the resources of ambiguity.....	241
1.3 The power of symbolism. Love, logic and the destiny of the universe.....	247
1.4 Narrativity beyond the narrative text.....	256
2. Re-writing and de-writing Shakespeare.	
Laforge and Bene	259
2.1 The word revolution	259
2.2 Off-screen	261
2.3 Theatre without representation.....	264
XI. MISUNDERSTANDING IN UNDERSTANDING	279
1. The paradoxes of understanding	279
2. Joyful ambiguity.....	285
3. Vagueness and communication	290
4. I love you/Me too	295
5. The irony of infidelity, seduction and escape.....	298
6. Imposture and representation	302
7. A few words to conclude.....	304
REFERENCES.....	307
NAME AND SUBJECT INDEX.....	331