

Edited by John Deely,  
Brooke Williams, and Felicia E. Kruse

FRONTIERS  
in  
SEMIOTICS



INDIANA UNIVERSITY PRESS  
Bloomington

## CONTENTS:

EDITORS' PREFACE	vii	"Pars Pro Toto"
	vii	A. <i>Fad versus Revolution</i>
	xi	B. <i>Attaining the Being Proper to Experience</i>
	xiv	C. <i>Structure of the Volume</i>
	xviii	Description of Contributions and List of Permissions

### I. The Name and Its Context

JOHN LOCKE	3	Coining the Name
JOHN DEELY	5	The Coalescence of Semiotic Consciousness
THOMAS A. SEBEOK	35	The Doctrine of Signs

### II. Semiotic Systems:

#### Anthroposemiotics, Zoosemiotics, Phytosemiotics

DONALD PREZIOSI	44	The Multimodality of Communicative Events
JACQUES MARITAIN	51	Language and the Theory of Sign
UMBERTO ECO, ROBERTO LAMBERTINI, COSTANTINO MARMO, ANDREA TABARRONI	63	"Latratus Canis" or: The Dog's Barking
THOMAS A. SEBEOK	74	The Notion of Zoosemiotics
THOMAS A. SEBEOK	76	"Talking" with Animals: Zoosemiotics Explained
MARTIN KRAMPEN	83	Phytosemiotics
JOHN DEELY	96	On the Notion of Phytosemiotics

### III. Developing Themes

T. L. SHORT	105	Life among the Legisigns
FLOYD MERRELL	120	Structuralism and Beyond: A Critique of Presuppositions

### IV. Reshaping Traditional Spheres: Some Regional Applications

EUGEN BAER	140	The Medical Symptom
UMBERTO ECO	153	On Symbols
IRENE PORTIS WINNER	181	Semiotics of Culture
MICHAEL HERZFELD	185	Disemia
ROBERTA KEVELSON	191	Prolegomena to a Comparative Legal Semiotic
RICHARD LANIGAN	199	Semiotics, Communicology, and Plato's Sophist
BROOKE WILLIAMS	217	History in Relation to Semiotic
LUIGI ROMEO	224	Heraclitus and the Foundations of Semiotics

### V. The Name and Its Direction

JOSEPH RANSDALL	236	Semiotic Objectivity
THOMAS A. SEBEOK	255	"Semiotics" and Its Congeners
JOHN DEELY	264	Semiotic as Framework and Direction
	272	Notes
	289	References
	290	Explanation of Reference Style <i>(Historical Layering)</i>
	323	Index