

Existential Semiotics



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Reviews

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(Morris Cruickshank)

EXISTENTIAL SEMIOTICS



Indiana University Press. Hardback. Book Condition: new. BRAND NEW, Existential Semiotics, Eero Tarasti, These essays define the new philosophical field of existential semiotics. Existential semiotics involves a priori state of signs and their fixation into objective entities. There is a hermeneutic and phenomenological aspect to the work. Its sources are in Husserl, Schutz, Merleau-Ponty, Hegel, Schelling, Kierkegaard, Jaspers, and Heidegger. As a member of the Paris School of Semiotics (A.J. Greimas in particular), Tarasti is seeking less categorical, less Cartesian approaches. He sees semiotics in transition, shift, rupture and flux, something which is becoming rather than being. His theoretical ideas are illustrated with examples from high culture - painting, music, and literature - as well as from current day media and popular culture, including landscapes, gastronomy, novels, Walt Disney, film advertising as narratives, and post- colonial practices. Signs are examined in their interdisciplinary as well as intertextual connections.



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