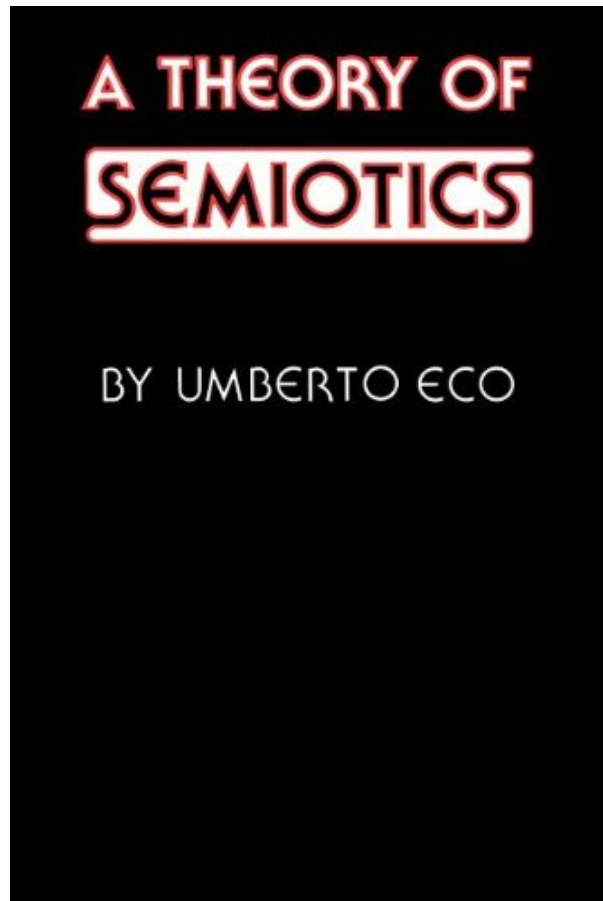


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never again will words be the same

By John Seybold

I stepped off the edge of normal thinking and rose to new heights of awareness. I have appreciated Mr. Eco as an author of great books, but I see him now as Dr. Eco, the man who makes words speak new meaning. When I listen to people, friends, family, (yes and God forgive me, TV talking heads) I no longer hear what they say, I see they are trying to express ideas with words they do not control. I just wish I could control them, the words, as Dr. Eco does. An excellent read, and excellant study and a great way to build your mind.

Thank you Dr. Eco, mille grazie, mille, mille grazie.

0 of 2 people found the following review helpful.

Ok.

By Raymond Cates

The book was informative but hard to read. The author obviously knows the English language very well, but doesn't seem to know the most effective ways to communicate with it. Ironically the book is all about communication.

93 of 95 people found the following review helpful.

Symbols: Development of a Methodology of Communication

By Incantissimo

The Italian Umberto Eco is a towering figure. A literary critic, novelist, and semiotician (studying symbols and symbol systems), he gained international recognition with "The Name of the Rose" (1980) in which he brought the study of semiotics to fiction. In this book, "Theory of Semiotics", he makes his contribution to the theoretical study of signs encompassing all cultural phenomena. His focus is on the development of a methodology of communication.

Like Roland Barthes, Eco starts from the foundations of semiotics in Saussure (Course in General Linguistics: who developed the idea of sign-systems and the sign/signified distinction, as well as the distinction between langue/parole - language and speech) and Claude Levi-Strauss (Structural Anthropology). Yet Eco surpasses this tradition to move into new territory, recognizing the limits to structuralism and Saussure's ideas. He recognizes, for example, that meaning is not merely governed by structure, but also interactively constructed by the reader/interpreter, who often inserts or fills-in missing meaning to construct a coherent picture.

Those interested in an introductory work to this fascinating field should be pointed to Eco's work "Semiotics and the Philosophy of Language" which is easier to start with.

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