CONTENTS

I. Bridging the Natural and Human Sciences

1. William B. Gomes
   How can ‘The Play of Signs and Signs of Play’
   Become an Attractive Model for Dealing with
   Eidetic and Empirical Research? 1

2. Zdzisław Wąsik
   Epistemology as a Semio-Mathetic Interplay of
   Human Organisms with Their Alterable Worlds 21

3. Geoffrey Owens
   Metaphor or Metonym? The Relationship
   between Biological and Cultural Evolution 35

II. Speaking and Doing

4. Donna E. West
   Early Enactments as Submissions Toward Self-Control:
   Peirce’s Ten-Fold Division of Signs 49

5. Myrdene Anderson and Katja Pettinen
   Performativities: Doing Things With and Without Words 65

6. Gila Safran Naveh
   Parables as Praxis and Semiosis 83

III. Play of Musement

7. Román Esqueda
   Design Thinking as Play of Musement 95

8. Griselda Zarate and Sahad Rivera
   Of Toys, Cultural Heritage and Globalization: The
   Collective Narrative Identity of Traditional Mexican Toys 105

9. Cassandra M. Collier
   Drag Queens in Play: The Drag Queen as
   Sign in Contemporary Culture 115
IV. Media, Actuality and Reality

10. **Elliot Gaines**  
   Semiotic Distinctions: Reality, Actuality, and Ideology in the Media  
   127

11. **Kyle Davidson**  
   Hatsune Miku and Crowd Sourced Pop Idol  
   137

12. **Jayakrishnan Narayanan**  
   The Pure, the Divine and the Sublime: The Semiotic of Visuals in Indian Classical Music Videos  
   145

13. **Valdenildo Dos Santos**  
   Surprise as the Trigger for Despair and Esteem in *The Force of Blood* by Cervantes  
   157

Index of Names  
175