# Table of Contents

**Preface**
1. *John Deely*
   - What is Semiotics  xi

**I. Presidential Address**
1. *Frank Nuessel*
   - Marcel Danesi and Semiotics 1

**II. Philosophical Bases of Worldviews**
2. *Chad Hansen*
   - World-Views in the History of Ideas 23
3. *Richard L. Lanigan*
   - The Two Senses of a Phenomenology of the Weltanschuung: An Essay in Honor of Émile Benveniste 30
4. *Bryan Lueck*
   - The Ethical Sense of “World” in the Era of Global Communication 37
5. *Deana Neubauer*
   - From a Mechanistic to a Natural Interpretation of the World: A Biosemiotic Perspective 44
6. *Irene Portis-Winner*
   - The Dynamics of World View 51
7. *Mark Reybrock*
   - Music Cognition as a Window to the World: An Experiential and Epistemological Approach 55
8. *Tomas J. Lopez*
   - Hermeneutics, Semiotics and Anthropology: Some Reflections on their Shared Histories 63

**III. Worldviews in Cultural Discourse**
9. *Gila Safran Naveh*
   - From Performance to New Perception and Empowerment: Jewish Salons 72
10. *Farouk Y. Seif*
    - From the Absolute to Metamorphoses: Egypt at the Epicenter of Transmodernity 82
11. William P. O’Brien
   Sign Process and the Sacramental Worldview of Roman Catholicism 105

12. Brooke Williams Deely
   Teresa of Avila as Sign of a Postmodern Worldview: The Semiotic Animal 113

13. Adam Ferguson
   Signifying the Digital Queer: Identity Within and Beyond Pragmaticism 122

14. Elliot Gaines
   Cultural Memory and the Semiotic Appeal of Media 129

15. Judy Kay King
   Ticket to Ride the Ancient Celestial Railroad: Natural Law, Worldview Knowledge, “Evolutionary Love”, and Ockham’s Razor 135

IV. Media Discourse

16. Cameron Kunzelman
   Pain Can Go Both Ways: The Politics of Comic Book Violence 153

17. Yun Xia
   Semiotics of Imagery: Cultural Narratives of Mobile Phone Communication 165

18. David Kergel
   Reading Signs – Towards a Semiotical Method in Media-philosophical Orientated Epistemology 177

V. Cultural Discourse

19. Terry L. West
   Symbols of Wicca as Semiotic Intrapersonal Communication 189

20. Didier Tsala Effa
    The Semiotics of Exogenous: A Study of Shopping Centers in Libreville 195

21. Jonathan Grant Griffin
    Foundations of Rhetoric within the Semiotics of Life 208
Semiotics 2011  Table of Contents

22. Rolf Dieter Hepp
   Precarity and Employment: Social Fragility, Precarity
   And the Increase of Atypical Work and Living Conditions –
   Their Relation, Mutual Influence and Impact on
   Social Structure in Europe 216

VI. Semiotic Methods

23. Charls Pearson
   Some Design Principles for Creating
   Semiotics Experiments 226

24. Myrdene Anderson and Devika Chawla
   Reverberating Voices:
   The Indulgences of Metaloguing 232

25. Donna E. West
   The Semiosis of the Degenerate Index 240

26. Donna E. West
   Measuring Indexical Competence:
   An Experimental Paradigm 247

27. Zdziław Wasik
   Epistemological Outlook on Sign
   Conceptions for the Aims of General Semiotics 254

28. Dora Ivonne Alvarez Tamayo
   The Semiotic Marketing Applied to Design of Integrated
   Graphic Communication Systems.
   A Methodological Model for Interdisciplinary Work 270

29. J. Raymond Zimmer
   Three-tiered Nested-sign Diagram of
   Giorgio Agamben’s Book on Homo Sacer 281

30. Nanta Novello Paglianti
   Ethnographic Photography – Between Text, Experience and Practice 288

VII. Semiotics in the Arts

31. Maria Giulia Dondero
   Diagrammatic Experience in
   Mathematics and in Works of Art 302
32. **William P. Dougherty**  
   Signs in Song: An Analysis of a Schubert Lied 313

33. **Kelsey Cummings**  
   Heroism and Marginalization within  
   Norrington’s Blade and Wiseman’s *Underworld* 321

34. **Navjotka Kumar**  
   Eco-Memorial:  
   Richard Misrach’s ‘Bravo 20’ National Park 329

35. **Thomas F. Broden**  
   Peirce, Semiosis, and Time: Examples from Visual Art 338

**VIII. Fact and Fiction: A Structural Analysis of *Harry Potter***

36. **Margaret Williamson Huber**  
   Analogical Classification in the Wizarding World 350

37. **Christina Estep**  
   Dueling Triangles: Power and Authority Struggles  
   within the Wizarding World 364

38. **Molly Ellis**  
   Legitimate Exchange: Legitimacy through  
   Reciprocity in *Harry Potter* 373

39. **Elijah Samuel St. Dennis**  
   Harry Potter and the Making of Myth: A Look at the  
   Harry Potter Franchise as Myth and its Meaning 387

**IX. Semiotics of the Grotesque**

40. **Stephanie Walsh Matthews**  
   On Being Grost-Out 394

41. **Elvira K. Katic** and **Lea Griffin**  
   Contortions of the Authentic: The Grotesque Simulacra of  
   Tourist Voodoo in New Orleans 403

42. **Phyllis Passariello**  
   The Semiotics of Hoarding:  
   The Grotesque and Nostalgia Gone Viral 411

43. **Robert S. Hatten**  
   Interpreting the Grotesque in Music 419

— viii —
X. Semiotics of Contemplation

44. Baranna Baker
   Sign, Symbol and Analogy: The Interior Castle and the Semiotics of Contemplation 427

45. Genna Gazelka
   Cutting, Writing, Sex: A Semiotic of Sublimation 436

46. Gloria C. Bibby
   La Quinceañera: Performative and Symbolic Representation 442

Author Index 449