

**Masters in Philosophy, Politics, Economics  
University of Bari Aldo Moro, 2017-18**

**Course in Logic and Theory of Argumentation  
Prof. Susan Petrilli**

**Syllabus**

**Talking about Signs about Signs**

**Chapters 1, 2, 4, and 5 are compulsory for all students, with the addition of any three chapters of the student's choice from those remaining (Part II is not included in this course).**

**Part I: Signs, Language, Argumentation. Basic Concepts  
by Susan Petrilli and Augusto Ponzio**

**1. Signs, Dialogue and Inference**

*by Susan Petrilli and Augusto Ponzio*

1. Semiotics and Semiosis; 2. Sign: The Protagonist; 3. Interpretant: The Stooge; 4. Pragmatism as Pragmaticism; 5. The Verbal Sign's Influence on Semiotics; 6. Signification and Significance; 6. Signification and Denotatum; 7. Subject and Alterity; 8. Beyond the Verbal Sign Paradigm; 9. Subject and Alterity; 10. Word and Dialogue; 11. Dialogue and Inference; 12. Inferences and Categories: Semiotics, Logic, Ontology

**2. Signs to Talk about Signs**

*by Augusto Ponzio*

1. Meaning as Interpretive Route; 2. Referent as Implicit Interpretant; 3. Signality and the Interpretant of Identification in Nonverbal Signs; 4. Signality and the Interpretant of Identification in Nonverbal Signs; 5. Conventionality, Indexicality and Iconicity between Interpreteds and Interpretants; 6. Signs and Responsive Understanding; 7. Enuntiatum, Text and Discourse Genre

**3. Peirce and Medieval Semiotics**

*by Susan Petrilli and Augusto Ponzio*

1. Premiss; 2. The Sign in Peirce and Petrus Hispanus; 2.1 *Significatio* and *acceptio*; 2.2. *Suppositio* and *copulation*; 2.3. *Significatio* and meaning; 2.4. *Suppositio* and *signification*; 3.

Peirce's view of Petrus Hispanus; 4. *Appellatio* and the object of the sign; 5. Autonomy of logic and pragmatism

#### **4. Symbol, Alterity and Abduction**

*by Augusto Ponzio*

1. Symbol and Alterity; 2. Indexicality and Iconicity as Degeneracy of the Symbol; 3. Logic and Dia-logic; 4. Orience and Alterity; 5. From Equivalence to Displacement: Icons and Alterity

#### **5. Signs of Silence**

*by Susan Petrilli*

1. Silence and Responsive Understanding; 2. Toward a Typology of Silence: Conventionality, Indexicality and Iconicity; 3. Silence, Iconicity and Listening

### **Part II: Logic and Argumentation**

**by Massimo A. Bonfantini**

#### **6. Innovation and Abduction**

1. (Hi)stories: Actions and Events; 2. The Three Faces of A Priori; 3. What Is the Form of Abduction? 4. Peirce against the Positivists; 5. Abduction according to Holmes; 6. Abduction according to Peirce; 7. Types of Abduction; 8. Are There "Laws of Hypothesis? Or, Rather, Is It Possible to Lay Down Guiding Principles for "Guessing Right"?"

### **Part III: Semiotic Dialogues. On Rhetoric, Argumentation and New Media**

**by Massimo A. Bonfantini, Susan Petrilli and Augusto Ponzio**

#### **7. Argumentative Dialogues and Non. Conditions of Dia-logic Argumentation**

1. Dialogue and Argumentation; 2. Logic, Dia-logic, Axiology; 3. Typology of Arguments and Typology of Signs; 4. To Argument, To Signify, To Simulate; 5. Dia-logic and Dialectic; 6. To Argument, To Announce, To Denounce

#### **8. TV Is Dead. Dialogue and New Media Communication**

1. The Television Crisis; 2. Television Communication in the Verbal and Non-verbal Marketplace; 3. Centrality of Pragmatics and Typology of Dialogue; 4. Semiotics and the Critique of Television Communication; 5. From a Passive Relationship with Media to One that is Active and Operative; 6. Lying and Dialogue; 7. Television and Keeping a Good Conscience; 8. Exaggeration and Critique of Common Places; 9. The 'Video Essay'

#### **9. Dialogue on Lying and Dialogue on Truth: Rhetoric Versus Argumentation**

1. The Signs of Rhetorical Tricks; 2. The Information Game; 3. Rhetoric of Definition and Decodification; 4. Direct, Indirect and Free Indirect Speech; 5. Argumentation and Simulation; 6. 'Rhetoricae Magistra' TV

**Part IV: Intercultural Communication, Rhetoric and Argumentation. A Semioethic Approach**  
**by Susan Petrilli and Augusto Ponzio**

**10. Intercultural Communication – a Mystification of Capitalist Communication-Production**  
*by Susan Petrilli and Augusto Ponzio*

1. Premiss; 2. Translation in Today's Capitalist Global Communication World, 3. Communication as Translation for Others, Reconstruction with Others, and Restitution to Others

**11. Rhetoric, Social Alienation and Semioethics in Global Communication**  
*by Susan Petrilli*

1. Premiss; 2. Rhetoric and Argumentation; 3. Global Communication and Behaviour Programs; 4. The Problem of Social Communication; 5. Communication and *Semioethics*