

## Reflections on Signs and Language

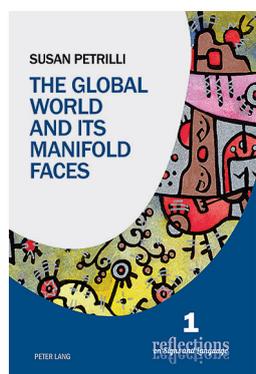
Series directed by Susan Petrilli and Augusto Ponzio

This book series proposes themes that are generally associated with the so-called sciences of signs and language, in the first place semiotics, linguistics and philosophy of language. It also focusses on problems that interest the communication sciences, including mass-medial communication. However, the perspective of this book series is not limited to that internal to any one of these disciplinary areas.

The series also aims to propose a vision that is critical, open, or, as we prefer to describe it, dialogic, that is, a vision developed in terms of interdisciplinary dialogue. Such interdisciplinary dialogue is, in turn, proficuous if it is not restricted to encounter at a scientific level among specific disciplines, competencies and interests.

A priority characterising this series in fact is to create the conditions for encounter between the sciences of signs, language and communication, on the one hand, and the problems of everyday life which are closely involved in signs, language and communication, indeed are engendered in them, on the other. We live in a world where life in general as much as the life of each and every one of us depend on signs, language and communication ever more. In fact, we speak of today's world as the world of global communication. But there's more: not only human life, but life in a broad sense consists of communication and is made of signs, as biosemiotics now evidences unequivocally.

The basic attitude or propensity that this series intends to encourage is one of listening. From this point of view, the approach to the science of signs or semiotics that most interests us is one that turns its attention to the symptoms of what can generally be indicated as ill-being not only in the anthropological, sociological or psychological spheres, but also the ecological. The aim is the same as that shared with one of the most ancient branches in the study of signs, medical semeiotics (or symptomatology): to help life be well, everywhere and in whatever form it presents itself over the planet.



Vol. 1

Susan Petrilli

## The Global World and Its Manifold Faces

Otherness as the Basis of Communication

Bern, 2016. approx. 300 pp.

The Global World is a pivotal formula in present-day «New Speak». The book's leitmotif – if it is true that the faces of today's global world are manifold – is that language opens to the other, that the world's boundaries are the multiple boundaries of the relations to others, of encounters among differences. Otherness logic is in language and life. The aim is to evidence how, contrary to implications of the new speak order, new worlds are possible, critical linguistic consciousness is possible – a «word revolution» and pathway to social change. The method is «linguistic» and concerns the language and communication sciences. But to avoid that the limits of the latter influence our perspective on «the global world and its manifold faces», this method is located at the intersection of different scientific perspectives. As such it pertains to «philosophy of language», but in dialogue with the science of verbal and nonverbal signs, today «global semiotics», therefore it is also «semiotic». And given that how to understand «the global world» is not just a theoretical issue, but concerns how we relate to others, to differences in all their forms and aspects, the method proposed with this book is also «semioethic»

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