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reflections
on Signs and Language



THE GLOBAL WORLD
AND ITS MANIFOLD FACES

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 word’s boundaries are the multiple boundaries of the relation to others, of encounter 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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