

《符号学理论》

图书基本信息

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内容概要

全书共分五章,分别阐述了符号学的基本术语、概念及理论体系,并对“代码”、“符号功能”、“讯息”、“文本”、“超编码与低编码”等问题进行了富有创造性的探讨。

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精彩短评

- 1、你问我看懂没看懂，我就明确告诉你没有，你又要来把我批判一番
- 2、--不是艾大叔写的不好，而是我真的看不太懂~~~如果你问我到底说了啥，我只能说~大概明白了
- 3、不宜作为符号学入门读物，太艰涩
- 4、图书馆借的，没读完就已到期，遗憾。
- 5、用拼音文字的人纠结的东西在用象形文字的人看来不值一提。
- 6、不是很好懂。

1、 FROM WIKI: Umberto Eco (born 5 January 1932) is an Italian medievalist, semiotician, philosopher, literary critic and novelist, best known for his novel *The Name of the Rose* (*Il nome della rosa*, 1980), an intellectual mystery combining semiotics in fiction, biblical analysis, medieval studies and literary theory. Eco is President of the *Scuola Superiore di Studi Umanistici*, University of Bologna, and an Honorary Fellow of Kellogg College, University of Oxford.[1] He has also written academic texts, children's books and many essays. Eco's fiction has enjoyed a wide audience around the world, with good sales and many translations. His novels often include references to historical figures and texts and his dense, intricate plots tend to take dizzying turns. Eco employed his education as a medievalist in his novel *The Name of the Rose* (1980), a historical mystery set in a 14th century monastery. Franciscan friar William of Baskerville, aided by his assistant Adso, a Benedictine novice, investigates a series of murders at a monastery that is set to host an important religious debate. Eco is particularly good at translating medieval religious controversies and heresies into modern political and economic terms so that the reader can appreciate their substance without being a theologian. *The Name of the Rose* was later made into a motion picture starring Sean Connery, F. Murray Abraham and Christian Slater. One notable fact about this book is that the underlying mystery of the murder is actually borrowed from the "Arabian Nights" - translated from the Arabic by Sir Richard Burton. *The Name of the Rose* is a creative and biographical tribute to Jorge Luis Borges, represented in the novel and the film by the blind monk and librarian Jorge of Burgos. Borges, like Jorge, lived a celibate life consecrated to his passion for books, and also went blind in later life. *Foucault's Pendulum* (1988), Eco's second novel, has also sold well. In *Foucault's Pendulum*, three under-employed editors who work for a minor publishing house decide to amuse themselves by inventing a conspiracy theory. Their conspiracy, which they call "The Plan", is about an immense and intricate plot to take over the world by a secret order descended from the Knights Templar. As the game goes on, the three slowly become obsessed with the details of this plan. The game turns dangerous when outsiders learn of The Plan, and believe that the men have really discovered the secret to regaining the lost treasure of the Templars. *The Island of the Day Before* was Eco's third novel. The book is about a man in the Renaissance marooned on a ship within sight of an island which he believes is on the other side of the international date-line. The main character is trapped by his inability to swim and instead spends the bulk of the book reminiscing on his life and the adventures that brought him to be marooned. *Baudolino*, a fourth novel by Eco, was published in 2000. *Baudolino* is a knight who saves the Byzantine historian Niketas Choniates during the sack of Constantinople in the Fourth Crusade. Claiming to be an accomplished liar, he confides his history, from his childhood as a peasant lad endowed with a vivid imagination to his role as adopted son of Emperor Frederic Barbarossa, to his mission to visit the mythical realm of Prester John. Throughout his retelling, *Baudolino* brags of his ability to swindle and tell tall tales, leaving the historian (and the reader) unsure of just how much of his story was a lie. *The Mysterious Flame of Queen Loana* is Eco's fifth novel and is about Imbo Bodoni, an old bookseller specialized in antiques who emerges from a coma with only memories to recover his past. In an interview during 2009 London Book Fair, Eco dismissed the rumors of *The Mysterious Flame of Queen Loana* being his last novel, stating that he is a "young novelist" and may write more novels in the future.[10] Eco's work illustrates the concept of intertextuality, or the inter-connectedness of all literary works. His novels are full of subtle, often multilingual, references to literature and history. For instance, the character William of Baskerville is a logically-minded Englishman who is a monk and a detective, and his name evokes both William of Ockham and Sherlock Holmes (by way of *The Hound of the Baskervilles*). Eco cites James Joyce and Jorge Luis Borges as the two modern authors who have influenced his work the most (Source: 'On Literature').

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