

SEMIOTIK = ???

06: F. Rossi-Landi

semiotics

semiotica

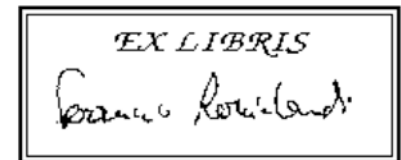
sémiotique

semasiologie

Σημειωτική

sematologie

sémiologie



**Ferruccio Rossi-Landi
(1921-1985)**

Ferruccio Rossi-Landi: Publikationen [Auswahl] 1

- Rossi-Landi, Ferruccio (1961). *Significato, comunicazione e parlare comune*. Padova: Marsilio
- Rossi-Landi, Ferruccio (1972). *Semiotica e ideologia*. Milano: Bompiani
- Rossi-Landi, Ferruccio (1973). *Dialektik und Entfremdung in der Sprache*. Frankfurt/M.: Makol [German trans. of chapters of R.-L. 1972]
- Rossi-Landi, Ferruccio (1974). *Sprache als Arbeit und als Markt*. München: Hanser [new German trans. of R.-L. 1968; the first one of 1972 was withdrawn by the author]
- Rossi-Landi, Ferruccio (1975). *Linguistics and Economics* (= Janua Linguarum, Series Maior 81). The Hague: Mouton, 2nd ed. 1977 [first publ. in: *Current Trends in Linguistics*. Vol. XII: Linguistics and Adjacent Arts and Sciences. The Hague: Mouton 1974, Part 8, 1787-2017]
- Rossi-Landi, Ferruccio (1976). *Semiotik, Ästhetik und Ideologie*. München: Hanser [traduction des chapitres de R.-L. 1972a]
- Rossi-Landi, Ferruccio (1978). *Ideologia*. Milano: ISEDI
- Rossi-Landi, Ferruccio (1983). "Das semiotische Modell der (Zeichen-)Produktion". In: Bernard, Jeff (ed.), *Didaktische Umsetzung der Zeichentheorie. Akten des 4. Symposiums der Österreichischen Gesellschaft für Semiotik, Linz 1981* (= *Angewandte Semiotik* 2). Wien-Baden b.W.: ÖGS, 93-111
- Rossi-Landi, Ferruccio (1985). *Metodica filosofica e scienza dei segni. Nuovi saggi sul linguaggio e l'ideologia*. Milano: Bompiani

Ferruccio Rossi-Landi: Publikationen [Auswahl] 2

Rossi-Landi, Ferruccio (1990). *Marxism and Ideology* (= Marxist Introductions).
Oxford: Clarendon Press [Engl. transl. of Rossi-Landi 1982]

Rossi-Landi, Ferruccio (1992). *Between Signs and Non-Signs*. Ed. Susan Petrilli (= Critical Theory 10). Amsterdam: John Benjamins

Rossi-Landi, Ferruccio (1995). "Work, Time, and Some Uses of Language". In:
Bernard, Jeff (ed.). *Zeichen/Manipulation. Akten des 5. Symposiums der
Österreichischen Gesellschaft für Semiotik, Klagenfurt 15.-16.12.1984* (= Angewandte Semiotik 6). Wien: ÖGS, 141-159

Withalm, Gloria (2006) "Ferruccio Rossi-Landi. An Overview on his Ideas on Social
Reproduction and Innovation". *Trans. Internet-Zeitschrift für Kulturwissenschaften*
Nr. 16 [= *Innovationen und Reproduktionen in Kulturen und Gesellschaften/Innova-
tions and Reproductions in Cultures and Societies/Innovations et reproductions
dans les cultures et les sociétés. Beiträge zur Konferenz in Wien, 9. bis 11.
Dezember 2005/Contributions to the conference in Vienna, from 9 to 11 December
2005/Communications de la conférence, Vienne 9 – 11 decembre 2005*]. Web online:
http://www.inst.at/trans/16Nr/01_2/withalm16.htm

Ferruccio Rossi-Landi: Work

M the material(s)

I the instruments (or utensils)

W the worker

Wo the working operations

A the end [or “aim”]

P the product(s)

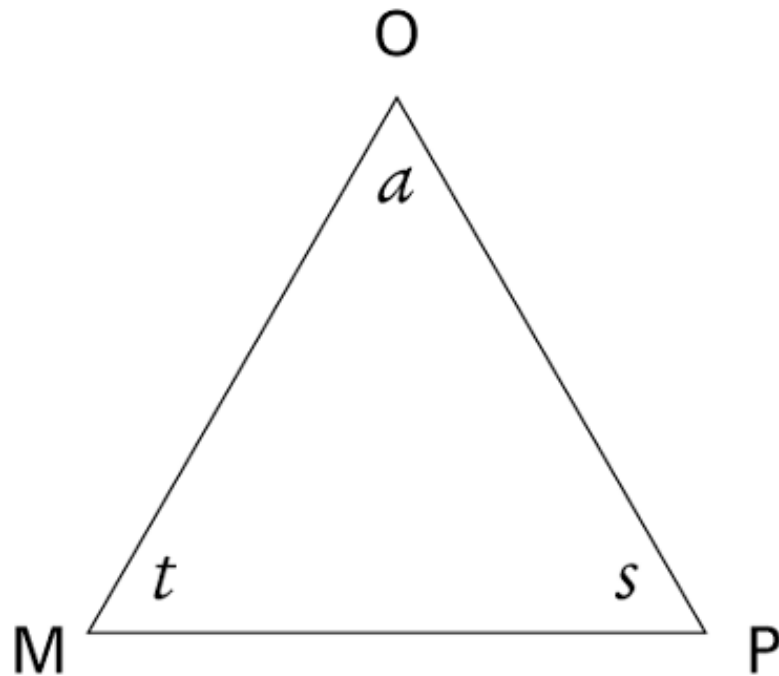
Ferruccio Rossi-Landi: Work

- M** the material(s)

- O** the operation(s) which include
 - I the instruments (or utensils)
 - W the worker
 - Wo the working operations
 - A the end [or “aim”]

- P** the product(s)

Ferruccio Rossi-Landi: WORK – basic triad



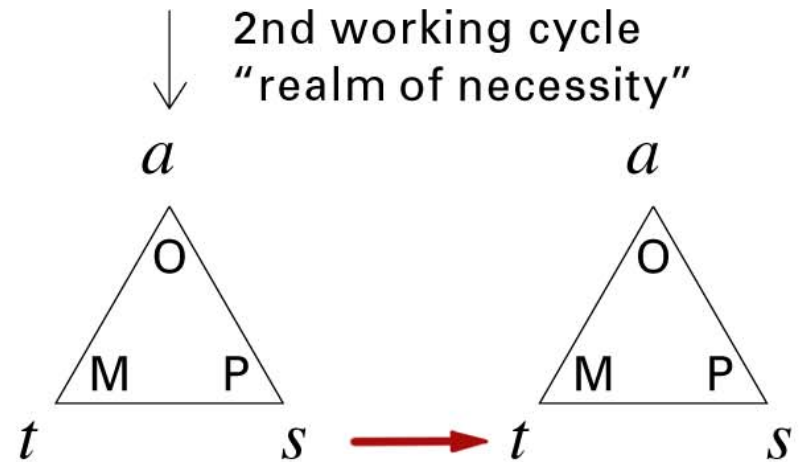
M the material(s)

O the operation(s) which include
I the instruments (or utensils)
W the worker
Wo the working operations
A the end [or “aim”]

P the product(s)

t *thesis*
a *antithesis*
s *synthesis*

Ferruccio Rossi-Landi: "tools to build tools" I

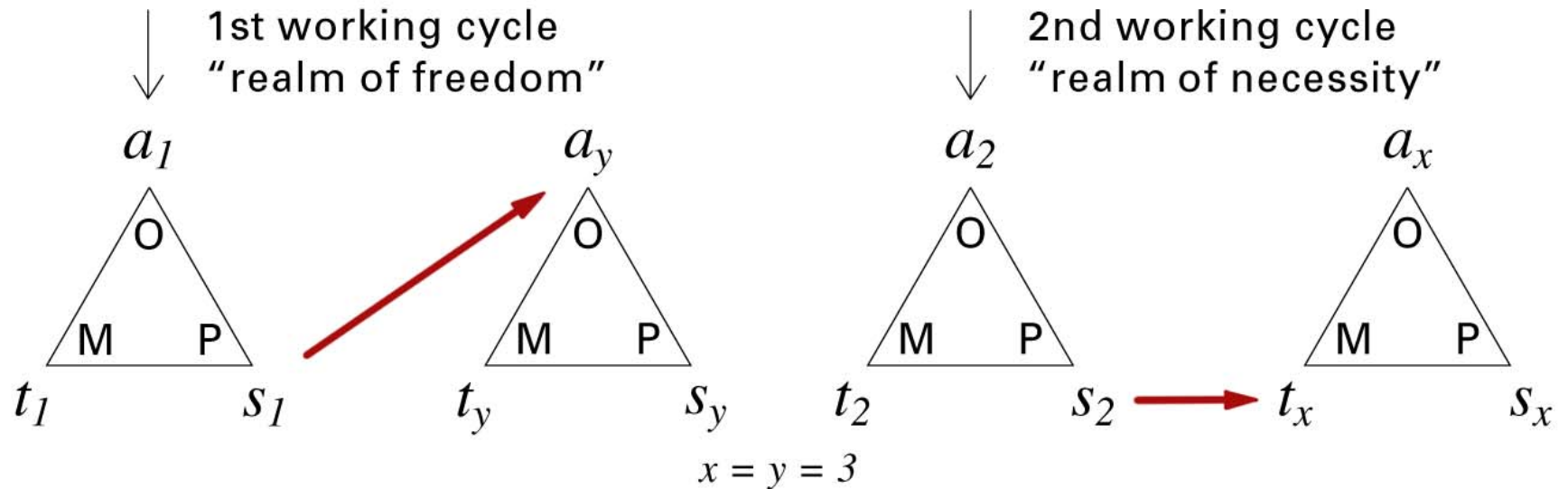


M materials
O operations
P product

t *thesis*
a *antithesis*
s *synthesis*

(cf. Rossi-Landi 1995: 147)

Ferruccio Rossi-Landi: "tools to build tools" II

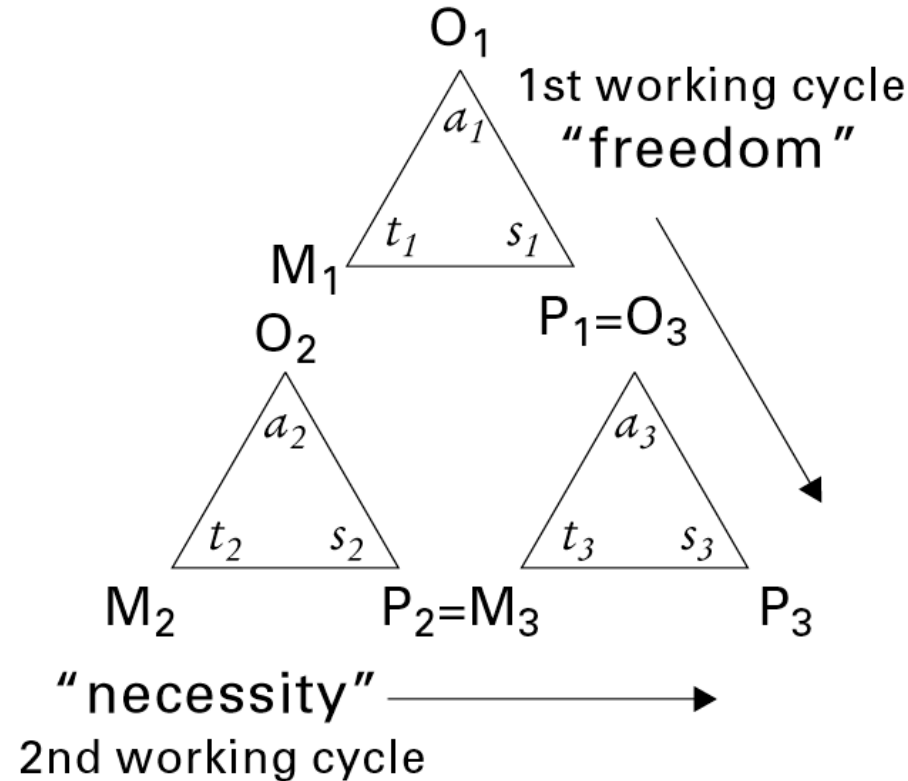


M materials
O operations
P product

t *thesis*
 a *antithesis*
 s *synthesis*

Ferruccio Rossi-Landi: "tools to build tools" III

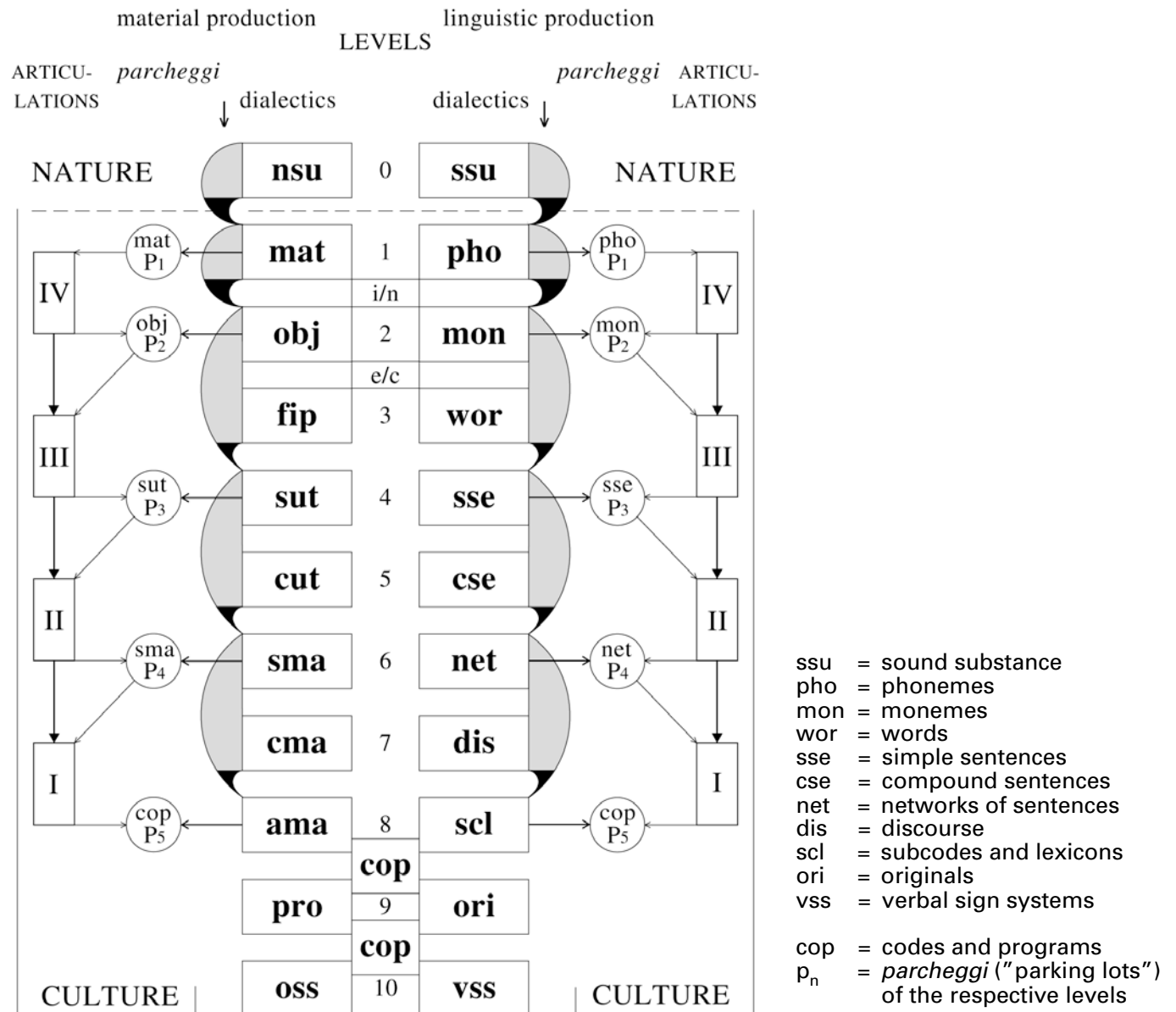
(basic dialectic structure)



M	material(s)	<i>t</i>	<i>thesis</i>
O	operation(s)	<i>a</i>	<i>antithesis</i>
P	product(s)	<i>s</i>	<i>synthesis</i>

(Rossi-Landi 1995)

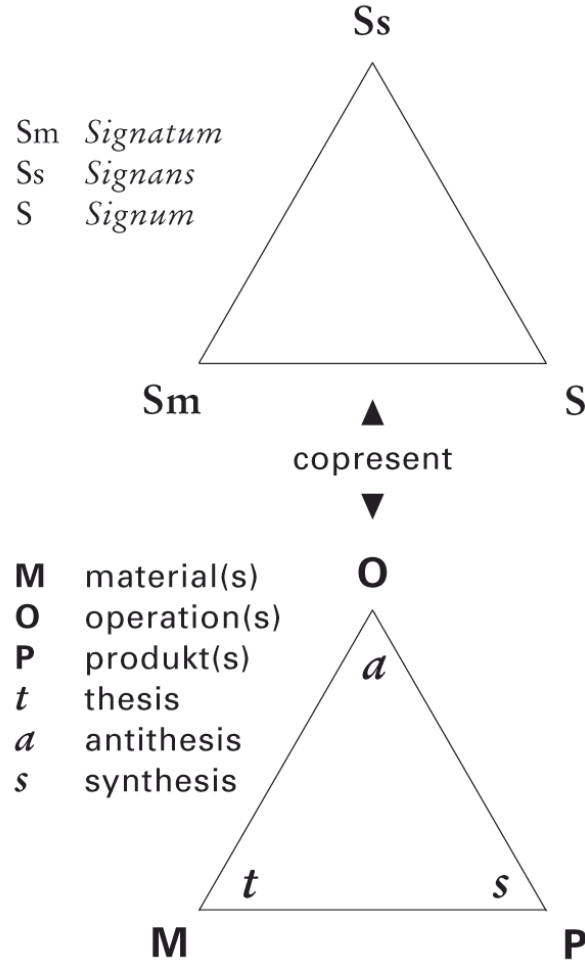
Ferruccio Rossi-Landi: Homology model



Ferruccio Rossi-Landi: Zeichenmodell

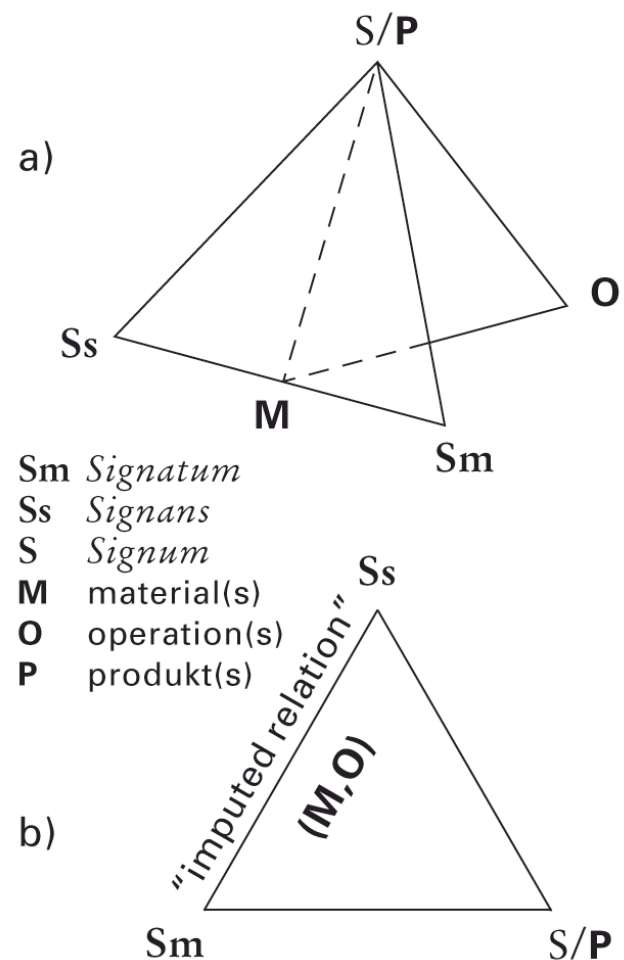
Dialectic Sign Model

(I) analytic



Dialectic Sign Model

(II) synthetic



Ferruccio Rossi-Landi: *Schema of Social Reproduction*

1. External material **production** which, although *it uses signs*, produces not signs but bodies.

2. EXCHANGE, which is always, at the same time and constitutively,

external material EXCHANGE, that is, the process of exchanging not signs but bodies;

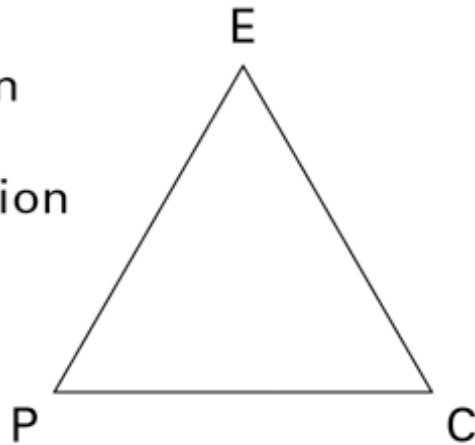
sign EXCHANGE, that is, communication, including as such within it:

sign **production**,
sign EXCHANGE in the strict sense, and
sign consumption.

3. External material consumption, which, even when *it uses signs*, consumes not signs but bodies.

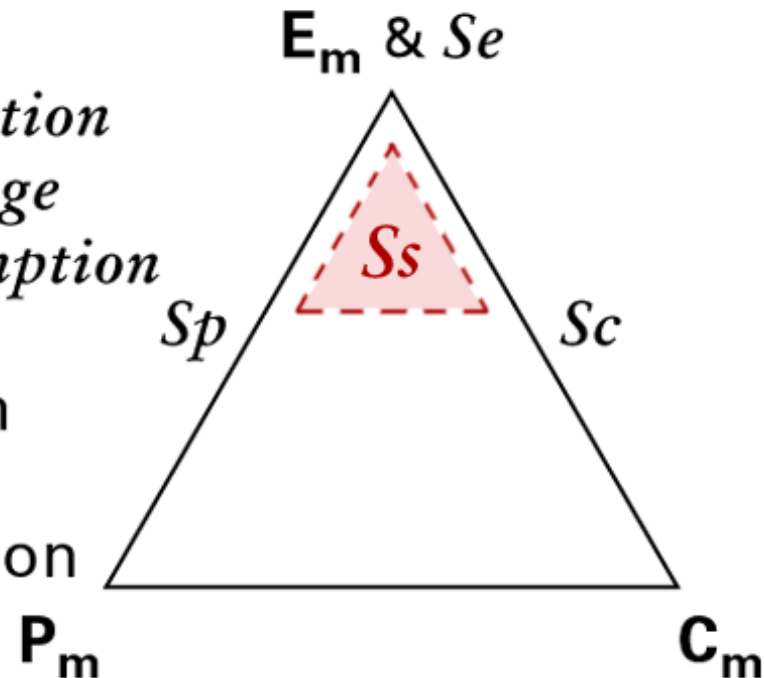
Ferruccio Rossi-Landi: *Social Reproduction – Basistriade*

P production
E exchange
C consumption

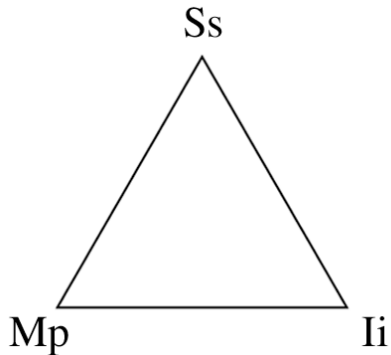


Sp sign production
Se sign exchange
Sc sign consumption

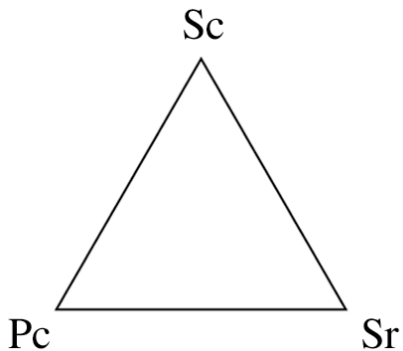
P_m production
E_m exchange
C_m consumption



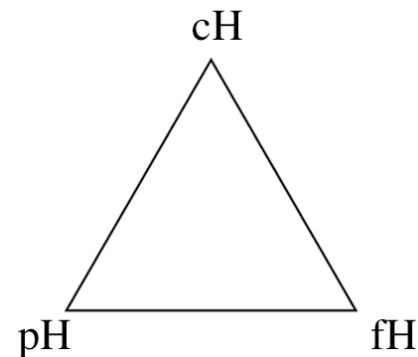
Ferruccio Rossi-Landi: *Social Reproduction – Subtriaden*



Mp modes of production
(or *structure*)
Ss sign systems
Ii ideological institutions
(or *superstructure*)

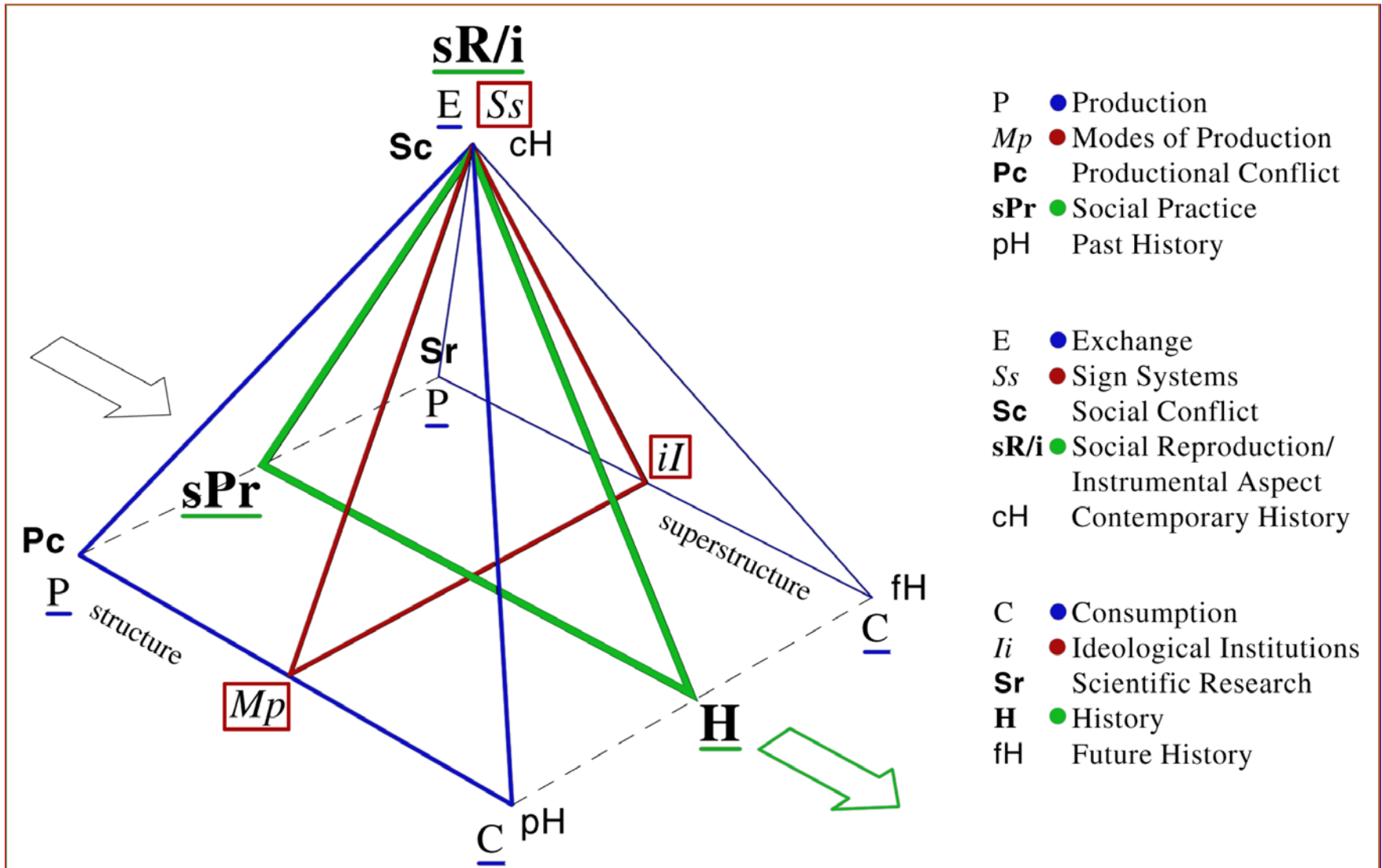


Pc productional conflict
Sc social conflict
(or *class struggle*)
Sr scientific research



pH past history
cH contemporary history
fH future history

*Ferruccio Rossi-Landi: *Social Reproduction*



Ferruccio Rossi-Landi: *Ideology a*

ideology as false thinking [from (i) to (vi)]	philosophy (vii)	ideology as world-view [from (viii) to (xi)]
growing “seriousness” from less conscious to more from less general to more		decreasing “seriousness” from more conscious to less from more general to less

(cf. Rossi-Landi 1978: 17; 1990: 19-20)

Ferruccio Rossi-Landi: *Ideology b*

