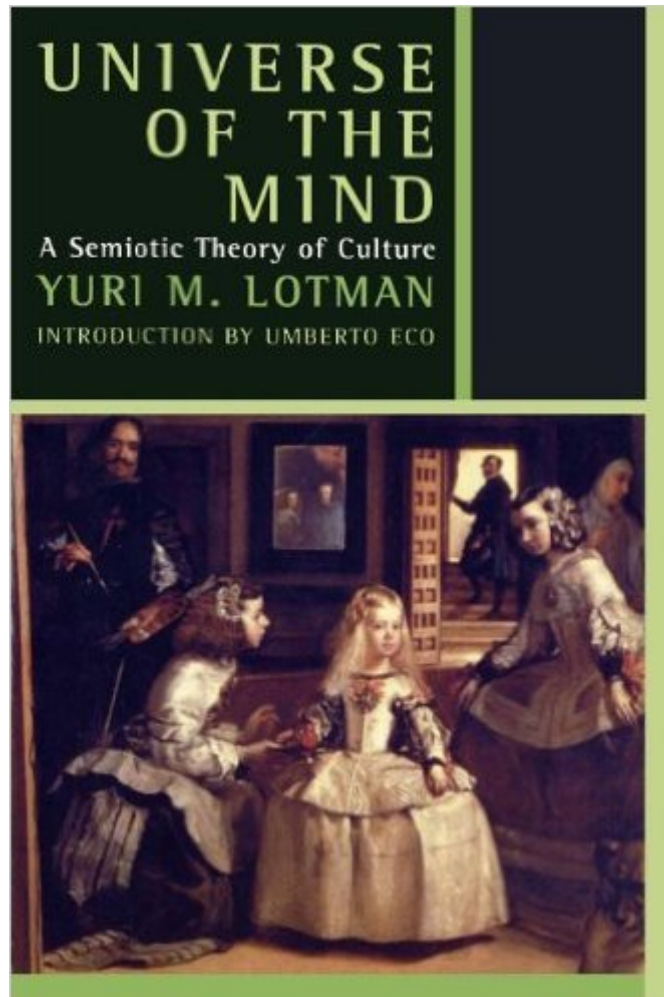


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# Universe Of The Mind: A Semiotic Theory Of Culture (The Second World)



## Synopsis

Universe of the Mind A Semiotic Theory of Culture Yuri M. Lotman Introduction by Umberto Eco  
Translated by Ann Shukman A major book by one of the initiators of cultural studies. "Universe of the Mind is an ambitious, complex, and wide-ranging book that semioticians, textual critics, and those interested in cultural studies will find stimulating and immensely suggestive." •Journal of Communication "Soviet semiotics offers a distinctive, richly productive approach to literary and cultural studies and Universe of the Mind represents a summation of the intellectual career of the man who has done most to guarantee this." •Slavic and East European Journal Universe of the Mind addresses three main areas: meaning and text, culture, and history. The result is a full-scale attempt to demonstrate the workings of the semiotic space or intellectual world. Part One is concerned with the ways that texts generate meaning. Part Two addresses Lotman's central idea of the semiosphere •the domain in which all semiotic systems can function •presented through an analogy with the global biosphere. Part Three focuses on semiotics from the point of view of history. A seminal text in cultural semiotics, the book's ambitious scope also makes it applicable to disciplines outside semiotics. The book will be of great interest to those concerned with cultural studies, anthropology, Slavic studies, critical theory, philosophy, and historiography. Yuri Mikhailovich Lotman is the founder of the Moscow-Tartu School and the initiator of the discipline of cultural semiotics.

## Book Information

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## Customer Reviews

I bought this out of an intense interest of semiotic approaches toward language and culture. I love the concepts that Lotman covers, the only problem is the style they are written in is very circumlocutory--the whole time I'm reading, I'm saying, "OK, but now get to the point." Extremely verbose style, extremely high lexical density makes for difficult reading. The concepts, however, are fabulous. Especially the particular issue of the "semiosphere" as representative of a diachronic intersection of fluid exchanges converging in any single moment/place/time. Excellent stuff.

This is a very exciting book to read - I highly recommend it to anyone who's interested in the subject. I have also compared it to the original work by Yuri Lotman (a prominent philologist and the founder of the semiotic theory). Ms. Shukman did a marvelous job translating the book into English. Great introduction by Umberto Eco (as expected :-).

In these essays the founder of the Tartu School of semiotics tells us about individual cultures and collective cultures, and the communication between them is viewed in terms of inter-cultural translation. It's very useful for all researchers - like myself - who investigate translation from a semiotic point of view.

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