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"VIRTUAL" AUGUSTO PONZIO

Premise

Augusto Ponzio's personal web site showcases his extraordinary scholarship and it offers an introduction to his exceptional research in an easily accessible format. This brief essay will discuss the various components of Ponzio's web site as well as selected related sites that feature his professional activity so that semioticians will be aware of this consequential unified resource that will them to gain knowledge about the various domains of Ponzio's scholarly activity during the past four decades.

The name Augusto Ponzio is synonymous with excellence in semiotic research. In his role as Full Professor of Philosophy of Language and General Linguistics and Head of the Department of Linguistic Practices and Text Analysis at the University of Bari, Ponzio has taught and mentored several generations of scholars who have become well-known scholars in their right own due to his expert tutelage and guidance.

Since 1967, Ponzio's numerous books and essays on matters related to semiotics have become known to everyone in this interdiscipline. Immediate access to some of his most important work is now readily available on the Internet through Ponzio's (2006a) personal web site which also contains links to several others. This site (Ponzio 2006a) provides "virtual" access to some of his important intellectual contributions. For this reason, it is worthwhile discussing this valuable resource.

The web site titled simply "Augusto Ponzio" (2006a) contains a *vademecum* of his professional life and his extraordinary and inspiring erudition. From the home page, one may view a panoply of links that provides significant information about Ponzio's scholarly activities and achievements. This web site is the ideal way to gain an understanding of this outstanding scholar's contributions to the field of semiotics.

A journey through the various links on this web site (Ponzio 2006a) provides the spectator with an overview of Ponzio's admirable work (see Figure 1). The presentation

("*Presentazione*") portal, located in the center of the home page, and the one which every viewer should consult first, contains a succinct section in Italian entitled "Sidelights" that offers a brief biographical sketch of Ponzio's academic career and scholarship. This note is followed by Susan Petrilli's essay, written in English, entitled "Semiotic Profile: Augusto Ponzio. Portrait of the Semiotician and Philosopher of Language on the Occasion of his 40th year of teaching". In this essay, Petrilli provides an essential overview of Ponzio's ideas and philosophy.

Figure 1. Augusto Ponzio's Web Site

Once the viewer has read Petrilli's very informative introductory essay on Ponzio and his work, the viewer should examine the left-hand side of the web site since it provides additional information about Augusto Ponzio including the following: (1) Collaborators; (2) information about his recent books; (3) selected texts by Ponzio; (4) bibliography; (5) readings on the net; (6) translations into Italian; (7) a list of Ponzio's participation in major conferences. We will discuss the various links of Ponzio's personal web site in what follows.

The first section of this web site contains a list of his collaborators ("Collaboratori") which includes Susan Petrilli, Roberto Ottaviano, Nicolas Bonnet, Cosimo Caputo, Luciano Ponzio, Margherita De Michiel, Patrizia Calefato, Loreta De Stasio, Michele Lomuto, Julia Ponzio, Paolo Jachia, Arianna De Luca, Mario Valenti, and Emanuele Ponzio.

Second, the "Informalibri" link provides a list of Ponzio's latest and recently published books with views of their front and back covers. Since this link is constantly updated, it will always have new materials

Third, there is a selection of Ponzio's scholarly texts ("Testi in vista") including the following list in Italian, English and Spanish: *I dialoghi semiotici*, "Presentazione di Augusto

Ponzio alla nuova edizione di ideologia di Ferruccio Rossi-Landi", *Freud e il Freudianismo*, "Dialogic gradation in the logic of interpretation: Deduction, induction, abduction", *Semiotic dialogues*, "The otherness of communication: From community to communitariness", "Dialogism and biosemiotics", "Escritura de la novela y del cinema como crítica de la comunicación global", and "Il 'disastro antropologico' della 'produzione creatrice di benessere'".

Fourth, there is a comprehensive bibliography ("Bibliografia") with four separate components: (1) Critical readings; (2) edited books and books in translation; (3) books; and (4) articles, reviews and critical notes. Noteworthy, to be sure, is the list of Ponzio's seventy books, the first of which dates from 1967 and whose most recent entry is for 2005, though he has published several more since that date. Those familiar with Ponzio's research agenda will recognize the many topics about which he has written such as philosophy and language, language and social relations, transformational grammar and political ideology, signs and contradictions, literature and language to name but a few. Likewise, he has written about well-known scholars and philosophers such as Karl Marx, Ferruccio Rossi-Landi, Emmanuel Levinas, Mikhail Bakhtin, Thomas Sebeok, and others. Equally notable is the separate bibliography of his edited works and translations (45 from 1975 to 2003). Finally, the bibliography of essays, reviews, and critical notes date from 1967 to 2001 with a remarkable total of 287 entries.

Fifth, there is a section entitled readings on the net ("Letture in rete") which includes an impressive array of essays and which reflect the wide range of Ponzio's research. The first to appear on this link is one in English ("The role of language and ideology in social reproduction according to Rossi-Landi") which was a plenary lecture delivered at the IRICS conference in Vienna, Austria. A selected list from the nineteen additional essay on this site includes the following in Italian, English, and French: *Tesi per il futuro anteriore della semiotica*, "Considerazione su musica, immagine, e studio dei segni", "Hypertext and translation", "Global communication and otherness", *Signs of research on signs*, and *Reasoning with Emmanuel Levinas*, *L'écoute de l'autre*.

Sixth, there is a section on Ponzio's translations into Italian (*Leggere traducendo*) of poetry by Baudelaire, John Donne, Jorge Luis Borges, and Paul Valéry.

On the final link on the lefthand side of Ponzio's home page, there is a listing of Ponzio's presentations at major international conferences (*"Conferenze"*) including Israel, Germany, Spain, Canada, Bulgaria, Australia, and Switzerland.

At the top of the home page, there are three additional links: (1) Events ("Eventi"); (2) related links ("Link"); and (3) *Athanor*, a publication of the University of Bari. The first link guides the web navigator to the Semiotics Institute Online (2006) as well as other conferences and related materials. The second link provides an extensive list of additional links, all of which contain further information about Ponzio's semiotic and creative endeavors. The third link at the top contains information about the annual publication *Athanor* (University of Bari) which features essays by Ponzio and others.

In the center of the home page of this web site (Ponzio 2006a), there is a link to another web site (Ponzio 2006b). This link features the following information: (1) Contact information; (2) chronology; (3) bibliography (books, edited books, and books in translation); (4) Online resources (texts by Ponzio) and readings on the net. This link allows readers to access complete or partial texts of his numerous landmark books and essays and it is quite useful for understanding his approach to semiotics, language, and philosophy.

In the center of Ponzio's (2006a) home page, there is still more information about Ponzio including: (1) Two separate email addresses that allow the site visitor to contact Ponzio directly; (2) recently published works; (3) "Con Mozart", a program of a conference held October 2-3, 2006 including a presentation by Ponzio entitled "I due Giovannni: Don Giovanni e Johannes Kierkedgaard"; (4) Augusto Ponzio: selected further reading 2002-2006 that features an updated list of his books (20), articles (15), and edited and translated books (8) since 2002; (5) various other recent books by Ponzio; and (6) various photographs of Ponzio at work.

In addition to the above two web sites (Ponzio 2006a,b), the one for the *Dipartimento di Pratiche Linguistiche e Analisi di Testi* (2006, "Department of Linguistic Practices and Analysis of Texts") enumerates the academic personnel in his own Department. Appropriately, the first name is that of Augusto Ponzio, and on this link one finds Ponzio's *curriculum vitae* and a very brief list of his publications. There is also a link to Augusto Ponzio (2006a). Likewise, under recent publications by departmental faculty, one finds numerous books including the following selected recent ones: *Semiotics Unbounded:*

Interpretive Routes through the Open Network of Signs (Petrilli and Ponzio 2005), *The Semiotic Animal* (Deely, Petrilli and Ponzio 2005), *Semioetica* (Petrilli and Ponzio 2003), *Ferruccio Rossi-Landi / Ideologia* (Ponzio 2003a), and *I segni tra globilità e infinità* (Ponzio 2003b).

A fourth web site is "Semiotics Institute Online" (2006), formerly "Cyber Semiotics Institute", is a non-profit organization that provides advanced courses in various areas of semiotic research. Naturally, one of the instructors for this online institute is Augusto Ponzio who offers the course entitled "The Dialogic Nature of Signs" which features the following eight brilliant series of lectures and a bibliography:

1. Dialogue and Alterity. Dialogue and dialogism: formal and substantial dialogue.
2. Dialogue and Alterity. Dialogue in "dialogue genre", external and internal discourse, utterance, and individual word,
3. Dialogue and Sign. The sign is something which calls for a certain response, according to another something, i.e., the interpretant.
4. Dialogue and Sign. The sign is firstly an interpretant, i.e., a response.
5. Logic as Dia-Logic.
   1. Alterity and dialogism in semiosis and argumentation.
   2. Degrees of alterity in deduction, induction and abduction.
6. Dialogism and Biosemiosis. Dialogism, modeling and communication in semiosis.
7. Dialogism and Semiosis. Bakhtinian dialogism and biosoemiosis.
8. For a Critique of Dialogic Reasoning.
   1. Dialogue and dialectics.
   2. Dialogism and Bodies in Signs.

Augusto Ponzio's polychromatic web site (2006a), superbly designed by Luigi Ponzio, with its link to a second important web site about his work (Ponzio 2006b) is an excellent and very well-designed one which is quite easy to navigate and very user-friendly. Semioticians who access this site (Ponzio 2006a) will find it to be a very useful guide to the complete works of Augusto Ponzio. Furthermore, its inclusion of many of his important essays on semiotic matters allows the Internet navigator to gain an appreciation of the significance of Ponzio's intellectual contributions. Because Ponzio's (2006a) web site is undergoing constant updating, there will always be new material.

References

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2005   *The Semiotic Animal*, Ottawa, Legas.

Dipartimento di Pratiche Linguistiche e Analisi di Testi

2006   Available at: http://www.lingue.uniba.it/plat/generale_dipartimento.htm.

Petrilli, Susan and Augusto Ponzio

2003   *Semioetica*, Rome, Meltemi.

2005   *Semiotics unbounded: Interpretive Routes through Open Networks of Signs*, Toronto, University of Toronto Press.

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2003a   (ed.) *Ferruccio Rossi-Landi / Ideologia*, 3rd ed. Rome, Meltemi.

2003b   *I segni tra globilità e infinità*, Bari, Cacucci.

2006a   Augusto Ponzio, available at: http://www.augustoponzio.com.

2006b   Augusto Ponzio, available at: http://www.semioticon.com/people/ponzio.htm.

Semiotics Institute Online

2006   Available at: http://www.chass.utoronto.ca/epc/srb/cyber/cyber.html.

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