

## **Semiotics Unbounded: An Editorial Comment**

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Devoting a whole section of review articles to a specific book requires an editorial comment, given the fact that today rarely are books reviewed in leading journals largely because of the proliferation of books and monographs in any one field. Selectivity has become the rule, not the exception, for many journal editors. The fact that the decision was made to assign a significant portion of *Semiotica* to review articles of a specific book bears witness to the importance of the book.

Needless to say, every discipline has its founding texts. Semiotics is no exception. Work on the sign started in the ancient world, with the classic writings of Hippocrates and St. Augustine, and has continued on in modern times with Saussure and Peirce and, thereafter, by semioticians such as Morris, Sebeok, Eco, Deely, Merrell, Lotman, Jakobson, Barthes, Hjelmslev, among many others. These works are known universally to this day because they have been pivotal in cultivating the theoretical terrain of semiotics and for this reason have garnered the attention of virtually every semiotician, no matter what his/her specific interest in the discipline may be. These can be called “paradigmatic works,” for lack of a better term. Most other work in the discipline is topic-specific and, in its own way, is designed to shed light on some particular area of the theoretical terrain. The recent book by Ponzio and Petrilli, *Semiotics Unbounded*, fits into

the tradition of key paradigmatic texts that require the attention of one and all. The reason for this will become obvious from the review articles published here and written by some of today's leading theorists—a fact that in itself bears witness to the importance of the Ponzio-Petrilli text. Given that *Semiotica* is the journal of the International Association of Semiotic Studies and, arguably, the leading journal of semiotics in the world today, it is an editorial obligation to ensure that the attention of all semioticians be drawn to this book. Its coherent exposition of theoretical concepts and techniques seem to bring into the realm of possibility Locke's desideratum of a sign-based approach to all knowledge—a desideratum that is fomenting throughout the world of academia and to which the Ponzio-Petrilli text has given a specific theoretical form.