

## **vecchio sema o nuovo zema!**

"Its main concepts focus around categories as Dasein and transcendence. Entirely new sign classes emerge from this interaction. (...) The idea of transcendence, however, lead perhaps to most radical renewals of earlier semiotics. As to the Dasein it launches to a new theory of the human mind consisting in principles of Moi and Soi and thereafter four modes of being: body, person, social action and values. These modes form the socalled Z model or "zemic" aspects of sign processes.

E. Tarasti, "The Challenge of Existential Semiotics"

Comunicazione al convegno IASS, New Semiotics, Sofia (Bulgaria) 15 settembre, 2014

*(proposto da Paolo Fabbri)*