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Type: Monograph

Title: Peirce's Philosophy of Communication: The Rhetorical Underpinnings of the Theory of Signs

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Year: 2009

Place: London

Publisher: Continuum

ISBN-10: 978-1-8470-64

Abstract: Charles S. Peirce, the founder of pragmatism, was also the architect of a remarkable theory of signs that continues to puzzle and inspire philosophers today. In this important new book, Mats Bergman articulates a bold new approach to Peirce's semeiotic through a reassessment of the role of rhetoric in his work. This systematic approach, which is offered as an alternative to formalistic accounts of Peirce's project, shows how general sign-theoretical conceptions can plausibly be interpreted as abstractions from everyday communicative experiences and practices. Building on this fallible ground of rhetoric-in-use, Bergman explicates Peirce's semeiotic in a way that is conducive to the development of rhetorical inquiry and philosophical criticism. Following this path, the underpinnings of a uniquely Peircean philosophy of communication is unearthed – a pragmatic conception encased in a normative rhetoric, motivated by the continual need to transform and improve our habits of action.

Table of Contents: 1. Introduction 2. A Social Conception of Science 3. Beyond the Doctrine of Signs 4. From Representation to Mediation 5. Prospects of Communication

Language: English

Keywords: Communication, Rhetoric, Semeiotic