

B P X

BOCHUM PUBLICATIONS IN EVOLUTIONARY CULTURAL SEMIOTICS

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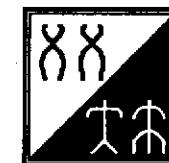
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EDITORIAL

BPX is a series of monographs or collections of papers (also resulting from pertinent colloquia) that are published at irregular intervals. The series is designed to bring into focus the interaction of nature and culture. Particular emphasis will be given to the overall ideas of **integration** and **focus**. Communicative processes will be considered to be integrated parts of cosmogenesis, biogenesis, psychogenesis etc. The fundamental processes underlying all levels of evolution are assumed to be identical. Not unlike most other sciences, **evolutionary semiotics** is considered to share in an ultimately unitary and indivisible reality. Its specificity is derived solely from its focus on a particular level of evolution: although seemingly obvious, the exact nature of this inevitable bias (human or proto-human predicament) continues to deserve concentrated attention. The prototypical structure for this is considered to be **culture**: a phenomenon whose true integrative potentialities have not yet been fully discovered or explored. For a semiotics thus conceived, structure and process are not different phases of reality and/or sciences but rather mere faces of a unitary field. In the view of this series, then, any fruitful attempt at semiotic analysis will be based on premises of macro-integration - or **evolution** - and of micro-integration - or **culture**.

While it is the ambitious goal of this series to encourage interdisciplinary work on the nature of culture as outlined above, BPX will have to be content - especially in its initial stages - with more modest attempts at elucidating semiogenesis. In addition, most contributions will presumably be relatively specific, covering all possible areas of culture or proto-culture, with the desired unity or homogeneity - regarding aim and scope - largely confined to the background.

Bochum, December 1984

W. A. K.

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Inhaltsverzeichnis

<i>Karl Eimermacher (Bochum)</i>	
Quo Vadis? Überlegungen zum Stand literaturwissenschaftlicher Diskussion	xiii
 I. Historische Standortbestimmung	
<i>Peter Brang (Zürich)</i>	
Oral Performance of Literature in Russia. Problems of Practice and Theory	3
<i>Lubomír Doležel (Toronto)</i>	
Two Narratologies: Propp and Vodička	13
<i>Wolfgang Eismann (Graz)</i>	
Bericht über das Projekt "Ethnolinguistisches Wörterbuch der slavischen Altertümer" von N.I. Tolstoj (Moskau)	29
<i>Michael Fleischer (Bochum)</i>	
Über die Fruchtbarkeit einer Dauerkrise. Die sowjetische Semiotik und die Theoriebildung	41
<i>Rainer Grüber (Oldenburg)</i>	
Zum Entwurf des ästhetischen Wertes in den ästhetischen Theorien von Michail Bachtin, Jan Mukářovský und Roman Ingarden	59
<i>Benjamin Harshan [Hrushovski] (New Haven)</i>	
Literariness Revisited	93
<i>Herta Schmid (München)</i>	
Das 'Drei-Phasen-Modell' des Tschechischen Strukturalismus	107

<i>Wolfgang F. Schwarz (Saarbrücken)</i>	
Some Remarks on the Development, Noetic Range and Operational Disposition of Mukařovský's Term 'Semantic Gesture'	153
<i>Klaus-Dieter Seemann (Berlin)</i>	
Theory of Medieval Narration: A Critical Essay on Slavic Contributions	179
<i>Ann Shukman (Somerton/Oxford)</i>	
Semiotics of Culture and the Influence of M.M. Bakhtin	193
<i>Klaus Städtke (Berlin)</i>	
Literaturtheorie in der Sowjetunion und in der DDR	209
<i>Thomas G. Winner (Cambridge, Mass.)</i>	
Otakar Zich as a Precursor of Prague Literary Structuralism and Semiotics	227
II. Methodologische Fragen der Texttheorie	
<i>Veronika Ambros (Berlin)</i>	
Some Remarks on Semiotics of Drama	245
<i>Kazimierz Bartoszynski (Warsaw)</i>	
On Integrating Research in So-called Literary Communication	255
<i>Peter Burg (Saarbrücken)</i>	
Peirce und Jakobson. Zur Kritik des Iconismus in der Kunsttheorie	279
<i>Jerzy Faryno (Warsaw)</i>	
Position of Text in the Structure of the Literary Work	291
<i>Mojmír Grygar (Amsterdam)</i>	
Das 'gegenstandslose' Zeichen. Zum Problem einer vergleichenden Kunstsemiotik	321
<i>Peter Grzybek (Bochum)</i>	
Invariant Meaning Structures in Texts – Proverb and Fable	349
<i>Renate Lachmann (Konstanz)</i>	
Concepts of Intertextuality	391
<i>Henryk Markiewicz (Cracow)</i>	
Some Remarks about the Iconicity of Literary Signs	401
<i>Irene Portis Winner (Cambridge, Mass.)</i>	
Segmentation and Reconstruction of Ethnic Cultural Texts. Narration, Montage, and the Interpretation of the Visual and Verbal Spheres	411
<i>Wolf Schmid (Hamburg)</i>	
Ebenen der Erzählperspektive	433
<i>Lucjan Suchanek (Cracow)</i>	
Dialogue, the Other's Word, and the Poetic Text	451
<i>Georg Witte (Bochum)</i>	
“...ja! Vy...” – Überlegungen zum Zerfall des lyrischen Subjekts am Beispiel Lermontovs	463

III. Literaturgeschichte, Fragen der literarischen Evolution

Endre Bojtár (Budapest)

- The Literary Trend 493

Květoslav Chvatík (Konstanz)

- Literatur und Kunst als historischer Prozeß 503

Jochen-Ulrich Peters (Aachen)

Literaturgeschichte als Funktionsgeschichte.

- Überlegungen zur Genese und literarischen Evolution
des russischen Realismus 533

Miroslav Prochazka (Prague)

- Two Theories of Literary Development
(Prague School and Bakhtin's Semiotics) 551

Peter Scherber (Göttingen)

- “Literary Life” as a Topic of Literary History 571

Zohar Shavit (Tel Aviv)

- The Entrance of a New Model into the System.
The Law of Transformation 593