

Oltre ogni cultura

Annotazioni semiotiche
sullo sviluppo di una civiltà digitale

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Abstract: The paper aims to contribute to the reflection on the possibility of identifying one (or more than one) “digital” culture. It is evident that this need arises from the ever greater incisiveness with which the rapid growth and transformation of communications imposes itself in the structuring of global economic, political and social dynamics. Similarly, the idea that these transformation dynamics are marked by the transition from the ‘real’ to the ‘virtual’ experience is particularly widespread. In this regard, using a semiotic approach to the production of meanings, the intervention introduces the concept of “semiosphere”, in which ‘materiality’ and ‘virtuality’ of experience appear as inseparable elements of the same experiential reality.

Keywords: Reality, Semiosphere, Digital Culture, Linguistics, Semiotics.