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**Barthes,
Greimas et Floch**
La sémiotique à l'épreuve



Lire des ebooks La sémiotique à l'épreuve : Barthes, Greimas et Floch Gilles Marion PDF, ePub, mobi, Le terme sémiologie est plutôt réservé aux approches françaises des années 1960 et 1970 inspirées notamment par Roland Barthes. En revanche, l'ensemble des travaux internationaux comme la plupart des contributions françaises postérieures à 1980 apparaissent sous la seule étiquette de sémiotique. Nous allons décrire rapidement cette évolution, puis nous mettrons en évidence quelques unes des options théoriques de la sémiotique dite greimassienne, pour ne pas dire structurale, qui a largement inspirée les travaux de Jean-Marie Floch. Ce sera l'occasion d'évoquer les *speech acts* et les performatifs, sans que soit abordée la problématique générale des sciences du langage qui permettrait de situer les importantes contributions de Peirce (Eco, 1988, 1992). Nous présenterons trois des modèles fondamentaux de Greimas (le parcours génératif de la signification, le schéma narratif et le carré sémiotique) avant de conclure sur l'axiologie de la consommation et la portée pratique de la sémiotique.

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