

Comunicare in digitale: la semiosi nelle tecnologie dell'informazione – comunicazione

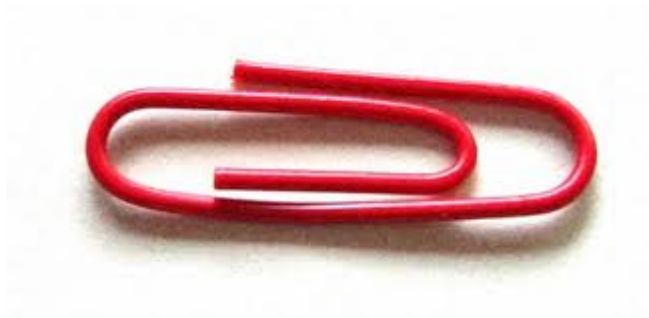
Alberto Cammozzo

Università di Padova
Corso di Laurea in Filosofia
Insegnamento di Filosofia del Linguaggio

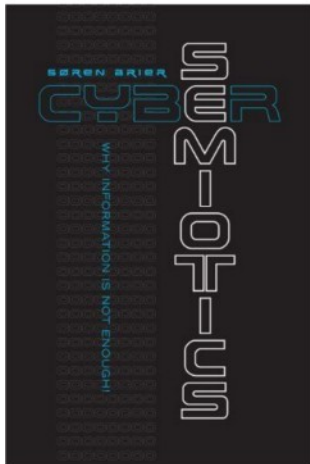


18 novembre 2016

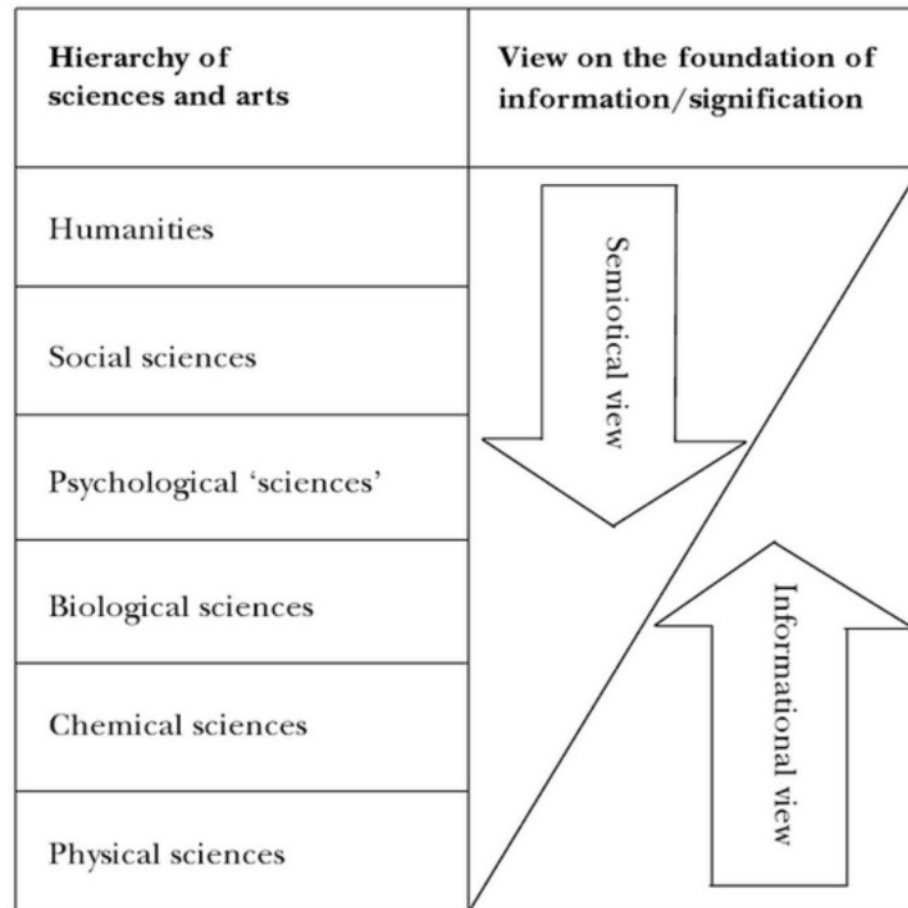
Tecnologie della comunicazione



Information Science l'ecosistema

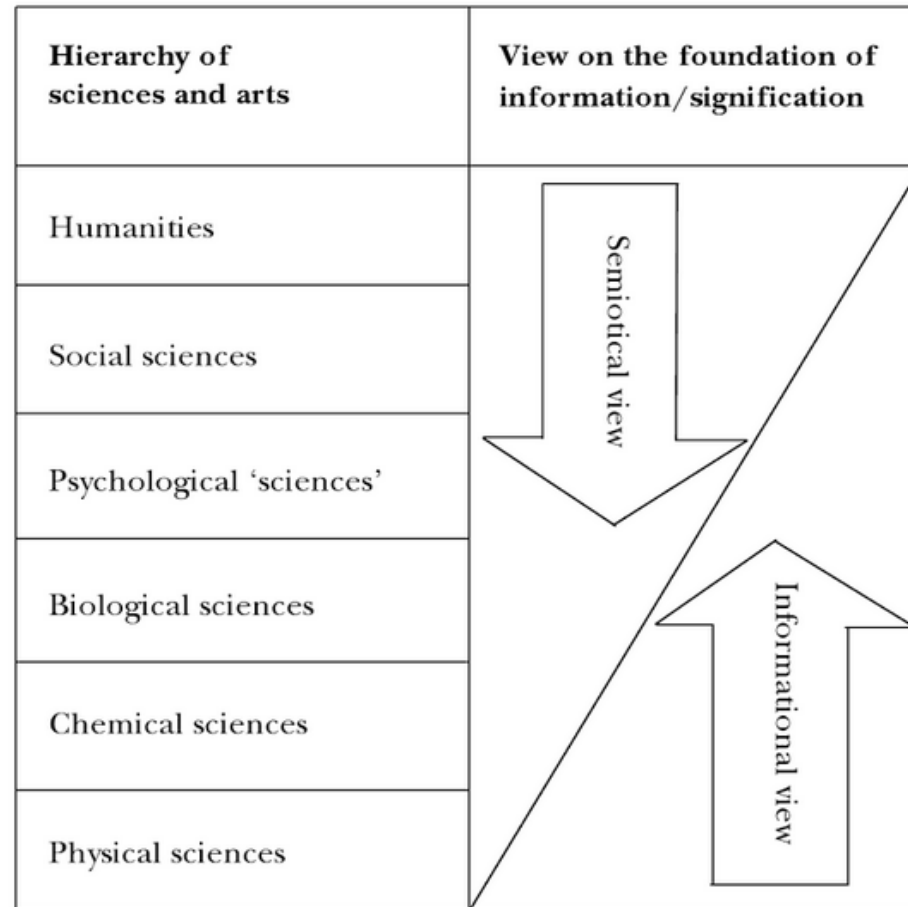


Brier, Søren. 2008.
Cybersemiotics: Why Information Is Not Enough!
University of Toronto Press.



1.2. The relevance of the bottom-up informational view and the top-down semiotic view in the area of the foundation of information science. On the left is a hierarchy of sciences and their objects, from physics to the humanities. On the right is an illustration of the two most common 'scientific' schemas for understanding and predicting communicative and organizational behaviour: (1) the semiotic top-down paradigm of signification, cognition, and communication, and (2) the informational bottom-up functionalistic view of organization, signal transmission, and AI. The width of the two paradigms in correlation with the various subject areas serves as an estimate of how the relevance of the paradigm is generally considered, although both claim to encompass the entire spectrum.

Information Science: l'ecosistema



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Claude Elwood Shannon

(1916-2001)

The Mathematical Theory of Communication

1948

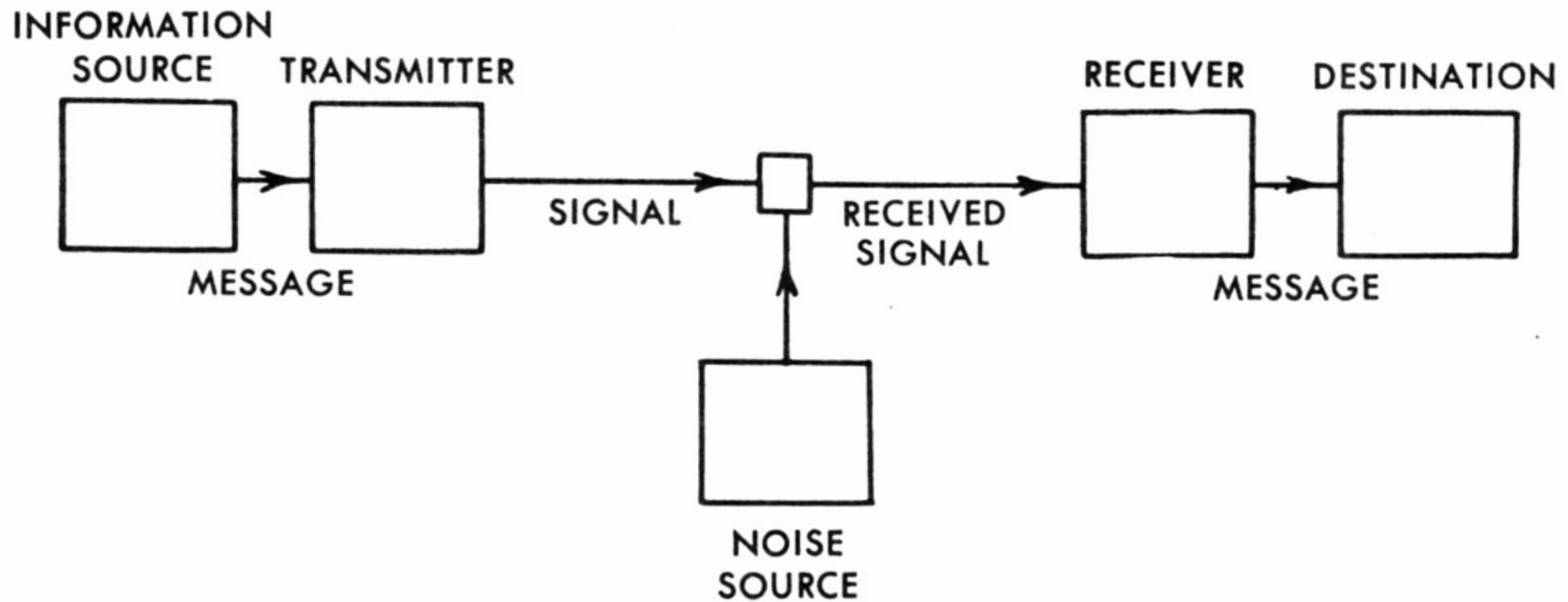


Fig. 1. — Schematic diagram of a general communication system.

Werner Meyer-Eppler

1913 – 1960



1959 Grundlagen und Anwendungen der Informationstheorie



Diagramma da:
Nöth, Winfried. 1995.
Handbook of Semiotics.
Indiana University Press.

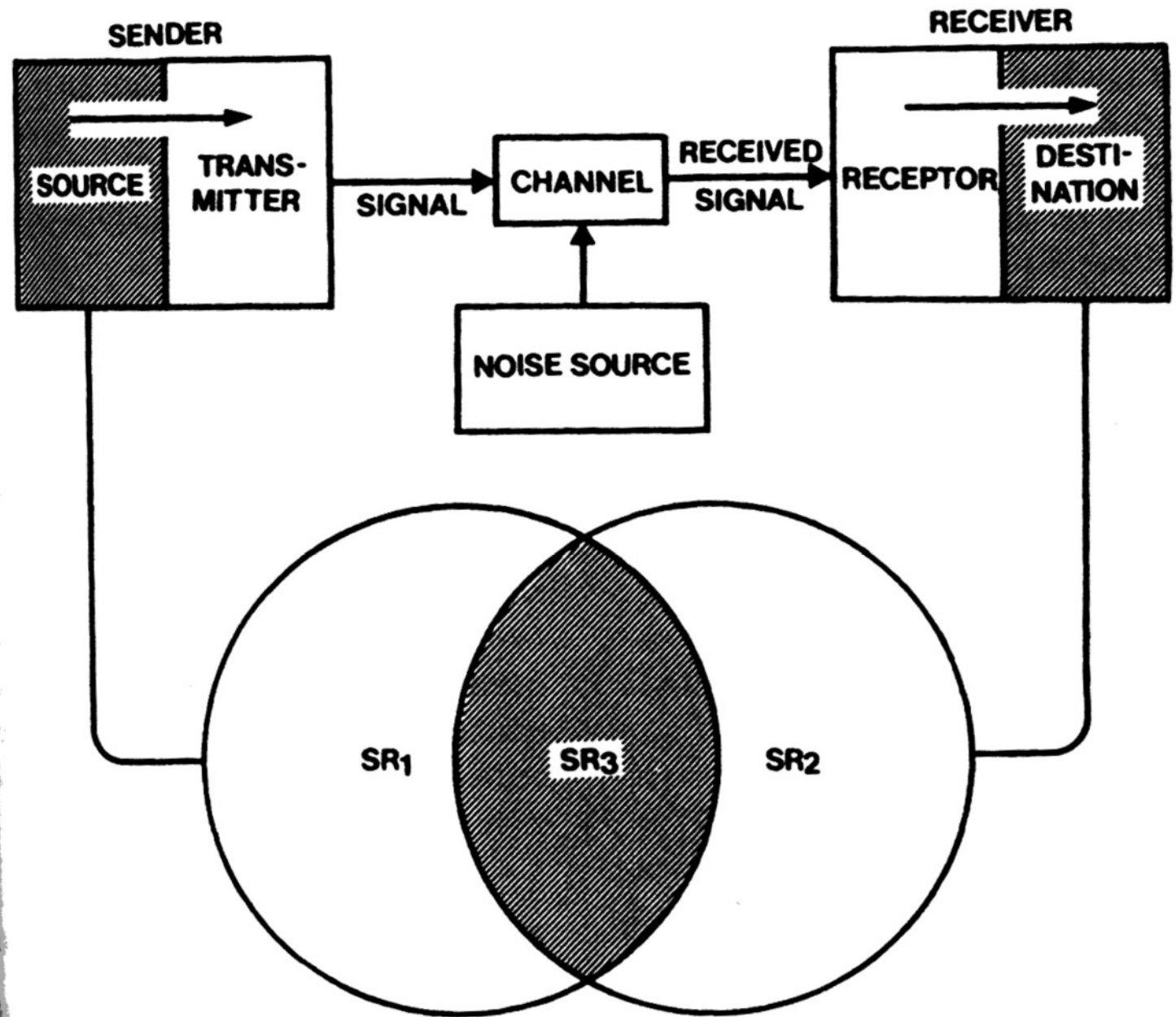


Fig. C 2. The sign repertoire (SR) in the communication process: SR₁: the sender's (active) sign repertoire, SR₂: the receiver's (passive) sign repertoire, SR₃: the common sign repertoire of both.

All these factors inalienably involved in verbal communication may be schematized as follows:

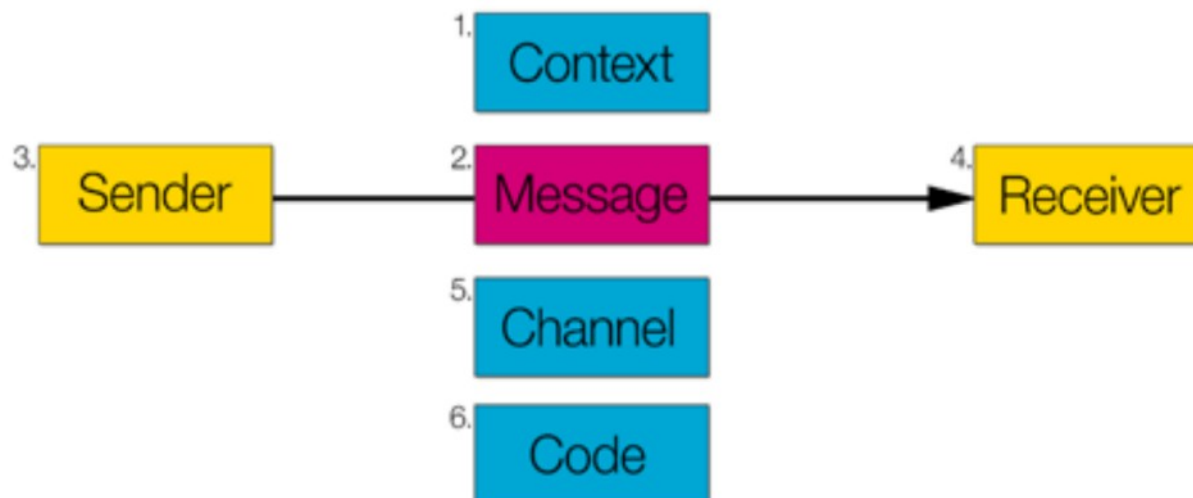


Each of these six factors determines a different function of language. Although we distinguish six basic aspects of language, we could, however, hardly find verbal messages that would fulfill only one function. The diversity lies not in a monopoly of some one of these several functions but in a different hierarchical order of functions. The verbal structure of a



Roman Jakobson

1896 – 1982



Jakobson, Roman. 1960. "Closing Statement: Linguistics and Poetics." in Sebeok, Style in Language.

“Il codice”

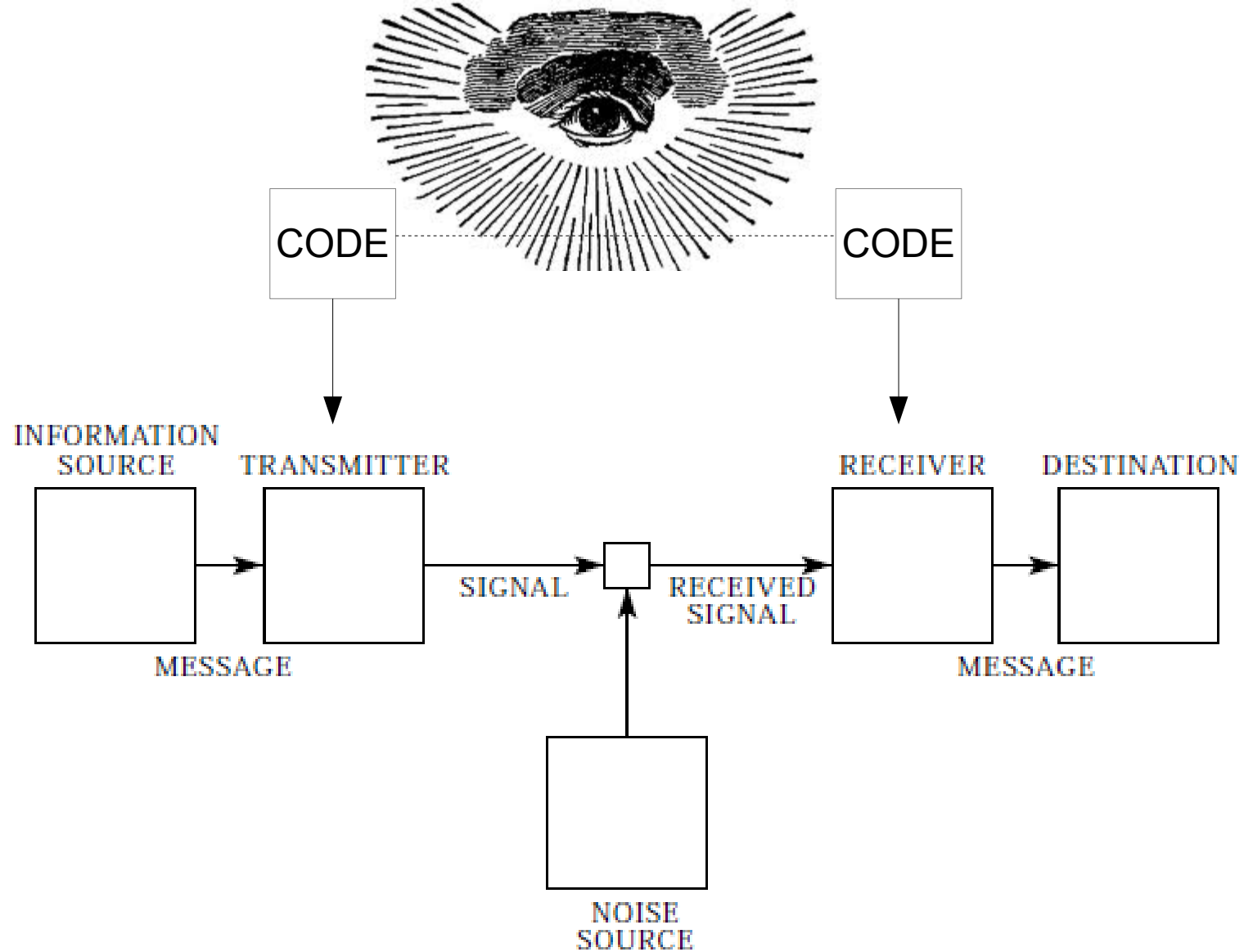


Fig. 1 — Schematic diagram of a general communication system.

Per Shannon il codice viene introdotto nel sistema all'origine
Nei sistemi non costruiti, come si acquisisce?

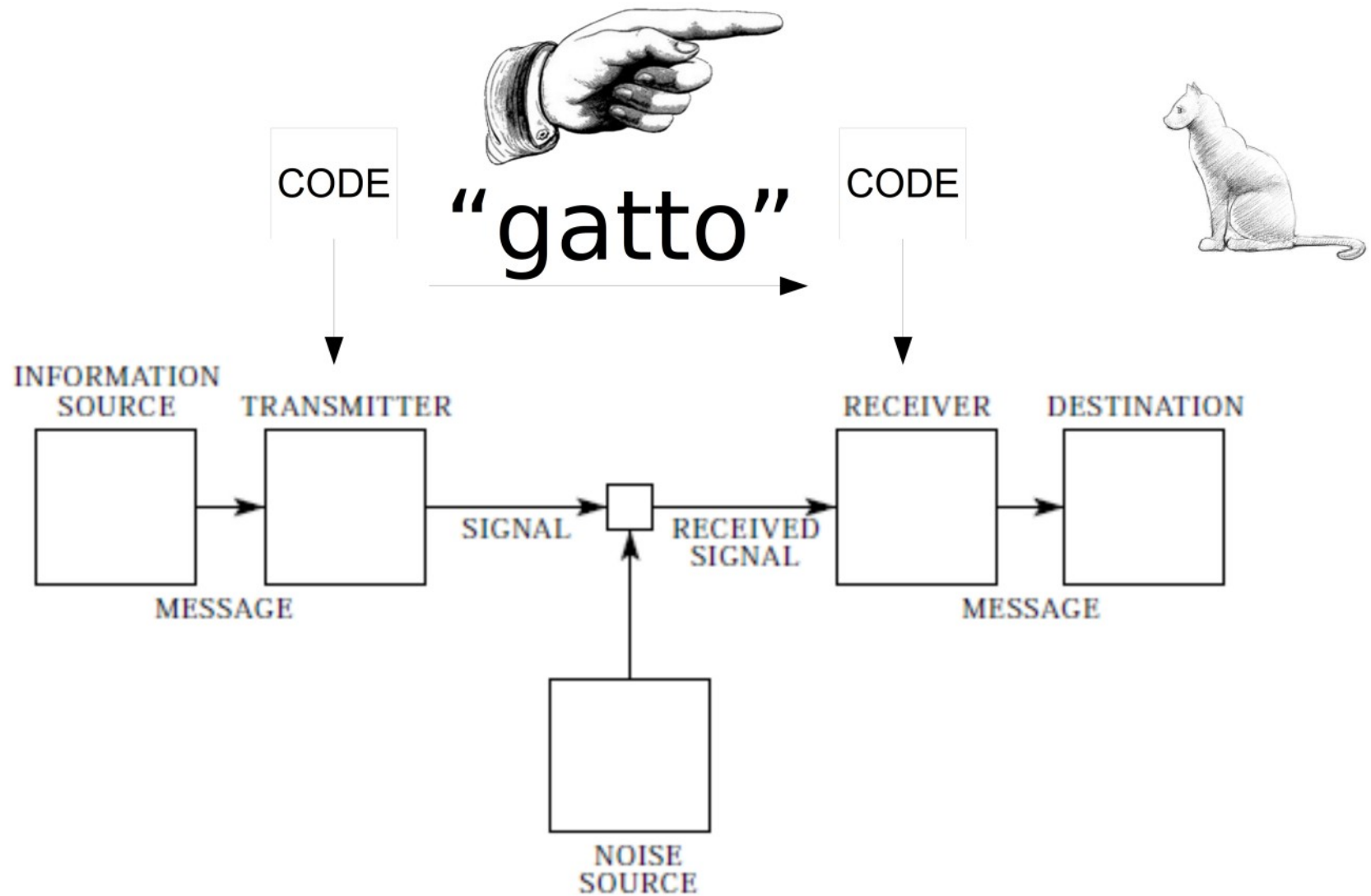


Fig. 1 — Schematic diagram of a general communication system.

Il codice viene trasmesso **come un messaggio**:
Ad es. l'apprendimento "formale"

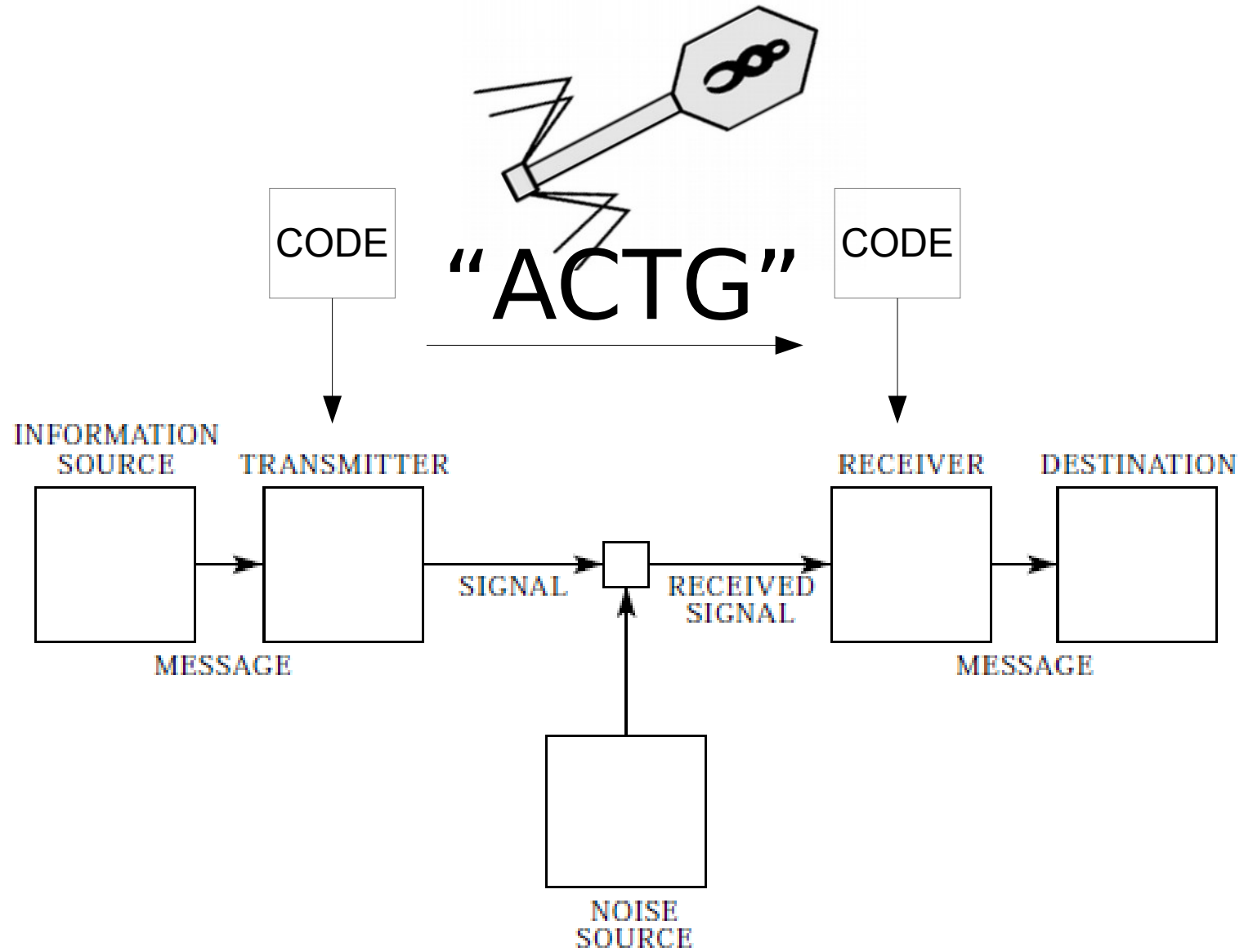


Fig. 1 — Schematic diagram of a general communication system.

Il codice viene trasmesso come un messaggio

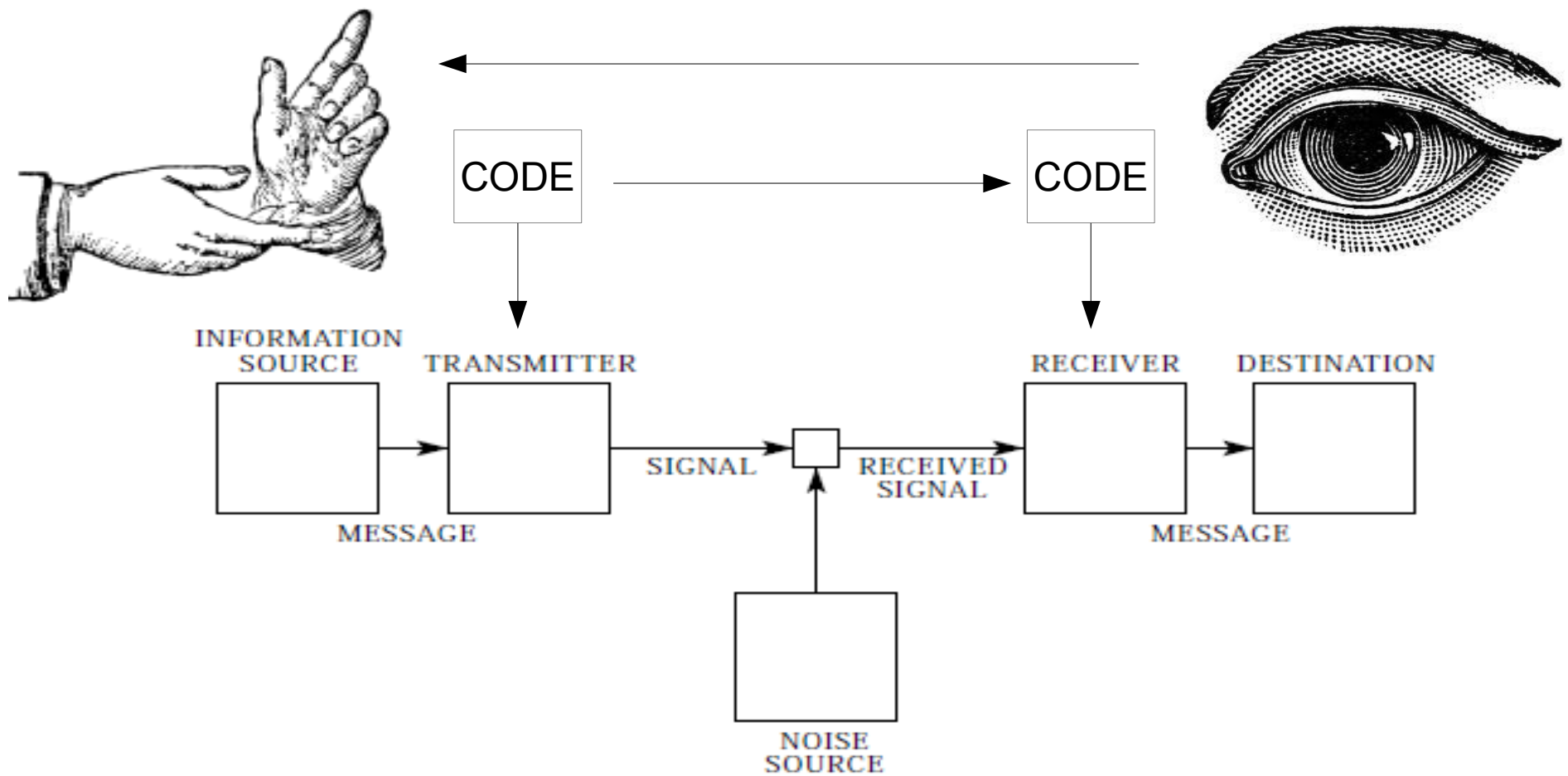


Fig. 1 — Schematic diagram of a general communication system.

Il codice viene acquisito **per imitazione**:
Es: allacciarsi le scarpe, nodo della cravatta, la moda

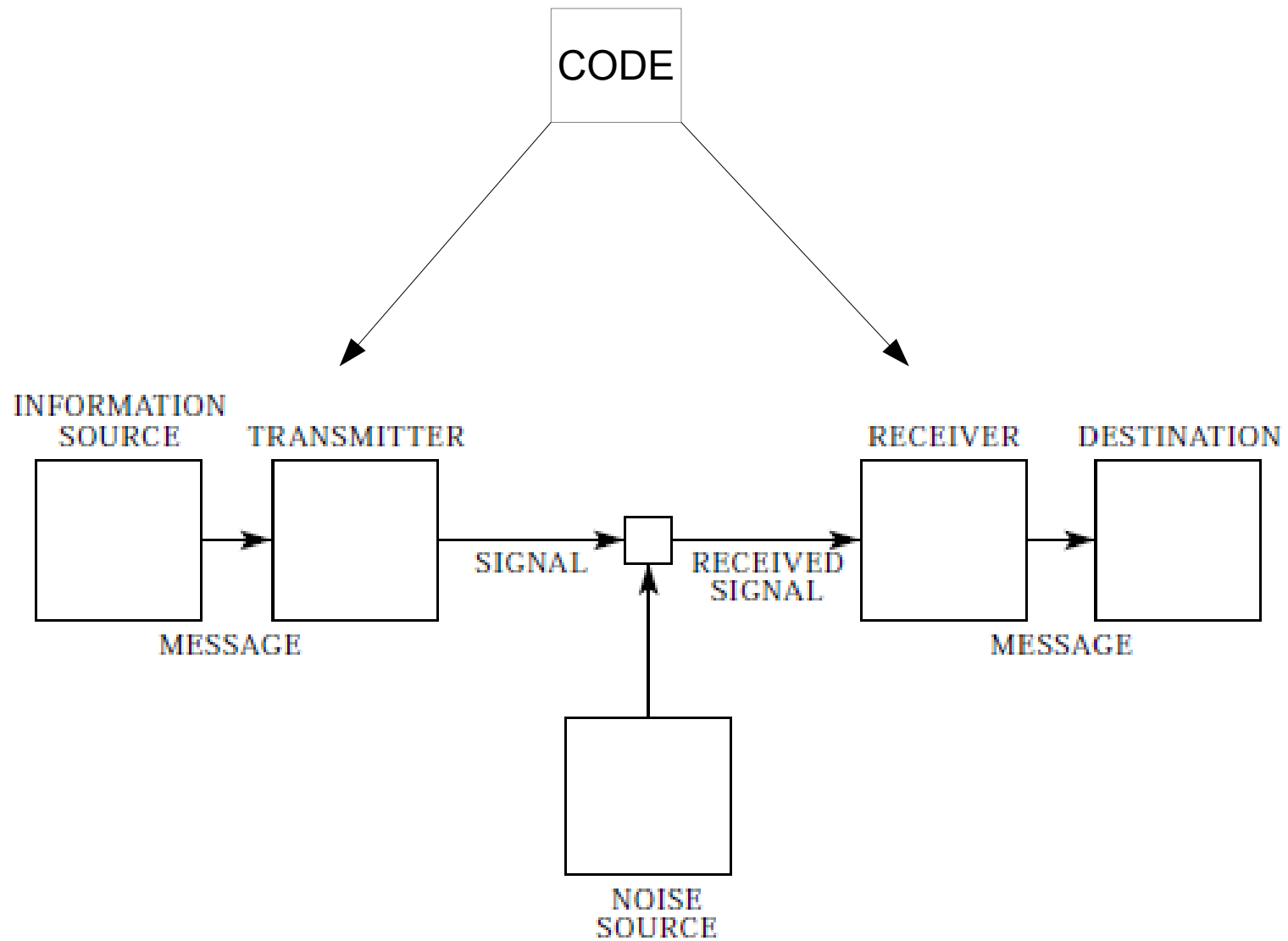
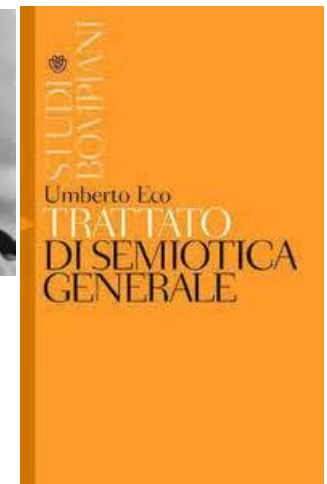


Fig. 1 — Schematic diagram of a general communication system.

Il codice viene **acquisito dall'ambiente**, è “incorporato” in esso.
Linguaggio viene appreso per esposizione continua
al parlato degli altri.



Umberto Eco 1932 - 2016



Codice per Eco (1975)

- (1) sistema *sintattico*: serie di segnali regolati da leggi combinatorie interne
- (2) sistema *semantico*: serie di stati e nozioni che possono essere oggetto di comunicazione
- (3) sistema *pragmatico*: serie di possibili risposte comportamentali da parte del destinatario
- (4) una *regola* che associ:
elementi di codici del primo tipo a
quelli del secondo tipo (segnali – nozioni) o del terzo tipo (segnali–comportamenti).

Regola o
“quadro di
significazione”



Sistema *sintattico*
segnali – segnali

Sistema *semantico*
segnali – nozioni

Sistema *comportamentale*
segnali – comportamenti

S-codici
(sistemi)

codice

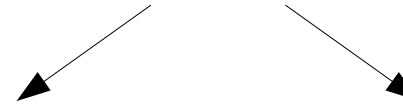
Per Jakobson, il codice svolge una funzione *“Metalingual (i.e. glossing)”*

A distinction has been made in modern logic between two levels of language, “object language” speaking of objects and “metalanguage” speaking of language. But metalanguage is not only a necessary scientific tool utilized by logicians and linguists; it plays also an important role in our everyday language. Like Molière’s Jourdain who used prose without knowing it, we practice metalanguage without realizing the metalingual character of our operations. Whenever the addresser and/or the addressee need to check up whether they use the same code, speech is focused on the CODE: it performs a METALINGUAL (i.e., glossing) function. “I don’t follow you—what do you mean?” asks the addressee, or in Shakespearean diction, “What is’t thou say’st?” And the addresser in anticipation of such recapturing questions inquires: Do you know what I mean? Imagine such an exasperating dialogue: “The sophomore was plucked.” “But what is *plucked*?” “*Plucked* means the same as *flunked*.” “And *flunked*?” “*To be flunked is to fail in an exam.*” “And what is *sophomore*?” persists the interrogator innocent of school vocabulary. “*A sophomore is (or means) a second-year student.*” All these equational sentences convey information merely about the lexical code of English; their function is strictly metalingual. Any process of language learning, in particular child acquisition of the mother tongue, makes wide use of such metalingual operations; and aphasia may often be defined as a loss of ability for metalingual operations.

Il rumore

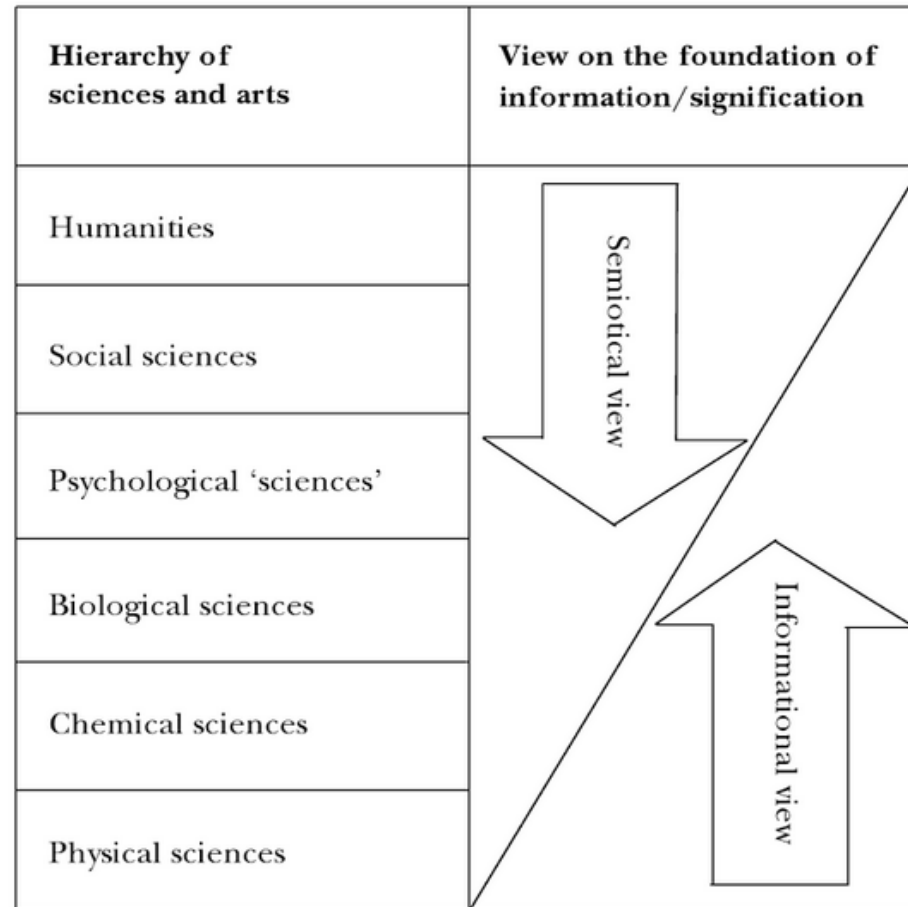
Esiti possibili della decodifica di rumore o segnale

Il ricevente:



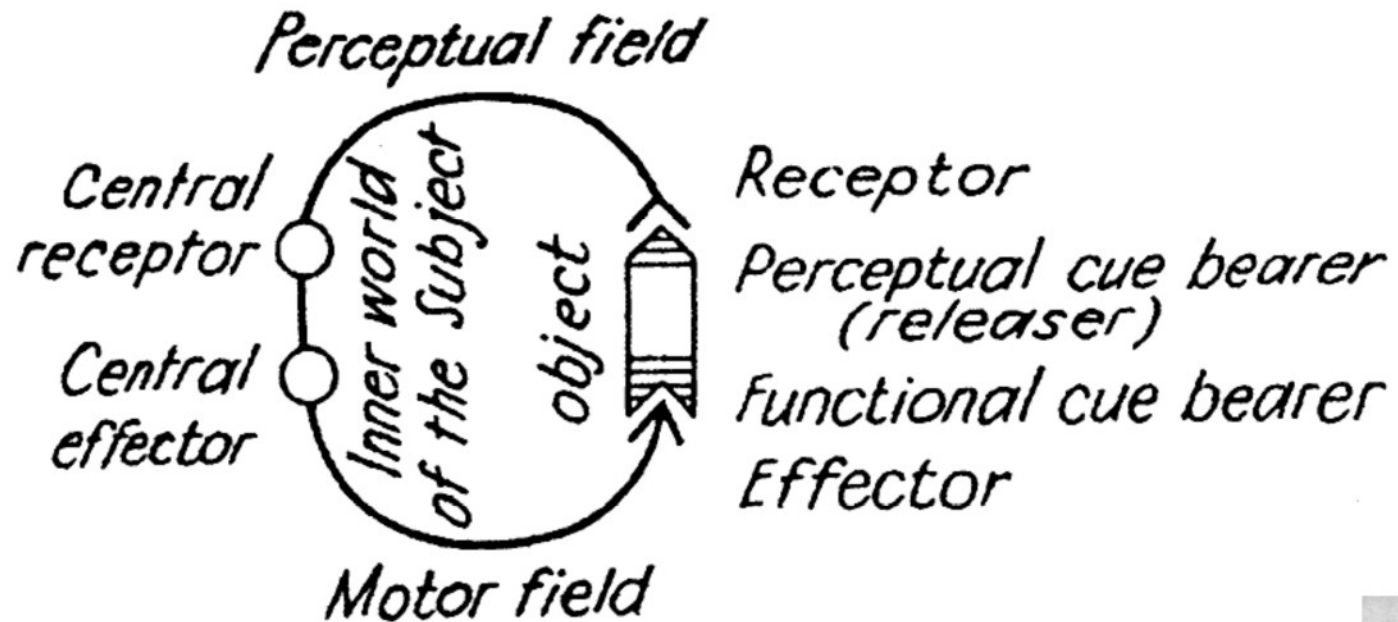
	decodifica	non decodifica
Un segnale codificato	1) Comunicazione efficace	2) Comunicazione fallita
Rumore	3) Falsa comunicazione	4) Nessuna comunicazione (presenza metacomunicativa del canale)

Information Science: l'ecosistema



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Umwelt e *ambiente* comunicativo



Von Uexküll's functional circle [Fig. 3]



Information Science l'ecosistema:



Hierarchy of sciences and arts	View on the foundation of information/signification
Humanities	
Social sciences	
Psychological 'sciences'	
Biological sciences	
Chemical sciences	
Physical sciences	

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ASSIOMI DELLA COMUNICAZIONE

Metacomunicazione, relazione.

1/ Non comunicare è impossibile, come non avere un comportamento

2/ Ogni comunicazione ha un aspetto [livello] di *contenuto* e un aspetto di relazione, di modo che il secondo classifica il primo ed è quindi metacomunicazione

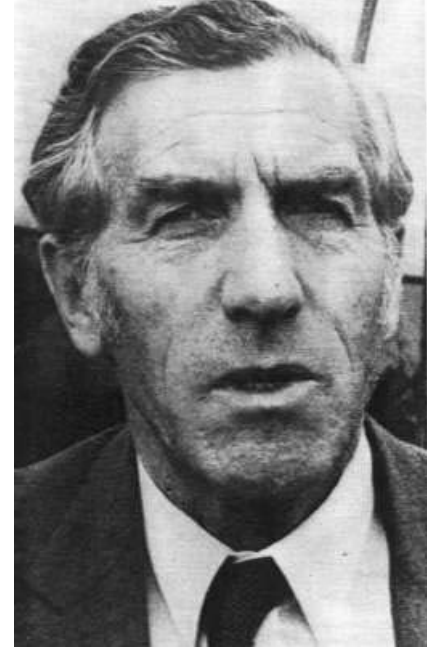
3/ La natura di una relazione dipende dalla punteggiatura della sequenza [di eventi] di comunicazione tra i comunicanti

4/ Comunicazione numerica [binaria, digitale] e analogica [quantità discrete in uno spettro continuo]

5/ Tutti gli scambi di comunicazione sono simmetrici o complementari, a seconda che siano basati sull'uguaglianza o sulla differenza

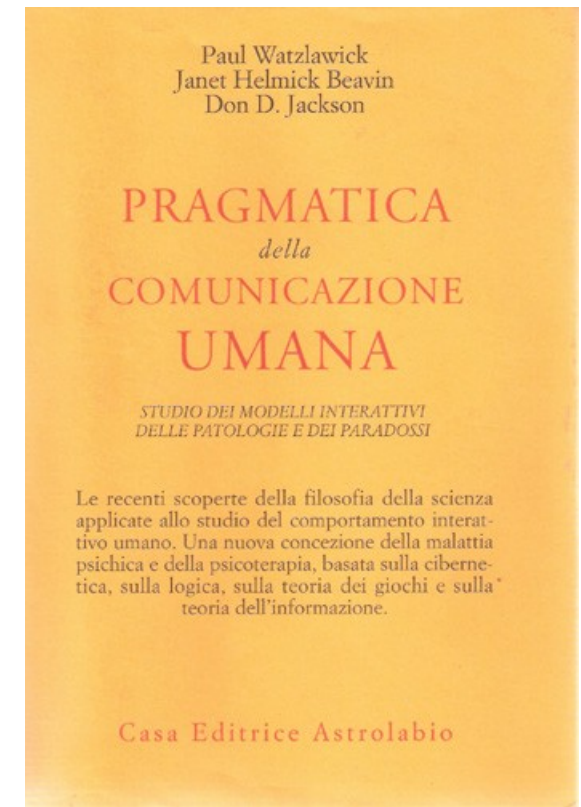
Paul Watzlawick

1921 – 2007



1967

Watzlawick, Janet Helmick Beavin, Don D. Jackson



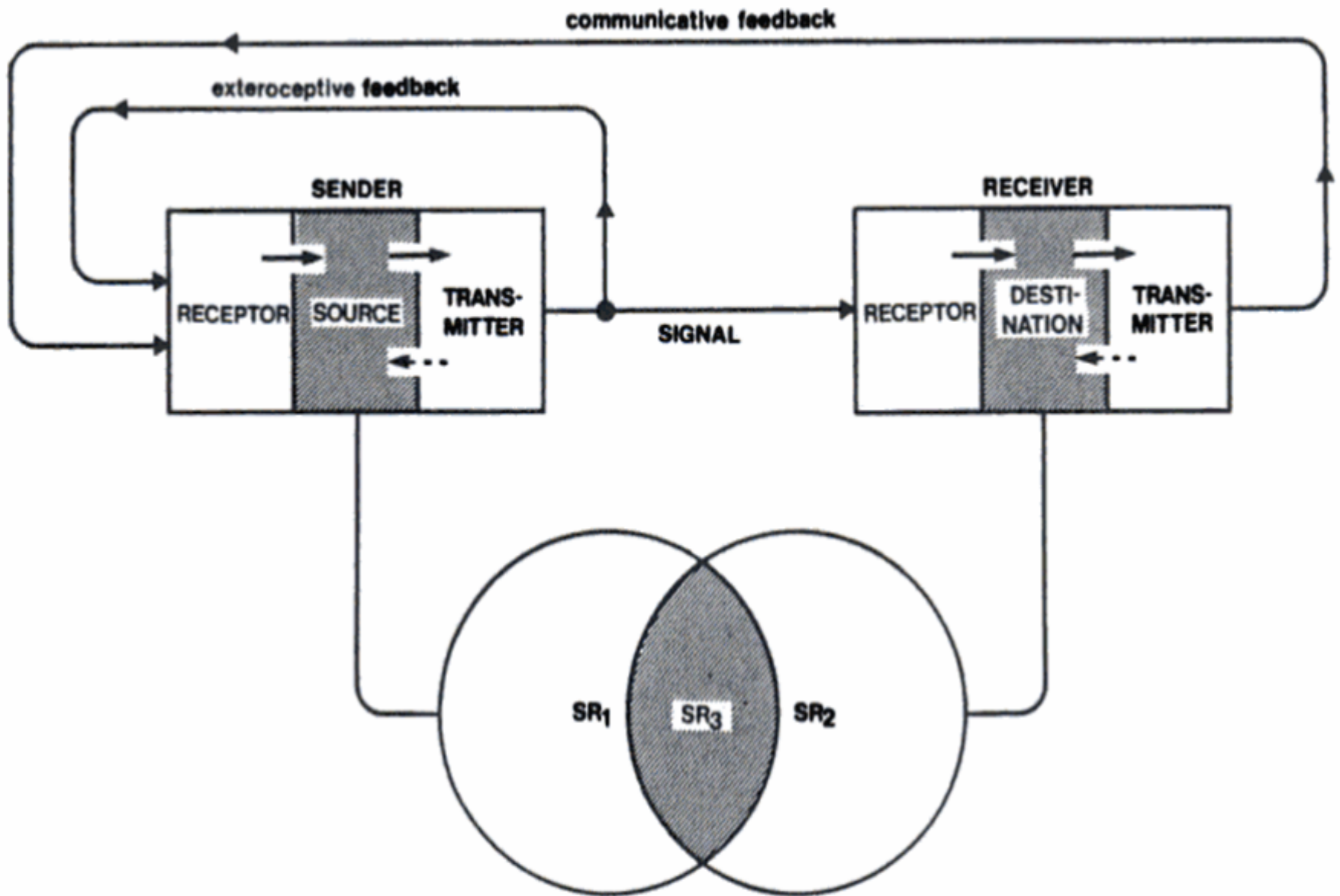


Fig. C 4. Feedback in communication (adapted from Meyer-Eppler 1959: 4; the broken arrow represents proprioceptive feedback).

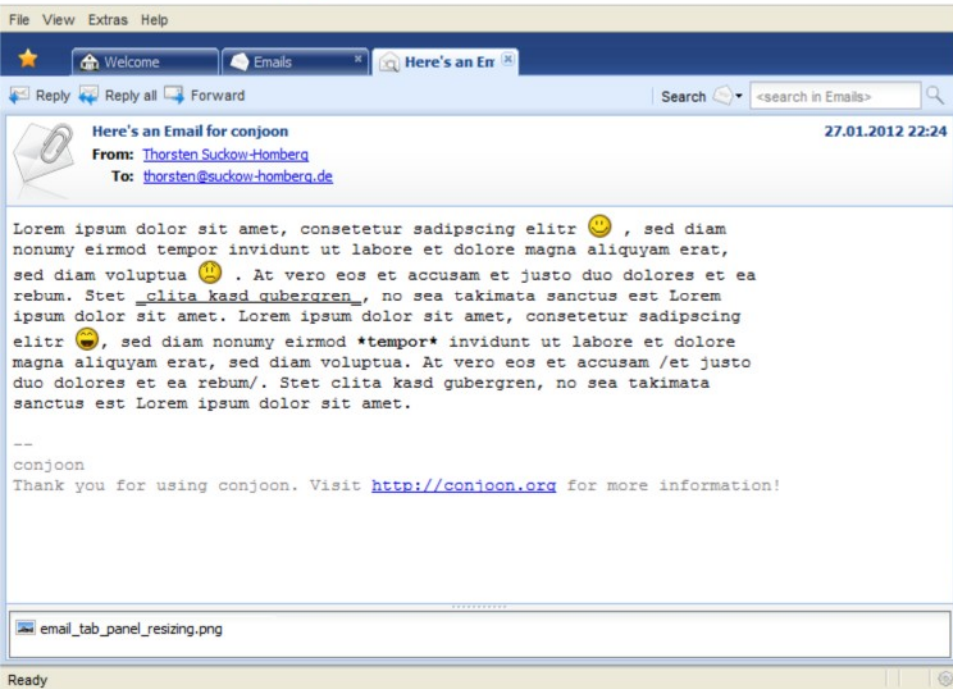
Il sistema di comunicazione usato
fa parte della comunicazione

38 TELEGRAMMA
di risposta. Ritorno al telefono alla sera
- ELT - PROF. ILONKA DECKERS VIA
BERTANI 6 TF-312332 - MILANO
ESTERO

Mod. 54 - Ediz. 1972
MILANO-TELEGRAMMI
23.V.72
MILANO-TELEGRAMMI
23.V.72
MILANO-TELEGRAMMI
23.V.72

22108 TD MAD E +++ Q2690 MADRID/ATOCHA 63032 22 29 1300
- BARCELONA CONCERT FINE PLEASE RESERVE LESSON WEDNESDAY DEC 6
BEST REGARDS - ROSITA VIOLETA +

TELEGRAMMI
22108
22108
22108

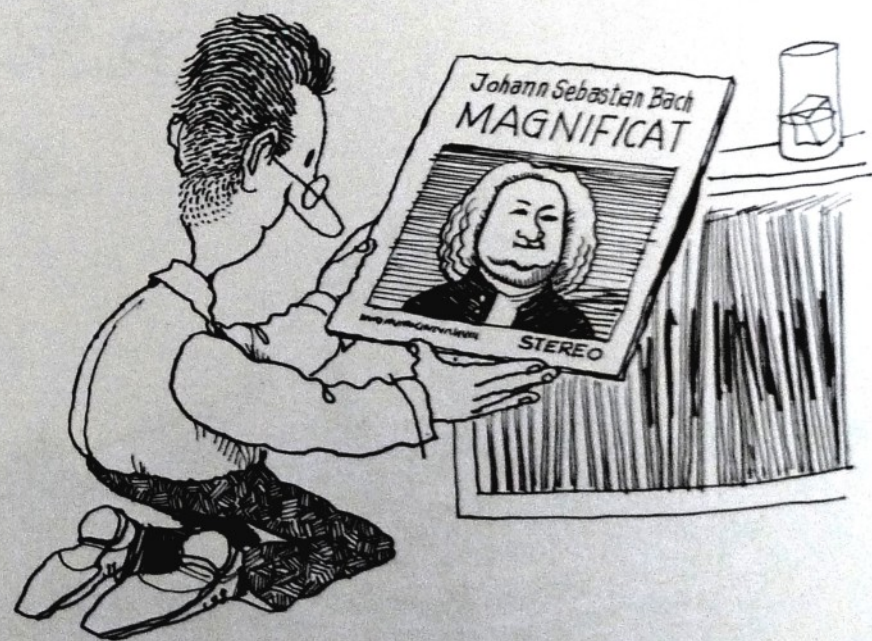


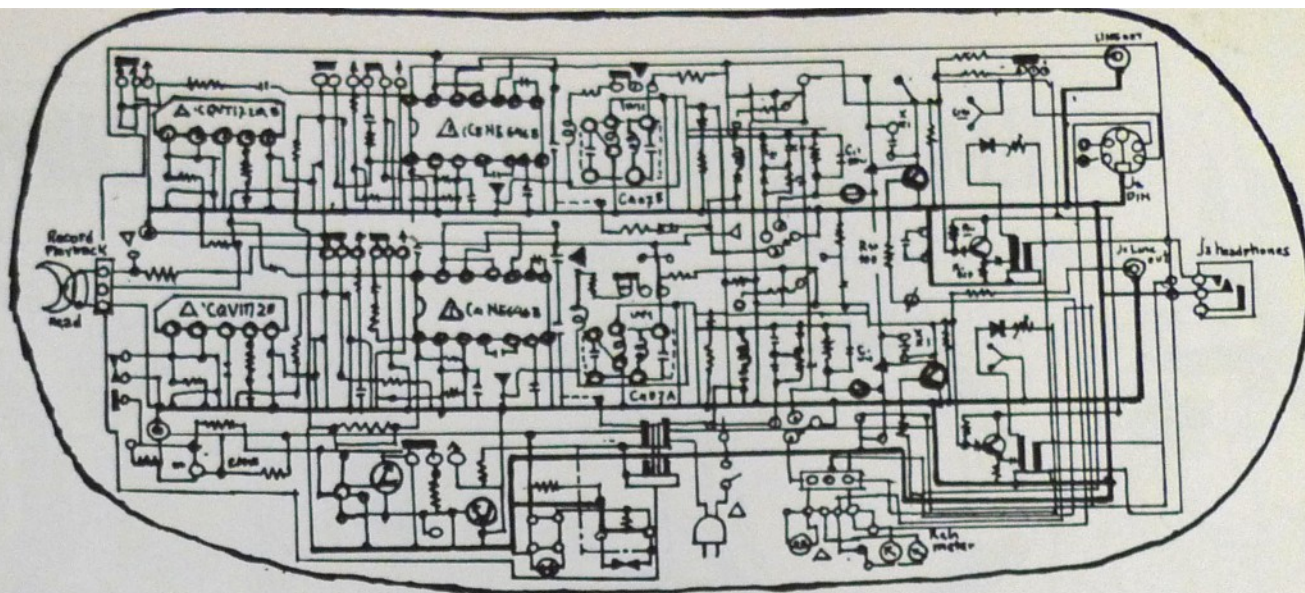
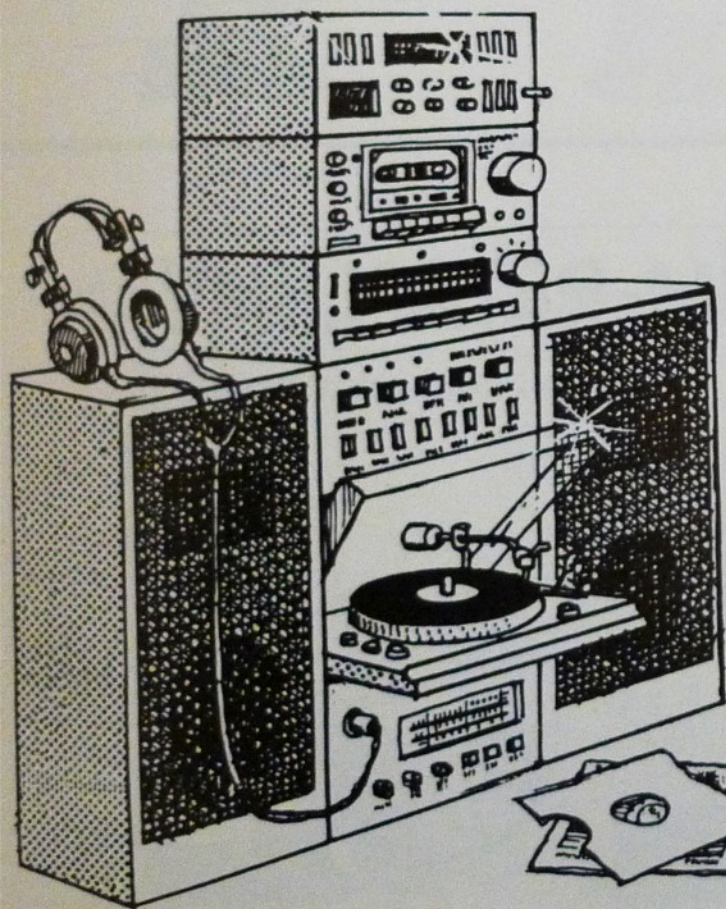
Intermezzo
(introduzione alle ICT)

Feticismo del canale comunicativo

(Quino)







Information Science: l'ecosistema



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Physical sciences	

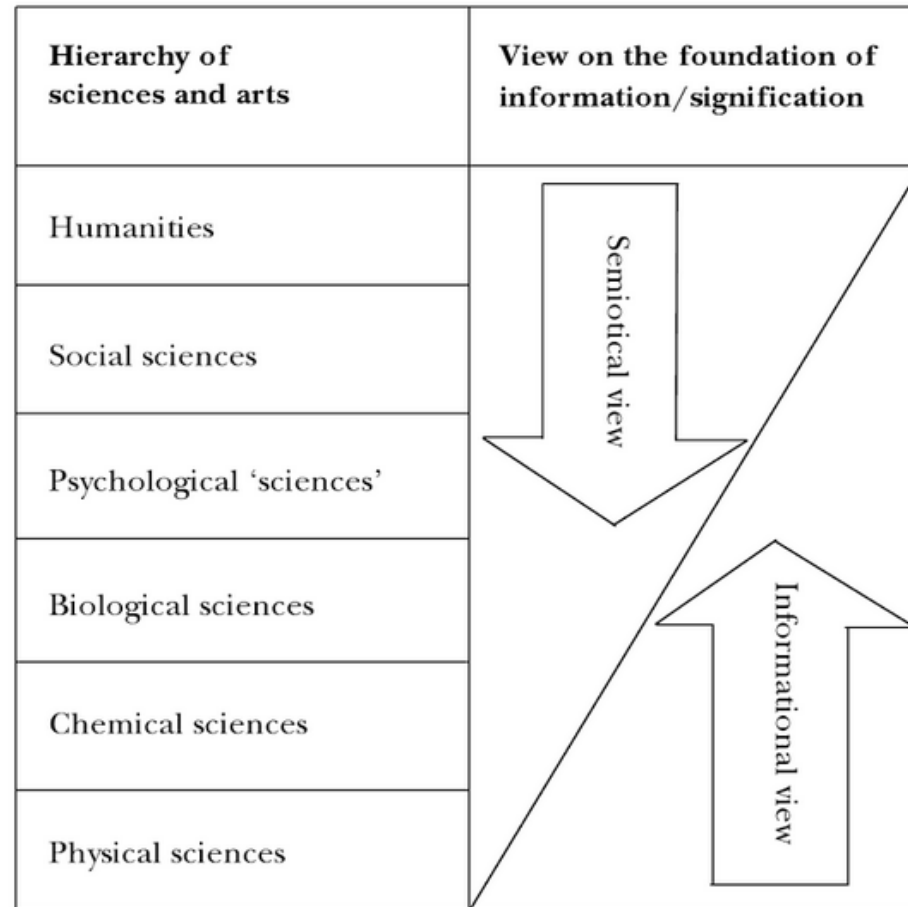
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Mediatizzazione della comunicazione

mediatization is a concept used in order to carry out a critical analysis of the interrelation between the change of media and communication, on the one hand, and the change of culture and society on the other [as opposed to face to face communication]

“digital mediatization”
“graphic mediatization”, “print mediatization”,
“audiovisual mediatization”

Information Science: l'ecosistema

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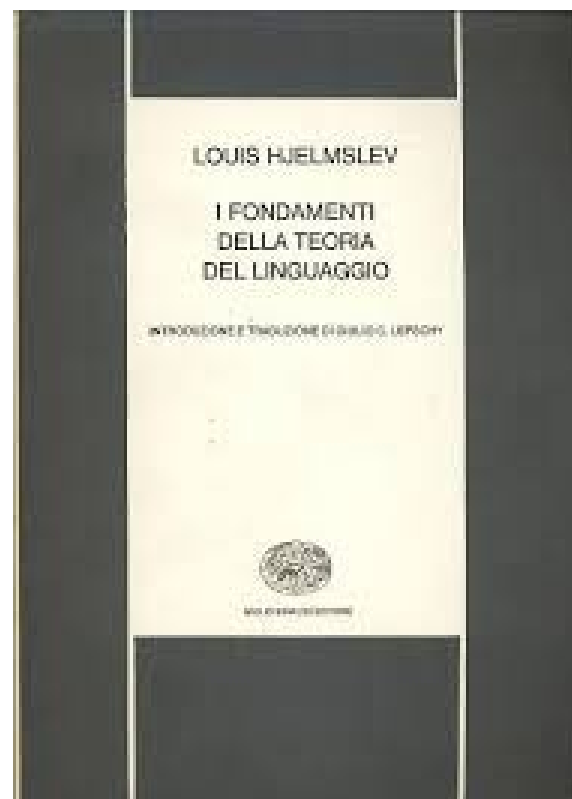
“Come la stessa sabbia si può mettere in stampi diversi, come la stessa nuvola può assumere forme sempre nuove, così la stessa materia può essere formata o strutturata diversamente in lingue diverse.

A determinare la sua forma sono soltanto le funzioni della lingua, la funzione segnica e le altre da essa deducibili.

FTL 57



Lous Hjelmslev, 1899 – 1965



Piano dell'
ESPRESSIONE

Funzione
segnica

Piano del
CONTENUTO

Forma dell'Espressione

Forma del Contenuto

FORMA

Sostanza dell'Espressione

Sostanza del Contenuto

SOSTANZA

*Materia
dell'Espressione*

Materia del Contenuto

MATERIA

Piano dell'
ESPRESSIONE

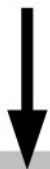
Funzione
segnica

Piano del
CONTENUTO

Si proietta nella materia

Suddivisioni
proprie della
lingua

FORMA



*Materia formata:
Catena sonora
fonemi, suddivisioni
del parlato*

Materia formata:
paradigmi

SOSTANZA

*continuo del parlato
[o "rumore"]*

*Senso
pensiero stesso,
(massa amorfa)
Nuvola di Amleto
Sabbia nello stampo
Continuo amorfo inanalizzato*

MATERIA

Funzione segnica

Piano del CONTENUTO



SOSTANZA



Piano dell' ESPRESSIONE



Piano del CONTENUTO

Frena, sterza,
Rallenta, obbligo di...
Divieto di...

FORMA

Divieto di accesso

SOSTANZA

<Tutti i possibili atti motori
coordinati (comportamenti)
in auto>

MATERIA



Credit: Clet Abraham

Piano dell'
ESPRESSIONE

Sistema fonologico
Sistema morfologico
Sistema sintattico



organizzazione

Voce articolata
Sistema tipografico
Fotogrammi di un film
Pigmenti organizzati
...

continuo del parlato
[o "rumore"]

Funzione
segnica



Piano del
CONTENUTO

Schema lessicale
Opposizioni fonologiche,
morfologiche, sintattiche



Modo di pensare, valutare,
interpretare il mondo

Geometria, fisica, filosofia,
Semiotica. Etnia, ideologia,

Senso,
pensiero stesso,
(massa amorfa)

FORMA

SOSTANZA

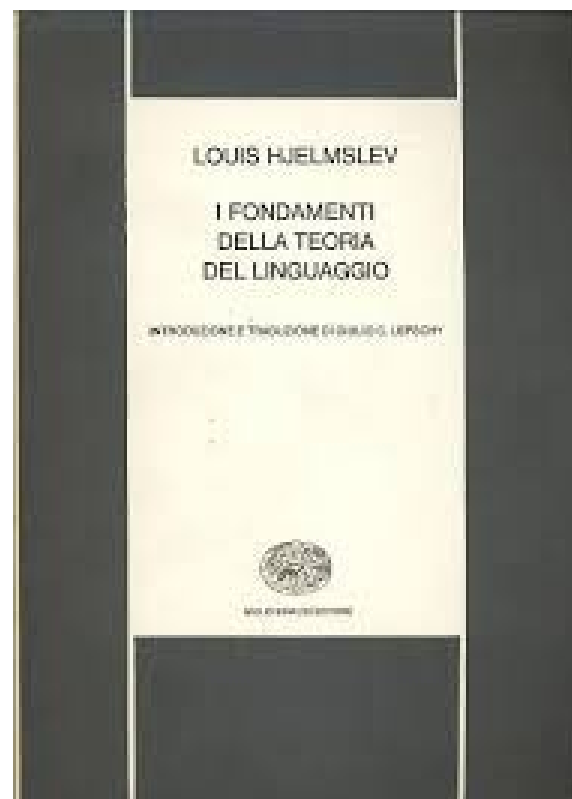
MATERIA

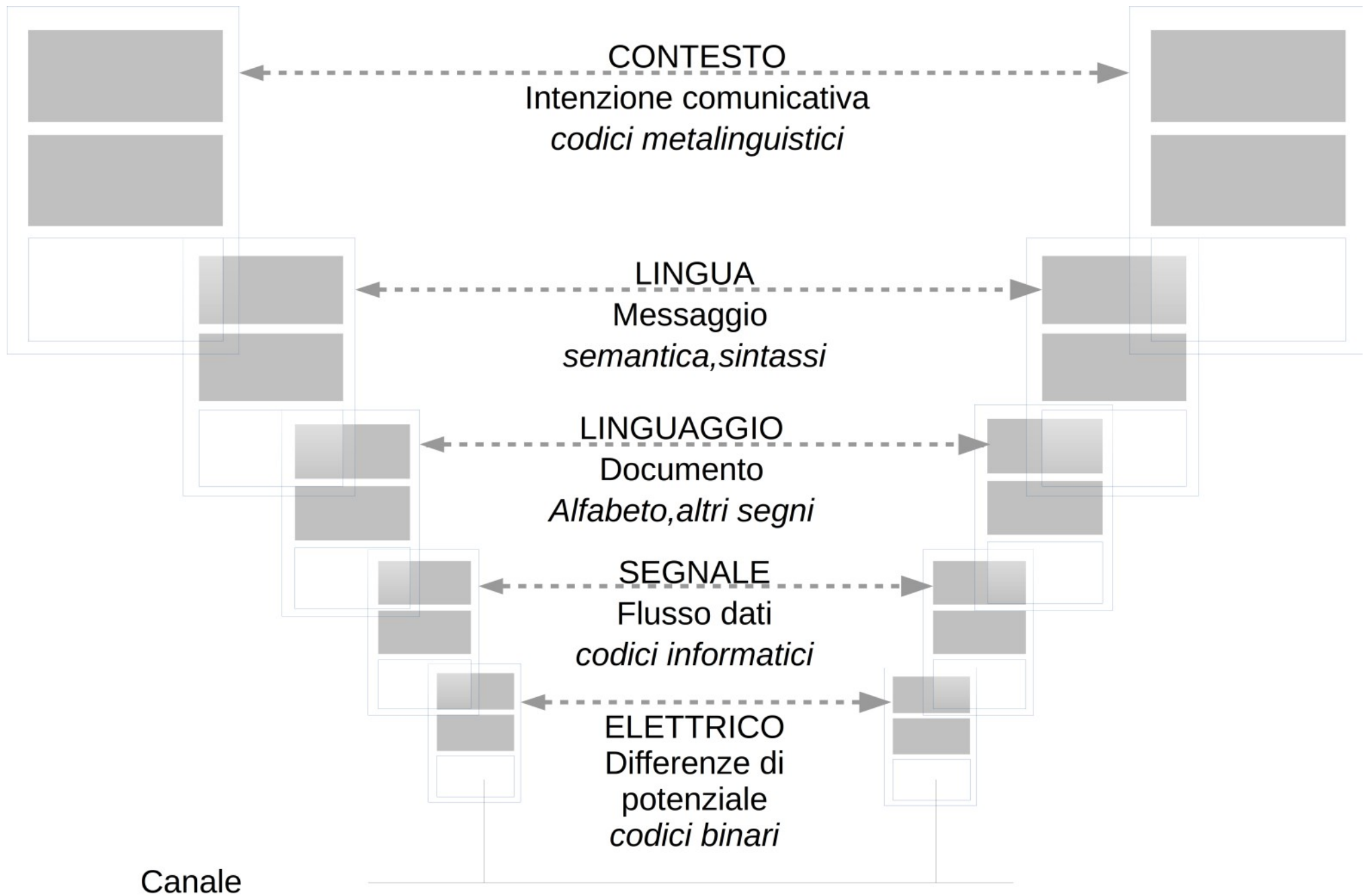
La materia rimane, ogni volta,
sostanza per una nuova forma, e
non ha altra esistenza possibile al
di là del suo essere sostanza per
questa o quella forma.

FTL 57

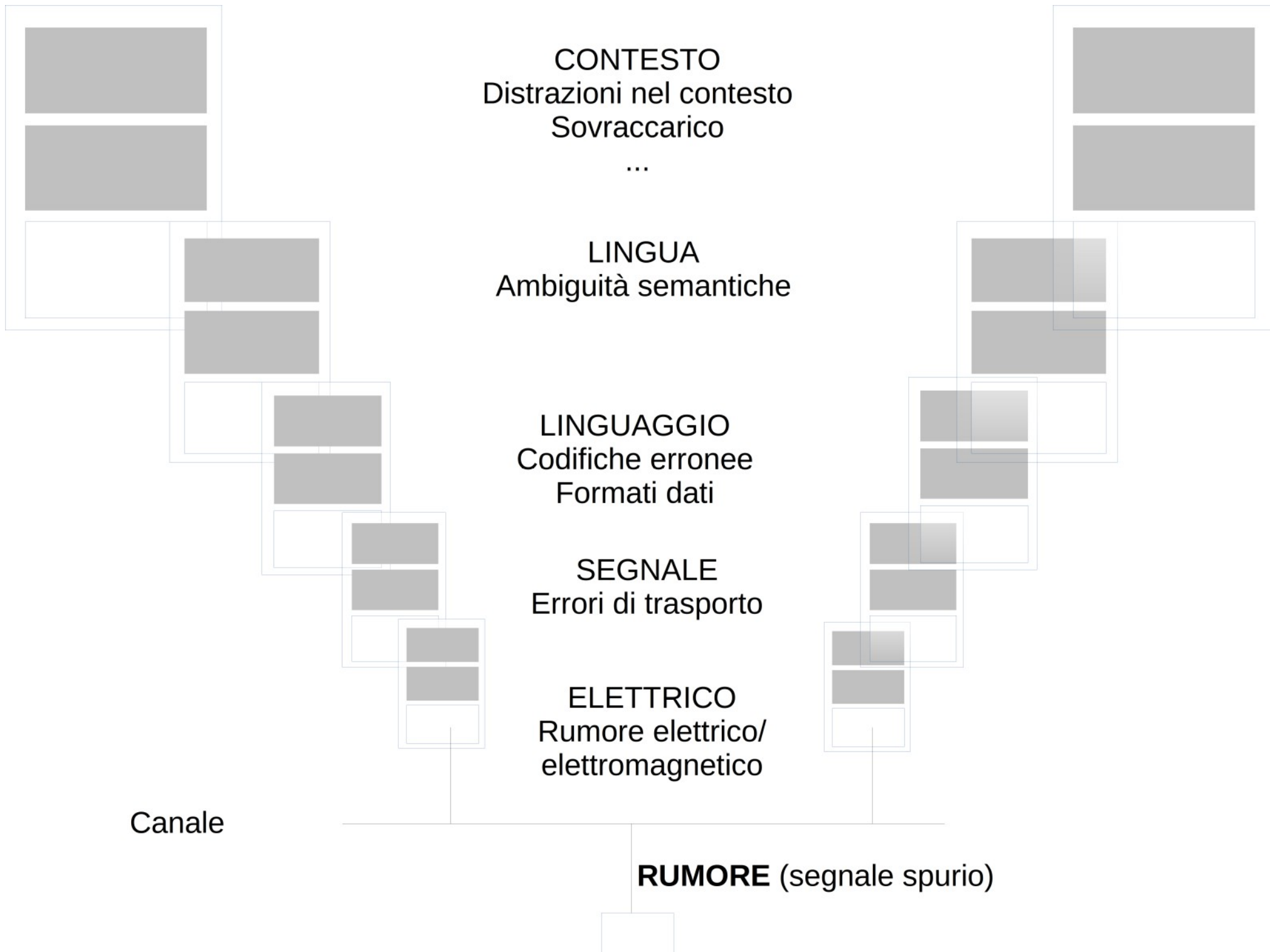


Lous Hjelmslev, 1899 – 1965





STRATIFICAZIONE nella comunicazione digitale,
oggetto della comunicazione e *codici usati*



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www.expedia.it/Vacanza ▼

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 100 left[Preview Invite](#)**Free Google Local Listing** - Google.com/LocalBusinessCenter - Put your location and more for free on Google Maps Sponsored Link[« Back to Inbox](#)[Archive](#)[Report spam](#)[Delete](#)[Move to ▼](#)[Labels ▼](#)[More actions ▼](#)1 of 529 [Older](#) >**Small business marketing**

Inbox | X

**John Jantsch** to me[show details](#) 8:03 AM (1 minute ago)[Reply](#)

I need to hire a marketing consultant, any ideas?

—
John Jantsch
Duct Tape Marketing
4806 Belleview Ave.
Kansas City, MO 64112
866-DUC-TAPE (382-8273)

[Reply](#)[Forward](#)[New window](#)[Print all](#) **Map this**[4806 Belleview Ave](#)
[Kansas City, MO 64112](#)**Sponsored Links**[Advertise Small Business](#)Boost your business, target your audience and more with PRWeb!
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[www.1800VENDING.com](#)[Entrepreneurship Ideas](#)Join Our Small Business Community. Get Advice from Experts & Peers Now
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Personalized advertising



Colby Brown

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News Feed

- Messages 20
- Events 1
- Photographers 20+
- Family 20+

ADS

- Ads Manager

PAGES

- Colby Brown Photography
- The Giving Lens
- Recommended Pages

APPS

- App Center 3
- RSS Graffiti
- Pokes 3
- BranchOut 1
- Photos 5
- Sweepstakes
- Games Feed 20+
- Links

GROUPS

- Facebook Photos Fe... 4
- Colorado Photograp... 12

Update Status Add Photo / Video

What's on your mind?

SORT ▾



Kristen Kidd claimed an offer from Einstein Bros Bagels.



Buy 1 Egg Sandwich Get 1 Egg Sandwich Free!

Get Offer · 64,029 claimed

Like · Comment · Share Offer · 9 minutes ago ·



Write a comment...



Nick Chill Photography

Be sure to check out the Rewards program on my blog. Earn points and win real gift certificates, to restaurants and other stores. Just click the red ribbon in the top left corner.

<http://nickchill.com/>

Nick Chill Photography Blog

nickchill.com

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2 Klout requests

1 other app request outstanding

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Official Obama Website

barackobama.com



Millions have signed up to re-elect the President. Add your name.

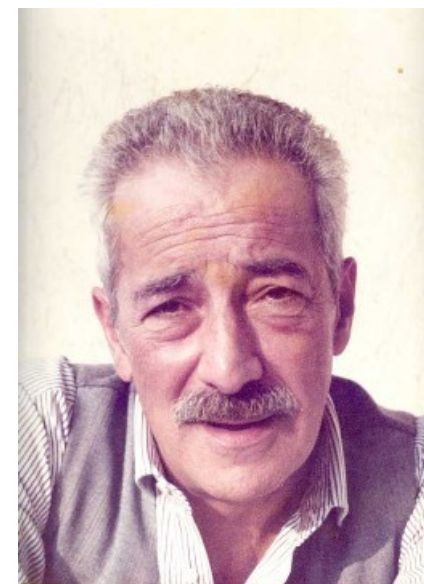


VS



*Ritengo possibile sostenere che su ogni mercato linguistico-comunicativo la classe dominante possiede privatamente il linguaggio nelle tre dimensioni (i) controllo del **codice** o codici e delle modalità i codificazione; (ii) controllo dei canali cioè delle modalità di **circolazione** dei messaggi; (iii) controllo delle modalità di **decodificazione** e interpretazione. [...]*
Su tale fondamento si può anche proporre la definizione di “classe dominante” come la classe che possiede i suddetti controlli.

F. Rossi-Landi,
Il linguaggio come lavoro e come mercato
1968



Feruccio Rossi-Landi
1921-1985



Industrializzazione delle relazioni?

- Non possediamo i mezzi di produzione
- Semplificazione, standardizzazione della comunicazione
- Codificazione della relazione personale (amico|non amico)...
- trasformazione della *comunicazione* personale in un *prodotto*
 - reificazione anche chi comunica
- mediazione non trasparente del canale (leale a chi?)
- ...

Grazie
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<http://cammozzo.com/?::Corsi>