

### NEW ESSAYS ON UMBERTO ECO

There is a wealth of critical commentary on Umberto Eco in scholarly books and articles; this collection provides up-to-date and thought-provoking insights into topics that have attracted a great deal of attention in the past without repeating many of the arguments found in earlier publications on Eco.

Representing the most active scholars writing on Eco from a variety of disciplinary perspectives, the international panel of authors provides sophisticated engagement with Eco's contributions to a wide range of academic disciplines (semiotics, popular culture, linguistics, aesthetics, philosophy, medieval studies), as well as his literary production of five important novels. From the impact of the

evalist, *New Essays on Umberto Eco* covers a variety of subjects that will appeal not only to a wide audience interested in Eco's fiction, but also to the serious student delving into Eco's more esoteric writings.

PETER BONDANELLA is Distinguished Professor Emeritus of Comparative Literature, Film Studies, and Italian at Indiana University. He has written or edited many books on Italian literature and film, including *The Cambridge Companion to the Italian Novel* (co-edited with Andrea Ciccarelli, Cambridge, 2003) and *Umberto Eco and the Open Text* (Cambridge, 1997). He is a past President of the American Association for Italian Studies and a member of the European Academy of Sciences and Arts.



# NEW ESSAYS ON UMBERTO ECO

EDITED BY

PETER BONDANELLA





> CAMBRIDGE UNIVERSITY PRESS Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi

> > Cambridge University Press The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org Information on this title: www.cambridge.org/9780521852098

© Cambridge University Press 2009

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2009

Printed in the United Kingdom at the University Press, Cambridge

A catalog record for this publication is available from the British Library

Library of Congress Cataloging in Publication data Bondanella, Peter E., 1943– New essays on Umberto Eco / Peter Bondanella.

p. cm. Includes bibliographical references and index. ISBN 978-0-521-85209-8

1. Eco, Umberto-Criticism and interpretation. 2. Semiotics and literature. I. Title.

PQ4865.C6Z57 2009 853′.914–dc22 2009011447

ISBN 978-0-521-85209-8 hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.



Notes on contributors

## Contents

Να	otes on contributors	page vii
Pr	eface	xi
Аc	knowledgments	xiv
Ι	Eco and popular culture Norma Bouchard	I
2	Eco's semiotic theory Cinzia Bianchi and Manuela Gieri	17
3	Eco's scientific imagination  Guy Raffa	34
4	From the Rose to the Flame: Eco's theory and fiction between the Middle Ages and postmodernity  Cristina Farronato	en 50
5	Eco's Middle Ages and the historical novel <i>Theresa Coletti</i>	71
6	Eco and the tradition of the detective story Peter Bondanella	90
7	"The subject is in the adverbs." The role of the subject in Eco's semiotics  Patrizia Violi	113
8	Double coding memorabilia in <i>The Mysterious Flame of Queen Loana</i> Rocco Capozzi	127
9	Eco and Joyce Michael Caesar	141



vi	C	Contents	
Ю	Eco on film Torunn Haaland	I	57
	ected bibliography on Eco dex		71 85



## Notes on contributors

#### EDITOR

PETER BONDANELLA is Distinguished Professor Emeritus of Comparative Literature, Film Studies, and Italian at Indiana University. He is the author, translator, or editor of numerous books on Italian cinema and Italian literary classics (Boccaccio, Cellini, Dante, Machiavelli, Vasari). Besides a book on Eco, *Umberto Eco and the Open Text: Semiotics, Fiction, Popular Culture* (1997), he is the co-editor of *The Cambridge Companion to the Italian Novel* (2003). His recent publications include a new translation of and commentary on Machiavelli's *The Prince* (2004); a three-volume edition, with Julia Conaway Bondanella, of Longfellow's translation of Dante's *Divine Comedy* with a substantial commentary (2003–6); and *A History of Italian Cinema* (2009). He is a past President of the American Association for Italian Studies and a member of the European Academy of Sciences and Arts.

#### CONTRIBUTORS

CINZIA BIANCHI has a doctorate in Semiotics and is a researcher at the IULM University in Milan. She has published several books on semiotics, including *Su Ferruccio Rossi-Landi* (1995) and *Spot. Semiotica della comunicazione pubblicitaria* (2005).

NORMA BOUCHARD is Associate Professor of Comparative Literature and Italian at the University of Connecticut. She is the author of Celine, Gadda, Beckett: Experimental Writers of the 1930s (2000); editor of Risorgimento in Modern Italian Culture: Revisiting the Nineteenth-Century Past in History, Narrative, and Cinema (2005); and co-editor of Umberto Eco's Alternative: The Politics of Culture and the Ambiguities of Interpretation (1998).



viii Notes on contributors

MICHAEL CAESAR is Serena Professor of Italian at the University of Birmingham (UK) and author of *Umberto Eco: Philosophy, Semiotics and the Work of Fiction* (1999); co-author of *Modern Italian Culture* (2007); editor of *Dante: The Critical Heritage* (1996); and co-editor of *Writers and Society in Contemporary Italy: A Collection of Essays* (1993); *The Quality of Light: Modern Italian Short Stories* (1994); and *Orality and Literacy in Modern Italian Culture* (2006).

ROCCO CAPOZZI is Professor of Italian at the University of Toronto and Associate Editor of *Modern Language Studies*. Besides many articles on Eco and contemporary Italian literature, he is the editor of *Hommage to Moravia* (1993) and *Reading Eco: An Anthology* (1997). He has also contributed to the *Cambridge Companion to the Italian Novel* (2003).

THERESA COLETTI is Professor of English and Comparative Literature at the University of Maryland. She is the author of numerous publications on medieval literature and on Eco, including: *Naming the Rose: Eco, Medieval Signs, and Modern Theory* (1988); and *Mary Magdalene and the Drama of Saints: Theater, Gender, and Religion in Late Medieval England* (2004).

CRISTINA FARRONATO is the author of *Eco's Chaosmos*. From the Middle Ages to Postmodernity (2003). She teaches at the University of Southern California in Los Angeles.

MANUELA GIERI is Director of the Program in Semiotics and Professor of Italian at the University of Toronto. She is the co-editor of "La Strada": Federico Fellini, Director (1987) and Luigi Pirandello: Contemporary Perspectives (1999), as well as the author of Contemporary Italian Filmmaking: Strategies of Subversion: Pirandello, Fellini, Scola, and the Directors of the New Generation (1995).

TORUNN HAALAND is Instructor of Italian at the Pennsylvania State University and is the author of articles on Fellini, Nanni Moretti, Pasolini, and Mussolini. She is currently working on studies of Italian neorealism and cityscapes in Italian cinema.

GUY RAFFA is Associate Professor of Italian at the University of Texas at Austin. He teaches and writes on modern Italian fiction and theory, literature and science, and medieval literature and thought. He is the author of *Divine Dialectic: Dante's Incarnational Poetry* (2000) and *The Complete Danteworlds: A Reader's Guide to the "Divine Comedy"* (2009), in addition to essays an Carlo Levi, Calvino, and Eco.



#### Notes on contributors

ix

PATRIZIA VIOLI is Associate Professor of Semiotics in the Department of Communication Science at the University of Bologna. Among her many publications, she has written *Significato ed esperienza* (1997) and *Meaning and Experience* (2001); with Umberto Eco she has co-edited *Meaning and Mental Representations* (1990); and she has co-edited an important collection of essays on Eco's works: *Semiotica: storia, teoria, interpretazione: saggi intorno a Umberto Eco* (1992).



# Preface

The ten essays in this anthology aim to introduce the reader to the wide range of critical problems associated with Umberto Eco's literary, philosophical, and cultural writings. Only one other Italian thinker has exerted such an enormous influence over Italian culture in the twentieth century – Benedetto Croce – and Croce never turned his hand to fiction. The breadth and scope of Eco's writings qualify him as what the Italians call a *tuttologo* – someone who knows something important about virtually everything. For any student of Eco, it seems that he has read practically everything in print in a variety of original languages and disciplines and, even more amazing, he has remembered it all! His effortless combination of matchless erudition and a wonderful sense of humor sets him apart from equally cerebral Italian writers such as Italo Calvino or Primo Levi, whose postmodern novels lack Eco's wit and sense of irony.

Norma Bouchard's contribution provides a survey of Eco's very early interest in popular culture (comic books, popular song, film, cartoons), a field that was more often identified with Anglo-American scholarship than with Italian writing when Eco began to publish on the subject. It is fair to say that with Eco's treatment of such iconic popular culture figures as Superman, James Bond, and Peanuts, Italian culture began to examine its own popular culture roots. But Eco's interest in cultural theory also produced literary results: his fifth novel (The Mysterious Flame of Queen Loana: An Illustrated Novel) provides an encyclopedic perspective upon the popular culture of Eco's adolescence during the Fascist period. Eco moved from popular culture to an interest in semiotic theory (the focus of the chapter by Cinzia Bianchi and Manuela Gieri), hoping that the emerging discipline of semiotics would provide a means of analyzing both high and low culture. He became famous for his semiotic writings long before his turn to fiction, yet his five novels are never far removed from his philosophical musings derived from linguistics and semiotics. Like many other contemporary novelists, Eco has assimilated a great deal



xii Preface

of scientific knowledge into his fiction and philosophy, a topic treated by Guy Raffa.

Of course, thanks in part to the international success of his first novel, The Name of the Rose, most readers of Eco identify him as a brilliant medievalist. The fact that Eco always gives his interest in the Middle Ages a postmodern twist is the subject of essays by Cristina Farronato and Theresa Coletti. Literary critics, in fact, define Eco's fiction as the essence of the postmodern approach to literature, a subject treated in detail by Rocco Capozzi. Patrizia Violi's discussion of Eco's most recent semiotic thought outlines ideas that find fictional development in The Mysterious Flame of Queen Loana. While it is important to note the links between Eco's fiction and his philosophical, linguistic, or scientific interests, it remains important to analyze his debts to literary tradition. Here different chapters treat two fundamental elements of Eco's thought. Michael Caesar discusses Eco's important debt to James Joyce, who became something of an intellectual and fictional template for Eco's entire career. And Peter Bondanella traces the impact of detective fiction upon both Eco's novels and his epistemology in studying how a literary genre from popular or "lowbrow" fiction plays a crucial role in the creation of Eco's postmodern novels. Finally to round out the collection, Torunn Haaland surveys Eco's writings on the movies (the quintessential pop-culture product of the past century) and discusses how his analysis of the cinema contains crucial concepts related to Eco's semiotic theory and his discussion of human communication.

There is a wealth of critical commentary on Umberto Eco in scholarly books and articles. This anthology attempts to provide new and thought-provoking insights into topics that have attracted a great deal of attention in the past without repeating many of the arguments found in earlier publications. The target audience of this companion volume includes not only students but also scholars and the general reading public who find Eco fascinating as a writer and interesting as an original thinker on historical, cultural, and philosophical questions of a timeless nature.

Before reading the chapters in this volume, it would prove useful to read the introduction to the bibliography on Eco's works contained at the end of this book. Every effort has been made to render our treatment of Eco's literary, scholarly, and philosophical career easily accessible, but the complicated history of the appearance of his works in translation should be kept in mind. In most cases, authors have cited available English translations, but in other cases when the available translations seem flawed or



Preface

xiii

incomplete, contributors to this volume have provided their own, more accurate, renderings from the original Italian editions. At any rate, the bibliography provides an important guide through the maze of editions, translations, and revisions of Eco's published work.

Peter Bondanella St. George, Utah



# Acknowledgments

The editor and publishers would like to thank the following for permission to reproduce copyright material:

Figure 4.3 from Marvin Minsky (ed), *Semantic Information Processing* (Cambridge, MA: MIT Press, 1968). Reproduced by permission.