Abstract: This special issue of Ocula on economic discourse we would like to be a first and pioneering work on semiotic studies and analysis of economy. Our aims are to fill a gap in semiotic literature, to carry out a reconnaissance on this field and to collect semiotic contributions opening
to some ways of semiotic investigations on economy. There is not currently a systematic and specific work on economic discourse in the semiotic literature. We think that the economic discourse is a special field for the semiotic interdisciplinarity analysing historical and specially present economic conditions.

Giorgio Coratelli, Francesco Galofaro, Federico Montanari

Introduction. On Semiotics of Economic Discourse

Tiziana Barone

Controtendenza del retail nella crisi del nuovo millennio | Countertendencies in the retail and the new millennium crisis

Mirko Benedetti, Cinzia Castagnaro

Numeri da non credere. Alcune derive semiotiche nella copertura mediatica delle statistiche ufficiali sull’economia | Unbelievable numbers. Some semiotic drifts in media coverage of official statistics on the economy

Cinzia Bianchi

Ferruccio Rossi-Landi: language, society and semiotics

Vander Casaqui

Economic Discourse and Social Entrepreneurship. Transformation projects, media engagement and social mobilization in contemporary Brazil

Bernard Lamizet

Les signes de l’économie politique | Signs of political economy

Christelle Verger de Oliveira


Roberto Pellerey

Il giusto prezzo, il senso del denaro e una dissidenza inattuale. Dall’homo oeconomicus all’economia solidale | The right price, the money’s meaning and an unfashionable dissidence. From the homo oeconomicus to the Fair Economy

Paolo Sorrentino

Economia e potere. L’analisi negli spazi di lavoro | Economy and power. The analysis of workspaces
Cristina Zorzella Cappi

Sistemi linguistici e sistemi economici: analisi di un’omologia | Linguistic and economic systems: analysis of a homology