



La estrategia de la ilusión (Spanish Edition)

Umberto Eco

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Umberto Eco lleva a cabo en esta serie de artículos y estudios una semiología de lo cotidiano, una aproximación al universo de los discursos periodísticos y la costumbre

Este libro de estilo directo y narrativo, humor satírico y moralizante, está constituido por una serie de ensayos, muchos de los cuales son artículos periodísticos aparecidos en diferentes medios. A través de ellos, Eco nos ofrece una aproximación a los discursos periodísticos o políticos, a los fenómenos de la moda y la costumbre, desde la perspectiva del estudioso del lenguaje: si lo utilizamos para hablar de las cosas, para silenciarlas o para convencernos de que son cosas cuando por el contrario se trata de ideologías, fantasmas, ilusiones o decepciones.

«Considero mi deber político invitar a mis lectores a que adopten frente a los discursos cotidianos una sospecha permanente, de la que ciertamente los semióticos profesionales sabrían hablar muy bien, pero que no requiere competencias científicas para ejercerse.»

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La crítica ha dicho...

«Provocador y lleno de matices... Demuestra la sofisticación y la perspicacia de Eco.»

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