

# Coesione intersemiotica nella costruzione di un enogramma.

## Questioni di semiotica cognitiva in prospettiva transculturale

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*Abstract*

*Intersemiotic Coherence within the Structure of an Oenogrammatic Text. Issues of cognitive semiotics in a transcultural perspective*

*The following article is an attempt to summarize and present some of the formal characteristics of a peculiar example of semiotic text: the wine bottle, with its interconnected constituents making up for a text as a whole. This essay is only a portion of a wider study on the construction of the oenogrammatic text and its perception within a public, conducted between two countries, Italy and Japan, and across their cultures. The aim of the research was, and still is, the discovery of the ways of representation and interpretation of meanings conveyed through an object of deep semiotic value with a great, yet inexplicably quite often underestimated, impact on the wine market.*

**Keywords:** oenogrammatic text; interpretation; indexicality; coherence; redundance.