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The Role of Semiotics in the Animation of Cultural Heritages

Valuable cultural heritages have to be preserved and maintained, but this is possible only by making them a lively reality for new generations. The traditions must become an effective part of the contemporary life. Yet, how Plato, Avicenna, Dante, Shakespeare, Goethe, Wagner, Proust may look like in the digital age. The question is '*jusqu'ou on peut aller trop loin*' in the words of Jean Cocteau ('how far one can go too far'), i.e. to which extent modernization of cultural institutes and issues is possible without losing or violating their essence. Therefore, it is clear that a heritage survives and lives only in action, in social and individual practice; culture is then seen as an ideal or goal towards which one is aiming and striving by education, training and learning. The Greek idea of 'paideia' contains all of this. Semiotics can offer tools and methods for such a cultural animation and its conceptual foundation.