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**Abstract:** This paper aims to consider Peirce and Eco's approach to signs and semiotics in order to assess their relation to Peirce's mature pragmatism. Both thinkers attempted to set out a truly general theory of signs, and ran into difficulties on similar points. I show that the responses of Peirce and Eco to the difficulties that arose in seeking a truly general theory of signs were quite different. And yet, the differences are not so deep as to prevent us from thinking of both Peirce and Eco as pragmatists, and perhaps of a similar stripe.  
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