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The research objectified observe and describe which are the injunctions that phenomenologically segment the usefulness, in the reach, previsibility, and explanation of the descriptions and propositions of the trivial subject, of the dialectal authority, and of the scientist in the physical ambience, in the economic market and in the political market, implying interactions of trivial knowledge, dialectal knowledge, and scientific knowledge, from the dominant entropy in the trivial knowledge to the negentropic dominance in the scientific knowledge in the communication.

On such object, the author superposed the semiotics-physics complex method of the Semiosology, including the Physics phenomenology (Heisenberg, Bohr, Lao Tzy), the Signology (Peirce), and the Progmatic Operational Instrument (Modesto).

We hope to diagram in this paper the signic syntaxes of the *interpretants* in the proposition of the trivial subject, of the dialectal authority, and of the scientist, among the diffuse and the universal reach, among the personal prevision and the impersonal quantification, of the explication by fabulation to the explication by truth-argument in the respective interactions that segment and distinguish the reach of the trivial knowledge, the dialectal knowledge, and the scientific knowledge in the entropic-negentropic dynamics of the communication in the market.

Luiz Sergio Modesto (Brazil; <luizsergiomodesto@ig.com.br>): Knowledges And Communication: Entropic-negentropic Dynamics (陰 - 陽)

Knowledges and Communication: Entropic-Negentropic Dynamics (陰 - 陽). The present paper brings recent research of the author that has for object, by placing the Theory of Communication in syntax with the relation “*subject / object*” as approached by the Theory of Knowledge, to rise the injunctions that condition the degrees from the verisimilitude to the truth in the relation “*object / sign*” and the *interpretants* occult by the “*subject*” of a proposition in the continent of the human knowledge, with focus in the fundamental interactions of the communication.