

LETTER

NUMBER 9 (AUTUMN 2016) – OCTOBER 2016

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Call for papers:

**Nordic-Baltic links,
networks and domains
in semiotics and beyond**

**10th Conference of the Nordic
Association for Semiotic Studies (NASS)**

Kaunas, Lithuania, June 26-30th 2017

The 10th conference of the Nordic Association for Semiotic Studies (NASS X) will be held in conjunction with the 13th World Congress of Semiotics.

The deadline for abstract submissions is November 30th 2016.

For the second time, NASS offers a Graduate student award and Graduate student grants.

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Regular sections:

News

Upcoming academic events

Please visit our webpage

nordicsemiotics.org/

The newsletter of NASS normally appears twice a year (Spring and Autumn).

To subscribe (for free), or to contribute with content (e.g. academic news, upcoming events, country report, subfield report) write to post@nordicsemiotics.org.

Call for papers

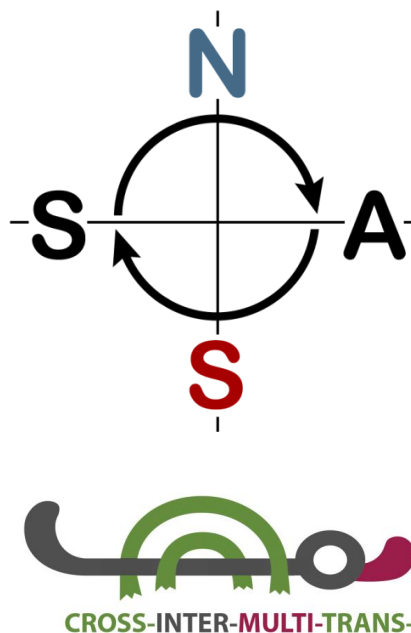
NORDIC-BALTIC LINKS, NETWORKS AND DOMAINS IN SEMIOTICS AND BEYOND

10TH CONFERENCE OF THE NORDIC ASSOCIATION FOR SEMIOTIC STUDIES (NASS)

Kaunas, Lithuania, June 26–30th 2017

Venue:

Faculty of Social Sciences, Arts and Humanities; Kaunas University of Technology, Lithuania.



The 10th conference of the Nordic Association for Semiotic Studies (NASS X) will be held in conjunction with the 13th World Congress of Semiotics (see <http://isisemiotics.eu/iass2017/>); which is arranged by the International Association for Semiotic Studies (IASS-AIS), the International Semiotics Institute (ISI), and Kaunas University of Technology. Given that ISI is one of the semiotic centers of excellence in the Nordic-Baltic region, that Lithuania has recently become a member of NASS, and the fact that NASS has a long-standing relation with IASS, the choice of collaborating with the World Congress is very natural.

Theme:

The title of the 13th World Congress of Semiotics is "CROSS-INTER-MULTI-TRANS-", and relevant topics include "relations", "interactions", "contaminations" in semiotic theories as well as social and biological processes.

NASS X will overlap thematically with the theme of the 13th World Congress of Semiotics, with a special focus on Nordic-Baltic links, networks and relations. This includes an emphasis on semiotic

clusters in the region and how they deal with the complexity of such overlapping issues. It is our conviction that the multifarious semiotic seminal ideas that have originated in our region have much to offer to the debate on current social changes, technological innovations and the relations between ecological, cognitive and techno-cultural systems.

Additionally, NASS X will feature roundtables on Nordic semiotic clusters and centers (such as Tartu, Lund, Århus, Kaunas) highlighting educational programs and research agendas in light of the future.

Registration and conference fee.

The sessions of NASS X will be distributed and identified as parallel sessions within the 13th World Congress of Semiotics. Therefore, in order to attend NASS X you need to register to the 13th World Congress of Semiotics. This registration will entitle you to attend both conferences. If you would like to become a member of NASS for the period 2017–2019 (without any additional fee), you must either present a paper at NASS X, or sign the attendance list that will be available in the conference room during the sessions. In order to present a paper at NASS X, please submit an abstract as detailed below, and register for the 13th World Congress of Semiotics following their deadlines.

Abstract submission.

The deadline for abstract submissions is November 30th 2016. Abstracts should be submitted as a Word file attachment to post@nordicsemiotics.com, with subject line "Abstract for NASS X". In the email, please indicate whether or not you are a graduate student in order to be considered for the graduate student award and grants.

Each abstract submission should contain: (1) Surname, Name of the author (always put surname first, the way you want it to appear in the alphabetical order); (2) Your affiliation (including country); (3) Your email; (4) Title (and, if needed, subtitle) of the paper; (5) An abstract of max. 1300 characters; (6) Max. 5 keywords; (7) A short bionote of max. 1000 characters.

The proposals must be written by following this [Template](#). Proposals written in free form will not be accepted. When saving the file, please name it as suggested by the template file. E.g.: Abstract_Smith, Abstract_Fernandez, Abstract_Wang, etc.

Graduate student award and grants.

5–10 graduate students presenting a paper at NASS X will be supported financially by NASS, with a grant of 150 Euro each.

Furthermore, a prize will be awarded for the best graduate student presentation at NASS X. The prize consists of a gift card worth 250 Euro, and a diploma. Both measures will be decided on by the Program committee of NASS X.

Program committee.

Aleksei Semenenko, Dario Martinelli, Inesa Sahakyan, Luis Emilio Bruni and Morten Tønnessen

Scientific committee (abstract evaluation):

Aleksei Semenenko, Inesa Sahakyan, Luis Emilio Bruni and Morten Tønnessen; more members TBA

News

INTERNATIONAL NEWS

Biosemiotic Achievement Award for the Year 2015 goes to Chiu and Gilbert

The Annual Biosemiotic Achievement Award was established at the annual meeting of the International Society for Biosemiotic Studies (ISBS) on July 3rd, 2014 in conjunction with Springer Publishing, publishers of the Society's official journal, *Biosemiotics*. For the volume 2015, the Selection Committee – Don Favareau (ISBS), Karel Kleisner (Biosemiotics), Izabela Witkowska (Springer) – arrived at its decision to bestow the award on Lynn Chiu and Scott F. Gilbert's "The Birth of the Holobiont: Multi-species Birthing Through Mutual Scaffolding and Niche Construction" (published in the August 2015 issue of *Biosemiotics*, Vol 8 (2): 191–210).

See full announcement [here](#).

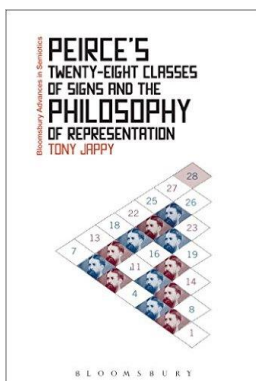
Introductory blog post on biosemiotics

The blogpost "[Biosemiotics: Making sense of nature](#)", published in Springer's [LifeScienceToday blog](#), introduces biosemiotics for new readers.

SEMIOTIC PUBLICATIONS

Books

Peirce's Twenty-Eight Classes of Signs and the Philosophy of Representation: Rhetoric, Interpretation and Hexadic Semiosis by Tony JAPPY

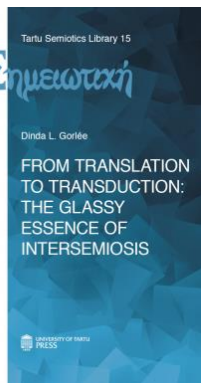


The major principles and systems of C. S. Peirce's ground-breaking theory of signs and signification are now generally well known. Less well known, however, is the fact that Peirce initially conceived these systems within a 'Philosophy of Representation', his latter-day version of the traditional grammar, logic and rhetoric trivium. In this book, Tony Jappy traces the evolution of Peirce's Philosophy of Representation project and examines the sign systems which came to supersede it. Surveying the stages in Peirce's break with this Philosophy of Representation from its beginnings in the mid-1860s to his final statements on signs between 1908 and 1911, this book draws out the essential theoretical differences between the earlier and later sign systems. Although the 1903 ten-class system has been extensively researched by scholars, this book is the first to exploit the untapped potential of the later six-element systems. Showing how these systems differ from the 1903 version, Peirce's Twenty-Eight Classes of Signs and the Philosophy of Representation offers an innovative and valuable reinterpretation of Peirce's thinking on signs and representation. Exploring the potential of the later sign-systems that Peirce scholars have hitherto been reluctant to engage with and extending Peirce's semiotic theory beyond the much canvassed systems of his Philosophy of Representation, this book will be essential reading for everyone working in the field of semiotics.

Editor: Bloomsbury Academic (to be released on December 15th 2016)

Collection: Bloomsbury Advances in Semiotics

From Translation to Transduction: The Glassy Essence of Intersemiosis”
(Tartu Semiotics Library 15) by Dinda L. Gortée



The fascinating story of the intersemiotic growth of translation into the whirlpool of excitement in transduction. The conflict between the simultaneous attractions of language-based translation and not-only-language-based transductions in different arts shows the way that the relatively coded phenomenon of translation can transfigure into Peirce’s free and uncoded activity of transduction. The real question of intersemiosis is still unanswered. Imagine the delicious surprises at the heart of the narrative examples: Henry Thoreau’s sympathy with American and Indian ecology of Walden, Edvard Grieg’s musical operetta Peer Gynt based on Henrik Ibsen’s poetic script, and Salvador Dalí’s sculptural transfiguration of Venus of Milo with his Venus with Drawers.

University of Tartu Press 2015

Sein und Schein: Explorations in Existential Semiotics by Eero Tarasti

[Being and Appearance: Explorations in Existential Semiotics]



Existential semiotics is a new paradigm in the studies of signs, signification and communication. This book develops its theory further starting from the continental philosophy (Kant, Hegel, Jaspers, Heidegger, Arendt, Sartre) on one hand, yet remaining also faithful to the tradition of the European semiotics, particularly the Paris school. From the notions of being, doing and appearing the study applies them to crucial social problems of the contemporary world, and moreover to various so-called ‘lesser arts’ like performance and gastronomy. It also introduces some precursors of the approach. The book represents what can be called neosemiotics, the search for new theories and fields of the discipline.

De Gruyter Mouton 2015

Social Semiotics for a Complex World: Analysing Language and Social Meaning
by Bob Hodge

Social Semiotics
for a Complex World



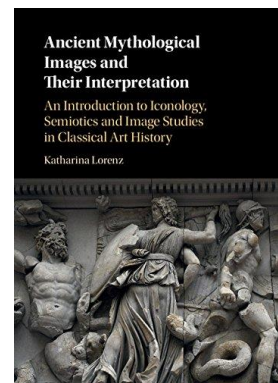
Bob Hodge

Social semiotics reveals language’s meaning – its structure, processes, conditions and effects – in all social contexts, across all media and modes of discourse. The book shows how social semiotics can enhance linguistics with a sociological imagination. *Social Semiotics for a Complex World* develops ideas, frameworks and language and social action in today’s world driven by globalization and new media. Incorporating insights from various schools of linguistics as well as from sociology, anthropology, philosophy, psychology and literary studies, it employs a multimodal perspective to follow meaning across all modes of language and media and a multiscalar approach that ranges between databases and one-word slogans, the local and the global. Social semiotics analyses twists and turns of meanings, big and small in complex contexts.

Polity / Wiley 2016

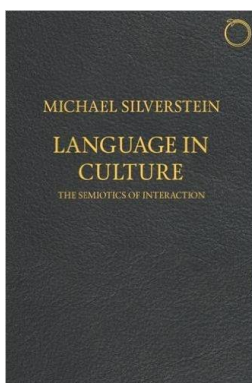
Ancient Mythological Images and their Interpretation: An Introduction to Iconology, Semiotics and Image Studies in Classical Art History by Katharina Lorenz

When we try to make sense of pictures, what do we gain when we use a particular method – and what might we be missing or even losing? Empirical experimentation on three types of mythological imagery – a Classical Greek pot, a frieze from Hellenistic Pergamon and a second-century CE Roman sarcophagus – enables Katharina Lorenz to demonstrate how theoretical approaches to images (specifically, iconology, semiotics, and image studies) impact the meanings we elicit from Greek and Roman art. A guide to Classical images of myth, and also a critical history of Classical archaeology's attempts to give meaning to pictures, this book establishes a dialogue with the wider field of art history and proposes a new framework for the study of ancient visual culture. It will be essential reading not just for students of classical art history and archaeology, but for anyone interested in the possibilities – and the history – of studying visual culture.



Cambridge University Press 2016

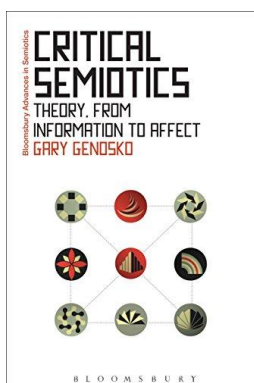
Language in Culture: The Semiotics of Interaction by Michael Silverstein



This book offers a rich assortment of some of Michael Silverstein's most important lectures at the University of Chicago over the past forty years, all of which converge on theoretical issues involved in the semiotic, cognitive, and sociopolitical study of language and communication. Together they provide an overdue home to an impressive body of thought that has otherwise only been available via unofficial distribution – in hand-written notes, audio recordings, and other media – by longtime fans and students. Developing and employing semiotic concepts, these lectures concentrate on two central and inverse problems. The first is to understand how interpersonal communication is carried in and by the medium of language. The second is to understand how language is a defining factor in conceptual representations and mental knowledge. Exploring the diversity of sources of knowledge and the many forms of language they can be coded into, Silverstein details the modes of semiosis of which language is composed, in particular those that express cultural knowledge and conceptualization.

University of Chicago press 2016

Critical Semiotics: Theory, from Information to Affect (Bloomsbury Advances in Semiotics) by Gary Genosko

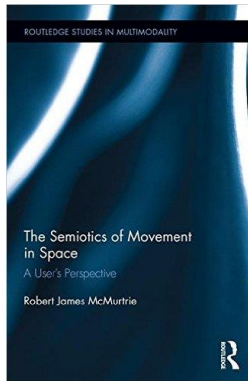


Critical Semiotics provides long overdue answers to questions at the junction of information, meaning and 'affect'. The affective turn in cultural studies has received much attention: a focus on the pre-individual bodily forces, linked to automatic responses, which augment or diminish the body's capacity to act or engage with others. In a world dominated by information, how do things that seem to have diminished meaning or even no meaning still have so much power to affect us, or to carry on our ability to affect the world? Linguistics and semiotics have been accused of being adrift from the affective turn and not accounting for these visceral forces beneath or generally other from

conscious knowing. In this book, Gary Genosko delivers a detailed refutation, with analyses of specific contributions to critical semiotic approaches to meaning and signification. People *want to understand* how other people are moved and to understand embodied social actions, feelings and passions at the same time as understanding *how this takes place*. Semiotics must make the affective turn.

Bloomsbury Academic 2016

The Semiotics of Movement and Space (Routledge Studies in Multimodality) by Robert James McMurtrie



The Semiotics of Movement and Space explores how people move through buildings and interact with objects in space. Focusing on visitors to the Museum of Contemporary Art in Sydney, McMurtrie analyses and interprets movement and space relations to highlight new developments and applications of spatial semiotics, as he proposes that people’s movement options have the potential to transform the meaning of a particular space. He illustrates people’s interaction with micro-camera footage of people’s movements through the museum from a first-person point-of-view, thereby providing an alternative, complementary perspective on how buildings are actually used. The book offers effective tools for practitioners to analyse people’s actual and potential movement patterns to rethink spatial design options from a semiotic perspective. The applicability of

the semiotic principles developed in this book is demonstrated by examining movement options in a range of other types of buildings (such as foyers, apartments, classrooms). This book also shows how a semiotic approach to understanding movement in space can be applied in a pedagogical context by exploring how undergraduate students of architecture and design are currently applying the theoretical framework and concepts to their 3-d design projects (railways, student lounges, houses). This book should appeal to scholars of visual communication, semiotics, multimodal discourse analysis and museum studies.

Taylor & Francis 2016

New titles in Springer’s Biosemiotics book series



Andreas Weber: *Biopoetics: Towards an existential ecology* (2016)

Paul Cobley: *Cultural implications of biosemiotics* (2016)

Ekaterina Velmezova, Kalevi Kull and Stephen J. Cowley (eds.): *Biosemiotic perspectives on language and linguistics* (2015)

Carlo Brentari: *Jakob von Uexküll: The Discovery of the Umwelt between Biosemiotics and Theoretical Biology* (2015)

Journals

The Journal of Cognitive Semiotics

Editor-in-Chief: Bundgaard, Peer F.

Call for Papers

Cognitive Semiotics is a peer-reviewed, multidisciplinary journal devoted to high quality research, integrating perspectives, methods and insight from cognitive science, cognitive linguistics and semiotics, and placing meaning-making into the broader context of cognitive, social, and neurobiological processes. The journal is a platform for the study of meaning-making writ large: in our interactions with the surroundings in all domains, including aesthetics, but also everyday life, in the natural as well as in the social world, in language and other sign vehicles, as well as in perception, and in action.

Cognitive Semiotics publishes two print issues a year, one in the spring and one in the fall. All reviews are double-blind. Previously published by Peter Lang, the journal has now been published by De Gruyter Mouton since 2014.

All scholars – linguists, philosophers, anthropologists, and psychologists, among others – are warmly invited to submit manuscripts on the above-mentioned and related topics to the Editor-in-Chief, Peer Bundgaard at sempb@dac.au.dk

The journal also publishes theme sections consisting of 3-4 articles. Scholars are therefore also invited to submit proposals for such dossiers.

Deadline for submission to the Fall issue is 1 April.

The editorial board consists of Peer F. Bundgaard (Aarhus University), Merlin Donald (Queen's University), Bruno Galantucci (Yeshiva University), Todd Oakley (Case Western Reserve University) and Göran Sonesson (Lund University).

Southern Semiotic Review

Editor-in-Chief: Geoffrey Sykes

We are pleased to announce that the 7th issue (1) 2016 of the *Southern Semiotic Review* is now published. The issue includes several articles on or about Solomon Marcus. General papers as well as those on the themes of creative arts and religion are welcome for forthcoming issues.

Lexia Journal of Semiotics [in Italian]

Editor-in-Chief: Massimo Leone

Please visit the journal website to consult and download the new issue 21-22 of *Lexia* on Censorship.

Punctum – International Journal of Semiotics

Editor-in-Chief: Gregory Paschalidis

We are pleased to announce the publication of the new issue (volume 2, issue 1) of *Punctum International Journal of Semiotics*, the online, open access journal of the Hellenic Semiotic Society. Issue

2.1 is devoted to “Art as Concept and Institution: Semiotics of an Evolving Category” and provides a forum for interaction between semioticians, art historians and picture theorists. The special issue editor is *Lia Yoka*. The articles as well as the whole issue, can be accessed/downloaded at the journal’s website: <http://punctum.gr/>.

Semiotica: Journal of the International Association of Semiotic Studies

Editor-in-Chief: Danesi, Marcel

Guest editors: Dario Compagno (Université Sorbonne Nouvelle); Matteo Treleani (Université de Lille 3)

Call for papers: Special number of Semiotica Journal – Meaningful Data

The human and social sciences are experiencing an influx of quantitative methods, which try to deal with the questions of meaning, at the centre of semiotic reflection. Until recently, statistical applications allowed for the description and explanation of certain aspects of natural languages and of other systems of semiotic interest; however, many researchers have sensed distinct limitations in quantitative analyses, as if statistics might be capable of dealing with regularities in expression but could not presume to illuminate considerations of content. Today, computational and – more generally – quantitative approaches in the humanities try to breach the semantic and pragmatic dimensions of discourse and communication: by the disciplined reshaping of expressions, researchers begin to find regularities of content. As a consequence, the two senses of the word “meaningful”, in semantics and in statistics, may seem to blur into one another.

This special issue of *Semiotica* seeks to present studies that employ or explore quantitative measures to reshape the ways in which we may study what is meaningful. The languages of the issue are English and French. Abstracts of about 600 words are to be sent **before January 15th 2017** to dario.compagno@univ-paris3.fr and matteo.treleani@univ-lille3.fr.

Papers (about 40.000 characters long including spaces) are due by May 31st 2017.

Sign Systems Studies

Editorial team: Kalevi Kull, Peeter Torop, Mihhail Lotman, Timo Maran, Silvi Salupere, Ene-Reet Soovik, Remo Gramigna

We are happy to announce the publication of the new issue of *Sign Systems Studies*. This time, it is a special issue (44–1/2) on environmental humanities titled “Framing nature and culture”, guest edited by Lauri Linask and Riin Magnus. An international journal of semiotics and sign processes in culture and living nature, the journal *Sign Systems Studies* was established in 1964 by Juri Lotman (initially as Труды по знаковым системам – Σημειωτική), and is thus the oldest international semiotic periodical. Originally (until 1992) a Russian-language series, it is now published in English, and has become a central institution in the semiotics of culture.

International Journal of Marketing Semiotics

Editor-in-Chief : George Rossolatos

It is with great pleasure that we inform you that the *International Journal of Marketing Semiotics* is now included in Elsevier’s SCOPUS database.

CFP: *International Journal of Marketing Semiotics* 2017. Special Issue: Semiophenomenology and Consuming the Experiential

This special issue aims at:

- Enlarging the conceptualization of consumptive experiences by recourse to as yet non-leveraged phenomenological perspectives in consumer research
- Promoting conceptual frameworks and empirical research that seek to further distill the employment of sign related terminology by one or more phenomenological thinkers
- Promoting the applicability of already attained inter-disciplinary transfers between phenomenology and semiotics in the field of consumptive experiences
- Providing a forum for semiotically informed phenomenological empirical studies that draw on either primary or secondary data (verbal or multimodal)

The CFP is open to researchers from all disciplines who are looking either into purely conceptual aspects or seek to apply empirically phenomenology, and phenomenologically inclined theories, such as deconstruction, Lacanian, feminist and post-Lacanian psychoanalysis, social and sociological phenomenology in conjunction with semiotics or in standalone mode, yet whose research is directly related to framing consumptive experiences (from products to spectacles to musical experiences).

If you are interested, send your paper **before March 13 2017** to Dr. George Rossolatos at journalmarketingsemiotics@yahoo.com or georgerosolatos123@gmail.com. See the journal's [submission guidelines](#).

Signs & Media

Chief editor: Henry Yiheng Zhao

New Issue of *Signs & Media* (Spring Issue, 2016): We are glad to announce the publication of the new issue of *Signs & Media* (Spring Issue, 2016), a bilingual (English-Chinese), peer-reviewed semiotic journal. Please feel free to download the PDF Version of *Signs & Media* [here](#).

UPCOMING ACADEMIC EVENTS¹ IN THE NORDIC COUNTRIES INCLUDING ESTONIA CONFERENCES & CALLS FOR PAPERS

June 2017

13th World Congress of Semiotics IASS

Kaunas, Lithuania, June 26-30, 2017



¹ This list of events, and the academic news presented above are indicative and do by no means pretend to be exhaustive. Therefore, our members are strongly encouraged to send their suggestions to be considered for further editions of the newsletter to the editors at post@nordicsemiotics.org.

We are pleased to announce that the 13th World Congress of Semiotics will be held on **June 26-30, 2017** at the International Semiotics Institute of Kaunas University of Technology, Lithuania. The congress will take place in the premises of the Faculty of Social Sciences, Arts and Humanities of the aforementioned university, in A. Mickevičiaus Street 37, Kaunas.

THEME

The theme of this edition of the congress is “CROSS-INTER-MULTI-TRANS-“, the focus being “relations”, “interactions”, “contaminations” in semiotic theories as well as social and biological processes. In addition, as 2017 marks the 100th anniversary of the Lithuanian semiotician **Algirdas J. Greimas**, submissions and sessions focused on his work and legacy will be also very welcome.

DEADLINE FOR SUBMISSIONS

November 30, 2016. If your abstract is approved by the scientific committee, you shall receive the official acceptance letter within January 31, 2017 (as proof to obtain funding from your home institutions).

PROPOSAL SUBMISSION

Each submission should contain: (1) Surname, Name of the author (always put surname first, the way you want it to appear in the alphabetical order); (2) Your affiliation (including country); (3) Your email; (4) Title (and, if needed, subtitle) of the paper; (5) An abstract of max. 1300 characters; (6) Max. 5 keywords; (7) A short bio note of max. 1000 characters.

The proposals must be written by following this [Template](#). Proposals written in free form will not be accepted. When saving the file, please name it as suggested by the template file. E.g.: Abstract_Smith, Abstract_Fernandez, Abstract_Wang, etc.

The proposals shall be sent to **isisemiotics@gmail.com**. Proposals sent to other addresses will not be considered.

FEES

The participation fees for the congress can be found [here](#), which should be paid to the bank account of the congress no later than February 28, 2017. After this date, the participation fee will be raised until April 30. After that date, registrations will not be accepted. The fee includes: (1) full access to every activity of the congress, (2) material and services during the congress, (3) all the coffee breaks, (4) all the events of the social program (except for the optional ones), (5) participation to the opening ceremony and welcome buffet, (6) farewell toast.

PROCEEDINGS

The proceedings of the congress will be published in a peer-reviewed anthology.

LANGUAGES

The accepted languages of the congress and the publication are five: the official ones of the IASS-AIS, English, French, Spanish and German, plus the language of the organizing country, Lithuanian.

For further information, please visit the [congress website](#).

INTERNATIONAL

April 2017

CFP: 5th International Conference Brazilian Association for Semiotic Studies (ABES)

The Board of the Brazilian Association for Semiotic Studies (ABES) is pleased to announce its 5th International Conference, which will be held at the *Universidade Federal Fluminense* (UFF), in Niterói, state of Rio de Janeiro, from the 4th to the 7th of April 2017.

Please, access www.congressoabes2017.com for further information about registration deadlines, conference theme, program, accommodation and tourism in the city of Niterói.

November 2017

3rd International Conference on Semiotics and Visual Communication (ICSV)

3–5 November, 2017, Cyprus University of Technology, Lemesos, Cyprus

The 3rd International Conference on Semiotics and Visual Communication seeks to bring together researchers, scholars and practitioners who share a common interest in Semiotics and Visual Communication. The third conference welcomes papers from a broad interdisciplinary and diverse theoretical spectrum on the subject of ‘branded. the semiotics of branding – culture + context’.

Branding and brand–design have achieved a reputation and status of almost mythical proportion over the past few decades. Emerging from its forerunner – corporate identity – to incorporate advertising, consumer lifestyles and attitudes; image-rights; market-research, customization, global expansion, sound and semiotics, ‘the consumer-as-the-brand’ – the word ‘branding’ currently appears bigger than its own umbrella definition. From tribal markers such as totems, scarifications and tattoos, to emblems of power, language, fashion, architectural space, insignias of communal groups, heraldic devices, religious and political symbols, national flags and the like, a form of branding is at work that responds to the need to determine the presence and interaction of specific groups, persons or institutions through a shared code of meaning.

For more information, please visit the conference [website](#), for any enquiries please email cysemiotics@gmail.com.

