

LETTER

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networks and domains
in semiotics and beyond**

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Association for Semiotic Studies (NASS)**

*Kaunas, Lithuania, June 26–30th 2017 (held in
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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 THE GENERAL ASSEMBLY OF NASS

The board of the [Nordic Association for Semiotic Studies \(NASS\)](#) hereby calls for a general assembly, to be convened during the Tenth Conference of the Nordic Association for Semiotic Studies held in conjunction with the [13th World Congress of Semiotics](#) in Kaunas, Lithuania (June 26th – 30th, 2017). All members – i.e., at this occasion, everybody who presents at the conference, plus everybody who attends the conference – are welcome to attend.

Time: Friday June 30th 2017 at 11:00 – 12:30, room 213 (Faculty of Social Sciences, Arts and Humanities of Kaunas University of Technology)

Proposed agenda

- a) Election of a chair for the meeting
- b) Election of a keeper of the minutes
- c) Election of three members to check the minutes
- d) Approval of the agenda
- e) The President's report
- f) The Treasurer's report
- g) Election of up to seven Ordinary representatives + seven Alternative representatives (for Denmark, Estonia, Finland, Iceland, Lithuania, Norway, and Sweden respectively)
- h) Election of President, Secretary and Treasurer (among the representatives elected under i)
- i) Miscellaneous topics and announcements, including on candidate venue for NASS XI

Call for individual nominations of candidates to the board of NASS

According to [NASS' constitution](#) §5e, “[i]ndividual nominations of candidates (oneself or someone else) are called in the last NASS letter preceding the General Assembly and on the General Assembly itself. The Governing Board must inform current members and all persons registered for the upcoming conference about incoming nominations for being elected a board member no later than two weeks before the General Assembly.”

Thus we hereby call for individual nominations of candidates. These may be sent to the board via post@nordicsemiotics.org or presented during the General Assembly. You may nominate yourself or someone else. All nominations should be for a specific position. Executive functions include President, Secretary, and Treasurer. National functions include Ordinary Representative and Alternative Representative for Denmark, Estonia, Finland, Iceland, Lithuania, Norway and Sweden. Executive functions must be performed by national representatives (Ordinary or Alternative).

Nominations received so far:

- Morten Tønnessen nominated as candidate for President by Timo Maran and Luis Emilio Bruni
- Sara Lenninger nominated as candidate for Treasurer and Alternative Representative for Sweden
- Aleksei Semenenko nominated as candidate for Ordinary Representative for Sweden
- Luis Emilio Bruni nominated as candidate for Ordinary Representative for Denmark

- Søren Brier nominated as candidate for Alternative Representative for Denmark
 - Tommi Vehkavaara nominated as candidate for Ordinary of Alternative Representative for Finland
-

**Nordic-Baltic links,
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10th Conference of the [Nordic Association for Semiotic Studies \(NASS\)](#)

Kaunas, Lithuania, June 26–30th 2017 (held in conjunction with [the 13th World Congress of Semiotics](#))

The 10th Conference of the Nordic Association for Semiotic Studies (NASS) is arranged at [Kaunas University of Technology, Faculty of Social Sciences, Arts and Humanities](#). All NASS X events will be held in room 213. This includes

- individual oral presentations
- a roundtable on educational programs in Nordic semiotic clusters
- a roundtable on research agendas in Nordic semiotic clusters
- General assembly

The program has been distributed to presenters as PDF attachment, and is available online (as PDF) [here](#).

Graduate Student Grant winners

In relation to the 10th conference of the Nordic Association for Semiotic Studies, six students have been awarded the NASS Graduate Student Grant. These are:

Charanjeet Singh Batra – University of Ontario Institute of Technology, Oshawa, Canada

Emelie Eriksson – Linköping university, Sweden

Lauri Linask – University of Tartu, Estonia

Aynur Rahmanova – University of Tartu, Estonia

Daria Segal – University of Oslo, Norway

Mattia Thibault – University of Turin, Italy

News

NORDIC NEWS

At [the 13th World Congress of Semiotics](#), coinciding with the 10th conference of the Nordic Association for Semiotic Studies (NASS), Luis Emilio Bruni, the current President of NASS, will participate in a plenary roundtable on The State of the Art of Semiotics. This roundtable is arranged on Friday June 30th at 14.00 to 15.00. Other panellists include Dario Martinelli, main convenor of the world congress, Paul Cobley, the President of the International Association for Semiotic Studies (IASS), and José Enrique Finol, Vice President of IASS.

We are pleased to inform you about the launching of www.greimas.eu, a website dedicated to the year of A. J. Greimas! Here you will find important biographical details, information about events dedicated to Greimas around the world, a gallery of archival documents, you will have the possibility to explore manuscripts of Greimas, hear his voice and take a look at the symbolic objects of remembrance marking the 100th anniversary of his birth. Do not hesitate to visit and share!

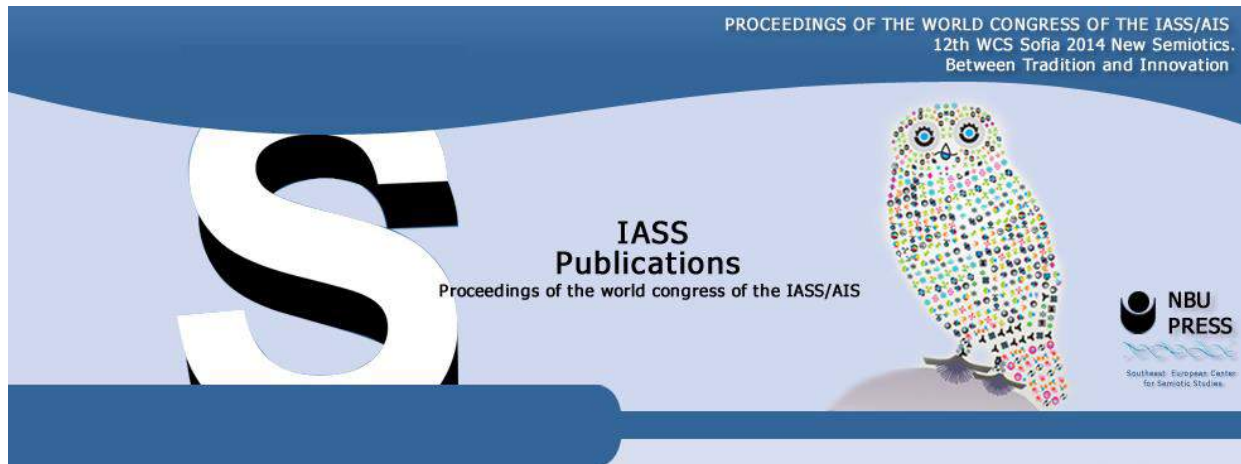
EXHIBITION “THE WORLD AS SEEN BY A SEMIOTICIAN” TO MARK THE CENTENARY OF THE BIRTH OF A. J. GREIMAS

The exhibition will be held from June 26 to July 2, 2017, in POST Gallery, Kaunas, Lithuania

INTERNATIONAL NEWS

SEMIOTIC PUBLICATIONS

Proceedings of the 12th World Congress of the IASS/AIS



We are pleased to inform you that you can now access the proceeding of the 12th World Congress of the IASS/AIS [here](#) or download [the PDF book](#).

Books

Semiotranslating Peirce by Douglas Robinson

Vol 17 in the series Tartu Semiotics Library

“Just as a long discussion with Doug Robinson is the shortest way toward conceptualizing innovative approaches in Translation Studies, so reading a new book of his is a mindexpanding experience. This definitely holds true for this book, in which he undertakes an impressive attempt to retheorize semiotranslation. One of its many intellectual merits is that he fundamentally questions our habitualized, sometimes idealized, assumptions. The author himself mentions that he loves the periphery. But some of his ideas are so central to the phenomenon of translation that they make us feel the need for a humble Semiotic Turn in Translation Studies.” Luc van Doorslaer, Director of CETRA, Katholieke Universiteit Leuven



Douglas Robinson, who has been translating from Finnish to English since 1975, is author of numerous works on translation, including *The Translator's Turn*, *Translation and Taboo*, *Who Translates?*, *Translation and the Problem of Sway*, *Schleiermacher's Icoses*, *The Dao of Translation*, and *Critical Translation Studies*. He is currently Chair Professor of English at Hong Kong Baptist University.

Animal Umwelten in a Changing World. Zoosemiotic Perspectives, edited by Maran, Timo; Tønnessen, Morten; Armstrong Oma, Kristin; Kiiroja,

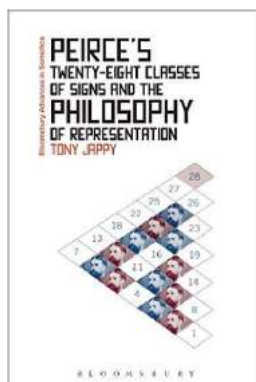
Laura; Magnus, Riin; Mäekivi, Nelly; Rattasepp, Silver; Thibault, Paul; Tüür, Kadri

Vol 18 in the series Tartu Semiotics Library.



“*Animal Umwelten in a Changing World. Zoosemiotic Perspectives*” raises semiotic questions of human-animal relations: what is the semiotic character of different species, how humans endow animals with meaning, and how animal sign exchange and communication has coped with environmental change. The book takes a zoosemiotic approach and considers different species as being integrated with the environment via their specific umwelt or subjective perceptual world. The authors elaborate J. v. Uexküll’s concept of umwelt to make it applicable for analyzing complex and dynamical interactions between animals, humans, environment and culture. The opening chapters of the book present a framework for philosophical, historical, epistemological and methodological aspects of zoosemiotic research. These initial considerations are followed by specific case studies: on human–animal interactions in zoological gardens, communication in the teams of visually disabled persons and guiding dogs, semiotics of the animal condition in philosophy, historical changes in the role of animals in human households, the semiotics of predation, cultural perception of novel species, and other topics. The authors belong to the research group in zoosemiotics and human–animal relations based in the Department of Semiotics at the University of Tartu in Estonia, and in the University of Stavanger in Norway.

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



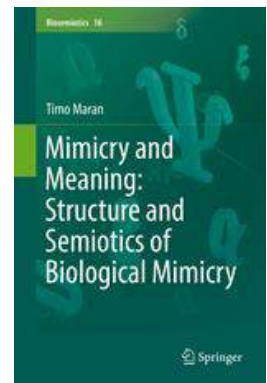
The major principles and systems of C. S. Peirce's ground-breaking theory of signs and signification are now generally well known. Less well known, however, is the fact that Peirce initially conceived these systems within a 'Philosophy of Representation', his latter-day version of the traditional grammar, 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 15 2016)

Collection: Bloomsbury Advances in Semiotics

Mimicry and Meaning: Structure and Semiotics of Biological Mimicry by *Timo Maran*

The present book analyses critically the tripartite mimicry model (consisting of the mimic, model and receiver species) and develops semiotic tools for comparative analysis. It is proposed that mimicry has a double structure where sign relations in communication are in constant interplay with ecological relations between species. Multi-constructivism and toolbox-like conceptual methods are advocated for, as these allow taking into account both the participants' Umwelten as well as cultural meanings related to specific mimicry cases.



From biosemiotic viewpoint, mimicry is a sign relation, where deceptively similar messages are perceived, interpreted and acted upon. Focusing on living subjects and their communication opens up new ways to understand mimicry. Such view helps to explain the diversity of mimicry as well as mimicry studies and treat these in a single framework. On a meta-level, a semiotic view allows critical reflection on the use of mimicry concept in modern biology. The author further discusses interpretations of mimicry in contemporary semiotics, analyses mimicry as communicative interaction, relates mimicry to iconic signs and focuses on abstract resemblances in mimicry. Theoretical discussions are illustrated with detailed excursions into practical mimicry cases in nature (brood parasitism, eyespots, myrmecomorphy, etc.). The book concludes with a conviction that mimicry should be treated in a broader semiotic-ecological context as it presumes the existence of ecological codes and other sign conventions in the ecosystem.

Journals

The Journal of Cognitive Semiotics

Editor-in-Chief: Bundgaard, Peer F.

We are pleased to announce that **Volume 10, Issue 1 (May 2017)** of the Journal of Cognitive Semiotics has been published. [You can access and download articles here.](#)

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 Spring issue is 1 October and to Fall issue 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).

[Lexia Journal of Semiotics \[in Italian\]](#)

Editor-in-Chief: Massimo Leone

Please visit the journal website to consult and download the new issue 23-24 of Lexia on Conspiracy.

Download presentation-PDF [here](#).

[Punctum-International Journal of Semiotics](#)

Editor-in-Chief: Gregory Paschalidis

We are pleased to announce the publication of the new issue (volume 2, issue 2) of Punctum International Journal of Semiotics, the online, open access journal of the Hellenic Semiotic Society. Issue 2.2 is devoted to **“Semiotics and Fieldwork: On critical ethnographies”** The articles as well as the whole issue, can be accessed/downloaded at the journal's website: <http://punctum.gr/>.

[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 **44(4), 2016**. 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. The online issue is available [here](#). For the print issue see [here](#).

[Chinese Semiotic Studies](#)

Chief editor: Yongxiang Wang

It has been 8 years since *Chinese Semiotic Studies (CSS)* started the publication of its first issue in 2009. And it is now published by De Gruyter Mouton with 4 issues per year. *CSS* seeks to promote semiotic studies not only in China but also in the world at large in order to further mutual understanding and communication among semiotic scholars of varying cultural backgrounds. To this end, the journal publishes high quality articles from all branches of semiotics including general, existential, cognitive, cultural, dynamic, social semiotics, and biosemiotics. Also welcome are studies in the sign theories of classic foundational scholars such as Ferdinand de Saussure and Charles Sanders Peirce. The content of articles may range from theory building to the application of semiotic theories, from microanalysis to macro studies, and may draw on such fields as linguistics, literary theory, philosophy, aesthetics, communication, media, cognitive sciences and biology. To guarantee the quality of articles, all contributions will undergo a very strict procedure of anonymous peer-review.

Besides the regular sections for general semiotics, each issue of *CSS* contains three special thematic sections devoted to: (i) Chinese Cultural Signs and Sign Theories, (ii) Western Cultural Signs and Sign Theories, and (iii) Interactions between Chinese and Western semioticians. Contributions to these specific sections are especially welcome. The submission e-mail is cssnmu@163.com.

“In Memoriam Prof John Deely” e-journal of the Chengdu center

Editor’s Words: The Significance of John Deely's Pre-modern Research in Post-modern Semiotics by Jia Peng

In every sense, John Deely was a unique scholar in semiotic studies: while most of his peers rely heavily on the thoughts of modern or contemporary philosophers, he, on the other hand, spends decades on the pre-modern philosophic classics and establishes a cenoscopic semiotic system, by returning to medieval doctrines of signs, tracing the threads along pre-modern semiotics to Piecean semiotics, and therefore, laying a solid foundation for the latest trends in post-modern semiotics: phenomenologic semiotics, biosemiotics, semioethics, etc. He was, in the words of Chinese semiotician Henry Yiheng Zhao, the most erudite and diligent semiotician of our time.

Deely’s work is firstly introduced into China by Jinsong Zhou, who translates and publishes *Impact on Philosophy of Semiotics* in 2011. After its publication, several Chinese reviews on this work are published, in *Signs & Media*, and *Bulletin of Semiotics and Media Studies*. In the following year, Chinese translation of *Basics of Semiotics* is published. In its translation notes, Zujian Zhang, a famous Chinese scholar, points out the significance of Deely’s redefinition of “Post-modernism” from semiotic perspective and emphasizes Deely’s broad view and great contributions in building a cenoscopic postmodern semiotics.

In this issue in memorial of John Deely, we have solicited the published reviews on and translation of Deely’s works, including the excerpts from the Chinese version of *Impact on Philosophy of Semiotics*, namely, “A Sign Is What: A Conversation between a ‘Semiotist’ and a ‘Realist’ Diagram”, “The State of the Questions”, “Demarcating Modernity within Philosophy”, and “How Semiotics Restores Tradition to Philosophy”, and the review by the translator on the English version of this book, in which he compares the systematic philosophic doctrines of signs sort out by Deely to Ariadne’s thread in the labyrinth of semiotics, leading us with our unremitting efforts to rewrite the history of philosophy. In Li Liu’s

“Amongst various voices: A Review of John Deely’s *Impact on Philosophy of Semiotics*, it is argued by the author that Deely’s writing as a sustained exploration of western semiotic epistemology reveals and highlights the bonds between doctrines of signs and studies on meaning. In “Origins and Trends of Semiotics: Review of *Basics of Semiotics*”, Yijie He makes a critical summary of different traditions in semiotics, and emphasizes the ethnic dimension of Deely’s study. Henry Yiheng Zhao’s memorial essay on John Deely recalls Deely’s friendship and collaboration with himself and other Chinese colleagues, which reminds us Deely’s unwavering support of Chinese semioticians, as well as his great passion for and contribution to semiotic fields, which are the most valuable legacy for all the semioticians today to embrace and carry on.

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



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.

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.

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.

PROCEEDINGS

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

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

August 2017

[Tartu Summer School of Semiotics 2017 'Generalising gently'](#)



We are happy to invite you to the next Tartu Summer School of Semiotics taking place **August 15-18 2017** in Tartu. The topic of TSSS 2017 is “**Generalising Gently**”, which addresses the central and problematic nature of generalisations in semiotic and semiotic processes.

[Registration is now open!](#)

Semiotics relies on generalisations both at the level of knowledge production and at the level of its research objects. As a metadiscipline, semiotics provides the tools of translation between different scientific languages, exemplifying the complementarity of different kinds of knowledge in our understanding of reality. Semiotics as a discipline provides specific conceptual generalisations while modelling the semiotic constitution of reality. Besides the production of generalised knowledge, the processes that semiotics studies are themselves built on generalisation, such as perceptual categorisation and schematisation, the formation of behaviour patterns, language based modelling, cultural rituals, and habits. We invite submission of papers to the summer school that discuss the particularities of semiotic knowledge as a form of generalised knowledge as well as papers that focus on the role and functioning of different types of signs, sign systems and languages of culture as means of generalisation.

While trying to provide generalised knowledge of different semiotic phenomena, a tension between the semiotic existence of the objects of study and the semiotic attempts at knowledge production is revealed. All generalisations decontextualise knowledge and yet, the objects of semiotic research (from organisms to cultures) are in principle contextual phenomena. Generalised knowledge also strives towards atemporality—a claim for applicability to the past (the capacity of reconstruction) just as much

as to the future (the capacity of predictions). Yet the generalisations and predictions face the necessary unpredictability of semiotic systems. Generalisation is indispensable to cognition, but too often are the particulars of experience eclipsed by bad totalities. Uncareful generalisations can harm studied subjects and communities. Hence the necessity to conduct scientific generalisations in a responsible and gentle manner.

Confirmed plenary speakers:

Robert Innis, University of Massachusetts Lowell and Aalborg University

Frederik Stjernfelt, Department of Communication and Psychology, Aalborg University

Jaan Valsiner, Niels Bohr Professorship Centre of Cultural Psychology, Aalborg University

Denis Bertrand, Department of French Literature, University of Paris 8

INTERNATIONAL

July 2017

29th European Summer School in Logic, Language and Information



We are pleased to announce that ESSLLI 2017 will take place at Toulouse Capitole University, Toulouse, France, from July 17 to 28, 2017. It is organized by the Institut de Recherche en Informatique de Toulouse (IRIT) with the support of the Laboratoire "Cognition, Langues, Langage, Ergonomie" (CLLE) under the auspices of [FoLLI](#), the European Association for Logic, Language and Information.

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

[SEMIOFEST 2017 – Toronto](#)

We are happy to inform you that Semiofest 2017 will be held from **19 to 22 July 2017** in Toronto. Semiofest was first established in 2012 to share semiotic thinking internationally and to allow those who apply semiotics in their business to connect with like-minded people. Today, Semiofest is an international conference focused specifically on applied semiotics. Semiofest brings together leading practitioners from both industry and academia to share, collaborate, and develop understanding and capabilities around semiotics as an applied discipline.

The theme for the 2017 conference is:

MEDIA, MESSAGES AND MEANINGS: SEMIOTICS, FORM AND CONTENT

Globally, our media consumption is increasingly relentless, visual, mobile, and interactive. We live in an ‘Electronic Age’ of simultaneous information and in a Global Village arguably ‘as wide as the planet’. Media theorist Marshall McLuhan – who was a professor at the University of Toronto – introduced these notions way back in the 1960s. Author of the phrase, “The Medium is the Message”, McLuhan may not have been an “official” semiotician, but his discussion of the



“meaning structures” produced by the media reflects an intrinsically semiotic view of the world.

Semiofest 2017 will use McLuhan’s “semiotic” approach as a jumping-off point to explore some of the most perplexing and salient issues in the field.

October 2017

[The Semiotic Society of America \(SSA\) 42nd Annual Meeting](#)

CALL FOR PAPERS – DEADLINE EXTENDED

THE PLAY OF SIGNS/THE SIGNS OF PLAY

THE SSA 42ND ANNUAL MEETING

**THE UNIVERSIDAD POPULAR AUTÓNOMA DEL ESTADO DE PUEBLA (UPAEP)
PUEBLA, MEXICO**

OCTOBER 25 – OCTOBER 29, 2017

This year’s conference theme intends to celebrate the vibrant host country, Mexico, and the long-standing importance of the concept of play to semiotics. From Charles Sanders Peirce’s “play of musement” to Jacques Derrida’s “play of signifiers” to Vygotsky’s foray into the semiotics of play in learning and development, the phenomenon of play proves to be an essential concept in theory and practice. Because of the interdisciplinary nature and scope of play (we find research on play in

psychology, anthropology, philosophy, sociology, communication, music, theatre, visual design, game studies, literary studies, education, mass communication, advertising, and culture studies, for example), the play of signs and the signs of play seeks to stimulate a host of possible research questions for attendees to consider. How is play semiotically constituted in each of these areas of research? How is semiosis a function of play and imagination? What are the inter-relationships between play, ritual, festival, and the symbolic? In what ways do signs/play have a transgressive or subversive function? How do signs play, so to speak, with other signs? Our semiotic investigations into the significant interrelationships of play and signs should lend productive insights, meaningful discussions, and plenty of opportunity for serious play. For full CFP, please visit [here](#).

The deadline for submissions has been extended to July 15, 2017.

November 2017

[3rd International Conference on Semiotics and Visual Communication \(ICSVC\)](#)

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.

“Intersemiotic Translation, Adaptation, Transposition: saying almost the same thing?”



Intersemiotic Translation

Adaptation

Transposition

Saying almost the same thing?

University of Cyprus, November 10-12, 2017

University of Cyprus, Nicosia, November 10-12, 2017

The three disciplines of Adaptation Studies, Semiotics, and Translation Studies share a common interest in the transference of texts across modes of signification such as textual, visual, oral, aural, gestural or kinesic. More particularly, Semiotics looks into the interpretation of signs in various semiotic systems, Intersemiotic Translation (Jakobson 1959) renders linguistic texts into nonverbal signs, and the study of adaptations can include any generic transposition of a text into other modes of representation. There is an obvious overlap here.

Nevertheless, although in principle at least these three disciplines share common ground, their research seems to focus on different subfields. Most of the work by semioticians focuses on non-linguistic semiotic systems, Translation Studies has traditionally focused on the interlingual transfer of texts, and Adaptation Studies usually deals with cinematic or theatrical versions of literary texts.

Regarding the theoretical approaches they apply there has been very little crossover. After some early promising voices such as Holmes (1972), Reiß (1971), and Toury (1994/1986), the disciplines have followed parallel paths, which have converged little.

In the recent past, though, translation as a practice has undergone dramatic change, especially with the advent of the Internet and technological advances: instead of the traditional rendering of written texts across languages, translation now encompasses much more dynamic forms of multimodal texts and media, making the expansion of the theory indispensable in order to account for them (Brems et al. 2014). A burgeoning new field of applied research is flourishing, a field which includes AV translation, localization, subtitling, opera surtitling, dubbing, sign language interpreting, audio description, live subtitling, fansubbing, video-games, subfields that by default entail a much more expanded understanding of text. Translation Studies has grown impressively to address them theoretically. Nevertheless, reaching out to semiotic approaches to translation (Steconi 2007, Marais and Kull 2016) or to Adaptation Studies (Zatlin 2006, Milton 2009, 2010, Raw 2012, Cattrysse 2014, Krebs 2014) has been comparatively limited. Considerably more has been done by semioticians looking into translation (Gorlée 1994 and 2004, Fabbri 1998, Eco and Nergaard 2001, Eco 2003, Petrilli 2003 and 2007, Torop 2000 and 2002, Sütiste and Torop 2007, Dusi 2010 and 2015, Kourdis 2015).

This conference will be a forum for bringing together scholars investigating intersemiotic translation under whatever name and guise from various theoretical backgrounds and disciplines in order to promote mutual understanding and theoretical cross-fertilization. One of the aims of this conference is to produce a publication that reflects on the potential for future collaborations among the three disciplines.

Keynote speakers:

Andrew Chesterman (University of Helsinki)

Julie Sanders (Newcastle University)

Peeter Torop (University of Tartu)