

LETTER

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

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news, upcoming events, country
report, subfield report) write to
post@nordicsemiotics.org

Nordic News

XII Conference of the Nordic Association for Semiotic Studies (NASS)

The next conference of NASS will be hosted by A. J. Greimas Centre for Semiotics and Literary Theory, at the University of Vilnius, Lithuania in 2021

Conference theme: “Meaning in Perception and the Senses”

The XII conference of the Nordic Association for Semiotic Studies addresses perception and the senses. Perception and the senses are, for all sentient species, a gateway to the environment and to other individuals. As such, they are instrumental in comprehending and constructing the world as experienced and lived, and in many respects indistinguishable from semiosis and meaning. This makes their study in semiotics a necessary task.

As a constitutive element of experience and signification, perception and the senses are also an important constituent of media, cultures, worldviews and histories. Perception and the senses can be construed as a pliable conductor for intermediality, for our imaginaries, and for our bonds to environments and to other sentient and sensitive beings as well as to ourselves.

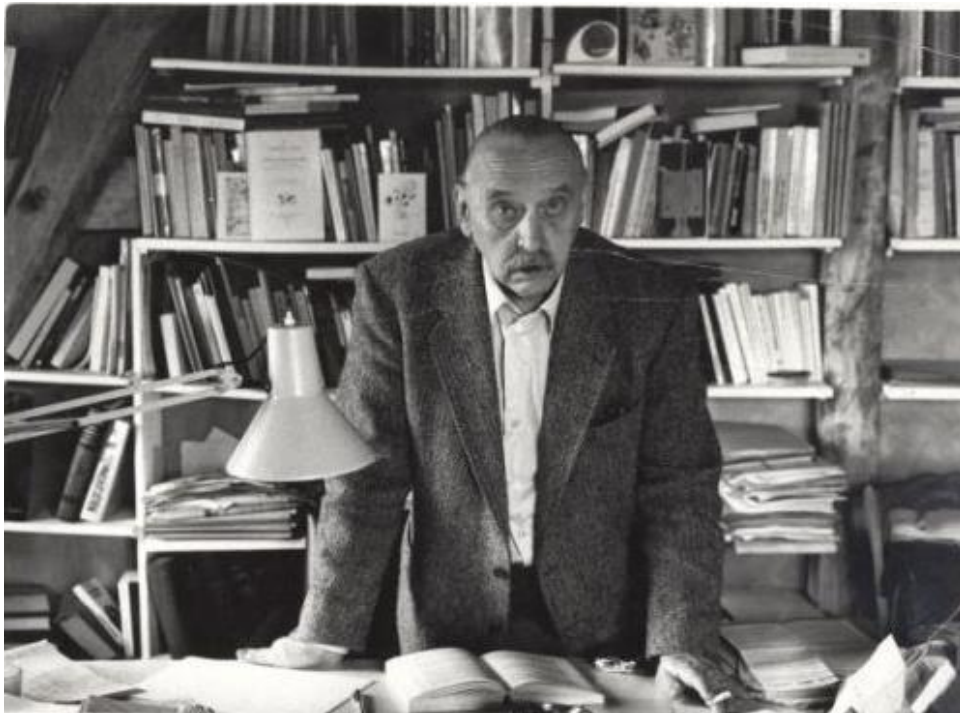
This conference focuses on how theories of meaning are positioned *vis a vis* the work of the perception and senses. We welcome papers investigating the relations between perception and the senses and a broad range of semiotic concepts – from representation and semiosis to language, signification, modalities and modelling.

A CFP will be published in the next issue of this newsletter as well as on NASS [homepage](#) in Autumn to invite proposals for conference presentations on issues suggested by, but not limited to, the following topics:

Points of discussion suggested but not limited to:

- * Semiotic theories of perception, sensation, sense experience
- * Traditional and new notions of sensation
- * Media, multimodality and intermediality
- * Sensitivity and sensory interaction
- * Phenomenology of perception, sensory phenomena, embodied cognition
- * Perceptual and sensory representation and expression across different media
- * Perception, sensation, and language
- * Perception, sensation and meaning in aesthetic experience and the arts
- * Perception and sensation in ideology and the political imaginary
- * The role of perception in translation
- * Sensory cultures, sensory ethnography
- * Perception and sensory technology
- * Perception and Virtual Reality
- * Perceptual learning, embodied knowledge

A BRIEF NOTE ON THE A. J. GREIMAS CENTRE AT VILNIUS UNIVERSITY

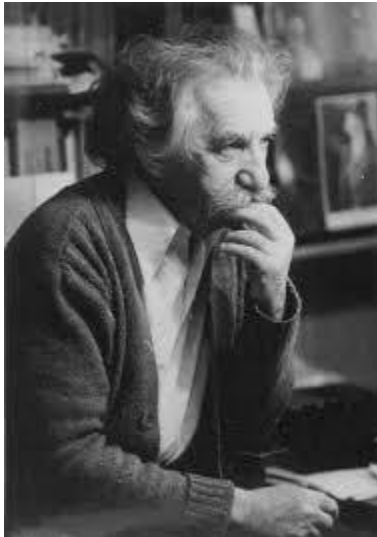


In Lithuania, interest in problems of semiotics was first stimulated by contacts with Yuri Lotman and his colleagues, established notably by the dissident writer and scholar Tomas Venclova. Algirdas Julius Greimas had been active in Lithuanian cultural circles since 1943, but fled before the second Soviet occupation in 1944, to later emerge as Algirdas Julien Greimas in France. Nevertheless, he did seek contact with Lithuanian scholars by correspondence, and visited Soviet Lithuania with lectures twice, in 1971 and 1979.

The A. J. Greimas Centre For Semiotics and Literary Theory at Vilnius University was established in 1992. Greimas himself was behind the idea, but died before it was brought to fruition by Rolandas Pavilionis, then rector as well as translator of some of Greimas' work into Lithuanian. Since the beginning, scholars at the centre have established and kept contact with proponents of the Paris semiotic circle. The Centre has also long been a hub of keen interest in literary theory and contemporary continental philosophy.

Since 2005, the Greimas Centre has hosted an MA programme in Semiotics. In this programme as well as others, the Centre staff teach semiotics, hermeneutics, intertextuality, narratology, literary theory, phenomenology, psychoanalytic criticism and myth-criticism, theory of artistic representation, structural anthropology, sociological criticism, discourse analysis and other subjects.

Vilnius University was established by Jesuits in 1579 and is among the oldest universities in Central Europe. Today it is attended by around 20 000 students and is the largest university in Lithuania.



**NASS PRESIDENT’S SUPPORT LETTER FOR THE ISSUING OF A 2
EUR MEMORIAL COIN TO CELEBRATE JURY LOTMAN’S 100TH
ANNIVERSARY.**

In 2022 there will be 100-year anniversary of Jury Lotman. A number of academic events and publications will be carried out to celebrate his birthday. To help render Lotman’s work more visible internationally and foster semiotics, NASS President, Morten Tønnessen, addressed a letter to the president of the Bank of Estonia in support of the issuing of a 2 EUR memorial coin.

We will keep you informed about the results of this campaign.

[NASS IS NOW IN UIA YEARBOOK](#)

We are pleased to announce that NASS is now one of ca. 70.000 international associations listed in *The Yearbook of International Organizations Online*, published by BRILL. This online catalogue provides a comprehensive database of intergovernmental (IGOs) and international non-governmental organizations (INGOs) worldwide. The *Yearbook* international organizations – federations, scholarly societies, associations and transnational actors of all types – in all corners of the world, over centuries of history, and is updated on a regular basis by a dedicated editorial team.



UPCOMING ACADEMIC EVENTS¹

IN THE NORDIC COUNTRIES INCLUDING ESTONIA

December 2020

CALL FOR PAPERS



The 2nd International Conference on Intersemiotic Translation

TRANSMEDIAL TURN? POTENTIALS, PROBLEMS, AND POINTS TO CONSIDER

8-11 December 2020, University of Tartu, Estonia

HONORARY SPEAKERS

Peeter Torop, University of Tartu

Lars Elleström, Linnaeus University

KEYNOTE SPEAKERS:

Irina Rajewsky, Free University of Berlin

Thomas Leitch, University of Delaware

Anthony Pym, University of Melbourne

Following the 1st International Conference on *Intersemiotic Translation*, held in November 2017 at the University of Cyprus, this conference aims to address the theoretical and practical challenges that the shift away from the logocentric to increasingly intersemiotic, intermedial and transmedial culture poses for the relevant fields, which are consequently forced to re-examine their concepts, methods as well as objects of study. Concurrently with the developments that have led many disciplines (translation studies, adaptation studies, intermediality studies, semiotics, among others) to look at processes and products that cross media borders, we have also witnessed the appearance of a plethora of concepts describing such

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. (5)

phenomena: from *rewritings* and *refractions* to *intermedial translations*, *adaptations* and *appropriations* to *remediations*, *transmediations*, *transformations*, *transcreations*, and (*medial*) *transgressions*, to name but a few. All these terms acknowledge the radical transformations that can occur when texts produce offshoots that transgress the borders of the language, genre, medium or platform of the original text. Recognizing that all terms have their different backgrounds and sometimes conflicting usages, this conference has chosen as one of its key terms the notion of ‘transmedia’ – not necessarily in any one of its specialised senses as used, for instance, by Henry Jenkins in the context of transmedia storytelling or by Peeter Torop and Maarja Ojamaa, who regard transmediality as the complex interrelations between texts in the mental space of culture – but rather as an umbrella term. We foreground ‘transmedia’ – with its prefix *trans-* meaning ‘across’, ‘beyond’, ‘through’ – as a marker to highlight the ubiquitous processes and phenomena of media crossovers that share some common features (such as fictional world, character, plot).

It is our understanding that with such high concentration of transmedial practices and concepts currently underway in culture and in academia, the time is ripe to see this as a general ‘turn’ not to be ignored. Although related to the ‘technological turn’ of the 2000s in translation studies as described by Michael Cronin, the ‘transmedial turn’ goes beyond the technological one: while the latter is defined by the changes in technology, the term ‘transmediality’ foregrounds a major operational logic of culture that has become especially explicit in this era of new media developments. At the same time, the notion of transmediality can shed light and contribute to the study of the respective practices of the past prior to the more recent technological changes.

The aim of this conference is to look at the various transmedial practices historically and in comparison with the changes that have taken place during the last decades as a result of an explosive surge in intermedial and transmedial practices. The discussion will seek to investigate potential ways to account for these changes theoretically and map the implications they might have on the level of practice. The conference intends to bring together scholars from various disciplines, which over the recent years have moved extensively beyond their traditional borders in terms of both their study objects and their approaches. We hope that such a joint effort will offer valuable insights to the conceptualisations of transmedial practices across different cultural contexts at different points in time and bridge theoretical as well as methodological gaps.

We would like to open up the discussion on the following:

- The movement of texts across different times and different media: from intertextuality to intermediality, from intermediality to transmediality;
- The analysis and mapping of transmedial processes and products;
- Transmedial practices in translation and adaptation history;
- Theoretical models and methods to account for transmedial phenomena across disciplines;
- The potential to find common ground on terminology in media-centred discourses across disciplines;
- The concepts of ‘translation’ and ‘adaptation’ revisited in the framework of transmediality;
- Translators, adaptors, refractors: the network of agents involved in the production of transmedia;
- Transmedial entanglements of literature, theatre, film etc. and their influence on the conceptualisation and practice of translation and adaptation;
- Changes in the distinction between professional/non-professional and individual/collective in transmedial practices;
- Power relations and ethics in transmedial practices.

SUBMISSION AND PROPOSALS

The conference will include individual paper and practical workshop sessions. In addition to academic papers on the conference theme, we invite practitioners to share their experience with and insights on transmedia-related topics in workshop format. The presentation time for individual papers is 20 minutes plus 10 minutes for discussion.

To submit a **proposal**, please send an abstract (up to 300 words plus references) as a separate file (.docx or .rtf) to transmedia@ut.ee. Please include names and institutional affiliations. Abstracts will be reviewed by the conference academic advisory board. The working language of the conference is English.

REGISTRATION

Registration will open on 1 May 2020 on the conference website.

- **1 May – 30 September 2020:** Early Bird Registration Fee €100
 - Student's Early Bird Registration Fee €30
- **1 October – 15 November 2020:** Regular Registration Fee €150
 - Student's Regular Registration Fee €50

The registration fee includes conference materials, refreshments and lunches on 9-11 December 2020, and a welcome reception on 8 December 2020.

The full CFP can be downloaded [here](#), for updates on the event, see the [official website](#).

INTERNATIONAL

Due to the rapidly escalating pandemic of coronavirus (COVID-19) worldwide, a number of academic events have been postponed. Below you will find some updated information.

~~July 2020~~ November 2020

The 20th Annual Gatherings in Biosemiotics

~~July 8-12~~, November 24 – 28 2020, Department of General Linguistics, Palacký University,
Olomouc,
Czech Republic.



The **20th Gatherings in Biosemiotics** will be hosted at the **Department of General Linguistics**, Palacký University, Olomouc, Czech Republic. Palacký University is the second oldest university in the Czech Republic (1573) and one of the main centers of research in Moravia.

Latest information about the conference, important dates, program, etc. are to be found at the [conference website](#).

THE FINAL DATES FOR THE GATHERINGS IN BIOSEMIOTICS 2020 HAVE BEEN ANNOUNCED FOR 24—28 NOVEMBER.

May 2021

3rd International Conference: Semiosis in Communication: Culture, Communication and Social Change

~~4-6 June, 2020~~ **NEW DATE: May 27-30, 2021, Bucharest (Romania)**

Given the many uncertainties surrounding the spread of Covid-19, the Organising Committee of the International Conference Semiosis in Communication: Culture, Communication and Social Change (3rd edition), together with the Administration of the College of Communication and Public Relations (FCRP - Facultatea de Comunicare și Relații Publice, SNSPA București), SNSPA - Școala Națională de Studii Politice și Administrative - SNSPA, Bucharest, and after careful consultation with keynote speakers and our partners involved in organizing this event, we have decided to reschedule this third edition of the conference which was due to take place 4th-6th June 2020.

This was a hard decision to take, but given the current outbreak of coronavirus, together with the decision taken by the Government of Romania prohibit any event gathering more than 50 people as a result of the official decree of the state of emergency in Romania for a period of 30 days, starting March 16, 2020, it appeared that maintaining the International Conference Semiosis in Communication: Culture, Communication and Social Change (3rd edition) at the foreseen dates was too risky in many regards.

Therefore, given these new restrictions for large gatherings, drastic travel restrictions, the increasing fear-level and obvious public health concerns, not only at the level of European countries but worldwide, it has forcing us to reschedule the event between **May 27-30, 2021**.

We would like to apologise for any inconvenience this might cause and take this opportunity to thank you for your ongoing support to the International Conference Semiosis in Communication III.

We are convinced that we will come together stronger from this crisis and we can assure you that we will do whatever it takes to be together again and give you an even better event experience at the next International Conference Semiosis in Communication III on on May 27-30, 2021 in Bucharest. Promised!

Looking forward to meeting all of you in May next year for an amazing event, with inspiring speakers, great workshops and extraordinary opportunities for collaboration in the field of semiotics and communication studies. Until then, stay safe, positive and keep counting on us for any questions and details concerning the International Conference Semiosis in Communication: Culture, Communication and Social Change (3rd edition).

✉ We encourage you to keep your registration, payments and presentations, and only reschedule your travel arrangements and accommodation accordingly.

✉ However, if for any reason you will not be able to attend the Conference in these new dates, you can ask for a reimbursement sending an email to Nicolae-Sorin Drăgan at dragan.nicolaesorin@gmail.com, or sorin.dragan@comunicare.ro explaining your situation.

Organizing Committee
3rd International Conference Semiosis in Communication:
Culture, Communication and Social Change

~~July 2020~~ September 2021



ECO-COMMUNICOLOGY & WORLDVIEW CRISIS: Exploring Lived Experiences of Multitextual Narratives and Multivoiced Judgements in an Age of Globalization

~~July 7-10, 2020~~, September 7-10, 2021, Powsin-Warsaw, Poland

Organized by The Philological School of Higher Education in Wrocław and The Faculty of English, Adam Mickiewicz University in Poznań in Cooperation with The Polish Academy of Sciences Botanical Garden: Center for Biological Diversity Conservation in Powsin, Poland, under the Auspices of The International Communicology Institute, Washington, D.C., USA.

This conference inscribes itself into investigative fields of social, humanistic and natural sciences. It merges three related frameworks, the semiotic communicology, the phenomenology of praxis, and the ecology as a theory of environmental settings of plants, animals, and humans, with the focus on: Communicology as a Science of Human Discourse

- Semiotic Self in Modelling Systems of Reality
- Diversities of Semiospheres in Biocene & Anthropocene
- Semiotic Manifestation of Prejudices & Stereotypes
- Semiotic Adaptability & Resilience of Living Systems
- Indoctrination & Propaganda Through Media Literacy
- Linguistic Phenomenology in Education & Communication
- Semiotics as an Art of Lie: Fake & Counterfactuality
- Ethics & Morality in Public & Private Lifeworld Domains
- Epistemic Divides in Phenomenal Worlds Beyond Words
- Multiple Identity in Interlingual & Intercultural Contacts
- Semiocrisis, Semioethics, Technoethics & Netiquette

University scholars, independent researchers, and students, interested to take an active part in the conference will be asked to send, to the address: <ecosemiotic.festival@gmail.com>, their abstracts not exceeding 200 words and a bionote with maximum 150 words, prepared on a special form available through correspondence. Organized working groups consisting of at least six members may send one unified abstract with bionotes. Abstracts will be peer-reviewed and accepted as ordinary papers (30 min.), or master lectures (45 min.). In view of logistic requirements, the conference fee has been calculated for financing refreshments & meals.

Individual participants will pay early bird fee 200 EUR, i.e., 860 PLN and regular fee 250 EUR, i.e., 1100 PLN. Working group members, accompanying persons, and participants without papers, will pay early bird fee 180 EUR, i.e., 780 PLN, and regular fee 200 EUR, i.e., 860 PLN. The fee with the note – “Eco-Communicology, participant’s name (or the working group), private or institutional address and the amount” – should be transferred to the account of The Polish Academy of Sciences Botanical Garden: Center for Biological Diversity Conservation in Powsin.

To request information, please contact the conference organisers at: ecosemiotic.festival@gmail.com

IMPORTANT DATES

Rescheduled deadline for abstracts/participation proposals: **January 15-March 31, 2021**
Notification of the abstract review process: **immediately after abstract evaluation**
Rescheduled **deadline for early bird payment & registration:** **April 15, 2021**
Rescheduled **deadline for registration & regular fee payment:** **April 30, 2021**

2022

[The 4th Conference of the International Association for Cognitive Semiotics \(IACS-4\)](#)

July 2-4, 2020, POSTPONED TO 2022, RWTH Aachen University, Germany



Aachen remains the host for the next IACS conference. However, the conference is postponed to 2022 due to the global health crisis. Authors whose papers were accepted to IACS 4 are now welcome to resubmit their updated abstracts at the end of 2021 for consideration in the 2022 conference. Or, if they prefer, authors are also welcome to present new research.

For the continuity of the association, keeping academic exchanges alive, and supporting young scholars, who are the most greatly affected by the cancelation or life academic events, we are making plans to arrange web-based seminars or workshops during the next year.

Further news and information on resubmission deadlines and online seminar activities will be posted on the websites of both [IACS](#) and [IACS 4](#), as well as on IACS Twitter and Facebook accounts.

The program will also be e-mailed to all IACS members and all those with abstracts accepted to IACS 4.

ORGANIZING COMMITTEE: Irene Mittelberg (RWTH Aachen University); Geert Brône (KU Leuven); Paul Sambre (KU Leuven); Kurt Feyaerts (KU Leuven); Gabriele Gramelsberger (RWTH Aachen University); Martin Thiering (TU Berlin); Jessica Vaupel (RWTH Aachen University)

Conference theme

The conference theme of IACS4 2020 is **SEMIOTIC COMPLEXITIES: Theory & Analysis**. It aims to account for the complexities of semiotics, that is, for the intricacies of semiotic processes in a broad

range of semiotic systems, with a focus on either cognitive, monomodal, crossmodal or multimodal processes of meaning construal. While the theme is rather broad and non-restrictive, it is intended to encourage contributions showing how theoretical frameworks and methods of analysis may mutually enhance each other and thus offer truly new insights into the merits of semiotic inquiry and advance the cross-disciplinary enterprise of cognitive semiotics.

In this light, THEORY here is meant to include influential semiotic theories (as proposed by, e.g. Eco, Greimas, Jakobson, Lotman, Peirce, Saussure), as well as theoretical concepts and principles that are central to cognitive linguistics, general linguistics, philosophy, psychology, anthropology, and the cognitive sciences more broadly. ANALYSIS encompasses qualitative, quantitative and experimental methods and tools, as well as mixed-methods approaches developed to derive emerging patterns and regularities but also unique instances of meaning-making in both static and dynamic semiotic fabrics.

For further information on the conference (topics, etc.), please contact the organisers at IACS4.2020@signges.rwth-aachen.de or visit the [conference website](#).

AUGUST 2021

**CALL FOR PAPERS: THE COMPLEXITY OF SOCIAL-CULTURAL EMERGENCE:
BIOSEMIOTICS, SEMIOTICS AND TRANSLATION STUDIES**

26-28 August 2021, KU Leuven, Belgium

Organizers:

*Kobus Marais, University of the Free State
Reine Meylaerts, KU Leuven
Maud Gonne, UNamur/ UCLouvain*

Since the emergence of complexity thinking, scholars from the natural and social sciences as well as the humanities are renewing efforts to construct a unified framework that would unite all scholarly activity. The work of Terrence Deacon (2013), at the interface of (at least) physics, chemistry, biology, neurology, cognitive science, semiotics, anthropology and philosophy, is a great, though not the only, example of this kind of work. It is becoming clear that this paradigm of complex relational and process thinking means, among others, that the relationships between fields of study are more important than the differences between them. Deacon's contribution, for instance, lies not (only) in original findings in any of the fields in which he works but (also) in the ways in which he relates bodies of knowledge to one another. An example would be his links between a theory of work (physics) and a theory of information (cybernetics) by means of a theory of meaning (semiotics).

This line of thinking indeed situates semiotics and biosemiotics in the centre of the abovementioned debate (also see Hoffmeyer, 2008; Kauffman, 2012).

In semiotics, Susan Petrilli's (2003) thought-provoking collection covers a wide variety of chapters focused on translation, which she conceptualizes as semiotic process. Her work made it possible to link biosemiotics and semiotics through the notion of "translation", which is what we aim to explore further in this conference.

Michael Cronin's work in translation studies links up with the above through his use of the notion of "ecology". To apprehend interconnectedness and vulnerability in the age of the Anthropocene, his work

challenges text-oriented and linear approaches while engaging in eco-translational thinking. He calls *tradosphere* all translation systems on the planet, all the ways in which information circulates between living and non-living organisms and is translated into a language or a code that can be processed or understood by the receiving entity (Cronin, 2017, p. 71). The aptness of Cronin’s work on ecology finds a partner in that of Bruno Latour, whose development of a sociology of translation (2005) responds to the need to reconnect the social and natural worlds and to account for the multiple connections that make what he calls the ‘social’.

In an effort further to work out the implications of this new way of thinking, Marais (2019, p. 120) conceptualized translation in terms of “negentropic semiotic work performed by the application of constraints on the semiotic process” (see also Kress 2013). Building on Peirce, namely that the meaning of a sign is its translation into another sign, translation is defined as a process that entails semiotic work done by constraining semiotic possibilities. This conceptualization allows for the study of all forms of meaning-making, i.e. translation, under a single conceptual framework, but it also allows for a unified ecological view for both the sciences and the humanities. “The long standing distinction between the human and social sciences and the natural and physical sciences is no longer tenable in a world where we cannot remain indifferent to the more than human” (Cronin, 2017, p. 3).

These kinds of approaches open ample possibilities for a dialogue between Translation Studies, Semiotics and Biosemiotics, exploring translation not only in linguistic and anthropocentric terms, but as a semiotic process that can take place in and between all (living) organisms – human and non-human organic and inorganic, material and immaterial alike. Not only the translation of *Hamlet* into French, or of oral speech into subtitles, but also communication between dolphins or between a dog and its master, or moving a statue from one place to another, or rewatching a film are translation processes. However, many of the implications of this line of thinking still need to be explored, and if the references to Deacon, Petrilli and Cronin holds, this should be done in an interdisciplinary way that tests, transgresses and transforms scholarly boundaries.

It is for this reason that we call for papers for a conference in which we hope to draw together biosemioticians, semioticians and translation studies scholars to discuss the interdisciplinary relations between these fields and the implications of these relations for the study of social and cultural reality as emerging from both matter and mind. We invite colleagues to submit either theoretical or data-driven or mixed proposals, reflecting on the complexity of social-cultural emergence as a translation process. Some of the topics that colleagues could consider would be the following:

- Is translation, as semiotic work and process, indeed able to link all of the biological world, including humans, with the non-living world in one ecology, and if so how?
- What conceptual constructs in each of the three fields are relevant for the other fields, and how?
- Could the fields learn methodological and epistemological lessons from one another? If so, what would these entail?
- Could collaborative scholarship enhance an understanding of social-cultural emergence, and if so, what would this scholarship entail?
- How, if at all, does entropy and negentropy play out differently in social-cultural systems compared to biological and/or physical systems?
- How does social-cultural emergence differ from biological and even physical emergence? Systems thinking tends to ignore differences like the intentionality of biological agents in contrast to physical agents. Thus, if one were to consider the possibility that intention has causal effect, how does one factor intention into thinking about complex adaptive systems?

We plan an interactive conference. Firstly, we invited three keynote speakers, one from each of the fields involved, to give their views on the relationships between these three fields. Secondly, apart from the normal responses to papers, we would like to end each day of the conference with a session (about one

hour) in which the keynote speakers reflect, round-table style, on the papers of the day and in which participants have the opportunity to engage them and one another in open debate style.

Confirmed keynote speakers:

- Biosemiotics – Terrence Deacon (University of California, Berkeley)
- Semiotics – Frederik Stjernfelt (Aalborg University, Copenhagen)
- Translation studies – Michael Cronin (Trinity College Dublin)

Conference dates: 26-28 August 2021

Place: KU Leuven, Belgium

Deadlines:

- Submission of abstracts – 1 December 2020
- Notification of acceptance – 1 February 2021
- Registration opens – 1 March 2021
- Registration closes – 15 July 2021

Please e-mail enquiries and abstracts of around 300 words to one of the following addresses:

- jmarais@ufs.ac.za
- maud.gonne@unamur.be
- reine.meylaerts@kuleuven.be

References

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SEMIOTIC PUBLICATIONS

Books

WITTGENSTEIN'S SECRET DIARIES: SEMIOTIC WRITING IN CRYPTOGRAPHY

Author: DINDA L. GORLÉE

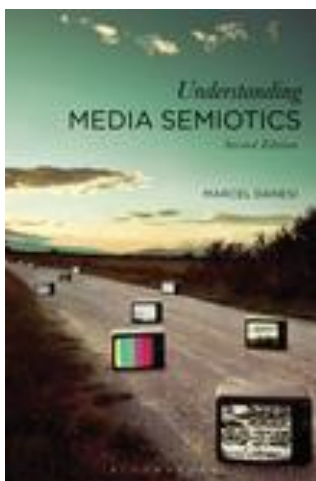
Ludwig Wittgenstein's works encompass a huge number of published philosophical manuscripts, notebooks, lectures, remarks, and responses, as well as his unpublished private diaries. The diaries were written mainly in coded script to interpolate his writings on the philosophy of language with autobiographic passages, but were previously unknown to the public and impossible to decode without learning the coding system.

Dinda L. Gorlée's *Wittgenstein Secret Diaries* deciphers the cryptography of the diary entries to examine what Wittgenstein's personal idiom reveals about his public and private identities. Employing the semiotic doctrine of Charles S. Peirce, Dinda L. Gorlée argues that the style of writing reflects the variety of Wittgenstein's emotional moods, which were profoundly affected by his medical symptoms. Bringing Peirce's reasoning of abduction together with induction and deduction, the book investigates how the semiosis of the emotional, energetic, and logical interpretations of signs and objects reveal Wittgenstein's psychological states in the coded diaries.



UNDERSTANDING MEDIA SEMIOTICS

Author: MARCEL DANESI



Media semiotics is a valuable method of focusing on the hidden meanings within media texts. This new edition brings *Understanding Media Semiotics* fully up to date and is written for students of the media, of linguistics and those interested in studying the ever-changing media in more detail.

Offering an in-depth guide to help students investigate and understand the media using semiotic theory, this book assumes little previous knowledge of semiotics or linguistics, avoiding jargon and explaining the issues step by step. With in-depth case studies, practical accounts and directed further reading, *Understanding Media Semiotics* provides students with all the tools they need to understand semiotic analysis in the context of the media.

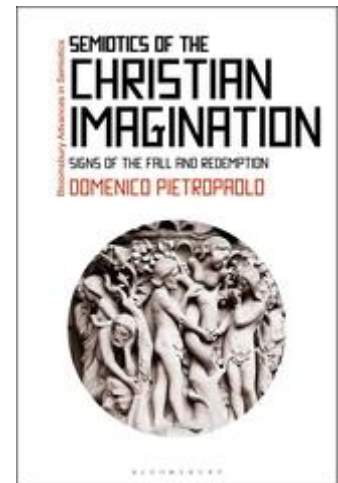
Semiotic analysis is sometimes seen as complicated and difficult to understand; Marcel Danesi shows that on the contrary it can be readily understood and can greatly enrich students' understanding of media texts, from print media right through to the internet and apps. The book was published by Bloomsbury Academic and is available [here](#).

SEMIOTICS OF THE CHRISTIAN IMAGINATION : SIGNS OF THE FALL AND REDEMPTION

Author: DOMENICO PIETROPAOLO

The semiotics of the Christian imagination describes the repository of signs and the logic of signification through which a community of faith envisions spiritual truths. This book analyses various examples in text, images, music, art and scientific treatise of the imaginative semiotisation of the fall of Man and the Church's semiotic perception of the Divine plan for Redemption.

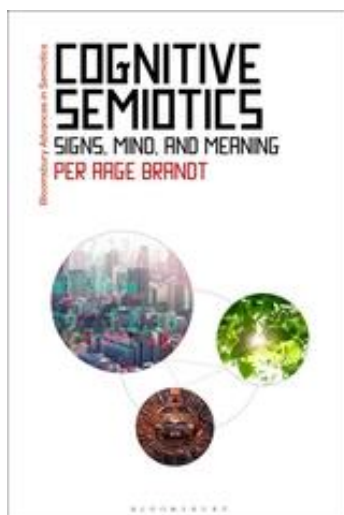
The book includes a chapter detailing the theory of signs, based on a close reading of primary sources, and has nine further chapters on the meaning-making inherent in ideas of the Fall and Redemption of mankind. These are filtered through and given material representation by the semiotic paradigms of various cultural fields, including philology, verbal arts and science.



Central to this practice - and to the book's message - are two themes of theological semiotics fundamental to man's understanding of himself in the larger scheme of things. Two of these include the theology of the Fall and a sacramental theory of signs. The theory is grounded in the doctrine of analogy, and this is the only reliable cognitive link between the immanence of the thinking subject and the transcendence that is the object of thought.

COGNITIVE SEMIOTICS : SIGNS, MIND, AND MEANING

Author: PER AAGE BRANDT



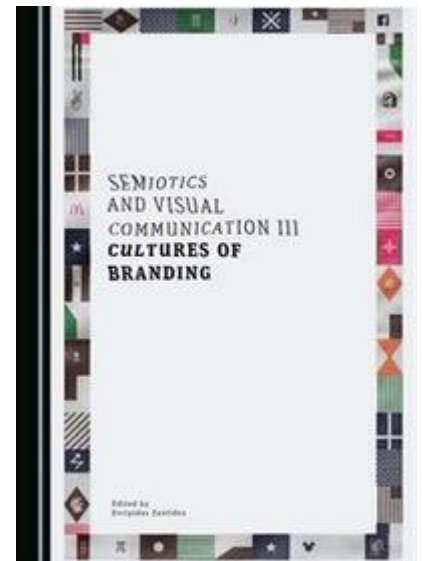
Interrogating the relatively new field of cognitive semiotics, this book explores shared issues in cognitive science and semiotics. Building on research from recent decades, Per Aage Brandt investigates the potential of a cognitive semiotic approach to enhance our understanding of language, thought and semiosis in general.

Introducing a critical, non-standard approach both to cognitive science and to semiotics, this book discusses the understanding of meaning and mind through four major dimensions; mental architecture, mental spaces, discourse coherence and eco-organization. Encompassing a rich variety of topics and debates, *Cognitive Semiotics* outlines several bridges between 'continental' and 'analytic' thinking in the study of semantics, pragmatics, discourse and the philosophy of language and mind.

SEMIOTICS AND VISUAL COMMUNICATION III. CULTURES OF BRANDING

Editor: EVRIPIDES ZANTIDES

The chapters in this book consist of selected papers that were presented at the 3rd International Conference and Poster Exhibition on Semiotics and Visual Communication at the Cyprus University of Technology in November 2017. They investigate the theme of the third conference, “The Semiotics of Branding”, and look at branding and brand design as endorsing a reputation and inhabiting a status of almost mythical proportion that has triumphed over the past few decades. Emerging from its forerunner (corporate identity) to incorporate advertising, consumer lifestyles and attitudes, image-rights, market-research, customisation, global expansion, sound and semiotics, and “the consumer-as-the-brand”, the word “branding” currently appears to be 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 shared codes of meaning. An extract is available [here](#).



Journals

PUNCTUM-INTERNATIONAL JOURNAL OF SEMIOTICS, VOLUME 5, ISSUE 2

Semiotics of Monuments: Politics & Form from the 20th to the 21st century

Punctum.
International journal of semiotics

5/2 December 2019

Special issue on
Semiotics of Monuments: Politics & Form from
the 20th to the 21st century

edited by
Lia Yoka and Federico Bellentani

Lia Yoka & Federico Bellentani	Introduction
Carole Simons	The publication of history from the sky (case of the tower of Pisa)
Hans Rasmussen	Remembering what remains: A semiotic approach to studying difficult history
Hayat/Parvaneh Bejnordi	Semiotics of urbanisation of earth: A semiotic approach to the role of the city in the history of the city
Helena Vint	Story of a quarter monument: From (dis)order to (re)order in the city
Wahneema Lubiano	Visual monuments in urban space: Politics, aesthetics and cultural identity
Sergio H. A.	The form: A neglected political sign of modern monuments
Arvid Bævre	Monuments: Private politics and their function
Luca Pizzardi	Mediating capabilities of the past: Monuments, communication, and social media
Christa Bergelin	The monument as a social border and the social boundaries between public and private spaces
Henriette Rasmussen	The city as a monument: A semiotic approach to the city as a monument
Federico Bellentani	Public Monuments: photographic portraits
Simone F. Accorinti	The language of Brand: or why you should care
Caroline Tapp	Reframing the self through social media

Published by the Hellenic Semiotic Society | <http://punctum.gr> | ISSN 2459-2943

We are pleased to announce the publication of the issue 5.2 of Punctum – International Journal of Semiotics, the online, open access journal of the Hellenic Semiotic Society. This issue is devoted to the ‘Semiotics of Monuments: Politics & Form from the 20th to the 21st century’, edited by **Lia Yoka** and **Federico Bellentani**. The articles as well as the whole issue, can be accessed & downloaded free of charge at the journal’s [website](#).

NEW ISSUE: SIGN SYSTEMS STUDIES

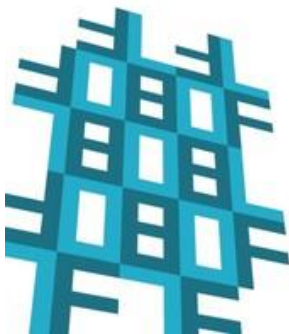
We are pleased to announce that the new issue of *Sign Systems Studies* has now been published. This special issue 48 (1) entitled “Integrationism, biosemiotics, philosophy of communication” was guest edited by **Paul Cogley**, **Adrian Pablé** and **Johan Siebers**.

All articles are available for a download in [open access](#) but it is also possible to buy the print volume [here](#).



LINGUISTIC
FRONTIERS

CALL FOR PAPERS: LINGUISTIC FRONTIERS



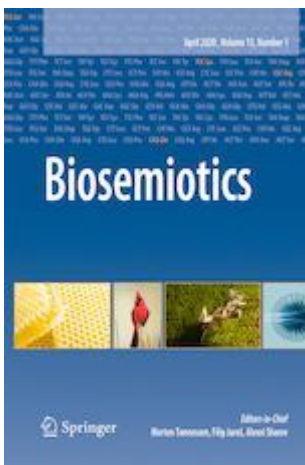
Linguistic Frontiers is a peer-reviewed academic journal which focuses on the research and collaboration of linguistics and life sciences, mathematics and various social sciences and humanities applying formal or experimental approaches which are employed e.g. in traditional linguistic interdisciplines like quantitative linguistics, psycholinguistics, biosemiotics, sociolinguistics. The major aim is to transfer methods and topics among these fields of linguistic research.

The journal is editing a Special Issue on **Zoosemiotics and Animal Ethology**, and asked **Dr Pauline Delahaye** to be the guest editor. There is currently a Call for Papers, contribution on related topics, such as the following, are welcome:

- Zoolinguistics
- Zoosemiotics
- Animal Ethology
- Ecosemiotics
- Human/Animal communication
- Human/Animal cohabitation
- Animal Agentivity

Submission deadline: December 31 2020. Only papers in English are accepted.

Abstracts should be sent to delahayepauline@gmail.com



NEW ISSUE: BIOSEMIOTICS

The latest issue of Biosemiotics is now out! This exciting special issue (vol. 13 (1), published in April 2020) about hybrid natures which is guest-edited by Nelly Mäekivi and Riin Magnus can be found [here](#).

Contributions: Nelly Mäekivi, Riin Magnus; Kalevi Kull; Almo Farina; Martín Ávila; Timo Maran; Jonathan Beever; Morten Tønnessen; Mirko Cerrone; Matthew Chrulew; Franco Giorgi, Maurita Harney

[NEW ISSUE OF SIGNS & MEDIA \(SPRING 2020\)](#)

Signs & Media is a bilingual (English-Chinese), peer-reviewed academic journal, founded in 2008 by the Institute of Semiotics & Media Studies (ISMS), Sichuan University. Signs & Media, dedicating itself to the interdisciplinary research on semiotics and media studies, has since published more than 200 professional papers by scholars from all around the world. Under the editorship of Professor Henry Yiheng Zhao, Signs & Media endeavors to systematically expand semiotics to all fields of human sciences, covering, notably, communication and media studies, cultural studies, art and literature, as well as narratology, stylistics, discourse analysis, cognitive science in the semiotic perspective, and, in particular, reinterpretations of Chinese traditional semiotic heritage.



Issue no°20 (Spring 2020), “Philosophical Semiotics” is now available for download [here](#).

SOUTHERN SEMIOTIC REVIEW



Editors: Geoffrey Sykes; Susan Petrilli and Paul Ryder

Southern Semiotic Review was founded in 2013, and has an established editorial team. It aims to meet a need for a dedicated journal of its region of the world, and also has an inclusive international reach. It publishes general and special issues. SSR wishes to encourage open access and exchange of information, knowledge and resources. It intends SSR to support the collaborative production of copyright works that are freely available in all areas related to semiotic studies. The following two issues have been published recently.

To submit a manuscript, see the journal's [submission guidelines](#).

The latest issue, ISSUE 12, 2020 (i), is available for download [here](#).

JOURNAL OF COGNITIVE SEMIOTICS

Editor in Chief: **Peer F. Bundgaard**

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, 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, in the natural as well as in the social world, in language and other sign vehicles, as well as in perception, and in action. Please find all **back issues** freely available under *Read content*.

[Volume 12 \(2019\): Issue 2 \(Nov 2019\)](#)

We are pleased to share a few outstanding pieces of news about the journal, from the Editor-in-Chief Peer F. Bundgaard:

1. The journal has been accepted for inclusion in Scopus. This includes all issues published by De Gruyter Mouton (from 2014 onwards).
2. The Spring 2020 issue has been converted into a special thematic issue (with guest editor Thomas Hoffmann), entitled ‘Creativity and Construction Grammar’, with contributions from Mark Turner, Alexander Bergs, Karin Kukkonen, Cristóbal Pagán Cánovas and quite a few other very fine scholars.
3. The next special issue will be edited by IACS Board member Donna West.

INTERNATIONAL JOURNAL OF MARKETING SEMIOTICS & DISCOURSE STUDIES



The mission of the *International Journal of Marketing Semiotics & Discourse Studies* is to constitute a reference point in state-of-the-art academic research in the field of marketing discourse studies, by enhancing the relevance of discourse analytic and semiotic theories and methodologies across the entire marketing mix, with a dual orientation towards

furthering existing theory, while safeguarding managerial saliency.

Objectives: The *International Journal of Marketing Semiotics & Discourse Studies* is an open-source academic journal that aims to cover a wide spectrum of interdisciplinary marketing/semiotic/discourse analytic research streams, spanning:

- Conceptual approaches and empirical research across the 5 P's by drawing on different semiotic (post-structuralist, sociosemiotic, Peircean, structuralist, cultural, textual, visual, multimodal) and discourse analytic (CDA, DHA) perspectives.
- Consumer cultural theory and research
- Cultural experiences, artefacts, practices, spectacles
- In virtual, 'real', hyperreal environments
- In individual or community settings

- Methodological frameworks for conducting research into product/service/retail branding, brand identity development, brand equity, packaging design, competitive packaging analysis, new product development, pricing, advertising, IMC development and competitive analysis, consumer behavior (offline and online).
- Comparing and contrasting existing marketing research conceptual and methodological frameworks with discourse analytic/semiotic ones.
- Cross-disciplinary approaches on marketing research issues that combine discourse analysis and semiotics with perspectives from the social sciences and the humanities, such as anthropology, literary studies, psychoanalysis, anthropology, rhetoric, sociology.

The *International Journal of Marketing Semiotics & Discourse Studies* welcomes both conceptual and applied semiotic research, provided that the evoked perspectives have been applied rigorously in the concerned marketing issues and are sufficiently informed by the relevant literature.

The *International Journal of Marketing Semiotics & Discourse Studies* intends to host academically rigorous research papers, but also to provide a forum where marketing semiotics agencies may publicize case studies of projects they have undertaken for clients.

To submit a paper see [submission guidelines](#).

[CALL FOR PAPERS: Special Issue on Trauma & Consumption, deadline Sep 30 2020](#)

Read the current issue (Vol. 8 2020) [here](#).

SEMIOTICA

Journal of the International Association for Semiotic Studies / Revue de l'Association Internationale de Sémiotique

Editor In Chief: Stephanie Walsh Matthews

Semiotica is published in six annual issues, in two languages (English and French), and occasionally in German. From time to time, Special Issues, devoted to topics of particular interest, are assembled by Guest Editors. The publishers of *Semiotica* offer an annual prize, the Mouton d'Or, to the author of the best article each year. The article is selected by an independent international jury. The **2018 Mouton d'Or** Award has been awarded to **Per Durst-Andersen** and **Paul Cobby** for their article 'The communicative wheel: Symptom, signal, and model in multimodal communication,' which appeared in Issue 225.

Topics: papers reporting results of research in all branches of semiotic studies.

Article formats: research articles, in-depth reviews, guest editorials, reports.

[Latest issue: Volume 2020: Issue 233 \(Mar 2020\)](#)