

# LETTER

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*“Pasivaikščiojimas pavasari”* by Romualdas Rakauskas  
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## Nordic News

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Filologijos  
fakultetas

# Call for papers – the XII conference of the Nordic Association for Semiotic Studies

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## “MEANING IN PERCEPTION AND THE SENSES”

Vilnius University, 17–19 June, 2021



[“Pasivaikščiojimas pavasari”](#) by Romualdas Rakauskas (licenced under [CC BY-NC-ND 4.0](#))

**THE XII NASS CONFERENCE** will be hosted by the Algirdas Julius Greimas Centre for Semiotics and Literary Theory at the Faculty of Philology of Vilnius University in Vilnius, Lithuania.

The conference addresses perception and the senses. Perception and the senses are, for all sentient species, the gateway to the environment and to other organisms and 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 element in 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 other sentient and sensitive beings as well as ourselves.

This conference focuses on how theories of meaning are positioned vis-à-vis 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.

**CONFIRMED KEYNOTE SPEAKERS** are Irina Melnikova (Vilnius University), Frederik Stjernfelt (Aalborg University), Irene Mittelberg (RWTH Aachen University), Jacques Fontanille (University of Limoges), and Kay O’Halloran (University of Liverpool).

**ABSTRACTS** are to be submitted in Word files to [nassxiiwilnius@gmail.com](mailto:nassxiiwilnius@gmail.com) with the subject line “Abstract for NASS XII”. Your abstract submission should contain your (1) full name; (2) affiliation; (3) e-mail address; (4) paper title; (5) paper abstract, up to 500 words; (6) 3–5 keywords; (7) short bio-note of up to 100 words.

**The deadline** for abstract submission is **15 January, 2021**.

**Notifications** of acceptance will be sent out by **1 March, 2021**.

### **REGISTRATION AND CONFERENCE FEE**

In order to register for NASS XII, payment of a conference fee is required.

The **early bird** registration fee is **90€**; the deadline for early bird registration is 1 April, 2021.

The late registration fee is 110€, and the deadline is 15 May, 2021.

The fee covers attendance, coffee breaks, lunch, and a conference program booklet.

Part of the fee (30 €) covers NASS membership for the period of 2021–2023.

There will also be a conference dinner, to be paid for separately. We will provide information later on.

### **GRADUATE STUDENT GRANTS AND AWARDS**

Between 5 to 10 graduate students presenting at NASS XII will be supported financially by the association with 250 € each. The best graduate student presentation will be awarded a prize of 300 €.

### **ORGANIZING COMMITTEE**

Paulius Jevsejevas (conference chair: [paulius.jevsejevas@flf.vu.lt](mailto:paulius.jevsejevas@flf.vu.lt))

Magdalena Slavinska (conference secretary: [magdalena.slavinska@flf.vu.lt](mailto:magdalena.slavinska@flf.vu.lt))

Alin Olteanu (chair of the scientific committee: [alin.olteanu@rwth-aachen.de](mailto:alin.olteanu@rwth-aachen.de))

### **SCIENTIFIC COMMITTEE**

Øyvind Eide (University of Cologne), Sara Lenninger (Lund University), Lauri Linask (Tallinn University), Juha Ojala (University of Oulu), Alin Olteanu (RWTH Aachen University, Kaunas University of Technology), Tiit Remm (University of Tartu), Inesa Sahakyan (Grenoble Alpes University), Morten Tønnessen (University of Stavanger)

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.



## UPCOMING ACADEMIC EVENTS<sup>1</sup>

### 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.

#### **JANUARY 2021**

### COMSNETS 2021: 13TH INTERNATIONAL CONFERENCE ON COMMUNICATION SYSTEMS & NETWORKS

**January 5 – 9 | Bengaluru, India (virtual conference)**

COMSNETS is a premier international conference dedicated to advances in Networking and Communications Systems. The conference is a yearly event for a world-class gathering of researchers from academia and industry, practitioners, and business leaders, providing a forum for discussing cutting edge research, and directions for new innovative business and technology.

The conference will include a highly selective technical program consisting of submitted papers, a small set of invited papers on important and timely topics from well-known leaders in the field, and poster session of work in progress. Focused workshops and panel discussions will be held on emerging topics to allow for a lively exchange of ideas. International business and government leaders will be invited to share their perspectives, and will complement the technical program.

The conference will recognize one or more papers, demos, posters, and Graduate Student forum presentations with awards. The main conference, including keynote and invited talks, will be held on 6-8 Jan 2021. The workshops will be held on Jan 5 and Jan 9. More information can be found [here](#).

#### **MARCH 2021**

### ICST 2021: 15. INTERNATIONAL CONFERENCE ON SEMIOTICS THEORY



**March 15-16, 2021 in London, United Kingdom**

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<sup>1</sup> 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](mailto:post@nordicsemiotics.org).

### **The International Research Conference Aims and Objectives**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

**ICST 2021: 15. International Conference on Semiotics Theory** aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Semiotics Theory. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Semiotics Theory

### **Call for Contributions**

Prospective authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts, papers and e-posters. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Semiotics Theory are cordially invited for presentation at the conference. The conference solicits contributions of abstracts, papers and e-posters that address themes and topics of the conference, including figures, tables and references of novel research materials.

For further information see [here](#).

## **MAY 2021**

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



**May 27-30, 2021, Bucharest (Romania)**

Depending on the evolution of things related to the control of the coronavirus pandemic, the organisers also consider the variant in which all sessions, activities and networking of the conference take place online, through one of the usual e-learning platforms (Zoom, WebEx, or other solutions)

The conference is organized in several panels, which will address specific topics, such as: Semiotic of Culture/Cultural Semiotics; Semiotics & Communication, Relations between Media; Culture & Society; Semiotics, Cultural Diversity & Intercultural Dialogue; Semiotics of Cultural and Social Issues & Practices (literature, translation, cinema, advertising, space, everyday activities); Research on the integration of cultural semiotics, data analytics, digital culture studies & creative industries' studies; Communicative Practices in Social Media Cultures; Semiotic & Media Literacy; Semiotics & New

Media; Communication & Social Change; Sociosemiotics & Multimodality; Semiotics, Culture & Brand Communications; Applied Semiotics, etc. In the tradition of previous *Semiosis in Communication* (SC) editions, keynote speakers will be some internationally recognized experts in their fields of activity.

Further information can be found [here](#).

**AUGUST 2021**

## CALL FOR ABSTRACTS

Extended deadline December 15th:

### 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 kind 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.

**NB:** Given the uncertainty surrounding the impact of the Covid-19 pandemic, the conference will probably be online or a hybrid of online and face-to-face interactions.

**Confirmed keynote speakers:**

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

**Deadlines:**

- Submission of abstracts – **15 December 2020 (extended deadline)**
- 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](mailto:jmarais@ufs.ac.za); [gonne@unamur.be](mailto:gonne@unamur.be); [meylaerts@kuleuven.be](mailto:meylaerts@kuleuven.be)

## SEPTEMBER 2021



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

*September 7-10, 2021, Powsin-Warsaw, Poland*

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](mailto: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.).

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](mailto: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 \(IACS-4\)](#)

*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.**

**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](mailto:IACS4.2020@signges.rwth-aachen.de) or visit the [conference website](#).

### **[NEW CALL FOR CHAPTERS: HANDBOOK OF BRAND SEMIOTICS & DISCOURSE ANALYSIS](#)**

**Target Release date:** Q4 2021 (est.)

**Editors:** Dr. George Rossolatos & 1 Co-editor (TBC)

#### **Delivery of initial extended abstract: Dec 30 2020**

Delivery of chapter as agreed with the editors:

Within 6 months as of the abstract's approval

Comments from Editor(s)- content editing process:

2-3 months as of the reception of the initial draft

Delivery of finished volume to the publishing house:

Within 9 months as of agreement

If interested, send your extended abstract by the designated deadline to:

[georgerossolatos123@gmail.com](mailto:georgerossolatos123@gmail.com)

## 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.

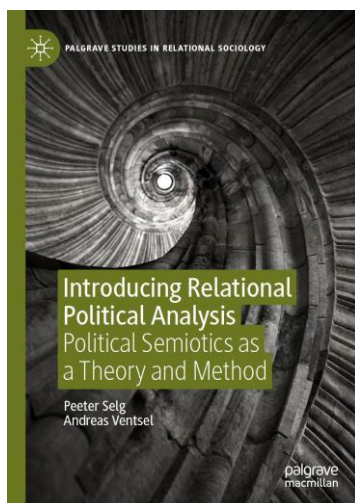


**London: Bloomsbury Academic, 2020**

<https://www.bloomsbury.com/uk/wittgensteins-secret-diaries-9781350011878/>

#### [INTRODUCING RELATIONAL POLITICAL ANALYSIS: POLITICAL SEMIOTICS AS A THEORY AND METHOD](#)

**Authors: Peeter Selg, Andreas Ventsel**



This book introduces relational thinking to political analysis. Instead of merely providing an overview of possible trajectories for articulating a relational political analysis, Peeter Selg and Andreas Ventsel put forth a concrete relational theory of the political, which has implications for research methodology, culminating in a concrete method they call political form analysis. In addition, they sketch out several applications of this theory, methodology and method. They call their approach “political semiotics” and argue that it is a fruitful way of conducting research on power, governance and democracy – the core dimensions of the political – in a manner that is envisioned in numerous discussions of the “relational turn” in the social sciences. It is the first monograph that attempts to outline an approach to the political that would be relational throughout, from its meta theoretical and theoretical premises through

to its methodological implications, methods and empirical applications.

Palgrave Studies in Relational Sociology, Palgrave Macmillan, 2020

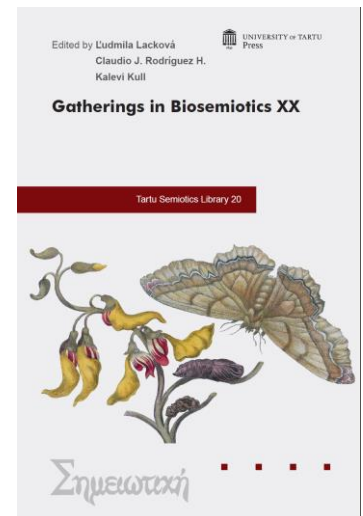
<https://www.palgrave.com/gp/book/9783030487799>



## GATHERINGS IN BIOSEMIOTICS XX (TARTU SEMIOTICS LIBRARY 20)

**Editors: L’udmila Lacková, Claudio Rodríguez, Kalevi Kull**

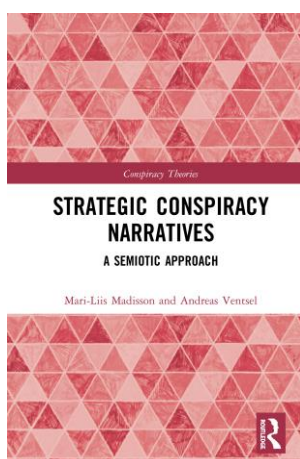
Biosemiotics is the study of semiosis in the biological realm. Or, as it was written in the introduction to the 17th Gatherings in Biosemiotics in Lausanne, “biosemiotics is [...] the study of meaning-making and its consequences in living systems, and much of its focus is on investigating and understanding pre-linguistic sign processes in both humans and other organisms”. Biology, on the one hand, has an important and impressive history of studying the systematicity of nature, as it is exhibited in the analyses of the genetic, physiological and morphogenetic processes of living systems. Yet biology, at the same time, must also certainly recognize that it is likewise the study of the systematicity of freedom, in as much as its object of study is the phenomenon of life itself. And so biology, understood as biosemiotics, studies life’s capacity for aboutness, for establishing mediated and arbitrary relationships that result in the creation of novelty, for making choices, and for the ongoing exploration of possibility. The world meetings on biosemiotics – Gatherings in Biosemiotics – have been taking place annually since 2001. The first twelve years of these conferences was described in a volume of 2012, while the current volume covers the meetings from 2012 to 2020. In addition to the accounts and programs of these events, and including over sixty contributions to the twentieth meeting, the current volume includes review articles, evaluating the work done thus far, and predicting future developments. The history and philosophy of Czech biosemiotics, in particular, receives a detailed account, and many other new ideas in biosemiotics are also discussed in this book.



## STRATEGIC CONSPIRACY NARRATIVES: A SEMIOTIC APPROACH (1<sup>ST</sup> EDITION)

**Authors: Mari-Liis Madisson, Andreas Ventsel**

*Strategic Conspiracy Narratives* proposes an innovative semiotic perspective for analysing how contemporary conspiracy theories are used for shaping interpretation paths and identities of a targeted audience.



Conspiracy theories play a significant role in the viral spread of misinformation that has an impact on the formation of public opinion about certain topics. They allow the connecting of different events that have taken place in various times and places and involve several actors that seem incompatible to bystanders. This book focuses on strategic-function conspiracy narratives in the context of (social) media and information conflict. It explicates the strategic devices in how conspiracy theories can be used to evoke a hermeneutics of suspicion – a permanent scepticism and questioning of so-called mainstream media channels and dominant public authorities, delegitimisation of political opponents, and the ongoing search for hidden clues and coverups. The success of strategic dissemination of conspiracy narratives depends on the cultural context, specifics of the targeted audience and the semiotic construction of the message. This book proposes an innovative semiotic perspective for analysing contemporary strategic communication. The authors develop a theoretical framework that is based on semiotics of culture, the notions of strategic narrative and transmedia storytelling. This book is targeted to specialists and



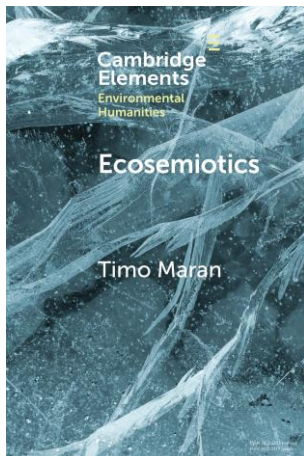
graduate students working on social theory, semiotics, journalism, strategic communication, social media and contemporary social problems in general.

**Routledge 2020**

20% Discount Available - enter the code **SOC20** at checkout at [www.routledge.com/9780367030988](http://www.routledge.com/9780367030988)

## [ECOSEMOTICS: THE STUDY OF SIGNS IN CHANGING ECOLOGIES](#)

**Author: Timo Maran**



Part of Cambridge Elements series on environmental humanities, Timo Maran's "Ecosemiotics: The Study of Signs in Changing Ecologies" provides an accessible introduction to ecosemiotics and demonstrates its pertinence for the study of today's unstable culture-nature relations. Ecosemiotics can be defined as the study of sign processes responsible for ecological phenomena. The arguments in this Element are developed in three steps that take inspiration from both humanities and biological sciences:

- 1) Showing the diversity, reach and effects of sign-mediated relations in the natural environment from the level of a single individual up the functioning of the ecosystem.
- 2) Demonstrating numerous ways in which prelinguistic semiotic relations are part of culture and identifying detrimental environmental effects that self-contained and purely symbol-based sign systems, texts and discourses bring along.
- 3) Demonstrating how ecosemiotic analysis centred on models and modelling can effectively map relations between texts and the natural environment, or the lack thereof, and how this methodology can be used artistically to initiate environmentally friendly cultural forms and practices.

**Cambridge University Press 2020**

## **Journals**



### [PUNCTUM-INTERNATIONAL JOURNAL OF SEMIOTICS, VOLUME 6, ISSUE 1](#)

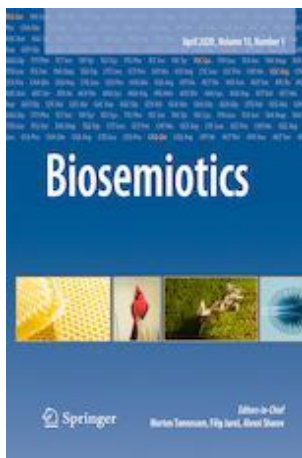
We are pleased to announce the publication of the issue 6.2 of Punctum – International Journal of Semiotics, the online, open access journal of the Hellenic Semiotic Society. This issue is devoted to **‘Translation and Translatability in Intersemiotic Space’**, edited by **Evangelos Kourdis** and **Susan Petrilli**. The articles as well as the whole issue, can be accessed & downloaded free of charge at the journal's [website](#).

## 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 13 (2020): Issue 2 (Nov 2020)



### NEW ISSUE: BIOSEMIOTICS

The latest issue of Biosemiotics, vol. 13(3), is now out! This issue published in December 2020 can be found [here](#).

Contributions: Mark Pharoah; Arran Gare; Naoki Nomura ; Koichiro Matsuno ; Jun Tomita ; Franco Giorgi ; Francesco Tramonti ; Annibale Fanali ; Prakash Mondal; Nathalie Blanc; Amelia Lewis; Donald Favareau; Louise Westling

## 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 Cobley** for their article 'The communicative wheel: Symptom, signal, and model in multimodal communication,' which appeared in Issue 225.

**Latest issue: Volume 2020 (2020): Issue 236-237 (Dec 2020)**

[THE INTERNATIONAL JOURNAL FOR THE SEMIOTICS OF LAW:](#)

**Special issue: “The Reasonable Interpreter. Perspectives on Legal and Non-Legal Semiotics”**

Edited by Angela Condello, Paolo Heritier, Massimo Leone & Jenny Ponzio

The origin of the present issue lies in a number of questions which intersect both the fields of semiotics and of legal philosophy and theory, especially concerning the nature and function of languages, and the function of reasonableness and interpretation in the balancing of conflicting values. Can we consider semiotics as an autonomous discipline, with its own objects, issues and methods—or should we (instead) consider it as a field of study, a catalogue of undetermined and undefined interests, uneasy to be made homogeneous and to reunify? Following the last option, questions that are structural for semiotics are, for instance, at the core of the legal operations and of both traditional and innovative approaches to legal theory and practice. With such transdisciplinary attitude, we imagined a double-sided Roundtable (Turin, 19–20 September 2020), with participants working both in semiotics and legal philosophy, aimed at delving into questions such as: What is the role of reasonableness in legal hermeneutics today? Is the digital revolution having an impact on the production of legal knowledge and—if so—can semiotics enrich the analysis of such impact and transformation? In other words: how are legal and non-legal semiotics connected today? And can this relationship be traced back to antiquity? What is the relationship between the semioticians’ legal semiotics and jurists’ legal semiotics?

More information can be found [here](#).