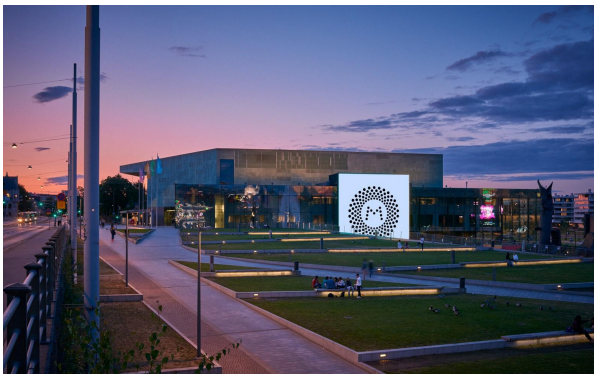


LETTER

NUMBER 21 (WINTER 2022) – DECEMBER 2022

EDITORS: INESA SAHAKYAN & LAURI LINASK
(POST@NORDICSEMIOTICS.ORG)



“Feeling – Skill – Knowledge” XIII Conference of the Nordic Association for Semiotic Studies (NASS)

Helsinki, Finland, June 7-9, 2023

2nd CALL FOR PAPERS *p.2*

The **NEW deadline** for abstract
submissions is **December 31st 2022**

**NASS offers graduate student grants
and a graduate student award.** *p. 3*

**Report from the 15th World Congress of
Semiotics** *August 30 - September 3, 2022 -
Thessaloniki, Greece, p.4*

Regular sections:

News, CFPs

Upcoming academic events

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nordicsemiotics.org/

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The NASS newsletter 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

Second Call For Papers – **deadline extension**

“Feeling – Skill – Knowledge”



THE 13TH CONFERENCE OF THE NORDIC ASSOCIATION FOR SEMIOTIC STUDIES (NASS)

Helsinki, Finland, June 7-9th 2023

Venue: Sibelius Academy of the Uniarts Helsinki

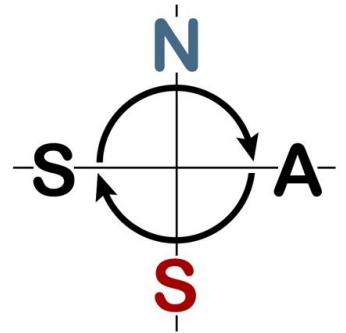
The 13th conference of the Nordic Association for Semiotic Studies focuses on the epistemologies and ontologies of signs and minds and how the processes of signification entail different aspects of feeling, skill, and knowledge. Connecting to the systemic relationality of the subject and the world, these viewpoints on doing and being, discourse and development have been at the heart of semiotics through the diachrony in various contexts. Now, in the rapidly, even brutally changing world, understanding signs, signification and their dynamics seems more crucial than ever, as it may affect securing how the human and their practices, their social systems and societies, cultures and the environment may flourish in whatever way the future will unfold.

The conference focuses on how theories and research into meaning and signification address knowledge, skill, and feeling. We warmly welcome theoretical and empirical papers investigating the relations of this trio or any of the three concepts that are central to semiosis.

We kindly invite proposals for conference presentations and sessions of presentations in line with but not limited to the topics of:

- Semiotic theories of knowledge, skill, and feeling
- Empirical semiotics of feeling, skill, and knowledge

- Dynamics of relations of knowledge, skill and feeling with or in the environment
- Knowledge, skill, and feeling in human and non-human organisms
- Artificial knowledge, artificial skill, and artificial feeling
- Knowledge, skill and feeling in the arts and sciences
- Learning and growth of knowledge, skill, and feeling
- Decay and problems of knowledge, skill, and feeling
- Knowledge, memory, cognition, brain, and body
- The social in knowledge, skill, and feeling
- Relationship of language and non-language with knowledge, skill, and feeling
- Cross-, multi-, inter-, trans- and a- in feeling, skill, and knowledge of cultures
- Mediation of feeling, skill, and knowledge
- Feeling, skill, and knowledge in politics and leadership.



The conference is organized by [the Nordic Association for Semiotic Studies](#) with local collaboration of the Semiotic Society of Finland and researchers from the University of the Arts Helsinki, University of Helsinki, Tallinn University, and Aalto University. The conference will be held at the Sibelius Academy of the Uniarts Helsinki. The [facilities](#) are [located](#) in the heart of the city, easily accessible, and close to many opportunities for [accommodation](#) and [restaurants](#). [The Helsinki metropolitan area](#) has a well-functioning [public transportation system](#). The 40th-anniversary symposium of the Semiotic Society of Finland will be held in conjunction with NASS XIII.

Graduate student award and grants

Five to ten graduate students presenting a paper at NASS XIII will be supported financially by NASS. Furthermore, a prize along with a diploma for the best graduate student presentation will be awarded at NASS XIII.

Keynote speakers

- Prof. emer. **Tim Ingold**, University of Aberdeen
- Prof. **Dario Martinelli**, Kaunas University of Technology
- TBA

Abstract submission

The conference language is English. Abstracts should be submitted as a Word file attachment to nass13helsinki@uniarts.fi, with subject line "Abstract for NASS XIII". Each abstract submission should contain: (1) The name of the author(s) (surname, given name); (2) Your affiliation (including country of residence); (3) Your email address; (4) The title of the paper; (5) An abstract of max. 500 words; (6) 3–5 keywords; (7) and a short bio note of max. 100 words. To be considered for the graduate student award and grants, please indicate whether or not you are a graduate student. Notification of acceptance will be given by 31 January 2023, after which the registration will open. **Kindly submit your abstract of max. 500 words by 31st of December 2022 to nass13helsinki@uniarts.fi.**

Further information

- Registration 100 € (1 Feb – 15 Mar), 125 € (16 March – 30 Apr 2023)

For further information, please visit nordicsemiotics.org or contact nass13helsinki@uniarts.fi

Report from the 15th World Congress of Semiotics (IASS-AIS)

Semiotics in the Lifeworld

August 30 - September 3, 2022 - Thessaloniki, Greece

Under the auspices of the IASS/AIS, University of Macedonia, together with the Hellenic Semiotic Society, and the Laboratory of Semiotics, Aristotle University of Thessaloniki, organized the 15th World Congress of Semiotics, which took place in Thessaloniki, Greece, from August 30 to September 3, 2022.

The congress was devoted to the comprehensive, albeit initially ambivalent concept of *Lifeworld* (or better - *the world of lived experiences*). Lifeworld is usually activated in times of crisis when, in Husserlian terms, "Europe is sick". In such situations, in order to recover significance of life, attention is turned again to the human world, as it is pre-given: to its pre-scientific self-understanding and unquestionability.

Lifeworld, or its original variant *Lebenswelt*, belongs among the basic concepts of the modern vocabulary of the 19th and 20th centuries. Most of its variations are compounds with the root "World"/*Welt*/, i.e., *Bildwelt*, *Gedankenwelt*, or are formed as the anthropologization of the "world" - *Weltschmerz*, *Weltseele*, *Weltsprache*, *Welthorizont*. The mission of such concepts is to maximally expand or focus the range of meanings of the concept, thus covering all partial experiences of human existence.

The term *Lebenswelt* /*Lifeworld*/ appeared in the first half of the 19th century, namely, in Heinrich Heine's 1836 short story "Florentine Nights" in the context of the struggle between light and darkness characteristic of Romanticism - "sonnige Lebenswelt" /*sunny Lifeworld*/. In the sciences, the concept began its ascendance precisely a hundred years later with Edmund Husserl's "The Crisis of European Sciences and Transcendental Phenomenology"¹ [1936], which contextualized the radical crisis in Europe as the result of the positivist limitation of science.

This was followed by works of Heidegger, Gadamer, various post-structuralist (Deleuze, Derrida) and post-metaphysical constructive theories (Habermas), all of which have some

¹ As a matter of fact, the concept of the *Lebenswelt* featured most prominently in parts of the manuscript that was not included in the first edition of the book. At the time of Husserl's death, these sections had not yet been published. However, these parts were included in posthumous versions of the book.

semiotic connotations, which though never play the first role. Unfortunately, we have not yet recognized the semiotic qualities, which can be found in Edmund Husserl's early works, in which he also discussed the nature of signs. True, they have sunk into a certain oblivion, which, unfortunately, was not rectified by the 2022 World Congress in Semiotics which had the umbrella title "Semiotics in the Lifeworld". Tellingly, Husserl's "On the Logic of Signs /Semiotics/" (1890) was not the subject of any of the congress's sections.

This is probably because, at the Thessaloniki Congress, descriptive semiotics and several aspects of the application of semiotics were generally dominant. Theoretical semiotics and solutions to methodological issues were marginal this time: the presentations of all eleven keynote speakers focused on one or another aspect of the Lifeworld rather than on the lifeworld itself as the theoretical foundation for all human semiosis. These more specific and restricted studies can be described as approaching the Lifeworld – e.g., in terms of fashion, food, spectacle, design, places, and, of course, Covid 19.

At the World Congress, theoretical aspects of semiotics were addressed by existential semiotics, Peirce's and Greimas' semiotics, and attempts to connect to the writings by Ludwig Wittgenstein, which have been left somewhat marginalized, as well as the writings by Bruno Latour. The boundary situation between theoretical and applied semiotics was illuminated by biosemiotics in its broadest sense – starting with the study of yet undiscovered forms of life, to the context of unity and monovalence of life, musical signification, and semiotics of color. In general, the congress can be considered a success because it explored forgetting that takes place within Lifeworld in a wide semiotic spectrum.



Photo credit: Salvador Miyamoto

The Nordic Association for Semiotic Studies (NASS) marked its presence at the world congress by having its banner placed over the registration desk of the world congress, and advertising NASS XIII. The association was also represented at the General Assembly

of the International Association for Semiotic Studies (IASS), with which it is associated as one of the IASS' regional member organizations.



A selection of former and current NASS board members at the 15th World Congress of Semiotics / IASS-AIS. Photo credit: Salvador Miyamoto.

The next world congress of semiotics will be held at the beginning of **September 2024 in Warsaw, Poland.**

Report prepared by Daina Teters, Morten Tønnessen & Lauri Linask

LAUNCH OF THE EARLY CAREER RESEARCHERS IN SEMIOTICS NETWORK ECR-IASS

The Early Career Researchers (ECR) Network, was launched earlier this year, in September during the Semiotics World Congress, organized by the International Association of Semiotic Studies (IASS) at the University of Macedonia (Thessaloniki). The early stage career researchers network is comprised of emerging scholars contributing to semiotic studies with a global representation. These international ties have enabled project collaboration, international discussions and promotion of professional opportunities in and around the field of semiotics.

The ECR are enabled by the longstanding academic infrastructure forged by the IASS and builds off of these established relationships and academic networks. In affiliation with IASS leadership, opportunities for article publications, international collaborations are in discussion following the recent formation of the group. Members in ECR enjoy the same basic rights of IASS membership.

The group may be contacted through one of its representatives.

Jorge Eduardo URUEÑA LOPEZ jorge.uruenaa@udea.edu.co

Jia Peng pj8024@163.com

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Damien Tomaselli DamienT@Duck.com

Nordic News

2022 marks the centenary of the birth of Juri Lotman



UPCOMING ACADEMIC EVENTS²

APRIL 2023

“Contemporary Umwelt Analysis: Applications for Culture and Ecological Relations”

18-19 April, 2023, University of Tartu, Estonia



Call for Papers

Umwelt analysis, initially proposed by Jakob von Uexküll, revolutionised studies on animal behaviour and perception by targeting them as semiotic phenomena, that is, based on meanings and signs. In the Institute of Umwelt research in Hamburg, of which Uexküll was the director, umwelt theory served as a shared theoretical ground for research on topics as diverse as the umwelten of fighting fish to the training methods of guide dogs. In the 21st century, the scope of umwelt theory has vastly expanded, both in terms of disciplines – from anthropology to ecology – and the phenomena that are addressed with the help of the theory. Novel theoretical connections and disciplinary embeddings, as well as new

² 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

changes in the lifeworld itself, bring along new challenges and questions: how to fit umwelt theory with existing methodologies and theoretical backgrounds of various other disciplines, how to make it a working analytical tool in the context of human-induced environmental change, and what are the methodologies that have been developed since the times of Uexküll which would help to carry out empirical analyses of animal umwelten today.

To scrutinize these questions, the Department of Semiotics at the University of Tartu will organize the conference *Contemporary Umwelt Analysis: Applications for Culture and Ecological Relations* between 18-19 April, 2023. We will especially look for contributions in the following topics:

- Umwelt analysis across disciplines (ecology, anthropology, literary studies, economics, etc.).
- Umwelt analysis in different applications, methods, and fieldwork.
- Human and animal umwelten in the era of anthropogenic environmental change.
- Contemporary developments in umwelt thinking.

Keynote speakers:

Carsten Herrmann-Pillath, University of Erfurt, Germany

Morten Tønnessen, University of Stavanger, Norway

Kalevi Kull, University of Tartu, Estonia

Interested parties are welcome to submit their abstracts of max. 300 words by **January 31, 2023** to riin.magnus@ut.ee for a 15-20 min. presentation. Notification of acceptance will be given by February 27, 2023. Abstracts should be sent as Word .doc or .docx files, with the e-mail subject line "Umwelt analysis". Each abstract should contain:

1. The title of the paper;
2. The name of the author(s) (surname, given name);
3. Affiliation and country of residence;
4. Email address;
5. An abstract of max. 300 words;
6. A short bio note of max. 50 words.

The conference is organised by the Department of Semiotics, University of Tartu: Kalevi Kull, Riin Magnus, Timo Maran, Nelly Mäekivi, Lona Päll, Silver Rattasepp, Siiri Tarrikas. It is supported by the EU Horizon project 101084220: "Coevolutionary approach to unlock the transformative potential of nature-based solutions for more inclusive and resilient communities" and the Estonian Research Council project PRG1504: "Meanings of endangered species in culture: ecology, semiotic modelling and reception."

For further information, see the conference [website](#).

JUNE 2023

[The 13th Annual Lotman Conference at Tallinn University](#)

[Fear in Culture and Culture of Fear](#)

15-17 June, 2023, Tallinn University, Estonia



Drawing by Juri Lotman, the first half of the 1960s, © Tallinn University.

Call for Papers

Fear plays an important role in human culture on the individual as well as on the collective level serving as one of the constraints that regulates people's choices and behaviour. However, at times the mechanism of fear seems to spiral out of control, and fear spreads like an epidemic infecting meaning-making processes in various areas of culture. According to Juri Lotman (1922–1993), renowned Russian-Estonian semiotician, literary scholar, and cultural historian, in such epidemics, the experience of fear is not caused by any concrete danger; instead, fear is in search for an object and constructs its own threat. Estonian semiotician and literary scholar Mihhail Lotman has developed his father's ideas further and proposed that from the perspective of semiotics it is important to distinguish between fright and fear. According to him, the former signifies an immediate reaction to events that have already taken place, it is a natural response to a specific stimulus, not a result of an interpretation. The latter, however, occurs as anticipation of danger projected into the future and is based on sign processes that generate the experience of fear. In the present times, the anticipated future is inhabited by many fears evoked by constant geopolitical insecurities, climate change, ideological polarisation, economic uncertainty, the spread of misinformation and viral disease. Therefore, an interdisciplinary dialogue is necessary to create a better understanding of the role fear plays in these various processes in culture. The 13th Annual Lotman Conference at Tallinn University aims to bring together discussions about fear from various disciplines. We invite theoretical explorations, historical inquiries and concrete case studies that would help to illuminate the phenomenon of fear from various perspectives and together provide a multifaceted understanding of the complex workings of fear in culture.

The topics of interest include but are not limited to:

- Semiotic mechanisms of fear
- Fear in the collective memory
- History of fear
- Representations of fear in artistic texts
- Media and dissemination of fear
- Fear and the digital culture
- Fear and the environment
- The politics and economics of fear
- Fear and conspiracy theories
- Fear, hate and violence
- Fear and indeterminacy
- Cultural psychology of fear
- Philosophy of fear
- Fear in folklore
- Fear and religious beliefs

The congress will take place on **15–17 June at Tallinn University, Estonia**. The official languages of the congress are English and Russian. All participants are expected to be present on-site, as the conference will not have the option of distant participation.

CONFIRMED KEYNOTE SPEAKERS

Mihhail Lotman (Tallinn University, University of Tartu)

Joanna Bourke (Birkbeck, University of London)

Andrei Zorin (University of Oxford)

Evgeny Dobrenko (Ca' Foscari University of Venice)

PAPER PROPOSALS:

We invite proposals for individual presentations (20 minutes + 10 minutes for discussion). You can submit your proposal [HERE](#) using the Google forms page, or if you prefer, download the [PAPER PROPOSAL TEMPLATE](#) and send it via email to the conference secretary Darja Dorving, darja.dorving@tlu.ee. In case you wish to present your paper as a part of a thematic panel, please indicate the name of this panel and the main organiser of the panel in the form of the proposal. All proposals should be written in English or in Russian.

DEADLINES:

Submissions open: 28 November 2022

Deadline for submissions: 15 February 2023

Presenters will be informed of the decision by 15 March 2023

Early registration starts: 15 March 2023

Registration closes: 15 May 2023

CONFERENCE FEE

Accepted participants will be requested to pay a registration fee. The fee covers participation in the conference programme, coffee-breaks, lunches, admission to receptions and cultural programme. Registration and payment form will be shared with participants at the end of March.

Early fee until 15 April 2023	Late fee from 15 April 2023 to 15 May 2023
Regular participant 90 euros	Regular participant 120 euros
PhD student 70 euros	PhD student 100 euros

FOR MORE INFORMATION

In case you have any questions, you can write to Merit Rickberg, merit.rickberg@tlu.ee or the conference secretary, Dr. Darja Dorving, darja.dorving@tlu.ee.

ORGANISERS

Juri Lotman Semiotics Repository, Tallinn University

The School of Humanities, Tallinn University

Organizing committee:

Darja Dorving (Juri Lotman Semiotics Repository, Tallinn University), conference secretary

Tatjana Kuzovkina (Juri Lotman Semiotics Repository, Tallinn University)

Lauri Linask (School of Humanities, Tallinn University)

Daniele Monticelli (School of Humanities, Tallinn University)

Rein Raud (School of Humanities, Tallinn University)

Merit Rickberg (Juri Lotman Semiotics Repository, Tallinn University)

Marek Tamm (School of Humanities, Tallinn University)

The event is organized in cooperation with the Tallinn University Centre of Excellence in Intercultural Studies and it is supported by the (European Union) European Regional Development Fund (Tallinn University's ASTRA project, TU TEE activity A7).



JOURNALS

CALL FOR SUBMISSIONS

CALL FOR PAPERS FOR THE 2023 ISSUE OF SEMIOTIKA: PERCEPTION – SENSATION – THE SENSES

In 2021, the A. J. Greimas Centre at Vilnius University hosted the NASS XII Conference “Meaning in Perception and the Senses”. In order to further contribute to developing these subjects in semiotics, the editorial board of Semiotika would like to invite researchers to submit articles for the 2023 issue on the semiotics of perception, sensation and the senses.

We welcome research articles focused on, but not limited to:

- The role of perception, sensation and the senses in semiotic theories;
- Research in perception, sensation and the senses: methods, discoveries and challenges;
- Perception, sensation and the senses in literary semiotics;
- Perception, sensation and the senses in semiotics of cinema, the visual and plastic arts, music, architecture, design;
- Perception, sensation and the senses in new media;
- Perception, sensation, the senses and multimodality;
- Conventions, norms, cultures, histories and ideologies of perception, sensation and the senses;
- Perception, sensation, the senses and discursivity;
- Perception, sensation, the senses and natural language;
- Other related topics;

We accept contributions in Lithuanian, English and French.

Your articles should be submitted to Semiotika by 30 June, 2023.

Send your articles to: irina.melnikova.vu@gmail.com; irina.melnikova@flf.vu.lt

Semiotika is an international open access double-blind peer reviewed multidisciplinary journal focusing on both theoretical and practical aspects of cultural semiotics, structuralism and poststructuralism, contemporary semiotic research, history and theory of semiotics, and analysis of various types of discourse. The journal accepts articles in Lithuanian, English and French and does not charge article processing charges or submission charges. As we move Semiotika fully online, we look forward to presenting latest research more quickly and in an environmentally friendly form. For detailed instructions on style, presentation and formatting conventions, and additional information, please see the submission guidelines on our website <https://www.zurnalai.vu.lt/Semiotika/>.

CALL FOR PAPERS

DIGITAL TRANSFORMATION OF EDUCATION: SEMIOTIC AND INTERDISCIPLINARY PERSPECTIVES

Digital Age in Semiotics and Communication VI

Editors-in-chief: Prof. Kristian Bankov, PhD

Digital Transformation of Education: Semiotic and Interdisciplinary Perspectives

The advent of the Internet and digital technologies in general has wrought deep changes to the socio-cultural tissue in almost every part of the world and societies. At the same time literacy might be seen as the ability to read, write, speak and listen in a way that lets us communicate effectively and make sense of the world. In other words literacy is the standardized and systematic way to introduce individuals to a full extent in the world of semiosis and signification. Thus comes the question: is there today any other form of literacy except the digital literacy? The question obviously does not concern those who have already acquired their literacy before the digital age. The question concerns those who are involved in education – the universal provider of literacy: the internet born generations and us – the professionals in the system of education.

Editors expect semiotic and interdisciplinary contributions at least in three directions of thought and any other proposal under the general title is welcome:

Education and digital citizenship: on the one hand there are obvious advantages for the efficacy of the democratic processes, transparency and connectedness of every single citizen. On the other hand, the power of social media changes the rules of the political game, giving rise to the opposite of democracy: wild digital populism, legitimizing racist, xenophobic and homophobic ideas reaching political representation; social destabilization of entire countries through hybrid wars of misinformation, cyber attacks of institutions and sabotage of elections. The immune system of democracies will more and more depend on the higher education of digital citizenship.

How new digital technologies like VR, AR, interactive platforms, social media, search engines change the very process and outcomes of education at all levels. About the proliferation of alternative commercial forms of education services, competing with the institutional ones, but better adapted to the new standards of communication and digital interactivity.

Deadline for the abstracts (200-300 words): 15 December 2022;

Deadline for full papers: 15 May 2023.

Deadline for the final revised papers: 15 September 2023;

Publication: December 2023

This issue of the Journal is a joint venture between SEECSS and ERUA, Work Package 2 Re-Imagining Higher Education and Research. The working language of the journal is English. This journal uses double-blind review, which means that both the reviewer and author identities are concealed from the reviewers, and vice versa, throughout the review process. The journal will be published by New Bulgarian University Publishing House. For more information and submission of papers: DigitASC@nbu.bg

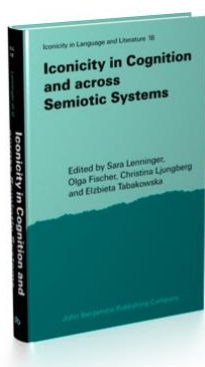
Semiotic Publications

Books

“ICONICITY IN COGNITION AND ACROSS SEMIOTIC SYSTEMS”

Editors: ALEXEI SHAROV, MORTEN TØNNESSEN SARA LENNINGER, OLGA FISCHER, CHRISTINA LJUNGBERG AND ELZ.BIETA TABAKOWSKA

University of Lund and Kristianstad / University of Amsterdam / University of Zurich / University of Cracow



This volume investigates iconicity as to both comprehension and production of meaning in language, gesture, pictures, art and literature. It highlights iconic processes in meaning-making and interpretation across different semiotic systems at structurally, historically and pragmatically different levels of iconicity, with special focus on Cognitive Semiotics. Exploring the ubiquity of iconicity in verbal, visual and gestural communication, these contributions discuss it from the point of view of human meaning-making, examined as a phenomenon that is experienced, embodied and often polysemiotic in nature.

[Iconicity in Language and Literature, 18] 2022. x, 411 pp.
HB 978 90 272 1143 9 EUR 105.00
E-Book 978 90 272 5757 4 EUR 105.00

John Benjamins Publishing Company

To order the book see the publisher's [website](#).

HORTUS SEMIOTICUS THEMATIC ISSUE: **“POP CULTURE, MEDIA AND TRANSMEDIALITY”**

Editors: Eleni Alexandri and Andrew Mark Creighton



Hortus Semioticus is an independent journal run by students at the Semiotics Department of Tartu University. This special issue focuses on pop culture, media, and transmediality, creating a platform for young academics to approach a variety of topics following these primary themes.

Tamara Ovchinnikova examines the intersemiotic translation of Sherlock Holmes, as the characters jump from the original text's pages to our screens in the BBC series, *Sherlock*. Irma Susana Carbajal Vaca and Hugo David Tiscareño Talaver use applied semiotics to propose a new methodological framework to enrich and expand violin's

classical formal education. In her article, Samantha Herrerías, scrutinises the positive and negative aspects of remediating the past, with an analysis of *Narcos: Mexico*, while Andrew Mark Creighton analyses fan productions in the context of McDonalization, convergence culture, and implosion, showcasing how leisure has been equated with labour in the virtual environment. Eleni Vatala studies the semiotic space of the video game *Beholder* as another semiosphere with specific boundaries and multiple textual levels, while Heidi Campana Piva presents a thorough historical literature review to emphasise the necessity for creating a new methodological framework fitting for the analysis of the participatory and cyber-culture of today's world. Last but not least, Jorge Flores' article examines the multimedial narrative of *Ong's Hat*, the group of scientists that allegedly traversed across dimensions, as an exemplary case study regarding media and transmediality.

Along with the academic articles, this edition includes an interview with Rhea Colaso, master's graduate of semiotics, and Mohar Kalra, American artist and visiting researcher at Tartu University. They both share their experiences with semiotics, and explain how it can be applied outside academia.