

# LETTER

NUMBER 5 (SPRING 2014) – JULY 2014

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*Regular sections:*

News

Upcoming academic  
events

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[nordicsemiotics.org/](http://nordicsemiotics.org/)

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

To subscribe (for free), or  
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(e.g. academic news,  
upcoming events, country  
report, subfield report)

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[post@nordicsemiotics.org](mailto:post@nordicsemiotics.org).

## **NASS IX to be held in Tartu, August 2015**

**Theme: Semiotic (un-)predictability**

See page 2

## **NASS launches graduate student support**

See pages 2–3

**Invitation to be listed on NASS webpage**

See page 15

# NASS IX (Tartu, August 17-20<sup>th</sup> 2015): Semiotic (un-)predictability



*This is a preliminary announcement – the first call for papers will be made in September 2014. More details will be made public then.*

NASS IX, which is convened by Tiit Remm ([tiit.remm@ut.ee](mailto:tiit.remm@ut.ee)) on behalf of University of Tartu's Department of Semiotics, will be a NASS conference and simultaneously an event in the Tartu Semiotics Summer School series (see the webpage for the [2013 summer school](#)), with a common program. The Tartu Semiotics Summer School is a high-level academic event aiming to provide learning through expression and discussion for each and every participant, whether scholar or student. The conference will include presentations, plenary lectures, roundtables, a day out of town and evening discussions.

We will invite papers and roundtable proposals inquiring processes and structures that enable semiotic predictability and unpredictability, particular mechanisms of these as well as the role, value and nature of (scientific) predictability in the research field of semiotics. Proposals can focus on theoretical issues, case studies and also the practical value of semiotic (un-)predictability.

The topic of semiotic predictability and unpredictability is a central concern in Juri Lotman's works about cultural memory and culture as a dynamic system. In relation to system approaches, the topic brings together cultural, social and biological systems, and poses the question of the existence of particularly semiotic mechanisms mediating order and change in these. While works on semiotic systems often focus on structural organisation, this is a heuristic choice and not a denial of dynamics, the regular or irregular changes or disruptions. Predictability is also of utmost practical value in cognition – from simpler forms of life via human everyday life to tasks of scientific inquiry and practically oriented applications of semiotics.

## NASS launches graduate student support

At the General Assembly of NASS in Aarhus in 2013, several ideas related to making use of funds from the NASS membership fee for developing and organising new NASS activities were brought up (see the minutes from the General Assembly in [NASS newsletter #4](#)). The NASS board has recently decided that in relation to NASS IX, funds will be allocated to two measures:

- **Graduate student grants:** The participation of up to 10 graduate students will be supported financially by NASS, with 150 Euro each.
- **Graduate student prize:** A prize will be awarded for the best graduate student presentation at the conference.

Details are to be worked out by the Governing Board. More info will appear in the next newsletter of NASS, #6 (Autumn 2014).

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## NEWS

### Nordic News

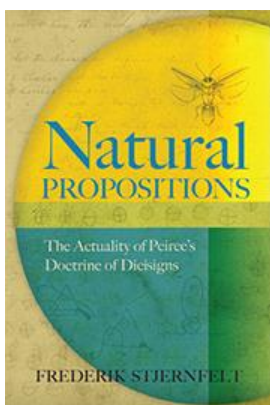
#### Free Download

Download Per Aage Brandt's book *Spaces, Domains, and Meaning – Essays in Cognitive Semiotics* (2004). The book is sold out from the publisher and is **free for download** [here](#).

### International News

#### Semiotic publications

#### *Natural Propositions: The Actuality of Peirce's Doctrine of Dicisigns*, by Frederik Stjernfelt



Publication Date: April 18, 2014

ISBN/EAN13: 0988744961 / 9780988744967

*Natural Propositions* is about the desirable consequence of Charles Peirce's conception of propositions; namely, that they are no strangers to a naturalist world-view and thus form natural inhabitants of reality. This is because propositions – in Peirce's generalization: Dicisigns – do not depend upon human language nor upon human consciousness or intentionality, contrary to most standard assumptions. In addition to a careful consideration of Peirce's work, the book includes numerous examples of Dicisigns in nature as firefly signalling and vervet monkey alarm calls.

For more details click [here](#).

## *The Semiotics of Animal Representations*

Edited by Kadri Tüür and Morten Tønnessen

Amsterdam/New York, NY 2014. 376 pp.

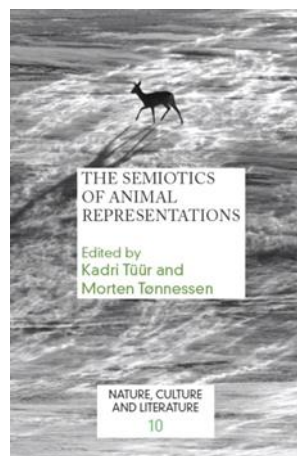
*Nature, Culture and Literature 10*

ISBN: 978-90-420-3827-1

Paper €80/US\$112

ISBN: 978-94-012-1072-0

E-Book €72/US\$101

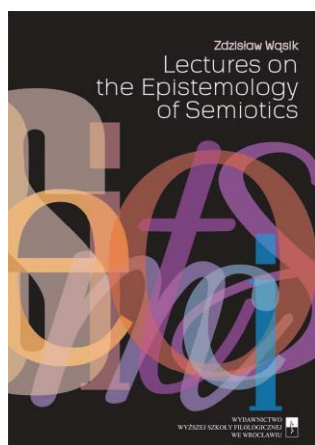


**With 30% discount until July 15th, 2014, €56/\$78**

Should you wish to take advantage of this offer, please write to [orders@rodopi.nl](mailto:orders@rodopi.nl).

The ways in which we represent animals say much about who we are, who we strive to be, and our often conflicting ideas about our relationships with nonhuman species. Whether the animal is seen as someone with whom we can relate and feel kinship or conceived of as the radical other, popular cultural descriptions of animals are often – if not always – indirect descriptions of ourselves. The contributions to this volume offer a unique panorama of academic and literary approaches, demonstrating that an analysis of cultural representations and constructions of animals is indispensable for a better understanding of the interface of human culture and the so-called animal world. **For further information on contents and orders please visit [the publisher's website](#).**

## *Lectures on the Epistemology of Semiotics, Zdzisław Wąsik*



Wrocław: Philological School of Higher Education in Wrocław Publishing (Philologica Wratislaviensia: Series Didactica. Vol. 1. Edited by Zdzisław Wąsik).

236 pp. ISBN 978-83-60097-24-3

The book has been published in print and there is a pdf version available [here](#).

## *Semiotics and Visual Communication - Concepts and Practices*



Editor: Evripides Zantides Date of Publication: 01/03/2014

ISBN-13: 978-1-4438-5468-9

ISBN-10: 1-4438-5468-9

This book is the result of selective research papers that were presented at the First International Conference on Semiotics and Visual Communication at the Cyprus University of Technology in November 2011. The conference was structured around the theme from theory to practice, and brought together researchers and practitioners who study and evaluate the ways that semiotic theories can be analysed, perceived and applied in the context of various forms in visual communication. Within a semiotic framework, the book explores research questions under five main thematic areas: Architectural, Spatial Design-Design for Three-Dimensional Products; Design for Print Applications; Design for Screen-Based Media; Pedagogy of Visual Communication; and Visual Arts. This volume will be an asset for people who have an interest in semiotics, not only from a theoretical and historical perspective, but also from an applied point of view, looking at how semiotic theory can be implemented into educational research, design and visual communication practice. The book provides 25 essential contributions that demonstrate how the concepts and theories of semiotics can be creatively adapted within the interdisciplinary nature of visual communication. For more information, please click [here](#).

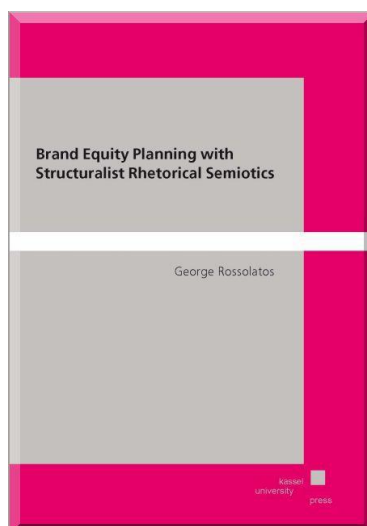
## *Brand Equity Planning with Structuralist Rhetorical Semiotics*

Author: George Rossolatos

Release date: February 2014, 895 pages

Publisher: Kassel University Press

ISBN: 978-3-86219-706-4 (print) 978-3-86219-707-1 (e-book)



*Brand Equity Planning with Structuralist Rhetorical Semiotics* furnishes an innovative conceptual model and methodology for brand equity planning, with view to addressing a crucial gap in the existing marketing and semiotic literatures concerning how advertising multimodal textual elements may be transformed into brand associations, with an emphasis on rhetorical relations as modes of connectivity between a brand's surface and depth grammar. The scope of this project is inter-disciplinary, spanning research areas such as brand equity, structuralist semiotics, textual semiotics, visual and film semiotics, multimodal rhetoric, film theory, psychoanalysis. The proposed connectionist model of the brand trajectory of signification is operationalized through a methodological framework that encompasses a structuralist semiotic interpretative approach to the textual formation of brand equity, supported by quantitative content analysis with the aid of the software Atlas.ti and the application of multivariate mapping techniques. **The book is available for preview and purchase [here](#).**

### ***Beginnings of the Semiotics of Culture***

Silvi Salupere, Peeter Torop, Kalevi Kull (eds.) 2013.

*Tartu Semiotics Library vol. 13; Tartu: University of Tartu Press. 133 p.*

This volume contains the republication of “Proposals for the programme of the 4th Summer School on secondary modelling systems”, written by J. Lotman (1970), and the “Theses on the semiotic study of cultures” (1973), as well as a “Postscriptum to Theses”, written by J. Lotman and B. Uspenskij (1979). Both the “Proposals” and the “Theses” are presented in English, Russian and Estonian; the “Postscriptum” only in English. **The book is available from [the University of Tartu Press](#).**

### ***Meaning Making: It's what we do; it's who we are* by Floyd Merrell**

Tartu Semiotics Library vol. 12.) Tartu: University of Tartu Press. 321 p.

*Meaning Making* sheds light on the following assumptions, largely following C. S. Peirce: (1) pre-linguistic sign modes of feeling, sensing and experiencing entail consciousness-becoming; (2) consciousness-becoming, culminating in linguistic signs, is always in the process of *becoming something other than what it was becoming*, and (3) linguistic signs are never *complete* and *consistent*, for they continuously draw from pre-linguistic *semiotic processes*. These processes involve signs incessantly becoming other signs in *interdependent, interactive interrelatedness*. The three terms carry the implication that all signs are *complementarily coalescent*; they are always in the process of merging with one another. Illustration of the *complementary coalescent processual* flow of signs involves split-second decision-making — examples are chiefly from baseball and soccer — when one has no time consciously to think and then act on one's thinking. Decisions must be made in the blink of an eye, and they must be spontaneously acted on. This rapid-fire semiotic transition from pre-linguistic feeling-becoming to interpreting-becoming emphasizes ongoing process, rather than relatively fixed product. *Process* is the principle key qualifying Peirce's concept of *semiosis*.

**The book is available from [the University of Tartu Press](#).**

## ***Annunciazione – Percorsi di semiotica della religione, Massimo Leone***

Download book presentation [in Italian] [here](#).

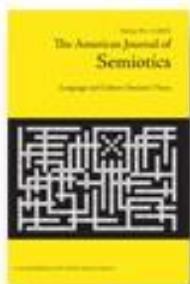
## **Korean Translation “La Semiotique des Passions”**

Korean Translation of Jaques Fontanille and Algirdas Julien Greimas “La Semiotique des Passions (Semiotics of Passion)” by professor Ki Hwan YU, Yong Ho CHOI, Junga SHIN, Hankuk University of Foreign Studies, Seoul, Korea.

## **Korean translation of Lotman’s Culture and Explosion**

Korean Translation of Ju. Lotman’s “Kul’tura i vzryv (Culture and Explosion)” by professor Soo-Hwan Kim, Hankuk University of Foreign Studies, Seoul, Korea.

### **[The American Journal of Semiotics Vol. 30, Issue 1/2, 2014](#)**



John Deely (editor-in-chief) and Christopher Morrissey (editor)

*The American Journal of Semiotics*, the journal of the Semiotic Society of America, is a peer-reviewed research publication with an interdisciplinary focus on the general subject of signs and sign systems.

We are pleased to announce the publication of its latest issue on *Peirce and the Cenoscopic Science of Signs*.

### **[Cognitive Semiotics](#)**



Published by: De Gruyter-Mouton.

**Editor-in-chief:** Bundgaard, Peer F.

*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.

**Volume 7, Issue 1 (published online in May 2014)** along with all back issues freely available can be found under [read content](#) of the journal website.

[Semiotic Review](#)

**SEMIOTIC REVIEW**  
FORMERLY THE SEMIOTIC REVIEW OF BOOKS

Current editors: Paul Manning, Kane X. Faucher.  
Founding editor: Paul Bouissac

[Call for Papers: Semiotics of food-and-language](#)

“There is communion of more than our bodies when bread is broken and wine drunk.” (M.F.K Fisher)

This special issue of the Semiotic Review will look at food as a signifying medium through which humans negotiate their material and spiritual existence. This special issue seeks to complicate the well-established tradition of using language as a semiotic analogue of food—from Levi-Strauss and Douglas to beyond—by calling for works that look at how food and language are semiotically interconnected in new ways.

*Semiotic Review's* editor, Paul Manning, along with guest editors, **Jillian Cavanaugh** and **Kathleen Riley**, invite essays, articles, and book review essays for this special issue on the semiotics of food-and-language. Paper reviewing process will begin on **July 31, 2014**, and for the moment there is no final deadline. Send submissions to the editors at [SemioticReview@gmail.com](mailto:SemioticReview@gmail.com).

[Signs and Society Vol. 2, No. S1 \(Supplement 2014\)](#)



[Representing Transcendence: The Semiosis of Real Presence](#)

Editors: Massimo Leone and Richard J. Parmentier

Published by The University of Chicago Press on behalf of the Semiosis Research Center at Hankuk University of Foreign Studies and Brandeis University, *Signs and Society* is a new multidisciplinary journal in the humanities and social sciences focusing on the study of sign process (or semiosis) in the realms of social action, cognition, and cultural form.

For free access to full text articles of the latest issue, please visit the editor's [website](#).

[Sign System Studies – Vol. 42, No. 1 \(2014\)](#)



Editors: Kalevi Kull, Peeter Torop, Mihhail Lotman, Timo Maran, Silvi Salupere, Ene-Reet Soovik

We are pleased to announce the publication of *Vol 42, No 1 (2014)* of *Sign System Studies*, an international journal of semiotics and sign processes in culture and living nature published by Tartu University Press. An upcoming special double issue of the journal guest edited by **Kristian Tylén** and **Luis Bruni** will include contributions from the Eighth Conference of the Nordic Association for Semiotic Studies on the theme of the conference: “The Evolution of Signs on Multiple Time Scales”. For open access to articles in the recent issue please visit the journal [website](#).



*Southern Semiotic Review – Issue 3*



**Editor:** Geoffrey Sykes

**Associate Editor:** Paul Ryder

This journal welcomes papers with general semiotic methodology and subject matter, as well as ones with special themes. Current themes include media and video, religion, memory and performance and visual arts. As well as peer-reviewed papers, less formal reviews, commentaries and work in progress are welcome from international scholars and writers. Where possible, faster publication schedules for individual papers will be encouraged. The journal plans to mix the need for archival services as well as scheduled issues. This journal has online and print versions. Issues 1 and 2 are now in print and can be order online.

**Submissions** including preliminary abstracts can be sent to the editors to [southernsemioticreview@gmail.com](mailto:southernsemioticreview@gmail.com)

**Current themes include 'Structuralism' and 'Performativities' – click [here](#) to see the full call for papers.** Papers on social and digital media are welcome at any time. Book reviews, artistic production, notes and commentaries can also be submitted.

**Call for Papers**

**The Semiosis of Transmedia** Guest Editors: *Asun LópezVarela*, Universidad Complutense de Madrid, Spain *David Marshall*, Head, School of Communication and Creative Arts, Deakin University, Australia

**Memory: Memory as a Representational Phenomenon** Guest Editor: Donna West

**Signs and Wonder – A Semiotics of Theology** Guest Editor: *Demelza Martin*, University of New South Wales, Australia

A special supplement to the *Southern Semiotic Review*, called Sign|Artes, will soon be assembled. This will focus on creative arts and, in particular, visual and performance arts. Reviews, commentaries as well as papers are welcome now. Special editors will be Nicoleta Popa Blanariu, Veronica Devalle, Janys Hayes and Geoffrey Sykes, with assistance as required by other editorial advisors.

## UPCOMING ACADEMIC EVENTS

IN THE NORDIC COUNTRIES INCLUDING ESTONIA<sup>1</sup>

See also preliminary information on NASS IX (Tartu, August 17-20<sup>th</sup> 2015), p. 2.

**[First Congress of the International Association for Cognitive Semiotics \(IACS\):  
Establishing Cognitive Semiotics, September 25–27 2014, Lund, Sweden.](#)**



The First International Association for Cognitive Semiotics (IACS) Conference (IACS-2014) will be held in September 25–27, at Lund University, Sweden. Founded in Aarhus, Denmark, on May 29, 2013, [IACS](#) aims at the further establishment of Cognitive Semiotics as the trans-disciplinary study of meaning, combining concepts, theories and methods from the humanities and the social and natural sciences. Central topics are the evolution, development of, and interaction between different semiotic resources such as language, gestures and pictorial representations.

Theme of the conference: *Establishing Cognitive Semiotics*. **Plenary speakers:** Søren Brier (Copenhagen Business School), Merlin Donald (Queens University), Brian MacWhinney (Carnegie Mellon University, Cornelia Müller (European University Viadrina Frankfurt, Raymond Tallis (University of Manchester).

For more details on the conference, please check the [event website](#).

**Second Norwegian Research Seminar – [Animals in Changing Environments: Cultural mediation and Semiotic Analysis](#). October 24, 2014, Stavanger, Norway**

*Time:* Friday October 24th 2014

*Place:* Kjell Arholms hus (room to be announced), University of Stavanger

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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)).

*Speakers, program and abstracts* will be announced on the webpage of the Norwegian research group of this Estonian-Norwegian research project (see above). The program will include a presentation by Kadri Tüür (University of Tartu), one of the researchers in the Estonian research group.

To register, send an [email to Morten Tønnessen](#).

### **15<sup>th</sup> International Gathering in Biosemiotics to be held in Copenhagen (June 29<sup>th</sup>-July 3<sup>rd</sup> 2015)**

The 15<sup>th</sup> Gathering in Biosemiotics will be convened by [Luis Emilio Bruni](#) and held in Copenhagen (the Copenhagen campus of Aalborg University), Denmark, June 29<sup>th</sup>-July 3<sup>rd</sup> 2015. A call for papers will appear later on. For updated info see the webpage of the [International Society for Biosemiotic Studies \(ISBS\)](#).

## INTERNATIONAL

**Regional Conference of the International Association for Visual Semiotics**, 9–11 September 2014, Urbino, Italy, Collegio del Colle “Re-mediation: Figurative and plastic levels under technological assumptions”.



The aim of the Conference is to deepen the theoretical and methodological aspects of the re-mediation, in terms of experience, translation and reconception of traditional media. The x-ray that restores the painting, video animating a map, 3D glasses that exploits actions at a distance, like visiting a museum or getting across planar surfaces. This "technological body", scrutinizing the visible and the invisible, still narcotizes taste and smell, but enhances haptical perceptions and hearing. It interposes its enonciative praxis with the discursive dynamics of the media that subsumes. Semiotics, through an explicit focus on mediatization, can redefine the analysis of plastic, figurative and figural levels of the image. And, thirty years after Greimas's article, "Sémiotique figurative e sémiotique plastique" (1984), it returns to discuss tools and categories of description, engaging in confrontation with other approaches to visual languages.

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

12th World congress of IASS/IAS “New Semiotics: between Tradition and Innovation”.  
Sofia, 16-20 September 2014, New Bulgarian University



The strategic objective of this Congress is the expansion and reinforcement of the semiotic web. "Innovation" is not only a theme from the title but also informs the organization of the Congress. The Congress will be preceded by a broad discussion on social media so as to enable participants to select the most interesting topics and facilitators for scientific sessions and round tables. This will also provide an opportunity to highlight the profile of new semiotics – that which constantly occurs on separate sites but which today needs to be strengthened by common formulations and a common strategy, new tactics for the affirmation of this disciplinary field both in the new academic realities and outside the university, in the labour market and the market of research services. New semiotics is thus global, project-oriented, and focused on its contribution to human endeavour within the flexible boundaries of interdisciplinarity. "New Semiotics: between Tradition and Innovation" has two main aims. It aims to facilitate presentations of cutting-edge research and it aims to seize the opportunity to demonstrate to the global community the central role that semiotics will continue to play in the analysis of life in contemporary societies.

The [preliminary program](#) as well as detailed information can be found on [the congress website](#). For more information, contact [info@semio2014.org](mailto:info@semio2014.org).

[METAMIND'2014 –The Order in Destruction and the Chaos of Order. Freedom.](#)  
September 25–28 2014, Riga, Latvia.

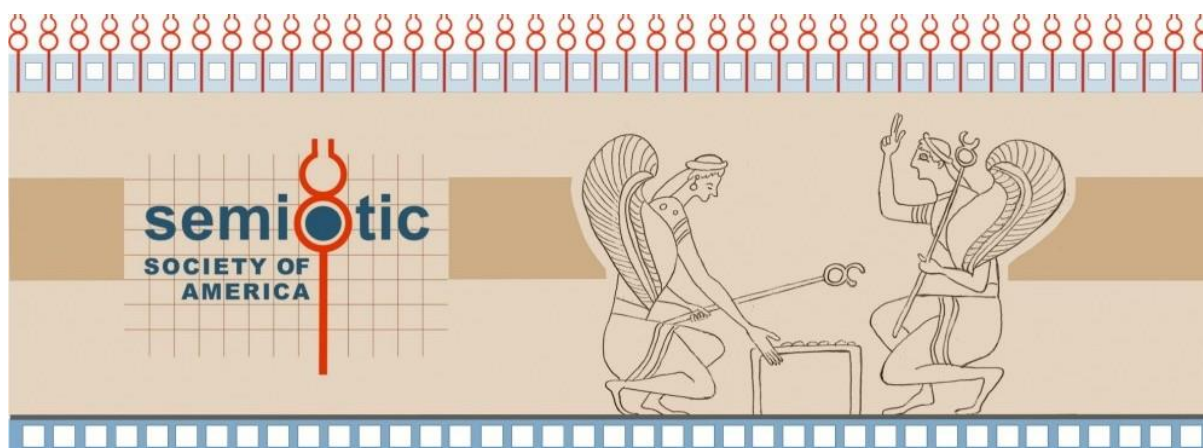


Under the auspices of The International Association for Semiotic Studies IASS/AIS and The International Communicology Institute

Researchers from European countries and abroad are kindly invited to take part in the 2014 international research conference METAMIND'2014 The Order in Destruction and the Chaos of Order. Freedom. The international research arts project MetaMind highlights innovative interdisciplinary approaches to the theoretical, artistic, and social aspects of Western culture. Interplays of science, art, and other forms of human creativity figure prominently in this venture. The conference is organized by Foundation MetaMind, in cooperation with several Latvian institutions of higher education. This is already the fifth conference of the project, and this year it will be part of the events scheduled in Riga as 2014 European Capital of Culture.

The official languages of the conference are English, French, German, Spanish and Latvian, and simultaneous translation will be provided. The proceedings of the conference will be published in English in an edited volume.

**39th Annual Meeting of the Semiotic Society of America, Seattle, October 1 and 2–5, 2014**



We are very pleased to share with you the [preliminary program schedule](#) for the 39th Annual Meeting, which will take place in Seattle on October 1 and 2-5. The organisers are planning on creating an extraordinary conference this year by more than doubling last year's attendance and introducing you to an impressive international lineup of distinguished keynote and plenary speakers.

## [2nd International Conference & Exhibition on Semiotics and Visual Communication](#)

**24–26 October 2014 University of Northampton, United Kingdom**

The 2nd International Conference & Exhibition on Semiotics and Visual Communication themed Culture of Seduction [the seduction of culture] will take place from the 24th to the 26th of October 2014 at the University of Northampton, and is being organised by the Cyprus Semiotics Association together with the School of The Arts at the University of Northampton. The conference will be accompanied by an Art and Design exhibition with the theme ‘Culture of Seduction (the seduction of culture)’. This inclusive conference and exhibition aims to investigate the broad subject field of semiotics in its widest context, celebrating the exploration of connections, tensions, contradictions and complementarity between the diversity of outputs.

The event seeks to bring together researchers, scholars and practitioners who study, evaluate and reflect upon the means by which semiotic theories can be analysed, perceived and articulated within the context of the various forms of theoretical and practice based visual communication. The conference welcomes papers from a broad interdisciplinary and theoretical spectrum, such as different semiotic paradigms, post-structural and postmodern approaches, social semiotics, theories of culture and visual communication.

Further information can be found on [the conference web page](#).

## [CFP: 10th International Symposium on Iconicity in Language and Literature, 26–28 March, 2015, University of Tübingen, Germany](#)

The tenth in a series of biennial international and interdisciplinary symposia organized by the Iconicity Research Project since 1997, this meeting will once again focus on iconicity – understood as form miming meaning and form, and meaning miming form and meaning – in language and in literature. It will especially welcome proposals for papers dedicated to the issues of literary linguistics. This may comprise semantic, pragmatic and cognitive dimensions of iconicity and will also establish a link with the [Tübingen research projects on ambiguity](#) and on interpretability (as part of the collaborative research center “[The Construction of Meaning](#)”).

The meeting will be hosted by the Eberhard-Karls University of Tübingen. The symposium language will be English. Presentation time for papers will be 30 minutes followed by 10 minutes of discussion. Session proposals and abstracts together with a brief c.v. should be sent (preferably by email) to the organizers **before 1 November 2014**. For further information about the Iconicity project, please consult the [website](#).

# Invitation to be listed on NASS webpage

At the General Assembly of the Nordic Association for Semiotic Studies (NASS) in Aarhus, Denmark, on May 30<sup>th</sup> 2013, it was suggested that the NASS webpage should be used to list the contact info etc. of the association's members (for those who want such info to appear on <http://nordicsemiotics.org>). So far three members have sent their info – you can see it [here](#).

Member info may include:

- Contact info
- A brief bio-note
- A brief overview of relevant publications (with links where applicable)

If you wish to be listed on the NASS webpage, write to [post@nordicsemiotics.org](mailto:post@nordicsemiotics.org) using the subject line “Re: Invitation to be listed on NASS webpage”.