

**Nanjing International Symposium on Cultural  
Semiotics and the Eighth Annual Conference of China  
Association for Linguistic and Semiotic Studies**

**15-17 November, 2008**

**Nanjing Normal University, P. R. China**



Professor Zhang Jie, Director of Institute of International Semiotic Studies, Dean  
of School of Foreign Languages and Cultures, Nanjing Normal University

9: 40 Photo-taking of all symposium participants

10: 00 – 12: 00 Plenary speeches Venue: The Concert Hall

**Co-chairs: Susan Petrilli, Ji Haihong**

10: 00 – 10:30 Eero Tarasti: What is Existential Semiotics?

10: 30 – 11:00 Hu Zhuanglin: Cognitive Semiotics and Its Research Interests

11: 00 – 11:30 Roland Posner: Semiotics as a theoretical basis of the human  
sciences

11:30 –12:00 Zhang Jie: Reception and Transformation of the Former Soviet  
Union's Cultural Semiotics in China.

12: 00 – 13:30 Lunch Break

**PM**

13: 30 – 17: 40 Parallel Sessions (Please see pp. 5-11)

18: 00 Reception Banquet hosted by NNU

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**Sunday, 16 November, 2008**

**AM**

8: 30 – 12: 00 Plenary speeches Venue: The Concert Hall

**Chair: Zhao Yiheng**

8: 30 – 9: 00 Li Youzheng: Chinese Semiotics and Change of Composition of  
Theoretical Semiotics

9: 00 – 9: 30 John Deely: From Semiosis to Semioethics

9: 30 – 10: 00 Augusto Ponzio: On the Dialogic Nature of Sign

10: 00 – 10: 15 Coffee Break

**Chair: Richard Lanigan**

10: 15 – 10: 45 Susan Petrilli: Rhetoric and Mass Media in Global Communication

10: 45 – 11: 15 Xiong Xueliang: A semiotic approach to some metonymic  
phenomena

11: 15 – 11: 45 Wang Yin: The Embodied-Cognitive and Humanist View of  
Meaning

12: 00 – 13: 30 Lunch Break

**PM**

13: 30 – 17: 40 Parallel Sessions (Please see pp. 5-11)

18: 00 Dinner

17: 30 Concert

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**Monday, 17 November, 2008**

**AM**

8: 30 – 10: 30 Plenary speeches Venue: The Concert-Hall

**Chair: Gu Jiazuo**

8: 30 – 9: 00 Patrizia Violi: How to remember a traumatic past. The construction of  
memorials as a problem

9: 00 – 9: 30 Wang Mingyu: A Semiotic Approach to Linguistic Cultural Studies

9:30 – 10: 00 Jean-Claude Mbarga: Sociosemiotics of Cultural Diversity in the Era of  
Globalization

10:00 – 10:30 Dobrovolskij, D. & Levontina, I.: Russian Net vs German Nein ‘No’:  
semiotic approach.

10: 30 – 10: 45 Coffee Break

Closing Ceremony

**Chair: Yan Zhijun**

Speakers:

Susan Petrilli

Li Youzheng

Other scholars

12: 00 Banquet hosted by School of Foreign Languages and Cultures, NNU

**PM**

13: 30 A Tour of Nanjing

6: 00 Dinner

# Parallel Sessions

## Panel 1: Semiotic Studies with a Theoretic Orientation

**Venue: Building 200**

**November 15 , 13: 30 – 17: 45**

**15:30 – 15:45: Coffee break**

**Co-chairs: Anti Randviir, Wang Yongxiang**

Choi, Y. H. “Saussurean Narratology: on his study on Legend”.

Deniz, F. “Jacobson Studies”.

Fikfak, J. “Towards a semiotic theory of carnival ritual performance”.

Goldbaek, H. “History and memory”.

Gu, Jiazuo. “The Theoretical Foundation of Dynamic Semiotics”.

Guo, Hong. “Brief Introduction to and Semiotic Analysis of Lotman Cultural Semiotics”.

Heredia, A. B. “Semiotics of The Culture and Transdisciplinarity”.

Lanigan, Richard L. “Cosmology and Communicology in Cultural Semiotics: A Comparison of West (USA) and East (PRC)”.

Li, Yuping. “On The Value and Definition of Intertextuality”.

Liu, Jianmin. “Different Meanings of Recognizing Symbol Figure was Given by Pythagoras School”.

Lorusso, A. M. “Contemporary autobiographies — how to handle traumatic memories?”.

Yang, Jiangang. The Dialogue between Formalism and Marxism: Mikhail Bakhtin’s Standpoint, Method and significance of Academic Research

**November 16th , 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Maija Rossi, Li Shuguang**

Muroi, H. “Meteorology of Culture and Society: Part2”.

Randviir, A. “Cultural semiotics: what are its objects?”.

Sanchez, G. C. “The culture of the Sign in the Object Product”.

Scolari, C. A. “When Old and New Languages Collide: Towards a Semiotics of Media Convergence”.

Shen Juming . “The Magic of *Meme* – A brief introduction of memetics and its development

Su, Xiaojun . “Body and Culture: A Cognitive Semiotic Perspective”.

Sykes, G. “Re-evaluating Structuralism: a semio-cultural perspective”.

Tu, Youxiang. “The unconscious intuition and the associative relationships in linguistic sign ”.

Wasik, Z. “Between Praxeological and Axiological Semiotics in the Cultural Sphere of Inter- subjective Meanings”.

Xin, Bin . “Intertextuality from a Critical Perspective”.

Ye, Qichang. “On the relation between thought and language, the duality of language, the comparison between difference and dif-ference, and the creativity of language—A Dialogue between Heidegger and Saussure”.

Zhao, Yiheng . “Markedness in Cultural and Aesthetic Semiotics”.

Yang Mingming . “Lotman’s Road to Semiotics”

**Panel 2: Semiotic Issues Concerning Cultural Studies**

**Venue: Building 100**

**November 15, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Grigory E Kreydlin, Zhong Zaiqiang**

Ahn, Chul-Sang. “Conflicting Images of Evil in Early East Asian Buddhism”.

Chauvel, L. E. “The Media Contract: Constructing Identity and Credibility”.

Chauvel, L. E. “Applying Semiotics to Fashion: The Accessory as a Key Component of Fashion Discourse”.

Chebanov, S. V. “Eclecticism and xenophobia as threats for system of culture”.

Chauvel, L. E. “Workshop Applied Semiotics ”.

Chauvel, L. E. "Medias, Making Cultural Identities".

Colon, E. “Applying Semiotics to Mass Culture”.

Coppock, P. J. “Personal, Local and Global Identity Games. Modelling (re)mediated ‘glocal’ transworld identities in an ever more “open” world”.

de Angelis, R. “Cultural differences in gestures”.

Fan, Wenfang. “The Meaning of Non-linguistic Signs: Culture Bonded or Situation Specific?”.

Finol, J. E. “Semiotics, culture and ritual: re-structuring old and new meanings”.

Finol, J. E. “Applying Semiotics to Myth and Rituals”.

Hernández, G. O. “Analysis of the educational discourse of the Mexican Neo-liberal system”.

Hernández, G. O. & Cuadra, B. E. D. C. “Color as a Sign/Symbol in Preschool Children in Mexico”.

José de J. Romero L. “Acculturation, Transculturation and Colonial Difference: The Transduction as semiotic-epistemic possibility of resistance”.

**November 16, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**



**Co-chairs: Cristina Penamarin, Tian Xing**

Khan, M. J. “The lives of ordinary Afghans”.

Koyuncu, S. S., Yazar, T., Tural, E. & Gümüş, E. “A Study on the Perception Success of the Visual Information Symbols in Semiotic Aspects That Were Created as a Model-Proposal for the Atakum Campus of Ondokuz Mayıs University”.

Kreydlin, G. E. “Corporeality, Culture and Nonverbal Semiotics of Ethics and Etiquette”.

Leone, M. “The semiotics of moral discourse: a cross-cultural perspective”.

Lin, Kuo-hsiung” Neo-Confucian Theory of Nature ”.

Loponen, M. “Translating irrealia: creating a semiotic framework for the translation of fictional cultures”.

Lozano, J. “Applying Semiotics to the Discourse of History and Categories of Culture”.

Penamarin, C. “Semiotics Applied to Media Narratives”.

Popova, M. “The Intercultural Dialogue in Associative Experiment”.

Sánchez, S. I. “The Domestic Space in the Center of the Cultural Transformations of Buenos Aires: Meanings and Symbolizations from 1920 UP to Nowadays”.

Shmelev, A. “Smile and Laughter in Russian Culture and Language”.

Sykes, G. “Teaching Semiotics in Inter-Cultural Contexts”.

Velazquez, T. “Applying Semiotics to Intercultural Studies: Crossing Boundaries”.

**Panel 3: Semiotic Issues Concerning Studies on Language and Other Communication Systems**

**Venue: Meeting Room 1, Building 500**

**November 15, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Lu Ling, Zhu Tingting**

Chen, Zhi'an, Hu Manni. "Exploration of Participial Conjunctions of Condition in English: A Perspective of Historical Pragmatics".

Dong, Chengru. "The Definite Object in Existential Construction and its Discursive Function".

Dong, Xiaoying. "An Introduction of the Symbol System for the Grammar Analysis of Chinese Language".

Durac, L. & Durac G. "Syntax-Semantics—A Necessary Connection in Nonverbal Semiotics Approach".

Jiang, Yicun. "A Narrative Semiotic Analysis of a Case Report" .

Li, Hui. "The Localization of Semiotic Meaning —A Corpus-Based Case Study".

Lin, Xunzhun. "A Study of Icon Language".

Loponen, M. "The semiotics of games: analyzing gaming communication through semiotic methods".

Lu Ling, "On the Evolving Course of Pragmatic Theories".

**November 16, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Wen Xu, Ji Weining**

Ma, Zhuanghuan. "Precision versus Fuzziness: an analysis of discreteness of linguistic sign".

Mladenov, I. "Embedding Thought – A Pragmatic Perspective".

Solomonick, A. "Language of Science in the Light of Semiotics".

Thibault, Paul J. “Grounding Language and Cognition in (Inter)action and Perception through Multimodality”.

Wang, Shaohua. “A Cognitive-semiotic Study on Moral Concept ”.

Wang, Shaolin. “The Functions and Effects of Non-verbal Communication in EFL Classroom Teaching”.

Wang, Yong. “A Cognitive Approach to Language Symbols in Pragmatics”.

Wang, Zhan. “A Semiotic Analysis of the Parodic Use of Language”.

Wen, Xu. “Types of Premodifying Adjectives and Subjectivity”.

### **Panel 4: Semiotic Issues Concerning Literature and Arts**

**Venue: Meeting Room 2, Building 500**

**November 15, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Tsai, Hsiu-chih, Xu Jing**

Aleksandrov, I. “Insatiability of the Form – Semiotic Approaches over Witkacy’s Theatrical Metaphysics”.

Aleksandrov, I. “The theatre illusion as an alternative semiosis – semiotic perspectives of the theatrical discourse”.

Chutiwongpeti, S. “At the Dawn of the 21st Century: A View-Thought ‘The Red Window’” (“The Critical Time of the World Civilization”).

Chutiwongpet, S. “‘Untitled’ (Wishes, Lies and Dreams)”.

Dai Qiuxia, “Semiotical Theories and Analysis of Characters in French Novels”.

Elkan, L. “The Semiotic Transformational Process in the Verbal and Pictorial Works of Henri Michaux”.

- Gobbett, T. L. “Sensibility and Distance: Charles S. Peirce, Paul Valery, Ansel Adams Semiotics of photography”.
- Gobbett, T. L. “Town Landscape in Its Semiotic Print—Rovereto As a Trivium City: ‘antique *visus* and opacity of style”.
- Guerri, C. & Huff, W. “Applying Semiotics to Architecture and Space”.
- Hall, T. “Signs and Reversals of Identity in Sophocles' Oedipus Tyrannus”.
- Huang, Hanhua, “The Semeiotic Reflection on the Existing Method and Meaning of Musical Works”.
- Lacalle, C. “Masters Programme in Television Innovation and Quality”.
- Lu, Zhenglan. “A Semiotic Study of the Gender in Popular Songs”.
- Magoulas, C. “Kavvadias’ and Mutis’ Freighters: intertextuality and intersemiosis in different literary traditions but common forms of life”.
- Mangieri, R. “Bodies in action: dance, theater and interculturality in performances”.

## **November 16, 13: 30 – 17: 40**

**15:30 – 15:45: Coffee break**

**Co-chairs: Su Xiaojun, Sha Kai**

- Mercado, G. “Body and paganism in *Pedro Páramo*, Juan Rulfo’s novel”.
- Miraglia, V. “Rhétorique des images cinématographiques”.
- Mouratidou, E. “Artistic enunciation: how do stage and plastic arts denote their own sign system?”.
- Olivera, G. “Applied Semiotics to Aesthetics Experimentations with Media Materials”.
- Penskaya, E.(Елена Пенская). “Non-fiction as a semiotic key for Russian classical literature (1860-1880)”.
- Pietarinen, Ahti-Veikko, “Esthetic Interpretants: Pragmaticism, Semiotics, and the Meaning of Art”.

- Rojas, M. A. “Mario Benedetti’s Memoriay esperanza : where the semantics of textual and paratextual signs clash”.
- Sandin, G. & Ståhl, L. H. “Building on Iconic Ground: Extra-cultural Influences in Architecture and Urban design”.
- Scolari, C. A. “Interaction Design: a Narrative Approach (workshop)”.
- Tsai, Hsiu-chih . “Body Images in Wong Kar-Wai’s Movies”.
- Tuula, V. . “The perceptible sign of Chinese character as visual plastic composition ”.
- Venn, E. “The Semiotics of Musical Ritual”.
- Yocaris, I. “Literary Stylistics and Filmic Analysis: Undecidability and Semiotic Contamination in Lars Von Trier’s Epidemic”.
- Zang, Ce. “ Supermetaphor and Poetics”.
- Zhang, Shuping. “The pleasure of meaning ——Illustrating Roland Barthes’s cultural semiotic thoughts with ads analysis ”
- Fu, Changping . “Translatibility – Decoding of Linguistic Signs and Fuzzy Code Exchange”