

# 13 IASS AIS World Congress of Semiotics Cross Inter Multi

Due to inherent limitations in human sensing organs, most data collected for various purposes contain uncertainties. Even at the rare occasions when accurate data are available, the truthful predictions derived on the data tend to create chaotic consequences. So, to effectively process and make sense out of available data, we need methods to deal with uncertainty inherently existing inside the data. The intent of this monograph is to explore the fundamental theory, methods, and techniques of practical application of grey systems theory, initiated by Professor Deng Julong in 1982. This volume presents most of the recent advances of the theory accomplished by scholars from around the world. From studying this book, the reader will not only acquire an overall knowledge of this new theory but also be able to follow the most current research activities. All examples presented are based on practical applications of the theory when urgent real-life problems had to be addressed. Last but not the least, this book concludes with three appendices. The first one compares grey systems theory and interval analysis while revealing the fact that interval analysis is a part of grey mathematics. The second appendix presents an array of different approaches of studying uncertainties. And, the last appendix shows how uncertainties appear using

general systems approach.

Cross-inter-multi-trans-Proceedings of the 13th World Congress of the International Association for Semiotic Studies (IASS/AIS), Kaunas 2017 26-30 June, International Semiotics Institute, Kaunas University of Technology Signs, Codes, Spaces, and Arts Papers on General and Spatial Semiotics Cambridge Scholars Publishing

The book presents and analyzes some of the most important issues related to the body seen as a rich and complex anthropological and semiotic object, capable of playing a decisive role in the meaning making processes of cultural and social life. The analysis presented in this book opens a whole set of new venues for the study of body performances and representations, and shows how the embodiment of social and cultural life shape our world. In all of its relationships and in itself, our body works in a sort of corposphere, which is, in turn, part of the semiosphere, defined by Lotman as a continuum occupied by different types of semiotic formations. It is from/in/by the body that all semiosis begins and ends; it is in its presence and absence, in its being and in its presentation amidst the lived situational life where we might discover and shape the senses of the world. Many different academic fields will find in this book deep insights about how the body is at the center of cultural and social processes.

This new collection is the first book to bring together Latin American and European traditions of mediatization research, integrating macro level theorization with applied observations of mediatization processes from a multidisciplinary perspective. In the last

decade, several European and Latin-American researchers have set a very solid theoretical corpus around mediatization. The book brings these two theoretical traditions close together for a dialogue: the Latin American sociosemiotic matrix consolidated by Eliseo Verón in the 1980s and the institutional and constructivist approaches developed in Europe. The main objective of the book is to explore and activate possible theoretical and applied exchanges between these approaches. This book introduces the main theories and authors on mediatization from Europe and Latin America, especially Brazil and Argentina, in the last two decades. It historically and epistemologically frames these theories within the context of communication and media theories, and pays particular attention to the opportunities generated by the exchanges between European and Latin American approaches. It is edited by scholars from Spain, Argentina and the UK, and includes contributors from universities in France, Germany, Switzerland, Brazil, Denmark and The Netherlands. The handbook format including introductory comprehensive sections written by the editors and original texts signed by world leading researchers will make this a useful resource for researchers and students in the field. The interdisciplinary approach displayed by the book has the potential to make it of interest not only to people working on communication or media studies but also in other disciplines within the humanities and social sciences. It will be of primary interest to academics, scholars, researchers, undergraduate and postgraduate students, particularly a growing population of Latin American postgraduate students in

the global North. Fields of interest will include communication and media, social sciences, and social actors linked directly or indirectly to the transformation of the media landscape.

This volume brings together a selection of Juri Lotman's late essays, published between 1979 and 1995. While Lotman is widely read in the fields of semiotics and literary studies, his innovative ideas about history and memory remain relatively unknown. The articles in this volume, most of which are appearing in English for the first time, lay out Lotman's semiotic model of culture, with its emphasis on mnemonic processes. Lotman's concept of culture as the non-hereditary memory of a community that is in a continuous process of self-interpretation will be of interest to scholars working in cultural theory, memory studies and the theory of history.

The study of semiotics underwent a gradual but radical paradigm shift during the past century, from a glottocentric (language-centered) enterprise to one that encompasses the whole terrestrial biosphere. In this collection of 17 essays, Thomas A. Sebeok, one of the seminal thinkers in the field, shows how this progression took place. His wide-ranging discussion of the evolution of the field covers many facets, including discussions of biosemiotics, semiotics as a bridge between the humanities and natural sciences, semiosis, nonverbal communication, cat and horse behavior, the semiotic self, and women in semiotics. This thorough account will appeal to seasoned scholars and neophytes alike.

NOTE: Series number is not an integer: n/a

Volume 1 (A and B) of the Yearbook of International Organizations covers international organizations throughout the world, comprising their aims, activities and events. This volume offers new insights into food and culture. Food habits, preferences, and taboos are partially regulated by ecological and material factors - in other words, all food systems are structured and given particular functioning mechanisms by specific societies and cultures, either according to totemic, sacrificial, hygienic-rationalist, aesthetic, or other symbolic logics. This provides much "food for thought". The famous expression has never been so appropriate: not only do cultures develop unique practices for the production, treatment and consumption of food, but such practices inevitably end up affecting food-related aspects and spheres that are generally perceived as objectively and materially defined. This book explores such dynamics drawing on various theoretical approaches and analytical methodologies, thus enhancing the cultural reflection on food and, at the same time, helping us see how the study of food itself can help us understand better what we call "culture". It will be of interest to anthropologists, philosophers, semioticians and historians of food. Hitherto, there has been no book that attempted to sum up the breadth of Umberto Eco's work and its importance for the study of semiotics, communication and cognition. There have been anthologies and overviews of Eco's work within Eco Studies; sometimes, works in semiotics have used aspects of Eco's work. Yet, thus far, there

has been no overview of the work of Eco in the breadth of semiotics. This volume is a contribution to both semiotics and Eco studies. The 40 scholars who participate in the volume come from a variety of disciplines but have all chosen to work with a favorite quotation from Eco that they find particularly illustrative of the issues that his work raises. Some of the scholars have worked exegetically placing the quotation within a tradition, others have determined the (epistemic) value of the quotation and offered a critique, while still others have seen the quotation as a starting point for conceptual developments within a field of application. However, each article within this volume points toward the relevance of Eco -- for contemporary studies concerning semiotics, communication and cognition.

¿Cómo debe escribirse la historia? Esta cuestión ha sido debatida desde los comienzos de la historiografía griega, que, con la advocación de la musa Clío, subrayó su preocupación literaria. A partir del siglo XIX, la cientifización de los estudios históricos puso de relieve, más allá del problema estilístico, el epistémico de la relación entre conocimiento, lenguaje y realidad pasada. Historiadores, científicos sociales, filósofos y lingüistas han venido tejiendo así una compleja red de argumentos en torno a un temario profundamente antropológico que implica simultáneamente ciencia, arte y función política de la memoria. Este libro analiza y sistematiza las dos grandes etapas de estas discusiones sobre el «arsenal de Clío» en la cultura occidental: 1880-1960 y 1960-1990, a partir del Hexágono de la Objetividad que estableció las fronteras

académicas de la profesión historiadora. A través de una pléyade de autores de los más destacados países (Alemania, Francia, Reino Unido, Estados Unidos y ocasionalmente otros como Holanda, Italia, Canadá, Australia o España), se ofrece una visión multidisciplinar y ordenada, y se contribuye así a los debates actuales sobre el lugar y función del saber histórico. Esta obra toca por ello temas vitales para los interesados en la historia, la filosofía, las ciencias sociales, los estudios lingüísticos, literarios y de comunicación, y la praxis cívico-política.

Can semiotics and computers be compatible? Can computation advance semiotics by enhancing the scientific basis of the theory of signs? Coupling semiotics, a philosophical and phenomenological tradition concerned with theories of signs, with computation, a formal discipline, may seem controversial and paradoxical.

Computational Semiotics tackles these controversies head-on and attempts to bridge this gap. Showing how semiotics can build the same type of conceptual, formal, and computational models as other scientific projects, this book opens up a rich domain of inquiry toward the formal understanding of semiotic artifacts and processes. Examining how pairing semiotics with computation can bring more methodological rigor and logical consistency to the epistemic quest for the forms and functions of meaning, without compromising the important interpretive dynamics of semiotics, this book offers a new cutting-edge, model-driven theory to the field.

The two-volume set LNCS 12376 and 12377 constitutes the refereed proceedings of

the 17th International Conference on Computers Helping People with Special Needs, ICCHP 2020, held in Lecco, Italy, in September 2020. The conference was held virtually due to the COVID-19 pandemic. The 104 papers presented were carefully reviewed and selected from 206 submissions. Included also are 13 introductions. The papers are organized in the following topical sections: Part I: user centred design and user participation in inclusive R&D; artificial intelligence, accessible and assistive technologies; XR accessibility – learning from the past, addressing real user needs and the technical architecture for inclusive immersive environments; serious and fun games; large-scale web accessibility observatories; accessible and inclusive digital publishing; AT and accessibility for blind and low vision users; Art Karshmer lectures in access to mathematics, science and engineering; tactile graphics and models for blind people and recognition of shapes by touch; and environmental sensing technologies for visual impairment Part II: accessibility of non-verbal communication: making spatial information accessible to people with disabilities; cognitive disabilities and accessibility – pushing the boundaries of inclusion using digital technologies and accessible eLearning environments; ICT to support inclusive education – universal learning design (ULD); hearing systems and accessories for people with hearing loss; mobile health and mobile rehabilitation for people with disabilities: current state, challenges and opportunities; innovation and implementation in the area of independent mobility through digital technologies; how to improve interaction with a text input system; human

movement analysis for the design and evaluation of interactive systems and assistive devices; and service and care provision in assistive environments 10 chapters are available open access under a Creative Commons Attribution 4.0 International License via [link.springer.com](http://link.springer.com).

This book delves into the concepts of general and spatial semiotics, discussing the differences and interactions between semiotic means of diverse types and levels. It introduces an integrative model ("the sign prism") which unites many famous schemes of sign connection. It considers the human as a being included in a self-created semiosphere of signs and interacting with a sphere of natural signals and indexes available also to animals. The majority of the text is devoted to spatial semiotics, and its distinctions from temporal ways of sign connection. Its specific categories and particular visual-spatial codes are considered here as the peculiar means of communication and thinking. An essential feature of the book is the application of the author's concepts of spatial semiotics to research of structures and the historical changes of visual arts.

"This book focuses on the issues and challenges involving adoption and implementation of online civic engagement initiatives globally and will serve as a valuable guide to governments in their efforts to enable active citizen participation"--Provided by publisher.

This book traces the origins and evolution of cybersemiotics, beginning with the integration of semiotics into the theoretical framework of cybernetics and information

theory. The book opens with chapters that situate the roots of cybersemiotics in Peircean semiotics, describe the advent of the Information Age and cybernetics, and lay out the proposition that notions of system, communication, self-reference, information, meaning, form, autopoiesis, and self-control are of equal topical interest to semiotics and systems theory. Subsequent chapters introduce a cybersemiotic viewpoint on the capacity of arts and other practices for knowing. This suggests pathways for developing Practice as Research and practice-led research, and prompts the reader to view this new configuration in cybersemiotic terms. Other contributors discuss cultural and perceptual shifts that lead to interaction with hybrid environments such as Alexa. The relationship of storytelling and cybersemiotics is covered at chapter length, and another chapter describes an individual-collectivity dialectics, in which the latter (Comind) constrains the former (interactants), but the former fuels the latter. The concluding chapter begins with the observation that digital technologies have infiltrated every corner of the metropolis - homes, workplaces, and places of leisure - to the extent that cities and bodies have transformed into interconnected interfaces. The book challenges the reader to participate in a broader discussion of the potential, limitations, alternatives, and criticisms of cybersemiotics.

Cybersemiotics not only builds a bridge between science and culture, it provides a framework that encompasses them both.

Socioanalysis is the study of groups, organisations, and society using a systems

psychoanalytic framework: looking beneath the surface (and the obvious) to see the underlying dynamics and how these dynamics are interconnected. This book examines several of the methodologies used in socioanalytic work. Even though the beginnings of socioanalytic investigation lay in the mid-twentieth century, a broad look across several methodologies has not been done before, despite separate publications dealing with particular methods. In addition, several new methods have been developed in recent years, which the present work incorporates. Connecting all these methods is their aim of 'tapping into' the dynamic operation of what the author calls 'the associative unconscious' within and between social systems. The associative unconscious is the unconscious at a systemic level. Each of the methods discussed in this book accesses the associative unconscious in different ways.

This festschrift honours Chris Wright on the occasion of his 70th birthday. The theologians and leaders who have contributed to it have all benefitted from his friendship, scholarship, and partnership in the gospel. These essays demonstrate how preachers, scholars and writers from around the world are fleshing out the mission of God and breathing new life into the bones of Chris's thinking. Contributions include: • A Life Devoted to the Mission of God • A Seed Bears Fruit in Latin America • Mission as Making (and Wearing) New Clothes • Election, Ethics, Mission and the Church in India • Preaching to Impress or to Save CHRISTOPHER J. H. WRIGHT, the International Ministries Director of Langham Partnership, has had a long connection to the global church. Born in Belfast to missionary parents, he has taught at Union Biblical Seminary, Pune, India, and at All Nations Christian College in Ware, England. In his

PhD studies at Cambridge, he focused on the ethics of land, family, economics, debt and slavery. He has authored twenty-eight books, including *The Mission of God, Old Testament Ethics for the People of God, Sweeter than Honey, and Knowing God – The Trilogy*.

Recognizing Chris's commitment to scholarship, preaching and the global church, John Stott welcomed him as a friend and as his successor as head of Langham Partnership. Contributors:

• Mark Hunt, USA • Jonathan Lamb, UK • Ian J. Shaw, UK • Igor Améstegui, Bolivia • Qaiser Julius, Pakistan • Collium Banda, Zimbabwe • Danut Manastireanu, Romania • Peter Penner, Germany • Brian Wintle, India • Frew Tamrat, Ethiopia • Las Newman, Jamaica • C. Rosalee Velloso Ewell, Brazil • Paul Swarup, India • Andrea Z. Stephanous, Egypt • Dwi Handayani, Indonesia • Athena E. Gorospe, Philippines • Gail Atiencia, Colombia • Riad A. Kassis, Lebanon • Mark Meynell, UK • Greg R. Scharf, USA • Pieter Kwant, Netherlands

This collection of articles discusses the basic epistemological issues facing the global theoretical humanities in terms of cross-cultural points of view. The topics discussed especially concern theoretical semiotics, institutional restrictions of current humanities scholarship, and comparative historical semiotics, as well as the more applicable and empirical-rational-directed humanist ethics. The text is characterized by its hermeneutic dialogue between contemporary western theories and traditional Chinese intellectual history, that will be instructive and informative for scholars and theoretical readers of all branches in both the western and non-western humanities. It emphasizes the great significance of the theoretical humanities in our times and their urgent task should lie in collectively reconstructing a more rationalized humanist-scientific foundation for a new type of human sciences through critically reorganizing all intellectual sources of mankind.

Integrates structural and historical perspectives on the semiotics of religion and gives an account of the distinctive features of religious language and symbolism.

This book provides a thorough analysis of terpsichorean lexis in Renaissance drama. Besides considering not only the Shakespearean canon but also the Bard's contemporaries (e.g., dramatists as John Marston and Ben Jonson among the most refined Renaissance dance aficionados), the originality of this volume is highlighted in both its methodology and structure. As far as methods of analysis are concerned, corpora such as the VEP Early Modern Drama collection and EEBO, and corpus analysis tools such as #LancsBox are used in order to offer the widest range of examples possible from early modern plays and provide co-textual references for each dance. Examples from Renaissance playwrights are fundamental for the analysis of connotative meanings of the dances listed and their performative, poetic and metaphoric role in sixteenth- and seventeenth-century drama. This study will be of great interest to Renaissance researchers, lexicographers and dance historians.

A fully-fledged doctrine of signs, with many horizons for the future, was the result of Thomas A. Sebeok's work in the twentieth century. This volume, using the testimonies of key witnesses and participants in the semiotic project, offers a picture of how Sebeok, through his development of knowledge of endosemiotics, phytosemiotics, biosemiotics and sociosemiotics, enabled semiotics in general to redraw the boundaries of science and the humanities as well as nature and culture.

The book aims to introduce a research concept called "Humanities", as one possible attempt to overcome the current scientific, social and institutional crisis of the humanities. Such crisis involves their impact on, and role within, society; their popularity among students and scholars;

and their identity as producers and promoters of knowledge. The modern western world and its economic policies have been identified as the strongest cause of such a crisis. Creating the conditions for, but in fact encouraging it. However, a self-critical assessment of the situation is called for. Our primary fault as humanists was that of stubbornly thinking that the world's changes could never really affect us, as – we felt – our identity was sacred. In the light of these approaches, the main strengths of humanities have been identified in the ability to: promote critical thinking and analytical reasoning; provide knowledge and understanding of democracy and social justice; develop leadership, cultural and ethical values. The main problems of humanities are the lack economic relevance; the socio-institutional perception of them as “impractical” and unemployable; the fact that they do not match with technological development. Finally, the resulting crisis consists mainly in the absence (or radical reduction) of funding from institutions; a decrease in student numbers a decrease in interest; a loss of centrality in society. A Numanities (New Humanities) project should consider all these aspects, with self-critical assessment on the first line. The goal is to unify the various fields, approaches and also potentials of the humanities in the context, dynamics and problems of current societies, and in an attempt to overcome the above-described crisis. Numanities are introduced not as a theoretical paradigm, but in terms of an “umbrella-concept” that has no specific scientific content in it: that particularly means that the many existing new fields and research trends that are addressing the same problems (post-humanism, transhumanism, transformational humanities, etc.) are not competitors of Numanities, but rather possible ways to them. Therefore, more than a theoretical program, Numanities intend to pursue a mission, and that is summarized in a seven-point manifesto. In the light of these premises and

reflections, the book then proceeds to identify the areas of inquiry that Humanities, in their functions and comprehensive approach, seek to cover. The following list should also be understood as a statement of purposes for this entire book series. These, in other words, will be the topics/areas we intend to represent. Once elaborated on the foundations of Humanities, the book features a second part that presents two case studies based on two relatively recent (and now updated) investigations that the author has performed in the fields of musical and animal studies respectively. The two cases (and relative areas of inquiry) were selected because they were considered particularly relevant within the discussion of Humanities, and in two different ways. In the first case-study the author discussed the most typical result (or perhaps cause?) of the technophobic attitude that was addressed in the first part of the book: the issue of “authenticity”, as applied, in the author's particular study, to popular music. In the second case-study, he analyzes two different forms of comparative analysis between human and non-human cognition: like in the former case, this study, too, is aimed at a critical commentary on (what the author considers) redundant biases in current humanistic research – anthropocentrism and speciesism.

The book is an in-depth presentation of the European branch of semiotic theory, originating in the work of Ferdinand de Saussure. It has four parts: a historical introduction, the analysis of langue, narrative theory and communication theory. Part I briefly presents all the semiotic schools and their main points of reference. Although this material is accessible in many other Anglophone publications, the presentation is marked by specific choices aiming to display similarities and differences. The analysis of langue in Part II is also available in Anglophone bibliography, but the book presents Saussurean theory according to a new theoretical rationale

and enriched with later developments. In addition, it is orientated so as to offer the foundation for the part that follows. Part III is a presentation of Greimasian narrative theory, well documented in Francophone bibliography but poorly represented in Anglophone publications. The presentation extends the theory in both a qualitative and a new quantitative direction, and includes a great number of examples and two extended textual analyses to help the reader understand and apply it. Part IV, communication theory, combines an extension of Greimasian sociosemiotics with other schools of thought. This original theoretical section discusses fourteen consecutive communication models, the synthesis of which results in a holistic, social semiotic theory of communication.

The first in-depth look at the work and career of one of the most important figures in the history of musical theater.

The theory of signifying (significs), formulated and introduced by Victoria Welby for the first time in 1890s, is at the basis of much of twentieth-century linguistics, as well as in other language and communication sciences such as sociolinguistics, psycholinguistics, translation theory and semiotics. Indirectly, the origins of approaches, methods and categories elaborated by analytical philosophy, Wittgenstein himself, Anglo-American speech act theory, and pragmatics are largely found with Victoria Lady Welby. Indeed, it is no exaggeration to say, in addition, that Welby is the "founding mother" of semiotics. Some of Peirce's most innovative writings – for example, those on existential graphs – are effectively letters to Lady Welby. She was an esteemed correspondent of scholars such as Bertrand Russell, Charles K. Ogden, Herbert G. Wells, Ferdinand S. C. Schiller, Michel Bréal, André Lalande, the brothers Henry and William James, and Peirce, as well as Frederik van Eeden, Mary Everest Boole, Ferdinand

Tönnies, and Giovanni Vailati. Her writings directly inspired the Signific Movement in the Netherlands, important for psycholinguistics, linguistics and semantics and inaugurated by van Eeden and developed by such authors as Gerrit Mannoury. This volume, containing introductions and commentaries, presents a selection from Welby's published and unpublished writings delineating the whole course of her research through to developments with the Significs Movement in the Netherlands and still other ramifications, contemporary and subsequent to her. A selection of essays by first-generation significians contributing to the Signific Movement in the Netherlands completes the collection, testifying to the progress of significs after Welby and even independently from her. This volume contributes to the reconstruction on both the historical and theoretical levels of an important period in the history of ideas. The aim of the volume is to convey a sense of the theoretical topicality of significs and its developments, especially in semiotics, and in particular its thematization of the question of values and the connection with signs, meaning, and understanding, therefore with human verbal and nonverbal behavior, language and communication.

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