



Centro Internazionale di Studi Interculturali di Semiotica e Morfologia

Università degli Studi di Urbino "Carlo Bo"

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#### CALL FOR PAPERS

The *Centro Internazionale di Studi Interculturali di Semiotica e Morfologia* dell'Università di Urbino "Carlo Bo", within its annual series of colloquia, organizes the following inter-doctoral symposium

### **Semiotic Research 3. Intersections.**

Coordinators: Alvisè Mattozzi (Università Iuav di Venezia) and Dario Mangano (Università di Palermo)

The Symposium will take place on **Friday the 15<sup>th</sup>** and on **Saturday the 16<sup>th</sup> of July 2011**

#### **INTRODUCTION**

Semiotics' position within the organization of scientific knowledge is somewhat peculiar. As a discipline which analyses the processes of meaning production, Semiotics has sometimes been considered a descriptive methodology, some others an epistemology, always oscillating between a "meta" and an "infra" role, and finding applications in very different fields such as Architecture, Mathematics, Marketing, Arts, Literature, Theories of Culture etc. Certainly not an easy role which, when well played, has shown new perspectives both to traditional approaches and to Semiotics itself. Thanks to these dialogues, a relevant reservoir of semiotic knowledge now lies within studies which do not appear explicitly semiotic. The main goal of this Symposium is then double: on one hand "taking a picture" of the most original and innovative researches which have come across Semiotics and Morphology, on the other making this submerged way of thinking emerge, in order to be able to collectively compare and question issues and competences by looking at specific case studies.

On the wake of the experience of two previous editions of the Symposium, we want to consider such questions primarily moving from current doctoral researches. However, as we did in the last edition, in order to reach a non academic *milieu* where contamination between different kinds of knowledge is sometimes very intense, we want to open the Symposium also to scholars operating in market research and consultancy firms. Our purpose is to create an "heterogeneous mass" of scholars that may become a "critical mass" and eventually an "innovation driving force". We think that only through such an exchange the complexity of the contemporary world and the problems that it raises (globalization, revolution in media and in the forms of communications, new economies, environmental issues, management of urban spaces, migrations and interculturality, etc.) can be faced and positively solved. The original approaches lie into those spaces where up to now none has looked: those at the borders.

As we said, we are very open to contributions from various fields and approaches, but, in order to prevent the exchange from being too dispersive and therefore not productive, we want to point some domains of interest which the proposals will need to address. For each of those domains, a short description is provided in order to suggest some possible topics. In any case, such suggestions should not be considered a limitation to proposals which may address, within a specific domain, all possible topics.



### 1) Marketing and Consumptions – with the patronage of the Università IULM di Milano

Trends: trend making processes, trend effects and transformations. Economy in general, for example with regard to the issue of degrowth or post-growth (Latouche, Fabris etc.), but also with regards to how communications influences the functioning of markets (i.e. the microcredit phenomenon deeply related to diffusion of the Internet). Traditional topics such advertising and communication strategies will be taken in consideration only if contributions are highly innovative.

### 2) Technology and Society

The issues concerning the relationship between subjects and objects as well as the effects that such relationships may have on the form and functioning of societies. Interesting ideas may be taken from new technologies (i.e. Apple's iPad, or software) as well as from the way such technologies are considered by cinema, television, newspapers etc. Design studies are also pertinent if considered as a way to analyze the configurations of goods.

### 3) Spaces, Paths and Enviroments

Issues related to the evolution of urban spaces seem to be particularly interesting, as well as models of socialization developed in such environments. Also relationships between real and virtual spaces and their transformations. Workplace analysis (offices, companies, public spaces) and all the studies that conjugates with Semiotics and Anthropological perspectives. Issues related to movement in space, i.e. transportations, are a good starting point for reflection.

### 4) Cultures and Visuality

A particularly wide domain that includes studies about Visual Culture as well as about Politics, Gender Studies, Anthropology and many others. Semiotics' interest is mostly oriented toward the relationships between social constructions and systems of representation, with particular regards to phenomena related to symbolic efficacy. As for Visual Studies, for example, proposal that investigate how pictures collaborate to construct identities of various kinds (from that of a nation to that of a company) are welcome.

## **ORGANIZATION**

The Symposium will be articulated into two days, each one hosting two sessions for a total of four sessions. Each of the selected speaker will have 25 minutes to present her/his paper, highlighting how s/he used Semiotics. At the end of each session, some discussants, selected by the coordinators among the most important experts in Semiotics as well as in other disciplines, will discuss the papers. The last session will also host a round table in which all of the discussants will make the point on the state of the art of semiotic research and will discuss about future directions and developments.

Those who will be selected to present their papers to the Symposium will be hosted (food and lodging) by the International Centre for Intercultural Studies in Semiotics and Morphology during the whole Symposium (nights of the 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> of July 2011) and will not have to pay the registration fee.

### **Available places: 14.**

Application can be submitted in English, French, Italian and Spanish.

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## **APPLICATIONS**

In order to participate to selection, applications must be received by **May 31<sup>st</sup> 2011** to the International Centre for Intercultural Studies in Semiotics and Morphology via e-mail or paper mail at the following addresses:



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e-mail: [interdoc.ciism@gmail.com](mailto:interdoc.ciism@gmail.com).

paper mail:

Segreteria del Centro Internazionale di Studi Interculturali di Semiotica e Morfologia

piazza Rinascimento 7

61029 Urbino

ITALIA

Ph. D. students' applications must include:

- an abstract of the paper (up to 4000 characters), specifying the domain concerned and three/five keywords
- a description of the Ph.D. research project being carried out (up to 2000 characters) where the relations and intersections with semiotics must be highlighted.
- a statement regarding the spoken and understood languages among English, French, Italian and Spanish.

Ph.D. students of any year can send their application. Ph.Ds can send their application only if dissertation has been defended during this academic year (2010/2011).

Researchers working in market research and consultancy firms' applications must include:

- an abstract of the paper (up to 4000 characters), specifying the domain concerned and three/five keywords
- a CV
- a company profile

**Deadline for application is May 31<sup>st</sup> 2011.**

The selected applicants, as well as the whole organization of the Symposium, will be published on the Internet site of the International Center for Intercultural Studies in Semiotics and Morphology

([www.uniurb.it/semiotica/home.htm](http://www.uniurb.it/semiotica/home.htm)) by **June 10<sup>th</sup>, 2011.**

Selected applicants will be also notified by e-mail.

#### **EVALUATION CRITERIA**

Most important evaluation criteria are: innovation related to the topic addressed, role played by Semiotics, originality of the approach. In order to make the debate more organic and profitable, preference will be given to contributions able to create thematically coherent sessions.

#### **PARTICIPATION TO THE SYMPOSIUM (AUDITORS)**

Participation is open to everyone.

The payment of a registration fee of € 50 is required.

For detailed information

CISISM : [www.uniurb.it/semiotica/home.htm](http://www.uniurb.it/semiotica/home.htm) | Phone: +39.0722.305688 | e-mail: [interdoc.ciism@gmail.com](mailto:interdoc.ciism@gmail.com).