



CALL FOR PAPERS

The International Centre for Intercultural Studies in Semiotics and Morphology of the University of Urbino "Carlo Bo", within the annual congresses' program organizes an interdoctoral symposium entitled

Semiotic Research 4 Competences and Performances

Coordinators: Alvisè Mattozzi (University of Bolzano) and Dario Mangano (University of Palermo)

The Symposium will be held Wednesday the 11th and Thursday the 12th of July 2012 in Urbino.

INTRODUCTION

Semiotics' position within the organization of scientific knowledge is somewhat peculiar. As a discipline which analyzes 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, finding applications in several very different fields such as Architecture, Mathematics, Marketing, Arts, Literature, Theories of Culture etc. Certainly not an easy role that, when well played, has shown new perspectives both to traditional approaches to such topics 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, comparing issues and competences by looking at specific case studies. This year, in order to compare approaches a collective analysis exercise on a text previously assigned by the coordinators will be performed under the guide of the discussants.

On the wake of the experience of two editions of the Symposium, we want to consider such questions primarily moving from current doctoral researches. However, like 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 engine". 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 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

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 will be 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 societies' form and functioning. 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 in their complexity

3) Spaces, Paths and Enviroments

Issues related to evolution of urban spaces seem to be particularly interesting, as well as socialization models that develop 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) Food, 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.

This year, in relationship with the congress entitled "**Sense regimes: dietetics and semiotics** " that comes before this symposium, a special consideration will be given to contributes addressing food as a complex cultural phenomenon.

ORGANIZATION:

The Symposium will be articulated into two days. Each of the 8 selected speakers will have 25 minutes to present her/his paper, highlighting how s/he used Semiotics. At the end of each session, the 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 consist in a collective analysis of a specific text given in advance by the coordinators to the participants thanks to which methods and know-how used in the first part of the Symposium will be compared.

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 (from the 11th to the 13th morning of July, including the night of the 10th).

Available places: 8.

Application can be submitted in English, French, Italian and Spanish. Papers can be presented in the same languages. .

DISCUSSANT

Discussant invited at the moment are:

Pierluigi Cervelli

Stefano Jacoviello

Gianfranco Marrone

The Coordinators of the CiSiSM could also join the discussion.



Applications:

In order to participate to selection, applications must be received by June the 10th to the International Centre for Intercultural Studies in Semiotics and Morphology via e-mail or paper mail at the following addresses:

e-mail: **interdoc.ciism@gmail.com**.

Segreteria del Centro Internazionale di Studi Interculturali di Semiotica e Morfologia
Dipartimento di Scienze della Comunicazione
Via Saffi 15
61029 Urbino
ITALIA

Ph. D. students' applications must include:

- an abstract (up to 4000 characters), specifying the domain concerned and three keywords
- a description of the Ph.D. research project being carried out (up to 2000 characters).

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 (2011/2012).

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

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

Deadline for application is June the 10th 2012.

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) by June the 15th, 2012.

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 please contact

CISISM : www.uniurb.it/semiotica/home.htm | Tel: +39.0722.305760 | e-mail: interdoc.ciism@gmail.com.