

Transformations – Signs and their Objects in Transition

International Conference of the German Semiotics Society, Sept. 28 – Oct. 02, 2021

TEASER

All foundations of semiosis are permanently changing. The last few decades have also brought about specific changes and challenges in various research areas. Semiotics is faced with the task of meeting these challenges theoretically, methodologically, and in regard to specific applications.

The conference “Transformations – Signs and their Objects in Transition” focuses on the temporal changes of signs and their ways of reference. The semiotic potential of the concept of transformation is a starting point for the reflection and description of semiotic processes, with specific attention to the different media and modalities involved.

The thematic spectrum of the conference ranges from classical sign-theoretic concepts such as truth and reference, which retain their importance in an age of transition declared as ‘post-factual’, to the challenges that technological change poses for the methodology of semiotics, both as a discipline and as an interdisciplinary research field.

The conference location is Chemnitz, the former Karl-Marx-Stadt, a city that itself embodies historical transformations in a number of ways. It can be experienced by walking through a cityscape that can be described as a palimpsest of different historical and architectural layers.

KEYNOTES

Paul Bouissac (Victoria University Toronto, Canada): “The Endless Frontier of Semiotics”

Lars Elleström (Linnaeus University, Sweden): “Representing the Anthropocene: Transmediation of Narratives and Truthfulness from Science to Feature Film”

Susanne Hauser (Universität der Künste, Berlin, Germany): „References: On Semiotics and Cultural Studies“

Christian Pentzold (Universität Leipzig, Germany): “Making the Future Visible: Infographics in Predictive Data Journalism”

Susan Petrilli (Università degli Studi di Bari Aldo Moro, Italy): “Imag(in)ing Cultural Transformation between Idols and Icons”

Hartmut Stöckl (Universität Salzburg, Austria): “Transforming Pictorial Reference in the Age of Computer-Generated Imagery. A Multimodal View from Current Advertising”

PROGRAMME: <https://www.dgs2021.tu-chemnitz.de/content/programm.php.en>

BOOK OF ABSTRACTS: <https://www.dgs2021.tu-chemnitz.de/content/abstract.php.en>