***Comunicación y Medios* journal**

**Call for papers #45 - 2022**

**Special issue:**

"Semiotics and identities in a cross-border and a multi-dialogical world"

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**Scope**

The topics, challenges, and problems of semiotics regarding processes of building identities in a cross-border and multi-dialogical contemporary world is a rather emerging area of research in semiotics, both theoretically and epistemologically. This CFP of *Comunicación y Medios* invites researchers and scholars engaged in better understanding such complex phenomena to submit original articles following authors’ guidelines.

Defining what identity is has been a theoretical challenge for scholars working within different disciplines. Indeed, “identity” has a psycho-social and transdisciplinary nature, not an individual one. Castells (1997, p. 35) distinguishes roles from identities: While roles imply actions, identities refer to sense-making processes. Under that perspective, identities are linked to socio-cultural history; that is, identities are embedded within historical processes that are also what generate them.

For instance, during the Cold War, Marxist sociology provided certain markers to describe contradictions of how capitalist economics worked and, in doing so, to better understand social identities, too (Lukács, 1969, p. 64*).* In that context, identity building was clearly bounded and individuals conformed and assimilated their own beings into larger and collective historical social projects, as Zizek discusses (2007).

Countless historical events over the 20th century shattered such perspectives and eroded the scientific knowledge about identities: the fall of the Berlin Wall, technological improvements, and a globalized economy, among other things, contributed to misplacing public communication, favoring communication embedded in daily life. As a consequence, such displacement triggered a closer connection between local and global spheres; a link that has remarkably contributed to diversifying cultural production.

One of the features of such historical processes includes the increasing connectivity. This phenomenon has boosted the development of analytical skills among new generations that turn into an identity building-process rooted on knowledge about certain cultural and identity practices. The patterns of awareness and consumption habits about animé through urban, non-profitable, locations in Chile during the 2000s constitute a good example of this phenomenon (Del Villar, 2017).

Marc Augé (2004) also points out that identity is not always built up through face-to-face interactions. Therefore, social references are not a specific social and geographical location, but, on the contrary, what the French anthropologist calls *no places*: That is, places and spaces that, in the 21st century, we located online, on the internet.

Nonetheless, how identities and social processes take place in such an environment that is not physically close? As Castells (1997) points out, identities are a source of making-sense in three dimensions: As identities of legitimacy, of resistance, and of projects. Therefore, the process of identity construction within social movements, following Touraine (2006), could be understood as a combination of these three dimensions proposed by Castells. Then, social uprisings and even during the pandemics could be interpreted as manifestations of an abyss between the social realm and institutions.

The problems addressed by the 11th International-Chilean Conference of Semiotics, that took place in September 2019, had as a common thread the link between semiotics and identities within a cross-border and poli-dialogical world. In other words, the Conference’s agenda highlighted a contemporary challenge: How to describe the process of identity construction in a *glocal* world that is decentered or not driven by a single constituent principle; a world that seems to revolve around fragments ordered by an imaginary and bodily space, embedding a social malaise, rather than a rational and coherent symbolic project, tied to a specific political identity.

Hence, the challenge of the special issue #45 is to contribute to theoretically, epistemologically, and methodologically addressing these emerging phenomena; phenomena that are among the most crucial interests of contemporary semiotics.

Topics on “Semiotics and identities in a cross-border and a multi-dialogical world” include, but they are not limited to:

* Semiotics & transdisciplinary
* Semiotics & cognition
* Semiotics & technological convergence
* Discourse & ideology
* Semiotics of migrations
* Semiotics & media
* Semiotics & territories
* Semiotics of education
* Semiotics of arts
* Semiotics of religion
* Semiotics of social movements
* Semiotics & body
* Semiotics, design, and advertising
* Semiotics & gender
* Semiotics & literary studies
* Semiotics & music

Original papers in English and Spanish are welcomed. Check author guidelines available in www.comunicacionymedios.uchile.cl (in Spanish).

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\* *Comunicación y Medios* is permanently receiving articles to be reviewed for sections out of the special issue.

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