

Symposium for Founding the Asian Semiotics International Association (ASIA)

A New Imaginary of Asia : Towards an Identity for Asian Semiotics

Date and Time: 27 November 2021; 1 pm – 7 pm (East Asian Time, Seoul)

Conference Venue: Korea University, Seoul, Korea

Modality: Virtual, via Zoom (ID: 895 1271 4694, PW: 2p}W2g+C8y)

<https://korea-ac-kr.zoom.us/j/89512714694?pwd=WjNPU0p5bjJURHpTelB4ckJBd2w0UT09>

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Invitation

Greetings to you. The 2021 Conference Committee would like to invite you to the First Virtual Conference of Asian Semiotics that will take place at Korea University, 27th of November at 1 pm.

The conference will include, but not limited to:

reflections on the new imaginary of the Asian cultures and its semiotic meaning construction.

LOCAL COMMITTEE

On behalf of our Local Committee (Korea), we want to make the 2021 Asian Semiotics Virtual Conference a memorable event. We look forward to making this a learning opportunity for all participants. This conference aims to contribute to the future of Asian semiotics and cultural sciences by bringing together leading scholars, academics and researchers in the field. Designed on the principles of open exchange of information and cross-border inquiry and learning, this first meeting of Asian and European semioticians will provide inspiration to the network that's shaping the direction of Asian semiotics.

Your presence at this conference will be highly appreciated.

The 2021 conference website will be constructed very soon. In the meantime if you have any questions, please do not hesitate to contact us.

Best Regards

2021 Seoul (Korea University) Local Committee Chairperson

Sung Do KIM (dodo@korea.ac.kr, sungdokim475@gmail.com, Phone (82)- 010 3939 2175)

Program

1. Opening Session & Plenary Lecture

· Moderator: Kyung-Ran KOH (Professor, Hankuk University of Foreign Studies)

13:05-13:15 Opening Address

· Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

13:15-13:25 Celebrating Message

· Yong-Ho CHOI (Professor, Hankuk University of Foreign Studies & President of the Korean Association for Semiotic Studies)
· Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS)

13:25-13:50 Plenary Lecture

Introducing an Asian Semiotic Initiative: History and a New Perspective

· Prof. Hidetaka ISHIDA (Professor, University of Tokyo)

13:50-14:00 Discussion and Q&A

2. Main Session I: The Voices of Asian Semioticians

· Moderator: Il-Woo PARK (Professor Emeritus, University of Kaemyung & Invited Professor, Korea University)

14:00-14:15 Cultural Signs and Asian Community

· Jie ZHANG (Professor, Nanjing Normal University, China) & Yongxiang WANG (Professor, Ph.D. Supervisor, and Dean at School of Foreign Languages & Cultures, Nanjing Normal University, China)

14:15-14:30 How to Steer Clear of the Essentialist Trap in the So-called Intercultural Communication: A Lesson from Semiotics

· Hongbing YU (Professor, Ryerson University)

14:30-14:45 Transaxiological Practices: Interchangeable Values in Becoming

· Reza SHAIRI (Professor, University of the Tarbiat Modares, Iran) & Reza REZAEI (Professor of linguistics at Yasouj University, Iran)

14:45-15:00 Discussion and Q&A

· Discussant: Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS), Sung Do KIM (Professor, Korea University)

15:00-15:15 Semiotic Agenda for Asian Culinary Discourse

· Yo-song PARK (Professor, Jeju National University, Korea)

15:15-15:30 A Century of Semiotics: The Role and Reality of Semiotics in the Post-colonial Vietnam

· Dinh Hong Hai & Trinh Ba Dinh (Ph.D., Professor, National University, Hanoi, Vietnam)

15:30-15:40 Discussion and Q&A

· Discussant: Kyung-Ran KOH (Professor, Hankuk University of Foreign Studies), Yongxiang WANG (Professor, Ph.D. Supervisor, and Dean at School of Foreign Languages & Cultures, Nanjing Normal University, China)

15:40-15:55 Semiotic Horizons of Indian Cultures

· Seema KHANWALKAR (Professor, CEPT University, Ahmedabad, India)

15:55-16:10 Place in Imagination: Person, Place, and Narrating Selfhood

· Yunhee LEE (Professor, Hankuk University of Foreign Studies)

16:10-16:25 Discussion and Q&A

· Discussant: Prof. Reza REZAEI (Yasouj University, Iran), Prof. Inna MERKOULOVA (State Academic University for the Humanities - GAUGN, Moscow, Russia)

16:25-16:45 Pause

3. Main Session II: The Voices of European Semioticians and Human Scientists

· Moderator: Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

16:45-16:00 The Oriental Abduction: A Short Semiotic History of the Serendipity

· Massimo LEONE (Professor, University of Torino, Italy & Editor-in-Chief of Semiotica)

17:00-17:15 The Covid as a Semiotical Disease: Language, Media, Behaviors, Rituals, and Relations

· Pascal LARDELLIER (Professor, University of Burgundy, France)

17:15-17:25 Discussion and Q&A

· Discussant: Prof. Yong-Ho CHOI, Seema KHANWALKAR (Professor, CEPT University, Ahmedabad, India)

17:25-17:40 Semiotics of Culture and Ethics of the Literary Beauty

· Inna MERKOULOVA (State Academic University for the Humanities - GAUGN, Moscow, Russia):

17:40-17:55 Fashion grammars: Visual Semiotics and New Fashion

· José María PAZ GAGO (Professor, University of La Coruna, Spain)

17:55-18:10 Interactive Annunciation in Digital Culture

· Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS)

18:10-18:20 Discussion and Q&A

· Discussant: Il-Woo PARK (Professor Emeritus, University of Kaemyung & Invited Professor, Korea University), Yo-Sung PARK (Professor, Jeju National University, Korea)

18:20-18:30 Pause

4. Final session: Round Table & Concluding Remarks

· Moderator: Hongbing YU (Professor, Ryerson University):

18:30-18:40 Some Introductory Notes about a New Imaginary of Asian Semiotics

· Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

18:40-19:40 Round Table

Towards a New Identity for Asian Semiotics: Why an Asian Semiotics? What is an Asian Semiotics? How to Construct It?

· Panelists: Prof. Ishida, Prof. Wang, Prof. Dinh, Prof. Park, Prof. Shairi, Prof. V.Dogan Gunay, Prof. Leone, Prof. Lardellier, Prof. Merkoulova, Prof. Bankov & All speakers and discussants