



EMPACT + 5th International Conference on Semiotics of Culture and Visual Communication (ICSCVC)

The Semiotics of Otherness

Nature as the Other: Empathy, Arts & Sustainability

26–28 June, 2024

Limassol, Cyprus

<https://cyprus-semiotics.org/home-icsv/>

For the Fifth International Conference on Semiotics of Culture and Visual Communication the Cyprus Semiotics Circle and the Semiotics and Visual Communication Research Lab (Department of Multimedia and Graphic Arts of Cyprus University of Technology) joins forces with the transnational cooperation project EMPACT/Empathy and Sustainability, co-funded by the Creative Europe Programme of the European Union. This partnership brings together two dynamic entities committed to fostering interdisciplinary dialogue in the field of semiotics, cultural studies, visual communication, philosophy, psychology and sustainability studies. Under this scope we aim to investigate the following themes: “Semiotics of Otherness” and “Nature as the Other: Empathy, Arts & Sustainability”.

In the modern and post-modern context of social, political and cultural discourse, the concept of Otherness-The Other has emerged as a critical and universal subject of research. While it encapsulates a fundamental recognition of individuals or groups, who are perceived as different or distinct from oneself or from the dominant societal norms and identities, the idea of Otherness concerns the practices of othering in the areas of race, gender, ethnicity, class, sexuality, religion, nationality, environmental philosophy and, more generally, everyday social action and interaction.

The binary structure of the sign itself builds on difference, on the One and the Other, the Being and non-Being, the Real and the Fake, the Accepted and the Rejected, the Natural and the Cultural etc. Consequently, when Kristeva introduces the concept of the “abject”, she examines how the “rejected” disturbs boundaries of binarism and plays a significant role in shaping subjectivity.

We invite papers that approach the conference’s theme through either macro and/or micro examples, taking into consideration the challenges of current socio-political instability in the epoch of Anthropocene, where comprehending these phenomena and providing effective readings not only becomes increasingly important, but sometimes, vital for survival. The conference seeks to bring together scholars, researchers and practitioners who share a common interest in Semiotics, Culture and Visual Communication, Philosophy and Environmental Studies.

Special attention will be given to examining the idea of nature’s “otherness” in the context of the classical dichotomies of nature-reason/nature-technology/nature-culture and against the background of the discussion about empathetic stances towards nature and non-human beings.

The conference will take place with physical presence and accepts papers in the English and Greek languages. Accepted authors with presentation at the conference will be eligible to publish their work in the selected proceedings.

Suggested Themes:

We welcome proposals for individual papers (approximately 20 minutes long, plus 10 minutes for discussion), exploring the notion of Otherness-The Other through, but not limited to, one of the following themes:

- Applied Arts (Graphic Design, Typography Design, Editorial Design, Fashion Design, Industrial Design, Interior Design, Architecture, Comic Books)
- Visual Arts (Painting, Sculpture, Photography etc.)
- Identity (National, Political, Cultural, Gender, Sexual etc.)
- Literature, Narratives, Modes of Translation
- Philosophy and the Rhetoric of Otherness
- Nature and “otherness”, Environmental, Ecodesign
- Empathy and the challenges of “otherness”
- Biosemiotics
- Social Constructs and Stereotypes
- Conspiracy Theories
- Popular Culture and Mass Media (Newspaper, Advertising, Magazines, Television, Cinema)
- Digital Culture, Interactive Media, Social Networks, UX/UI
- Artificial Intelligence (AI)
- Political Communication
- Tourism, National/City Branding

For the purposes of blind reviewing, please submit your abstract without any contact details by the 31st of March 2024. The abstract should be no more than 500 words long. A short biographical note of no more than 200 words should be supplied on a separate document. Both documents should be saved in Word formats .doc or docx.

Submission system: <https://cyprus-semiotics.org/abstract-submission/>

Important Dates:

Deadline for submission: 31st of March 2024

Notification of authors: 30th of April 2024

Deadline for registrations (authors): 31st of May 2024

Deadline for registrations (participants): 15th of June 2024

Members of the Organizing Committee

Eviprides Zantides, Cyprus University of Technology, Cyprus

Sonia Andreou, Cyprus University of Technology, Cyprus

Yiannis Christidis, Cyprus University of Technology, Cyprus

Efi Kyprianidou, Cyprus University of Technology, Cyprus

Aekaterini Mavri, Cyprus University of Technology, Cyprus

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Aspasia Papadima, Cyprus University of Technology, Cyprus

Members of the Scientific Committee

Arafat Al Naim, American University in the Emirates, United Arab Emirates

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Matthew Hobson, Poet, Creative Writing Tutor, UK

Evangelos Kourdis, Aristotle University of Thessaloniki, Greece

Alexandros Lagopoulos, Aristotle University of Thessaloniki, Greece

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Farouk Seif, Antioch University Seattle, USA
Yiannis Skarpelos, Panteion University, Greece
Andreas Ventsel, University of Tartu, Estonia
Lia Yoka, Aristotle University of Thessaloniki, Greece

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