

## REPORT: VICE-PRESIDENCY FOR THE AMERICAS IASS-AIS 2019-2024

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**Vicepresident for the Americas IASS-AIS**

In Latin America, during the last five years, activities in the field of Semiotics have been of a diverse and multidisciplinary nature, involving an important part of the continent, within the socio-political conditions of the region. In the framework of the fulfilment of the objectives proposed by this vice-presidency, international meetings; international and national congresses; and Latin American young researchers network, as well as publications, have been developed in different countries.

During the last five years, the Latin American Federation of Semiotics (FELS) has expressed its solidarity with colleagues and friends who have departed for good, among other prominent researchers of Semiotics in Latin America:

- Manuel Alcides Jofré (2019)
- Adrián Gimete-Welsh (2019)
- Raúl Dorra (2019)
- Óscar Traversa (2020)
- Rosa María Ravera (2021)
- Desiderio Blanco (2022)

### 1. International meetings

#### *First International Meeting of Young Early-Career Researchers. Conversations Cycle IASS-AIS 2020*



<b>ACADEMIC ACTIVITY - SPEAKERS' TALKS</b>	
<b>1. Semiótica de la Multi-transmedialidad</b> <b>José Luis Fernández</b> Universidad de Buenos Aires, Argentina <b>Joan Ramón Rodríguez-Amat</b> University of Sheffield Hallam, England <b>Germán García</b> Instituto Departamental de Bellas Artes, Colombia	<b>2. Semiótica de la publicidad</b> <b>Fernando Andacht</b> Universidad de la República, Uruguay <b>Thiago Martins</b> Universidad Paranaense, Brasil <b>Andrés Castiblanco</b> Universidad Distrital Francisco José de Caldas, Colombia
<b>3. Semiótica del cuerpo</b> <b>José Enrique Finol</b> Universidad de Zulia, Venezuela <b>Paul Sanmartín</b> Universidad Estatal de Cuenca, Ecuador <b>Jorge Urueña</b> Universidad de Antioquia, Colombia	<b>4. Biosemiótica y multiculturalismo</b> <b>Paul Cogley</b> Middlesex University, England. President IASS-AIS <b>Alin Olteanu</b> RWTH Aachen University, Germany Opening by Neyla Pardo
<b>5. Semiótica de la pedagogía y la educación</b> <b>María del Carmen Fernández Galán Montemayor</b> Universidad Autónoma de Zacatecas, México <b>Juan Carlos Amador Baquiro</b> Universidad Distrital Francisco José de Caldas, Colombia <b>Edgardo Donoso</b> Universidad Nacional de Rosario, Argentina	<b>6. Semiótica de las cosmogonías y los rituales contemporáneos</b> <b>Massimo Leone</b> University of Turin, Italy. <b>Israel León O'Farrill</b> Benemérita Universidad Autónoma de Puebla, México <b>Mónica Marión Cataño</b> Pontificia Universidad Javeriana, Colombia
<b>7. Semiótica de las ecologías</b> <b>Seema Khanwalkar</b> CEPT University, India <b>Bianca Suárez</b> Universidad Nacional de Colombia, Colombia	<b>8. Semiótica de los medios</b> <b>Robert Logan</b> University of Toronto, Canada <b>Ulrike Gretzel</b> University of South Carolina, United States <b>Maria Collier de Mendonça</b> Federal University of Santa Catarina, Brazil
<b>9. Semiótica de las narrativas contemporáneas</b> <b>Armando Silva</b> Universidad Externado de Colombia, <b>José María Paz Gago</b> Universidad de la Coruña, España <b>Mariana Musseta</b> Universidad Nacional de Villa María, Argentina	<b>10. Semiótica discursiva</b> <b>Zhang Jie</b> Nanjing Normal University, China <b>Yu Hongbing</b> Ryerson University, Canada <b>Elia Cornelio Marí</b> Universidad Autónoma de Juárez de Tabasco, México

With the leadership of the IASS-AIS President, Dr. Paul Cogley; the academic team led by the Vice-Presidency for the Americas and Dr. Jorge Urueña; and, the Communication and Logistics led by and Professor Edgar Ocampo of the University of Antioquia -Faculty of Education-, a series of weekly discussions were held from August 4th to October 6th, 2020 with the aim of creating the “First International Meeting of Young Early-Career Researchers. Conversations Cycle IASS-AIS 2020”. This event consolidated perspectives and lines of research with a clear social sense and has opened new spaces for research anchored to digital communication, to rethink information technologies not only as tools, but essentially as semiotic artefacts.

This initiative gathered suggestions and concerns from Early Career Researchers (ECR), with the aim of organizing dialogues between researchers from different generations. This intergenerational challenge guaranteed teamwork among the members of each of the conversations. The balance of this first virtual experience focused on the potential of language studies to unravel the multiple meanings and senses that human beings create and materialize in different expressions or modes. The discussions were a space in which reflection on the individual and the collective allowed us to redefine the dialogue with ourselves and with others.

**Second International Meeting of Young Early-Career Researchers IASS-AIS- 2021**  
**X International Congress of Semiotics of Colombia - ASC**  
**Colloquium 30 years Master in Semiotics - UIS**

**PATHS, SCENARIOS AND METHODOLOGIES - SEMIOTICS ROUTES**  
**AMERICA, EUROPA, ASIA, AFRICA, OCEANIA**







The “Second International Meeting of Young Early-Career Researchers IASS-AIS 2021” was formulated as a transversal space that included the presence of the Universidad Industrial de Santander - UIS- with the objective of nesting and nucleating conversations that promote the presence of the country through high-level academic actions with the leadership of the IASS-AIS, which guarantee the updating and discussion of the most recent research findings in the field of Semiotics and language studies, around the most relevant topics for social life. The event was carried out with the leadership of the IASS-AIS President, Dr. Paul Cobley; the academic team led by the Vice-Presidency for the Americas and Dr. Bianca Suarez; the Communication and Logistics led by Universidad Industrial de Santander - UIS -; and, with the active presence of the Dean Ana Cecilia Ojeda Avellaneda and Professor Rafael Barragán, director of the Master in Semiotics.

29 Discussion Tables / Simultaneous Rooms

<b>TOPIC HIGHLIGHTS</b>	
Existential semiotics in the humanities	Semiotics of the new languages
Semiotics, decoloniality and ethnography	Semiotic epistemologies
Semiotics, marketing, and advertising	Semiotics and social movements
Semiotics and memory	Semiotics and emerging scenarios
Semiotics, biology and natural environments	Narratives, semiotics, and cinema
Semiotics and performative arts	Semiotics and cinema
Semiotics of virtualized otherness	Semiotics and education
Semiotics, cognition, and creation	Semiotics, performative arts, and feminism
Semiotics of virtualized otherness	Semiotics, violence, and powers
Methodology and complexity	Semiotics, existences, and sonorities
Revitalizing Bakhtin	Semiotics and academic discourses
Multimodality and education	The invisible sign

## SENIOR SEMIOTICS TALKS

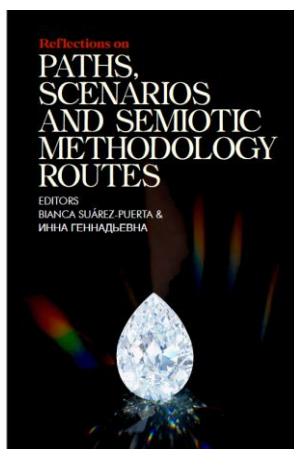
### *Key note speakers*

<p><b>Carey Jewitt</b></p> 	<p><b>Charles Forceville</b></p> 
<p><b>Göran Sonesson</b></p> 	<p><b>Kristian Bankov</b></p> 
<p><b>Jacques Fontanille</b></p> 	<p><b>Theo Jacob van Leeuwen</b></p> 

The meetings around the strongest developments in contemporary Semiotics were characterized by a collective learning process that emphasized group and collaborative efforts between senior and junior researchers, transversally interested in the explanation of socio-communicative reality in all its dimensions and expressions. Horizons were sketched out characterized by a transdisciplinary approach to semiotic studies, in order to configure a research programme that places at the centre the need to reflect on semiosis and its inescapable links with culture, society, nature, technologies and communication, as central elements of the processes of organization and development of life.



This international event gave way to an understanding of knowledge as a social construct, anchored in interaction, cooperation and permanent evaluation among those of us who meet around the study of language and the ways of creating meaning. The meeting was characterized by heterogeneity of spatial-temporal origin and epistemic positions, which involved a continuous process of negotiation of meanings and recognition of contexts, in order to connect learnings, interactions and cooperation among the participants. The meeting culminated with the publication of a compilation of the most outstanding interventions of the participants, coordinated by Dr. Bianca Suárez and Dr. Inna Merkoulouva.



## 2. International and national congresses in Latin America

Name	Date	Location
<b>IX Latin American Congress on Semiotics. Semiótica visual: perspectivas latinoamericanas.</b>	<b>6 - 9 February, 2019</b>	<b>Zacatecas, México</b> <b>Led by: University of Zacatecas</b>
International Seminar: Ciudad, imaginarios y narrativas	11 -12 June, 2019	Lima, Perú Led by: University of Lima and Cátedra UNESCO
XI International Chilean Congress on Semiotics. Semiótica e Identidades en un mundo polidialógico transterritorial.	4 – 6 September, 2019	Santiago de Chile, Chile Led by: Universidad de Chile
<b>XIV World Congress on Semiotics. Trayectorias</b>	<b>9 – 13 September 2019</b>	<b>Buenos Aires, Argentina</b> <b>Led by: University of Buenos Aires</b>
Virtual meeting: “Caminos de la Semiótica en Brasil y América Latina”	Weekly meetings 2019-2020	Sao Paulo, Brazil Led by: Universidad de Sao Paulo
International meeting: Tránsitos hacia la reconciliación y III Jornadas Internacionales Educación, Lenguaje y Literatura	16 -18 October, 2020	Medellín, Colombia Led by: UNAULA and REDSEMA

International Colloquium: Espacios y emociones: tránsitos, territorializaciones y fronteras en América Latina	22 – October, 2020	Buenos Aires, Argentina Led by: Universidad Católica de Argentina
<b>X Latin American Congress on Semiotics. Semiótica del futuro. Futuro de la Semiótica.</b>	<b>2 – 5 July, 2024</b>	<b>Sao Paulo, Brazil Led by: Universidad de Sao Paulo</b>

### 3. Latin American Network of Young Researchers in Semiotic Studies

The Latin American Network of Young Researchers in Semiotic Studies was created on 2023, with the aim of reflecting on social and cultural phenomena in the continent, through a structure that allows the interaction of academics in an interdisciplinary relationship, favoring local knowledge to create innovative ways of addressing regional and global realities. The main objective is to consolidate the participation of young Latin American researchers in the World Congress in Warsaw 2024. During 2023, the research network was consolidated and the organizational structure was defined.

#### Members of the network

**Argentina:** Baal Delupi (coordinador), Paula Robledo e Ignacio Jairala (Universidad Nacional de Córdoba); Emiliano Vargas (Universidad de Urbino) and Maximiliano de la Puente (Universidad de Buenos Aires).

**Brazil:** Dr. Roberto Chiachiri (coordinador), Fabiana Jacopucci, Adriana Cristina Alves do Amaral, Louis Edoa (Universidade Metodista de São Paulo).

**Colombia:** Luis Ospina (coordinador), Sergio Rodríguez and Sindy Moya (Universidad Javeriana); Juan Ruiz Celis, Camilo Rodríguez y Edna Guerrero (Universidad Nacional de Colombia)

**Chile:** Darla Inai Segovia (Universidad Austral de Chile)

**Ecuador:** Mónica Santillán (coordinadora), Diego Fernando Bravo and Ángel Rea (Universidad de las Fuerzas Armadas - ESPE)

#### *Special Interest Group (SIG)*

#### *16th World Congress of the IASS-AIS 'Signs and Realities*

#### *Panel: 'Multiples panoramas of Latin American Semiotics'*

The aim of this SIG, around the panel 'Multiple Perspectives of Latin American Semiotics', accepted by the Scientific Committee of the XVI World Congress of Semiotics, is to create and establish a fruitful collaboration, through two nuclear moments: one, of a formative nature through constructive debate, where the members of the group have been elaborating the abstracts for the panel since 2023, rehearsing the presentations for the Congress and creating an academic document; and, a second moment, of epistemic consolidation that will allow the creation of a high-level publication, useful for all semioticians and scholars of language in Latin America and the world.

The Group is composed of young PhDs and doctoral students in dialogue with senior researchers. Collaborative work has been carried out by addressing diverse epistemic positions, increasing critical awareness of the interdisciplinarity of our work, and recognising and identifying the needs and interests of academic work in the region. The search has led to the appropriation of a plural and shared scientific language, in order to achieve a solid basis for scientific development and mutual understanding.

### **Products**

1. Selection of topics.
2. Preparation of the abstract.
3. Formulation and approval of the panel.
4. Creation of an academic document.
5. Publication.

Also, the working team is expanded with the inclusion of senior researchers, representatives from different Latin American countries; the group has twenty (20) members. After the Warsaw Congress, it is expected to continue with collective meetings to design and produce the book with the joint work material.

## **4. Latin American Publications**

### **4.1. DeSignis-FELS journal – Serie Intersecciones (2019-2024)**

**Volume 31:** Populismo(s). Intersecciones en las Ciencias Sociales

**Volume 32:** Volver a la Moda... en la Web

**Volume 33:** Intersecciones en el discurso político

**Volume 34:** Culturas del transporte en América Latina.

**Volume 35:** Semióticas cognitivas: nuevos paradigmas

**Volume 36:** Semiosis y feminismos. Teorías feministas y del discurso

**Volume 37:** Mediatizaciones

**Volume 38:** Crítica del arte contemporáneo

**Volume 39:** Archivo y memoria

**Volume 40:** Mediterráneo. Intersecciones simbólicas

## 4.2. Actas del 14° Congreso Mundial de Semiótica IASS/AIS (2019)

**Volume 1:** Trayectorias y teorías

**Volume 2:** Alteridades, identidades

**Volume 3:** Escrituras e historias

**Volume 4:** Artes y lenguajes

**Volume 5:** Comunicación mediática, publicidad y digitalidades

**Volume 6:** Espacialidades y ritualizaciones

**Volume 7:** Palabras públicas

**Volume 8:** Conferencias plenarias

## 4.3. Publications result from “IX Latin American Congress on Semiotics. Semiótica visual: perspectivas latinoamericanas”





#### 4.4. Featured publications

Andacht, F. (2024). *Signos del imaginario cotidiano. Guía para interpretar nuestra vida mediática*. Paidós.

Caro, A. (2023). *Semiocapitalismo - De la mercancía al signo-mercancía*. SB.

Fernández, J.L (2023). *Una mecánica metodológica: para el análisis de las mediatizaciones*. LCRJ, La Crujía.

Flores, R. (2023). *Magia publicitaria, semiótica de la eficacia simbólica*. Lexia.

Finol, J.E. (2021). *On the Corposphere. Anthroposemiotics of the Body*. De Gruyter.

García, M. (coord.) (2024). *Pensamiento y creación en el arte contemporáneo*. Lambda ed.

Paz Gago, J. M. (2022). *La máquina de la eternidad. José Sellier, el primer cinematografista*. Hércules De Ediciones.

Pardo, N. y Moreno, L. (2022). *Memorias en el posacuerdo colombiano: Narrativas-relatos para construir paz*. UNAL.

Parra, E., Meza, S. y Guajardo, G. (2023). *Semiótica en Chile. Cartografías de las investigaciones semióticas entre 1990-2015*. SB.

Pérez, C. (2024). *¿Existen límites al consumo? De las transacciones comerciales a la circulación de significado*. SB Editorial.

Rubina, C. y Zanelli, C. (eds.) (2024). *"Sobre la vida de los antiguos hombres de este pueblo llamado Huarochiri": Voces, seres y lugares del Manuscrito*. Fondo Editorial de la PUCP.

Quezada Macchiavello, O. (2022). *Ensayos Semioticos: Teoria, Mito, Literatura*. Docuprint.

Scolari, C. (2024). *Sobre la evolución de los medios. Emergencia, adaptación y supervivencia*. Ampersand.

Teixeira, L. y Pessoa de Barros, D. (org.) 2023. *O discurso das mídias digitais: funcionamento e circulação*. Líquido Editorial.

Urueña, J. y Mangieri, R. (ed.) (2023). *Las artes del cuerpo como celebración de la vida y el encuentro*. Universidad del Rosario.

Vásquez-Rocca, L., Manghi, D y Pérez-Arredondo, C. (eds.) (2024). *Miradas latinoamericanas sobre multimodalidad. Trayectorias, análisis y metodologías*. RiL Editores.

#### 4.5. Future publications

Journal Cruzeiro Semiotico – FELS / USP – Second period