

Cognitive Semiotics

Overview

The two main interdisciplinary initiatives of the 20th century were, on the one hand, cognitive science, and, on the other hand, semiotics, both involving the participation of linguistics. Although both initiatives have had a lot to contribute to the human and social sciences, they each have their strong and their weak sides, semiotics gaining notably the upper hand in the elaboration of theoretic constructs, and cognitive science offer better empirical methods of investigation. The course introduces cognitive semiotics (CS) as a field in which insights, theories, methods and findings from semiotics, linguistics and cognitive science are brought together in investigations of the multifaceted concept of meaning. Basic concepts such as sign, meaning, communication, mind, culture, iconicity, indexicality, normativity, lifeworld, evolution, development etc. are exemplified by, above all, language, gesture, images and culture. The perspective of the course is based on comparison and reasoning. The course has four themes:

- (1) introducing CS and providing a general overview of major concepts, methods and fields of inquiry, in particular the combined use of phenomenological analysis and laboratory experiments;
- (2) human bio-cultural evolution, focusing on what allowed unique characteristics in the animal kingdom, cumulative cultural evolution, and eventually language, pictures, and other complex semiotic resources;
- (3) semiotic development, focusing on the parallel development of speech and gesture, as well as the mostly alternative development of pictorial meaning;
- (4) Iconicity, manifested both in pictures, gestures, and other visual means of communication, which has been hotly debated in semiotics, and in phenomena of linguistic semantics such as “sound symbolism” that have remained controversial, and where the cognitive-semiotic approach can offer new insights.

The Course provides

- Insight into the specificity of Cognitive Semiotics and its background in the traditions of semiotics, linguistics and cognitive science.
- An account of basic ideas within Cognitive semiotics applied to language, images and gestures
- Information about first person methods (e.g. intuition), second person methods (e.g. empathy) and third person methods (e.g. experiments) of cognitive semiotics
- The possibility orally and in writing to discuss and problematize the literature dealing with different areas of application in Cognitive Semiotics
- Comparison of different orientations within cognitive semiotics, classical semiotics, and cognitive science with regard to basic ideas of meaning, mind and communication
- Comparison of different approaches within cognitive semiotics, classical semiotics, and cognitive science in terms of their basic ideas about the importance of awareness and communication.

Date	11 – 15 February 2019
Location	The Gandhigram Rural Institute (Deemed to be University), Gandhigram – 624 302, Dindigul District, Tamil Nadu, India.
Who Should Attend	This is an interdisciplinary course open for Faculty members Researcher Scholars and students interested in Language teaching, Literature, Media Studies, Journalism, Psychology and other related fields.
How to Register	<u><i>Step-1: One time Web Portal Registration at GIAN</i></u> Participants have to visit http://www.iitkgp.ac.in/GREGN/index for One-Time Online Registration (Fee - Rs. 500/- Rupees Five Hundred only). A copy of the filled-in registered form should be forwarded to the Course Coordinator. <u><i>Step 2: Course Registration</i></u> The Course registration form can be downloaded from www.ruraluniv.ac.in . Participants are requested to fill the Course registration form and send it to the Course Coordinator along with the Course Registration Fee.
Course Fee	Participants from abroad: US \$500/- Industry / Research Organisations: Rs.5000/- Academics Rs.2,000/- Research Scholars / Students : Rs.500/- The above fee includes instructional materials only. The participants will be provided with accommodation on payment basis.
Sessions	Contents
1	Foundations of Cognitive Semiotics in the dual traditions of Semiotics and Cognitive Science The semiotic hierarchy: life, consciousness, culture,
2	Basic concepts and methods of Cognitive Semiotics: Signs, proto-signs, affordances and other meanings Methodology: The phenomenological method and the laboratory experiment.
3	The phenomenological method Peircean and Husserlean phenomenology
4	Iconicity, indexicality, symbolicity and the sign function. Critique of the iconicity critique
5	Pictoriality as a specific kind of iconicity Pictorial evolution and development
6	Psychological and semiotic experiments in pictorial development The picture signs compared to scale models, mirror images, and imitation.
7	Primary and secondary iconic signs Differences between the picture and the verbal sign
8	The acts of translation and transference Interaction between pictorial and other signs (so-called multimodality)
9	Semiotics of culture and the encounter with the Other Theory of empathy
10	The challenges of evolutionary theory Semiotics of cultural evolution
11	DISCUSSION AND EXAMINATION

Course Co-ordinator

Dr.T.Anantha Vijayah

Phone: 94 88 25 14 00

E-mail: tavijay6@gmail.com

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The Faculty



Dr. Göran Sonesson

Professor of Semiotics
Director of the Department of Semiotics
Centre for language and literature
Lund University,
President of the International Association for Visual Semiotics,
Director of Centre for cognitive semiotics

Dr. Göran Sonesson is currently a Full Professor of Semiotics and Head of the Department of Cognitive Semiotics at Lund University, Sweden. He has a Ph.D. in General Linguistics from Lund University, as well as a doctorate in semiotics from École des Hautes Études en Sciences Sociales, in Paris. Between 1978 and 1981, he was a member of the Groupe de recherchesémio-linguistiques in Paris, and, between 1981 and 1982, was a post-doc at the Centro de Estudios Mayas in Mexico City. Since 1983, he has been employed at Lund university teaching and realising research projects in semiotics, notably in pictorial semiotics. He was a founding member of the International Association for Visual Semiotics (IAVS/AISV) in 1989, of which he is currently the president, and of the International Association for Cognitive Semiotics (IACS) in 2014, for which he co-organized the first conference in Lund the same year. He is the author of the entries on, notably, visual and pictorial semiotics and iconicity in the OxfordEncyclopaedia of Semiotics(1996) and in the Third edition of the Mouton/de Gruyter Encyclopedic dictionary of semiotics (2010), as well in the de GruyterHandbook ofVisual communication (2014) and the SpringerInternational Handbook of Semiotics (2015). In addition to the monograph Pictorial concepts (Lund University Press 1989) and a text book in Swedish (1992), he has written numerous papers in different anthologies and proceedings, and in journals such as Actessémiotiques, Amercian Journal of Semiotic Studies, Cognitive Development, Cognitive Semiotics, Culture & Psychology, Degrés, Intellectica, Protée, RS/SI, Semiotica, Signata, Signs and Society, Sign System Studies, VISIO, etc. In recent decades, Sonesson has also been much concerned with the semiotics of culture, most recently by adding an evolutionary dimension, as seen in the book Human Lifeworlds. The Cognitive Semiotics of Culture, which he has edited and co-written (Peter Lang 2016). Already in his early work, Sonesson was much concerned to integrate semiotics with other disciplines, which is why cognitive semiotics, as recently conceived in several research centres (notably in Århus, Lund and Case Western University) is to him just the customary why of doing semiotics. The development has, nevertheless, prompted him in this last decade to write many papers concerned the methods and theories of cognitive semiotics, and to realise a number of experimental studies with children and apes. He has taught the introductory course to cognitive semiotics at Lund University, as well as the Marie Curie University in Lublin (Poland) for the last fiveyears. He has also taught it once in Mexico City and once in Limoges (France).



Dr. T. Anantha Vijayah is currently working as Assistant Professor of English. He was an Erasmus Mundus visiting Professor to University College, Dublin. He had presented papers on indigenous epistemology at various international conferences and seminars in India and abroad. He had earlier worked as journalist. He had a paper published in Fourth World Journal published from Washington DC.