



1st International Conference of Asian Semiotics

A Transdisciplinary Imagination of Asian Cultural Studies

Rooting Asian Semiotics

Date&Time

14th October 2022

13:00-19:00

15th October 2022

10:00-19:00

(East Asian Time, Seoul)

Venue

Media Hall 602 &

Media Hall 412 (Cinema Trap)

14th October 2022 13:00 - 19:00

Media Hall 602

Plenary Lecture 1

Signs in Asia : An invitation to a study

Session I

- Time in Indian Conceptualisation of Space and Memory
- Maitreya is a Buddha, Bodhisattva, or God of Wealth? A Semiotic Approach to Contemporary Vietnamese Culture
- Semiotic Interpretation of Socio-cultural and Artistic Reflections of The Süleymaniye Mosque
- The Avatar Face

Session II

- Newtrospection: Decolonizing Techno-Orientalism through Reappropriative Aesthetics
- Interpretation, experience and interaction: Semiotic modes of the commercial narrative in Star Wars Universe
- A Study on English Translation of Chuanxilu from the Perspective of Cultural Semiotics
- Analysis of Yahya Kemal's poem titled EID NORNING IN SULEYMANIYET with structural semiotics
- The political semiotics

15th October 2022 10:00 - 19:00

Media Hall 412 Cinema Trap

Plenary Lecture 2

The Portrait and the Landscape : A Semiotic Cultural Comparison of the European and Asian Meaning of Singularity

Session III

- Is the *Characteristica sinica* a universal semiotics?
- Confucius the untouchable : On the semiotics of historization
- Brillat-Savarin's <Physiologie du Goût> as a Pioneer of Culinary Semiotics - an overview for historiographic observation -
- Place, cultural selves, narratives : Towards maps of meaning in 'leodo'
- The Screen-Ego

Session IV

- Rebirth of the Past in Lotman's Cultural Semiotics: From Repetitive Regeneration to Creative Revival
- The First Teacher: A Case of Intersemiotic Translation. When Chingiz Aitmatov's short story becomes Andrei Konchalovsky's film
- Des valeurs-en-transition: le point de vue culturel
- Covid as a "total theoretical fact"
- The fashion as a form of life: Some epistemological elements for the new fashion semiotics
- Semiotic Renovation of Liberal Education in East Asia
- Corporate Communication: Metasemiotic Expertise and the Framing of Participatory Encounters

Organized by

Center for Applied Cultural Sciences at Korea University, Semiosis Research Center at Hankyul University of Foreign Studies, Sungkyul University, Asian Semiotics International Association(ASIA)

Participation

Department of Linguistics at Korea University, BK21 FOUR R&E Center for Media & Communication, Korean Society of Semiotic Studies, International Association of Semiotic Studies(IASS)