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last dimension; the world of meaning and its significance, with a focus on the digital age. I discuss how semiotic resources structure thought and reality and examine the changes which have taken place in the semiotic landscape through digital technology (O'Halloran, 2014). In doing so, I conceptualise the digital age as a oneway mirror and discuss the implications for the future.

References

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Bionote

Chair Professor and Head of the Department of Communication and Media, University of Liverpool, United Kingdom.

Clotilde Perez

Semiotics of Fashion: between mimeticism, creativity and adaptation

This reflection is the result of the theoretical and empirical research carried out on fashion consumption and the experience in the training of professionals and researchers in fashion, based on the dialogue between semiotics, anthropology, and consumption. At the present, the emphasis is on trying to understand fashion from the point of view of the consumer's daily practices, focused on the rituals of use and seeking to account for its dynamic conditioning factors of secondness; an evolution of the previous reflection in Perez & Pompeu (2020). There are studies that understand fashion as a sign, with an emphasis on firstness. Still, others privilege its symbolic/interpreting character, centered on effects, on thirdness. What we seek here is to link fashion and the rituals of consumption that give it meaning. To do this, we make use of a broad and interdisciplinary theoretical framework and empirical research in the social networks of fashion brands that encourage the production of consumer content, starting from the pieces (clothes and accessories) acquired, having as a unifying point a conception of fashion based on its semiotic character.

Rionote

Full professor of Semiotics at the Universidade de São Paulo–USP. Vice-president of the Latin American Federation of Semiotics (FELS) and editor of the journal *Signos do Consumo*. Founder of Casa Semio and leader of the GESC3 research group.

Isabella Pezzini

Trajectories of Identity, Difference, Otherness

In this lecture, I propose to reflect on the declinations of the conceptual pair of identity/difference. Placed in semiotics at the basis of the apperception of meaning since Saussure and hypostatized by the critics of structuralism as the dualistic and static theoretical vision, it was instead interpreted in a dynamic way, as the core of transformation, by Greimas, primarily through the semiotic square. In the semiotics of culture of J. M. Lotman, moreover, difference, understood as emerging diversity was conceived as a fundamental resource both for self-identification and for cultural evolution. Paul Ricoeur's idea of narrative identity also dynamically incorporates otherness. Yet, in the contemporary world, dominated by a marketing-oriented vision and by the spectre of loss of identity, the latter is made to coincide, in the most diverse fields, with the exclusivity of difference, which places the other not only as a competitor but as an enemy, returning to a mythical, oppositional vision of Us and Them, Ours and Others. Hence the danger of degeneration of the concept of identity, which is less and less seen as dynamic and instead is established as a 'fortress', in an obsession with the 'logo' that is sometimes obtusely an end in itself.

Bionote

Full Professor of Philosophy and Theory of languages at the Sapienza University of Rome, where she teaches semiotics. President of FeDroS (Féderation romane de Sémiotique). Her research concerns general semiotics and semiotics of culture in relation to the theories of languages, philosophy, and aesthetics. Recently, she edited: *Usi e piaceri del turismo* (with l. Virgolin) (Rome, 2020), *Dallo spazio alla città*. *Letture e fondamenti di semiotica urbana* (with R. Finocchi) (Milan-Udine, 2010) and *La moda fra senso e cambiamento* (with B. Terracciano, Milan-Udine, 2020).