

Symposium for Founding the Asian Semiotics International Association (ASIA)

# A New Imaginary of Asia : Towards an Identity for Asian Semiotics

Date and Time: 27 November 2021; 1 pm – 7 pm (East Asian Time, Seoul)

Conference Venue: Korea University, Seoul, Korea

Modality: Virtual, via Zoom (ID: 895 1271 4694, PW: 2p}W2g+C8y)

<https://korea-ac-kr.zoom.us/j/89512714694?pwd=WjNPU0p5bjJURHpTelB4ckJBd2w0UT09>

<https://korea-ac-kr.zoom.us/j/89512714694?pwd=WjNPU0p5bjJURHpTelB4ckJBd2w0UT09>

## Program

### 1. Opening Session & Plenary Lecture

· Moderator: Kyung-Ran KOH (Professor, Hankuk University of Foreign Studies)

13:05-13:15 **Opening Address**

· Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

13:15-13:25 **Celebrating Message**

· Yong-Ho CHOI (Professor, Hankuk University of Foreign Studies & President of the Korean Association for Semiotic Studies)  
· Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS)

13:25-13:50 **Plenary Lecture**

**Introducing an Asian Semiotic Initiative: History and a New Perspective**

· Prof. Hidetaka ISHIDA (Professor, University of Tokyo)

13:50-14:00 **Discussion and Q&A**

### 2. Main Session I: The Voices of Asian Semioticians

· Moderator: Il-Woo PARK (Professor Emeritus, University of Kaemyung & Invited Professor, Korea University)

14:00-14:15 **Cultural Signs and Asian Community**

· Jie ZHANG (Professor, Nanjing Normal University, China) & Yongxiang WANG (Professor, Ph.D. Supervisor, and Dean at School of Foreign Languages & Cultures, Nanjing Normal University, China)

14:15-14:30 **How to Steer Clear of the Essentialist Trap in the So-called Intercultural Communication: A Lesson from Semiotics**

· Hongbing YU (Professor, Ryerson University)

14:30-14:45 **Transaxiological Practices: Interchangeable Values in Becoming**

· Reza SHAIRI (Professor, University of the Tarbiat Modares, Iran) & Reza REZAEI (Professor of linguistics at Yasouj University, Iran)

14:45-15:00 **Discussion and Q&A**

· Discussant: Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS), Sung Do KIM (Professor, Korea University)

15:00-15:15 **Semiotic Agenda for Asian Culinary Discourse**

· Yo-song PARK (Professor, Jeju National University, Korea)

15:15-15:30 **A Century of Semiotics: The Role and Reality of Semiotics in the Post-colonial Vietnam**

· Dinh Hong Hai & Trinh Ba Dinh (Ph.D., Professor, National University, Hanoi, Vietnam)

15:30-15:40 **Discussion and Q&A**

· Discussant: Kyung-Ran KOH (Professor, Hankuk University of Foreign Studies), Yongxiang WANG (Professor, Ph.D. Supervisor, and Dean at School of Foreign Languages & Cultures, Nanjing Normal University, China)

15:40-15:55 **Semiotic Horizons of Indian Cultures**

· Seema KHANWALKAR (Professor, CEPT University, Ahmedabad, India)

15:55-16:10 **Place in Imagination: Person, Place, and Narrating Selfhood**

· Yunhee LEE (Professor, Hankuk University of Foreign Studies)

16:10-16:25 **Discussion and Q&A**

· Discussant: Prof. Reza REZAEI (Yasouj University, Iran), Prof. Inna MERKOULOVA (State Academic University for the Humanities - GAUGN, Moscow, Russia)

16:25-16:45 **Pause**

### 3. Main Session II: The Voices of European Semioticians and Human Scientists

· Moderator: Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

16:45-16:00 **The Oriental Abduction: A Short Semiotic History of the Serendipity**

· Massimo LEONE (Professor, University of Torino, Italy & Editor-in-Chief of Semiotica)

17:00-17:15 **The Covid as a Semiotical Disease: Language, Media, Behaviors, Rituals, and Relations**

· Pascal LARDELLIER (Professor, University of Burgundy, France)

17:15-17:25 **Discussion and Q&A**

· Discussant: Prof. Yong-Ho CHOI, Seema KHANWALKAR (Professor, CEPT University, Ahmedabad, India)

17:25-17:40 **Semiotics of Culture and Ethics of the Literary Beauty**

· Inna MERKOULOVA (State Academic University for the Humanities - GAUGN, Moscow, Russia):

17:40-17:55 **Fashion grammars: Visual Semiotics and New Fashion**

· José Maria PAZ GAGO (Professor, University of La Coruna, Spain)

17:55-18:10 **Interactive Annunciation in Digital Culture**

· Kristian BANKOV (Professor, New Bulgarian University and University of Sichuan in China; Secretary General of the IASS)

18:10-18:20 **Discussion and Q&A**

· Discussant: Il-Woo PARK (Professor Emeritus, University of Kaemyung & Invited Professor, Korea University), Yo-Sung PARK (Professor, Jeju National University, Korea)

18:20-18:30 **Pause**

### 4. Final session: Round Table & Concluding Remarks

· Moderator: Hongbing YU (Professor, Ryerson University):

18:30-18:40 **Some Introductory Notes about a New Imaginary of Asian Semiotics**

· Sung Do KIM (Professor, Korea University & Vice-President of the IASS)

18:40-19:40 **Round Table**

**Towards a New Identity for Asian Semiotics: Why an Asian Semiotics? What is an Asian Semiotics? How to Construct It?**

· Panelists: Prof. Ishida, Prof. Wang, Prof. Dinh, Prof. Park, Prof. Shairi, Prof. V.Dogan Gunay, Prof. Leone, Prof. Lardellier, Prof. Merkoulouva, Prof. Bankov & All speakers and discussants

Organized by Center for Applied Cultural Sciences, Korea University; Faculty of Liberal Arts, Korea University

Participation: Korean Society of Semiotic Studies, International Association for Semiotic Studies

Sponsored by Korea University