



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)**Organized by** Center for Applied Cultural Sciences at Korea University  
Semiosis Research Center at Hankuk 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)

## 14th October 2022

## Media Hall 602

### Opening Session & Plenary Lecture

Moderator: Mikyung AHN (Hankuk University of Foreign Studies)

**13:00-13:20 Opening Address**

Sung Do KIM (Prof. Korea University, President of the ASIA)

**Celebrating Message**

Jong-Seok SOH (Director of Semiosis Research Center, Hankuk University of Foreign Studies)

Kyung Hyun MIN (Prof. &amp; Director of the Center for Applied Cultural Sciences, Korea University)

Kristian BANKOV (Prof. New Bulgarian University, Bulgaria, Secretary General of IASS)

**13:20-14:00 Plenary Lecture 1**

Signs in Asia : An invitation to a study

Hidetaka ISHIDA (Prof. University of Tokyo, Japan, The Honorary President of the ASIA)

**Main Session I**

Moderator: Kim James Chaepil (Sungkyul University)

**14:00-14:30 Special Lecture**

Time in Indian Conceptualisation of Space and Memory

Prof. Seema KHANWALKAR (CEPT University, India)

**14:30-14:50 Discussion and Q&A**

Moderator: Prof. Sung do KIM (Korea University)

**14:50-15:10 Maitreya is a Buddha, Bodhisattva, or God of Wealth?**

A Semiotic Approach to Contemporary Vietnamese Culture

Prof. Dinh Hong Hai &amp; Prof. Trinh Ba Dinh (Vietnam National University, Hanoi, Vietnam)

**15:10-15:30 Semiotic Interpretation of Socio-cultural and Artistic Reflections of The Süleymaniye Mosque**

Murat Kalelioğlu (Ph.D, Mardin Artuklu University, Türkiye)

Betül Çanakpınar (Ph.D Student, Giresun University, Türkiye)

V.Doğan GÜNAY (Ph.D, Dokuz Eylül University, Türkiye)

**15:30-15:50 The Avatar Face**

Prof. Massimo LEONE (University of Torino, Italy)

**15:50-16:10 Discussion and Q&A**

Prof. Yongcheol KIM (Korea University), Prof. Yunhee LEE (Hankuk University of Foreign Studies)

**16:10-16:30 Pause****Main Session II**

Moderator: Dong Yune KIM (Korea University &amp; Kunkuk University)

**16:30-16:50 Newtrospection: Decolonizing Techno-Orientalism through Reappropriative Aesthetics**

Prof. Haerin SHIN (Korea University)

**16:50-17:10 Interpretation, experience and interaction: Semiotic modes of the commercial narrative in Star Wars Universe**

Prof. Kristian BANKOV (New Bulgarian University, Bulgaria, Secretary General of IASS)

**17:10-17:20 Discussion and Q&A**

Prof. Dong Hoon MA (Korea University), Prof. Joon Hyun JEON (Hansung University)

**17:20-17:40 A Study on English Translation of Chuanxilu from the Perspective of Cultural Semiotics**

Prof. Yongxiang WANG (Nanjing Normal University, China)

Prof. Rong JIANG (Nanjing Normal University, China)

Prof. Miaomiao WANG (Nanjing Normal University, China)

**17:40-18:00 Analysis of Yahya Kemal's poem titled EID MORNING IN SÜLEYMANIYET with structural semiotics**

Prof. Mustafa OZSARI (University of Balikesir, Türkiye)

**18:00-18:20 The political semiotics**

Betül Çanakpınar (Ph.D Student, Giresun University, Türkiye)

Murat Kalelioğlu (Ph.D, Mardin Artuklu University, Türkiye)

V.Doğan GÜNAY (Ph.D, Dokuz Eylül University, Türkiye)

**18:20-18:40 Discussion and Q&A**

Prof. Yanghee LEE (Hankuk University of Foreign Studies)

Prof. Il-Woo PARK (Korea University &amp; Keimyung University)

## 15th October 2022

## Media Hall 412 Cinema Trap

**Main Session III**

Moderator: Haerin Shin (Korea University)

**10:00-10:40 Plenary Lecture 2**

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

Prof. Massimo LEONE (University of Torino, Italy)

**10:40-11:00 Is the *Characteristica sinica* a universal semiotics ?**

Prof. Hidetaka ISHIDA (Prof. University of Tokyo, Japan, The Honorary President of the ASIA)

**11:00-11:20 Confucius the untouchable : On the semiotics of historization**

Prof. Hongbing YU (Toronto Metropolitan University, Canada)

**11:20-11:40 Discussion and Q&A**

Prof. Sung Do KIM (Prof. Korea University, President of the ASIA), Prof. Yo-Song PARK (Jeju National University)

**11:40-12:00 Brillat-Savarin's <Physiologie du Goût> as a Pioneer of Culinary Semiotics - an overview for historiographic observation -**

Prof. Yo-Song PARK (Jeju National University)

**12:00-12:20 Place, cultural selves, narrative: Towards maps of meaning in 'leodo'**

Prof. Yunhee LEE (Hankuk University of Foreign Studies)

**12:20-12:40 The Screen-Ego**

Prof. Yong Ho CHOI (Hankuk University of Foreign Studies)

**12:40-13:00 Discussion and Q&A**

Prof. Jang Gun OH (Mokpo National University), Prof. Minah JEONG (Sungkyul University)

Prof. Byongchang KANG (Hankuk University of Foreign Studies)

**13:00-14:00 Lunch Time****Main Session IV**

Moderator: Jin Young LEE (Korea University)

**14:00-14:20 Rebirth of the Past in Lotman's Cultural Semiotics**

Prof. Soo Hwan KIM (Hankuk University of Foreign Studies)

**14:20-14:40 The First Teacher: A Case of Intersemiotic Translation. When Chingiz Aitmatov's short story becomes Andrei Konchalovsky's film**

Prof. Inna MERKOULOVA (State Academic University for the Humanities, Russia)

Prof. Marina MERKOULOVA (Russian State University for the Humanities, Russia)

**14:40-15:00 Discussion and Q & A:**

Prof. Yong Ho CHOI (Hankuk University of Foreign Studies)

Prof. Olga A.Lavrenova (Russian Academy of Sciences, INION RAN, Russia)

**15:00-15:20 Des valeurs-en-transition: le point de vue culturel**

Prof. Hamid Reza SHAIRI &amp; Prof. Reza REZAEI (Yasouj University, Iran)

**15:20-15:40 Covid as a "total theoretical fact"**

Prof. Pascal LARDELLIER (University of the Burgundy, France)

**15:40-16:00 The fashion as a form of life: Some epistemological elements for the new fashion semiotics**

Prof. José-Maria Paz-Gago (University of la Coruna, Spain)

**16:00-16:20 Discussion and Q & A**

Prof. Dong Yune KIM (Korea University), Prof. Soo Hwan KIM (Hankuk University of Foreign Studies)

**16:20-16:40 Pause****16:40-17:00 Semiotic Renovation of Liberal Education in East Asia**

Prof. Il-Woo PARK (Korea University, Keimyung University)

**17:00-17:20 Corporate Communication: Metasemiotic Expertise and the Framing of Participatory Encounters**

Prof. Kyung-Nan KOH (Hankuk University of Foreign Studies)

**17:20-17:40 Discussion and Q & A**

Prof. Yun Kyung JEON (Sungkyul University), Prof. JeongUng KIM (Baekseok Arts University)

**17:40-17:50 Pause****Final Session V : Round Table and Concluding Remarks** Moderator: Sung-Do KIM (Prof. Korea Univ., President of the ASIA)**17:50-18:50 In search of an Identity of Asian Semiotics**

Penalist : Kristian BANKOV, Yong Ho CHOI, Hong Hai DINH, Dogan GUNAY, Hidetaka ISHIDA, Pascal LARDELLIER, Massimo LEONE, Inna MERKOULOVA, Yo-Song PARK, Khanwalkar SEEMA, Hamid Reza SHAIRI, Yongxiang WANG

**18:50-19:00 Concluding Remarks**