

# **IASS – Congress – Lithuania**

**26-30/06/2017**

Session proposal:

## **Semiotics and consumption: interfaces with image, culture and communication**

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The present session integrates the researches in the area of the semiotics of Charles Peirce, in the interface with the other theories of the communication and the studies of the consumption, privileging the image like emblematic manifestation of the contemporary society. In this sense, the works that dialogue with anthropology, marketing, consumption, advertising and brand studies are privileged. Also integrates the investigations from the semiotic method extracted from the General Theory of Signs and its interfaces with the ethnography and the other the qualitative methods in the digital media and face immersions.