

Title of the session:

East Meets West—A Cross-Cultural Semiotic Landscape

Main concept: This session features a selected array of up-to-date researches on some key cross-cultural semiotic topics from intertextuality to artistic metaphor, from semiotic modeling to language-discourse dichotomy, from space-power problem to Needham Question. The cross-cultural semiotic landscape is gaining more importance in the today's increasingly globalized domain of semiotics, which in turn answers the calls of an ever more globalized world. The interdisciplinary nature of semiotic studies will not be diminished but only strengthened if the cross-cultural dimension is taken into consideration. This is the rationale of the present session.

Jie Zhang

Nanjing Normal University

Treasurer of IASS/AIS

njnubrandon@126.com