

*Chiachiri, Roberto*  
*Persichetti, Simonetta*  
*Santos, Marcelo*  
Faculdade Cásper Líbero, Brasil  
masmoraes@casperlibero.edu.br

## **Image and Social Inclusion**

This session is based on the semiotic concept of the image as social representation. According to this conception, images are thought of as signs that articulate power relations linked to cross-inter-multi-trans-cultural integration and exclusion. That said, our goal is to reflect on the communication processes triggered by images produced by the media, with special attention to the places of speech and silencing, the seen and the not-seen, the stereotypical and the new, and the empowerment and suppression of political, economic, and cultural actors. We welcome the theoretical propositions, but give preference to studies analyzing empirical objects, such as news programs and magazines, radio and TV shows, photographs, films and video, and the multiple expressions of the digital languages. Also welcome are studies guided by the tenets of the many semiotic schools, from Peirce to Group  $\mu$ , from Bakhtin to the tensivity of Claude Zilberberg, or even new propositions, provided they belong to the image/social inclusion interface.

Keywords: Semiotics; Image; communication; cultural integration; culture; cultural exclusion