



《符号与传媒》杂志征稿

《符号与传媒》，是四川大学符号学-传媒学研究所主办的学术刊物，目前由四川大学文学与新闻学院赵毅衡教授任责任主编，每年三月，九月分春秋两期出版。

本着兼容并包，不拘一格的开放性学术理念，本刊努力将符号学方法与理论系统地扩展至新闻传媒研究，文学文化研究，叙述研究，中国文化典籍研究，艺术研究等众多研究领域，拓宽符号学运动的锋面。

本刊所征收的稿件不仅涵盖社会、历史、文化、经济等科学范畴，更着重于将思想的触角延伸至人类科学的各种门类，各种活动。本刊希望通过不同形式的探索，为作为“文科数学”的符号学提供一片广阔的沃土。

思想无疆界。我们相信大作能为符号学的理论与应用提出新的想法，我们衷心期待您的文章。

赵毅衡

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***Signs & Media* Call for Papers**

Signs & Media is a bilingual academic journal, founded in 2008 by the Institute of Semiotics & Media Studies (ISMS), Sichuan University. It dedicates itself to the interdisciplinary research on semiotics and media studies. It is a biannual, published in March and September every year.

Under the executive editorship of Professor Yiheng Zhao, *Signs & Media* endeavors to systematically expand semiotics, which is often properly called “the math for arts”, to all fields of human sciences, covering, notably, cultural studies, art and literature, Chinese cultural heritage, narratology, stylistics, industrial semiotics, and, in particular, new media and their socio-cultural repercussions around the world.

Signs & Media welcomes contributions on a wide range of subjects, so long as they, in a way, help understanding the theoretical foundation and widen the sphere of applicability of semiotics and media studies.

Thoughts have no boundaries. We eagerly look forward to your papers that bring home the infinite possibilities of semiotics!

Yours sincerely

Yiheng Zhao

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