

It's time to share your cross-cultural thinking! Call for Papers from registered Attendees for Semiofest 2014.

As you know, Semiofest 2014 will take place in Shanghai, China on May 23rd and 24th 2014.

Previous conferences in London (2012) and Barcelona (2013) have attracted a huge spread of ideas in semiotics, true to the breadth of the discipline and the eclectic interests of the attendees and presenters. See the mosaic below to get a sense of it. 46 presentations were made across 4 days and they covered all of these areas.



This year continues with the idea of celebrating semiotic thinking in all its variety, but with a cross-cultural slant. The program is given below for reference, to consider for submitting proposals.

Program for Semiofest 2014

Global Meets Local: A Cross-cultural Celebration of Semiotic Thinking

DAY 1 AM: TRENDS IN CULTURE – EXPLORING THE HORIZONS OF CHANGE

This section will look at new techno-social developments such as social media, gaming etc as well as media content and movies... to see how applied semiotics has played a role or has been used to map the change

DAY 1 PM: SUCCESSFUL APPLICATIONS – CLIENT CASE STUDIES

This section opens up the opportunity to share case studies where applied semiotics was used to solve client problems – in marketing, branding, design, product development or communication

DAY 2 AM: LOCAL FLAVOR, SEMIOTIC THINKING AND ASIAN IDENTITY

This section explores the particularities of Asian culture (China / Korea / Japan / SEA / India / South Asia) and the implications of these for applied semiotic thinking

DAY 2 PM: METHODOLOGICAL INNOVATIONS – MOVING THE DISCIPLINE FORWARD

This section invites discussions around the applied semiotics tool box and how it can be added to and developed further

We are now accepting submissions for papers/presentations/panel discussions on the themes and topics outlined above. **Abstracts should be between 200 to 300 words** summarizing the likely content of the paper /

presentation/panel discussion. In addition to the abstract, we would like presenters to answer the following questions briefly.

- a) How would the audience gain in their practice of semiotics by listening to your talk?
- b) What would be the top 3 key take-aways from your talk for them?
- c) In what ways is your work that is being shared, an advancement of applied semiotic thinking?

In order to submit an abstract and for it to be considered, you have to be **registered for attending Semiofest**. Registration will commence by Feb 12th, 2014.

There are three formats in use, in Semiofest. A) Short format presentations between 15-20 min. b) Long format presentations between 30-40 min c) Panel discussions of 30 min. Please indicate in your abstract, which is your preferred format so that we can select and place it into the program accordingly.

We anticipate that we will receive quite a few submissions. If the number of submissions exceeds the number of our available speaking slots, we will need to select what we consider to be the strongest entries.

There will be a place to upload and share full papers; details will be provided in due course. Since Semiofest is about sharing, all participants should be prepared to allow Semiofest to disseminate all materials featured at the Semiofest conference on the Semiofest website and on Semiofest affiliated marketing channels.

The deadline for submissions for this Semiofest 2014 is February 28th, 2014. Please send your proposals to hamsini@semiofest.com or vladimir.djurovic@labbrand.com