

Semiotics of Cultural Heritages, Remembering, Renewing and Restoring

International research project, working plan, for the period of 2013, 2014 and 2015

All can and have to agree that our global world has undergone enormous changes and crises in many aspects. There is a hypothesis that societies undergo three phases: first: **archaic** in which people and communities live still nature-bound life with cyclical time and with mythological worldview and traditions; second: **socio-semiotic** which was the avenue chosen by the Western world in the emergence of modernity, leading to certain stratified social structures, class, industrialization, democratic institutions, enlightenment, humanistic *Bildung* idea, in one word a certain historic development. The third one is **techno-semiotic**, the society under modern electronic and computer technology, with internet, increasing communication, the 'extase' of communication, changing radically the previous structures of social organization.

If this idea is taken seriously, it certainly means that we should not straight ahead reject the cultural traditions and achievements of the past. Some of them should be **preserved** which means that we consider some of them to represent such values which are worth to be believed in still in our techno-period and even to serve as a kind of 'lived-in' models as Claude Lévi-Strauss once said.

That part of our social practices which we find worthwhile to be maintained we can call a **cultural heritage**. Such a heritage can be as to its size and scale of whatsoever nature: it can be an entire living form, culture, it can be a nation, it can be a language almost disappearing (like there can be languages spoken only by one or two persons), it can be a certain behaviour, rite, manner, myth, value, object, genre, fest, any type of material or spiritual culture of any quantity. So any sign and particularly its signified, the idea, or value which it represents.

The research project proposed here would be of global nature in the sense that scholars invited here should each select such a cultural heritage to which he /she feels to be close, in which he/she is competent, and which he/she considers of value to be preserved. Most often in our techno-semiotic phase such traditions are under constant threat of vanishing, getting destroyed or simply forgotten and ignored by our own time and particularly by what we think is future. However, it can also be

simultaneously so that our electronic techno-time can provide us tools hitherto unknown and efficient for its preservation, restauration and renewal. Situation is hence not only 'in the search for time passed' (*A la recherché du temps perdu* à la Marcel Proust) but rather making the chosen heritage a part of living tradition in future. For any such type of conduct or material or spiritual thing as cultural heritage we can also distinguish among four modes of 'being' so to say, to borrow from the theory of existential semiotics, such as it is presented in the recent article in the Oxford Dictionary of Cultural Psychology (ed. by Jaan Valsiner, see Tarasti 2012),

body: how single individuals physically carry the heritage, which kind of corporeal activities it presupposes to be functional

identity: which kind of personality or 'habit' (Ch.S. Peirce) is presumed to be enjoying the heritage, which kind of stable or less stable identity is necessary for its living and survival

social practice: how the heritage is shared by members of a certain community, how it is enacted by given social roles within it, how it exists as a routine, almost unnoticeable practice and tradition, and how it is supported by discourse(s) around it, how it is integrated as a part of social life, which profession, which groups exercise it

values, norms: which kind of more abstract value and norm system it is manifesting, from which kind of epistemic ideas it is originating, is it in harmony or in conflict with dominant belief systems of the society

The project would be funded by the ISI, private Finnish foundations and Foreign Ministry of Finland; its scholars would be invited to a symposia in Finland and elsewhere. Its products would be published as anthologies and monographs as well as articles in English; after every symposium of the project an anthology of its papers will be collected, to which everyone writes an extensive article, and which will be published by some international publishing house. The editorial work, as well as publishing issues, symposium and the management of the entire project would be realized by the office of Prof. Tarasti at International Semiotics Institute at Imatra, and at the University of Helsinki (Department of Musicology).

Director of the Project: **Eero Tarasti**, Professor of Musicology, University of Helsinki; Director of the ISI; President of the IASS/AIS

Individual projects by invited scholars:

Rimantas Astrauskas, Associate Professor of Ethnomusicology at the Lithuanian Academy of Music and Theater: “Semiotics of Cultural Heritage: Lithuanian Experience of Genres, Calendar Fests and Folklore”

Kristian Bankov, Prof., Director of semiotics program at New Bulgarian University, Sofia: “Bulgarian cultural heritages”

Michael Beckerman, Prof. New York City University, “Czech musical traditions”

Majid Behboudi, **Arash Noukeyhani**, PhD students at University of Toronto: “Iranian architects in the multicultural Canada

Tuukka Brunila, MA student of philosophy and semiotics, University of Helsinki
“Philosophy as Heritage: philosophy of reason and traditions”.

Aurea Dominguez, PhD. in Musicology, University of Helsinki, Postdoc. scholar: “The Heritage of bassoon performances of 19th century European art music”

Abhijit Dutta, Writer-Researcher, Singapore and India: “Resistance as cultural heritage: The Role of Memory and Tradition in the Kashmiri Movement”

Christine Esclapez, Professeur, Université d’Aix-Marseille

Said Eslamirad, MA student, Shiraz University: “The Ornaments and Texts in the Walls of Ancient Monuments of Persepolis”

Tristian Evans PhD Scholar at Bangor University, Wales, U.K.: “A Survey of cultural heritage in the music of Wales”

José Enrique Finol, Professor. Maracaibo University: “Anthropo-semiotics of funeral practices »

Tursun Gabitov, Professor, Al-Farabi Kazakh National University, Almaty, “The Ancient Kazakh Culture and Mythology as the Foundation of the Modern Kazakh Culture”

Anuar Galiev, Professor of World Cultures and Civilizations in Kazakh University, Almaty: “Shaman Culture in the Kazakh Context”

Rahilya Geybullaeva, Professor, Head of the Azerbaijani Literature Department Baku Slavic University: "Epic theory and cultural strata: Azerbaijani context"

Angélica Gonzalez, Professor, University of Caracas: "Funeral traditions among Venezuelan aboriginals"

Tero Halonen, PhD scholar, History, University of Helsinki, "Official State Ceremonies in Finland as a cultural heritage"

Sari Helkala-Koivisto, Ph D Scholar of musicology, University of Helsinki, "The Culture of Autist People and its Signs"

Bujar Hoxha, PhD, scholar at The South-East European University, Tetovo, Macedonia : "Identity and Cultural Heritage: Albanian Experience."

Jean-Marie Jacono, Professeur de la Sociologie de Musique, Université de Provence, Aix-Marseille , et **Fethi Salah**, Professeur de musique et musicologie à l'Ecole Normale Supérieure de Kouba à Alger: « Héritages culturels et situations postcoloniales en Algérie et en France »

Holger Kaasik, PhD student, History, University of Helsinki : « Baltic-German culture in Baltic countries, particularly in Estonia »

Katriina Kajannes, Docent in Literature, University of Jyväskylä: "Contemporary Possibilities of Finnish Literature"

Seema Khanwalkar, Professor of Journalism Ahmedabad University: "Indian Folk Culture and its Contemporary Versions"

Pirjo Kukkonen, Professor of Swedish Translation, University of Helsinki: "Det nordiska litterära arvet. Den nordiska dimensionen I översättning: Översättare och översättningar mellan språken i Norden"

Tuomas Kuronen, PhD Hanken, "Athletic clubs and leadership: corporeal culture and radical political change"

Altti Kuusamo, Professor of Art History, Turku University: "Italian Mannerism as Art Historical Heritage"

Andres Könno, PhD Student, Media researcher, Tartu University: "Cultural Heritage as a Discursive Practice: Mapping Estonian Retrospective of the 2000's"

Alexandros Lagopoulos, Professor emeritus, Aristotle University, Thessaloniki, “Ancient Greek Heritage in Urban Structures and Architecture”

Antonio Lai, Professeur, Département de Musique, Université de Paris VIII, « Sardinian Archaic Traditions Living in Contemporaneity »

Bernard Lamizet, Professeur emerite, Université de Lyon Lumière 2, « Le Principes du Journalisme dans la Politique Francaise »

Massimo Leone, Professor of Semiotics and Cultural Semiotics, University of Torino: “Inheriting Religion: the Cultural Semiotics of Devotional Heritage.”

Grisell Macdonel, Doc student at University of Helsinki, “Performance practice of 19th century European classical music, particularly double bass; works of Bottesini in the light of existential semiotics”.

Marko Marila , Doc student at the University of Helsinki: “Archaeology and Cultural Heritages. Elaborating Theoretical Models by the Peircean Semiotics”

Dario Martinelli, Professor of Musicology, Kaunas University of Technology: “Music as Resistance and Politics: song movements in Finland, Lithuania and Italy”

Roberto Mastroianni, Researcher of Semiotics, Aesthetics and Philosophy, University of Torino: “Existential Semiotics, Philosophical Anthropology and Anthroposemiotic”

Jean-Claude Mbarga, Professeur à l’Université de Yaoundé, Cameroun : « The Vestimentary Sign as a Sign of Cameroonian Cultural Heritage »

Ricardo Monteiro, Professor of Semiotics at Universidade Anhembi Morumbi in Sao Paulo : « Semiotic heritage of Native Brazilian Communities »

Lina Navickaite-Martinelli, Doctoral Student, University of Helsinki: “Ludwig v. Beethoven as Heroic Token of Piano Performance Art: Preserving and (Re)interpreting the Musical Canon”

Zeynep Onur, Professor of Architecture, Dean of the Faculty of Architecture, Cankaya University, Ankara, **Tanah Ziya**, Professor, **Onur Ayse Ece**, PhD Student: “Effects of the Republic (1923) and its Reflections in Architectural Tectonics in Turkey: Turkish Modern Architecture Movement”

Vesa Matteo Piludu, PhD Student Religion Studies, University of Helsinki: “The Songs and Rituals of the Bear: an Evergreen Finnish Myth”

Martin Polak, PhD Student at Masaryk University, Brno, Czech Republic: “Czech-Finnish Musical Folklore: Comparative Study”

Niclas Sandström, doctoral student, Education, University of Helsinki: “The transmission of heritages in teaching situations for the youth cultures in a postmodern society”

Lorenzo Santoro, Postdoc scholar, University of Rome, “The Idea of Heroism in Writers d’Annunzio, Hoffmannsthal and Rolland and its Impact on European Identity”

Hamid Reza Shairi, Directeur du Departement du Francais à l’Université Tarbiat Modares, Teheran : « Quand les valeurs existentielles déstabilisent l’énonciation. le cas de la poésie et des miniatures persanes »

Dmitriy Shumilin, PhD Scholar at State Institute of Art History , St. Petersburg: “Russian Spiritual Heritage from fin de siècle to Our Time in the Arts and Philosophy”

Gino Stefani, Stefania Guerra Lisi, emeritus professors, Rome, directors of Globalità di linguaggi Institute and Sinestesiarte project “Italian Baroque arts animated by the semiotic approach of prenatal styles”

Kalliope Stiga, postdoc scholar, Athens University, “Music and Ideology in the Light of the Output of Mikis Theodorakis”

Marjo Suominen, Doc. student at University of Helsinki: “Baroque Opera and its Authentic performance: Work Identity in the Modern Times: the Case of G.Fr. Handel”

Mieczyslaw Tomaszewski , Professor of Music, Cracow Music Academy: “European Music Tradition from Beethoven to Chopin”

Anu Valtonen, Professor of Marketing, Lapland University; **Aki-Mauri Huhtinen**, Professor, Finnish National Defense University: “Techniques of the Body in the Military”

Ifigeneia Vamvakidou, Professor of Early Childhood Education, **Andromachi Solaki, Lazaros Papoutzis**, PhD Students at University of Western Macedonia: “The Representation of Sports in the Visual Material of the 2004 Athens Olympic Games’ Opening Ceremony.”

Elzwieta and Zdzislaw Wasik, Professors at Poznan University “Existential Issues in the Phenomenology of Language”

Wei Quanfeng, Ass. professor in Foreign Languages, Sichuan University :
« Research of Yi Jing from Perspective of Existential Semiotics »

Heidi Wirilander, PhD Student of Museology, University of Jyväskylä: “Cultural Heritage as a Process: Museums, Libraries and Archives as Places of Collective Memory”

Vilmos Voigt, Prof. emeritus, of folklore, Eötvös Lorand University, Budapest :
« The Existential Theory of Hungarian Dance Houses »

Lu Zhenglan, Henry Yiheng Zhao, Professors of Semiotics, University of Sichuan, “The Chinese History and Culture in Contemporary Cinema in China”