

Semiotics of culture and communication

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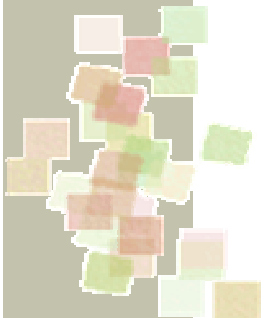
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Institut National des Langues et Civilisations Orientales (INALCO)

Signs, culture and communication

European Master in intercultural communication – Institut des Hautes
Etudes de Bruxelles, Belgium

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Introduction



Peter Stockinger: Sign, sign systems and culture (Paris, 2004)

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([Escom](#)) – Paris

**General
content**

- We will present briefly :**
 - 1. The principal problems to be tackled this week;**
 - 2. The ESCoM web site where all necessary resources for this week can be downloaded;**
 - 3. Previous research projects realized in the context of our courses and available on line;**
 - 4. Research projects to be realized during this week;**
 - 5. Planning of activities and calendar.**



1st topic

- Content and objectives of this seminar -

1st topic

Content and objectives

- ❑ This week is devoted to the general question of **sign and sign systems** in **cultures** and in **intercultural communication**, this means to a **semiotics** of culture and of intercultural communication

- ❑ We will outline this – rather complex – question by the means of four courses (available on line):
 - ✓ **Course I - Signs, sign systems and culture**
 - ✓ **Course II - Understanding culture(s)**
 - ✓ **Course III - Language culture(s)**
 - ✓ **Course IV - Intercultural communication and translation**

1st topic

Content and objectives

Group work:

A concrete contribution from the side of the students is asked for in form of:

- ✓ a **group work** (each group is composed by two students)
- ✓ on a **specific cultural form** and its characteristic sign systems.
- ✓ This group work will be realized under the form of a **research report**
- ✓ which will be **evaluated** by me
- ✓ and **published** on the ESCoM web site (cf. infra).



2d topic

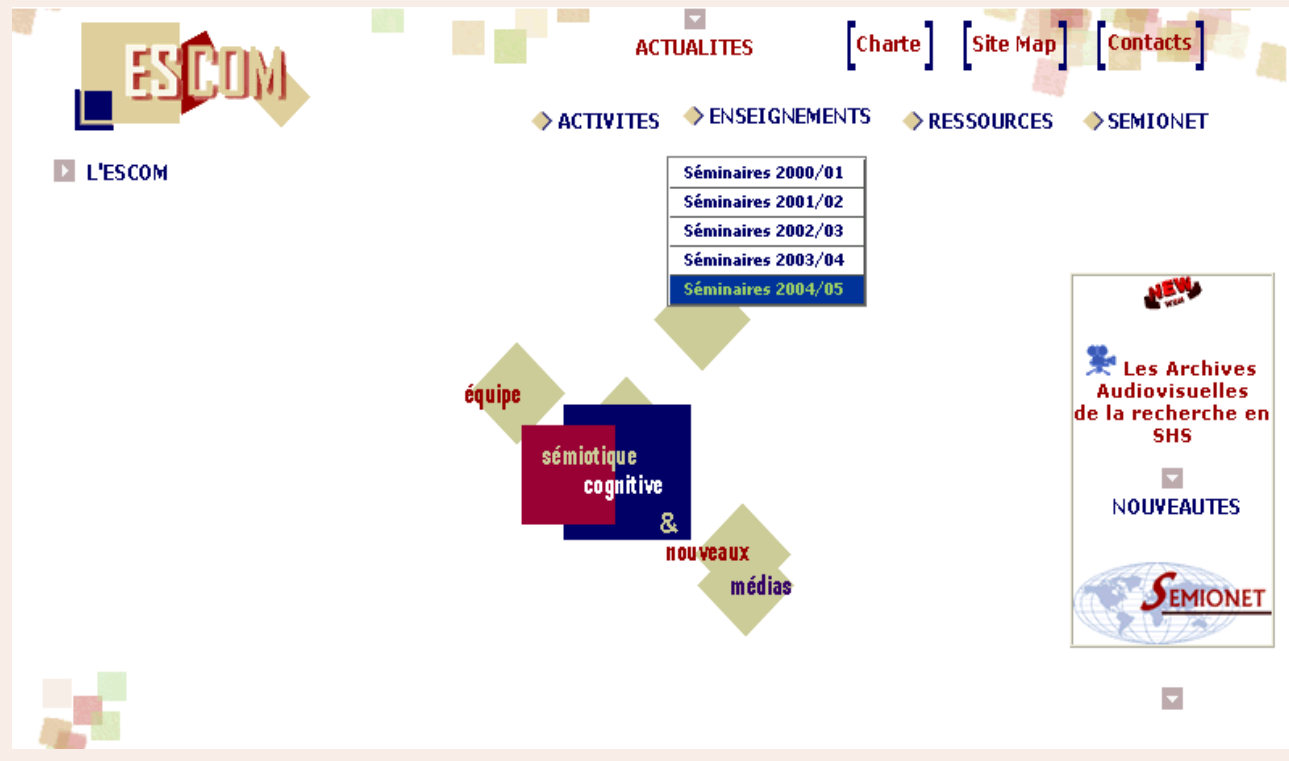
- The ESCoM web site and the web site of this seminar -

2d sujet

ESCoM Web site

❑ ESCoM (Equipe Sémiotique Cognitive et Nouveaux Médias) is a research and development lab in Paris (at the Maison de Sciences de l'Homme) specialised in semiotics and (new) media studies, semiotics of cultures and new information technologies.

❑ The address of the ESCoM web site is: <http://www.semionet.com>



2d sujet

ESCoM Web
site

☐ **The seminar web site: with all available resources on line**

Séminaire 2004/05

◆ SEMIOTICS OF CULTURE:
Sign, conventions and culture

Introduction into the semiotics of cultures as a method for describing and comparing sign systems constitutive for a given cultural form; discussion of the central notions for understanding a specific cultural form; discussion of the notion of "language culture" and of central aspects of translation in the context of intercultural communication

➔ Courses in the European Masters in InterCultural Communication (E.M.I.C.C.) at ICHEC in Brussels, Belgium

- Agenda
- Students
- On line courses
- Research projects on line
- Access to previous EEMIC research projects on line
- Access to other research projects on line in intercultural communication, semiotics of culture and new information technologies

◆
SEMIOTICS OF CULTURE

INSTITUT DES HAUTES
ETUDES COMMERCIALES À
BRUXELLES, BELGIQUE

◆



3rd topic

- Previous projects of students accomplished in this seminar -

3rd sujet
Previous
projects

- ❑ In the framework of the EMIC 2003 – 2004 at the University of Bayreuth:

Two research reports available on line dedicated to the study of a specific cultural form:

- ✓ Leisure culture: the social practice of cinema going (Jelena JEFIMOVA; Kaisa LIPPONEN; Acacio REBELO)
- ✓ Youth culture : The rap culture (Peter JANDOK; Sonja REHER; Valentine ROSSET)

3rd sujet

**Previous
projects**

In the framework of our teaching programme in Paris dedicated to the semiotics of culture and intercultural communication

5 types of on line research projects (in French) since 2001;

- 1) Etudes de formes culturelles spécifiques.**
- 2) Communication interculturelle, culture d'entreprise et management interculturel.**
- 3) Diversités culturelles et globalisation.**
- 4) Etudes comparatives consacrées aux formations en communication interculturelle en France, Europe et dans le monde.**
- 5) Etudes comparatives de la presse internationale.**



4th topic

- Research projects to be realized for this seminar -

3rd sujet
Previous
projects

- This year, once more again,
 1. **groups of two students** will be composed
 2. and invited to chose **one** of the above mentionned **domains**
 3. in order to identify and describe as systematically as possible one **specific cultural form** with its characteristic sign systems
 4. and to realize a **structured research project** wich will be evaluated by me and published on the ESCoM web site.

3rd sujet

Previous
projects

- ❑ List of **eight** selected **cultural domains** :
 1. Cultural forms and typical sign systems in **daily life**:
 2. Cultural forms and typical sign systems of **appearance (fashion)**:
 3. Cultural forms and typical sign systems in **mass media communication**:
 4. Cultural forms and typical sign systems of **"modern" affectivity, partnership and intimate relationship**:
 5. Cultural forms and typical sign systems in **travel and tourism of young people**:
 6. Cultural forms and typical sign systems in **meeting and dealing with people**:
 7. Cultural forms and typical sign systems of **social engagement**:
 8. Cultural forms and typical sign systems in **interpreting the "other"**:

3rd sujet
Previous
projects

Calendar

N°	PHASES/TASKS	DATES
1	Lecture of previous research projects and choice of a specific research domain	28.09. afternoon
2	Lecture of project guide, group discussion and brainstorming and work organisation	28.09. afternoon
3	Inquiry (information collection & exploitation)	29.09. afternoon 30.09. afternoon
4	Presentation of first results	30.09. morning
5	Project realisation, production of report and sending via e-mail the report to P. Stockinger	Till the 30th of october
	Evaluation of the reports by P. Stockinger and publication on the ESCoM web site	Till the 15th of october



5th topic

- Calendar and planning -

3rd sujet

Previous
projects

Lectures:

- ✓ The 28th, 29th and 30th of september: from **9h30 till 12 o'clock**

Group work:

- ✓ The 28th, 29th and 30th of september: from **14 till 17 o'clock**

Research reports and evaluation:

- ✓ Research reports have to be sent in electronic format (word, pdf, powerpoint, ...) till the **30th of october** to Peter Stockinger (stockinger@msh-paris.fr)
- ✓ Research projects will be evaluated and published on the ESCoM web site by Peter Stockinger till the **15th of october**