

# SSA 2024 FINAL PROGRAM SCHEDULE



## The 48th Annual Conference of the SEMIOTIC SOCIETY OF AMERICA October 30 – November 3, 2024 University of Toronto

### Wednesday, October 30, 2024

- 5:00–7:00 pm     **Registration**  
Basilian Common Room (Brennan Hall)
- 7:00–7:30 pm     **Opening Remarks**  
BR200 (Brennan Hall)
- 7:30 pm            **Dinner** (on your own)

### Thursday, October 31, 2024

- 9:00 am            **Keynote:** Jonathan Hope – *Places, and writing them*  
BR200 (Brennan Hall)
- 10:00–10:30 am   **Coffee Break**  
BR200 (Brennan Hall)
- 10:30–12:00 pm   **Concurrent Sessions:**
- Session 1a: Panel 1:** Engaging with the Senses  
TF101 (Teefy Hall)
- Engaging with the Senses: Genres of Space Synesthesia – Organizers: Donna West and Myrdene Anderson
  - Towards causations for the primacy of visual synesthesias – Sean Day
  - Topophilia, nostalgia, retrotopia: From childhood homes to dream houses – Prisca Augustyn
- Session 1b: Panel 2:** Semiotic Paradigms in Communicology  
TF102 (Teefy Hall)
- Agonistic and Ecstatic Chiasm: The Philosophy of Communication and the Communication of Philosophy – Richard L. Lanigan
  - A Semiotic Phenomenology of Forgiveness: Toward an Exploration of Depth and Intimacy in Communicative Connection – Frank Macke
  - Data Have a Subject, and That Subject is You – Garnet C. Butchart
- 12:00–2:00 pm     **Lunch**

2:00–3:30 pm      **Concurrent Sessions:**

**Session 2a: Belief and Reciprocity**

TF101 (Teefy Hall)

- Spirits of Place: Mizimu and Pepo in Zanzibar – Geoffrey Owens
- Can a sign lose its reference? Some notes on the objects in Peirce's semiotics – Priscila Borges
- Meaning as Gift: A Semiotic Analysis – Michael Raposa

**Session 2b: Semiotic Approach to Philosophy**

TF102 (Teefy Hall)

- The Philosopher's Favorite Question – Kathryn Elizabeth Cook
- Antifoundationalistic Objectivity: Procedural and Semiotic Perspective – Martin Macháček
- Searching for the Ideal Laboratory of Semiotics. From the Ancient Ruins of Qualia to a Functional Applied Phaneroscopy – Tiago da Costa E Silva

3:30–4:00 pm      **Coffee Break**

BR200 (Brennan Hall)

4:30–5:30 pm      **Plenary:** Robert Gibbs – *Semiosis as Translation*

BR200 (Brennan Hall)

5:30–7:00 pm      **Welcoming Reception**

BR200 (Brennan Hall)

7:00 pm            **Dinner** (on your own)

7:00–9:00 pm      **Executive Board Meeting**

**Friday, November 1, 2024**

9:00 am            **Plenary:** Terrence Deacon – *Indexical interpretation: the process that construes physical properties as indexical*

BR200 (Brennan Hall)

10:00–10:30 am   **Coffee Break**

BR200 (Brennan Hall)

10:30–12:00 noon **Concurrent Sessions:**

**Session 3a: Urban Places**

TF101 (Teefy Hall)

- The snake skins: forms of life and urban semiotics in the transformation of a colonial abandoned house into a puppet museum in Guadalajara, Jalisco – Cesar Antonio Camacho Gamez
- Varosha, City without Citizens: Critical overview with communication theory of Peirce. – Samaneh Eshraghi Ivvari
- Cities as Dense Networks of Signs – Gila Naveh

**Session 3b: Nature and Semiotics**

TF102 (Teefy Hall)

- The Biosemiotics of War in Ancient China – Daniel Fried
- A Dynamic Systems Perspective on Modeling Natural Systems: Merging Information Theory and Semiotics - W. John Coletta and Josh Cherek
- Biosemiotics and Literature – Peter Lang

12:00–1:30 pm      **Lunch**

1:30–3:30 pm      **Concurrent Sessions:**

**Session 4a: Language/Communication**

TF101 (Teefy Hall)

- Decoding the language of simulated games genres: A semiotic approach – Essien Essien
- The Reconstruction of Language, Consciousness, and Meaning: On the Semiotic Transformation in Merleau-Ponty's Body-Ontology – Haitian Zhou
- Semiotic collapsing as an aspect of communication – Hong Wang
- Place in Proust's Canon: Temporality and Symbolic Resolution – William Melaney

**Session 4b: Pedagogical Genres**

TF102 (Teefy Hall)

- A Nuclear War by any other Name: The Rhetoric of Competitive Policy Debate – Eric Hamm
- Spatial Knowledge in the MultiSemiotics Architecture Framework: "The Invisible Thread That Connects Our Students to Their Culture and Identity" – Tala Karkar-Esperat
- Performance in Space and Place: Accidental and Intentional – Marjorie Kanter

3:30–4:00 pm      **Coffee Break**

BR200 (Brennan Hall)

4:30–5:30 pm      **Sebeok Fellow Award Lecture:** Marcel Danesi – *From Sebeok to AI and Beyond: Semiotics Still Matters, a Lot*

BR200 (Brennan Hall)

6:00 pm            **Social and Entertainment Event:**  
(Location TBD)

7:00–9:30 pm     **Dinner Banquet**  
BR200 (Brennan Hall)

**Saturday, November 2, 2024**

9:00 am            **Plenary:** Farouk Y. Seif – *Genius Loci as Phantasmagorical Signs: Diaspora and Placemaking in the Transmodern World*  
BR200 (Brennan Hall)

10:00–10:30 am   **Coffee Break**  
BR200 (Brennan Hall)

10:30–12:00 pm   **Concurrent Sessions:**

**Session 5a: Ethnicity as Place Affiliation**

TF101 (Teefy Hall)

- Irretrievable Homeland: Chinese New Ink Landscape Artworks – Siying Duan
- Yen Geling as Storyteller: Memory and Amnesia in the Chinese Novel – Mao Chen
- Locality production: Shanghai narrative of Fan Hua – Jun Zeng

**Session 5b: Contextuality of Cultures**

TF102 (Teefy Hall)

- Searching for the Ideal Laboratory of Semiotics. From the Ancient Ruins of Qualia to a Functional Applied Phaneroscopy – Tiago da Costa E Silva
- "A pure mind like mirror" and meaning release: The task of cultural semiotics of jingshen – Zhang Jie and Yao Tingting
- The Symbolisation of Toponyms in Chengdu and its Cultural Influence – Xing Lan

12:00–1:30 pm    **Lunch**

1:30–3:30 pm      **Concurrent Sessions:**

**Session 6a: Society and semiosis**

TF101 (Teefy Hall)

- Bienvenue aux dames, Ladies Welcome. Quebec Taverns and the Semiotics of Women's Bodily Agency – Anne-Marie Rivard
- “Graphic, True and Spicy”: Depictions of sex work from the Montreal Evening Star in 1869 – Alexandra Tigchelaar
- Local Memetica: Three Instances of Genius Loci – Benjamin Bennett-Carpenter
- The symbolic meaning of the “death” in early detective fictions – Shichang Nie

**Session 6b: Music**

TF102 (Teefy Hall)

- Song Analysis and Musical Meaning in the Undergraduate Music Curriculum: Two Vignettes – Michael Baker
- From Storms to Triumphs: The Role and Importance of Percussion in the Late Romantic Symphonic Sublime – Samantha Vivian
- Expressive Doubling in La Lugubre Gondola – Ian Gerg
- The Sounding Locus of Genius: Peirce and Scruton on Metaphorical Understanding of Music – Martin Švantner

3:30–4:00 pm      **Coffee Break**  
BR200 (Brennan Hall)

4:30–5:30 pm      **Presidential Address:** Hongbing Yu – *Placeness: Drifting through and with the Lifeworld*  
BR200 (Brennan Hall)

6:00 pm            **Dinner** (on your own)

**Sunday, November 3, 2024**

9:00–10:30 am    **General Business Meeting**  
TF101 (Teefy Hall)

10:30–12:30 pm   **Concurrent Sessions:**

**Session 7a: Design Semiosis**

TF101 (Teefy Hall)

- Sacred Places in Shinto: A Semiotic Approach to Genius Loci in Japan – Takuya Sakurai
- Parking Lot Semiotics – Allison Peacock
- Cyberspace as space: Falling or rising? – Mingrui Feng
- Ethos, Trance, and Genius Loci: a De-sign Perspective – Maurício S. Neubern

**Session 7b: Navigating in Lived Spaces**

TF102 (Teefy Hall)

- interdependence A socio-comparative analysis of the semiotic of spaces between Kantian and Daoist orientated Philosophy – David Kergel
- Examining how Tanzanian irregular transit migrants create a sense of place in heterotopias of deviance in Durban, South Africa – Shannon Landers
- The narrative of the technopolis: a semiotic perspective on smart cities – Maria Alejandra Madi
- The aesthetics of the film “Urubus” (2021) as an expression of a place in the city – Gilmar Hermes

12:30 pm           **Closing Remarks**  
TF101 (Teefy Hall)

- 1 BRENNAN HALL**  
Room **BR200**  
81 St Mary Street
- 2 TEEFY HALL**  
Rooms **TF101, 102, 103**  
57 Queen's Park Crescent E



*Looking forward to seeing you in Toronto.*

**2024 Program Committee**

- Donna West (Chair) – *State University of New York at Cortland*
- Prisca Augustyn – *Florida Atlantic University*
- Paolo Granata – *St Michael's College, University of Toronto*
- Michael Raposa – *Lehigh University*
- Farouk Y. Seif – *Antioch University Seattle*
- Barbara Young – *Purdue University*
- Hongbing Yu – *Toronto Metropolitan University*