

**CFP: Panel „Medial and Semiotic Transformations in Scientific Practice (Phenomena, Data, Contexts, Results)“**

**The 16th international Congress 2020 of the German Semiotic Association  
“Transformations of Signs and their Objects“ (Chemnitz, 22. bis 26. September 2020)**

To achieve its goals, the German Semiotic Association organizes conferences, colloquia, workshops, courses, lecture series on core areas of its research fields. Moreover, every three years the association organizes an international congress.

Within the 16<sup>th</sup> international congress „Transformations of Signs and their Objects“ (Chemnitz, 22. bis 26. September 2020), the section Media has organized a panel on the topic “Medial and Semiotic Transformations in Scientific Practice (Phenomena, Data, Contexts, Results)” and invite for paper proposals.

**Call for Papers**

This panel focusses on practices of semiotic transformations, the transfer from one semiotic mode to another and from one medium to another, in research processes and scientific communication. It aims at assessing the methodological and epistemological consequences involved in semiotic transformation and intends to explore how semiotic transformation of data, results of research, and other research material impacts and modifies meaning construction.

Semiotic transformations occur during different phases of research processes: during data collection, data preparation, data analysis, and the presentation of results. Transcription of verbal interaction, for example, has been theorized to some extent. However, the presentation of data, or the representation of research findings in oral presentations, journals, and books, in academic discourse and science journalism, requires further semiotic analysis.

Even the interpretation of data entails processes of semiotic transformation: Token-phenomena are allocated to types and thereby related to specific concepts of knowledge; Werner Holly and Ludwig Jäger conceptualized this interpretative practice as transcriptivity and applied it to the analysis of image-text-relations (Holly/Jäger 2011). To tailor methodically generated knowledge to specific audiences and media in reports, articles, and presentations implies a selective integration of signs which have become relevant in the research process; this is, in itself, a semiotic transformation.

The panel seeks to assemble and to discuss explanations of processes of semiotic transformations in research practices of different disciplines and from different perspectives; it also aims at formulating a media-semiotic critique of methods to advance reflection of research practices in different fields. Therefore, it invites contributions not only from

semiotics, yet also, for example, from cognitive science, pedagogy and didactics, media studies, and sociology.

Holly, Werner; Jäger, Ludwig (2011): Transkriptionstheoretische Medienanalyse. Vom Anders-Lesbar-Machen durch intermediale Bezugnahmepraktiken. In: Jan Georg Schneider und Hartmut Stöckl (Hg.): *Medientheorien und Multimodalität. Ein TV-Werbespot - Sieben methodische Beschreibungsansätze*. Köln: Herbert von Halem Verlag, S. 151–168.

### **Information to the congress organization**

The congress will be held between 22. and 26. September 2020 at the Technical University in Chemnitz.

Please send your proposals for papers in German or English (20 minutes) and a short academic CV by email to Mark Dang-Anh ([dang@ids-mannheim.de](mailto:dang@ids-mannheim.de)) no later than **03. January 2020 (extended)**. The document should include: Title, name of the author, summary of the topic (max. 300 words), affiliation, email address, short-bio, list of publications (max 5).

Talks should not exceed 20 minutes in length. Selected contributions will likely be published. The panel language is English and German with English slides and discussions. Please note that other panels might be presented in German only.

### **Contact**

If you have any questions, please do not hesitate to contact us: Mark Dang-Anh ([dang@ids-mannheim.de](mailto:dang@ids-mannheim.de)), Stefan Meier ([st.meier@uni-koblenz.de](mailto:st.meier@uni-koblenz.de)) and Daniel Rellstab ([daniel.rellstab@ph-gmuend.de](mailto:daniel.rellstab@ph-gmuend.de)).

Conference conception and organization: Ellen Fricke ([ellen.fricke@phil.tu-chemnitz.de](mailto:ellen.fricke@phil.tu-chemnitz.de)), Professor Germanic Languages, Semiotic and Multimodal Communication, Technical University Chemnitz.

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For additional information please visit <<http://www.semiotik.eu/international-conference-of-the-german-semiotics-society-2020>>. We also recommend the calls of the other sections.