

<<中国符号学研究（第3辑）>>

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章节摘录

The 40th anniversary of the foundation of the International Association for Semiotic Studies/Association Internationale de Semiotique ( IASS/AIS ) was celebrated with the 10th World Congress of Semiotics held in La Coruna ( Spain ) from September 22 to 26 , 2009. The theme of the Congress was "Culture of Communication , Communication of Culture". According to the statement of the official website of the Congress , from a semiotic perspective , the main aim is to analyze and interpret all social and cultural phenomena which make up the contemporary communication society. The Congress attracted more than nine hundred participants and featured forty-five sessions and round tables. Furthermore , international plenary speakers addressed the Congress , including Umberto Eco who gave his speech from home via Internet video , and Salman Rushdie who talked about the role of novel and fiction writers in todays world. Recognized as a truly global congress , this great gathering of semioticians showcased new developments from the last decades , cognitive semiotics , biosemiotics , the semiotics of new information technologies and their impact in the digital age.

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