

***Cognitive Semiotics and its application in biology, linguistics, branding, ads and cartoon analysis, 25-29 August 2014 at Copenhagen Business School, Dalgas Have 15, Frederiksberg, LIMAC PhD-course at Department of International Business Communication, 5 ETCS, price: around 6500 DKK.***

Organizer Søren Brier. Speakers: Frederik Stjernfelt, Jesper Hoffmeyer, Kalevi Kull, Göran Sonesson, Jordan Zlatev, Paul Cogley, Per Durst-Andersen, Søren Brier and Torkild Thellefsen

Semiotic theory is well developed, but what is its use in practical analysis? This course describes the various approaches within the new broader framework of Cognitive Semiotics, which encompasses Peircean, Husserlian phenomenological and Saussurian analytic approaches. The course demonstrates especially the practical use semiotic analysis in a number of areas such as animal and child communication, biosemiotics, brands and ads, cartoon, as well as cognitive intercultural linguistics performed by internationally recognized researchers. The course also has an interactive core as the participants will present their PhD-projects and their empirical problems in order to have their analytical methodology enriched by a collective debate.

We will do our best to recommend cheap accommodation nearby in order to make your stay in Copenhagen pleasant. So far we have succeeded in getting room for around 100 USD per week at the beautiful 4. Maj Kollegiet (Student dormitory) nearby, where you can use the kitchens. Every day there will be lectures with questions, mixed with student presentations and discussion of projects. We will run from 9-17 with a lunch break and coffee breaks and a shared dinner and get together the first day. Lunch and coffee is included in the fee.

**Monday August 25**

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| 9.00-10.30:  | <i>Søren Brier. Short presentation of the course and its idea.<br/>Five minutes presentation from participants about where you come from personally, intellectually and your project?</i> |
| 10.30-11.00: | Coffee & Questions  |
| 11.00-12.15: | <i>Göran Sonesson: Phenomenological semiotics.</i>  |
| 12.15-13.00: | Lunch   |
| 13.00-13.45: | <b>I. Student presentation</b>  |
| 13.45-14.45: | <i>Jordan Zlatev: Cognitive semiotic comparative analysis of the development of human and ape cognition and communication</i>   |
| 14.45-15.15  | Coffee & Questions  |
| 15.15-16.00: | <b>II. Student presentation :</b>   |
| 16.00-17.00: | <i>Fredrik Stjernfelt: Peirce's classification of signs and their use in analysis of</i>  |

*cognition and communication.*

18.00: We eat a buffet dinner together with choice of meat, fish and pure vegetarian dishes right after the course at CBS.

## **Tuesday August 26**

9.00-10.00: *Göran Sonesson: Development of experimental work in phenomenological semiotics*

10.00-10.30: Coffee & Questions

10.30-11.30: *Kalevi Kull: Biosemiotics as a bridge between science and the humanities. Steps to an experimental approach*

11.30-12.15: **III. Student presentation**

12.15-13.00: Lunch

13.00-14.00: *Jesper Hoffmeyer: The development and analytic application of Peircean biosemiotics in genetics, molecular biology and ecology.*

14.00-14.30 Coffee & Questions

14.30-15.15 **IV. Student presentation :**

15.15-16.15: *Kalevi Kull: The development and application of the theory of the Tartu-Moscow school of Biosemiotics.*

16.15-17.00 Discussion with all participants  
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## **Wednesday August 27**

9.00-10.00: Søren Brier: Analysis of animal behaviour

10.00-10.30: Coffee & Questions

10.30-11.15: **V. Student presentation :**

11.15-12.15: Paul Cogley: Sebeok's development of the semiotic idea of analysis as modelling.

12.15-13.00: Lunch

13.00-14.00: **Søren Brier: Semiotic analysis of an ad: Ejlersen's sofas and little riding hood**

14.00-14:30: Coffee & Questions

- 14.30-15:15: **VI. Student presentation :**
- 15.15-16.15: Paul Cobley: Different types of Peircean based analysis of communication and ads
- 16:15-17:00: Questions to panel and summing up.

### Thursday August 28

- 9.00-10.00: Jordan Zlatev: Intersubjectivity and sign use in children.
- 10.00-10.30: Coffee & Questions
- 10.30-11.30: Fredrik Stjernfelt with colleagues: *Semiotic analysis of cartoons.*
- 11.30-12.15: **VII. Student presentation**
- 12.15-13.00: Lunch
- 13.00-14.00: **VIII Student presentation**
- 14.00-14:30: Coffee & Questions
- 14.30-16.30: **Torkild Thellefsen: Cognitive branding**
- 16:30-17:00: Panel with questions from students and discussion

### Friday August 10

- 9.00-10.00: **Torkild Thellefsen: Value profiling**
- 10.00-10.30: Coffee & Questions
- 10.30-11.15: **IX. Student presentation:**
- 11.15-12.15: **Per Durst-Andersen I: Peircean foundation for an interdisciplinary theory of language, cognition and communication: Embodiment**
- 12.15-13.00: Lunch
- 13.00-13.45: **X. Student presentation:**
- 13.45-14.45: **Per Durst-Andersen II: Peircean foundation for an interdisciplinary theory of language, cognition and communication: analysis of problems using global English.**
- 14.45-15:15: Coffee & Questions
- 15.15-16.15: **Søren Brier: Summing up and discussion.**
- 16.15-17:00: **Evaluation and suggestions for improvements as well as follow up courses.**

## Literature

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