



中国符号学研究 第4辑

Chinese Semiotic Studies

VOL. 4, NO. 2, DECEMBER 2010

南京师范大学国际符号学研究所 主办
中国语言与符号学会中国符号学研究中心



An Official Publication of the International Semiotic Research Institute
of Nanjing Normal University and the Chinese Semiotic Research Center
of the Chinese Association of Linguistic Semiotics

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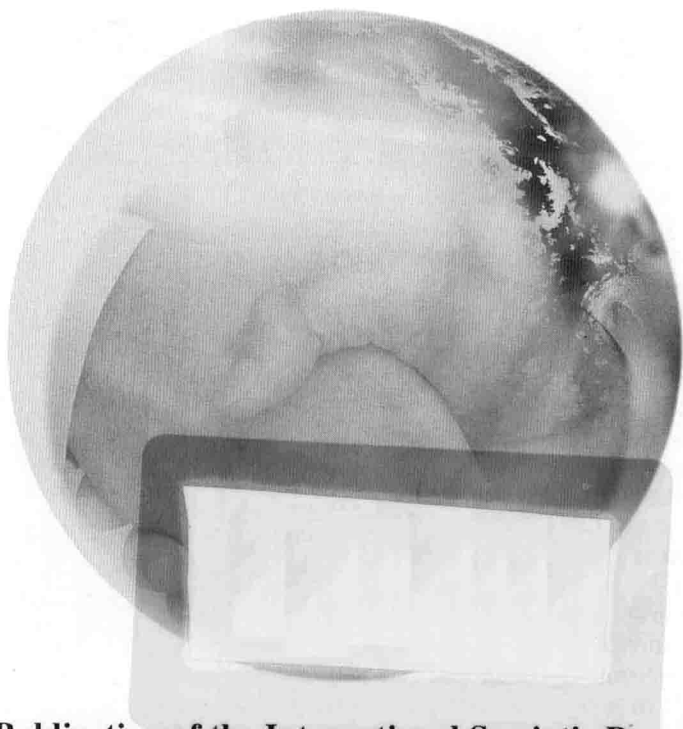


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The opening ceremony of the 9th Congress of Chinese Association of Linguistic Semiotics (CALS)

(From left to right: Prof. Su Xiaojun, Secretary-General of CALS; Prof. Zhang Delu, Vice President of CALS; Prof. Wang Mingyu, Vice President of CALS; Prof. Tian Xiaoming, Vice President of Soochow University; Prof. Hu Zhuanglin, President of CALS; Prof. Per Aage Brandt, Editor-in-Chief of *Cognitive Semiotics*, U.S.A.; Prof. Zhang Jie, Vice President of CALS; Prof. Wang Labao, Dean of School of Foreign Languages, Soochow University & Vice President of CALS)



The officially registered participants of the 9th Conference of CALS



Prof. Hu Zhuanglin, President of CALS spoke to the conference



Prof. Wang Mingyu spoke to the conference at the closing ceremony



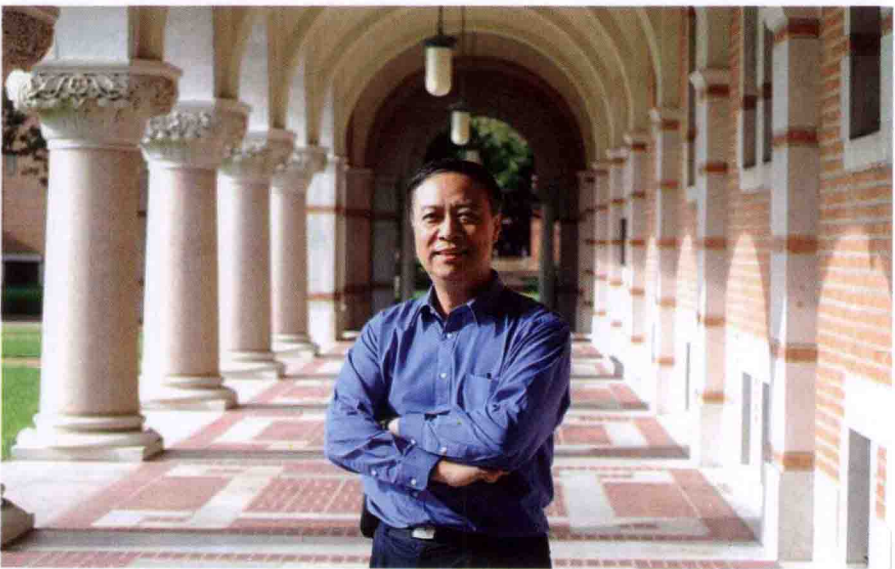
Prof. Per Aage Brandt, Editor-in-Chief of *Cognitive Semiotics*, U.S.A. spoke to the conference



Prof. Gu Jiazuo (Charles), Editor-in-Chief of *Chinese Semiotic Studies* participating in the conference



Prof. Zhang Jie was in Helsinki, Finland, 2007, heading a delegation participating in the 9th World Congress of Semiotics, IASS



Prof. Zhang Jie was in Houston, U.S.A., 2008, heading a delegation participating in Annual American Semiotic Conference

Chinese Semiotic Studies

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Chinese Semiotic Studies (CSS) publishes research achievements related to semiotics in many areas involved in the field. In CSS, theoretical academic articles and articles dealing with practical semiotic application constitute the majority of content. Progress reports on current research, discussion papers on specific problems in the field are also included. Articles that look across disciplinary boundaries are encouraged.

Authors should follow the APA format carefully. Each article should have an abstract and should be followed by a short paragraph explaining how the content relates to semiotic studies as a whole.

In the first two issues of our journal, we only published the papers whose authors participated in Nanjing International Symposium on Cultural Semiotics (Nov. 15—17, 2008). However, beginning from the third issue on, there'll be no preference to any specific conference membership, and we accept papers of the authors who come from all parts of the world.

Chinese Semiotic Studies only accepts electronic copies (Microsoft Word preferred). All contributions go to nshdyxwang@163.com.

The aim and purpose of this journal is to further develop Chinese as well as international semiotic studies and to promote friendship and cooperation among semioticians in this global village.

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Part One

Semiotic Conference Information

Report on the Ninth Biennial Conference of the Chinese Association of Linguistic Semiotics (CALS) Held in Suzhou (Oct. 22—24, 2010), China

Su Xiaojun, Shen Jingyu
Soochow University, Suzhou, P. R. China

The Ninth Biennial Conference of the Chinese Association of Linguistic Semiotics (CALS) was held in Soochow University, Suzhou from October 22 to 24, 2010. Altogether eighty-five scholars spoke at the conference and over two hundred people attended the conference.

The opening ceremony was moderated by Prof. Su Xiaojun from Soochow University. Prof. Tian Xiaoming, Vice President of Soochow University and Prof. Wang Labao, Dean of School of Foreign Languages, respectively gave a welcome speech. Prof. Hu Zhuanglin, President of the Chinese Association of Linguistic Semiotics and Prof. Per Aage Brandt, Editor-in-Chief of the journal *Cognitive Semiotics*, addressed at the opening ceremony. Present in the rostrum were also Vice Presidents of CALS: Prof. Wang Mingyu, Prof. Zhang Jie and Prof. Zhang Delu.

There were altogether fifteen plenary speakers at the conference. They are, in time sequence, Prof. Hu Zhuanglin from Peking University, Prof. Per Aage Brandt from Case Western Reserve University, U. S. A., Prof. Wang Mingyu from Tianjin Foreign Studies University, Prof. Xiong Xueliang from Fudan University, Prof. Chen Xinren from Nanjing University, Prof. Dong Xiaoying from the Chinese Academy of Social Sciences, Prof. Zhang Xinmu from Nanjing University, Prof. Xin Bin from Nanjing Normal University, Prof. Fan Wenfang from Tsinghua University, Prof. Wang Jun from Soochow University, Prof. Zhang Jie from Nanjing Normal University, Prof. Zhang Delu from Tongji University, Prof. Guo Hong from the University of International Relations, Prof. Wu Hongmiao from Wuhan University, and Prof. Zhao Aiguo from Soochow University. In addition, over forty participants spoke at three parallel sessions, on various topics generally related to research on semiotic theories, applied semiotics, linguistic semiotics, etc.

At the closing ceremony, Prof. Gu Jiazuo from Nanjing Normal University, Editor-in-Chief of the journal *Chinese Semiotic Studies*, introduced to the