

## **II. ASIAN INTERANTIONAL SEMIOTİCS CONGRESS**

***The Sign of Asia: Blues and Hope***

**27-29 June 2024 Balıkesir/TÜRKİYE**

### ***Call For Papers***

*Dear Prospective Participants / Dear Semiotics Researchers*

Second Asia International Semiotics Congress will be held in Balıkesir (Türkiye) on June 27-29, 2024. The central theme of the congress is The Signs of Asia: Blues and Hope. The congress will be held with the valuable support of institutions such as the International Asian Semiotics Association, headquartered in Seoul, Anatolian Semiotics Research Association (ANASEM), Türkiye Semiotics Circle (TGÇ), Balıkesir University, Kore University, Balıkesir Metropolitan Municipality, N10 City Research and Technology Development Center and TAMGA-Turkish Journal of Semiotic Studies.

At the congress, the main problems of contemporary humans in the aesthetic world, the signs of sadness and hope, the functions of social media, blues, and hope in contemporary discourses will be discussed.

In addition, concepts addressing sadness and hope in Asian culture and how sadness and hope are expressed in literature, architecture, painting, music, and animation in modern designs will be discussed in the context of sadness and hope with the terminology and methods of semiotics.

Participation in Congress is free of charge.

It has already been confirmed that respected scientists from countries such as China, France, South Korea, Iran, Italy, Japan, Kazakhstan, Mexico, and Romania will participate in the Second Asia Semiotics Congress.

In this respect, our organizing committee will be honored to be informed about the theoretical and practical studies in semiotics worldwide and the participation of researchers who want to exchange ideas about potential collaborative studies with world semiotics researchers.

The languages used in the congress are Turkish, English, and French.

We believe that the discussions at the congress will be beneficial for researchers who want to analyze literary, political, moral, religious, and philosophical texts based on the methods of semiotics, as well as graduate and doctoral students in these fields.

Furthermore, the Asia II International Semiotics Congress is an essential opportunity for researchers in architecture, music, painting, animation, communication, theater, press, media, and the like. For this reason, we welcome and respectfully invite those interested in the fields mentioned above to participate in the Second Asian International Semiotics Congress, with or without a paper.

Detailed information about the congress can be found on the ([www.anasem.org](http://www.anasem.org)) web page.

Congress Poster



## II. ASIAN INTERNATIONAL SEMIOTICS CONGRESS

# THE SIGNS OF ASIA: BLUES AND HOPE

27-29 JUNE 2024  
BALIKESİR/TÜRKİYE

### CONTACT

asiasemiotics@hotmail.com

**Congress page for detailed information:**

[www.anasem.org/a3/](http://www.anasem.org/a3/)

### IMPORTANT DATES

Deadline for abstract submission: 31 March 2024  
Accepted papers announcement: 20 April 2024  
Congress registration dates: 20 April 2024 - 31 May 2024  
Congress program announcement: 1 June 2024  
Date of the Congress: 27-29 June 2024

### VENUE

Avlu Congress and Culture Center Balıkesir/Türkiye



## GENERAL INFORMATION

In the 21st century, important changes and transformations are taking place in the world on behalf of humanity. The most prominent of these is the tendency of the world's power centers to move from the West to the East. In this regard, in the last fifty years, nations living in Asian countries, especially Japan, Korea, China, and India, have made significant progress in almost every field affecting the development of humanity, such as science, art, trade, and tourism, and have been great pioneers of change in the world.

Depending on the aforesaid change, Asian countries have also endeavored to create their own institutions in every field. One of the institutions established in Asian countries is the Asian Semiotics International Association, headquartered in Seoul (ASIA: Asian Semiotics International Association). Founded in 2021, ASIA first planned to organize biennial Asian International Semiotics Congresses. Within this context, the first congress was held in Seoul (South Korea) on October 15-17, 2022. The second International Semiotics Congress of ASIA will be held in Balıkesir (Türkiye) in June 2024 in cooperation with Balıkesir University, Balıkesir Metropolitan Municipality, ANASEM (Anatolian Association for Semiotic Studies/AASS) TGÇ (Semiotics Circle of Türkiye) NE10 Urban Research and Technology Development Center. The theme of "The signs of Asia: Blues and Hope" is proposed for the congress to be held in Balıkesir.

It is a fact that there have been significant developments in science and technology in the last century that have affected humanity. In parallel with these developments, a certain part of people has become quite wealthy. However, it is a bit difficult to think that the resulting change and transformation have positively affected all of humanity. Thus, it is known that in the days following World War II, philosophers such as Theodor Adorno largely lost faith that humanity was getting better. In fact, in the last fifty years, many events that directly affect the future of humanity in a negative way, such as wars, natural disasters, migrations, and unplanned industrialization, have followed each other. As a matter of fact, the Palestinian-Israeli War, the Russian-Ukrainian War, the First and Second Karabakh War, the ethnic, sectarian, and political struggles in Afghanistan are the main sources of the ongoing tension in Asia today. To these, we can also add disasters such as the Kahramanmaraş earthquake, Tsunamis, earthquakes in Japan, and nuclear explosions that directly negatively affect humanity. In addition, the world's population has increased rapidly, and people have polluted the environment even more based on population growth. Moreover, with advances in science, countries have developed more sophisticated weapons, and tensions between societies have increased. Wars are not over. Every day, small or large conflicts occur in different parts of the world. Although technology seems to be used for the development of humanity, it can also be used for evil purposes. Fake news has become a major problem in today's societies.

It is not the first time, of course, that people live face to face with a walled future. But people used to overcome these walls with the help of words and appeals. They referred to the values that formed their hopes.

Today, no one speaks anymore (except those who keep repeating themselves), because the world seems to us like to be ruled by blind and deaf forces that do not hear warnings, admonitions, and wishes...

### Elias Canetti-Blinding

It was the beginning of the 20th century when Canetti wrote about blindness, Albert Camus called the 20th century the age of fear in the aftermath of the First World War, and when the Twin Towers collapsed in New York at the beginning of the 21st century, we realized that the age of fear continued to increase and that this fear and anxiety gradually turned into sadness in all areas of life.

The most important characteristic of the 21st century has been rapid "change", but the characteristic of change that has existed since the beginning of history is that this time it is very fast, large, complex, and uninterrupted, a speed that is valid both in terms of areas of interest, content, and impact. The characteristics of change in the 21st century reduce predictability, increase unpredictability, and make it difficult to predict, create, and/or accept changes.

It would not be wrong to say that this situation causes people to become increasingly lonely and isolated.

In a study done in 1985, the average number of confidants with whom one could discuss important matters without hesitation was three. The repetition of the survey in 2004 dropped to two and to zero the following year.

Through social networks, loneliness is spreading contagiously, creating a worrying trend towards an increasingly isolated life. Increased geographical mobility is another factor contributing to loneliness in modern society. Technology, the use of the internet, less family contact is associated with a greater sense of loneliness, unpredictability, creates a sense of living in uncertainty, from artificial intelligence to international relations, state structures, traditions, beliefs, and ultimately a sad world.

In a world where there is so much pessimism, people still have not lost hope. An emotional novel, a love poem, or a drama with a positive ending can also be written in this period. Perhaps it is this hope that contributes to human life.

### **Scope**

In the International Asian Semiotics Congress, it will be discussed what the problems of the people of our age are and how solutions can be proposed to these problems with semiotic analysis methods. In the scope of the congress, the reflections of pessimism in every field will be revealed, and semiotic solutions will be discussed.

In this scope, answers will be sought to questions such as:

Are contemporary novels, poems, and plays more pessimistic than those written in previous eras?

In folk narratives, the good are rewarded, and the bad are punished. How do we identify the good and the bad in today's societies? How are the good rewarded?

In ancient narratives, happiness depended on the success of the hero. How is the happiness achieved by the hero in "The Abduction of a Girl from the Palace" (Wolfgang Amadeus Mozart) manifested in today's operas?

Functions of virtual media. Are such media only a means of communication, or do they have other functions?

What is the balance between positive and negative words in contemporary discourse? Which lexical group is more dominant?

How are sadness and hope expressed in Asian culture?

Do all concepts denoting sadness in the languages of Asian countries have adequate equivalents in Western languages?

What kind of signs are used to indicate the aspects of hope in religious structures in Asian countries?

How is the fictionalization of reality in contemporary media environments?

Representation of blues and/or hope in Asian architecture.

Do today's people want to learn the truth, or do they want to hear a fictional truth?

What is the place of semiotics in contemporary lifestyles?

Researchers are expected to find satisfactory answers to such questions.

### **Purpose**

The aim of this meeting is to compare contemporary Asian societies in different fields and to reveal their similarities and dissimilarities in the contrast of blues/hope.

How this contrast is manifested in Asian cultural products and means of communication is among the main purposes of the congress.

### **Congress organization venue:**

Avlu Congress and Culture Center, Balıkesir- Türkiye

## **COMITEES**

### **Honorary Boards**

İsmail USTAOĞLU

Balıkesir Governorship

Yücel YILMAZ

Balıkesir Metropolitan Municipality

Prof. Dr. Yücel OĞURLU

Rector of Balıkesir University

### **Organizators**

Balıkesir Governorship

Balıkesir Metropolitan Municipality

Balıkesir University

Korea University

Turkish Language Society (TDK)

ANASEM-Anatolian Association For Semiotics Studies

ASIA-Asian Semiotis International Association

TGÇ-Semiotics Circle of Türkiye

TAMGA-Turkish Journal of Semiotic Studies

NE10-Urban Research and Technology Development Center

International Association For Semiotics Studies (IASS)

### **Organizing Comittee**

Prof. Dr. Murat DOĞDUBAY- Vice Rector of Balıkesir University

Prof. Dr. Sung Do KIM- Korea University

Prof. Dr. Mustafa ÖZSARI-Head of ANASEM /Balıkesir University Faculty Member

Prof. Dr. Mustafa SARICA-Aydın Adnan Menderes University Assistant Professor/TGÇ Vice President

Prof. Dr. Şimal Yakut AYMANKUY-Balıkesir University

Prof. Dr. Gıyasettin AYTAŞ-Gazi University

Prof. Dr. Dilek ÜNVER-Izmir Demokrasi University

Prof. Dr. Salim Conoglu-Balıkesir University

Prof. Dr. Birsal Oru ASLAN-Balikesir University

Assoc. Prof. Dr. Murat KALELİOĐLU-Mardin Artuklu University Assistant Professor/TG Vice President

Assoc. Prof. Dr. Bekir DERİNÖZ-Balikesir University

Dr. Aydın GÜLER-Balikesir Üniversity

Dr. Reyhan OZSARI-Balikesir University

Dr. Zuleyha Hande AKATA-Kars Kafkas University-TG Boards

Mursel SABANCI- Balikesir Metropolitan Municipality Secretary General Assist.

Elif BİNİCİ-NE10 Urban Research and Technology Development Center Manager

Dr. Rahmi Melih ÖRTÜK- NE10 Urban Research and Technology Development Center Urban Research and Project Development Department Coordinator

Ph.D. Student Betül ANAKPINAR-Istinye University/TG Board Member

Student Sedanur KAYA-Balikesir University Institute of Social Sciences/TG Youth Unit Officer

Hilal YURTSEVEN- Istanbul University, Faculty of Letters /TG Youth Unit Officer

Doktorant İlk Dođan KAMALI-ANASEM

#### **Scientific Comittee**

Prof. Dr. Aymil DOĐAN-Hacettepe University/Türkiye

Prof. Dr. Birsal Oru ASLAN- Balikesir University/ Türkiye

Prof. Dr. Dilek ÜNVER-İzmir Demokrasi University/Türkiye

Prof. Dr. Dragan Nikolea-SORIN/Romania National Administration an Political University /Romania

Prof. Dr. Gıyasettin AYTAS/Gazi University/ Türkiye

Prof. Dr. Halime YÜCEL-Galatasaray University/ Türkiye

Prof. Dr. Hidetaka ISHIDA-University of Tokyo/Japan

Prof. Dr. Hong Hai DING-University of Hanoi/Vietnam

Prof. Dr. Hongbing YU-Ryerson University/China

Prof. Dr. Hristo Kaftanciev/Sofia University/Bulgaria

Prof. Dr. Il Woo PARK -Kemyung University(KOREA

Prof. Dr. Inna MERKOULOVA- State Academic University for the Humanities-Gaugh/Russia

Prof. Dr. İslam JEMENEV- El Farabi Kazakh National University/Kazakistan

Prof. Dr. Kaplan USTUNER- Gazi University/Turkiye

Prof. Dr. Kayrat ZHANABAY/ El Farabi Kazakh National University/ Kazakistan

Prof. Dr. Kenji NISHI-University of Seike-Japan

Prof. Dr. Kristian BANKOV/New Bulgarian University/Bulgaria

Prof. Dr. Kyung-Ran KOH-Hankuk University-South Korea

Prof. Dr. Mehmet SOĐUKÖMEROĐULLARI/Gaziantep University/ Türkiye

Prof. Dr. Massimo LEONE/ Turin Üniversitesi/Italy

Prof. Dr. Mustafa ÖZSARI- Balıkesir University/ Türkiye

Prof. Dr. Mustafa SARICA- Aydın Adnan Menderese University/ Türkiye

Prof. Dr. Neyla Pardo ABRİL- National University of Colombia/Colombia

Prof. Dr. Nurten SARICA-Denizli Pamukkale University/Türkiye

Prof. Dr. Ömer SOLAK-Çanakkale Onsekiz Mart University/ Türkiye

Prof. Dr. Quram MARXULYA- Suxumi State University/Georgia

Prof. Dr. Pascal LARDELLIER-Burgonya University/France

Prof. Dr. Reza SHAİRİ-University of Tarbiat Modares/Iran

Prof. Dr. Salim Çonođlu/Balıkesir University/Turkiye

Prof. Dr. Seema Khanwalkar- CEPT University/India

Prof. Dr. Sung Do KİM/Korea University/South Korea

Prof. Dr. Şahika KARACA-Eskişehir Osmangazi University/ Türkiye

Prof. Dr. Şerife ÇAĐIN-Ege University/ Türkiye

Prof. Dr. Şimal Yakut AYMANKUY-Balıkesir University/ Türkiye

Prof. Dr. Tarık ÖZCAN-Fırat University/Türkiye

Prof. Dr. Tigran SİMAYAN-Yerevan State University/Armenia

Prof. Dr. Yasemin BAYYURT-Boğaziçi University/ Türkiye

Prof. Dr. Yongxing WANG-Nanjing Normal University/China

Prof. Dr. Yo-Sung PARK-Jeju National University/

Prof. Dr. Yunhee YEE-Hankuk University-South Korea

Prof. Dr. Yücel OĐURLU-Balıkesir University/ Türkiye

Assoc.Prof.. Dinara SAIKENEVA- Kazakh Ablai khan University of International Relations and World Languages. KAZAKHISTAN



Assoc.Prof.. Zhanerka SHAYGOZOVA- Kazakh Ablai khan University of International Relations and World Languages.KAZAKHISTAN

Assoc.Prof.. Meruert EGİZBAYEVA, El Farabi Kazakh National University/KAZAKHISTAN

Assoc.Prof. Murat KALELİOĞLU- Mardin Artuklu University/ Türkiye

Assoc.Prof. Murat LÜLECİ-İstanbul Aydın University/ Türkiye

Assoc.Prof. Sabriye ÇELİK- Balıkesir University/ Türkiye

Assoc.Prof. Dr. Yavuz Selim ULU/Gaziantep University/ Türkiye

Assoc. Prof. Dr. Orhun BÜYÜKKARCI/Mardin Artuklu University/Türkiye

Dr. Faculty Member Deniz ÖZDEN/Beykoz University/ Türkiye

Dr. Ganna TASHCHENKO V. N. Karazın Kharkiv National University, Kharkiv/Ukraine

Dr. Aydın GÜLER- Balıkesir University/ Türkiye

Dr. Rahmi Melih ÇÖRTÜK- NE10 Urban Research and Technology Development Center / Türkiye

Dr. Reyhan ÖZSARI-Balıkesir University/ Türkiye

#### **INVITED SPEAKERS**

Prof. Dr. Sung Do KIM /Korea University/SOUTH KOREA

Prof. Dr. Massimo LEONE/University of Turin/ITALY

Prof. Dr. Osman MERT /Türk Dil Kurumu Başkanı/TÜRKİYE

Prof. Dr. Pascal LARDELLIER/UniversitY of Burgundy/France

Prof. Dr. Hidetaka ISHIDA-University of TOKYO/JAPONYA

Prof. Dr. Reza SHAİRİ-University of Tarbiat Moderas/IRAN

Prof. Dr. Hongbing YU-Ryerson Üniversitesi/Nanjing Normal Üniversitesi/ÇİN

#### **SUBMISSION**

Abstract Writing Principles:

All abstracts should;

(a) be written in Turkish or English,

(b) be related to the main topics specified in the scope,

(c) be capitalized and in the Times New Roman 12 font style,

(d) be a minimum of 150 and a maximum of 250 words,

(e) clearly and briefly address the topic specified in the title, provide information about the purpose and content of the topic, and present potential clues about the possible outcomes and implications,

(f) contain a minimum of three and a maximum of five keywords.

(g) Three references from the sources used in the abstract should be written under the title of references.

(h) In Turkish abstracts, the Turkish Language Association's spelling rules should be applied.

(i) \*The APA 6th referencing style is to be taken as a basis for whole reference citations.

(i) Abstracts should be written on the application form in the link below and sent to [asiasemiotics@hotmail.com](mailto:asiasemiotics@hotmail.com).

### [Application Form](#)

#### **\*Participation Fee:**

(a) The Symposium is free of charge for both the audience and the participants.

#### **Important Dates**

Announcement of the congress : 15 November 2023

Call for papers : 15 November 2023 – 30 March 2024

Accepted papers announcement : 20 April 2024

Congress registration dates : 20 April 2024 – 31 May 2024

Congress program announcement : 1 June 2024

Date of the Congress : 27-29 June 2024

#### **Congress Place**

Avlu Congres and Cultere Center, Altieylül/Balikesir-Turkiye