

Report on the 10th World Congress of Semiotics

The 40th anniversary of the foundation of the International Association for Semiotic Studies/Association Internationale de Sémiotique (IASS/AIS) was celebrated with the 10th World Congress of Semiotics held in *La Coruña* (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 today’s 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.

During the Congress, the Board of the International Association for Semiotic Studies was reelected with Eero Tarasti (Finland) serving as President, and José María Paz Gago (Spain) as General Secretary.

On the morning of September 23, “ Chinese Semiotics Roundtable ”, chaired by Professor Xin Bin, was held in the Conference Hall of Faculty of Law at University of *La Coruña*, Campus Elviña, where Chinese scholars from Nanjing Normal University, South China Normal University, East China Normal University, Xi’an International Studies University, Tsinghua University, and international colleagues from Universidad de Buenos Aires presented their papers on a variety of topics that highlight the recent development of semiotic studies in or on China.

The Chinese delegation from Nanjing Normal University, headed by Professor Zhang Jie, Dean of School of Foreign Languages and Cultures, made special contribution to the 10th World Congress of IASS with their enthusiasm for hosting future Congress and active publication efforts.

During the General Assembly of IASS on September 23, Dr. Ji Haihong, Vice Director of Institute of International Semiotic Studies at Nanjing Normal University, presented Nanjing Normal University as the candidate to host the next IASS World Congress. With outstanding preparation and honest promises,

Nanjing Normal University won the bid, and will hold the 11th World Congress of Semiotics in Nanjing, China, in 2012.

Because of his outstanding achievement in semiotic studies and excellent reputation in the Chinese semiotic community, Professor Zhang Jie was elected Member of the Executive Committee of IASS, one of the two Executive Members representing China.

In addition, the first English journal of semiotic studies in China was published by the Institute of International Semiotic Studies at Nanjing Normal University prior to the World Congress in Spain. The first two issues were well received by its international authors and other semioticians during the World Congress.

(Reported by Yan Zhijun, Nanjing Normal University, China)