

2020 · VOLUME 16 · ISSUE 1

CHINESE SEMIOTIC STUDIES

中国符号学研究

EDITOR-IN-CHIEF

Yongxiang Wang

Nanjing Normal University, China

MANAGING EDITOR

Hongbing Yu

Nanjing Normal University, China

ASSOCIATE EDITOR

Catherine Schwerin

Nanjing Normal University, China

**DE GRUYTER
MOUTON**



The International Institute of Semiotic Studies
of Nanjing Normal University

PRESIDENT OF EDITORIAL COMMITTEE

Jie Zhang, Nanjing Normal University, China

VICE PRESIDENTS OF EDITORIAL COMMITTEE

Bin Xin, Nanjing Normal University, China

Hongbing Yu, Nanjing Normal University, China

Yongxiang Wang, Nanjing Normal University, China

Zhijun Yan, Nanjing Normal University, China

EDITORIAL COMMITTEE

Adrian Pablé, Switzerland

Arthur Asa Berger, USA

Charls Pearson, USA

Christopher Hart, UK

Delu Zhang, China

Deping Lu, China

Eero Tarasti, Finland

Ersu Ding, Hong Kong, China

Farouk Y. Seif, USA

Hsiu-chih Tsai, Taiwan, China

Jamin Pelkey, Canada

Kalevi Kull, Estonia

Marcel Danesi, Canada

Massimo Leone, Italy

Mingyu Wang, China

Myrdene Anderson, USA

Ning Wang, China

Paul Bouissac, Canada

Paul Coble, UK

Per Aage Brandt, USA

Richard Lanigan, USA

Roland Posner, Germany

Sihui Mao, Macao, China

Stéphanie Walsh Matthews, Canada

Stephen Cowley, Denmark

Steve Oswald, Switzerland

Susan Petrilli, Italy

Terrence Deacon, USA

Theo van Leeuwen, Australia

Tim Wharton, UK

Winfried Nöth, Germany

Yiheng Zhao, China

Zhuanglin Hu, China

ABSTRACTED/INDEXED IN Baidu Scholar · CNKI Scholar (China National Knowledge Infrastructure) · CNPIEC: cnpLINKer · Dimensions · EBSCO Discovery Service · Google Scholar · J-Gate · JournalTOCs · KESLI-NDSL (Korean National Discovery for Science Leaders) · Microsoft Academic · MLA International Bibliography · Naviga (Softweco) · Norwegian Register for Scientific Journals, Series and Publishers · Primo Central (ExLibris) · ProQuest (relevant databases) · Publons · QOAM (Quality Open Access Market) · ReadCube · SCImago (SJR) · SCOPUS · Summon (Serials Solutions/ProQuest) · TDNet · Ulrich's Periodicals Directory/ulrichsweb · WanFang Data · Web of Science: Emerging Sources Citation Index · WorldCat (OCLC).

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 2198-9605 · e-ISSN 2198-9613

All information regarding notes for contributors, subscriptions, Open Access, back volumes and orders is available online at <http://www.degruyter.com/view/j/css>.

RESPONSIBLE EDITOR Yongxiang Wang, School of Foreign Languages & Cultures, Nanjing Normal University, No. 122, Ninghai Road, Nanjing, Jiangsu Province (210097), P. R. China.
E-mail: nshdyxwang@163.com

JOURNAL MANAGER Bendix Düker, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05 – 418, Fax: +49 (0)30 260 05 – 250,
E-mail: bendix.dueker@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Claudia Neumann, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30 260 05-226, Fax: +49 (0) 30 260 05-264
E-mail: anzeigen@degruyter.com

TYPESETTING Youyi Zhu, Nanjing Normal University, China

PRINTING Franz X. Stückle Druck und Verlag e.K., Ettenheim, Germany

COVER ILLUSTRATION Andrew Khritin/Hemera/thinkstock

© 2020 Walter de Gruyter GmbH, Berlin/Boston



Offenlegung der Inhaber und Beteiligungsverhältnisse gem. § 7a Abs. 1 Ziff. 1, Abs. 2 Ziff. 3 des Berliner Pressegesetzes: Die Gesellschafter der Walter de Gruyter GmbH sind: Cram, Gisela, Rentnerin, Berlin; Cram, Elsbeth, Pensionärin, Rosengarten-Alvesen; Cram, Dr. Georg-Martin, Unternehmens-Systemberater, Stadtbergen; Cram, Maike, Wien (Österreich); Cram, Jens, Mannheim; Cram, Ingrid, Betriebsleiterin, Tuxpan/Michoacan (Mexiko); Cram, Sabina, Mexico, DF (Mexiko); Cram, Silke, Wissenschaftlerin, Mexico DF (Mexiko); Cram, Björn, Aachen; Cram, Berit, Hamm; Cram-Gomez, Susana, Mexico DF (Mexiko); Cram-Heydrich, Walter, Mexico DF (Mexiko); Cram-Heydrich, Kurt, Angestellter, Mexico DF (Mexiko); Duvenbeck, Brigitta, Oberstudienrätin i.R., Bad Homburg; Gädeke, Gudula, M.A., Atemtherapeutin/Lehrerin, Tübingen; Gädeke, Martin, Student, Ingolstadt; Gomez Cram, Arturo Walter, Global Key Account Manager, Bonn. Gomez Cram, Ingrid Arlene, Studentin, Mexico, DF (Mexiko), Gomez Cram, Robert, Assistant Professor. London UK, Lubasch, Dr. Annette, Ärztin, Berlin; Schütz, Dr. Christa, Ärztin, Mannheim; Schütz, Sonja, Diplom.-Betriebswirtin (FH), Berlin; Schütz, Juliane, Berlin; Schütz, Antje, Berlin; Schütz, Valentin, Mannheim; Seils, Dorothee, Apothekerin, Stuttgart; Seils, Gabriele, Journalistin, Berlin; Seils, Christoph, Journalist, Berlin; Siebert, John-Walter, Pfarrer, Oberstenfeld; Anh Vinh Alwin Tran, Zürich (Schweiz), Tran, Renate, Mediatorin, Zürich (Schweiz).

Contents

Part One: Cultural Signs and Sign Theories

Dinda L. Gorrée

Paraphrase or parasite? — 1

Xinyu Huang, Xiangqing Wei and Runze Liu

Rethinking Cultural Terminology Translation — 47

Guojin Hou and Mei Feng

Parody and Garden Path — 71

Jingyu Xiao and Ruofan Wang

Bakhtin and Shpet – Inheritance and Transcendence — 91

Danmin Ye and Dongzhu Wang

Dynamic Coherence in the Dialogue of Subjects — 105

Xia Zhao, Rong Shen and Xincheng Zhao

A Cognitive-Semiotic Construal of Metaphor in Discourse — 119

Part Two: Peircean Semiotics and the Philosophy of Inquiry

Cary Campbell

Introduction to the 2020 Peirce Section — 145

Mary Keeler

The Hidden Treasure of C. S. Peirce's Manuscripts — 155

Mary Keeler

Pragmatically Improving Access to Peirce's Archive — 167