ISSN 2096-031X CN 32-1859/H

Language and Semiotic Studies

语言与符号学研究



Spring 2018 Volume 4 Number 1

Editorial Board

Cosimo Caputo, Università del Salento, Italy

Xinren Chen, Nanjing University, China

Ersu Ding, Lingnan University, Hong Kong, China

Tony Jappy, University of Perpignan Via Domitia, France

James Liszka, State University of New York, Plattsburgh, USA

Xuanmin Luo, Tsinghua University, China

Charls Pearson, American Semiotics Research Institute, USA

Susan Petrilli, University of Bari Aldo Moro, Italy

Augusto Ponzio, University of Bari Aldo Moro, Italy

Dan Shen, Peking University, China

Xiaoming Tian (Chair), Soochow University, China

Jun Wang, Soochow University, China

Mingyu Wang, Tianjin Foreign Studies University, China

Bin Xin, Nanjing Normal University, China

Xueliang Xiong, Fudan University, China

Caimei Yang, Soochow University, China

Lianglin Zhang, Changshu Institute of Technology, China

Yiheng Zhao, Sichuan University, China

Advisors

Per Aage Brandt, Case Western Reserve University, USA

Paul Cobley, Middlesex University, UK

Marcel Danesi, University of Toronto, Canada

John Deely (April 1942 - January 2017), University of St. Thomas, USA

Zhuanglin Hu (Chief Advisor), Peking University, China

Kalevi Kull, University of Tartu, Estonia

Richard Lanigan, Southern Illinois University, USA

Todd Oakley, Case Western Reserve University, USA

Inna Semetsky, University of Waikato, New Zealand

Paul Thibault, University of Agder, Norway

Editor-in-Chief

Jun Wang, Soochow University

Assistant Editors

Curtis Harrison, Aijun Huang, Zhi Huang, Xiangchun Meng, Xiaofei Shi, *Soochow University* Juming Shen, *Xi'an Jiaotong-Liverpool University* Simon Coll, *University College London*

Managing Editor

Qiushi Wang, Soochow University

语言与符号学研究

Covered by EBSCO and CNKI (China National Knowledge Infrastructure)

Subscription Information

Language and Semiotic Studies (ISSN 2096-031X; CN 32-1859/H) is a peer-reviewed international research journal edited by Soochow University, China. It is published quarterly in English every March, June, September and December, and distributed by China Post (28-471) in China and China International Book Trading Corporation (Q5946) in other countries and regions (Print Only). Subscription rates: China: RMB 60; Overseas: US\$ 45.

Copyright Information

Copyright © 2018 by Soochow University

Submission of a manuscript implies:

- That the work described has not been published before (except in the form of an abstract as a part of a published lecture, review, or thesis);
- That it is not under consideration for publication elsewhere;
- That its publication has been approved by all co-authors, if any, as well as by the responsible authorities at the institute where the work has been carried out;
- That, if and when the manuscript is accepted for publication, the authors agree to automatically transfer the copyright to Soochow University;
- That the manuscript will not be published elsewhere in any language without the consent of the copyright holder;
- That written permission of the copyright holder is obtained by the authors for material used from other copyrighted sources.

All rights reserved. Any article published in this journal is protected by copyright, which covers the exclusive rights to reproduce and distribute the article (e.g. as offprints), as well as all translation rights. No material published in this journal may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval now known or to be invented, without first obtaining written permission from the copyright holder.

Editorial Office

The School of Foreign Languages, Soochow University, Suzhou, 215006, China

Tel: (86)512-65126729 Fax: (86)512-65243058 E-mail: lass@suda.edu.cn Website: lass.suda.edu.cn

Printed by Soochow University

Volume 4 Number 1 Spring 2018

Contents

Semiotics

Intentional Signs From a Peircean Perspective Tony Jappy	1
Autocommunication, Negative Influence and Cross-Cultural Studies Han-liang Chang	22
An Iconic Mapping of Linguistics Into Literary Criticism—On the Linguistic Roots of Structuralist Literary Criticism Liang-lin Zhang	32
Taking a Knee in American Football: A Semiotic Case Study Ana-Maria Jerca	40
Literary Signs: A Social Practice Han-wen Fang & Yuan-hui Shi	50
Linguistics, Tanslation and Multimodality	
A Biolinguistic Interpretation of Parameters and Language Acquisition <i>Tiao-yuan Mao</i>	60
A Cognitive Account of Metaphor Translation in Two Chinese Versions of <i>The Wind</i> in the Willows Yi Sun & Ya Guo	83
Similarities and Differences in Interpreting Multimodal Discourses Between "Decoders" and "Encoders" Rui-lan Cheng	102
Application of <i>Learning by Design</i> Into the Cultivation of Multiliteracies: A Case Study of College English Teaching Practice at Soochow University <i>Wei-xing Gu</i>	125
China Post: 28	5-4/1

China Post: 28-471 ISSN 2096-031X

