# LANGUAGE AND SEMIOTIC STUDIES

语言与符号学研究

EDITOR-IN-CHIEF Jun Wang, Suzhou

### **DEPUTY EDITORS-IN-CHIEF**

Xiangchun Meng, Suzhou Ping Zhang, Suzhou

**DE GRUYTER**MOUTON

Language and Semiotic Studies (LASS) focuses on the theoretical exploration of semiotics, and the integration of language and semiotics. For theoretical semiotics, we publish research papers that reflect the latest development concerning classical semiotic topics and issues, and brand-new semiotic-theoretical insights. And for the integration of language and semiotics, we publish papers that focus on language and how language is interpreted in terms of sign signification in the fields of linguistics, literature, translation, culture, and society.

ISSN 2096-031X · e-ISSN 2751-7160 · CN 32-1859/H

All information regarding notes for contributors, open access, back volumes and orders is available online at https://www.degruyter.com/lass.

**RESPONSIBLE EDITOR** Prof. Jun Wang, The School of Foreign Languages, Soochow University, No.1 Shizi Street, Jiangsu, Suzhou, China, e-mail: junwang@suda.edu.cn

PUBLISHER Walter de Gruyter GmbH, Berlin/Boston, Genthiner Straße 13, 10785 Berlin, Germany

**JOURNAL COORDINATOR** Bendix Düker, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05-418, e-mail: bendix.dueker@degruyter.com

ADVERTISEMENTS anzeigen@degruyter.com

© 2023 Walter de Gruyter GmbH, Berlin /Boston, Germany

TYPESETTING TNQ Technologies, Chennai, India

# **Contents**

## Language and Culture

Rotimi Taiwo, Mayowa Fawunmi and Ajibola Ogundare

Cultural conceptulisations in Elijah Akintunde's Yoruba ballad gospel song *Ijo Odi* 'Dance of the Deaf' — 313

May S. El-Falaky

Recovering from cultural blindness: multimodal Positive Discourse Analysis of metaphors in hand-drawn sketches about Islam --- 333

Yehui Song, Junkai Xue, Yali Ma and Junhua Mo

Linguistic expressions of despondency: an investigation of Sangness-related Chinese catchwords — 359

Yan Zhu

An interpretation of the imagery symbol of the Panopticon in The Eye in the Door — 381

### Social and Historical Semiotics

Felix Poschinger and Robert Coon

Toward a semiotic pyramid: language studies, AI, and knowledge exchange economy —— 393

Dario Dellino

Human sense and plant blindness — 408

Xingzhi Zhao and Chen Xue

Semiotic rhetoric of gift giving in ancient China —— 425

Huan Xu and Dengshan Xia

Digital tildes ("~") may convey more: analyzing innovative uses of tildes in Chinese WeChat messages — 443