

On behalf of Biocultural Diversity Lab lead by Prof. Renata Sõukand, we welcome each and every one to join the webinar on 27th of January (at 10:30 – 12:30 CEST) : **The Semiotic Bases of the Ecocultures by Timo Maran**. More about the seminar below.

Please, register here: <https://forms.gle/SfJYZeDZ6jkifEY1A> until 26th of January (2021) in order to receive the entrance link before the seminar. For any questions please, come back to: Cristina Flora [857854@stud.unive.it] or Baiba Pruse [baiba.pruse@unive.it].

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The Semiotic Bases of the Ecocultures
Timo Maran

Insight of the seminar: in Anthropocene, understanding and promoting healthy relations between human culture and ecosystems are essential for sustainable development of culture as well as for the persistence of natural ecosystems. In recent decades, integration of culture and nature has been studied from different perspectives and under various concepts: ecocultures, social-ecological systems, biocultural diversity, etc. As a part of this general movement, *ecosemiotics* studies the semiotic or sign-mediated aspects of ecology (including relations between human culture and ecosystems). More specifically, ecosemiotics aims to bring out and analyze sign processes and semiotic mechanisms that contribute or inhibit relations of culture and nature. A problematic tendency in this is the dominance of closed and abstract symbol-based sign systems in modern human culture. Promising analytical perspectives include the balance of different sign types (icons, indexes, symbols) in culture, *biotranslation* as interspecies translation between various Umwelten, *ecological codes* as interspecies communication conventions in ecosystems that include humans. We could also think about general semiotic concept to describe semiotically integrated nature and culture. Here the *ecosemiosphere* can be proposed that is characterized by the diversity and heterogeneity of semiotic processes, multispecies communication including humans and their culture that is semiotically embedded into material support structures of the environment.

Author's bionote. Timo Maran is Professor of Ecosemiotics and Environmental Humanities at the University of Tartu. His research interests are semiotic relations of nature and culture, zoosemiotics and species conservation, and semiotics of biological mimicry. His publications include “Mimicry and Meaning. Semiotics of the Biological Mimicry” (2017) and “Ecosemiotics. The Study of Signs in Changing Ecologies” (2020).

