

## Communication and Semiotics

CARLOS VIDALES<sup>1</sup>

<https://orcid.org/0000-0002-8847-9321>

ELIZABETH PARRA<sup>2</sup>

<https://orcid.org/0000-0002-3939-2975>

RICHARD L. LANIGAN<sup>3</sup>

<https://orcid.org/0000-0002-5017-8822>

The technological revolution of recent decades has disrupted the communicative relations of society; from its intimate and local levels to public and global communication processes, consequently, novel and transdisciplinary knowledge are required to explain the profound changes in contemporary society. In our understanding, the new objects of social mediation force us to rethink the consequences of this type of interaction. Now, centralized mass media processes are a new phenomenon being explored within communication studies from different theoretical perspectives. However, there is one that has not been explored enough and paradoxically is associated historically with the changes of culture, its technological evolution, and the production of meaning: semiotics.

By tradition, semiotics studies semiosis and meaning-making processes from different theoretical-practical approaches. Case studies range from the production of content and design objects to an infinity of signs that communicate, evoke, or generate meaning in cultural, biological, or artificial contexts. This condition allows semiotics to move from the philosophy of science to the social sciences, humanities, life sciences, engineering, systems science

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<sup>1</sup> Universidad de Guadalajara, Mexico.

<sup>2</sup> Universidad de Concepción, Chile.

<sup>3</sup> International Communicology Institute, United States.

and cognitive sciences, among many others. In less than a century, semiotics has expanded its conceptual horizon to many fields of knowledge relevant also to the conceptual field of communication studies.

Therefore, the contemporary field of applied semiotics has expanded enormously and in less than a century semiotics went from being considered a science of signs to being considered a science of signification, and also moved from the study of meaning in culture to the question of the emergence of meaning at the fundamental levels of living organisms. The logical project of Charles S. Peirce has become nowadays a metalanguage to place meaning alongside information, cognition, and communication as the central components of all living organisms. All these processes lead to the foundations of biosemiotics, an interdisciplinary project grounded on the recognition that life is based on semiotic processes. On the other hand, cognitive semiotics is also developed and, recently, cybersemiotics and systemic semiotics, transdisciplinary projects that place semiotics in dialogue with first and second-order cybernetics and, in general, with systems science. All these contemporary proposals allow us to produce a more sophisticated knowledge of the new forms of communication and social mediation that emerge with the new technologies and the complexity of social phenomena.

This inter and transdisciplinary character of semiotics, immediately places it in an intermediate space between the various sciences and scientific disciplines, however, semiotics does not belong to any particular field; on the contrary, it is a bridge between and across all of them. Although this is a positive issue, it is also a big obstacle, because there are few institutional fields where it is developed as a central tool of thought, hence our first acknowledgement goes to the journal *Comunicación y Sociedad* for having allowed us to introduce all these topics in a specialized journal.

In this thematic section, conceptual works that integrate semiotics with systemic and cybernetics perspectives are presented, and also empirical works that observe the cinema, the body and audiovisual phenomena, all themes that account for the need for contemporary conceptual views for new emerging phenomena.

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Finally, any attempt to approach meaning processes constructed from various sign systems, whatever their disciplinary scope is, requires an inter and transdisciplinary perspective. In this sense, semiotics represents a valuable theoretical proposal that allows us to understand how these phenomena, so diverse in terms and resources, can be explained and intervened, thus becoming an interesting path for science in the future and for the future of science. Communication and semiosis thus regain an enormous centrality in social, biological, and technological processes in contemporary science, a centrality that semiotics may help to clarify. Therefore, we invite the reader to review in detail the diverse articles that this thematic issue of *Comunicación y Sociedad* has selected, while we thank each of the authors who responded in a timely manner to our call. The invitation has been made, therefore we hope to be able to continue this discussion in the future.