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Polysemiotic communication and multimodality: in street art metaphors and street art narratives

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While metaphor and narrative have often been discussed (with much controversy) but rarely together (e.g. Fitzpatrick and Farquhar, 2019). As cognitive semiotics aims to integrate concepts and methods from semiotics, cognitive science and cognitive linguistics, we endeavor to offer a coherent terminology, which distinguishes the notions of sensory modalities (vision, hearing, smell, touch and taste) and semiotic systems (language, depiction and gesture) (Stampoulidis et al., 2019; Zlatev, 2019). My work focuses on street art, an often visually perceived socio-cultural medium that typically incorporates two interacting semiotic systems (language and depiction), and is thus, polysemiotic (Stampoulidis et al., 2019). In this way, we refer to semiotic systems in which metaphors (and other rhetorical figures) and narratives can be expressed avoiding terminological ambiguity. In this presentation, I discuss methods and results from two recently published studies: (a) a study on street art metaphors (Stampoulidis and Bolognesi, 2019) and (b) a study on street art narratives (Stampoulidis, 2019).

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