

Aesthetic and Social Discourse Analysis

Keywords: semiotics, narrative, intermediality; text theory, textual scholarship, archives; cultural studies, philosophy of culture.



Research group activities

The team examines structures of meaning in aesthetic and social discourses from the semiotic, hermeneutic, social, and philosophical viewpoints. These examinations apply contemporary methods of discourse analysis and thus integrate them into the practice of scholarly research on a wider scale. The field of literary semiotics is expanded by drawing on links with socio-semiotics, socio-criticism, and cultural theories, as well as highlighting links between aesthetic discourses in examinations of intertextual dialogues between literature and visual arts, music, film, and other types of media. Social discursive praxis (as manifest in political, legal, and marketing discourses) constitutes an object for analysis in itself.

The group works with Lithuanian and international businesses and cultural institutions (especially theatre), participates in educational projects and long-term programmes, designs and publishes textbooks for the study of literature, participates

in creating school programmes, advises on translation in the humanities, and provides consulting on design and modification of marketing brands and visual solutions. Exploratory workshops carry out commissioned expert analysis. Team fellows lecture at the Institute for Marketing and Communication Sciences in the framework of the interdisciplinary course for marketing professionals Marketing Communications: Consumer's Perspective (<http://koginstitutas.lt/en/>).

The team collaborates with French and Italian semioticians, European Network for Comparative Literary Studies (REELC / ENCLS), European Narratology Network (ENN), the European Society for Textual Scholarship, and the Centre for Manuscript Genetics (University of Antwerp).



Proposal

Team fellows work in close collaboration with the scholars of contemporary discourses across the world and present their findings at international academic conferences. We seek for international partners to expand this exchange.

The team offers expert consulting for creative industries and seeks collaboration for setting up projects aimed at the pro-

motion of textual heritage and the development of educational programmes for the benefit of the general public. The group has necessary expertise and experience for a highly successful participation in available funding schemes designed to support such projects.



Meet our team

Lead researcher: Prof. Dr. Arūnas Sverdiolas, **Research group:** Prof. Eric Landowski, Prof. Habil Dr. Kęstutis Nastopka, Prof. Dr. Paulius Subačius, Assist. Prof. Dr. Jurgita Katkuvienė, Assoc. Prof. Dr. Nijolė Keršytė, Assist. Prof. Dr. Jūratė Levina, Assoc.

Prof. Dr. Loreta Mačianskaitė, Dr. Neringa Markevičienė, Prof. Dr. Irina Melnikova, Assoc. Prof. Dr. Birutė Meržvinskytė, Assoc. Prof. Dr. Dalia Satkauskytė, Assoc. Prof. Dr. Inga Vidugirytė-Pakerienė, Dr. Gintautė Žemaitytė



Research outcomes

The leader of the team Professor Arūnas Sverdiolas is a holder of the National Award for Science 2013. Professor Kęstutis Nas-topka holds the National Award for Culture and Arts 2012.

The range of published work produced by the members of the team in collaboration with international partners includes numerous monographs and papers in national and international peer-reviewed press. The group also publishes its own peer-reviewed journal *Semiotika* (1994 to the present).



Resources

Facilities and equipment provided by Vilnius University enable the group to carry out analyses of a wide range of discourse instances to the highest standard.

The team has developed a range of online platforms. The site <http://www.semiotika.lt/> reflects the ongoing activities of the group and provides access to some of the digital archive of Algirdas J. Greimas Lithuanian material (manuscripts, typescripts, published work and multimedia by and about Greimas), which has been created by the group scholars in 2015. The platform at <http://www.sruoga.flf.vu.lt/> is the first interactive digital archive

of letters has been created for the epistolary corpus of Balys Sruoga. *Avantekstas*, at <http://www.avantekstas.flf.vu.lt/>, is the first comprehensive original Glossary of literary and semiotic terms, along with the definitions of key terms in the fields of the team's expertise, correspondent terms in five languages (Lithuanian, English, German, French, and Russian). The online resource <http://www.vilniusliterature.flf.vu.lt/> has been developed in collaboration with cartographers and presents an exceptional opportunity for exploring the narrative and spatial geographies of Vilnius through interactive maps.



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