



THE CITY IN THE TEXT AND THE CITY AS TEXT

A special issue of the journal "Slovo.ru: Baltic accent" (2022, No.3) is devoted to the semiotics of the city. Modern semiotic practices imply the creation of semantic ensembles based on the intersection of different information codes and channels. The city will be investigated as an object of semiotic analysis, i.e. as a historically changing system of signs organised according to a set of cultural and functional principles and organising social practices of residents. The city has always attracted scholars as a special object of analysis and interpretation. In recent years, the study of anthropological aspects of urbanism has become a definitive area of research. The city is analysed not only as an array of architectural and technical artifacts, but rather as a way of life, which is visualised in space, cultural constructs, and works of art. The city is seen as a historical narrative that captures the dynamics of fundamental human values: beauty, good and evil, personal freedom, communication, education, power, etc.

The most important research problems of modern semiotics of the city include the unity and opposition of verbal and non-verbal urban texts, their complementarity and translatability; the relationship between diachronic spatial compositions as different textual layers of the city-palimpsest; interpretation and actualisation of urban narrative in the context of the pragmatics of everyday life; forms of description of the city in contemporary verbal and visual texts.

This approach to the city implies the integration of various methodologies used in the humanities, and the analysis of multiple aspects of the city as a complex cultural and communicative environment.

In this perspective, the following themes will be considered:

- city as a text;
- city in the text;
- city as a text vs. city in the text;



- city in cartoons and comics;
- city in advertising;
- ideologies and strategies of cities;
- mythology and mythologisation of the city in synchronicity and diachronicity;
- the image and brand of the city;
- the imaginary of the city.

Articles of the issue are interdiscursive and interdisciplinary studies of the city and urban space, analysed in a broad cultural and anthropological context, primarily from the point of view of connotative and social semiotics, integral (verbal-transverbal) analysis, and multimodality of texts.

Estimated date of publication – August 2022 (No. 3).

Guest editors

Dr **Sergey S. Avanesov**, professor, Yaroslav the Wise Novgorod State University (Veliky Novgorod, Russia).

E-mail: iskiteam@yandex.ru

Dr **Tigran S. Simyan**, professor, Yerevan State University (Yerevan, Armenia).

E-mail: semiotics.t@gmail.com