

Guest Editorial Preface

Special Issue of IJSVR

Meliha Nurdan Taskiran, School of Communication, Radio, Television and Cinema Department, Istanbul Medipol University, Kavacık, Turkey

Due to pandemic reasons, as you can guess, the 4th volume, 1st issue of 'International Journal of Semiotics and Visual Rhetoric, (IJSVR) has been a little late. The main reason that caused these delays to multiply was that we hardly found expert referees in the field to allocate their time to evaluate the manuscripts. Despite the hard times, we finally managed to have five manuscripts reviewed for the Special Issue, 4th volume 1st issue. Now, we present these unique articles with pride. I hope you enjoy reading them all.

This Special Issue contains five papers relating to Social Media Concept. The first article belongs to Göran Sonesson, who is an emeritus professor of semiotics at the Division for Cognitive Semiotics at Lund University. He is a remarkable professor who has written numerous articles in well-known semiotic journals and anthologies, and he has also published papers in psychological and sociological journals. He was a founding member of the International Association for Visual Semiotics and the International Association for Cognitive Semiotics.

His article for the special issue deals with social media considerations on cognitive semiotics.

The title of Sonesson's article is "What Is Social Media and What Is Mediated in Social Media? Further Considerations on the Cognitive Semiotics of Lifeworld Mediations."

His article investigates the task of making sense of the popular notion of "social media", asking in what sense it is a medium, and in what sense it is social. He effectively defines the different nature of mediations in social media. He discusses what social media is in real and broadens our horizons on the issue. He has unique determinative evaluations deserve appreciation.

Jing Ge is the author of the paper titled "The Functional Building Blocks of Emoji in Consumer Engagement: A Visual Semiotic Perspective". She is a postdoctoral research fellow in the Anthropology Department at the University of California, Berkeley. Her research focuses on computer-mediated communication, the language businesses and consumers use on social media and visual communication.

As a professional in online communication marketing, Jing Ge deals with emoji as digitally mediated visual signs. She claims that emoji have significant consumer engagement, but consumers do not sufficiently understand their use within the context. Jing Ge aims to provide a framework of functional building blocks of emoji in the consumer engagement domain and offers emoji strategy recommendations such as branding aesthetics, brand humanisation, social listening, online community engagement. She claims her framework could advance visual semiotic theory by applying it within social media and also could broaden emoji and consumer engagement works of literature by providing conceptual support that addresses the symbolic significance of emoji in the complex and dynamic digital space. She proposes that these building blocks allow marketers to understand emoji as a new form of marketing semiotics, while also guiding them to enable and shape consumer engagement on social media.

It is a remarkable work of Ge, which provides us with a different perspective of emoji using in marketing, which we frequently use them in written language as a means of expressing our feelings and thoughts in order to save time in the age of speed.

The third paper with the title “A Semiotic Approach Through Panofsky’s Image Text: An Analysis of a Special Building, Mansion, in Turkish Television Serials.” Dr Bolat works as an Associate Professor at Ondokuz Mayıs University. Among her interests are visual techniques in tv, cinema, communication and advertising. She has many international and national articles and books published on advertising, semiology and tv technics.

In her paper, the author focuses visual semiotics through iconographic analysis of the historical house images -called “mansion”, in Turkish tv serials. Concerning the content of a serial, mansions are generally used as tv serial sets. Bolat aims to define the visual meanings conveyed by these unique buildings called “mansions” through iconographic analysis. She also investigates the placement of the mansion building style, which has a remarkable place in Turkish culture, as a visual space and the meanings attributed to it. Based on Panofsky’s iconographic analysis, the use of these mansions is discussed within the context of the semiotic narrative. Dr Bolat also evaluates the narratives that exist through the meaning and visual narrative in which Turkish society has positioned the traditional living environments, as well as the narratives that it tries to place in the audience.

She also demonstrates the cultural background and content production as she analyses house images, which I think quite interesting.

Prof. Rewai Makamani and Ms Liicka Andima are the authors of the fourth paper titled “A Semiological Analysis of Dudley’s Political Cartoons in the Namibian Newspaper.” Prof. Rewai Makamani is an Associate Professor, at the Namibia University of Science and Technology, specialised in Applied Linguistics and Communication, and African Languages and Literature, Language for Specific Purposes. His research interests are Text Linguistics, Critical Discourse Analysis Ms Liicka Andima is a student of master of English and Applied Linguistics.

Namibia, like other African states, suffered from economic decline between 2016-2019. As generally known, cartoonists are always there to satirise against governance practices; Makamani & Andima discuss how Namibian cartoonists view contestable contemporary issues in society through Barthesian semiological perspective. This qualitative study employs the connotative and denotative model of analysis to reveal how a purposive sample of political cartoons in the Namibian newspapers, exposes how Dudley satirises mainly against poor service delivery, corruption and unequal distribution of wealth in Namibia. The study recommends the adoption of a servant-leadership approach based on “Ubuntu”. Based upon an African philosophy, it literally means that a person is a person through other people. Ubuntu has its roots in African humanist philosophy, where the idea of community is one of the building blocks of society.

In addition to expert analysis of cartoons, we must be grateful to the writers for reminding us of this concept these pandemic days when we need unity and solidarity very much.

The final paper is “A Cognitive Semiotic Study of Suicide Notes in Selected E-Newspapers in Nigeria.” belongs to Dr Akinwande & Dr Olaosun from Nigeria. Dr Akinwande is a lecturer in the department of English, in Ondo State, Nigeria. Dr Ibrahim Esan Olaosun is an associate professor and a lecturer in the department of English, too in Nigeria. Their research span includes Semiotics, Stylistics, and Semantics.

The research investigates an exciting issue, suicide discourse in selected e-newspapers in Nigeria, using the theoretical framework of cognitive semiotics, espoused by Zlatev. It explores how language and mind interact implicitly to project ideological meaning in the selected websites.

Findings show that adverbials and interrogatives/rhetorical operations are significant socio-cognitive cues deployed by suicidees to express ideational, justificatory, interpersonal, revolutionary, adequate, aggressive, and depressive attitudes in the data. The study concludes that the solution to the subject of suicide lies partly in the hands of government and partly in the hands of every individual in the Nigerian society. The research is impressive enough to read in one breath.

International Journal of Semiotics and Visual Rhetoric JSVR is proud to bring you this special issue. I hope that reading these high-quality papers will inspire you to make your own submissions to

future issues of IJSVR and to tell your colleagues about our journal to the academists in the research environment.

May these contributions pave the way for the broad and open waters ahead with all the new developments in semiotics and visual rhetoric. Just for the the “Ubuntu spirit”.

Nurdan M. Taskiran

Guest Editor

IJSVR