

ROZHL'ADY

Director of ISI T. J. Bennett at the FOA CPU in Nitra and the Scientific Colloquium with His Participation

Július Fujak

On December 13, 2023, the Section of Culturology of the Institute of Management of Culture and Tourism, Cultural Studies and Ethnology at the Faculty of Arts of the Constantine the Philosopher University of Konstantin (IMCTCE FA CPU) in Nitra organized the scientific colloquium *So Many Insights of Semiotics and Philosophy on Culture & Arts Today* as part of the Culturologos lecture series with the participation of special guests from abroad. Among its participants were the American semiotician ass. prof. Tyler James Bennett, Ph.D., director of the renowned institutional platform International Semiotic Institute (ISI)¹, based since 2022 at the Faculty of Arts of the Palacký University (FA PU) in Olomouc, head of the Department of General Linguistics of the FA PU in Olomouc Ľudmila Lacková, PhD. et PhD., further doc. Klement Mitterpach, PhD. from the Department of Philosophy and Political Science FA CPU in Nitra, and from the home workplace of the Section of Culturology IMCTCE FA CPU scientific and organizational guarantor of the event prof. PhDr. Július Fujak, PhD., and PhD student Vladimír Lobotka, M.A.

Before we address the colloquium itself, it is necessary to mention that the participation of ISI director T. J. Bennett was possible thanks to his one-week Erasmus+ residence, in which his *lecture The General Semiotics Module and "Slovak Semiotic Group"* took place the day before, on December 12, 2023, as part of the international cycle *Interdisciplinary Dialogues* under the patronage of the dean of the FA CPU prof. PhDr. Martin Hetényi, PhD. Let's pay attention to it as well.

Bennet presented within it the activities of ISI in the past and during his tenure (continuous cycle of online seminars Semiosalong, Summer Semiotic Summer School of 2023 in Prague, etc.), characterized his scope in several points, such as trans-/multi-/interdisciplinarity,

¹ In the past, the long-time director of ISI Prof. Eero Tarasti lectured at FA CPU in Nitra (2007, 2019). See more: FUJAK, J.: *Existenciálna semiotika Eera Tarastiho (nielen) v kontexte jeho pobytu v Nitre* (Existential semiotics of Eero Tarasti (not only) in the context of his stay in Nitra). In: *Culturologica Slovaca* 4/2019, s. 79-87.

inclusiveness, multispecies, multipolarity, cultural polyglotism, non-profit open publishing approach, but also improvisation and ad-hoc modeling. In the context of the so-called critical digital humanities, he presented his understanding of general semiotics (which pertain more to communication than signification), pointed to different generations of semiotic thinking, and the intentions of the need to re-define the term "presence" (e.g. J. Kristeva or J. Derrida), as well as the principles of cybersemiotic approach – technocratic, solipsistic, unromantic (in reference to Søren Brier's work *Cybersemiotics. Why Information is not Enough*, 2008). Someone in these contexts may have been surprised by Bennet's interest in the development of Soviet semiotics in issues such as cybersemiotics and original linguistics (V.V. Ivanov), as well as semiotic modeling systems (A. Zalizniak)². He did not omit the topic of s. c. diagrammatology (quoted the ideas from Frederik Stjernfelt's book *Diagrammatology. An Investigation on the Borderlines of Phenomenology, Ontology, and Semiotics*, 2007), and he also addressed the relationship of "indirect proportion" between information overloading and the ability, or capacities of productive creation of semiotic modeling systems. In this context, he indicated the opposition of full-fledged signs (icon – index – symbol) and quasi-signs (signal – symptom – meme). He also outlined the issue of ideological mapping (as a semiotic metaphor) using the example of maps of the Slovak mountains in the past (with preference, or deletion of certain information) compared to the current digital Google preferences (which can be applied also in a political-ideological context). At the end of the speech, with a certain provocative exaggeration, he asked whether it would be possible to include Slovak semiotic thinking in its diversity under the term "Tatra semiotics", which could be distinguishable in the international context.

At the scientific colloquium/round table on 13/12/2023 at the UNI club UKF in Nitra, T. J. Bennet presented a lecture on *Critical Digital Humanities and the Cybersemiotic Culture Research Unit*. As the theme of this chamber event **So Many Insights of Semiotics and Philosophy on Culture & Arts Today** suggests, it was aimed at a model presentation of various currents and concepts of contemporary semiotics, and philosophy with overlaps into linguistics, cultural studies, and art sciences. In this issue of the magazine *Culturologica Slovaca*, we bring some of the texts by active participants of the colloquium, except for Bennett also Ľ. Lacková's *Digital Writing and the new primitive mind*, and V. Lobotka's *Disenchantment of the World and the Crisis of Our Times*. The papers presented in a colloquium by K. Mitterpach (*The Birth and the Annihilation of the Singular. Ontological and Scientific Explanations in Two Film Narratives*), and by J. Fujak (*Still Current Motifs of Slovak Semiotic Theories of Art and Music*, focused on the presentation of some essential topoi of the theories of F. Miko, P. Faltin, V. Godár, and J. Cseres) are not part of this issue because they overlap with recently published outputs, so we refer to them directly.³

² See more: P. LUCID, D. P. (ed.): *Soviet Semiotics: An Anthology*. Baltimore and London: The Johns Hopkins University Press, 1977.

³ See more: FUJAK, J.: Existential semiotics and correla(c)tivity of (non-conventional) music: personal retrospection. In: Eero Tarasti (ed.): *Transcending Signs: Essays in Existential Semiotics*. Berlin: De Gruyter Mouton, 2023. ISBN 978-3-11-078904-1, P. 883-896.

FUJAK, J.: For an extension of existential semiotics on music. In: Amir Biglari (ed.): *Open Semiotics: Volume 3 - Texts, Images, Arts*. Pariž : L'Harmattan, 2023. ISBN 978-2-14-030528-3, s. 531-544.

An organic part of the event (which took place within the framework of the scientific project KEGA 041UKF-4/2022 *Preparation of Teaching Texts for Core Subjects of the Cultural Studies Program*) included, of course, very interesting polemics and discussion blocks within the round (in the UNI club rather elliptical) table, what, we believe, also enriched the other colleagues and students from our Institute.



Dr. T. Bennett a prof. M. Hetényi (dekan FF UKF v Nitre) Zdroj: P. Grolmusová



Dr. T. Bennett
Zdroj: P. Grolmusová



Dr. E. Lacková
Zdroj: P. Grolmusová



Prof. J. Fujak
Zdroj: P. Grolmusová

Riaditeľ ISI T. J. Bennett na pôde FF UKF v Nitre a Vedecké kolokvium s jeho účasťou

13. decembra 2023 usporiadalo Oddelenie kulturológie Ústavu manažmentu kultúry a turizmu, kulturológie a etnológie na Filozofickej fakulte Univerzity Konštantína Filozofa (ÚMKTKE FF UKF) v Nitre v rámci prednáškového cyklu Culturologos vedecké kolokvium *So Many Insights of Semiotics and Philosophy on Culture & Arts Today* s účasťou vzácných hostí zo zahraničia. Medzi jeho účastníkmi boli americký semiotik ass. prof. Tyler James Bennett, PhD., riaditeľ renomovanej inštitucionálnej platformy International Semiotic Institute (ISI)⁴, sídliacej od roku 2022 na Filozofickej fakulte Univerzity Palackého (FF UP) v Olomouci, vedúca Katedry všeobecnej lingvistiky FF UP v Olomouci Ľudmila Lacková, PhD. et PhD., ďalej doc. Klement Mitterpach, PhD. z Katedry filozofie a politológie FF UKF v Nitre, a z domáceho pracoviska Oddelenia kulturológie ÚMKTKE FF UKF odborný a organizačný garant podujatia prof. PhDr. Július Fujak, PhD. a doktorand Vladimír Lobotka, M. A.

Skôr než sa budeme venovať samotnému kolokviu, je potrebné spomenúť, že účasť riaditeľa ISI T. J. Benneta bola možná vďaka jeho týždennému pobytu Erasmus+, v ktorom sa deň predtým, 12. decembra 2023 uskutočnila jeho prednáška *The General Semiotics Module and „Slovenská semiotická skupina“* v rámci medzinárodného cyklu *Interdisciplinárne dialógy* pod záštitou a s podporou dekana FF UKF prof. PhDr. Martina Hetényiho, PhD. Pristavme sa aj pri nej.

Bennet v nej o. i. predstavil aktivity ISI ako v minulosti, tak počas jeho pôsobenia (kontinuálny cyklus on-line seminárov Semiosalong, Summer Semiotic Summer School roku 2023 v Prahe a i.), charakterizoval jeho záber vo viacerých bodoch, ako, napríklad, trans-/multi-/interdisciplinaritu, inkluzívnosť, viacdruhovosť, mnohópólovosť, kultúrny polyglotizmus, neziskový otvorený publikačný prístup, ale aj improvizáciu a ad-hoc modelovanie. V kontexte tzv. critical digital humanities predstavil svoje chápanie všeobecnej semiotiky (vzťahujúcej sa viac na komunikáciu než na signifikáciu), poukázal na rôzne generácie semiotického myslenia, o. i. v intenciách potreby re-definície pojmu „prítomnosť“ (napr. u J. Kristevy či J. Derridu), ako aj na princípy kybersemiotického prístupu – technokraciu, solipsismus, neromantizmus (v odkaze na prácu Sorena Brieria *Cybersemiotics. Why Information are not Enough*, 2008). Niekoľko mohol v týchto súvislostiach prekvapiť aj Bennetov záujem o vývoj sovietskej semiotiky v otázkach ako kybersemiotiky, originálnej lingvistiky (V. V. Ivanov), tak aj semioticky modelujúcich systémov (A. Zalizniak)⁵. Neopomenul tematiku tzv. diagramatológie (citujúc myšlienky z knihy Frederika Stjernfeldta *Diagrammatology. An Investigation on the Borderlines of Phenomenology, Ontology, and Semiotics*, 2007) a venoval sa aj vzťahu „nepriamej úmery“ informačného zahltenia a schopnosti, resp. kapacity produktívneho vytvárania semioticky modelujúcich systémov. V tejto súvislosti naznačil aj opozíciu plnohodnotných znakov (ikon – index – symbol) a quasi-znakov (signal – symptom – meme),

⁴ V minulosti na Filozofickej fakulte UKF v Nitre prednášal jeho dlhoročný riaditeľ Prof. Eero Tarasti (2007, 2019). Viac pozri: FUJAK, J.: Existenciálna semiotika Eera Tarastiho (nielen) v kontexte jeho pobytu v Nitre. In: *Culturologica Slovaca*, 2019, 4. roč., č. 4, s. 79 – 87.

⁵ Viac pozri: LUCID, D. P. (ed.): *Soviet Semiotics: An Anthology*. Baltimore and London: The Johns Hopkins University Press, 1977.

a načrtol aj problematiku ideologického mapovania (ako semiotickej metafory) na príklade máp slovenských pohorí v minulosti (s uprednostňovaním, resp. upozadovaním istých informácií) v porovnaní so súčasnými digitálnymi Google preferenciami (čo možno aplikovať aj v politicko-ideologickom kontexte). V závere s istým provokačným nadľahčením sa pýtal, či by bolo možné slovenské semiotické myslenie v jeho rôznorodosti zahrnúť pod v medzinárodnom kontexte rozlíšiteľný pojem „Tatranská semiotika“.

Na uvedenom vedeckom kolokviu/okrúhlom stole 13. 12. 2023 v UNI klube UKF v Nitre sa T. J. Bennet už prezentoval prednáškou s témou *Critical Digital Humanities and the Cybersemiotic Culture Research Unit*. Ako naznačuje téma tohto komorného podujatia ***So many insights of semiotics and philosophy on culture & arts today***, bolo zamerané na modelové predstavenie rôznych prúdov a koncepcií súčasnej semiotiky, filozofie s presahmi do lingvistiky a kulturológie, resp. umenovied. Culturologica Slovaca v tomto druhom čísle roku 2023 prináša niektoré texty aktívnych účastníkov kolokvia, okrem Bennetta E. Lackovej *Digital Writing and the new primitive mind*, a V. Lobotku *Disenchantment of the World and the Crisis of Our Times*. Nakoľko príspevky K. Mitterpacha (*The Birth and the Annihilation of the Singular. Ontological and Scientific Explanations in Two Film Narratives*) a J. Fujaka (*Still Current Motifs of Slovak Semiotic Theories of Art and Music*), zameraný na prezentáciu niektorých podstatných topoi teórií F. Mika, P. Faltina, V. Godára a J. Cseresa) sa prekrývali s nedávno publikovanými výstupmi, nie sú zaradené do tohto sumára z kolokvia, preto odkazujeme priamo na ne⁶

Organickou súčasťou podujatia – ktoré sa konalo v rámci riešenia grantovej úlohy KEGA 041UKF-4/2022 *Príprava učebných textov nosných predmetov študijného programu kulturológia* – boli, samozrejme, aj veľmi zaujímavé polemiky a diskusné bloky v rámci okrúhleho (v UNI klube skôr elipsovitého) stola, ktoré, veríme, že obohatili aj iných kolegov a študentov z nášho Ústavu.

⁶ Pozri: FUJAK, J.: Existential semiotics and correla(c)tivity of (non-conventional) music: personal retrospection. In: Eero Tarasti (ed.): *Transcending Signs: Essays in Existential Semiotics*. Berlin: De Gruyter Mouton, 2023. ISBN 978-3-11-078904-1, s. 883-896.

FUJAK, J.: For an extension of existential semiotics on music. In: Amir Biglari (ed.): *Open Semiotics: Volume 3 - Texts, Images, Arts*. Paris: L'Harmattan, 2023. ISBN 978-2-14-030528-3, s. 531-544.