



10th Congress of the International
Association of Visual Semiotics

AISV-IAVS 2012, Buenos Aires,
Argentina

CONTEMPORARY

DILEMMAS

OF VISUALITY

Tuesday 4 to Saturday 8
September 2012

Faculty of Law
University of Buenos Aires
Figuerola Alcorta Av. 2263, Buenos Aires, Argentina



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venue: Faculty of Law, University of Buenos Aires
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Call for papers - Abstracts

300 to 500 words in English, Spanish or French

Theme of the congress:

Contemporary dilemmas of visibility / Dilemas contemporáneos de lo visual / Dilemmes contemporains du visuel

A dilemma (from the Greek, *dis* = two, *lemma* = topic or premise) is a problem whose solution allows for two possibilities, but none of them is completely satisfactory, so that a difficult choice comes out, upon which ethical and moral issues often impact. When a dilemma appears it is not possible to choose from a correct or an incorrect issue, but between two options that may be correct at the same time, but contrary to each other in a certain sense; between two equally appreciated values which, however, come into a conflict. In the field of visibility the dilemmas appear frequently, and seem to have multiplied themselves in the contemporary world, where images and their implications have acquired new strength in the infinite web of global connectivity.

It is perhaps in the field of photography –and particularly in press photography, traditionally linked to the greater effects of reality– where the most dilemmatic situations arise today: to make visible –or not– the often terrifying image of the present conflictive scenario, with its wars, attacks, famine, forced migrations, that put us “regarding the pain of others”, as Susan Sontag pointed out, and that may elicit undecidable political dilemmas that involve power factors in a worldwide level.

In this extreme visibility, which expands the limits of the knowable, where the many forms of art also are displayed, images seem to recover the symbolic power that worried the ancient people, putting them at the risk of new idolatries. Visibility is assumed as a condition of democracy, as an imaginary of transparency, but also as an erasure of the uncertain threshold between public and private domains, another of the dilemmatic zones.

The dilemmatic visual situations are not limited, however, to moral or cultural questions; they appear equally in the more primary context of visual perception. In this sense, visual ambiguities, paradoxes and antinomies have also a place in the theme we are concerned with. The identification of the referents may suffer from the hesitations coming both from the perceptual organism and from the organization of the object. Even images that are generated and used in the context of scientific practices (diagnosis, experimentation, demonstration, explanation, etc.), which are often endorsed with a pretension of objectivity and unambiguity, do not escape from these situations.

Thus, visual contemporary dilemmas concern both ethics and aesthetics, politics, human and social sciences in general, as well as natural sciences, perhaps with special emphasis on biology. Since all knowledge relies on signs, the semiotic perspective allows precisely for an interdisciplinary and integrating view. Is in this vast territory that we want to pose the semiotic reflection on the dilemmas of visibility, calling to questioning, thinking and criticism.



Possible topics (not exhaustive) in relation to dilemmatic situations:

- dilemmas of visual rhetoric
- dilemmas of the journalistic image
- dilemmas of the advertising image
- representational dilemmas of the image
- paradoxes and ambiguities in visual cognition
- dilemmas in the production and use of scientific images
- visual fetish and dilemmatic situations
- dilemmas of the urban image, the built environment and territory
- dilemmas of the objects of use and their visibility
- dilemmas of culture and history
- visibility and its dilemmas in child development
- dilemmas in vision and the evolution of species
- dilemmas in the judicial uses of visual images
- trauma and memory in visual representation
- ...

Possible disciplinary fields and genres in relation to visual semiotics:

- visual arts: painting, sculpture, photography, etc.
- performative arts: dance, theater, etc.
- cinema and television
- cartoons and graphic novel
- music and image
- architecture, urbanism, landscape design
- graphic and industrial design
- fashion and clothing
- writing and literature
- cultural studies
- history and archeology
- social and anthropological sciences
- psychology and cognitive sciences
- neurophysiology of vision
- law and jurisprudence
- philosophy, aesthetics, religion
- geography, cartography and earth sciences
- ...

Important dates

Submission of abstracts of oral papers and posters	29 February 2012
Acceptance of abstracts	30 March 2012
Registration (necessary to publish in the Proceedings)	1 April to 30 May 2012
Submission of full papers for the Proceedings	30 May 2012



Guidelines for the submission of abstracts

The abstract must be sent before February 29, 2012, exclusively through the website of the congress: www.aisv2012.org.

The body of the text should be between 300 and 500 words long, not including the title of the paper and the authors' data.

Oral papers and posters

Authors may specify their preference for the mode of presentation: oral or poster. The presentation of oral papers will be 20 minutes long, while posters will be displayed all five days during the congress (the dimensions of posters will be provided later). We suggest to choose oral presentation when the content of the contribution is of discursive nature, and poster presentation when it has a more graphic development. The reason for running the congress in these two modalities is to keep a reduced number of parallel oral sessions and ensure the highest possible audience for both types of presentations.

Even when the preference of the authors will be taken into account, the acceptance of the abstract as oral or poster presentation will depend on the final decision of the scientific committee. Once the letter of acceptance of the abstracts has been received, the authors will receive also the guidelines for the preparation of the full paper for publication in the Proceedings. Both oral and poster papers will be published in the same format and with the same extension in the Proceedings.

Special sessions: round-tables, forums and working groups

Round-tables, Forums of discussion and Working groups can be proposed by one or more coordinators:

- *Round-table*: It develops a defined topic, presented by one or more coordinators, and with specialists that participate with individual oral presentations on the topic.
- *Forum of discussion*: It is about a topic defined by one or more coordinators, who make a oral presentation of it and then open the discussion to the audience.
- *Working group*: This session is about a specific theme or research project, proposed by one or more coordinators, and with oral presentations of researchers belonging to the same group.

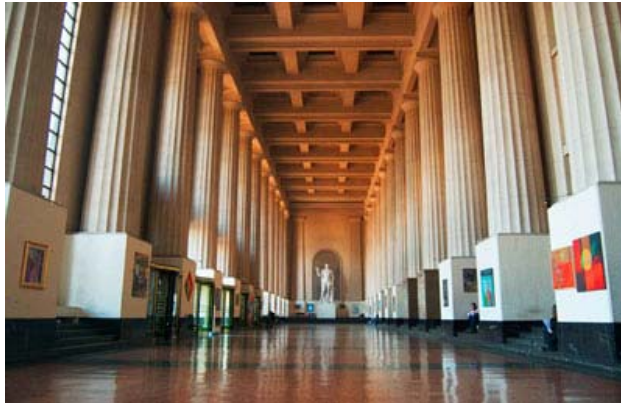
In all three cases, people who propose themselves as coordinators must send an abstract explaining the theme and aims of the intended session. In the case of Round-tables and Working groups, each participant must send the abstract corresponding to his/her presentation (send it under the category of *Oral Paper* in the web system). It will be the final decision of the scientific committee to totally or partially accept the papers of the round table and its coordinator. Once the abstracts have been accepted (both for the session in general and for the particular oral presentations), the organizers or the coordinators will integrate (by linking them on the web system) the individual abstracts with the session in question.

Registration

All authors attending personally the congress must register, paying the corresponding registration fee, and at least one author should be registered for each presented paper or poster.



Venue of the congress: School of Law, University of Buenos Aires



Entrance hall



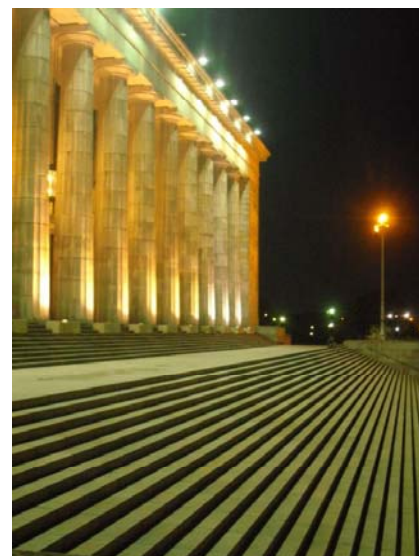
Assembly hall



View of the site



Auditorium



Front view



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