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Figurative Ways into Meaning-making: Notes on the Semiotics of (Visual) Metaphors

This paper presents an approach to understanding visual metaphor from a semiotic perspective. Within the domain of semiotics, the concept of metaphor has received a great deal of attention, showing both the limits and challenges of theories of metaphors. Historically, linguistic metaphors have received more scholarly interest as compared to visual metaphors. Scholars such as Umberto Eco, Roman Jakobson, Winfried Nöth, Algirdas Greimas, Marcel Danesi and many others have paid tribute to such an issue and the scholarly interest in metaphors, especially in the visual modality, resurfaces today in a time when the politics of images is key. This paper seeks to provide a critical overview of the main perspectives on (visual metaphors) developed within semiotics; it dwells on the ‘figurative way’ as a modality of meaning-making against other ways of untruthfulness (deceptive versus non deceptive types of untruthfulness); it provides some examples for discussion.

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**Biography**

Remo Gramigna is a post-doctoral researcher at the University of Turin, Italy, where he is part of the ERC Consolidator Project FACETS (Face Aesthetics in Contemporary E-Technological Societies) and where he taught semiotics. Prior to this, he studied Semiotics and Culture Studies. He obtained his Ph.D. at the University of Tartu, with a dissertation on the theory of signs, signification, and lying in St. Augustine’s work. He taught for many years various semiotic courses in Estonia, at the Department of Semiotics of the University of Tartu. His academic research to date has mainly focused on general semiotics and culture studies, cognitive theory, communication studies, the semiotics of culture and the history of semiotics. He has edited and co-edited various collective volumes and special issues. His recent publications include [Faces in disguise: masks, concealment and deceit (2022)](https://doi.org/10.1007/s11245-022-09806-0), [Cultures of the face (2021](https://doi.org/10.12697/49.3-4)) (with Massimo Leone), [*Augustine and the Study of Signs, Signification, and Lying* (2020, De Gruyter)](https://doi.org/10.1515/9783110596625), and Imagining others: deception, prediction, and disguised intentions in strategic interactions (2020).

**Proceedings 2: Double Special Issue of** [***Linguistic Frontiers***](https://sciendo.com/journal/LF)

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