

2015 · VOLUME 11 · ISSUE 4

CHINESE SEMIOTIC STUDIES

中国符号学研究

EDITOR-IN-CHIEF

Yongxiang Wang

Nanjing Normal University, China

MANAGING EDITOR

Hongbing Yu

Nanjing Normal University, China

ASSOCIATE EDITOR

Linda L. Thornburg

Nanjing Normal University, China

**DE GRUYTER
MOUTON**



The International Institute of Semiotic Studies
of Nanjing Normal University & The Chinese
Semiotic Research Center of the Chinese
Association for Language and Semiotic Studies

PRESIDENT EDITORIAL BOARD

Jie Zhang, Nanjing Normal University, China

VICE PRESIDENTS EDITORIAL BOARD

Bin Xin, Nanjing Normal University, China

Yongxiang Wang, Nanjing Normal University, China

EDITORIAL BOARD

Delu Zhang, China

Deping Lu, China

Ersu Ding, Hong Kong, China

Hong Guo, China

Hsiu-chih Tsai, Taiwan, China

Mingyu Wang, China

Ning Wang, China

Sihui Mao, Macao, China

Xueliang Xiong, China

Yiheng Zhao, China

Zhi'an Chen, China

CHIEF ADVISORS

Eero Tarasti, Finland

Youzheng Li, China

Zhuanglin Hu, China

ADVISORY BOARD

Roland Posner, Germany

Richard Lanigan, USA

Jean-Claude Mbarga, Cameroon

Paul Cobley, UK

Susan Petrilli, Italy

John Deely, USA

Charls Pearson, USA

Paul Bouissac, Canada

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 2198-9605 · e-ISSN 2198-9613

All information regarding notes for contributors, subscriptions, Open Access, back volumes and orders is available online at <http://www.degruyter.com/view/j/css>.

RESPONSIBLE EDITOR Yongxiang Wang, School of Foreign Languages & Cultures, Nanjing Normal University, No. 122, Ninghai Road, Nanjing, Jiangsu Province (210097), P. R. China.
Email: nshdyxwang@163.com

JOURNAL MANAGER Aline Hötzeltd, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05 – 283, Fax: +49 (0)30 260 05 – 250,
Email: aline.hoetzeldt@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Heiko Schulze, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30.260 05-358, Fax: +49 (0) 30.260 05-264,
Email: anzeigen@degruyter.com

TYPESETTING Youyi Zhu, Nanjing Normal University, China

PRINTING Franz X. Stückle Druck und Verlag e.K., Ettenheim

COVER ILLUSTRATION Andrew Khritin/Hemera/thinkstock

© 2015 Walter de Gruyter GmbH, Berlin/Boston

Printed in Germany



Contents

Part One: Applications of Semiotics

Rong Zou

An Analysis of English Demonstration Classroom Discourse—407

Part Two: Interactions between Chinese and Western Semiotics

Mariana Salimena and João Queiroz

Intersemiotic Bestiary—419

Part Three: Western Cultural Signs and Sign Theories

Massimo Leone

Double Debunking—433

Silvia E. Giraudó and Alvaro R. Martel

Memory, Identity, Power—479

Félix J. Ríos

The Art of Representation in a Globalized World—499