

## **Some social semiotic concepts**

In this talk I will review a number of key concepts in social semiotics, including (1) the place of language and language studies in social semiotics, (2) genre, context and practice, (3) modes, media and materiality, (4) discourse and text, and (5) recontextualization, resemiotization and transformation.

The talk will present my particular views on these issues, but also discuss to which degree they are similar to, and in which ways and why they are different from other social semioticians.

I will end with a view on what I think social semiotics is or should be, and what issues I believe should be central in its further development.