

*Kalevi Kull* (Department of Semiotics, University of Tartu, Estonia)

*The animal now, or zoosemiotics of choice and innovation*

Semiotics is a generalization of linguistics, of logic, and of phenomenology – it includes non-linguistic sign systems, prelinguistic interpretation, and non-conscious phenomenology. Therefore developments in the areas that study non-human sign processes – i.e. biosemiotics, and especially zoosemiotics – have a crucial importance.

Not only zoosemiotics, but the whole of semiotics is getting on the next level, after its restructuration since 1990s. This is due to developments after post-structuralism, to recent results in Peirce studies, and in biosemiotics, in particular.

What would serve more attention is the distinction between new and repeated sign relations, the atemporality of triadicity, and non-algorithmic nature of interpretation. Naturalization of these features is a challenge for semiotics 2.0.

Accordingly, empirical grounding of semiotic theories (evidence-based and experimental semiotics) is important to discuss, particularly in the area of prelinguistic sign systems, as studied by zoosemiotics.

Sign relations are acquired or learnt relations, therefore models of semiosis should be related to models of learning. We could assume that major sign types are produced by different types of learning mechanisms.

Computational models of learning do not usually pay attention to meaning-making. The latter however can be possible via semiotic modelling that describes the situation of confusion and incompatibility as necessary in semiotic learning.

An empirical taxonomy of mechanisms of learning tends to deviate from Peircean classification.

Building such taxonomy may use a generalization of Lotmanian insight about non-translatibility as a component of meaning-making and learning.

Semiotics of innovation could be applicable to biosemiotic theory of evolution.