



**Gunther Kress** holder forelæsning den **25. oktober 2018** i anledning af udnævnelsen til æresdoktor ved SDU. Forelæsningen finder sted i **U56 kl. 14.15-16.**

Alle er velkomne!

## **A Social Semiotic account of *meaning* and *meaning-making*: getting beyond the past and its frames**

I will start by discussing the traces of past frames and their continuing limiting effects on present understandings, elaborating that topic in relation to the twin – and integrally related – notions of *learning* and *communication*. To do this I briefly characterize present social “givens” and contrast them with notions of “the social” which were pretty much taken for granted across western Europe in the post WW2 period. I show how these ‘traces’ still shape and *obscure* our vision and thinking. In contrast, I put forward both a broad conception of *learning* and, linked with that, an essential rethinking of *communication*.

It has become a commonplace to say that “learning has escaped the walls of the institution of the school”, and while politicians demand that “education must produce active, innovative learners, competently at ease with change”, in many parts in contemporary Europe the reality is different. With the question “what, when or where is NOT learning?” and by putting forward the idea of “semiotic work”, I turn attention to social practices in general, and suggest that in principle *learning* is always an outcome of *communication*, and that every instance of *communication* is an instance of *learning*. In principle, there is no difference between learning and communication, no matter where and in what form either of these takes place.

And it is with a focus on principles, that we can, I suggest, get beyond the current confusions produced in a fragmenting world and by the pervasive affect of social and semiotic provisionality.

/Gunther Kress