
Marina N. Bychkova

Semiotics of Communicative Space in Runet

Online Promotion of Siberian Regional Brands

Abstract

Now as the »post-non-classical« (G. Haken, I. Prigozhin, V. Stepin, etc.) picture of the world is passing through a stage of terminological and ontological development, the interpretation of the concept of »space« is becoming more interesting and debatable. It is currently of interest to philosophers, sociologists, semioticians, psychologists, architects, and also advertising and public relations specialists.

Eco's »Talking space«, Führr's »space of an arbitrary value«, and Castells' »space of the information society« provide food for thought for professionals whose primary goal is to create an »optimal communicative space« (Shishkina) of social subjects as brand followers. The author believes that the creation and promotion of a modern company's digital brand, territory, or person can be achieved only if the corresponding illustrations and electronic texts as »machines of senses« (Kiselev) are aimed at the development of truly information-intensive, compelling, creative, and free communicative space around these subjects on the internet.

An attempt to conduct a semiotic analysis of such a space (identification of its principles, codes, structure) using the example of three Siberian brands – Lake Baikal, the trademark »Kruger« and the Tomsk sculptor and actor, Leonty Usov, is the main objective of the article.

Keywords

Semiotics of digital communication
Communication space of the Internet
Electronic communications
Digital brand
Regional brands of Siberia