

## ISABEL MARCOS, Ph.D in Dynamic Semiotics

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### RESEARCH FIELDS

#### 1. Sciences of territories | 2. Visual Semiotics | 3. Information and Communication Sciences

These three areas of expertise enable me to understand "territory" as a horizon of knowledge. Thus "territory", emerges as an interdisciplinary, multiscale object of language, hence it is possible to consider a new theory of territorial semiophysics where territorial forms and their meanings are grasped together.

**Language skills:** Portuguese; French (Bilingual); Spanish; English (write, read, speak); Italian (read)

### CURRENT POSITIONS

**Since 2005 Senior Research Fellow** at CICS.NOVA, **Interdisciplinary** Centre of Social Sciences, Faculty of Social Sciences and Humanities – FCSH, New University of Lisbon – UNL | Portugal

**Since 2017 Chair | Congress and monthly Seminar on René Thom Catastrophe theory**, at the Institute of Humanities and Sciences of Paris | Paris Diderot University | France

**Since 1996 In parallel with scientific activity | Contracts with businesses**

**Since 1996 Communicational semiotic analyses | Town halls and architectural offices**

These analyses allow the founding of: territorial or architectural communication policies; communicational grammars contributing to the territorial conception and decision; taking into account communicational lags between the various images of a Municipal Master Plan: strategic image (politics, decision-makers) | conceived image (architects, urban planners, developers) | perceived image (citizens); communicational policies of the architectural work; etc.

### PREVIOUS POSITIONS

**2001 – 2005 Lecturer**, Departments of **Communication and Architectural Sciences**, Autonomous University of Lisbon, Foundation for Science and Technology (FCT) | Portugal

**2000 – 2001 Lecturer, Science of Communication** Department, University Paris 3 | France

**1996 – 2001 Research Fellow in Dynamic Semiotics and Philosophy of Sciences**, Centre for Semiotic Research, Faculty of Arts, Aarhus University | Denmark and Interdisciplinary Centre for Science, Technology, and Society, University of Lisbon | Portugal

**1996-2003 Communicational semiotic brand analyses**

The prior experiences in the semiotics of "brands" and their "genetic code" enabled me to initiate the conception of a model applied to signifying mechanisms of form within companies. Which led me to the following conception of values, which founds corporate identity; geography and general brand theory; the corporate "genetic code" and visual grammar.

**1991 – 1996 Ph.D Research Fellow in Dynamic Semiotics** at the Centre for Semiotic Research of Aarhus University

### EDUCATIONAL BACKGROUND

**2016 University Professor** (*Professeur des Universités*) (accredited research director H.D.R.) **certified by the C.N.U. Conseil National des Universités** | France

**1999 Ph.D in Communication Sciences** (Portuguese equivalent), FCSH-UNL, New University of Lisbon | Portugal

**1996 Ph.D in Dynamic Semiotics, Title of the thesis:** *Le sens urbain: la Morphogenèse et la Sémiogenèse de Lisbonne. Une analyse catastrophiste urbaine*, Faculty of Arts, Aarhus University (Research Center for Semiotics) | Denmark

**1992 Master 2 (Advanced Studies in Architecture C.E.A.A.) in Science of Architectural Design** (2 years), **Title of the thesis:** *Le Trajet comme Méthode d'Exploration de l'Espace Urbain*, Architecture School of Paris-la-Villette (UP6)

**1991 Master 2 (Advanced Studies D.E.A.) in Social Anthropology and Compared Sociology** (2 years), **Title of the thesis:** *Analyse Passionnelle d'un Espace Temps*, René Descartes University of Paris V Sorbonne | France

**1989 Architect Diploma: specialization in urban planning** (5 years), Faculty of Architecture, Technical University of Lisbon | Portugal

## RESEARCH

**SINCE 1996 Leader in 26 research contracts (and Partner in 9) in public service** [Horizon 2020 (Action Cost), FCT-Portugal (Foundation for Science and Technology) | Portugal, A.I.S. V., I.A.S.S. (international organizations), etc.]:

Design and installation of new international research projects through networks - Horizon 2020 (Cost, Marie Curie), FCT-A.I.S.V., I.A.S.S., Universities and national research centers from various countries; leading of interdisciplinary, multicultural, and multilingual teams, internal (doctoral students, researchers) and external (international networks) contacts; Design, organization, and management of conferences, seminars, collective works, executive and scientific committees in French, English, Portuguese, Spanish; senior positions within multiple international research networks (A.I.S.V., I.A.S.S.) accounting, budget management, remuneration, administrative procedures, etc.

## TEACHING

**Teaching within all of my research areas**, architecture workshops, for Master 1 and 2 and in doctoral schools. **Lecture courses in Semiotics** (of visuals / of space (architecture, urbanism, geography) / of media, communication, applied to public and private organizations), **and supervised work in Semiotics** of communication and culture (initiation to research), in architecture, in urban planning and doctoral research methods; **workshops in doctoral thesis supervision**, **26 Master's dissertations** and one hundred **graduate diplomas**. **Visiting professor in 25 foreign teaching institutions** in: Europe, the Americas, Africa, and Asia.

## ADMINISTRATIVE RESPONSIBILITIES AND INTERNATIONAL COLLABORATIONS

- Since 2016 Elected member of multidisciplinary network** | National representative of the Portugal Action Cost CA15101
- Since 2011 Guest editor and permanent member of scientific committees from various reviews and books**
- Since 2009 Elected member | Manager of various semiotics networks:** World Semiotics Association IASS - national representative of Portugal (2009-2020) and Vice-President of the International Association for Visual Semiotics A.I.S.V. (2010-2017)
- Since 2004 9 invitations as conference Keynote Speaker** (Argentina, Brazil, Cyprus, Germany, Italy, Luxembourg, etc)
- Since 1996 Jury invitations:** Doctorate (Ph.D.); Accreditation for the title of Director of Studies; D.E.A. diploma
- 2003-2005 Scientific Director of the Communication Sciences Department of the UAL**
- 2003-2005 Research Director of the doctoral program of Communication Sciences Department of the UAL**
- 2001-2005 Coordination of exchanges, both inter-university (ERASMUS) and professional (corporations) of the UAL**

## CHAIR | ORGANISATION OF SCIENTIFIC MEETINGS (SELECTION)

- 2011 – 2018 Chair and President of the Organisation and Scientific committees:**
- 2017-2018 Congress and monthly Seminar on René Thom Catastrophe theory**, at the Institute of Humanities and Sciences of Paris | Paris Diderot University | France
- 2015 Workshop Dupont Group** (on theoretical geography), about 30 participants | Portugal
- 2013 Luso-Brazilian conference on Spatial Semiotics**, New University of Lisbon, 80 participants
- 2013 Franco-Portuguese conference on Olisipo Morphologies**, New University of Lisbon | Portugal
- 2011 1<sup>st</sup> European Regional Congress IAVS-AISV**, about 400 participants | Portugal
- 2017 Chair | COST ACTION (Compact) CA15101 Meeting** about 80 participants | Portugal
- 2012 – 2015 Member of the Executive, Experts and Scientific Committees of the IAVS-AISV International Association for Visual Semiotics (between 150 and 600 participants):**
- 2015 11<sup>th</sup> Congress IAVS-AISV**, Liège University, about 150 participants | Belgium
- 2014 2<sup>th</sup> European Regional Congress IAVS-AISV**, Urbino University, about 200 participants | Italy
- 2012 10<sup>th</sup> Congress IAVS-AISV**, Buenos Aires University, about 600 participants | Argentina

## PUBLICATIONS

Publications: **118** of which **90 as articles and books** in the domain of Semiotics, notably published in the following reviews: *Nouveaux Actes Sémiotiques*, *DEGRES*, *Semiotica* (éditions De Gruyter Mouton), *Revista Estudos Semióticos* (Editora FFLCH-USP). I was also Visiting Editor: Editora Aracne, Editora Annablume, *Sémiotiques Européennes* (Peter Lang Editions), etc.

11 Papers in International Scientific Journals with referees ( <i>Scielo</i> , <i>Scopus</i> , <i>Web of Science</i> , etc.) with an Impact Factor between 3.947 and 0.100 in my field the citation number is not measured systematically. But you can look at the impact of my work by the number of invitations: as Keynote speaker, commissions of trust and led research projects.	13+11 to Publish
21 Journals (Edited Issues) <i>Web of Science</i> with referees	3
31 Books (Author)	2+2 to Publish
41 Books (Edited Collections) with referees	4+4 to Publish
51 Book Translation and adaptation of a book from French into Portuguese (awaiting publisher)	1 to Publish
61 Chapters in Books with referees	10+10 to Publish
71 Chapters in Books Translation / adaptation from French into Portuguese (awaiting the publisher)	8 to Publish
81 Papers in International Conference Proceedings with referees (papers, preprints and abstracts)	36+36 to Publish
91 Papers in National Conference Proceedings with referees (papers, preprints and abstracts)	22
101 Pedagogical Books	7
111 Research programs	26