OTT PUUMEISTER. The Subject's Self-Formation in Power Relations: Theories of Subjectivity in Agamben, Badiou and Foucault from the Semiotic Perspective

Within the liberal democratic context the individual is mostly seen as an autonomous agent with the freedom of choice on how to conduct one's own life. However, this autonomy generally comes down to „choosing one's lifestyle" and making decisions on what kinds of products to consume. This kind of autonomy leaves the subject without any political relevancy. To think on the possibilities and potentialities on the agency of the political subject, this article will turn 1) to Giorgio Agamben and his theorization of *whatever singularities* and *the coming politics*; 2) to Alain Badiou's account of the event – the radical break of the established political situations; and 3) to Michel Foucault's conceptualization of the technologies of the self in Antiquity and their importance to today's political thinking. Finally, all these authors are viewed through the perspective of semiotics, which is provided mainly by the semiotics of culture of Juri Lotman. I think that the perspective of semiotics can add something to the understanding of the political subject both as an agent in the context of power relations and as a phenomenon to be studied by semiotics as a discipline.

Keywords: *subjectivity, discourse, power relations, emancipation, autocommunication, singularity, event, politics*

RISTO HEISKALA. Towards Semiotic Sociology. A synthesis of Semiology, Semiotics and Phenomenological Sociology

Abstract. Departing from the common view according to which structuralist semiology (the Saussurean tradition), pragmatist semiotics (the Peircean tradition) and phenomenological sociology (Husserl, Schutz, Berger & Luckmann, and Garfinkel) are seen as mutually exclusive alternatives the article attempts to outline their synthesis. The net result of the synthesis is that a conception emerges where action theories (rational choice, Weber etc.) are based on phenomenological sociology and phenomenological sociology is based on neostructuralist semiotics which is a synthesis of the Saussurean and the Peircian traditions of understanding habits of interpretation and interaction. This is how we get a research programme for semiotic sociology.

Keywords: *semiotics, semiology, phenomenology, sociology, social theory*

REMO GRAMIGNA. Between Cultural Studies and Semiotics of Culture: The Case of Culture Jamming

The aim of the present work is to set forth a comparative analysis between two fields of study, namely, cultural studies and cultural semiotics. Although both disciplines traffic with „culture" as a complex object of study, theoretical and methodological differences, as well as the historical development of their formation, set them apart. The current paper seeks to explore the existing theoretical differences and potential similarities that unite and divide these two fields of study. Cultural studies is engaged in an ongoing self-description as discipline. The latter, in the acceptation of the Tartu–Moscow School, has set forth a theoretical approach that might be able to provide a metadisciplinary methodology that could unify humanitarian disciplines dealing with „culture". Furthermore, this work presents, as a specific case study, the phenomena of 'culture jamming' and focuses on the techniques used by interpreters in order to sabotage and subvert corporate advertisements, messages and logos. Taking up the two perspectives of cultural studies and semiotics of culture, different levels of analysability are demonstrated in respect to the same object of study, namely, the practice of „subvertising".

Keywords: *cultural semiotics, cultural studies, disciplinary identity, culture jamming, subvertising*

JAAK TOMBERG. Awakening into dystopia: on the ambiguities of utopian form

The article compares the formal attributes of classic literary utopias and modern literary dystopias and concludes that only a minimal difference separates the two – the interference or awakening of a narrative subject in dystopia. Using the metaphor of a dream as something that has to be awakened from, the article further portrays everyday ideological existence as a constant oscillation between utopian (ahistorical) sleep and (dystopian) wakefulness.

Keywords: *utopia, dystopia, narrativity, ideology, awakening*

PEETER SELG; REIN RUUTSOO. Teleological historical narrative as a strategy for constructing political antagonism: the example of the narrative of Estonia's regaining of independence.

The paper analyses the history-writing that deals with Estonia's regaining of independence through the framework of semiotic theory of hegemony. Besides articulating this theory as a framework for political analysis an account is provided for the application of the general categories of semiotic theory of hegemony to history-writing as a specific system of meaning. Hence our recourse to mediating concepts from theories of history and historical memory: *emplotment*, *master narrative*, *narrative substance*, *schematic narrative template*. In our analysis we concentrate on all the writings of the historians who have been active in Estonia that meet the following criteria: 1) they seek to provide a perspicuous presentation of the dynamics of the whole period; 2) they are wide accounts: a monograph, a longer article or a commented sample of documents concentrating on the subject, or a chapter on the subject in an important general sourcebook on Estonia's history; 3) the presentation of the subject is not mainly in the form of personal memories, but is framed as expressing an objective, by-stander's, historian's position. One of our conclusions is that besides being a professional practice history-writing constitutes also a certain political practice. Through analyzing the texts represented in our sample we chart how through representing Estonia's transition through teleological narrative a political antagonism is constructed between the „proponents" and „opponents" to Estonia's independence, and how several important aspects of the process of transition are peripherized and excluded from the narrative representation of Estonia's regaining of independence.

Keywords: *semiotic theory of hegemony*, *history-writing*, *narrativized history*, *teleological narrative*, *antagonism*, *Estonia's regaining of independence*

MARI-LIIS MADISSON, ANDREAS VENTSEL. Semiotic modelling of *other* in contemporary history of Estonia

This article focuses on construction of identity and the transformation of it in the period of radical changes in socio-cultural setting. Identity can be seen as a coherent discourse (or text) through which the homogeneity of a cultural system is established. This system implicitly demarcates itself from the extra-semiotic reality or a reality of certain other semiotic system. Our research topic is migration of people in

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Estonia's recent past. Specifically we are interested in those non-Estonian speaking migrants that came to Estonia in 1960s. How different kind of practices of signification have been used and how they transform and co-exist also in Estonian nowadays public (declared) discourse are the questions which we try to discuss by using theoretical ideas of the Tartu-Moscow School of cultural semiotics, the concept of dialogue by Mikhail Bahktin and George Schöpflin's concept of identity.

Keywords: *culture – non-culture – anti-culture, construction of own/other in self-description, Tartu–Moscow cultural semiotics, Bahktin's concept of dialogue, Schöpflin's concept of identity*

JUHAN SAHAROV. Hegemonic Rhetoric of Václav Havel and Charter 77: Combining Framing Theory and Laclauian Discourse Theory in Social Movement Analysis

The literature on the resistance and protest movements of Czechoslovakian dissidents and intellectuals during the communist period is abundant, but less attention has been devoted to close rhetorical analysis of the texts by the leaders of these movements. In conducting a case study on the rhetoric of the Czechoslovakian social movement Charter 77 during its early period of activity (1977–1978) as embodied in the early political essays of its leader Václav Havel and in the declaration of the movement, this article highlights the need to combine two theories in studying the rhetoric of social movement leaders: Laclauian discourse theory and social movement framing theory. The article claims that, in order better to explain the choice of rhetoric of social movements, the two theories can be used in a single framework as an empirical method for analysing social movements' strategies. The study shows how combining Laclauian discourse analysis with framing theory expands social movement analysis; through the combination, it explains the inception, emergence and choice of strategy of the Charter 77 movement.

Keywords: *Essex's school of theory of hegemony, social movement framing theory, rhetoric, Czechoslovakian social movement Charter 77, Václav Havel*

ANU HAAMER. The Role of Ideals in Development of Professional Identity

It is important to pay attention to the role of ideals when investigating the development of professional identity as ideals function as a standard for making meaning and influencing behavior. The current research investigates how university teachers describe their professional ideals. Meaning categories within those ideals, influential background factors underlying these ideals, and the comparison between ideals and actual self that influences the professional identity are analyzed using a qualitative research design. The research conducted at the University of Tartu during 2009–2011 analysed outcomes of reflexive exercises and follow-up interviews of four university teacher training groups. The focus was on questions: What meanings have been described as ideals for the university teachers and how those meanings are interpreted by university teachers? As a result of the study there can be seen three meaning categories in ideals and four profiles of university teachers having different meanings in their ideals, that can point to their different learning-teaching conceptions that can indicate also the different position of university teachers identity in their identity hierarchy.

Keywords: *identity, professional identity, ideal, role, reflection*