

**Prof Denis Bertrand**

**(Paris 8 Vincennes – Saint-Denis University)**

*Chair: Dr Tatsuma Padoan*



# “The Construction of Greta Thunberg's Mediatic Mythology: A Semiotic Approach”



**Monday 24 April 2023, 17.00-19.00, Kane Building B10B**

**Film & Screen Media Auditorium, UCC – ALL WELCOME**

We will start from two cases: the first concerning Greta Thunberg, examining the way she embodies the “future perfect” tense (*futur antérieur*), becoming its mythical figure (she is already a victim of what “will have happened” by the time the living conditions on earth deteriorate); and the second case, concerning the consumption of meat, which we could thematise as: “Will we have become cannibals?” Starting from an analysis of the future perfect, by showing its significance and relevance, I will try to unfold its political impacts, “politically” (*politiquement*) so to speak, as Bruno Latour (2015) would have it. We will thus connect this semiotic analysis of the political horizon of the emergency today, to linguistics, anthropology and ecology.

**Prof Denis Bertrand** is professor emeritus at the University of Paris 8-Vincennes-Saint-Denis and at the Nouveau Collège d'Études Politiques (University of Paris Lumières). He has been member of the Scientific Council of the City of Paris and president of the French Association of Semiotics, regularly appearing on media as political analyst (Public Sénat, France 5). His semiotic work focuses on aesthetic issues (literary theory, visual arts), social and political discourses. He has published six books, edited numerous collective books and written more than two hundred articles.

**MA Anthropology**

**SENSA Lab\***

**Film and Screen Media Department**

\*SENSA Laboratory of Semiotics, Ethnosemiotics, Nonfictional Studies and Audiovisuality

