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*Signs & Media: A Journal of Semiotics in China and the World (SIME)* introduces the traditional Chinese theories of meaning, communication and art to the world, but also brings contemporary Chinese and East Asian semiotics in dialogue with contemporary international research. *Signs & Media* is a double blind peer-reviewed, academic journal focused on semiotics in relation to contemporary media, communication and the arts. With the radical changes of the forms of media and communications in modern society, as well as the dazzling spectacles of signs, symbols, texts, and art being produced, read, and interpreted in this cyber age of globalization a platform is needed where perspectives from East and West are shared to analyse these versatile productions of meaning. The journal includes full-length research articles, review articles, short communications, or other formats of materials which explore the linguistic, philosophical, sociological, anthropological, literary, cognitive and other scientific dimensions of semiotics and media studies. The journal is relevant to researchers and practitioners of semiotics and media studies who are interested in the generation and mechanism of meaning, as well as the structure of communications through all forms of media.

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