

10:30 - 11:30	<b>KEYNOTE SPEAKERS</b>					<b>JACQUES FONTANILLE 'Semiotics, Collective and Politics. The case of people' AMPHITHEATER A</b>				
11:30 - 12:00	<b>COFFEE BREAK</b>									
	<b>Room 1</b>		<b>Room 2</b>		<b>Room 3</b>		<b>Room 4</b>		<b>Room 5</b>	
	<b>Approaching the Lifeworld</b>		<b>Arts/Culture</b>		<b>Material Culture</b>		<b>Politics</b>		<b>Forms of Knowledge</b>	
	Earth, health, life & death, the world in perspective: extension of the semiotic domain, constitution, and mutations of meaning		A whole lifeworld into a room: semiotic issues in religious, intellectual, and artistic experience		Material culture, aesthetics, and semiotics in the lifeworld		Semiotics of resistance and cultural decolonization		How to build a lifeworld: In-between Relevance and the Encyclopaedia	
<b>Session 1</b>	<b>CHAIR: Jacques Fontanille</b>		<b>CHAIR: Jenny Ponso</b>		<b>CHAIR: M. Ramakrishnan</b>		<b>CHAIR: Julieta Haidar</b>		<b>CHAIR: Jan Strassheim</b>	
12:00 – 14:00	<p><b>Ivan Darrault-Harris</b> <i>Une extension sémiotique induite par la pandémie</i></p> <p><b>Joseph Pare</b> <i>Sémiotique et problématique du développement au Burkina Faso</i></p> <p><b>Hamid Reza Shairi</b> <i>Quand le "nous" produit des collectivités nommées "eux", exclues de leur sphère maternelle</i></p> <p><b>Gianfranco Marrone</b> <i>Le sacrifice aujourd'hui: l'animal à mort dans les médias</i></p>		<p><b>Jenny Ponso</b> <i>A room for herself: stasis and ecstasy between mysticism and fiction</i></p> <p><b>Marcello La Matina</b> <i>Language-games and forms of life in the 4<sup>th</sup> century AD: the case of Gregory of Nazianzus and Macrina</i></p> <p><b>Francesco Galofaro</b> <i>In my solitude: figurative rationality and axiological inversion in Saints Barsanuphius and John of Gaza</i></p> <p><b>Massimo Leone</b> <i>Semiotics of the Aleph</i></p>		<p><b>Shalini Pallavi</b> <i>Transformationality of art to artifacts: Semiotic exploration of aesthetics and significance of Madhubani paintings as living tradition</i></p> <p><b>Anirban Debsarma</b> <i>Introspecting Alkap: Contextuality and narratives in the folk theatre of Bengal</i></p> <p><b>Neishoning Koireng</b> <i>Symbolizing identity and status: A semiotic study of traditional textiles and costumes of the Koirengs of Manipur (India)</i></p> <p><b>Michael Ranta</b> <i>From shapes to action. The narrative turn in prehistoric image-making</i></p>		<p><b>Julieta Haidar</b> <i>The semiotic-discursive processes of resistance from complexity, transdisciplinarity, decoloniality</i></p> <p><b>Obed Arango Hisijara</b> <i>The immigrant village: semiotics of decolonizing counter-space and counter-narratives</i></p> <p><b>José Luis Quintero Carillo</b> <i>"Ojalá que la enfermedad no llegue aquí, con nos-otros": Narratives of resistance in the reproduction of the rituality of the Nayeri community of Presidio de los Reyes, Nayarit</i></p> <p><b>Andrés Castiblanco Roldan</b> <i>Knock down statues to weave new symbols of identity: The anti-monument movement and its scales in the Latin American social explosion</i></p>		<p><b>Göran Sonesson</b> <i>How to build a lifeworld: The gap between the encyclopaedia and the Porphyrian Tree spanned by sedimentation</i></p> <p><b>Filomena Diodato</b> <i>Rethinking semantic fields: Relevance, encyclopaedia and local holism</i></p> <p><b>Douglas Niño</b> <i>Between sedimentation and ongoing ground: Levels, breadth, depth, and strata</i></p> <p><b>Claudio Paolucci</b> <i>A cognitive semiotics perspective on enunciation, encyclopaedia and subjectivity</i></p>	
14:00 – 15:00	<b>LUNCH BREAK</b>									

10:30 - 11:30	<b>PETER TOROP 'Liferworld, artistic world and semiotics of culture' AMPHITHEATER B</b>									
11:30 - 12:00	<b>COFFEE BREAK</b>									
	<b>Room 6</b>		<b>Room 7</b>		<b>Room 8</b>		<b>Room 9</b>		<b>Room 10</b>	
	<b>Language/ Education</b>		<b>Translation/ Transtextuality</b>		<b>Image/ Visuality</b>		<b>Digital/Spatial practices</b>			
	Semiotics in education		Emotions, translation and encountering the Other		Cultural functions of caricature & cartoonization: Histories of representational correspondence and ideology		Semiobots, platfosppheres, and sign experiments: New challenges in understanding digital communication			
<b>Session 1</b>	<b>CHAIR: Maria Papadopoulou</b>		<b>CHAIR: Susan Petrilli</b>		<b>CHAIR: Stephan Packard</b>		<b>CHAIR: Kristian Bankov</b>			
12:00 – 14:00	<p><b>Maria Papadopoulou, Aikaterini Makri &amp; Vasileia Christidou</b> <i>Multimodal storyweaving for literacy and science in early childhood education: a design challenge</i></p> <p><b>Glykeria Fragkiadaki</b> <i>Scientific toys as semiotic artifacts</i></p> <p><b>Roula Kitsiou</b> <i>2+2=5: Sociolinguistic imagination for educational and social change</i></p> <p><b>Katerina Fragkiadoulaki, Angélique Dimitracopoulou &amp; Maria Papadopoulou</b> <i>A Deep Dive - When university students compose videos to tackle a cutting-edge sociopolitical issue</i></p>		<p><b>Elize Bisanz</b> <i>Homo Symbolicum: Questions concerning certain faculties claimed for human nature</i></p> <p><b>Andre Luis dos Santos &amp; Maria Ogécia Drigo</b> <i>Nakama: An untranslatable term linked to the role of evolutionary love in the constitution of a digital community of One Piece fans in Brazil</i></p> <p><b>Zuzana Velenská</b> <i>Interspecies connectivity and emotional exchange within canine-human communication. The role of emotion from a zoosemiotics perspective</i></p> <p><b>Andrew Mark Creighton</b> <i>Helpful Guides, Happy Hunters, and Content Bears: Postemotional game hunting in Manitoba</i></p>		<p><b>Paulo Jorge Fernandes</b> <i>The outsiders: representations of Irish and Portuguese migrants in the 19th century American and Brazilian satirical press</i></p> <p><b>Stephan Packard</b> <i>'To strike our time in its face': Physiognomic unease in Karl Kraus' 'Fackel Images</i></p> <p><b>Ya'ara Gil-Glazer</b> <i>Uneasy bedfellows: Sexist vs. feminist cartoons in Oz magazine</i></p>		<p><b>Kristian Bankov</b> <i>Platfosppheres: digital semiospheres in dialog</i></p> <p><b>Elsa Soro</b> <i>The mask of the online platforms. How interfaces disguise, filter and expand the agency of platforms</i></p> <p><b>Renata Vicentini Mielli</b> <i>Emotional turn of communication: how algorithmically mediated social media platforms contribute to the fixation of beliefs by authority and tenacity</i></p>			
14:00 – 15:00	<b>LUNCH BREAK</b>									

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Earth, health, life & death, the world in perspective: extension of the semiotic domain, constitution, and mutations of meaning	A whole lifeworld into a room: semiotic issues in religious, intellectual & artistic experience	Material culture, aesthetics, and semiotics in the lifeworld	Semiotics of resistance and cultural decolonization	How to build a lifeworld: In-between Relevance and the Encyclopaedia
<b>Session 2</b>	<b>CHAIR: Jacques Fontanille</b>	<b>CHAIR: Jenny Ponso</b>	<b>CHAIR: M. Ramakrishnan</b>	<b>CHAIR: José Luis Valencia González</b>	<b>CHAIR: Göran Sonesson</b>
15:00 – 17:30	<p><b>Carlo Andrea Tassinari</b> <i>(UN)making. Semiotics, ecology and the institutions of "Nature"</i></p> <p><b>Tiziana Migliore</b> <i>Scale jumping as a semiotic tool</i></p> <p><b>Nicolas Couégnas &amp; Jacques Fontanille</b> <i>L'œuvre peinte comme forme sémiotique et comme cosmos</i></p> <p><b>Pierluigi Basso Fossali</b> <i>Œuvre d'art augmentée et conditions d'accès à l'interprétation</i></p> <p><b>Franciscu Sedda</b> <i>Extreme Islands, New Perspectives on World and Meaning</i></p>	<p><b>Debora Tonelli</b> <i>Spirituality and Law: The example of the Decalogue</i></p> <p><b>Alessandra Pozzo</b> <i>The fourth dimension. Christian spiritual experience and the relationship with space</i></p> <p><b>Paolo Costa</b> <i>A room of Nature's own</i></p> <p><b>Paolo Bertetti</b> <i>Dissipatio Humani Generis. The fuga saeculi according to Guido Morselli</i></p> <p><b>Magdalena Maria Kubas</b> <i>Space of sin and salvation: Mary Magdalene in Italian prose and poetry</i></p>	<p><b>Siva Prasad Tumu</b> <i>Signifying role of material culture in modern theatre practice: A semiotic study of theatrical life</i></p> <p><b>Gülşah Öztürk</b> <i>The phenomenon of birth/reproduction in the Kura-Araxes culture: Examination of the Pulur/Sakyol pottery from a semiotic perspective</i></p> <p><b>Sudarshan Yadav</b> <i>Material culture and lifeworld: Semiotic representations in the cinematic art of Satyajit Ray</i></p> <p><b>Kalsang Wangmo</b> <i>Identity and heritage through material culture: A semiotic study on the lifeworld of Lahaul and Spiti Valley of Himachal Pradesh, India</i></p> <p><b>Arshad Vettukattil</b> <i>Aesthetics of material culture with special reference to Theyyam ritual performance of Kerala (India)</i></p>	<p><b>José Luis Valencia González</b> <i>Expansion of the Aztec-Chichimec Conchero dance banner of identity, resistance, and cultural decolonization of Chicanos in Arizona</i></p> <p><b>Waldmir Araujo Neto &amp; Aline Florentino</b> <i>Ayahuasca and the semiotic awakening</i></p> <p><b>Mohamed Bernoussi</b> <i>Bodies that resist in Moroccan culture</i></p> <p><b>Carl Winston Jones</b> <i>Resisting advertising by decolonizing the advertising process</i></p>	<p><b>Igor Klyukanov</b> <i>Being Is Said in Many Ways</i></p> <p><b>Filippo Silvestri</b> <i>What do our passive syntheses Want/Not Want? For a system/non-system of relevances that moves from Husserl's pre-predicative phenomenology</i></p> <p><b>Jan Strassheim</b> <i>Relevance as the moving ground of semiosis</i></p> <p><b>Benjamin Stuck</b> <i>Appresentational orders in meaning constitution</i></p>
17:30 – 18:00	<b>COFFEE BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Semiotics in education	Emotions, translation and encountering the Other	Cultural functions of caricature & cartoonization: Histories of representational correspondence and ideology	Semiobots, platfospheres, and sign experiments: New challenges in understanding digital communication	
<b>Session 2</b>	<b>CHAIR: Maria Papadopoulou</b>	<b>CHAIR: Sophia Melanson-Ricciardone</b>	<b>CHAIR: Stephan Packard</b>	<b>CHAIR: Massimo Leone</b>	
15:00 – 17:30	<p><b>Maria Ogecia Drigo &amp; Luciana Coutinho Pagliarini de Souza</b> <i>Diagram and analogy at the confluence of Peirce's and Deleuze's ideas: implications in the semiotic/ education interface</i></p> <p><b>Maria Emmanouilidou &amp; Efi Papadimitriou</b> <i>Exploring the utilization of semiotic affordances in poetry, supernatural tales and police "wanted" posters in the school context</i></p> <p><b>Peggy Manoli &amp; Fani Morali</b> <i>Exploring refugee children's bilingualism through multimodal identity texts</i></p> <p><b>Gabriele Marino, Giulia Giunta, Rossana Ciccarelli &amp; Paola Giulia Pietrandrea</b> <i>Signs at the desk. Education to semiotics as semiotics of education</i></p> <p><b>Katerina Zachu</b> <i>Rethinking education: Podcasting</i></p>	<p><b>Salvatore Zingale &amp; Arianna Bellantuono</b> <i>Iconographies of alterity. Racism, narcissism, sexism: Distorted subjectivity in the age of social media</i></p> <p><b>Alessandra Elisa Visinoni</b> <i>Transcoding emotions: How tertiary orality changes communication practices in Runet</i></p> <p><b>Marco Castagna</b> <i>Beyond any culture: Semiotic notes on the establishment of a digital civilization</i></p> <p><b>Gabriele Aroni</b> <i>Virtual signs, real emotions: How virtual architecture communicates in digital games</i></p> <p><b>Eleonora Federici</b> <i>How to translate the Shoaah? The National Museum of Italian Judaism and the Shoaah in Ferrara as a case-study for tourism communication</i></p>	<p><b>Alena Radina</b> <i>News magazines' satirical front-page caricatures in the US, Germany, China, Russia, Brazil, and Australia</i></p> <p><b>Massih Zekavat</b> <i>Cartooning in the Anthropocene: Exposing the environmental impacts of economy</i></p> <p><b>Giorgos Metaxiotis</b> <i>The mixed reality genre: Cartoons in live action film and the construction of augmented realities</i></p>	<p><b>Massimo Leone</b> <i>Dark Web: Predictability and semiosis in neural networks</i></p> <p><b>Daria Arkhipova</b> <i>Artificial Intelligence mediated communication: between neuroscience and biosemiotics in research on human cognition</i></p> <p><b>Gianmarco Giuliana</b> <i>Manmade humanity in the new lifeworld: the faces of androids &amp; robots in Nier Automata</i></p> <p><b>Symeon Degermentzides</b> <i>The concept of the metaverse as an interactive field of virtual, augmented and everyday reality – Hopes and fears</i></p> <p><b>Eleni Katsarou &amp; Maria-Anna Galanaky</b> <i>A social semiotic multimodal analysis: the case of like-farming fake news</i></p>	
17:30 – 18:00	<b>COFFEE BREAK</b>				

Tuesday, August 30, Sessions 1-3

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Earth, health, life & death, the world in perspective: extension of the semiotic domain, constitution, and mutations of meaning	A whole lifeworld into a room: semiotic issues in religious, intellectual & artistic experience	New semiotics of fashion: fashion and lifestyle	Semiotics of resistance and cultural decolonization	How to build a lifeworld: In-between Relevance and the Encyclopaedia
<b>Session 3</b>	<b>CHAIR: Ivan Darrault-Harris</b>	<b>CHAIR: Jenny Ponzo</b>	<b>CHAIR: Bianca Terracciano</b>	<b>CHAIR: Julieta Haidar &amp; Jose Luis Valencia González</b>	<b>CHAIR: Filomena Diodato</b>
18:00 – 20:30	<p><b>Isabella Pezzini</b> <i>Sémiotique de la ville et du paysage</i></p> <p><b>Alexandros Ph. Lagopoulos</b> <i>Semiotics and its extensions, with a focus on spatial phenomena</i></p> <p><b>Denis Bertrand</b> <i>Véridiction, extension et transversalité. Les nouveaux enjeux de la véridiction</i></p> <p><b>Juan Alonso Aldama</b> <i>Homologation des domaines politiques: transversalités des langages</i></p> <p><b>Jean François Bordron</b> <i>Expression, objectivation, économie</i></p>	<p><b>Lucia Galvagni</b> <i>When my body becomes my room. Lifeworld and illness experiences</i></p> <p><b>Eleonora Chiais</b> <i>Virtual fashion: how to make a collective phenomenon individual</i></p> <p><b>Massimo Beato</b> <i>A room with lots of views: spectating in the immersive theatre practices</i></p> <p><b>Alec Kozicki</b> <i>The paradox of virtual and realistic nature: How self-reclusion into an immersive environment transforms the semiotic reality and living space</i></p>	<p><b>Giulia Ceriani</b> <i>Fashion and material dematerialization: insignificance or paradox?</i></p> <p><b>Suzana Avelar</b> <i>South America and contemporary fashion</i></p> <p><b>Victoria Nannini</b> <i>Fashion consumption as communication and resistance practices through digital media</i></p> <p><b>Eleni Mouratidou</b> <i>La mode immatérielle: une forme de vie hétérotopique</i></p> <p><b>Marilia Jardim</b> <i>The rhythms of knowledge: a socio-semiotic investigation of 21st-century epistemological fashion cycles</i></p>	<p><b>Konstantinos Sípitanos</b> <i>Reconnecting Cretans with their Mother Earth through analyzing and developing multimodal experiences</i></p> <p><b>Fabiola de la Precilla</b> <i>Postcolonial Latin American perspectives in social sciences. New perspectives, crossings, and epistemic-methodological deconstructions</i></p> <p><b>Mary Andrea Martínez Molina</b> <i>The healing process: a semiotic-discursive practice of resistance among Nahuas from Hidalgo</i></p> <p><b>Leticia Morais</b> <i>Sociology of the image and the dynamic semiosis: decoloniality as a semiotic metatheory and its contributions to a contemporary metalanguage</i></p>	<p><b>Ken Archer</b> <i>The inherent difficulty of lifeworld accounts</i></p> <p><b>Boris Gubman &amp; Karina Anufrieva</b> <i>Historical narrative and enrichment of a meaningful horizon of cultural worlds</i></p> <p><b>Rafael G. Lenzi</b> <i>Dealing with the bet on false assumptions: A study on deception</i></p> <p><b>Alice Orrù</b> <i>A case study of Eco's notion of encyclopaedia: The "(Ethno)Racial" lexicon and its semantic sphere</i></p>
20:30 – 22:00	<b>WINE RECEPTION (University of Macedonia Refectory/Gardens)</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Semiotics in education	Emotions, translation and encountering the Other	Street art as a catalyst of socio-cultural change	Semiobots, platfospheres, and sign experiments: New challenges in understanding digital communication	
<b>Session 3</b>	<b>CHAIR: Maria Papadopoulou</b>	<b>CHAIR: Margherita Zanoletti</b>	<b>CHAIR: Eva Kimminich</b>	<b>CHAIR: Everardo Reyes</b>	
18:00 – 20:30	<p><b>Daniela Veronesi</b> <i>Teaching and learning in a fractured environment: observations from school and university online classes</i></p> <p><b>Maria Loreto Lamas &amp; Valentina Gabriela Arévalo</b> <i>Pedagogical interaction in complex digital environments</i></p> <p><b>Aleksandr Fadeev</b> <i>Learning the concept of text in digital culture</i></p> <p><b>Tiit Remm</b> <i>What is the core of teaching semiotics? A reflective view on curriculum development</i></p> <p><b>Carmen Fernández Galán Montemayor &amp; Montserrat García Guerrero</b> <i>Multimodality in education based on Open Science</i></p>	<p><b>Margherita Zanoletti</b> <i>The intersemiosis of emotions in Oodgeroo Noonuccal's work</i></p> <p><b>Pragya Sengupta &amp; Sriparna Das</b> <i>Translating experiences and emotions in Rajbanshi folk rituals</i></p> <p><b>Sonja Stojmenska-Elzeser</b> <i>The complexity of emotional representations in literary translations</i></p> <p><b>Silvina Katz</b> <i>A sensory (and emotional) reading of Silvina Ocampo's short story Hombres Animales Enredaderas (1970)</i></p> <p><b>Elena Basile &amp; Eva Karpinski</b> <i>Des Tours de Godard: Emotions and feminist translation</i></p>	<p><b>Charalampos Magoulas</b> <i>Graffiti as a controversial urban practice</i></p> <p><b>Tobias Mönch</b> <i>"Wild Style" between reproduction and resistance. Ambiguous aesthetics of "indigeneous" culture in local and global contexts</i></p> <p><b>Orestis Pangalos</b> <i>Multiple connotations, mythologies, and polysemy towards an approach of street art as a catalyst of socio-cultural change</i></p> <p><b>Franciscu Sedda</b> <i>Changing the centers of reality. Street art and the redefinition of the art-life relationship</i></p> <p><b>Stefano Carlucci</b> <i>Changing the centers of reality. Street art and the redefinition of the art-life relationship</i></p>	<p><b>Everardo Reyes</b> <i>Sign experiments in the web of platforms and bots</i></p> <p><b>Marcia Pinheiro Ohlson</b> <i>About blockchain indexicality</i></p> <p><b>Veronique Peyrot</b> <i>Semiotics at the age of music system recommendation</i></p> <p><b>Federico Biggio</b> <i>Computation and transcendence. Oppositional approaches in media studies</i></p>	
20:30 – 22:00	<b>WINE RECEPTION (University of Macedonia Refectory/Gardens)</b>				

Wednesday, August 31, Sessions 4 - 6

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Earth, health, life & death, the world in perspective: extension of the semiotic domain, constitution, and mutations of meaning	The arts of the body as a celebration of life & encountering	New semiotics of fashion: fashion and lifestyle	Political semiotics and strategic communication: problems and potentialities	Meaning making across/in semiotic complexes in the human lifeworld
<b>Session 4</b>	<b>CHAIR: Denis Bertrand</b>	<b>CHAIR: Rocco Mangieri</b>	<b>CHAIR: José María Paz Gago</b>	<b>CHAIR: Andreas Ventsel</b>	<b>CHAIR: Hongbing Yu</b>
09:00 – 11:30	<p><b>Roberto Flores</b> <i>Le potier et l'argile</i></p> <p><b>Veronica Estay Stange</b> <i>La (post-)mémoire comme laboratoire de transversalité disciplinaire</i></p> <p><b>Maria Luisa Solis</b> <i>Sobre una práctica semiótica extendida y ciertas apuestas metodológicas</i></p> <p><b>Georice Berthin Madébé</b> <i>Sémiotique et figures africaines du signe. Ontologies structurelles, discursivité et communication</i></p> <p><b>Giacomo Festi</b> <i>The acclimatised sense. Carbon footprints and emerging sensibilities in semiotic perspective</i></p>	<p><b>Fernando Carvajal</b> <i>From caterpillar to butterfly or the process of self-engendering of the trans body</i></p> <p><b>Germán García Orozco</b> <i>From resistance as experience to the convergence of passions as creation</i></p> <p><b>Sebastián Nabón</b> <i>When listening makes sense, the silence</i></p> <p><b>Edgar Vite Tiscareño</b> <i>The body as image in movement. A semiotic approach to the convergences between dance, technology and new media</i></p> <p><b>Jia Peng &amp; Yuqi Yang</b> <i>Deconstruction of spectacle: Bioart as a practice of intercorporeity</i></p>	<p><b>Maya Marx Estarque</b> <i>The narrative of luxury through the discourse of art</i></p> <p><b>Bianca Terracciano</b> <i>Ideal fashion bodies in music: forms of life formats and shapes</i></p> <p><b>Natalia Zerbato &amp; Maya Marx Estarque</b> <i>The dress of Georgia O'Keeffe as art platform</i></p> <p><b>Fatima Diez Platas</b> <i>The day of being wild: timeless questions about the use and passion for animal print from Ancient Greece to the present day</i></p> <p><b>Margarida Amaro &amp; Ndumba Kamwanyah</b> <i>Fashion and lifestyle in Katutura: The celebration of unity in diversity</i></p>	<p><b>Sebastián Moreno Barreneche</b> <i>Populism: A semiotic definition</i></p> <p><b>Dimitris Serafis</b> <i>Authoritarian populism on newspapers' front page: Studying 'crises' in Greece</i></p> <p><b>Heloisa Virnes Akabane</b> <i>Digital populism. A semiotic study</i></p> <p><b>Peeter Selg</b> <i>Political semiotics as a relational explanation of the political</i></p>	<p><b>Yunhee Lee</b> <i>Narrative modeling and cultural literacy in the storyworld: A quest for meaning</i></p> <p><b>Hongbing Yu</b> <i>Meaning making as semiotic modeling: an integration</i></p> <p><b>Apostol Iulian Andrei</b> <i>Conceptual anadiplosis: a new meaning-making tool in film semiosphere. A semiotic analysis of "Blade Runner 2049"</i></p> <p><b>Lin Jinfeng</b> <i>Lin Jinfeng's distribution of concepts as a new type of semiotic objects</i></p> <p><b>Dumitru Bortun</b> <i>Cognitive sources of semiosis</i></p>
11:30 – 12:00	<b>COFFEE BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Semiotics in education	Emotions, translation and encountering the Other	Visage intelligence systems from antiquity to the genesis of E-societies	Semiotics of space from a morphological perspective: Knowledge of forms/ Forms of knowledge	
<b>Session 4</b>	<b>CHAIR: Maria Papadopoulou</b>	<b>CHAIR: Clara Chapdelaine-Feliciati</b>	<b>CHAIR: Cristina Voto</b>	<b>CHAIR: Isabel Marcos &amp; Claudio Guerri</b>	
09:00 – 11:30	<p><b>Thiago Muller da Silva &amp; Victor Hugo de Oliveira</b> <i>Hermeneutics and semiotics: exploratory study of Gadamer and Greimas</i></p> <p><b>Sandra Uribe-Pérez &amp; Clarena Muñoz-Dagua</b> <i>Rhetoric of the subjects. An experience with Economics and Digital Design Students</i></p> <p><b>Amelie Zimmermann</b> <i>Edusemiotics – Why semiotic literacy is the core of information and media literacy</i></p> <p><b>Enrico Barbetti</b> <i>Social-semiotic analysis for content description in multimodal educational texts</i></p> <p><b>Tamara Ovchinnikova</b> <i>Conceptual formation of academic success</i></p> <p><b>Francisco Daniel García Saavedra</b> <i>Análisis semiótico de la semiosfera de la Preparatoria Politécnica Santa Catarina entendida desde la Unidad La Fama</i></p>	<p><b>Giorgio Borrelli</b> <i>Bodies, non-linguistic emotions, and inter-semiotic translation. Rossi-Landi's critique of linguistic instrumentality and Butler's analysis of Marx' inorganic body</i></p> <p><b>Elisabetta Ostuni</b> <i>Fearing fear. The 'bellicose' nature of dominant discourse today</i></p> <p><b>Jaqueline Florentino &amp; Louis Marie Ndomo Edoa</b> <i>Podcasts and alterity: A semiotic analysis</i></p> <p><b>Clara Chapdelaine-Feliciati</b> <i>The best interests of the child: Signs of emotions in treaty-making</i></p> <p><b>Sophia Melanson-Ricciardone</b> <i>Algorithmic translation and emotional outrage in politics: A semiotic analysis</i></p>	<p><b>Massimo Leone</b> <i>The semiotic of face-reading across cultures</i></p> <p><b>Remo Gramigna</b> <i>Biography of a wrinkle</i></p> <p><b>Gabriele Marino</b> <i>Doppelgänger of nobody: Exploring post-ironic faces and personae</i></p> <p><b>Bruno Surace</b> <i>Facial recognition as will and representation</i></p> <p><b>Silvia Barbotto</b> <i>(E)-taste and desemantization: the categorization beyond the face</i></p>	<p><b>Isabel Marcos</b> <i>Semiotics of space from a morphological perspective: Knowledge of forms   Forms of knowledge</i></p> <p><b>Claudio Guerri</b> <i>Geometry, morphology, and design</i></p> <p><b>Leonid Tchertov</b> <i>Morphology in grammar of spatial codes</i></p> <p><b>Rena Sakellaridou</b> <i>On the formal logic of architecture</i></p> <p><b>Ole Møystad</b> <i>Built environment. Morphodynamics of meaning and agency</i></p>	
11:30 – 12:00	<b>COFFEE BREAK</b>				

Wednesday, August 31, Sessions 4 - 6

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Existential Semiotics	The arts of the body as a celebration of life & encountering	New semiotics of fashion: fashion and lifestyle	Political semiotics and strategic communication: problems and potentialities	Meaning making across/in semiotic complexes in the human lifeworld
<b>Session 5</b>	<b>CHAIR: Eero Tarasti</b>	<b>CHAIR: Jorge Eduardo Uruena Lopez</b>	<b>CHAIR: Maya Marx Estarque</b>	<b>CHAIR: Peeter Selg</b>	<b>CHAIR: Hongbing Yu</b>
12:00 – 14:00	<p><b>Eero Tarasti</b> <i>Existential Semiotics, a new paradigm of philosophy and Sign Studies</i></p> <p><b>Altti Kuusamo</b> <i>Existential synesthesia? How to explain the common sense union of time and silence in Giorgio de Chirico's works from his metaphysical period?</i></p> <p><b>Roberto Mastroianni</b> <i>Aesthetics and anthropology. Existential semiotics and human praxis</i></p> <p><b>Antonio Santangelo</b> <i>Existential imperfection</i></p>	<p><b>Laura Maillo</b> <i>Butoh: encounters and misencounters between su(b)tainable forces and meanings</i></p> <p><b>Andrés Castiblanco Roldan</b> <i>Emerging cultural languages and sign of origin in the semiotic production of the Guayatuna Festival of San Isidro Labrador in Boyacá – Colombia</i></p> <p><b>Michele Denticio</b> <i>Intersemiotics translation: case study of online-rave-party</i></p> <p><b>Catalina Rojas Casallas</b> <i>Visible creativity and co-creation in the art and science relationship in institutionalized and unconventional spaces in pandemics time</i></p>	<p><b>Mirela Perez</b> <i>Burlesque costume semiotics</i></p> <p><b>Janiene Santos</b> <i>The mask fetish: the impossibility of facing the world without fantasy</i></p> <p><b>Clotilde Perez &amp; Rafael Orlandini</b> <i>Signs of the grotesque in fashion: the materiality of the body in the immateriality of digital media</i></p> <p><b>Priscila Andrade</b> <i>Dressed for carnival and between carnivals</i></p> <p><b>Turquesa Topper</b> <i>Modus (con la sangre en el ojo). Consideraciones sobre la relación moda cuerpo en la contemporaneidad</i></p>	<p><b>Daniela Bracke</b> <i>Political semiotics of human rights</i></p> <p><b>Álvaro Ramos Ruiz</b> <i>La semántica del término "Brexit" en el discurso de la prensa</i></p> <p><b>Kelly Schoina</b> <i>Foucauldian discipline and Peircean habit: Towards a theory of the subject under the regime of incarceration</i></p> <p><b>Heidi Campana Piva</b> <i>'Why I said global warming is the biggest fraud in history': Critical Discourse Analysis of a YouTube interview with a climate change denialist</i></p>	<p><b>Jie Zhang &amp; Tingting Yao</b> <i>The release of meaning in light of the cultural semiotics of Jingshen</i></p> <p><b>Bin Xin &amp; Fuyin Yang</b> <i>A contrastive analysis of attitude resources in the Chinese, British &amp; American news reports on the centenary of CPC</i></p> <p><b>Yongxiang Wang &amp; Jiajia Cheng</b> <i>The dialogic mechanism of diplomatic discourse: A perspective of Lotman's semiosphere theory</i></p> <p><b>Fengguang Liu &amp; Wenrui Shi</b> <i>A contrastive study of Chinese and American condemning in politics – A speech act?</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Symbols of our time: The new Symbolarium	Emotions, translation and encountering the Other	Visage intelligence systems from antiquity to the genesis of E-societies	Semiotics of space in a morphological perspective: Knowledge of forms/ Forms of knowledge	
<b>Session 5</b>	<b>CHAIR: Franciscu Sedda &amp; Dario Mangano</b>	<b>CHAIR: Sophia Melanson-Ricciardone</b>	<b>CHAIR: Massimo Leone</b>	<b>CHAIR: Isabel Marcos &amp; Claudio Guerri</b>	
12:00 – 14:00	<p><b>Franciscu Sedda</b> <i>Becoming a symbol. Culturological reflections</i></p> <p><b>Dario Mangano</b> <i>Arco as a symbol of design</i></p> <p><b>Kim Sung-Do</b> <i>The symbolic struggle around the relocation of the presidential office in Seoul</i></p> <p><b>Eduardo Grillo</b> <i>Symbolic (trans)formation. The Zombie's cultural epidemic</i></p>	<p><b>Elli Marie Tragal</b> <i>Dialogue in silence: Introspecting meaning-making in meditation</i></p> <p><b>Fatima Festić</b> <i>On the present-day microcosms: Translating the emotion of escape</i></p> <p><b>Dario Dellino</b> <i>Otherwise than emotions: The semiotic self Emoving toward the Other</i></p> <p><b>Susan Petrilli &amp; Augusto Ponzio</b> <i>Self, language and living together. Otherness and the translatability of emotions</i></p>	<p><b>Cristina Voto</b> <i>Facial Engendering from a Semiotic Perspective. A Comparison between Modern and Algorithmic Physiognomy</i></p> <p><b>Alexandra Mouratidou &amp; Jordan Zlatev</b> <i>How Much Do We Really Care? Pre-Verbal and Verbal Investment in Choices Concerning Faces and Figures</i></p> <p><b>Federico Bellentani</b> <i>Digital Walls of Faces: An investigation of digital memorial practices centred around the face</i></p> <p><b>Alice Orru</b> <i>A 'Semiotic-Medical' Inheritance: Cesare Lombroso and Paolo Marzolo</i></p>	<p><b>Gunnar Sandin</b> <i>Lund Irbid Parallel Walk. Reflections on simultaneity and geopolitical axes in an act of architectural performance</i></p> <p><b>Manuel Guerra Arce</b> <i>Architectural morphogenesis</i></p> <p><b>Helena Pires &amp; Zara Pinto-Coelho</b> <i>A socio-semiotic approach to the in-between. The inhabited place and the co-production of objects' meanings in a marketplace</i></p> <p><b>Amira Naoui</b> <i>La catastrophe comme morphologie du processus, ... du SENS à la morphose</i></p> <p><b>Imen Regaya</b> <i>Morphologies spatiales et reconnaissance socio-physique</i></p>	
14:00 – 15:00	<b>LUNCH BREAK</b>				

Wednesday, August 31, Sessions 4 - 6

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Existential Semiotics	Semiotics of the spectacle: towards a semiotics of intermediality	New semiotics of fashion: fashion and lifestyle	Political semiotics and strategic communication: problems and potentialities	Semiotics of the archive in the lifeworld
<b>Session 6</b>	<b>CHAIR: Jean-Marie Jacono</b>	<b>CHAIR: André Helbo</b>	<b>CHAIR: Victoria Nanini</b>	<b>CHAIR: Ott Puumeister</b>	<b>CHAIR: Cristina Voto</b>
15:00 – 17:30	<p><b>Mattia Thibault</b> <i>Green play. Mapping the ludic valorisations of natural spaces</i></p> <p><b>Zeynep Onur &amp; Ayşe Ece Onur</b> <i>Diébédo Francis Kéré and his architecture through the existential semiotics</i></p> <p><b>Fanny Georges</b> <i>Existential semiotics and spectral abduction: semiotic and ethnographic approach of ghost hunters abduction process</i></p> <p><b>Hamidreza Shairi</b> <i>Dimension sémiotique du portrait de la femme dans la peinture contemporaine des artistes iraniens</i></p>	<p><b>André Helbo</b> <i>Introduction</i></p> <p><b>Jose Maria Paz Gago</b> <i>Still about the Avactor. Simulation in the post-contemporary spectacle</i></p> <p><b>Loukia Kostopoulou</b> <i>Intermedial crossovers in film and the expanded notion of the spectator</i></p> <p><b>Lei Wu</b> <i>Towards an intercultural dimension of the semiotic study of performing art today</i></p>	<p><b>Valentina Carrubba</b> <i>In the sign of impertinence. Fashion aesthetics and forms of life</i></p> <p><b>Carolina Boari Caraciola</b> <i>De Paraisópolis al mundo. El vestido de Miss Universo y el poder de la comunidad evidenciando la ropa como manifestación sociocultural</i></p> <p><b>Gema Vallín Blanco &amp; María Isabel Toro Pascua</b> <i>El simbolismo indumentario en la lírica gallego-portuguesa y en la poesía castellana. Una perspectiva semiótica comparativa</i></p> <p><b>Blanca Rodríguez Garabatos</b> <i>A semiotics vision of mourning through the character of Lina Mascareñas in "Dulce Dueño"</i></p> <p><b>Román Padín</b> <i>Fashion and politics: postconsumerism in wuthering times. Concerning ecology, labour, war, surveillance and aesthetics on the catwalk</i></p>	<p><b>Nicolae-Sorin Drăgan</b> <i>Political personae, emotion, and semiosis: The multimodal resources of emotion expression in political discourse</i></p> <p><b>Ott Puumeister</b> <i>Multiplication machines and their potential for political semiotics</i></p> <p><b>Ioannis Karalacos</b> <i>Reading the Plandemic: a semiotic approach to viral conspiracy theories surrounding global pandemics</i></p> <p><b>Andreas Ventsel</b> <i>Semiotic approach to strategic narrative theory (IR)</i></p> <p><b>Gregory Paschalidis</b> <i>Wearing one's political colors: Wearables as political communicative resource</i></p>	<p><b>Martin Acebal</b> <i>An unstable memory: the dialectics of archival practices</i></p> <p><b>Mohamed Bernoussi</b> <i>Memory and archive in Morocco: Case study of the "Equity and Reconciliation" organization</i></p> <p><b>Zhana Damyanova</b> <i>The Archive and its discontents. Semiotic trajectories of an aporetic concept</i></p> <p><b>Niccolò Monti</b> <i>Archiving in the death-world: Surviving materials of past and future lives</i></p> <p><b>Emiliano Vargas</b> <i>Innovative uses of the digital archive in jam sessions of Buenos Aires. Alterations in the performance/ archive dialectic and its cultural implications</i></p>
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>KEYNOTE SPEAKERS</b>	<b>ALEXANDROS LAGOPOULOS 'Semiotics and materiality: Some epistemological issues'</b>		<b>AMPHITHEATER A</b>	<b>COBUS MARAIS 'The Thermodynamics of Semiosis'</b>
19:30 – 21:00	<b>IASS/AIS GENERAL ASSEMBLY MOMuS – Museum of Contemporary Arts (Amphitheater)</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Symbols of our time: The new Symbolarium	Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century	Emoji and digital stickers: affective labor & lifeworld mediation	Semiotics of space from a morphological perspective: Knowledge of forms/ Forms of knowledge	
<b>Session 6</b>	<b>CHAIR: Franciscu Sedda &amp; Dario Mangano</b>	<b>CHAIR: Małgorzata Grajter</b>	<b>CHAIR: Klaus Sachs-Hombach &amp; Lukas R.A. Wilde</b>	<b>CHAIR: Isabel Marcos &amp; Claudio Guerri</b>	
15:00 – 17:30	<p><b>Rahilya Geybullayeva</b> <i>Linguistic symbols and structure of cultural memory in semantic line "Yeldá, chiro logogram, 'ha' interfix"</i></p> <p><b>Yaman Burcu</b> <i>An analysis of symbols in Sema ceremony through Lotman's concepts of cultural semiotics</i></p> <p><b>Randall Johnson</b> <i>Weighing the anchor: The archaic simplicity of the Fighting Poland symbol</i></p> <p><b>Andrés Castiblanco Roldán</b> <i>Languages of confinement in informative landscapes</i></p>	<p><b>Małgorzata Gamrat</b> <i>Sentiments, arts, translations, and semiotics</i></p> <p><b>Oksana Hysa</b> <i>Gesture in the semiotics of culture and performance on the example of modern Ukrainian conductors</i></p> <p><b>Agnieszka Kuczynska</b> <i>Ruins, sings and colours: the intensity of life and memory in art of Zbigniew Makowski</i></p> <p><b>Katarzyna Ziemlewska</b> <i>Cultural genealogies of the sentiments of respect</i></p> <p><b>Despina Gialatzi</b> <i>Transmutation en triple (littérature, peinture et sculpture). La traduction intersémiotique des isotopies dans le conte de Psyché</i></p>	<p><b>Gabriele Marino</b> <i>The philology and semiotics of "Smileys"</i></p> <p><b>Deborah Enzmann</b> <i>Emojisation: The semiotic potential of emojis (virtual online presentation)</i></p> <p><b>Andrea Ferretti</b> <i>Emojis: The semiotic body of digital communication</i></p> <p><b>Marcel Lemmes</b> <i>"I'm so Pogged I've got Pog-Juice Sleeping out of My Eyes!" The affective and communal language of emotes on Twitch and Discord</i></p> <p><b>Vasfiye Arslan &amp; Sevinç Güleşen</b> <i>Can emojis create a sense of ownership for the city?</i></p>	<p><b>Marzieh Athari Nikazm</b> <i>Étude morphologique et sémiotique de Zurkhâneh. Un espace à visée éthique</i></p> <p><b>Abraham Solomonick</b> <i>The three types of meanings in words and their interaction in linguistic texts</i></p> <p><b>Samaneh Eshraghi Ivani &amp; Zeynep Onur</b> <i>Memories and myths in urban movement patterns religious and culture semiotics</i></p> <p><b>Lijing Peng</b> <i>On the semiotics of morphology in the study of religions: A case study of Rebgong, Amdo Tibet (Qinghai, China)</i></p> <p><b>Anna Micheli</b> <i>Semiotics of the ruins. The method of dialectical en-vision for the development of knowledge of the archaeological sites</i></p>	
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>AMPHITHEATER B</b>	<b>THEO VAN LEEUWEN 'Some principles of Social Semiotics'</b>			<b>AMPHITHEATER C</b>
19:30 – 21:00	<b>IASS/AIS GENERAL ASSEMBLY MOMuS – Museum of Contemporary Arts (Amphitheater)</b>				

Thursday, September 1, Sessions 7 - 9

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Existential Semiotics	Chernobyl calling. Fiction, Non-fiction, Lifeworld.	Brand Management: portfolio strategies and nation branding	Political semiotics and strategic communication: problems and potentialities	Semiotics and human existence
<b>Session 7</b>	<b>CHAIR: Jean-Marie Jacono</b>	<b>CHAIR: Nicola Dusi</b>	<b>CHAIR: Alain Perusset</b>	<b>CHAIR: Andreas Ventsel</b>	<b>CHAIR: Stéphanie Walsh Matthews</b>
09:00 – 11:30	<p><b>Ahmad Shakeri</b> <i>Des espaces en transition à Téhéran: étude d'une vie urbaine multiple</i></p> <p><b>Sayantan Dasgupta</b> <i>The triumph of the narrator: James Joyce's Araby through Lacan and Tarasti</i></p> <p><b>Rahilya Geybullayeva</b> <i>Sign as a transcendental unit in the classical and pre-classical context or some lexical history or the infinity of lists: halo, namaz, Fatma, Odin</i></p> <p><b>Elma Berisha</b> <i>The semiotics of the disappearing self</i></p>	<p><b>Charo Lacalle</b> <i>Chernobyl reloaded: Renewing disaster films through female characters</i></p> <p><b>Giorgio Grignaffini</b> <i>Chernobyl: a series between fiction and reality</i></p> <p><b>Andrea Bernardelli</b> <i>The construction of a hero: Different fictionalizations of the Chernobyl disaster</i></p> <p><b>Nicola Dusi</b> <i>The TV series Chernobyl (HBO, 2019) between fiction and non-fiction</i></p>	<p><b>Dimitar Trendafilov</b> <i>The sun always shines differently: Challenges and issues in the national branding of Bulgaria</i></p> <p><b>Sebastián Moreno Barreneche</b> <i>Nation branding and the Latin American geocultural identity</i></p> <p><b>Giacomo Festi</b> <i>Powdery portfolios and poorly sharpened lines: The cases of Bialetti and Sanelli from a semiotics of branding</i></p> <p><b>Henrik Ugglå</b> <i>A semiotic derivation of the KFC brand identity</i></p> <p><b>Alain Perusset</b> <i>Rethinking semiotically the brand architectures</i></p>	<p><b>Anand Raja</b> <i>Strategic communication and invincibility of Modi's semiotic system</i></p> <p><b>Sylvain Gagné</b> <i>Shaolin Kung Fu (Shàolín gōngfū 少林功夫) as a soft power tool for China</i></p> <p><b>Daniel Tamm</b> <i>Negotiating and (re)framing national conservatism in internet memes</i></p> <p><b>Jacopo Castaldi</b> <i>Political semiotics in non-political genres: Investigating multimodal manipulation</i></p> <p><b>Seema Khanwalkar</b> <i>Do we understand each other? Collateral misunderstandings in conflicts and all that ensues</i></p>	<p><b>Fanny Georges</b> <i>Existential semiotics and digital ethnography: a theoretical and methodological framework for analyzing existential digital practices</i></p> <p><b>Pierluigi Cervelli</b> <i>L'expériment proxémique: pandémie, existence humaine, espaces de vie quotidienne</i></p> <p><b>Alexandre Provins Sbabo</b> <i>Le sujet et son existence sémiotique: le cas du non-sujet dans l'espace</i></p> <p><b>Alexandre Marcelo Bueno</b> <i>Immigration et existence humaine: voies de recherche</i></p> <p><b>Marilia Jardim</b> <i>On reversing time and becoming "bulletproof": Transhuman discourses and narratives of ageing in the biohacking movement</i></p>
11:30 – 12:00	<b>COFFEE BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Wittgenstein and semiotics	Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century	Concepts and approaches of a Greimasian semiotics of images	Podcast: mediatization for memories. Multiple approaches	
<b>Session 7</b>	<b>CHAIR: Dinda L. Gorlée</b>	<b>CHAIR: Tomasz Dobrogoszcz</b>	<b>CHAIR: Karin Boklund-Lagopoulou</b>	<b>CHAIR: Patrizia Violi</b>	
09:00 – 11:30	<p><b>Dinda L. Gorlée</b> <i>Wittgenstein's labyrinth of semiotic paths</i></p> <p><b>Jeffrey Di Leo</b> <i>Wittgenstein, Sraffa, and Saussure: Semiotic anthropology in the Philosophical Investigations</i></p> <p><b>Paulo Oliveira</b> <i>Conception of language and sign as the locus of (in)compatibility (Peircean semiotics and Wittgenstein's later work)</i></p> <p><b>Horst Ruthrof</b> <i>Reading Wittgenstein's Philosophical Investigations through the lens of hypocoicity</i></p>	<p><b>Mariam Nozadze</b> <i>Semiotic features of recognizing the Homeric hero. A study of the value of Homeric epithets in the adaptation poems</i></p> <p><b>Bujar Hoxha</b> <i>"Love" and "hatred" in Shakespeare's "Romeo and Juliet": existential or relational semiotic values</i></p> <p><b>Anna Tenczyńska</b> <i>Interart translating of tenderness and sorrow. Hidden contrafactum of Karol Szymanowski's song "The swan" op. 7</i></p> <p><b>Irmak Ugur</b> <i>"When we lose people we love...": intersemiotic translation and transcreation in a novel-museum</i></p> <p><b>Helena Pires &amp; Rui Sousa Silva</b> <i>Between "intertextuality" and plagiarism in the visual contemporary arts: the new forms of implicit (un)boundaries.</i></p>	<p><b>Alexandros Ph. Lagopoulos</b> <i>Semiotics of static and dynamic images</i></p> <p><b>Maria Giulia Dondero</b> <i>Visual Semiotics: History and Perspectives</i></p> <p><b>Jacques Fontanille</b> <i>La dimension iconique et la dimension plastique. Actualité d'une distinction méthodologique majeure</i></p> <p><b>Karin Boklund-Lagopoulou</b> <i>Isotopies in painting</i></p> <p><b>Jurgita Katkuvienė</b> <i>Reading strategies of visual poetry: Application of visual semiotics to poetry</i></p>	<p><b>Patrizia Violi</b> <i>Speaking the others</i></p> <p><b>Neyla Pardo Abril &amp; Camilo Rodriguez</b> <i>Podcast, capsules of memory and peace: Remembering and silencing in order to dream and transform</i></p> <p><b>Bianca Suarez Puerta</b> <i>Conflict podcasts: When memories make a difference</i></p> <p><b>Del Carmen Fernandez &amp; Nathaniel Gardner</b> <i>Podcast and soundscape</i></p> <p><b>German Garcia Orozco</b> <i>Telling the story differently: podcast</i></p>	
11:30 – 12:00	<b>COFFEE BREAK</b>				

Thursday, September 1, Sessions 7 - 9

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>		<b>Forms of Knowledge</b>
	Existential Semiotics	Chernobyl calling. Fiction, Non-fiction, Lifeworld	Performative codes of influencers' communication: How do social media influencers shape audience expectations?		Semiotics and human existence
<b>Session 8</b>	<b>CHAIR: Julius Fujak</b>	<b>CHAIR: Charo Lacalle</b>	<b>CHAIR: Lyudmyla Zaporozhtseva</b>		<b>CHAIR: Didier Tsala Effa</b>
12:00 – 14:00	<p><b>Jean-Marie Jacono</b> <i>Guerre, musique, et dimensions existentielles. Chant pour le Vietnam (1968) d'Henri Tomasi</i></p> <p><b>Julius Fujak</b> <i>Existential semiotic models of the music semiosis (Including sonic photography as a trace of kairos)</i></p> <p><b>Bujar Hoxha</b> <i>A semiotic comprehension of performing arts: Exemplifying "Othello" and "Rigoletto"</i></p> <p><b>Sari Helkala-Koivisto</b> <i>Music and Art. A universal lifeworld between people and cultures</i></p> <p><b>Cleisson Melo</b> <i>Saudade: in-between of narrative strategies</i></p>	<p><b>Federico Montanari</b> <i>History, power, and narrative. Chernobyl is still there</i></p> <p><b>Alfredo Tenoch Cid Jurado</b> <i>Between biography and biopic in the fictional accounts of the Chernobyl nuclear disaster</i></p> <p><b>Ioanna Vovou</b> <i>Intergeneric oscillations: A semiotic of reception of the series Chernobyl</i></p>	<p><b>Emanuela Ammendola</b> <i>A multimodal discourse analysis on Italian fitness influencers</i></p> <p><b>Daria Arkhipova</b> <i>The interpretation process in Artificial Intelligence mediated communication: between neuroscience and biosemiotics in research on human cognition</i></p> <p><b>Lyudmyla Zaporozhtseva</b> <i>How to get a blogger? Anatomy of commercial interaction with influencers</i></p>		<p><b>Didier Tsala Effa</b> <i>Les descriptions de l'humain vieillissant: observer, distinguer, séparer les détails de l'existence humaine</i></p> <p><b>Vivien Lloveria</b> <i>Semiotics of "human reconnection": awareness and identity-formation in ecocentric discourses</i></p> <p><b>Angelo di Caterino</b> <i>Les nouvelles formes identitaires de l'existence humaine: le totémisme numérique.</i></p> <p><b>Ivan Formin</b> <i>Semiotic material and semiotic methodology: Two frontiers for emergent semiotic analysis</i></p> <p><b>Raul Martinez Santos</b> <i>Sporting games as semiotic existence: understanding and modeling semiotricity</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Wittgenstein and semiotics	Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century	Concepts and approaches of a Greimasian semiotics of images	The museum out of itself	
<b>Session 8</b>	<b>CHAIR: Daina Teters</b>	<b>CHAIR: Małgorzata Gamrat</b>	<b>CHAIR: Karin Boklund-Lagopoulou</b>	<b>CHAIR: Monica Barni &amp; Orlando Paris</b>	
12:00 – 14:00	<p><b>Daina Teters</b> <i>Thinking language through language: Wittgenstein's semantic strategies</i></p> <p><b>Susan Petrilli &amp; Augusto Ponzio</b> <i>Wittgenstein from Tractatus to Philosophical Investigations, read by Rossi-Landi</i></p> <p><b>Winfried Kudzus</b> <i>"Whose house is that?" Hyperfocality in Wittgenstein</i></p> <p><b>Jaime Nubiola</b> <i>Thirty years of scholarship on the relations between Wittgenstein and Peirce, 1992-2022</i></p>	<p><b>Elżbieta Błotnicka-Mazur</b> <i>Between an emotion and a rational sign. Selected ideas of geometric art</i></p> <p><b>Michał Strachowski &amp; Karol Furtak</b> <i>Love and Grief: Visual and music signs in 'Protesilas and Loodamia' by Stanisław Wyspiański and Henryk Melcer – Szczawiński</i></p> <p><b>Dominika Zamara</b> <i>Different kinds of love: Sentiments and rhetoric figures in Baroque cantatas by Barbara Strozzi</i></p> <p><b>Sylvia Jakubczyk-Śięczka</b> <i>Nostalgia in Jewish Prayer. Music dictionary of yearning</i></p>	<p><b>Rea Waldén</b> <i>A Greimasian analysis of Ingmar Bergman's The Seventh Seal</i></p> <p><b>Maria Katsaridou &amp; Kosmas Stergiou</b> <i>Semiotic analysis of digital games</i></p> <p><b>Mengyi Li</b> <i>Study of visual semiotics: image of metamorphosed fox in the Chinese story "Axiu"</i></p> <p><b>Thiago Müller da Silva &amp; Victor Hugo de Oliveira Marques</b> <i>Hermeneutics and semiotics: an exploratory study of Gadamer and Greimas</i></p>	<p><b>Aluminé Rosso</b> <i>From the experiential promise to the visiting contract: The contemporary interspatial museum experience</i></p> <p><b>Fernando R. Contreras</b> <i>The political orientation in the visual reordering of global museums</i></p> <p><b>Patrizio Pastore</b> <i>From the temple of the muses to virtual spatiality: how the sense of place changes</i></p> <p><b>Anna Casalino, Monica Barni &amp; Orlando Paris</b> <i>The importance of developing an audiovisual dimension for museum communication</i></p>	
14:00 – 15:00	<b>LUNCH BREAK</b>				



Thursday, September 1, Sessions 7 - 9

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Perspectives on human/ animal intimacies	Semiotics of literature	Semiotics in marketing, advertising, and branding	SPECIAL INTEREST GROUP Semiotic research of migration narratives	The epistemological status of semiotics and taxonomic practice
<b>Session 9</b>	<b>CHAIR: Panagiotis Kouplidis</b>	<b>CHAIR: Titika Dimitroulia</b>	<b>CHAIR: Dimitar Trendafilov</b>	<b>CHAIR: Anna Maria Lorusso</b>	<b>CHAIR: Massimo Vedovelli &amp; Orlando Paris</b>
15:00 – 17:30	<p><b>Dario Martinelli</b> <i>From anthropotheosis to animal liberation in a few (semiotic) steps</i></p> <p><b>Juan Alberto Conde Aldana</b> <i>From Therolinguistics to Therosemiotics. Thinking interspecies communication from Ursula Le Guin's work</i></p> <p><b>Adam Weiler Gur Arye &amp; Ya'ara Gil-Glazer</b> <i>"Look at that sweet and innocent lamb": The visual-verbal semiotics of the Israeli campaign against live transports</i></p> <p><b>Diana Popa</b> <i>The magic of fungi: A semiotic investigation into contemporary mushroom art</i></p> <p><b>Panagiotis Kouplidis</b> <i>Semiotic perspectives on human-octopus intimacies in animal documentaries</i></p>	<p><b>Mary Coghil</b> <i>Semiotics and Poetics: Theory vs. Praxis</i></p> <p><b>Arpine Mkrtchyan</b> <i>Les particularités des signes poétiques dans les textes littéraires</i></p> <p><b>Aglaia Blioumi</b> <i>Mythologies and cultural codes of emotions in the literary works of Herta Müller</i></p> <p><b>Saba Mirhosseini</b> <i>Multimodality as an effective strategy for representing transgender identities in children's literature</i></p> <p><b>Stephane Gravanis</b> <i>Le récit du quotidien des classes populaires dans "Qui a tué mon père." d'Edouard Louis. Une analyse structurale barthésienne</i></p>	<p><b>Lia Petridou</b> <i>The concept of Greekness. Semiological analysis of Greekness through two posters of Hellenic Tourism Organization</i></p> <p><b>Hamsini Shivakumar</b> <i>Gender and brand discourse</i></p> <p><b>Aspasia Papadima</b> <i>Weapon, lure, and object of desire: Gendered ideology in lipstick advertising</i></p> <p><b>Maria Antoniou</b> <i>Les mythes dans les publicités commerciales: le cas de l'huile d'olive grecque</i></p> <p><b>Eirini Papadaki</b> <i>Self-branding in digital environments: The case of Greek musicians' profile images on Facebook</i></p> <p><b>Carl Jones</b> <i>Can the advertising process be decolonized in order to remove racist messaging?</i></p>	<p><b>Kristian Bankov</b> <i>Narrative weaponization of migration in the frame of Populism 2.0</i></p> <p><b>Alexandre Bueno</b> <i>The senses in intercultural exchange: objects and images of contemporary immigration in Brazil</i></p> <p><b>Hakan Karasan</b> <i>Talking signs: Towards a semiotics of cultural conflict in the era of migration</i></p> <p><b>Mario Panico</b> <i>Belonging, nostalgia, trauma: memories and emotions in migrants' textualizations of their journeys</i></p> <p><b>Simona Stano</b> <i>Food and migration: A semiocultural perspective</i></p>	<p><b>Nadia Andreichuk</b> <i>Signs in the cage of metalanguage: Notes on Peircean metasemiotic perspective</i></p> <p><b>Elvio Ancona</b> <i>Taxonomy of semiotic components in a wine bottle. Epistemology and heuristics, hermeneutics of a mixed text</i></p> <p><b>Frederik Stjernfelt</b> <i>Sheets in the wild</i></p> <p><b>Gabriele Marino</b> <i>Bibliotaxonomy. What kind of genre is semiotics?</i></p> <p><b>Federica Brachini</b> <i>Taxonomic practice and epistemology of Semiotics: a historical review</i></p> <p><b>Jorge Eduardo Uruena Lopez</b> <i>Sentient research, between audiovisual creation, the senses and existence</i></p>
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>KEYNOTE SPEAKERS</b>	<b>CLOTILDE PEREZ 'Semiotics of Fashion: between mimeticism, creativity and adaptation'</b>	<b>AMPHITHEATER A</b>	<b>ISABELLA PEZZINI 'Trajectories of Identity, Difference, Otherness'</b>	
19:30 – 21:00	<b>IASS/AIS GENERAL ASSEMBLY MOMuS – Museum of Contemporary Arts (Amphitheater)</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	
	Wittgenstein and semiotics	Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century	Pressing signs into action: De-sign moves	Crossroads & semiotics of mediatization. Evolution, environments & everyday life	
<b>Session 9</b>	<b>CHAIR: Dinda L. Goriée &amp; Daina Teters</b>	<b>CHAIR: Elżbieta Błotnicka-Mazur</b>	<b>CHAIR: Steven Skaggs</b>	<b>CHAIR: Gastón Cingolani</b>	
15:00 – 17:30	<p><b>Cassiano Terra Rodrigues</b> <i>Common-Sense in between Peirce and Wittgenstein</i></p> <p><b>Suren Zolyan</b> <i>The Image of the World Revealed in Words: Ludwig Wittgenstein and the Iconic Semiotics</i></p> <p><b>Giorgio Borelli</b> <i>When Homology Goes on Holiday: Rereading Rossi-Landi's Semiotics as a Wittgensteinian Language-Game</i></p> <p><b>Rafael Zanlorenzi</b> <i>The End of Meaning – Language-Games Theory, Linguistic Patterns and Cultural Transformation</i></p> <p><b>Victoria Dos Santos &amp; Andrej Gorzard</b> <i>Expressivity, Renewal, and the Boundary of Language: From Wittgenstein to Kristeva</i></p>	<p><b>Małgorzata Grajter</b> <i>From Fryderyk Chopin's Etude in E major Op. 10 No. 3 to Natalia Kukul'ska's music video to the song Except for Us: Intersemiotic translations of nostalgia</i></p> <p><b>Tomasz Dobrogoszcz</b> <i>(Mis)appropriation and (in)authenticity: Articulating post-Apartheid emotions in Die Antwoord's music videos</i></p> <p><b>Agata Handley</b> <i>Insurgent tableaux. Ekphrasis and sentiment in APE**T</i></p> <p><b>Mara Tsoumari</b> <i>Emotions in audiovisual commercials with storytelling</i></p> <p><b>Dominique Porebska-Quasnik</b> <i>How is possible to translate the codes and signs between different arts. The architecture of thought in art: the key of translating of codes and signs</i></p>	<p><b>Juan Carlos Mendoza Collazos</b> <i>Enhanced agency and the hierarchy of agency: from natural objects to artefacts</i></p> <p><b>Alin Olteanu &amp; Sophie Declerck</b> <i>Touching form and content: a biosemiotics proposal for design</i></p> <p><b>Antonis Iliopoulos</b> <i>The creative gesture from the perspective of Material Engagement Theory</i></p> <p><b>Rodrigo Morais &amp; Roberto Chiachiri</b> <i>Peircean semiotics and design education</i></p> <p><b>Steven Skaggs</b> <i>The Hidden Factor: How Image and Word Suppress Expressive Gestural Mark Making</i></p>	<p><b>Yolanda Montejano Hernández</b> <i>Música y músicos, el consumo cultural en tiempos de plataformas y aplicaciones</i></p> <p><b>Ben Berners-Lee</b> <i>Cartography as a multimodal interactive. Accomplishment at the Geoguessr computer game interface</i></p> <p><b>Gastón Cingolani</b> <i>Mediatized circulation and i-memes: some meaning operations</i></p> <p><b>José Luis Fernández</b> <i>Mediatizations, borders and interaction. Semiotics/ Media Ecology/Data Sciences approaches</i></p> <p><b>Michos Konstantinos</b> <i>Challenges in digital processing of nanotechnology scientific images</i></p>	
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>AMPHITHEATER B</b>	<b>ANDRE HELBO 'Revisiting the semiotics of the performance arts'</b>		<b>AMPHITHEATER C</b>	
19:30 – 21:00	<b>IASS/AIS GENERAL ASSEMBLY MOMuS – Museum of Contemporary Arts (Amphitheater)</b>				

Friday, September 2, Sessions 10 - 12

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Biosemitotics, umwelt, and the lifeworld	Semiotics of popular genres	Semiotics in marketing, advertising, and branding	Significance of feminist semiotics and the multiplicity of signs	Semiotics and Bruno Latour's work
<b>Session 10</b>	<b>CHAIR: Donald Favareau</b>	<b>CHAIR: Gregory Paschalidis</b>	<b>CHAIR: Kristian Bankov</b>	<b>CHAIR: Zoe Hurley</b>	<b>CHAIR: Paolo Peverini</b>
09:00 – 11:30	<p><b>Kalevi Kull</b> <i>Umwelt-based semiotics: Sign and meaning-structure presuppose Umwelt</i></p> <p><b>Nicholas C. Hemann</b> <i>Planmäßige Biologie: Semiotic fitting of Innenwelt and Umwelt in the work of Jakob von Uexküll</i></p> <p><b>Morten Tønnessen</b> <i>Umwelt theory for practitioners: Semiotic guidelines for application in a more-than-human descriptive phenomenology</i></p> <p><b>Ezequiel Martín-Calero</b> <i>Towards a biosemiotic definition of (animal) culture</i></p> <p><b>Mohamed Abdelhamid Maleky</b> <i>On quantum biosemiotics, Umwelt and semiosis of orchestrated objective reduction (Orch-OR)</i></p>	<p><b>Armando Fumagalli</b> <i>The semantic density of the ending of a story: from Aristotle's Poetics to Hollywood practice</i></p> <p><b>Domna Kavakidou</b> <i>Narrative analysis and cinematic codes of Moshe Mizrahi's The life before us/ Madame Rosa (1977)</i></p> <p><b>Rosane Borges</b> <i>Between fiction and reality: what do reality shows, television news, soap operas, Brazilian series teach us?</i></p> <p><b>Mariana Neţ</b> <i>Semiotics of daily life in detective fiction</i></p> <p><b>Gloria Withalm</b> <i>"All witches are taught to believe in signs." Signs and language used by supernatural beings in books and television shows</i></p>	<p><b>Maria Papanthymou</b> <i>Using semiotics for marketing strategy development</i></p> <p><b>Cristina Greco &amp; Marianna Boero</b> <i>Exploring the adoption of emerging media for tourism advertising during and after the pandemic: the communication of cultural identity and authenticity in a global crisis</i></p> <p><b>Almira Naurzbayeva, Zhanerke Shaigozova &amp; Dinara Saikeneva</b> <i>Animalistic and ornithomorphous symbols in Kazakhstan branding</i></p> <p><b>Hamid El Idrissi</b> <i>Packaging product and consumer behaviour</i></p> <p><b>Dimitar Trendafilov</b> <i>Possible worlds of money: Booklets communications in Bulgarian bank market</i></p>	<p><b>Zoe Hurley &amp; Natasa Lackovic</b> <i>Significance of feminist semiotics and the multiplicity of signs</i></p> <p><b>Alin Olteanu</b> <i>A biosemiotic approach to gender</i></p> <p><b>Roseli Gimenes</b> <i>Clarah Averbucks's Instagram: a literary body that speaks</i></p> <p><b>Tariq Elyas</b> <i>Colors and orientalism as associations: Exploring the use of colors and semiotic (re)presentation of Saudi women in British and Saudi newspapers</i></p> <p><b>Vasiliki Misiou</b> <i>Significs, Otherness, and translation as social transformation</i></p>	<p><b>Ilaria Ventura Bordenca</b> <i>From the semiotics of objects to the semiotics of collectives</i></p> <p><b>Alvise Mattozzi</b> <i>What Latour does to semiotics. The case of enunciation</i></p> <p><b>Valentina Manchia</b> <i>Between Latour and Greimos. The double legacy of Françoise Bastide in investigating the contemporary scientific discourse</i></p> <p><b>Richard Rosenblaum</b> <i>The Narreme Engine: Exploring the narrative-semiotic potential of Latour's socio-technical graph</i></p> <p><b>Tatsuma Padoan</b> <i>For a semiotics of perception: Rethinking phenomenology through Actor Network Theory</i></p>
11:30 – 12:00	<b>COFFEE BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	<b>Bodily Practices</b>
	Aspects of Peircean semiosis	Semiotics of translation. From Juri Lotman to Paolo Fabbri (and beyond)	Art practices and representational techniques	Semiotics of space: Architecture and territories of difference – A homage to Pierre Pellegrino	The body and semiotics in the lifeworld
<b>Session 10</b>	<b>CHAIR: Tony Jappy</b>	<b>CHAIR: Franciscu Sedda &amp; Isabella Pezzini</b>	<b>CHAIR: Lia Yoka</b>	<b>CHAIR: Olga Lavrenova</b>	<b>CHAIR: Simona Stano</b>
09:00 – 11:30	<p><b>Ivan Mladenov</b> <i>Before cognition: the notion of the 'ground' in Peirce's thought</i></p> <p><b>Vinicius Romanini</b> <i>A semiotic approach to artificial intelligence</i></p> <p><b>Tony Jappy</b> <i>Diamesic variation, Peircean semiosis and mediatization</i></p> <p><b>Henrique Perissinoto</b> <i>Marking-for-self as a metacognitive diagrammatic semiosis</i></p> <p><b>Marcelo Hamdan Alvim</b> <i>A Peircean approach to current neuroscience of consciousness phenomenological concepts</i></p> <p><b>Titus Lates</b> <i>Peirce in Bense's Aesthetica</i></p>	<p><b>Jacques Fontanille</b> <i>La traduction impossible, l'explosion imprévisible et l'invention inespérée au fondement de la méthode sémiotique</i></p> <p><b>Suren Zoylan</b> <i>Indeterminacy of translation and traductological relativity</i></p> <p><b>Michail Ilyin</b> <i>Oourubal translation loop</i></p> <p><b>Camilla Barone &amp; Giuditta Bassano</b> <i>Rethorics and interdiscursive translation</i></p> <p><b>Evangelos Kourdis</b> <i>Intersemiosis and media virality</i></p> <p><b>Anna Redzioch-Korkuz</b> <i>Yuri Lotman's concept of semiotic border and its potential for translation studies</i></p>	<p><b>Ana Garcia</b> <i>Expanded drawing through performance, installation and walking as an artistic practice: Spatial-temporal challenge in the production of meaning in contemporary art</i></p> <p><b>Antonio De Lisa</b> <i>Static and dynamic categories in the Italian painting of the early XX century: Futurism and metaphysics</i></p> <p><b>Sergei Kruk</b> <i>Visual semiotics of sculpture: A neglected plastic sign of 3D objects</i></p> <p><b>Yukio Tamires-Hashiguchi &amp; João Queiroz</b> <i>Aesthetic movement as a problem-solving system/process: the emergence of new artistic paradigms through intersemiotic translation</i></p> <p><b>Lucia Werneck</b> <i>A network analysis of collaborative co-authorship in Brazilian art research</i></p> <p><b>Loreta Mačanskaitė</b> <i>The visual identities of the younger generations of Lithuanians in the 1990s</i></p>	<p><b>Josep Muntanola Thornberg</b> <i>Semiotics of architecture: Matter and form (An homage to Pierre Pellegrino)</i></p> <p><b>Olga Lavrenova</b> <i>Space games: Various approaches to cultural landscape studies</i></p> <p><b>Leonid Tchertov</b> <i>Urban territory as a semiotized space</i></p> <p><b>Dragana Vasilski</b> <i>Layers of space in architecture. The concept of boundary in minimalist architecture</i></p> <p><b>Hee Sook Lee-Niinioja</b> <i>Semiotic liminality in meaning-makings and interpretations of inter-religious colours: Regionalism in church and mosque architecture and ornamentation, Indonesia</i></p>	<p><b>José Enrique Finol</b> <i>Body, experience, and lifeworld</i></p> <p><b>Eugenio Israel Chávez Barreto</b> <i>On Luis Prieto's theory of the subject</i></p> <p><b>Emanouelle Fitoussi</b> <i>The narration of the post-traumatic body</i></p> <p><b>Ismael Ramos Ruiz</b> <i>El cuerpo de la economía: las metáforas en la prensa económica</i></p> <p><b>Mohamed Bernoussi</b> <i>Semiotics of the body in Moroccan culture</i></p>
11:30 – 12:00	<b>COFFEE BREAK</b>				

Friday, September 2, Sessions 10 - 12

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Biosemitotics, umwelt, and the lifeworld	Semiotics of popular genres	Semiotics in marketing, advertising, and branding	Significance of feminist semiotics and the multiplicity of signs	Semiotics and Bruno Latour's work
<b>Session 11</b>	<b>CHAIR: Kalevi Kull</b>	<b>CHAIR: Gregory Paschalidis</b>	<b>CHAIR: Christian Bankov</b>	<b>CHAIR: Natasa Lackovic</b>	<b>CHAIR: Ilaria Ventura Bordenca</b>
12:00 – 14:00	<p><b>Donald Favareau</b> <i>Sym-Welts in the semiosphere: Epistemic bubbles and the monocultures of meaning</i></p> <p><b>Silver Rattasepp</b> <i>Umwelt, perspetivism, and ontology</i></p> <p><b>Alin Olteanu</b> <i>The mediality of Umwelt</i></p> <p><b>Katarzyna Machtyl</b> <i>Umwelt, semio(bio)sphere and the subject. Humanities inspired by biosemiotics</i></p> <p><b>Oscar Miyamoto</b> <i>Umwelt beyond Earth: Ecosemiatic insights on NASA's astrobiology program</i></p>	<p><b>Renata Sedláková</b> <i>Images of Romani in the Czech television news</i></p> <p><b>Gonzalo Pérez Castaño</b> <i>"Erase una nariz Judía": La pervivencia de los estereotipos medievales de los Judios en le imaginario audiovisual</i></p> <p><b>Eleni Alexandri</b> <i>The illusionary reality of K-Pop</i></p> <p><b>Anicet Bassilua</b> <i>Immatérialité et matérialité comme modalités du cours d'action dans la pratique du football</i></p> <p><b>Vincenzo Idone Cassone</b> <i>Autonomous playscapes. Japanese arcade centres and the cultural reframings of the boundaries of play</i></p>	<p><b>Sven Anderson</b> <i>The model of computational brand narrative</i></p> <p><b>Maria Collier de Mendonça, Rodrigo Phelipe Lopes &amp; Rogério Covaleski</b> <i>Baby showers on YouTube: applying semiotics and netnography to explore intensive mothering among digital influencers</i></p> <p><b>Roberto Schmidt &amp; Clotilde Perez</b> <i>Signs and meanings of the sacralization of consumption</i></p> <p><b>Jacqueline Ausier, Alex Nani, Silvio Sato &amp; Clotilde Perez</b> <i>Secondness as a way of sustaining a digital brand: semiotic analysis of Nubank's NuSócios campaign</i></p> <p><b>Janiene Santos</b> <i>Cocoon fashion and the signs of protection in the pandemic-war world</i></p>	<p><b>Cristina Greco</b> <i>Post-feminist digital culture and collective memory. Exploring visual and contemporary digital identity of Saudi femininity</i></p> <p><b>Iokasta Foundouka</b> <i>Semiotic tools for understanding feminist art history</i></p> <p><b>Amanda Boetzkes</b> <i>Langaging gender as queer ontology</i></p> <p><b>Mirela Silva Perez</b> <i>The semiotics of burlesque: the importance of costume design to development character</i></p>	<p><b>Paolo Peverini</b> <i>From the cell phone to smart objects. Interobjectivity, assemblage, dispositive in the age of artificial intelligence</i></p> <p><b>Dario Mangano</b> <i>Social fitness</i></p> <p><b>Carlo Andrea Tassinari</b> <i>Rhetoricity and culture. Tropes at play in Latour's inquiry</i></p> <p><b>Muzayin Nazaruddin</b> <i>Nature-culture in post-disaster landscape transformations</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	<b>Bodily Practices</b>
	Enunciation and the politics of footing	Semiotics of translation. From Juri Lotman to Paolo Fabbri (and beyond)	Semiotics of imagetext/typography-sound-motion in the audiovisual world	Semiotics of space: Architecture and territories of difference – A homage to Pierre Pellegrino	The body and semiotics in the lifeworld
<b>Session 11</b>	<b>CHAIR: Constantine V. Nakassis</b>	<b>CHAIR: Franciscu Sedda &amp; Isabella Pezzini</b>	<b>CHAIR: Sonia Andreou</b>	<b>CHAIR: Dragana Vasilski</b>	<b>CHAIR: Simona Stano</b>
12:00 – 14:00	<p><b>Constantine V. Nakassis</b> <i>Personalizing filmic enunciation</i></p> <p><b>Meghanne Barker</b> <i>The politics of voice and vision in participatory multimodal research</i></p> <p><b>Andrew Graan</b> <i>Recombinant selves and the social life of news in North Macedonia</i></p> <p><b>Tatsuma Padoan</b> <i>Oracular possession and the politics of ritual enunciation: Body, discourse, and subjectivity on Mt Kiso Ontake</i></p> <p><b>Elina Hartikainen</b> <i>Footing and the parliamentary politics of defining religious violence in Brazil</i></p>	<p><b>Griselda Zárate</b> <i>Semiosphere, border, and Mexican SNI researchers</i></p> <p><b>Bianca Terracciano</b> <i>Communicating the cultural heritage: the Hallyu as a translation activator</i></p> <p><b>Esther Sampson</b> <i>From there to here: Changing meanings and identities on the covers of Japanese self-help translations</i></p> <p><b>Luigi Virgolin</b> <i>Talking about others to talk about oneself: self-description and translational forms across cultures</i></p>	<p><b>Evipridis Zantides</b> <i>Looking for isotopies and applying the semiotic square in logotype design</i></p> <p><b>Despina Alexandra Constantinidou</b> <i>When Dali met Disney: Paranoid-criticism, intertextuality, and semiotics in Destino</i></p> <p><b>Vassilena Kolarova-Pellerin</b> <i>From the Intertextuality to the interartistic phenomenon: the semiotics of Sainte-Chapelle</i></p> <p><b>George Damaskinidis</b> <i>Dilemmatic visual situations in press photographs: A photo-elicitation semiotic perspective of the Greek socio-economic crisis</i></p>	<p><b>Tiit Remm</b> <i>Models of future in the semiotic space of urban squares</i></p> <p><b>Ružica Bogdanović</b> <i>Transformation of traditional heritage: semiological aspects</i></p> <p><b>Mattia Thibault</b> <i>City of dreams. Mapping the future in cyberpunk 2077</i></p> <p><b>Ruggero Ragonese</b> <i>All our tomorrows. For a semiotics of the unfinished</i></p>	<p><b>Shiva Thrishul</b> <i>Body as medium: Making sense of tattoo culture in urban India</i></p> <p><b>Massimo Roberto Beato</b> <i>From restored behaviour to actor-persona: contemporary theatrical gestures towards a poetics of informality</i></p> <p><b>Michele Cerutti</b> <i>Two approaches to the embodiment of language from a semiotic point of view</i></p> <p><b>Jamin Pelkey, Kai Maurin-Jones &amp; Gaaya Srimarhandan</b> <i>Toward a world typology of body partonym systems: A comparative corpus approach</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

Friday, September 2, Sessions 10 - 12

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Covid-19 lockdown: Semiotics of emotional sexual relations	Musical Signification	Semiotics in marketing, advertising, and branding	World Semiotics, Anthropology, Cultural and Area Studies Beyond Geopolitics	Semiotics in the disciplines: progress and priorities
<b>Session 12</b>	<b>CHAIR: Rafael Del Villar &amp; Macarena Orroño</b>	<b>CHAIR: Eero Tarasti</b>	<b>CHAIR: Clotilde Perez, Ogécia Drigo &amp; Paulo Lencastre</b>	<b>CHAIR: Fotini Tsimbiridou</b>	<b>CHAIR: Jamin Pelkey</b>
15:00 – 17:30	<p><b>Rafael Del Villar</b> <i>Corps et sémiotique transdisciplinaire: trajets empiriques, théoriques et méthodologiques</i></p> <p><b>Denis Bertrand &amp; Ivan Darrault-Harris</b> <i>Pandémie et proximité</i></p> <p><b>Javiera Jaña, Valentina Jones &amp; Karla Ramírez</b> <i>La perception de l'affection et la construction des relations sexuelles-affectives chez les jeunes Chiliens en confinement</i></p> <p><b>Rayen Palacios, Gabriela Pineda &amp; Matías Robles</b> <i>Orgasme virtuel en confinement</i></p> <p><b>Danisa Abarca, Fernanda Medel &amp; Javiera Troncoso</b> <i>Confinement Covid-19: relations affectives-sexuelles des adolescents dans le Chili</i></p>	<p><b>Stefania Guerra Lisi</b> <i>"La sémiotique de la vie dans la Globalité des Langages (avec une commémoration du prof. Gino Stefani)". Présentation vidéo enregistrée de 15 minutes en italien avec sous-titres en anglais</i></p> <p><b>Mathieu Schneider</b> <i>Folklore and politics</i></p> <p><b>Daniel Nagy</b> <i>Musical narration and iconicity. The semiotic foundations of narrativity in Beethoven's Waldstein Sonata (op. 53) and its interpretations</i></p> <p><b>Anna Nowak</b> <i>The musical narrativity as an analytical strategy in contemporary concertos</i></p> <p><b>Ricardo de Castro Monteiro</b> <i>Shenker's musical generativism and song analysis. Trocando em miúdos: homologues between musical figures in different layers and categories of content.</i></p>	<p><b>Graziella Andreia Malagó &amp; Maria Ogécia Drigo</b> <i>The color black from the perspective of Peircean semiotics: nuances arising from advertising</i></p> <p><b>Paulo de Lencastre, Paulo Andrade &amp; Leonor de Lencastre</b> <i>Semiotics for simplicity: Application to a brand identity creation process</i></p> <p><b>María Paz Donoso Espejo</b> <i>Globalization and visual re-semantization: The case of Chilean Alpaca wine in Japan</i></p> <p><b>Bruno Pompeu &amp; Silvio Sato</b> <i>Semiótica y publicidad contemporánea: propuesta metodológica para el análisis de la publicidad desde la semiótica peirceana</i></p> <p><b>Pedro Hellin &amp; Fernando Contreras</b> <i>La semiótica de la apropiación en la construcción de marca</i></p>	<p><b>Eleni Sideri</b> <i>Festival film markets in the Balkans and the challenges of peripherality</i></p> <p><b>Dimitris Kataiftis</b> <i>Between solidarity and capitalist ethics: the dawn of Greek-Pontic ethnic economies</i></p> <p><b>Elena Kapetanaki</b> <i>Women on the move working on clothing manufacturing in Thessaloniki</i></p>	<p><b>Paul Cobley</b> <i>Acting locally: Semiotics, the disciplines, and utopian globality</i></p> <p><b>Morten Tønnessen</b> <i>Semiotics in ethology and zoology</i></p> <p><b>Sally Ann Ness &amp; Steve Coleman</b> <i>Semiotics in anthropology and ethnography</i></p> <p><b>John Leavitt</b> <i>Semiotics in ethnolinguistics and linguistic anthropology</i></p> <p><b>Jamin Pelkey</b> <i>Semiotics in evolutionary linguistics</i></p>
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>KEYNOTE SPEAKERS</b>	<b>KAY O' HALLORAN 'Matter and Meaning in the Digital Age' AMPHITHEATER A</b>		<b>GIANFRANCO MARRONE 'New trends in the</b>	
20:00 – 22:00	<b>GALA DINNER War Museum Gardens</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	<b>Bodily Practices</b>
	Semiotics and theory of language	Semiotics of translation. From Juri Lotman to Paolo Fabbri (and beyond)	Semiotics of image-text/typography-sound-motion in the audiovisual world	Semiotics of space: Architecture and territories of difference – A homage to Pierre Pellegrino	The body and semiotics in the lifeworld
<b>Session 12</b>	<b>CHAIR: Ivan Capeller</b>	<b>CHAIR: Franciscu Sedda &amp; Isabella Pezzini</b>	<b>CHAIR: Evripides Zantides</b>	<b>CHAIR: Federico Bellentani</b>	<b>CHAIR: José Enrique Finol</b>
15:00 – 17:30	<p><b>Juan Luis Fernández Vega</b> <i>The semiotic fabric of reality and the metaphysical fabric of semiosis</i></p> <p><b>Reni Yankova</b> <i>The habituality of language: Peircean perspective to the oxymoron of linguistic meaning</i></p> <p><b>Yunhee Lee</b> <i>Language, narrative, and place: Towards the culture-making activity</i></p> <p><b>Eizbieta Chrzanowska-Kluczevska</b> <i>The textual frame and its material and meta-textual function: a short trip into the visual arts</i></p> <p><b>Rafael Zanlorenzi</b> <i>The end of meaning. Language games theory, linguistic patterns, and cultural transformation</i></p>	<p><b>Snyder</b> <i>Audio description: If your eyes could speak</i></p> <p><b>Luiz Marcelo Brandão Carneiro</b> <i>Watchmen's palimpsest: a modus operandi for intertextuality and intersemiotic translation</i></p> <p><b>Sündüz Öztürk Kasar &amp; Didem Tuna</b> <i>Surinterprétation idiomatique dans les traductions turques du roman "De la part de la princesse morte" de Kenizé Mourad</i></p> <p><b>Alexander Yemets</b> <i>Intersemiotic translation (transcoding) in poetry</i></p> <p><b>Sündüz Öztürk Kasar</b> <i>Traduire pour chanter: La chanson des vieux amants de Jacques Brel en turc</i></p>	<p><b>Ana Paula Vitorio da Costa</b> <i>Semiotic aspects of montage</i></p> <p><b>Sonia Andreou</b> <i>Fractured: Dissociated Identities and mainstream motion pictures</i></p> <p><b>Eleni Lazaridou</b> <i>Black Mirror-Bandersnatch: A social semiotic and anthropological study on interactive narrative</i></p> <p><b>Niki Athina Polymeri, Alexandros Anesiadis &amp; Yannis Skarpelos</b> <i>Caught somewhere in time: the evolution of concert promotion through a semiotic analysis of heavy metal posters</i></p>	<p><b>Mohamed Bernoussi</b> <i>How narrative paradise manages the potential conflict between temporality and eternity?</i></p> <p><b>Boutheina Bouzid</b> <i>La Maison des Morisques en Tunisie est une adaptation</i></p> <p><b>Pauline Escande-Gauquié</b> <i>Colette et sa Maison d'Enfance. Un dispositif sémiotique d'une écriture</i></p> <p><b>Nikolaos-Ion Terzoglou</b> <i>Wittgenstein and Husserl: Lebensform, Lebenswelt, and the spatial production of meaning</i></p>	<p><b>Silvia Barbotto</b> <i>Acercamiento etno-semiotico in situ: practicas del cuerpo y rostrófera en la Costa de Marfil contemporánea</i></p> <p><b>Gabriella Rava</b> <i>The embodied memory of the Blanketmen</i></p> <p><b>Gabriel Campi Rodrigues</b> <i>HELLO IN LIBRAS: a semiotic look at the sign "hello" in Brazilian signal language</i></p> <p><b>Erika Cortés</b> <i>Evolution of the Identity of women in three historical periods of Chilean society</i></p> <p><b>Simona Stano</b> <i>"Naked meanings": Nudity, corporeality, and semiosis</i></p>
17:30 – 18:00	<b>COFFEE BREAK</b>				
18:00 – 19:00	<b>semiotic of food: forms and genres of the gastronomic discourse' AMPHITHEATER B</b>		<b>SUSANE HAUSER 'On Places. Semiotics, architecture, and everyday environments' AMPHITHEATER C</b>		
20:00 – 22:00	<b>GALA DINNER War Museum Gardens</b>				

Saturday, September 3, Sessions 13 - 15

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	<b>Covid-19 lockdown: Semiotics of emotional sexual relations</b>	<b>Musical Signification</b>	<b>Semiotics in marketing, advertising, and branding</b>	<b>Lotmanian approaches to the 21st century crises</b>	<b>Semiotics in the disciplines: progress and priorities</b>
<b>Session 13</b>	<b>CHAIR: Rafael Del Villar &amp; Macarena Orroño</b>	<b>CHAIR: Ricardo Monteiro</b>	<b>CHAIR: Bruno Pompeu, Pedro Hellín &amp; Fernando Contres</b>	<b>CHAIR: Maarja Ojamaa</b>	<b>CHAIR: Sally Ann Ness</b>
<b>08:30 – 11:30</b>	<p><b>Macarena Orroño</b> <i>Confinement et Puberté: description sémiotique des gestes et grain de la voix</i></p> <p><b>Mariana Navia</b> <i>Les traces de la vie quotidienne à travers les dessins des filles et garçons dans le confinement et mouvements sociaux à Santiago</i></p> <p><b>Pía Arteaga, Tamara Nuñez, Félix Torrellas &amp; Florencia Salcedo</b> <i>Analyse socio-sémiotique du développement des relations sexuelles-affectives dans trois contextes historiques différents</i></p> <p><b>Marika Nesi Lammardo</b> <i>Plateformes factitives et interactions sérialisées aux temps de la COVID-19/</i></p> <p><b>Celia Rubina</b> <i>Véçu et imaginé entre quatre murs : étude de documents photographiques du confinement</i></p> <p><b>José Miguel Labrin</b> <i>Corps, désir et gestion des risques en temps de pandémie. Plateformes de rencontres virtuelles dans contextes de séparation physique et confinement</i></p>	<p><b>László Stachó</b> <i>Musical performance as communication: A relevance theory perspective</i></p> <p><b>Martin Svatner</b> <i>Inferring ears and sounding bodies</i></p> <p><b>Dario Martinelli</b> <i>George Martin, Phil Spector and other... film directors. Music production seen from the perspective of audiovisual studies</i></p> <p><b>Lasse Lehtonen</b> <i>Establishing Jean Sibelius in Japan: Reception and discourses of nature</i></p> <p><b>Eila Tarasti</b> <i>Helvi Leviskää (1902-1982), the profile of a woman symphonist in the shadow of Sibelius</i></p> <p><b>Aleksi Haukka</b> <i>Kullervo in Finnish music before Sibelius' Kullervo</i></p>	<p><b>Viginia Martin Davila</b> <i>Canarias: tierra turística, tierra maldita. Un análisis semiótico de la configuración identitaria-espacial en la Nueva Narrativa Canaria</i></p> <p><b>Carol Boari</b> <i>De Paraisópolis al mundo. El vestido de Miss Universo y el poder de la comunidad evidenciando la ropa como manifestación sociocultural</i></p> <p><b>Eneus Trindade</b> <i>De la semiótica de la publicidad a la semiopragmática de las interacciones del consumidor: de los textos a los procesos</i></p> <p><b>Paulina Gomez-Lorenzini, Enrique Vergara, Claudia Labarca &amp; Liliana de Simone</b> <i>Imaginaris sobre la mujer consumidora: rupturas y continuidades presentes en los anuncios en revistas femeninas chilenas</i></p> <p><b>Andre Luiz Silva Peruzzo &amp; Rafael Orlandini da Silva</b> <i>La articulación entre marcas de moda y games: entre la autorreferencialidad y la expansión signica publicitaria</i></p> <p><b>Rosa Emilia Santibáñez Alquicira</b> <i>Hacia un análisis semiótico del mensaje comercial en tiempos de pandemia</i></p>	<p><b>Ekaterina Velmezova</b> <i>Semiotics during the war of 1941 to 1945: towards an epistemological analysis of Ju.M. Lotman's correspondence</i></p> <p><b>Silvi Salupere</b> <i>Juri Lotman's structural-semiotic method and mechanisms of culture</i></p> <p><b>Andreas Ventsel &amp; Mari-Liis Madisson</b> <i>Cultural semiotic approach to the problems of collective fear and conspiracy theories</i></p> <p><b>Mark Mets &amp; Andres Karjus</b> <i>Mapping the dynamics of representations of immigration in Estonian news media: Combination of cultural data analytics with cultural semiotics</i></p> <p><b>Mattia Thibault</b> <i>Speculative semiotics</i></p> <p><b>Katharina Eisch-Angus</b> <i>Taking Lotman further ... from cold-war borders to permanent explosion in neoliberal lifeworlds</i></p>	<p><b>Kay O'Halloran</b> <i>Discourse analysis and semiotics</i></p> <p><b>Ivan Fomin</b> <i>Sociosemiotic material and sociosemiotic methodology: Two frontiers for emergent semiotic analysis in social sciences</i></p> <p><b>John Tredinnick-Rowe</b> <i>Diagrammatic semiotic models of doctor-patient communication</i></p> <p><b>Clara Chapdelaine-Feliciati</b> <i>The state of the art in legal semiotics: A quiet revolution</i></p> <p><b>Juan Luis Fernandez Vega</b> <i>What remains of the historical icon?</i></p> <p><b>Steven Skaggs</b> <i>Semiotics in Graphic Design</i></p> <p><b>Gabriele Aroni</b> <i>Semiotics in architecture and spatial design</i></p>
<b>11:30 – 12:00</b>	<b>COFFEE BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	<b>Bodily Practices</b>
	<b>Semiotics and theory of language</b>	<b>Déjà vu et déjà écouté: the semiotics of Intertextuality in the cultural world</b>	<b>Animation: Language and Technique</b>	<b>Semiotics and digital art history: facing the challenges of image Big Data</b>	<b>Foodscapes: food and the city</b>
<b>Session 13</b>	<b>CHAIR: Ivan Capeller</b>	<b>CHAIR: Evripides Zantides</b>	<b>CHAIR: Maria Katsaridou</b>	<b>CHAIR: Maria Giulia Dondero, Pierluigi Basso Fossali, Lia Yoka</b>	<b>CHAIR: Alice Giannitrapani, Francesco Mangiapane</b>
<b>08:30 – 11:30</b>	<p><b>Anastasiia Bondarenko</b> <i>Hryhorii Skovoroda, Theosemiotics and the Abecedarly of the World</i></p> <p><b>Thomas Bardakis</b> <i>Semiotics of onomastics: From Plato to contemporary semiotics</i></p> <p><b>Tadeusz Ciecierski, Pawel Grabarzyk &amp; Piotr Makowski</b> <i>Demonstrations as semiotic actions</i></p> <p><b>Dominik Dziedzic</b> <i>Reference of demonstratives From the Perspective of Analytic/Synthetic Distinction</i></p> <p><b>Donna West</b> <i>Index as Facilitator of Dialogic Exchanges: An Eco-Cognitive Model</i></p> <p><b>Emilas Darlene Carmen Lebus</b> <i>La significación viva del espacio geográfico: metalenguaje, acción comunicacional y ontología del espacio</i></p>	<p><b>Ivan Capeller</b> <i>Intertextuality between music and cinema: the waltz as the signifier of an impossibility</i></p> <p><b>Despina Kosmopoulou</b> <i>Issues of reception and intertextuality in "Waiting for Godot" by Samuel Beckett and "Lakis and Makis" by Theodosios Pellegrinis: A Semiotic Approach</i></p> <p><b>Todoris Panteleimon</b> <i>Intertextuality and reception issues through a semiological approach of Pinter's "Ashes to Ashes" and Anagnostakis' "To you who listen to me".</i></p> <p><b>Irene Gerogianni</b> <i>The politics of seeing double: Klaus Michael Grüber's Die Bakchen (1974) and the Visual Arts</i></p> <p><b>Martha Celina Arvizu Mendoza</b> <i>Transmedia characters: properties across worlds in character construction culture</i></p>	<p><b>Kevin Sandler</b> <i>21st century Hanna-Barbera: Worldbuilding, digital distribution, and the semiotics of Scoob!</i></p> <p><b>Marc Russo</b> <i>The character spectrums from real to iconic in 3D animation to maximize empathy</i></p> <p><b>Silvia Ruzanka</b> <i>The oscillation of immediacy and mediation. Subjectivity in animation</i></p> <p><b>Diek Grobler</b> <i>The construction of the kineiconic in animated poetry film</i></p> <p><b>Maria Katsaridou</b> <i>A semiotic approach to the audio-visual Language of animation films. The case of The Illusionist (Chomet 2010)</i></p>	<p><b>Maria Giulia Dondero, Pierluigi Basso Fossali &amp; Lia Yoka</b> <i>Big Data and art history</i></p> <p><b>Yannis Skarpelos &amp; Sophia Messini</b> <i>Of algorithms, emotions, images, and semiotics: The case of Covid pandemic</i></p> <p><b>Nicolae-Sorin Drăgan &amp; Alexandru Ioan Cuza</b> <i>AI aesthetics, style, and creativity: An imaginary encounter between Seurat and Shannon</i></p> <p><b>Eric Bertin</b> <i>Transformations of the gaze and crisis of the image in the era of continuous visual flow</i></p> <p><b>Elizaveta Belaia</b> <i>Problems of exploring digital art</i></p> <p><b>Tobias Teutenberg</b> <i>Hidden structures. Art-historical form and measurement research in the 19th and 20th centuries</i></p>	<p><b>Alice Giannitrapani &amp; Francesco Mangiapane</b> <i>On foodscapes</i></p> <p><b>Mohamed Bernoussi</b> <i>Coffee and daily life in Happy Arabia</i></p> <p><b>Luigi Virgolin</b> <i>It's time to come and eat! Temporal enhancements in the gastronomic definition of the city</i></p> <p><b>Daive Puca</b> <i>From "Bologna the Fat" to "Bologna the City of Food": A semiotic analysis of foodification</i></p> <p><b>Maria Cristina Addis</b> <i>Imagine you are eating: food figures and rituals in the Airbnb city</i></p> <p><b>Józef Zaprocki</b> <i>Discovering similarities, discovering differences. Food culture as a basis of the intercultural communication on the time axis</i></p> <p><b>Elena S. Lazaridou</b> <i>The connotation of square in the food code: A semiotic analysis of famous coffee ads</i></p>

Saturday, September 3, Sessions 13 - 15

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Signs of life and death in the pandemic public Sphere	Musical Signification	Semiotics of color	Lotmanian approaches to the 21st century crises	Semiotics in the disciplines: progress and priorities
<b>Session 14</b>	<b>CHAIR: Vassilis Vamvakas</b>	<b>CHAIR: Ricardo Monteiro</b>	<b>CHAIR: Mony Almalech</b>	<b>CHAIR: Timo Maran</b>	<b>CHAIR: Tyler James Bennett</b>
12:00 – 14:00	<p><b>Fernanda Carvalho Ferrarezi</b> <i>Dodging responsibility: an analysis of the use of metaphors in political communication regarding the Covid-19 pandemic in Brazil</i></p> <p><b>Roberto Chiachiri</b> <i>Bolsonaro's scandalous speech during the Covid19 pandemic: a semiotic approach</i></p> <p><b>Clarena Muñoz-Dagua</b> <i>War metaphors in quarantine times</i></p> <p><b>Vassilis Vamvakas</b> <i>The return of invisible heroes: Signs of idealization and stigmatization of scientists during the pandemic</i></p>	<p><b>Cleisson Melo</b> <i>Saudade: territories for a semio-musical iconography</i></p> <p><b>Füsun Deniz Özden &amp; Vasfiye Arslan</b> <i>Representations of Orpheus in art and music</i></p> <p><b>Toyoko Sato</b> <i>Typologies and signification of chats and super-chats of YouTube audiences at the 18th International Chopin Piano Competition: revisiting Benjamin's aura</i></p> <p><b>Gabriele Marino</b> <i>Enunciation or the place of record. For a theory of the phonographic shot and the point of listening</i></p>	<p><b>Mony Almalech</b> <i>Semiotics of colors: methodology</i></p> <p><b>Leonid Tchertov</b> <i>Levels of vision and psycho-semiotic differences of colour codes</i></p> <p><b>Ludmila Sadovnicova</b> <i>Consumer psychology and color semiotics</i></p>	<p><b>Ylan Damerose</b> <i>The geopolitical energy crisis as an explosion: new trends for the energy system?</i></p> <p><b>Eduardo Chavez-Herrera</b> <i>Cultural semiotics for a pandemic world: explosion, semiosphere and the plague</i></p> <p><b>Muzayin Nazaruddin</b> <i>Natural disasters as explosive moments</i></p> <p><b>Felix Rios Torres</b> <i>The sign in situation. The dynamics of history and culture in Lotman's semiotics</i></p>	<p><b>Göran Sonesson</b> <i>Cognitive science and semiotics</i></p> <p><b>Luca Capone &amp; Marta Bertolaso</b> <i>The linguistic turn of AI and the ubiquity of semiotics</i></p> <p><b>Karl Gfesser</b> <i>The quantic confinement of semiosis</i></p> <p><b>Raúl Martínez-Santos</b> <i>Semiotics: The spearhead of motor praxeology</i></p> <p><b>Ana Marić</b> <i>A Semiotic approach to dreams: Applying the notion of semiosphere to Freud's dream analysis</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>		<b>Bodily Practices</b>
	Semiotics and theory of language	Déjà vu et déjà écouté: the semiotics of Intertextuality in the cultural world	Animation: Language and Technique		Food and foodways in the lifeworld
<b>Session 14</b>	<b>CHAIR: Ivan Capeller</b>	<b>CHAIR: Sonia Andreou</b>	<b>CHAIR: Maria Katsaridou</b>		<b>CHAIR: Celia Rubina</b>
12:00 – 14:00	<p><b>Malgorzata Gamrat</b> <i>Language and culture in French popular music: case of Dalida's Gigi l'Amoroso and Gigi in Paradisco</i></p> <p><b>M. Ramakrishnan</b> <i>Non-dual structure as inherent property of the marginalized communities: Semiotics and philosophy of tribal folk narratives of Jharkhand</i></p> <p><b>Venkata Naresh Burla</b> <i>Moving from meta-realities to materialities for necessitating non-dual structure: Semiotics and philosophy of language of performances</i></p> <p><b>Jimena Bigá</b> <i>Multispecies cultural heritage in the Brazilian Northeast: Biosemiotic experiences in the indigenous world for understanding the traditional ecological knowledge</i></p>	<p><b>Mesut Kuleli</b> <i>Translation of implicit cultural signs as intertextual references: reproducing the hypogram in another</i></p> <p><b>Alexander Yemets</b> <i>Intersemiotic translation (transcoding) in poetry</i></p> <p><b>Luiz Marcelo Brandão Carneiro</b> <i>Watchmen's palimpsest: a modus operandi for intertextuality and intersemiotic translation</i></p>	<p><b>Valérie Billaudeau</b> <i>Animation sequences in a documentary: explaining the complexity of reality</i></p> <p><b>Bushra Kalakh</b> <i>Amentaries of suffering: Visual narratives of human rights in Palestine</i></p> <p><b>Georgia Aitaki</b> <i>Animal antagonists and hormone monsters: Animating adolescent mental health in Big Mouth (Netflix, 2017-)</i></p> <p><b>Charalambos Margaritis</b> <i>Modular, dynamic, multicursal and nonlinear narrative structures applied in animated storytelling</i></p>		<p><b>Rodrigo Neiva &amp; Ana Claudia de Oliveira</b> <i>Casa do Porco e a construção da cozinha caipira enquanto experiência gastronômica</i></p> <p><b>Simona Stano</b> <i>A taste for distaste: Emerging foodways between aesthetics and ethics</i></p> <p><b>Roberto Flores</b> <i>The operation of culinary utensils: the knife revisited</i></p> <p><b>Emanuela Bove</b> <i>Appealing charms and hidden challenges of plant-based foods: A biosemiotic reading of a vegan burger</i></p> <p><b>Massimo Leone</b> <i>Comfort food and discomfort signs: Decolonizing gastro-semiotics</i></p>
14:00 – 15:00	<b>LUNCH BREAK</b>				

Saturday, September 3, Sessions 13 - 15

	Room 1	Room 2	Room 3	Room 4	Room 5
	<b>Approaching the Lifeworld</b>	<b>Arts/Culture</b>	<b>Material Culture</b>	<b>Politics</b>	<b>Forms of Knowledge</b>
	Signs of life and death in the pandemic public sphere	Musical Signification	Semiotics of color	Lotmanian approaches to the 21st century crises	Semiotics in the disciplines: progress and priorities
<b>Session 15</b>	<b>CHAIR: Vassilis Vamvakas</b>	<b>CHAIR: Joan Grimalt</b>	<b>CHAIR: Mony Almalech</b>	<b>CHAIR: Tiit Remm</b>	<b>CHAIR: Ludmila Lacková</b>
15:00 – 17:30	<p><b>Kim Sung Do</b> <i>Semiotic approach to the narrativity of the Covid-19</i></p> <p><b>Marika Nesi Lammardo</b> <i>Factive platforms and serialized interactions in the time of COVID-19</i></p> <p><b>Dimitra Stampouli &amp; Aikaterini-Marina Katsouli</b> <i>Semiotics of Greek antivaccine representations: Words and images behind a conspired mosaic</i></p> <p><b>Aleka Stamatadi</b> <i>The political rhetoric of covid-19 in Greece: Risk management &amp; political strategies of government messages through semiotic analysis</i></p>	<p><b>Jean-Marie Jacono</b> <i>Modalités sémiotiques et sens sociologiques. "Tableaux d'une exposition" de Moussorgski orchestré par Funtek et Ravel (1922)</i></p> <p><b>Malgorzata Grajter</b> <i>"Translating" music: Applying translation theories to the research on musical work</i></p> <p><b>Malgorzata Gamrat</b> <i>Writer and composer on musical signification: Balzac interpreting Rossini</i></p> <p><b>Panu Heimonen</b> <i>Mozart, Sympatheia, and Oikeiosis: Interpreting dialogue in Mozart's Piano Concerto K. 467 through Adam Smith</i></p> <p><b>Dana Andreica</b> <i>Romantic irony in the Third Movement of Mahler's Symphony No. 1</i></p> <p><b>Karl Joosepp Pihel</b> <i>Traces of motion and force: The genuine index in musical signification</i></p>	<p><b>Hamsini Shivakumar &amp; Rasika Batra</b> <i>Colour use in the visual identity of packs, to build distinctive brand assets</i></p> <p><b>Herman Tamminen</b> <i>Lust, death, and wealth. Notes on red, blood, and gold</i></p> <p><b>Anastasia Toliou</b> <i>"Red Ismene"- An intervention: A semiotic approach of colours which occur during the theatrical play (2008)</i></p> <p><b>Marina Maluli César</b> <i>White colour meaning and silence visualization in musical graphics</i></p>	<p><b>Erik Kõvamees</b> <i>Dialogue as an ethical ideal</i></p> <p><b>Merit Rickberg</b> <i>Continuous models of learning in times of crises</i></p> <p><b>Maarja Ojamaa</b> <i>On the digital semiosphere and the cultural turn towards sustainability</i></p> <p><b>Timo Maran</b> <i>Grounding the semiosphere: Ecological crisis is the crisis of meaning-making</i></p> <p><b>Daniele Monticelli</b> <i>Thinking "crisis" through Juri Lotman's later works. Some instruments for a (moderately) optimistic view</i></p>	<p><b>Eduardo Chávez Herrera</b> <i>Experiencing the practice of semiotics through narrative</i></p> <p><b>Priscila Borges</b> <i>Classifying signs: A Peircean approach focused on semiosis and continuity</i></p> <p><b>Susan Petrilli &amp; Sophia Melanson-Ricciardone</b> <i>What's with detotalizing sign models?</i></p> <p><b>Tyler James Bennett</b> <i>Formal ideology critique: Chiasmus and the Peirce-Hjelmslev hybrid</i></p> <p><b>Ludmila Lacková</b> <i>Semiotics means to participate</i></p>
17:30 – 18:00	<b>CLOSING CEREMONY / Commemorative photos</b> AMPHITHEATER A				

	Room 6	Room 7	Room 8	Room 9	Room 10
	<b>Language/Education</b>	<b>Translation/Transtextuality</b>	<b>Image/Visuality</b>	<b>Digital/Spatial practices</b>	<b>Bodily Practices</b>
	Semiotics and theory of language	Déjà vu et déjà écouté: the semiotics of intertextuality in the cultural world	Animation: Language and Technique	Roundtable on DeSignis and the last 25 years of Latin American Semiotics: Transformations, Intersections, Circulations	Food and foodways in the lifeworld
<b>Session 15</b>	<b>CHAIR: Ivan Capeller</b>	<b>CHAIR: Evripides Zantides</b>	<b>CHAIR: Maria Katsaridou</b>	<b>CHAIR: Teresa Velásquez García-Talavera</b>	<b>CHAIR: Simona Stano</b>
15:00 – 17:30	<p><b>Mireya Cisneros Estupiñán &amp; Clarena Munoz-Dagua</b> <i>Courtesy in requests and mandates in the colloquial speech of the Coffee Region, Colombia</i></p> <p><b>Dan Zeman</b> <i>Identificatory uses of slurs and the rich-lexicon Approach</i></p> <p><b>Lauri Linask</b> <i>Autocommunication and crib talk</i></p> <p><b>Natalia Karczewska</b> <i>An illocutionary account of disagreement</i></p> <p><b>Sergey Chebanov</b> <i>What happens after illocutionary suicide?</i></p>	<p><b>Themis Veleni</b> <i>Europa and the European Union, unveiling their intertextual relationship through its visual manifestation in posters, paintings, and other media: (re) reading the stars and other symbols</i></p> <p><b>Stéphane Sawas</b> <i>Humour et intertextualité dans la sitcom Will &amp; Grace (NBC, saison 1, 1998-1999)</i></p> <p><b>Eleni Georgakopoulou &amp; Zacharoula Smyrniou</b> <i>Semiotic pedagogy and students' cognitive development: A semiotic analysis of the role and order of multiple representations to meaning making</i></p>	<p><b>Alesha Serada</b> <i>The problematic legacy of Marat Kazey, or why the first Russian anime failed</i></p> <p><b>Effrosyni Boura</b> <i>Animated Nigerian culture</i></p> <p><b>Maria Krigka</b> <i>Living space/Leaving space: an approach to the animation short "From the balcony" (Kaplanidis, 2020)</i></p> <p><b>Damien Tomaselli</b> <i>The medium is not the message, the temporality is</i></p>	<p><b>Teresa Velásquez García-Talavera</b></p> <p><b>Jose Maria Paz Gago</b></p> <p><b>Sebastian Moreno Barreneche</b></p> <p><b>Gaston Cingolani</b></p> <p><b>Clotilde Perez</b></p> <p><b>Alfredo Cid Jurado</b></p> <p><b>José Enrique Finol</b></p> <p><b>Rafael del Villar</b></p>	<p><b>Celia Rubina</b> <i>Time to cook, time to share: ecology, diversity and community in a traditional Peruvian ritual called Pachamanca</i></p> <p><b>Maria Giulia Dondero</b> <i>Downtown cafés around the world: Sharing work and healthy food</i></p> <p><b>Elder Cuevas &amp; Oscar Quezada</b> <i>Gastronationalism: An semiotic approach to the country-nation relationship in two Peruvian restaurants</i></p> <p><b>Mattia Thibault</b> <i>"Grandma Went in the Blueberries." Foodways, pathways and playful gastronomic wayfinding in the Finnish forests</i></p> <p><b>Alfredo Cid Jurado</b> <i>Country brand and culinary semiotics: from tradition to intangible cultural heritage</i></p>
17:30 – 18:00	<b>CLOSING CEREMONY / Commemorative photos</b> AMPHITHEATER A				