

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
	Approaching the Lifeworld	Arts/Culture	Material Culture	Politics	Forms of Knowledge	Language/Education	Translation/Transtextuality	Image/Visuality	Digital/Spatial practices	Bodily Practices	
12:00–14:00	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 (ERC NeMoSanct)	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	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		12:00–14:00
SESSION 1	CHAIR: Jacques Fontanille Ivan Darrault-Harris <i>Une extension sémiotique induite par la pandémie</i> Joseph Pare <i>Sémiotique et problématique du décalage au Burkina Faso</i> Hamid Reza Shairi <i>Quand le "nous" produit des collectivités nommées "eux", exclues de leur sphère maternelle</i> Giacomo Festi <i>Carbon footprints and emerging sensibilities in semiotic perspective</i>	CHAIR: Jenny Pozzo Jenny Pozzo <i>A room for herself: stasis and ecstasy between mysticism and fiction</i> Marcello La Matina <i>In my solitude: figurative rationality and the relationship in Saints Barsanuphius and John of Gaza</i> Francesco Galofaro <i>In my solitude: figurative rationality and the relationship in Saints Barsanuphius and John of Gaza</i> Massimo Leone <i>Semiotics of the Aleph</i>	CHAIR: M. Ramakrishnan Shalini Pallavi <i>Transformation of art to artifacts: Semiotic exploration of aesthetics and significance of Madhubani paintings as living tradition</i> Anirban Debsarma <i>Introspecting Alkap: Contextuality and narratives in the folk theatre of Bengal</i> Neishoning Koireng <i>Symbolizing identity and status: A semiotic study of traditional textiles and costumes of the Koirangs of Manipur (India)</i> Michael Ranta <i>From shapes to action. The narrative turn in prehistoric image-making</i>	CHAIR: Julietta Haidar Julietta Haidar <i>The semiotic-discursive processes of resistance from complexity, transdisciplinarity, decoloniality</i> Obed Arango Hisijara <i>The immigrant village: semiotics of decolonizing counter-space and counter-narratives</i> José Luis Quintero Carillo <i>"Ojalá que la enfermedad no lleque aquí, con nos-otros": Narratives of resistance in the reproduction of the ritual of the Mysteri community of Presidio de los Reyes, Nayarit</i> Andrés Castiblanco Roldan <i>Knock down statues to weave new symbols of identity: The anti-monument movement and its scales in the Latin American social explosion</i>	CHAIR: Jan Strassheim Göran Sonesson <i>How to build a lifeworld: The gap between the encyclopaedia and the Porphyrian Tree spanned by sedimentation</i> Filomena Diodato <i>Rethinking semantic fields: Relevance, encyclopaedia and local holism</i> Douglas Niño <i>Between sedimentation and ongoing ground: Levels, breadth, depth, and strata</i> Claudio Paolucci <i>A cognitive semiotics perspective on enunciation, encyclopaedia and subjectivity</i>	CHAIR: Maria Papadopoulou Maria Papadopoulou <i>Multimodal storyweaving for literacy and science in early childhood education: a design challenge</i> Glykeria Fragkiadaki <i>Scientific toys as semiotic artifacts</i> Roula Kitsiou <i>2+2=5: Sociolinguistic imagination for educational and social change</i> Katerina Fragkiadoulaki Angelique Dimitracopoulou Maria Papadopoulou <i>A Deep Dive - When university students compose videos to tackle a cutting-edge sociopolitical issue</i>	CHAIR: Susan Petrilli Elize Bisanz <i>Homo Symbolicum: Questions concerning certain faculties claimed for human nature</i> Andre Luis dos Santos Maria Ogécia Drigo <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> Zuzana Velenská <i>Interspecies connectivity and emotional exchange within canine-human communication. The role of emotion from a zoosemiotics perspective</i> Andrew Mark Creighton <i>Helpful Guides, Happy Hunters, and Content Bears: Postemotional game hunting in Manitoba</i>	CHAIR: Stephan Packard Paulo Jorge Fernandes <i>The outsiders: representations of Irish and Porto-guese migrants in the 19th century American and Brazilian satirical press</i> Stephan Packard <i>'To strike our time in its face': Physiognomic unease in Karl Kraus' Fackel Images</i> Ya'ra Gil-Glazer <i>Uneasy bedfellows: Sexist vs. feminist cartoons in Oz magazine</i>	CHAIR: Kristian Bankov Kristian Bankov <i>Platfospheres: digital semiospheres in dialog</i> Elsa Soro <i>The mask of the online platforms. How interfaces disguise, filter and expand the agency of platforms</i> Renata Vicentini Mielli <i>Emotional turn of communication: how algorithmically mediated social media platforms contribute to the fixation of beliefs by authority and tenacity</i>		SESSION 1
14:00–15:00	LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		14:00–15:00

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
15:00–17:30	CHAIR: Jean François Bordron Carlo Andrea Tassinari <i>(UN)making. Semiotics, ecology and the institutions of "Nature"</i> Tiziana Migliore <i>Scale jumping as a semiotic tool</i> Nicolas Couégnas Jacques Fontanille <i>L'œuvre peinte comme forme sémiotique et comme cosmos</i> Pierluigi Basso Fossali <i>Œuvre d'art augmentée et conditions d'accès à l'interprétation</i> Franciscu Sedda <i>Extreme islands, new perspectives on world and meaning</i>	CHAIR: Jenny Pozzo Debora Tonelli <i>Spirituality and Law: The example of the Decalogue</i> Alessandra Pozzo <i>The fourth dimension. Christian spiritual experience and the relationship with space</i> Paolo Costa <i>A room of Nature's own</i> Paolo Bertetti <i>Dissipatio Humani Generis. The fuga saeculi according to Guido Morselli</i> Magdalena Maria Kubas <i>Space of sin and salvation: Mary Magdalene in Italian prose and poetry</i>	CHAIR: M. Ramakrishnan Siva Prasad Tumu <i>Signifying role of material culture in modern theatre practice: A semiotic study of theatrical life</i> Gülşah Öztürk <i>The phenomenon of birth/ reproduction in the Kura-Araxes culture: Examination of the Pulur/ Sakyal pottery from a semiotic perspective</i> Sudarshan Yadav <i>Material culture and lifeworld: Semiotic representations in the cinematic art of Satyajit Ray</i> Kalsang Wangmo <i>Identity and heritage through material culture: A semiotic study on the lifeworld of Lahaul and Spiti Valley of Himachal Pradesh, India</i> Arshad Vettukattil <i>Aesthetics of material culture with special reference to Theyyam ritual performance of Kerala (India)</i>	CHAIR: José Luis Valencia González José Luis Valencia González <i>Expansion of the Aztec-Chichimec Conchero dance banner of identity, resistance, and cultural decolonization of Chicanos in Arizona</i> Waldmir Araujo Neto Aline Florentino <i>Ayahusca and the semiotic awakening</i> Mohamed Bernoussi <i>Bodies that resist in Moroccan culture</i> Carl Winston Jones <i>Resisting advertising by decolonizing the advertising process</i>	CHAIR: Göran Sonesson Igor Klyukanov <i>Being Is Said in Many Ways</i> Filippo Silvestri <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> Jan Strassheim <i>Relevance as the moving ground of semiosis</i> Benjamin Stuck <i>Appresentational orders in meaning constitution</i>	CHAIR: Maria Papadopoulou Maria Ogécia Drigo Luciana Coutinho Pagliarini de Souza <i>Diagram and analogy at the confluence of Peirce's and Deleuze's ideas: implications in the semiotic/ education interface</i> Maria Emmanouilidou Efi Papadimitriou <i>Exploring the utilization of semiotic affordances in poetry, supernatural tales and police "wanted" posters in the school context</i> Peggy Manoli Fani Morali <i>Exploring refugee children's bilingualism through multimodal identity texts</i> Gabriele Marino Giulia Giunta Rossana Ciccarelli Paola Giulia Pietrandrea <i>Signs at the desk. Education to semiotics as semiotics of education</i> Katerina Zachu <i>Rethinking education: Podcasting</i>	CHAIR: Sophia Melanson-Ricciardone Salvatore Zingale Arianna Bellantuono Iconographies of alterity. Racism, narcissism, sexism: Distorted subjectivity in the age of social media Alessandra Elisa Visinoni <i>Transcending emotions: How tertiary orality changes communication practices in Runet</i> Marco Castagna <i>Beyond any culture: Semiotic notes on the establishment of a digital civilization</i> Gabriele Aroni <i>Virtual signs, real emotions: How virtual architecture communicates in digital games</i> Eleonora Federici <i>How to translate the Shoah? The National Museum of Italian Judaism and the Shoah in Ferrara as a case-study for tourism communication</i>	CHAIR: Stephan Packard Alena Radina <i>News magazines' satirical front-page caricatures in the US, Germany, China, Russia, and Australia</i> Massih Zekavat <i>Cartooning in the Anthropocene: Exposing the environmental impacts of economy</i> Giorgos Metaxiotis <i>The mixed reality genre: Cartoons in live action film and the construction of augmented realities</i>	CHAIR: Massimo Leone Massimo Leone <i>Dark Web: Predictability and semiosis in neural networks</i> Daria Arkhipova <i>Artificial Intelligence mediated communication: between neuroscience and biosemiotics in research on human cognition</i> Gianmarco Giuliana <i>Manmade humanity in the new lifeworld: the faces of androids & robots in Nier Automata</i> Symeon Degermentzides <i>The concept of the metaverse as an interactive field of virtual, augmented and everyday reality - Hopes and fears</i> Eleni Katsarou Maria-Anna Galanaky <i>A social semiotic multimodal analysis: the case of like-farming fake news</i>		SESSION 2
17:30–18:00	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		17:30–18:00

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
18:00–20:30	CHAIR: Ivan Darrault-Harris Isabella Pezzini <i>Sémiotique de la ville et du paysage</i> Alexandros Ph. Lagopoulos <i>Semiotics and its extensions, with a focus on spatial phenomena</i> Denis Bertrand <i>Véridiction, extension et transversalité. Les nouveaux enjeux de la véridiction</i> Juan Alonso Aldama <i>Homologation des domaines politiques: transversalités des langages</i> Jean François Bordron <i>Expression, objectivation, économie</i>	CHAIR: Jenny Pozzo Lucia Galvagni <i>When my body becomes my room. Lifeworld and illness experiences</i> Eleonora Chiais <i>Virtual fashion: how to make a collective phenomenon individual</i> Massimo Beato <i>A room with lots of views: spectating in the immersive theatre practices</i> Alec Kozicki <i>The paradox of virtual and realistic nature: How self-reclusion into an immersive environment transforms the semiotic reality and living space</i>	New semiotics of fashion: fashion and lifestyle CHAIR: Bianca Terracciano Giulia Ceriani <i>Fashion and material dematerialization: insignificance or paradox?</i> Suzana Avelar <i>South America and contemporary fashion</i> Victoria Nannini <i>Fashion consumption as communication and resistance practices through digital media</i> Eleni Mouratidou <i>La mode immatérielle: une forme de vie hétérotopique</i> Marilija Jardim <i>The rhythms of knowledge: a socio-semiotic investigation of 21st-century epistemological fashion cycles</i>	CHAIR: Julietta Haidar José Luis Valencia González Konstantinos Siptanos <i>Reconnecting Cretans with their Mother Earth through analyzing and developing multimodal experiences</i> Fabiola de la Precilla <i>Postcolonial Latin American perspectives in social sciences. New perspectives, crossings, and epistemic-methodological deconstructions</i> Mary Andrea Martínez Molina <i>The healing process: a semiotic-discursive practice of resistance among Nahus from Hidalgo</i> Leticia Morais <i>Sociology of the image and the dynamic semiosis: decoloniality as a semiotic metatheory and its contributions to a contemporary metalanguage</i>	CHAIR: Filomena Diodato Ken Archer <i>The inherent difficulty of lifeworld accounts</i> Boris Gubman Karina Anufrieva <i>Historical narrative and enrichment of a meaningful horizon of cultural worlds</i> Rafael G. Lenzi <i>Dealing with the bet on false assumptions: A study on deception</i> Alice Orrù <i>A case study of Eco's notion of encyclopaedia: The "(Ethno)Racial" lexicon and its semantic sphere</i>	CHAIR: Maria Papadopoulou Daniela Veronesi <i>Teaching and learning in a fractured environment: observations from school and university online classes</i> Maria Loretto Lamas Valentina Gabriela Arévalo <i>Pedagogical interaction in complex digital environments</i> Aleksandr Fadeev <i>Learning the concept of text in digital culture</i> Tiit Remm <i>What is the core of teaching semiotics? A reflective view on curriculum development</i> Carmen Fernández Galán Montemayor Montserrat García Guerrero <i>Multimodality in education based on Open Science</i>	CHAIR: Margherita Zanoletti Margherita Zanoletti <i>The intersemiosis of emotions in Oodgeroo Noonuccal's work</i> Pragya Sengupta Sriparna Das <i>Translating experiences and emotions in Rajbanshi folk rituals</i> Sonja Stojmenska-Elzeser <i>The complexity of emotional representations in literary translations</i> Silvina Katz <i>A sensory (and emotional) reading of Silvina Ocampo's short story Hombres Animales Enredaderas (1970)</i> Elena Basile <i>Des Tours de Godard: Emotions and feminist translation</i>	Street art as a catalyst of socio-cultural change CHAIR: Eva Kimminich Charalampos Magoulas <i>Graffiti as a controversial urban practice</i> Tobias Mönch <i>"Wild Style" between reproduction and resistance. Ambiguous aesthetics of "indigenous" culture in local and global contexts</i> Orestis Pangalos <i>Multiple connotations, mythologies, and polysemy towards an approach of street art as a catalyst of socio-cultural change</i> Franciscu Sedda <i>Changing the centers of reality. Street art and the redefinition of the art-life relationship</i> Stefano Carlucci <i>Changing the centers of reality. Street art and the redefinition of the art-life relationship</i>	CHAIR: Everardo Reyes Everardo Reyes <i>Sign experiments in the web of platforms and bots</i> Marcia Pinheiro Ohlson <i>About blockchain indexicality</i> Veronique Peyrot <i>Semiotics at the age of music system recommendation</i> Federico Biggio <i>Computation and transcendence. Oppositional approaches in media studies</i>		SESSION 3
20:30–22:00	WINE RECEPTION (University of Macedonia Refectory/Gardens)		WINE RECEPTION (University of Macedonia Refectory/Gardens)		WINE RECEPTION (University of Macedonia Refectory/Gardens)		WINE RECEPTION (University of Macedonia Refectory/Gardens)		WINE RECEPTION (University of Macedonia Refectory/Gardens)		20:30–22:00

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
	Approaching the Lifeworld	Arts / Culture	Material Culture	Politics	Forms of Knowledge	Language / Education	Translation / Transtextuality	Image / Visuality	Digital / Spatial practices	Bodily Practices
09:00–11:30 SESSION 4	<p>Earth, health, life & death, the world in perspective: extension of the semiotic domain, constitution, and mutations of meaning</p> <p>CHAIR: Denis Bertrand</p> <p>Roberto Flores Socorro de la Vega <i>Le potier et l'argile</i></p> <p>Veronica Estay Stange Mariana Luz Pessoa de Barros <i>La (post-)mémorie comme laboratoire de transversalité disciplinaire</i></p> <p>Maria Luisa Solis <i>Sobre una práctica semiótica extendida y ciertas apuestas metodológicas</i></p> <p>Georice Berthin Madébé <i>Sémiotique et figures africaines du signe. Ontologies structurelles, discursivité et communication</i></p> <p>Gianfranco Marrone <i>Le sacrifice aujourd'hui: l'animal à mort dans les médias</i></p>	<p>The arts of the body as a celebration of life & encountering</p> <p>CHAIR: Rocco Mangieri</p> <p>Fernando Carvajal <i>From caterpillar to butterfly or the process of self-engendering of the trans body</i></p> <p>Germán García Orozco <i>From resistance as experience to the convergence of passions as creation</i></p> <p>Sebastián Nabón <i>When listening makes sense, the silence</i></p> <p>Edgar Vite Tiscareño <i>The body as image in movement. A semiotic approach to the convergences between dance, technology and new media</i></p> <p>Jia Peng Yuqi Yang <i>Deconstruction of spectacle: Bioart as a practice of intercorporeity</i></p>	<p>New semiotics of fashion: fashion and lifestyle</p> <p>CHAIR: José María Paz Gago</p> <p>Maya Marx Estarque <i>The narrative of luxury through the discourse of art</i></p> <p>Bianca Terracciano <i>Ideal fashion bodies in music: forms of life formats and shapes</i></p> <p>Natalia Zerbato Maya Marx Estarque <i>The dress of Georgia O'Keeffe as art platform</i></p> <p>Fatima Diez Platas <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>Margarida Amaro Ndumba Kamwanyah <i>Fashion and lifestyle in Katutura: The celebration of unity in diversity</i></p>	<p>Political semiotics and strategic communication: problems and potentialities</p> <p>CHAIR: Andreas Ventsel</p> <p>Sebastián Moreno Barreneche <i>Populism: A semiotic definition</i></p> <p>Dimitris Serafis <i>Authoritarian populism on newspapers' front page: Studying 'crises' in Greece</i></p> <p>Heloisa Virnes Akabane <i>Digital populism. A semiotic study</i></p> <p>Ioannis Karalaks <i>Reading the Plandemic: a semiotic approach to viral conspiracy theories surrounding global pandemics</i></p>	<p>Meaning making across/in semiotic complexes in the human lifeworld</p> <p>CHAIR: Hongbing Yu</p> <p>Yunhee Lee <i>Narrative modeling and cultural literacy in the storyworld: A quest for meaning</i></p> <p>Hongbing Yu <i>Meaning making as semiotic modeling: an integration</i></p> <p>Apostol Iulian Andrei <i>Conceptual anadiplosis: a new meaning-making tool in film semiosphere. A semiotic analysis of "Blade Runner 2049"</i></p> <p>Lin Jinfeng <i>Lin Jinfeng's distribution of concepts as a new type of semiotic objects</i></p> <p>Dumitru Bortun <i>Cognitive sources of semiosis</i></p>	<p>Semiotics in education</p> <p>CHAIR: María Papadopoulou</p> <p>Thiago Muller da Silva Victor Hugo de Oliveira <i>Hermeneutics and semiotics: exploratory study of Gadamer and Greimas</i></p> <p>Sandra Uribe-Pérez Clarena Muñoz-Dagua <i>Rhetoric of the subjects. An experience with Economics and Digital Design students</i></p> <p>Amelie Zimmermann <i>Edusemiotics – Why semiotic literacy is the core of information and media literacy</i></p> <p>Enrico Barbetti <i>Social-semiotic analysis for content description in multimodal educational texts</i></p> <p>Tamara Ovchinnikova <i>Conceptual formation of academic success</i></p> <p>Francisco Daniel Garcia Saavedra <i>Análisis semiótico de la semiosfera de la Preparatoria Politécnica Santa Catarina entendida desde la Unidad La Fama</i></p>	<p>Emotions, translation and encountering the Other</p> <p>CHAIR: Margherita Zanoletti</p> <p>Giorgio Borrelli <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>Elisabetta Ostuni <i>Fearing fear. The 'belliose' nature of dominant discourse today</i></p> <p>Jaqueline Florentino Louis Marie Ndomo Edoa <i>Podcasts and alterity: A semiotic analysis</i></p> <p>Clara Chapdelaine-Feliciati <i>The best interests of the child: Signs of emotions in treaty-making</i></p> <p>Sophia Melanson-Ricciardone <i>Algorithmic translation and emotional outrage in politics: A semiotic analysis of emotions in treaty-making</i></p>	<p>Visage intelligence systems from antiquity to the genesis of E-societies</p> <p>CHAIR: Cristina Voto</p> <p>Massimo Leone <i>The semiotic of face-reading across cultures</i></p> <p>Remo Gramigna <i>Biography of a wrinkle</i></p> <p>Gabriele Marino <i>Doppelgänger of nobody: Exploring post-ironic faces and personae</i></p> <p>Bruno Surace <i>Facial recognition as will and representation</i></p> <p>Silvia Barbotto <i>(E)-taste and desemantization: the categorization beyond the face</i></p>	<p>Semiotics of space from a morphological perspective: Knowledge of forms/ Forms of knowledge</p> <p>CHAIR: Isabel Marcos Claudio Guerri</p> <p>Isabel Marcos <i>Semiotics of space from a morphological perspective: Knowledge of forms/ Forms of knowledge</i></p> <p>Claudio Guerri <i>Geometry, morphology, and design</i></p> <p>Leonid Tchertov <i>Morphology in grammar of spatial codes</i></p> <p>Rena Sakellaridou <i>On the formal logic of architecture</i></p> <p>Ole Møystad <i>Built environment. Morphodynamics of meaning and agency</i></p>	
11:30–12:00	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK	

09:00–11:30
SESSION 4

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
	Existential Semiotics									
12:00–14:00 SESSION 5	<p>Eero Tarasti</p> <p>Eero Tarasti <i>Existential Semiotics, a new paradigm of philosophy and Sign Studies</i></p> <p>Aitti Kuusamo <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>Roberto Mastroianni <i>Aesthetics and anthropology. Existential semiotics and human praxis</i></p> <p>Antonio Santangelo <i>Existential imperfection</i></p>	<p>CHAIR: Jorge Eduardo Uruena Lopez</p> <p>Laura Maillio <i>Butoh: encounters and misencounters between sub(b)tainable forces and meanings</i></p> <p>Andrés Castiblanco Roldan <i>Emerging cultural languages and sign of origin in the semiotic production of the Guaymatuna Festival of San Isidro Labrador in Boyacá - Colombia</i></p> <p>Michele Denticio <i>Intersemiotics translation: case study of online-rave-party</i></p> <p>Amparo Latorre <i>The arts of the body after COVID19</i></p> <p>Catalina Rojas Casallas <i>Visible creativity and co-creation in institutionalized and unconventional spaces in pandemics time</i></p>	<p>CHAIR: Maya Marx Estarque</p> <p>Mirela Perez <i>Burlesque costume semiotics</i></p> <p>Janiene Santos <i>The mask fetish: the impossibility of facing the world without fantasy</i></p> <p>Clotilde Perez Rafael Orlandini <i>Signs of the grotesque in fashion: the materiality of the body in the immateriality of digital media</i></p> <p>Priscila Andrade <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>Turquesa Topper <i>Modus (con la sangre en el ojo). Consideraciones sobre la relación moda cuerpo en la contemporaneidad</i></p>	<p>CHAIR: Daniel Tamm</p> <p>Daniela Bracke <i>Political semiotics of human rights</i></p> <p>Álvaro Ramos Ruiz <i>La semántica del término "Brexit" en el discurso de la prensa</i></p> <p>Kelly Schoina <i>Foucauldian discipline and Peircean habit: Towards a theory of the subject under the regime of incarceration</i></p> <p>Heidi Campana Piva <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>CHAIR: Hongbing Yu</p> <p>Jie Zhang Tingting Yao <i>The release of meaning in light of the cultural semiotics of Jingshen</i></p> <p>Bin Xin Fuyin Yang <i>A contrastive analysis of attitude resources in the Chinese, British & American news reports on the centenary of CPC</i></p> <p>Yongxiang Wang Jiajia Cheng <i>The dialogic mechanism of diplomatic discourse: A perspective of Lotman's semiosphere theory</i></p> <p>Fengguang Liu Wenrui Shi <i>A contrastive study of Chinese and American condemning in politics – A speech act?</i></p>	<p>Symbols of our time: The new Symbolarium</p> <p>CHAIR: Francisco Sedda Dario Mangano</p> <p>Francisco Sedda Dario Mangano <i>Becoming a symbol. Culturalological reflections</i></p> <p>Dario Mangano <i>Arco as a symbol of design</i></p> <p>Kim Sung Do <i>The symbolic struggle around the relocation of the presidential office in Seoul</i></p> <p>Eduardo Grillo <i>Symbolic (trans)formations. The Zombie's cultural epidemic</i></p>	<p>CHAIR: Sophia Melanson-Ricciardone</p> <p>Elli Marie Tragel <i>Dialogue in silence: Introspecting meaning-making in meditation</i></p> <p>Fatima Festić <i>On the present-day microcosms: Translating the emotion of escape</i></p> <p>Dario Dellino <i>Otherwise than emotions: The semiotic self Emoving toward the Other</i></p> <p>Susan Petrilli Augusto Ponzio <i>Self, language and living together. Otherness and the translatability of emotions</i></p>	<p>CHAIR: Massimo Leone</p> <p>Cristina Voto <i>Facial engendering from a semiotic perspective. A companion between modern and algorithmic physiognomy</i></p> <p>Alexandra Mouratidou Jordan Zlatev <i>How much do we really care? Pre-verbal and verbal investment in choices concerning faces and figures</i></p> <p>Federico Bellentani <i>Digital Walls of Faces: An investigation of digital memorial practices centred around the face</i></p> <p>Alice Orru <i>A 'Semiotic-Medical' Inheritance: Cesare Lombroso and Paolo Marzolo</i></p>	<p>CHAIR: Isabel Marcos Claudio Guerri</p> <p>Gunnar Sandin <i>Lund Irbid Parallell Walk. Reflections on simultaneity and geopolitical axes in an act of architectural performance</i></p> <p>Manuel Guerra Arce <i>Architectural morphogenesis</i></p> <p>Helena Pires Zara Pinto-Coelho <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>Amira Naoui <i>La catastrophe comme morphologie du processus, ... du SENS à la morphose</i></p> <p>Imen Regaya <i>Morphologies spatiales et reconnaissance socio-physique</i></p>	
14:00–15:00	LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK	

12:00–14:00
SESSION 5

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
15:00–17:30 SESSION 6	<p>CHAIR: Jean-Marie Jacono</p> <p>Mattia Thibault <i>Green play. Mapping the ludic valorisations of natural spaces</i></p> <p>Zeynep Onur Ayşe Ece Onur Diébédo Francis Kéré <i>and his architecture through the existential semiotics</i></p> <p>Fanny Georges <i>Existential semiotics and spectral abduction: semiotic and ethnographic approach of ghost hunters abduction process</i></p> <p>Hamidreza Shairi <i>Dimension sémiotique du portrait de la femme dans la peinture contemporaine des artistes iraniens</i></p>	<p>Semiotics of the spectacle: towards a semiotics of intermediality</p> <p>CHAIR: André Helbo</p> <p>André Helbo <i>Introduction</i></p> <p>Jose Maria Paz Gago <i>Still about the Avactor. Simulation in the post-contemporary spectacle</i></p> <p>Loukia Kostopoulou <i>Intermedial crossovers in film and the expanded notion of the spectator</i></p> <p>Lei Wu <i>Towards an intercultural dimension of the semiotic study of performing art today</i></p>	<p>CHAIR: Victoria Nanini</p> <p>Valentina Carrubba <i>In the sign of impertinence. Fashion aesthetics and forms of life</i></p> <p>Carolina Boari Caraciola <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>Gema Vallín Blanco María Isabel Toro Pascua <i>El simbolismo indumentario en la lírica gallego-portuguesa y en la poesía castellana. Una perspectiva semiótica comparativa</i></p> <p>Blanca Rodríguez Garabatos <i>A semiotics vision of mourning through the character of Lina Mascareñas in "Dulce Dueño"</i></p> <p>Román Padín <i>Fashion and politics: postconsumerism in wuthering times. Concerning ecology, labour, war, surveillance and aesthetics on the catwalk</i></p>	<p>CHAIR: Ott Puumeister</p> <p>Nicolae-Sorin Drăgan <i>Political personae, emotion, and semiosis: The multimodal resources of emotion expression in political discourse</i></p> <p>Ott Puumeister <i>Multiplication machines and their potential for political semiotics</i></p> <p>Andreas Ventsel <i>Semiotic approach to strategic narrative theory (IR)</i></p> <p>Gregory Paschalidis <i>Wearing one's political colors: Wearables as political communicative resource</i></p>	<p>Semiotics of the archive in the lifeworld</p> <p>CHAIR: Cristina Voto</p> <p>Martin Acebal <i>An unstable memory: the dialectics of archival practices</i></p> <p>Mohamed Bernoussi <i>Memory and archive in Morocco: Case study of the "Equity and Reconciliation" organization</i></p> <p>Zhana Damyanova <i>The archive and its discontents. Semiotic trajectories of an aporetic concept</i></p> <p>Niccolò Monti <i>Archiving in the death-world: Surviving materials of past and future lives</i></p> <p>Emiliano Vargas <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>	<p>CHAIR: Francisco Sedda Dario Mangano</p> <p>Rahilya Geybullayeva <i>Linguistic symbols and structure of cultural memory in semantic line "Yelda, chiro logogram, "ha" interfex"</i></p> <p>Burcu Yaman <i>An analysis of symbols in Sema ceremony through Lotman's concepts of cultural semiotics</i></p> <p>Randall Johnson <i>Weighing the anchor: The archaic simplicity of the Fighting Poland symbol</i></p> <p>Andrés Castiblanco Roldan <i>Languages of confinement in informative landscapes</i></p>	<p>Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century</p> <p>CHAIR: Malgorzata Grajter</p> <p>Malgorzata Gamrat <i>Sentiments, arts, translations, and semiotics</i></p> <p>Oksana Hysa <i>Gesture in the semiotics of culture and performance on the example of modern Ukrainian conductors</i></p> <p>Agnieszka Kuczynska <i>Ruins, sings and colours: the intensity of life and memory in the art of Zbigniew Makowski</i></p> <p>Katarzyna Ziemlewska <i>Cultural genealogies of the sentiments of respect</i></p> <p>Despina Gialatzi <i>Isotopies et triple transmutation dans le conte de Psyché</i></p>	<p>Emoji and digital stickers: affective labor & lifeworld mediation</p> <p>CHAIR: Klaus Sachs-Hombach Lukas R.A. Wilde</p> <p>Gabriele Marino <i>The philology and semiotics of "Smileys"</i></p> <p>Deborah Enzmann <i>Emojisation: The semiotic potential of emojis</i></p> <p>Andrea Ferretti <i>Emojis: The semiotic body of digital communication</i></p> <p>Marcel Lemmes <i>"I'm so Pogged I've got Pog-Juice Seeping out of My Eyes!" The affective and communal language of emotes on Twitch and Discord</i></p> <p>Vasfiye Arslan Sevinç Gülseçen Cingdem Erol <i>Can emojis create a sense of ownership for the city?</i></p>	<p>CHAIR: Isabel Marcos Claudio Guerri</p> <p>Marzieh Athari Nikazm <i>Étude morphologique et sémiotique de Zurkhāneh. Un espace à visée éthique</i></p> <p>Abraham Solomonick <i>The three types of meanings in words and their interaction in linguistic texts</i></p> <p>Samaneh Eshraghi Ivri Zeynep Onur <i>Memories and myths in urban movement patterns religious and culture semiotics</i></p> <p>Lijing Peng <i>On the semiotics of morphology in the study of religions: A case study of Rebgong, Amdo Tibet (Qinghai, China)</i></p> <p>Anna Micheli <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	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK	

15:00–17:30
SESSION 6

18:00–19:00	KEYNOTE SPEAKERS ALEXANDROS LAGOPOULOS <i>'Semiotics and materiality: Some epistemological issues'</i> AUDITORIUM A COBUS MARAIS <i>'The Thermodynamics of Semiosis'</i> AUDITORIUM B THEO VAN LEEUWEN <i>'Some principles of Social Semiotics'</i> AUDITORIUM C KEYNOTE SPEAKERS	18:00–19:00
19:30–21:00	IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium) IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium) IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium)	19:30–21:00

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
	Approaching the Lifeworld	Arts / Culture	Material Culture	Politics	Forms of Knowledge	Language / Education	Translation/Transtextuality	Image / Visuality	Digital / Spatial practices	Bodily Practices	
09:00–11:30 SESSION 7	Existential Semiotics CHAIR: Jean-Marie Jacono Ahmad Shakeri <i>Des espaces en transition à Téhéran: étude d'une vie urbaine multiple</i> Sayantán Dasgupta <i>The triumph of the narrator: James Joyce's Anabý through Lacan and Tarasti</i> Rahilya Geybullayeva <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, Odín</i> Eima Berisha <i>The semiotics of the disappearing self</i>	Chernobyl calling. Fiction, Non-fiction, Lifeworld. CHAIR: Nicola Dusi Charo Lacalle <i>Chernobyl reloaded: Renewing disaster films through female characters</i> Giorgio Grignaffini <i>Chernobyl: a series between fiction and reality</i> Andrea Bernardelli <i>The construction of a hero: Different fictionalizations of the Chernobyl disaster</i> Nicola Dusi <i>The TV series Chernobyl (HBO, 2019) between fiction and non-fiction</i>	Brand Management: portfolio strategies and nation branding CHAIR: Alain Perusset Dimitar Trendafilov <i>The sun always shines differently: Challenges and issues in the national branding of Bulgaria</i> Sebastián Moreno Barreneche <i>Nation branding and the Latin American geocultural identity</i> Giacomo Festi <i>Powdery portfolios and poorly sharpened lines: The cases of Bialetti and Sanelli from a semiotics of branding</i> Henrik Ugglá <i>A semiotic derivation of the KFC brand identity</i> Alain Perusset <i>Rethinking semiotically the brand architectures</i>	Political semiotics and strategic communication: problems and potentialities CHAIR: Andreas Ventsel Anand Raja <i>Strategic communication and invincibility of Modi's semiotic system</i> Daniel Tamm <i>Negotiating and (re)framing national conservatism in internet memes</i> Jacopo Castaldi <i>Political semiotics in non-political genres: Investigating multimodal manipulation</i> Seema Khanwalkar <i>Do we understand each other? Collateral misunderstandings in conflicts and all that ensues</i>	Semiotics and human existence CHAIR: Stéphanie Walsh Matthews Fanny Georges <i>Existential semiotics and digital ethnography: a theoretical and methodological framework for analyzing existential digital practices</i> Pierluigi Cervelli <i>L'expérimentation praxématique: pandémie, existence humaine, espaces de vie quotidienne</i> Alexandre Provins Sbabo <i>Le sujet et son existence sémiotique: le cas du non-sujet dans l'espace</i> Alexandre Marcelo Bueno <i>Immigration et existence humaine: voies de recherche</i> Mariia Jardim <i>On reversing time and becoming "bulletproof": Transhuman discourses and narratives of ageing in the biohacking movement</i>	Wittgenstein and semiotics CHAIR: Dinda L. Gorlée Dinda L. Gorlée <i>Wittgenstein's labyrinth of semiotic paths</i> Jeffrey Di Leo <i>Wittgenstein, Sraffa, and Saussure: Semiotic anthropology in the Philosophical Investigations</i> Paulo Oliveira <i>Conception of language and sign as the locus of (in)compatibility (Peircean semiotics and Wittgenstein's later work)</i> Horst Ruthrof <i>Intertart translating of tenderness and sorrow. Hidden contrafactum of Karol Szymanowski's song "The swan" op. 7</i>	Translating sentiments: music, literature, and visual arts en face the signs in human culture from Antiquity to the 21st century CHAIR: Tomasz Dobrogoszcz Mariam Nozadze <i>"Love" and "hatred" in Shakespeare's "Romeo and Juliet": existential or relational semiotic values</i> Anna Tenczyńska <i>Intertart translating of tenderness and sorrow. Hidden contrafactum of Karol Szymanowski's song "The swan" op. 7</i> Irmak Mertens <i>"When we lose people we love...": intersemiotic translation and transcreation in a novel-museum</i> Helena Pires Rui Sousa Silva <i>Between "intertextuality" and plagiarism in the visual contemporary arts: the new forms of implicit (un)boundaries of emotions in treaty-making</i>	Concepts and approaches of a Greimasian semiotics of images CHAIR: Karin Boklund-Lagopoulos Alexandros Ph. Lagopoulos <i>Semiotics of static and dynamic images</i> Maria Giulia Dondero <i>Visual Semiotics: History and Perspectives</i> Jacques Fontanille <i>La dimension iconique et la dimension plastique. Actualité d'une distinction méthodologique majeure</i> Karin Boklund-Lagopoulos <i>Isotopies in painting</i> Jurgita Katkuvienė <i>Reading strategies of visual poetry: Application of visual semiotics to poetry</i>	Podcast: mediatization for memories. Multiple approaches CHAIR: Patrizia Violi Patrizia Violi <i>Speaking the others</i> Neyla Pardo Abril Camilo Rodríguez <i>Podcast, capsules of memory and peace: Remembering and silencing in order to dream and transform</i> Bianca Suarez Puerta <i>Conflict podcasts: When memories make a difference</i> Del Carmen Fernandez Nathaniel Gardner <i>Podcast and soundscape</i> German Garcia Orozco <i>Telling the story differently: podcast</i>		
11:30–12:00	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		

09:00–11:30
SESSION 7

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10		
12:00–14:00 SESSION 8	Julius Fujak Jean-Marie Jacono <i>Guerre, musique, et dimensions existentielles. Chant pour le Vietnam (1968) d'Henri Tomasi</i> Julius Fujak <i>Existential semiotic models of the music semiosis (Including sonic photograph as a trace of kairos)</i> Bujar Hoxha <i>A semiotic comprehension of performing arts: Exemplifying «Othello» and «Rigoletto»</i> Sari Helkala-Koivisto <i>Music and Art. A universal lifeworld between people and cultures</i> Cleisson Melo <i>Saudade: in-between of narrative strategies</i>	Charo Lacalle Federico Montanari <i>History, power, and narrative. Chernobyl is still there</i> Alfredo Tenoch Cid Jurado <i>Between biography and biopic in the fictional accounts of the Chernobyl nuclear disaster</i> Ioanna Vovou <i>Intergenerational oscillations: A semiotic of reception of the series Chernobyl</i>	Performative codes of influencers' communication: How do social media influencers shape audience expectations? CHAIR: José David García Contto Oscar Quezada Jacques Fontanille Ana Claudia de Oliveira	In Memoriam: The work and impact of Prof. Desiderio Blanco CHAIR: José David García Contto Didier Tsala Effa <i>Les descriptions de l'humain vieillissant: observer, distinguer, séparer les détails de l'existence humaine</i> Vivien Lloveria <i>Semiotics of "human reconnection": awareness and identity-formation in eccentric discourses</i> Angelo di Caterino <i>Les nouvelles formes identitaires de l'existence humaine: le totémisme numérique</i> Ivan Formin <i>Semiotic material and semiotic methodology: Two frontiers for emergent semiotic analysis</i> Raul Martinez Santos <i>Sparring games as semiotic existence: understanding and modeling semiotricity</i>	Didier Tsala Effa <i>Les descriptions de l'humain vieillissant: observer, distinguer, séparer les détails de l'existence humaine</i> Susan Petrilli Augusto Ponzio <i>Wittgenstein from Tractatus to Philosophical Investigations, read by Rossi-Landi</i> Winfried Kudsus <i>"Whose house is that?" Hyperfocality in Wittgenstein</i> Jaime Nubiola <i>Thirty years of scholarship on the relations between Wittgenstein and Peirce, 1992-2022</i>	Daina Teters Daina Teters <i>Thinking language through Wittgenstein's semantic strategies</i> Susan Petrilli Augusto Ponzio <i>Wittgenstein from Tractatus to Philosophical Investigations, read by Rossi-Landi</i> Winfried Kudsus <i>"Whose house is that?" Hyperfocality in Wittgenstein</i> Jaime Nubiola <i>Thirty years of scholarship on the relations between Wittgenstein and Peirce, 1992-2022</i>	Daina Teters Daina Teters <i>Thinking language through Wittgenstein's semantic strategies</i> Susan Petrilli Augusto Ponzio <i>Wittgenstein from Tractatus to Philosophical Investigations, read by Rossi-Landi</i> Winfried Kudsus <i>"Whose house is that?" Hyperfocality in Wittgenstein</i> Jaime Nubiola <i>Thirty years of scholarship on the relations between Wittgenstein and Peirce, 1992-2022</i>	Malgorzata Gamrat Elzbieta Błotnicka-Mazur <i>Between an emotion and a rational sign. Selected ideas of geometric art</i> Michał Strachowski Karol Furtak <i>Love and Grief: Visual and music signs in "Protesilas and Laodamia" by Stanisław Wyspiański and Henryk Melcer – Szczawiński</i> Dominika Zamara <i>Different kinds of love: Sentiments and rhetoric figures in Baroque cantatas by Barbara Strozzi</i> Sylvia Jakubczyk-Ślęczka <i>Nostalgia in Jewish Prayer. Music dictionary of yearning</i>	Karin Boklund-Lagopoulos Rea Waldén <i>A Greimasian analysis of Ingmar Bergman's The Seventh Seal</i> Maria Katsaridou Kosmas Stergiou <i>Semiotic analysis of digital games</i> Mengyi Li <i>Study of visual semiotics: image of metamorphosed fox in the Chinese story "Axiu"</i> Thiago Müller da Silva Victor Hugo de Oliveira Marques <i>Hermeneutics and semiotics: an exploratory study of Gadamer and Greimas</i>	The museum out of itself CHAIR: Monica Barni Orlando Paris Aluminé Rosso <i>From the experiential promise to the visiting contract: The contemporary interspatial museum experience</i> Fernando R. Contreras <i>The political orientation in the visual reordering of global museums</i> Patrizio Pastore <i>From the temple of the muses to virtual spatiality: how the sense of place changes</i> Anna Casalino Monica Barni Orlando Paris <i>The importance of developing an audiovisual dimension for museum communication</i>		
14:00–15:00	LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK		LUNCH BREAK			

12:00–14:00
SESSION 8

	Room 1	Room 2	Room 3	SPECIAL INTEREST GROUP	The epistemological status of semiotics and taxonomic practice	CHAIR: Dinda L. Gorlée Daina Teters	CHAIR: Elzbieta Błotnicka-Mazur	Pressing signs into action: De-sign moves	Crossroads & semiotics of mediatization. Evolution, environments & everyday life	
15:00–17:30 SESSION 9	Panagiotis Xouplidis Dario Martinelli <i>From anthropothesis to animal liberation in a few (semiotic) steps</i> Juan Alberto Conde Aldana <i>From Therolinguistics to Therosemiotics. Thinking interspecies communication from Ursula Le Guin's work</i> Adam Weiler Gur Arye Ya'ara Gil-Glazer <i>"Look at that sweet and innocent lamb": The visual-verbal semiotics of the Israeli campaign against live transports</i> Diana Popa <i>The magic of fungi: A semiotic investigation into contemporary mushroom art</i> Panagiotis Xouplidis <i>Semiotic perspectives on human-octopus intimacies in animal documentaries</i>	Titika Dimitroulia Mary Coghill <i>Semiotics and Poetics: Theory vs. Praxis</i> Arpine Mkrtchyan <i>Les particularités des signes poétiques dans les textes littéraires</i> Aglaia Blioumi <i>Mythologies and cultural codes of emotions in the literary works of Herta Müller</i> Saba Mirhosseini <i>Multimodality as an effective strategy for representing transgender identities in children's literature</i> Stephane Gravanis <i>Le récit du quotidien des classes populaires dans "Qui a tué mon père" d'Edouard Louis. Une analyse structurale barthesienne</i> Titika Dimitroulia <i>Les particularités des signes poétiques dans les textes littéraires</i>	Dimitar Trendafilov Lia Petridou <i>The concept of Greekness. Semiological analysis of Greekness through two posters of Hellenic Tourism Organization</i> Hamsini Shivakumar <i>Gender and brand discourse</i> Aspasia Papadima <i>Weapon, lure, and object of desire: Gendered ideology in lipstick advertising</i> Maria Antoniou <i>Les mythes dans les publicités commerciales: le cas de l'huile d'olive grecque</i> Eirini Papadaki <i>Self-branding in digital environments: The case of Greek musicians' profile images on Facebook</i> Carl Jones <i>Can the advertising process be decolonized in order to remove racist messaging?</i>	Anna Maria Lorusso Anna Maria Lorusso <i>Cultural translation and memories' mobilization: an introduction to the problem of migration narratives</i> Kristian Bankov <i>Narrative weaponization of migration in the frame of Populism 2.0</i> Alexandre Bueno <i>The senses in intercultural exchange: objects and images of contemporary immigration in Brazil</i> Hakan Karasan <i>Talking signs: Towards a semiotics of cultural conflict in the era of migration</i> Mario Panico <i>Belonging, nostalgia, trauma: memories and emotions in migrants' textualizations of their journeys</i> Simona Stano <i>Food and migration: A semiocultural perspective</i>	Anna Maria Lorusso Anna Maria Lorusso <i>Cultural translation and memories' mobilization: an introduction to the problem of migration narratives</i> Kristian Bankov <i>Narrative weaponization of migration in the frame of Populism 2.0</i> Alexandre Bueno <i>The senses in intercultural exchange: objects and images of contemporary immigration in Brazil</i> Hakan Karasan <i>Talking signs: Towards a semiotics of cultural conflict in the era of migration</i> Mario Panico <i>Belonging, nostalgia, trauma: memories and emotions in migrants' textualizations of their journeys</i> Simona Stano <i>Food and migration: A semiocultural perspective</i>	Massimo Vedovelli Orlando Paris Nadiia Andreichuk <i>Signs in the cage of metalanguage: Notes on Peircean metasemiotic perspective</i> Elvio Ancona <i>Taxonomy of semiotic components in a wine bottle. Epistemology and heuristics, hermeneutics of a mixed text</i> Frederik Stjernfelt <i>Sheets in the wild</i> Gabriele Marino <i>Bibliotaxonomy. What kind of genre is semiotics?</i> Federica Brachini <i>Taxonomic practice and epistemology of semiotics: a historical review</i> Jorge Eduardo Uruena Lopez <i>Sentient research, between audiovisual creation, the senses and existence</i>	Cassiano Terra Rodrigues <i>Common-sense in between peirce and Wittgenstein</i> Suren Zolyan <i>The image of the world revealed in words: Ludwig Wittgenstein and the iconic semiotics</i> Giorgio Borelli <i>When homology goes on holiday: rereading Rossi-Landi's semiotics as a Wittgensteinian language-game</i> Rafael Zanlorenzi <i>The end of meaning. Language, Games Theory, linguistic patterns and cultural transformation</i> Victoria Dos Santos Andrej Gorazd <i>Expressivity, renewal, and the boundary of language. From Wittgenstein to Kristeva</i>	Malgorzata Grajter <i>From Fryderyk Chopin's Etude in E major Op. 10 No. 3 to Natalia Kukulska's music video to the song Except for Us: Intersemiotic translations of nostalgia</i> Tomasz Dobrogoszcz <i>(Mis)appropriation and (in) authenticity: Articulating post-Apartheid emotions in Die Antwoord's music videos</i> Agata Handley <i>Insurgent tableaux. Ekphrasis and sentiment in APE**T</i> Mara Tsoumari <i>Emotions in audiovisual commercials with storytelling</i> Dominique Porębska-Quasnik <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>	Steven Skaggs Juan Carlos Mendoza Collazos <i>Enhanced agency and the hierarchy of agency: from natural objects to artefacts</i> Alin Olteanu Sophie Declerck <i>Touching form and content: a biosemiotics proposal for design</i> Antonis Iliopoulos <i>The creative gesture from the perspective of Material Engagement Theory</i> Rodrigo Morais Roberto Chiachiri <i>Peircean semiotics and design education</i> Steven Skaggs <i>The hidden factor: how image and word suppress expressive gestural mark making</i>	Gastón Cingolani Yolanda Montejano Hernández <i>Música y músicos, el consumo cultural en tiempos de plataformas y aplicaciones</i> Ben Berners-Lee <i>Cartography as a multimodal interactive. Accomplishment at the Geoguessr computer game interface</i> Gastón Cingolani <i>Mediatized circulation and i-memes: some meaning operations</i> José Luis Fernández <i>Mediatizations, borders and interaction. Semiotics/ Media Ecology/Data Sciences approaches</i> Michos Konstantinos <i>Challenges in digital processing of nanotechnology scientific images</i>
17:30–18:00	COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK		COFFEE BREAK	

15:00–17:30
SESSION 9

18:00–19:00	KEYNOTE SPEAKERS CLOTILDE PEREZ <i>'Semiotics of Fashion: between mimeticism, creativity and adaptation'</i> AUDITORIUM A ISABELLA PEZZINI <i>'Trajectories of Identity, Difference, Otherness'</i> AUDITORIUM B ANDRE HELBO <i>'Revisiter la sémiotique des arts du spectacle'</i> AUDITORIUM C KEYNOTE SPEAKERS	18:00–19:00
19:30–21:00	IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium) IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium) IASS/AIS GENERAL ASSEMBLY MOMuS Museum of Contemporary Arts (Auditorium) 19:30–21:00	

Friday 2 September

Friday 2 September

Friday 2 September

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
	Approaching the Lifeworld	Arts / Culture	Material Culture	Politics	Forms of Knowledge	Language / Education	Translation/Transtextuality	Image / Visuality	Digital / Spatial practices	Bodily Practices	
09:00–11:30	Biosemiotics, 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	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	09:00–11:30
SESSION 10	<p>CHAIR: Donald Favareau</p> <p>Kalevi Kull <i>Umwelt-based semiotics: Sign and meaning-structure presuppose Umwelt</i></p> <p>Nicholas C. Hemann <i>Planmäßige Biologie: Semiotic fitting of Innenwelt and Umwelt in the work of Jakob von Uexküll</i></p> <p>Morten Tønnessen <i>On quantum biosemiotics: Semiotic guidelines for application in a more-than-human descriptive phenomenology</i></p> <p>Ezequiel Martin-Calero <i>Towards a biosemiotic definition of (animal) culture</i></p> <p>Mohamed Abdelhamid Maleky <i>On quantum biosemiotics, Umwelt and semiosis of orchestrated objective reduction (Orch-OR)</i></p>	<p>CHAIR: Gregory Paschalidis</p> <p>Armando Fumagalli <i>The semantic density of the ending of a story: from Aristotle's Poetics to Hollywood practice</i></p> <p>Domna Kavakidou <i>Narrative analysis and cinematic codes of Moshe Mizrahi's 'The life before us' / Madame Rosa (1977)</i></p> <p>Rosane Borges <i>Between fiction and reality: what do reality shows, television news, soap operas, Brazilian series teach us?</i></p> <p>Mariana Neţ <i>Semiotics of daily life in detective fiction</i></p> <p>Gloria Withalm <i>"All witches are taught to believe in signs." Signs and language used by supernatural beings in books and television shows</i></p>	<p>CHAIR: Kristian Bankov</p> <p>Maria Papanthymou <i>Using semiotics for marketing strategy development</i></p> <p>Cristina Greco Marianna Boero <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>Almira Naurzabayeva Zhanerke Shaigozova Dinara Saikeneva <i>Animalistic and ornithomorphomic symbols in Kazakhstan branding</i></p> <p>Hamid El Idrissi <i>Packaging product and consumer behaviour</i></p> <p>Dimitar Trendafilov <i>Possible worlds of money: Booklets communications in Bulgarian bank market</i></p>	<p>CHAIR: Zoe Hurley</p> <p>Zoe Hurley Natasa Lackovic <i>Significance of feminist semiotics and the multiplicity of signs</i></p> <p>Alin Olteanu <i>A biosemiotic approach to gender</i></p> <p>Rosell Gimenes <i>Clarah Averbucks's Instagram: a literary body that speaks</i></p> <p>Tariq Elyas <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>Vasiliki Misiou <i>Significs, Otherness, and translation as social transformation</i></p>	<p>CHAIR: Paolo Peverini</p> <p>Ilaria Ventura Bordenca <i>From the semiotics of objects to the semiotics of collectives</i></p> <p>Alvise Mattozzi <i>What Latour does to semiotics. The case of enunciation</i></p> <p>Valentina Manchia <i>Between Latour and Greimas. The double legacy of Françoise Bastide in investigating the contemporary scientific discourse</i></p> <p>Richard Rosenblaum <i>For a semiotics of perception: Exploring the narrative-semiotic potential of Latour's socio-technical graph</i></p> <p>Tatsuma Padoan <i>For a semiotics of perception: Rethinking phenomenology through Actor Network Theory</i></p>	<p>CHAIR: Tony Jappy</p> <p>Ivan Mladenov <i>Before cognition: the notion of the 'ground' in Peirce's thought</i></p> <p>Vinicius Romanini <i>A semiotic approach to artificial intelligence</i></p> <p>Tony Jappy <i>Diamesis variation, Peircean semiosis and mediatization</i></p> <p>Henrique Perissinotto <i>Marking-for-self as a metacognitive diagrammatic semiosis</i></p> <p>Marcelo Hamdan Alvim <i>A Peircean approach to current neuroscience of consciousness phenomenological concepts</i></p> <p>Titus Lates <i>Peirce in Bense's Aesthetica</i></p>	<p>CHAIR: Franciscu Sedda Isabella Pezzini</p> <p>Jacques Fontanille <i>La traduction impossible, l'explosion imprévisible et l'invention inespérée au fondement de la méthode sémiotique</i></p> <p>Suren Zolyan <i>Indeterminacy of translation and traductological relativity</i></p> <p>Michail Ilyin <i>Ourlub translation loop</i></p> <p>Camilla Barone Isabella Bassano <i>Rhetorics and interdiscursive translation</i></p> <p>Evangelos Kourdis <i>Intersemiosis and media virality</i></p> <p>Anna Redzioch-Korkuz <i>Yuri Lotman's concept of semiotic border and its potential for translation studies</i></p>	<p>CHAIR: Lia Yoka</p> <p>Ana Garcia <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>Antonio De Lisa <i>Static and dynamic categories in the Italian painting of the early XX century: Futurism and metaphysics</i></p> <p>Sergei Kruk <i>Visual semiotics of sculpture: A neglected plastic sign of 3D objects</i></p> <p>Yukio Tamires-Hashiguchi João Queiroz <i>Aesthetic movement as a problem-solving system/process: the emergence of new artistic paradigms through intersemiotic translation</i></p> <p>Lucia Werneck <i>A network analysis of collaborative co-authorship in Brazilian art research</i></p> <p>Loreta Mačanskaitė <i>The visual identities of the younger generations of Lithuanians in the 1990s</i></p>	<p>CHAIR: Olga Lavrenova</p> <p>Josep Muntanola Thornberg <i>Semiotics of architecture: Matter and form (A homage to Pierre Pellegrino)</i></p> <p>Olga Lavrenova <i>Space games: Various approaches to cultural landscape studies</i></p> <p>Leonid Tchertov <i>Urban territory as a semiotized space</i></p> <p>Dragana Vasilski <i>Layers of space in architecture. The concept of boundary in minimalist architecture</i></p> <p>Hee Sook Lee-Niinioja <i>Semiotic liminality in meaning-makings and interpretations of inter-religious colours: Regionalism in church and mosque architecture and ornamentation, Indonesia</i></p>	<p>CHAIR: Simona Stano</p> <p>José Enrique Finol <i>Body, experience, and lifeworld</i></p> <p>Eugenio Israel Chávez Barreto <i>On Luis Prieto's theory of the subject</i></p> <p>Emanouelle Fitoussi <i>The narration of the post-traumatic body</i></p> <p>Ismael Ramos Ruiz <i>El cuerpo de la economía: las metáforas en la prensa económica</i></p> <p>Mohamed Bernoussi <i>Semiotics of the body in Moroccan culture</i></p>	SESSION 10
11:30–12:00	COFFEE BREAK										11:30–12:00
	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10	
12:00–14:00	<p>CHAIR: Kalevi Kull</p> <p>Donald Favareau <i>Sym-Welts in the semiosphere: Epistemic bubbles and the monocultures of meaning</i></p> <p>Silver Rattasepp <i>Umwelt, perspectivism, and ontology</i></p> <p>Alin Olteanu <i>The mediality of Umwelt</i></p> <p>Katarzyna Machtyl <i>Umwelt, semio(bio)sphere and the subject. Humanities inspired by biosemiotics</i></p> <p>Oscar Miyamoto <i>Umwelt beyond Earth: Ecosemiotic insights on NASA's astrobiology program</i></p>	<p>CHAIR: Gregory Paschalidis</p> <p>Renata Sedláková <i>Images of Romani in the Czech television news</i></p> <p>Gonzalo Pérez Castaño <i>"Erase una nariz, Judía": La pervivencia de los estereotipos medievales de los Judios en le imaginario audiovisual</i></p> <p>Eleni Alexandri <i>The illusionary reality of K-Pop</i></p> <p>Anicet Bassilua <i>Immatérialité et matérialité comme modalités du cours d'action dans la pratique du football</i></p> <p>Vincenzo Idone Cassone <i>Autonomous playscapes. Japanese arcade centres and the cultural reframings of the boundaries of play</i></p>	<p>CHAIR: Kristian Bankov</p> <p>Piero Polidoro <i>The contribution of semiotics to UX (User Experience) and service design</i></p> <p>Maria Collier de Mendonça Rodrigo Phelipe Lopes Rogério Covaleski <i>Baby showers on YouTube: applying semiotics and netnography to explore intensive mothering among digital influencers</i></p> <p>Roberto Schmidt Clotilde Perez <i>Signs and meanings of the sacralization of consumption</i></p> <p>Jacqueline Ausier Alex Nani Silvio Sato Clotilde Perez <i>Secondness as a way of sustaining a digital brand: semiotic analysis of Nubank's NuSócios campaign</i></p> <p>Janiene Santos <i>Cocoon fashion and the signs of protection in the pandemic-war world</i></p>	<p>CHAIR: Natasa Lackovic</p> <p>Cristina Greco <i>Post-feminist digital culture and collective memory. Exploring visual and contemporary digital identity of Saudi femininity</i></p> <p>Iokasti Foundouka <i>Baby showers on YouTube: applying semiotics and netnography to explore intensive mothering among digital influencers</i></p> <p>Amanda Boetzkes <i>Language gender as queer ontology</i></p> <p>Mirela Silva Perez <i>The importance of costume design to development character</i></p>	<p>CHAIR: Kristian Bankov</p> <p>Paolo Peverini <i>From the cell phone to smart objects. Interobjectivity, assemblage, dispositive in the age of artificial intelligence</i></p> <p>Dario Mangano <i>Social fitness</i></p> <p>Carlo Andrea Tassinari <i>Rhetoricity and culture. Tropes at play in Latour's inquiry</i></p> <p>Muzayin Nazaruddin <i>Nature-culture in post-disaster landscape transformations</i></p>	<p>CHAIR: Kristian Bankov</p> <p>Enunciation and the politics of footing</p> <p>CHAIR: Constantine V. Nakassis</p> <p>Constantine V. Nakassis <i>Personalizing filmic enunciation</i></p> <p>Meghanne Barker <i>The politics of voice and vision in participatory multimodal research</i></p> <p>Andrew Graan <i>Recombinant selves and the social life of news in North Macedonia</i></p> <p>Tatsuma Padoan <i>Oracular possession and the politics of ritual enunciation: Body, discourse, and subjectivity on Mt Kiso Ontake</i></p> <p>Elna Hartikainen <i>Footing and the parliamentary politics of defining religious violence in Brazil</i></p>	<p>CHAIR: Franciscu Sedda Isabella Pezzini</p> <p>Griselda Zárate <i>Semiosphere, border, and Mexican SNI researchers</i></p> <p>Bianca Terracciano <i>Communicating the cultural heritage: the Hallyu as a translation activator</i></p> <p>Esther Sampson <i>From there to here: Changing meanings and identities on the covers of Japanese self-help translations</i></p> <p>Luigi Virgolin <i>Talking about others to talk about oneself: self-description and translational forms across cultures</i></p>	<p>CHAIR: Franciscu Sedda Isabella Pezzini</p> <p>Sonia Andreou</p> <p>Evrpidis Zantides <i>Looking for isotopies and applying the semiotic square in logotype design</i></p> <p>Despina Alexandra Constantinidou <i>When Dali met Disney: Paranoid-criticism, intertextuality, and semiotics in Destino</i></p> <p>Vassilena Kolarova-Pellerin <i>From intertextuality to the interartistic phenomenon</i></p> <p>George Damaskinidis <i>Dilemmatic visual situations in press photographs: A photo-elicitation semiotic perspective of the Greek socio-economic crisis</i></p>	<p>CHAIR: Dragana Vasilski</p> <p>Tiit Remm <i>Models of future in the semiotic space of urban squares</i></p> <p>Ružica Bogdanović <i>Transformation of traditional heritage: semiological aspects</i></p> <p>Mattia Thibault <i>City of dreams. Mapping the future in cyberpunk 2077</i></p> <p>Ruggero Ragonese <i>All our tomorrows. For a semiotics of the unfinished</i></p>	<p>CHAIR: Celia Rubina</p> <p>Shiva Thrishul <i>Body as medium: Making sense of tattoo culture in urban India</i></p> <p>Massimo Roberto Beato <i>From restored behaviour to actor-persona: contemporary theatrical gestures towards a poetics of informality</i></p> <p>Michele Cerutti <i>Two approaches to the embodiment of language from a semiotic point of view</i></p> <p>Jamin Pelkey Kai Maurin-Jones Gaaya Srimarhandan <i>Toward a world typology of body partonym systems: A comparative corpus approach</i></p>	SESSION 11
14:00–15:00	LUNCH BREAK										14:00–15:00
15:00–17:30	Covid-19 lockdown: Semiotics of emotional sexual relations	Musical Signification	CHAIR: Clotilde Perez María Ogécia Drigo Paulo Lencastre	World Semiotics, Anthropology, Cultural and Area Studies Beyond Geopolitics	Semiotics in the disciplines: progress and priorities	Semiotics and theory of language	CHAIR: Franciscu Sedda Isabella Pezzini	CHAIR: Evrpidis Zantides	CHAIR: Federico Bellentani	CHAIR: José Enrique Finol	15:00–17:30
SESSION 12	<p>CHAIR: Rafael Del Villar Macarena Orroño</p> <p>Rafael Del Villar <i>Corps et sémiotique transdisciplinaire: trajets empiriques, théoriques et méthodologiques</i></p> <p>Denis Bertrand Ivan Darrault-Harris <i>Pandémie et proximité</i></p> <p>Javiera Jaña Valentina Jones Karla Ramirez <i>La perception de l'affection et la construction des relations sexuelles-affectives chez les jeunes Chiliens en confinement</i></p> <p>Rayen Palacios Gabriela Pineda Matías Robles <i>Orgasme virtuel en confinement</i></p> <p>Danisa Abarca Fernanda Medel Javiera Troncoso <i>Confinement Covid-19: relations affectives-sexuelles des adolescents dans le Chili</i></p>	<p>CHAIR: Eero Tarasti</p> <p>Stefania Guerra Lisi <i>«La sémiotique de la vie dans la Globalité des Langues» (avec une contribution du prof. Gino Stefanì). Présentation vidéo enregistrée de 15 minutes en italien avec sous-titres en anglais</i></p> <p>Mathieu Schneider <i>Folklore and politics</i></p> <p>Daniel Nagy <i>Musical narration and iconicity. The semiotic foundations of narrativity in Beethoven's Waldstein Sonata (op. 53) and its interpretations</i></p> <p>Anna Nowak <i>The musical narrativity as an analytical strategy in contemporary concertos</i></p> <p>Ricardo de Castro Monteiro <i>Shenker's musical generativism and song analysis. Trocando em miúdos: homologies between musical figures in different layers and categories of content</i></p>	<p>Graziella Andreia Malagó Maria Ogécia Drigo <i>The color black from the perspective of Peircean semiotics: nuances arising from advertising</i></p> <p>Paulo de Lencastre Paulo Andrade Leonor de Lencastre <i>Semiotics for simplicity: Application to a brand identity creation process</i></p> <p>María Paz Donoso Espejo <i>Globalization and visual re-semantization: The case of Chilean Alpaça wine in Japan</i></p> <p>Bruno Pompeu Silvio Sato <i>Semiótica y publicidad contemporánea: propuesta metodológica para el análisis de la publicidad desde la semiótica peirceana</i></p> <p>Pedro Hellin Fernando Contreras <i>La semiótica de la apropiación en la construcción de marca</i></p>	<p>CHAIR: Fotini Tsimbiridou</p> <p>Eleni Sideri <i>Festival film markets in the Balkans and the challenges of peripherality</i></p> <p>Dimitris Kataifsis <i>Between solidarity and capitalist ethics: the dawn of Greek-Pontic ethnic economies</i></p> <p>Elna Kapetanaki <i>Women on the move working on clothing manufacturing in Thessaloniki</i></p>	<p>CHAIR: Jamin Pelkey</p> <p>Paul Coblely <i>Acting locally: Semiotics, the disciplines, and utopian globality</i></p> <p>Morten Tønnessen <i>Semiotics in ethology and zoology</i></p> <p>Sally Ann Ness Steve Coleman <i>Semiotics in anthropology and ethnography</i></p> <p>John Leavitt <i>Semiotics in ethnolinguistics and linguistic anthropology</i></p> <p>Jamin Pelkey <i>Semiotics in evolutionary linguistics</i></p>	<p>CHAIR: Ivan Capeller</p> <p>Juan Luis Fernández Vega <i>The semiotic fabric of reality and the metaphysical fabric of semiosis</i></p> <p>Reni Yankova <i>The habituality of language: Peircean perspective to the oxymoron of linguistic meaning</i></p> <p>Yunhee Lee <i>Language, narrative, and place: Towards the culture-making activity</i></p> <p>Elżbieta Chrzanowska-Kluczewska <i>The textual frame and its material and meta-textual function: a short trip into the visual arts</i></p> <p>Rafael Zanlorenzi <i>The end of meaning. Language games theory, linguistic patterns, and cultural transformation</i></p>	<p>Joel Snyder <i>Audio description: If your eyes could speak</i></p> <p>Luiz Marcelo Brandão Carneiro <i>Watchmen's palimpsest: a modus operandi for intertextuality and intersemiotic translation</i></p> <p>Sündüz Öztürk Kasar Didem Tuna <i>Surinterprétation idiomatique dans les traductions turques du roman "De la part de la princesse morte" de Kenéz Mourad</i></p> <p>Alexander Yemets <i>Intersemiotic translation (transcoding) in poetry</i></p> <p>Sündüz Öztürk Kasar <i>Traduire pour chanter: La chanson des vieux amants de Jacques Brel en turc</i></p>	<p>Ana Paula Vitorio da Costa <i>Semiotic aspects of montage</i></p> <p>Sonia Andreou <i>Fractured: Dissociated identities and mainstream motion pictures</i></p> <p>Eleni D. Lazaridou <i>Black Mirror-Bandersnatch: A social semiotic and anthropological study on interactive narrative</i></p> <p>Niki Athina Polymeri Alexandros Anesiadis Yannis Skarpelos <i>Caught somewhere in time: the evolution of concert promotion through a semiotic analysis of heavy metal posters</i></p> <p>Eleni Georgakopoulou Zacharoula Smyrniou <i>Semiotic pedagogy and students' cognitive development: A semiotic analysis of the role and order of multiple representations to meaning making</i></p>	<p>Mohamed Bernoussi <i>How narrative paradise manages the potential conflict between temporality and eternity?</i></p> <p>Bouthaina Bouzid <i>La Maison des Morisques en Tunisie est une adaptation</i></p> <p>Pauline Escande-Gauquié <i>Colette et sa Maison d'Enfance. Un dispositif sémiotique d'une écriture</i></p> <p>Nikolaos-Ion Terzoglou <i>Wittgenstein and Husserl: Lebensform, Lebenswelt, and the spatial production of meaning</i></p>	<p>Silvia Barbotto <i>Acercamiento etno-semiotico in situ: practicas del cuerpo y rostrosfera en la Costa de Marfil contemporánea</i></p> <p>Gabriella Rava <i>The embodied memory of the Blanketmen</i></p> <p>Gabriel Campi Rodrigues <i>HELLO IN LIBRAS: a semiotic look at the sign "hello" in Brazilian signal language</i></p> <p>Erika Cortés <i>Evolution of the Identity of women in three historical periods of Chilean society</i></p> <p>Simona Stano <i>"Naked meanings": Nudity, corporeality, and semiosis</i></p>	SESSION 12
17:30–18:00	COFFEE BREAK										17:30–18:00
18:00–19:00	KEYNOTE SPEAKERS KAY O' HALLORAN 'Matter and Meaning in the Digital Age' AUDITORIUM A GIANFRANCO MARRONE 'New trends in the semiotic of food: forms and genres of the gastronomic discourse' AUDITORIUM B SUSANE HAUSER 'On Places. Semiotics, architecture, and everyday environments' AUDITORIUM C KEYNOTE SPEAKERS										18:00–19:00
19:30–21:00	GALA DINNER War Museum Gardens										19:30–21:00

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
	Approaching the Lifeworld	Arts / Culture	Material Culture	Politics	Forms of Knowledge	Language / Education	Translation/Transtextuality	Image / Visuality	Digital / Spatial practices	Bodily Practices
08:30–11:30 SESSION 13	Covid-19 lockdown: Semiotics of emotional sexual relations CHAIR: Rafael Del Villar Macarena Orroño Macarena Orroño <i>Confinement et Puberté: description sémiotique des gestes et gain de la voix</i> Mariana Navia <i>Les traces de la vie quotidienne à travers les dessins des filles et garçons dans le confinement et mouvements sociaux à Santiago</i> Pía Arteaga Tamara Nuñez Félix Torrellas Florencia Salcedo <i>Analyse socio-sémiotique du développement des relations sexuelles-affectives dans trois contextes historiques différents</i> Marika Nesi Lammardo <i>Plateformes factives et interactions sérialisées aux temps de la COVID-19/</i> Celia Rubina <i>Vécu et imaginé entre quatre murs : étude de documents photographiques du confinement</i> José Miguel Labrin <i>Corps, désir et gestion des risques en temps de pandémie. Plateformes de rencontres virtuelles dans contextes de séparation physique et confinement</i>	Musical Signification CHAIR: Ricardo Monteiro László Stachó <i>Musical performance as communication: A relevance theory perspective</i> Martin Svatner <i>Inferring ears and sounding bodies</i> Christian Vassilev <i>Code and Text in Musical Semiotics: Interpretation and Musical Experience</i> Dario Martinelli <i>George Martin, Phil Spector and other... film directors. Music production seen from the perspective of audiovisual studies</i> Lasse Lehtonen <i>Establishing Jean Sibelius in Japan: Reception and discourses of nature</i> Eila Tarasti <i>Helvi Leiviskä (1902-1982), the profile of a woman symphonist in the shadow of Sibelius</i> Aleksi Haukka <i>Kullervo in Finnish music before Sibelius' Kullervo</i>	Semiotics in marketing, advertising, and branding CHAIR: Bruno Pompeu Pedro Hellin Fernando Contres Viginia Martin Davila <i>Canarias: tierra turística, tierra maldita. Un análisis semiótico de la configuración identitaria-espacial en la Nueva Narrativa Canaria</i> Carol Boari <i>De Paraisópolis al mundo. El vestido de Miss Universo y el poder de la comunidad evidenciando la ropa como manifestación sociocultural</i> Eneus Trindade <i>De la semiótica de la publicidad a la semiopragmática de las interacciones del consumidor: de los textos a los procesos</i> Paulina Gomez-Lorenzini Enrique Vergara Claudia Labarca Liliana de Simone <i>Imaginarios sobre la mujer consumidora: rupturas y continuidades presentes en los anuncios en revistas femeninas chilenas</i> Andre Luiz Silva Peruzzo Rafael Orlandini da Silva <i>La articulación entre marcas de moda y games: entre la autorreferencialidad y la expansión signica publicitaria</i> Rosa Emilia Santibáñez Alquicira <i>Hacia un análisis semiótico del mensaje comercial en tiempos de pandemia</i>	Lotmanian approaches to the 21st century crises CHAIR: Maarja Ojamaa Ekaterina Velmezova <i>Semiotics during the war of 1941 to 1945: towards an epistemological analysis of Ju.M. Lotman's correspondence</i> Silvi Salupere <i>Juri Lotman's structural-semiotic method and mechanisms of culture</i> Andreas Ventsel Mari-Liis Madisson <i>Cultural semiotic approach to the problems of collective fear and conspiracy theories</i> Mark Mets Andres Karjus <i>Mapping the dynamics of representations of immigration in Estonian news media: Combination of cultural data analytics with cultural semiotics</i> Mattia Thibault <i>Speculative semiotics</i> Katharina Eisch-Angus <i>Taking Lotman further... from cold-war borders to permanent explosion in neoliberal lifeworlds</i>	Semiotics in the disciplines: progress and priorities CHAIR: Sally Ann Ness Kay O'Halloran <i>Discourse analysis and semiotics</i> Ivan Fomin <i>Sociosemiotic material and sociosemiotic methodology: Two frontiers for emergent semiotic analysis in social sciences</i> John Tredinnick-Rowe <i>Diagrammatic semiotic models of doctor-patient communication</i> Clara Chapdelaine-Feliciati <i>The state of the art in legal semiotics: A quiet revolution</i> Juan Luis Fernandez Vega <i>What remains of the historical icon?</i> Steven Skaggs <i>Semiotics in Graphic Design</i> Gabriele Aroni <i>Semiotics in architecture and spatial design</i>	Semiotics and theory of language CHAIR: Ivan Capeller Anastasiia Bondarenko <i>Hryhorii Skovoroda, Theosemiotics and the Abecedary of the World</i> Thomas Bardakis <i>Semiotics of onomastics: From Plato to contemporary semiotics</i> Tadeusz Ciecierski Pawel Grabarzyk Piotr Makowski <i>Demonstrations as semiotic actions</i> Dominik Dziedzic <i>Reference of demonstratives: From the Perspective of Analytic/ Synthetic Distinction</i> Donna West <i>Index as Facilitator of Dialogic</i> <i>Exchanges: An Eco-Cognitive Model</i> Emilas Darlene Carmen Lebus <i>La significación viva del espacio geográfico: metalenguaje, acción comunicacional y ontología del espacio</i>	Déjà vu et déjà écouté: the semiotics of intertextuality in the cultural world CHAIR: Evrripides Zantides Despina Kosmopoulou <i>Issues of reception and intertextuality in "Waiting for Godot" by Samuel Beckett and "Lakis and Makis" by Theodosios Pellegriinis: A Semiotic Approach</i> Todoris Panteleimon <i>Intertextuality and reception issues through a semiological approach of Pinter's "Ashes to Ashes" and "Anagnostakis"</i> <i>"To you who listen to me"</i> Irene Gerogianni <i>The politics of seeing double: Klaus Michael Grüber's Die Bakchen (1974) and the Visual Arts</i> Mesut Kuleli <i>Translation of implicit cultural signs as intertextual references: reproducing the hypogram in another culture</i> Stéphane Sawas <i>Humour et intertextualité dans la sitcom Will & Grace (NBC, saison 1, 1998-1999)</i> Martha Celina Arvizo Mendoza <i>Transmedia characters: properties across worlds in character construction culture</i> Themis Veleni <i>Europa and the European Union, unveiling their intertextual relationship though its visual manifestation in posters, paintings, and other media: (re) reading the stars and other symbols</i>	Animation: Language and Technique CHAIR: Maria Katsaridou Kevin Sandler <i>21st century Hanna-Barbera: Worldbuilding, digital distribution, and the semiotics of Scoob!</i> Marc Russo <i>The character spectrums from real to iconic in 3D animation to maximize empathy</i> Silvia Ruzanka <i>The oscillation of immediacy and mediation. Subjectivity in animation</i> Diek Grobler <i>The construction of the kineiconic in animated poetry film</i> Maria Katsaridou <i>A semiotic approach to the audio-visual language of animation films. The case of The Illusionist (Chomet 2010)</i> Eric Bertin <i>Transformations of the gaze and crisis of the image in the era of continuous visual flow</i> Elizaveta Belaia <i>Problems of exploring digital art</i> Tobias Teutenberg <i>Hidden structures. Art-historical form and measurement research in the 19th and 20th centuries</i>	Semiotics and digital art history: facing the challenges of image Big Data CHAIR: Maria Giulia Dondero Pierluigi Basso Fossali Lia Yoka Maria Giulia Dondero Pierluigi Basso Fossali Lia Yoka <i>Big Data and art history</i> Yannis Skarpelos Sophia Messini <i>Of algorithms, emotions, images, and semiotics: The case of Covid pandemic</i> Nicolae-Sorin Drăgan Bogdan Teodorescu <i>AI aesthetics, style, and creativity: An imaginary encounter between Seurat and Shannon</i> Eric Bertin <i>Transformations of the gaze and crisis of the image in the era of continuous visual flow</i> Elizaveta Belaia <i>Problems of exploring digital art</i> Tobias Teutenberg <i>Hidden structures. Art-historical form and measurement research in the 19th and 20th centuries</i>	Foodscapes: food and the city CHAIR: Alice Giannitrapani Francesco Mangiapane Alice Giannitrapani Francesco Mangiapane <i>On foodscapes</i> Mohamed Bernoussi <i>Coffee and daily life in Happy Arabia</i> Luigi Virgolin <i>It's time to come and eat! Temporal enhancements in the gastronomic definition of the city</i> Davide Puca <i>From "Bologna the Fat" to "Bologna the City of Food": A semiotic analysis of foodification</i> Maria Cristina Addis <i>Imagine you are eating: food figures and rituals in the Airbnb city</i> Józef Zaprucki <i>Discovering similarities, discovering differences. Food culture as a basis of the intercultural communication on the time axis</i> Elena S. Lazaridou <i>The connotation of square in the food code: A semiotic analysis of famous coffee ads</i>
11:30–12:00	COFFEE BREAK									

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
12:00–14:00 SESSION 14	Signs of life and death in the pandemic public sphere CHAIR: Vassilis Vamvakas Fernanda Carvalho Ferrarezi <i>Dodging responsibility: an analysis of the use of metaphors in political communication regarding the Covid-19 pandemic in Brazil</i> Roberto Chiachiri <i>Bolsonaro's scandalous speech during the Covid19 pandemic: a semiotic approach</i> Clarena Muñoz-Dagua <i>War metaphors in quarantine times</i> Vassilis Vamvakas <i>The return of invisible heroes: Signs of idealization and stigmatization of scientists during the pandemic</i>	Cleisson Melo <i>Saudade: territories for a semio-musical iconography</i> Füsun Deniz Özden Vasfiye Arslan <i>Representations of Orpheus in art and music</i> Toyoko Sato <i>Typologies and signification of chats and super-chats of YouTube audiences at the 18th International Chapin Piano Competition: revisiting Benjamin's aura</i> Gabriele Marino <i>Enunciation or the place of record. For a theory of the phonographic shot and the point of listening</i> Karl Joosepp Pihel <i>Traces of motion and force: The genuine index in musical signification</i>	Semiotics of colors CHAIR: Mony Almalech Mony Almalech <i>Semiotics of colors: methodology</i> Leonid Tchertov <i>Levels of vision and psycho-semiotic differences of colour codes</i> Ludmila Sadovnicova <i>Consumer psychology and color semiotics</i>	Timo Maran Ylan Damerose <i>The geopolitical energy crisis as an explosion: new trends for the energy system?</i> Eduardo Chavez-Herrera <i>Cultural semiotics for a pandemic world: explosion, semiosphere and the plague</i> Muzayin Nazaruddin <i>Natural disasters as explosive moments</i> Felix Rios Torres <i>The sign in situation. The dynamics of history and culture in Lotman's semiotics</i> Irene Talarico <i>The cultural heritage of the semiotician from Tartu in Italian Universities</i>	Tyler James Bennett Göran Sonesson <i>Cognitive science and semiotics</i> Luca Capone Marta Bertoloso <i>The linguistic turn of AI and the ubiquity of semiotics</i> Karl Gfesser <i>The quantic confinement of semiosis</i> Raúl Martínez-Santos <i>Semiotics: The spearhead of motor praxeology</i> Ana Marić <i>A Semiotic approach to dreams: Applying the notion of semiosphere to Freud's dream analysis</i>	Ivan Capeller Malgorzata Gamrat <i>Language and culture in French popular music: case of Dalida's Gigi l'amoroso and Gigi in Paradisco</i> M. Ramakrishnan <i>Non-dual structure as inherent property of the marginalized communities: Semiotics and philosophy of tribal folk narratives of Jharkhand</i> Venkata Naresh Burla <i>Moving from meta-realities to materialities for necessitating non-dual structure: Semiotics and philosophy of language of performances</i> Jimena Bigá <i>Multispecies cultural heritage in the Brazilian Northeast: Biosemiotic experiences in the indigenous world for understanding the traditional ecological knowledge</i> Ivan Capeller <i>Intertextuality between music and cinema: the waltz as the signifier of an impossibility</i>	Maria Katsaridou Valérie Billaudeau <i>Language and culture in French documentary: explaining the complexity of reality</i> Bushra Kalakh <i>Animentaries of suffering: Visual narratives of human rights in Palestine</i> Georgia Aitaki <i>Animal antagonists and hormone monsters: Animating adolescent mental health in Big Mouth (Netflix, 2017-)</i> Charalambos Margaritis <i>Modular, dynamic, multicursal and nonlinear narrative structures applied in animated storytelling</i>	SPECIAL INTEREST GROUP Food and foodways in the lifeworld CHAIR: Celia Rubina Rodrigo Neiva Ana Claudia de Oliveira <i>Casa do Porco e a construção da cozinha caipira enquanto experiência gastronômica</i> Simona Stano <i>A taste for distaste: Emerging foodways between aesthetics and ethics</i> Roberto Flores <i>The operation of culinary utensils: the knife revisited</i> Emanuela Bove <i>Appealing charms and hidden challenges of plant-based foods: A biosemiotic reading of a vegan burger</i> Massimo Leone <i>Comfort food and discomfort signs: Decolonizing gastro-semiotics</i>		
14:00–15:00	LUNCH BREAK									

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7	Room 8	Room 9	Room 10
15:00–17:30 SESSION 15	Vassilis Vamvakas Kim Sung Do <i>Semiotic approach to the narrativity of the Covid-19</i> Marika Nesi Lammardo <i>Factive platforms and serialized interactions in the time of COVID-19</i> Dimitra Stampouli Aikaterini-Marina Katsouli <i>Semiotics of Greek antivaccine representations: Words and images behind a conspired mosaic</i> Aleka Stamatadi <i>The political rhetoric of covid-19 in Greece: Risk management & political strategies of government messages through semiotic analysis</i>	Joan Grimalt Jean-Marie Jacono <i>Modalités sémiotiques et sens sociologiques. "Tableaux d'une exposition" de Moussorgski orchestré par Funtek et Ravel (1922)</i> Malgorzata Grajter <i>"Translating" music: Applying translation theories to the research on musical work</i> Malgorzata Gamrat <i>Writer and composer on musical signification: Balzac interpreting Rossini</i> Panu Heimonen <i>Mozart, Sympatheia, and Oikeiosis: Interpreting dialogue in Mozart's Piano Concerto K. 467 through Adam Smith</i> Oana Andreica <i>Romantic irony in the Third Movement of Mahler's Symphony No. 1</i>	Mony Almalech Hamsini Shivakumar Rasika Batra <i>Colour use in the visual identity of packs, to build distinctive brand assets</i> Herman Tamminen <i>Lust, death, and wealth. Notes on red, blood, and gold</i> Anastasia Toliou <i>"Red Ismene"- An intervention: A semiotic approach of colours which occur during the theatrical play (2008)</i> Marina Maluli César <i>White colour meaning and silence visualization in musical graphics</i>	Tiit Remm Erik Kõvamees <i>Dialogue as an ethical ideal</i> Merit Rickberg <i>Continuous models of learning in times of crises</i> Maarja Ojamaa <i>On the digital semiosphere and the cultural turn towards sustainability</i> Timo Maran <i>Grounding the semiosphere: Ecological crisis is the crisis of meaning-making</i> Daniele Monticelli <i>Thinking 'crisis' through Juri Lotman's later works. Some instruments for a (moderately) optimistic view</i>	Ludmila Lacková Eduardo Chávez Herrera <i>Experiencing the practice of semiotics through narrative</i> Priscila Borges <i>Classifying signs: A Peircean approach focused on semiosis and continuity</i> Susan Petrilli Sophia Melanson-Ricciardone <i>What's with detotalizing sign models?</i> Tyler James Bennett <i>Formal Ideology critique: Chiasmus and the Peirce-Hjelmslev hybrid</i> Ludmila Lacková <i>Semiotics means to participate</i>	Ivan Capeller Mireya Cisneros Estupiñán Clarena Munoz-Dagua <i>Courtesy in requests and mandates in the colloquial speech of the Coffee Region, Colombia</i> Dan Zeman <i>Identificatory uses of slurs and the rich-lexicon Approach</i> Lauri Linask <i>Autocommunication and crib talk</i> Natalia Karczewska <i>An illocutionary account of disagreement</i> Sergey Chebanov <i>What happens after illocutionary suicide?</i>	Maria Katsaridou Alesha Serada <i>The problematic legacy of Marat Kazej, or why the first Russian anime failed</i> Effrosyni Boura <i>Animated Nigerian culture</i> Maria Krigka <i>Living space/Leaving space: an approach to the animation short "From the balcony" (Kaplanidis, 2020)</i> Damien Tomaselli <i>The medium is not the message, the temporality is</i>	Roundtable on DeSignis and the last 25 years of Latin American Semiotics: Transformations, Intersections, Circulations CHAIR: Teresa Velásquez García-Talavera Teresa Velásquez García-Talavera Jose Maria Paz Gago Sebastian Moreno Barreneche Clotilde Perez Alfredo Cid Jurado José Enrique Finol Rafael del Villar	Simona Stano Celia Rubina <i>Time to cook, time to share: ecology, diversity and community in a traditional Peruvian ritual called Pachamanca</i> Maria Giulia Dondero <i>Downtown cafés around the world: Sharing work and healthy food</i> Elder Cuevas Oscar Quezada <i>Gastronomicalism: An semiotic approach to the country-nation relationship in two Peruvian restaurants</i> Mattia Thibault <i>"Grandma Went in the Blueberries" Foodways, pathways and playful gastronomic wayfinding in the Finnish forests</i> Alfredo Cid Jurado <i>Country brand and culinary semiotics: from tradition to intangible cultural heritage</i>	
17:30–18:00	CLOSING CEREMONY Commemorative photos AUDITORIUM A									