


INTERNATIONAL CONFERENCE

SEMIOSIS IN COMMUNICATION
Culture, Communication and Social Change

Bucharest, May 26-29, 2021

CONFERENCE PROGRAM*

WEDNESDAY, MAY 26, 2021

| | SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES | SESSION 2 |
|--------------------|---|---|
| 09:00-10:30 | PANEL 1 / Meeting ID: 824 7464 8773 / https://us02web.zoom.us/j/82474648773?pwd=Y1NCNl1dkxpS1o1cGo2eVhMDMvUT09 | PANEL 1 / Meeting ID: 854 3176 4851 / https://us02web.zoom.us/j/85431764851?pwd=MIRWUHo2TGQ4cTlvNzJtczFMVnQ1dz09 |
| | Panel name: Multimodality & Mediatized Public Sphere Coordinator: Nicolae-Sorin Drăgan & Dumitru Borțun Moderator: Nicolae-Sorin Drăgan & Sebastian Fitzek | Panel name: Communication and Social Interaction during The Global Pandemic Coordinator: Elisabetta Adami & Emilia Djonov Moderator(s): Alina Duduciuc, Corina Daba-Buzoianu, & Monica Bîră |
| | Nicolae-Sorin Drăgan Why Do We Love (Certain) Stories? A Semiotic Interpretation of the Distribution of Emotional Arcs of Stories | Elisabetta Adami & Emilia Djonov Everyday Acts of Social Semiotic Inquiry: Insights into Emerging Practices during the Pandemic |
| | Sebastian Fitzek The personality of authentic leadership | Adina Ionescu, Alina Duduciuc, Corina Daba-Buzoianu, & Monica Bîră Does it have to be human to be credible? Perception of avatar-delivered messages about COVID-19 hygiene rules among young people |
| | Dumitru Borțun Cognitive Sources of Semiosis | Florinela Mocanu & Georgiana Manole-Andrei MEDIA REPRESENTATION OF CORONAVIRUS IN ROMANIAN PRESS. NATIONAL, EUROPEAN AND INTERNATIONAL THEMES |
| | | Amelia Vaida CONSUMERISM IN PANDEMIC. Changes in Romanians' shopping behaviour |
| 10:30-11:30 |  MASTER LECTURE - KIM SUNG DO: <i>Semiotics of the Anthropocene: Agentivity, Narrativity, Temporality</i> <ul style="list-style-type: none"> Vice-President of the IASS for ASIA and OCEANIA (without China) / Professor of Linguistic Theories, Semiotics, Visual Theories, Media theories, Cultural Theories at Korea University, Seoul, South Korea / Moderator: KRISTIAN BANKOV / Meeting ID: 883 5893 6269 / https://us02web.zoom.us/j/88358936269?pwd=N0pvYWQ2K0Y3clpFTGF0OWxiV3IHQT09 | |
| 11:30-13:00 | PANEL 2 / Meeting ID: 810 1904 0390 / https://us02web.zoom.us/j/81019040390?pwd=eHg1Yi9vTERnQVBod1IKb0RMNjhXUT09 | PANEL 2 / Meeting ID: 870 9337 2141 / https://us02web.zoom.us/j/87093372141?pwd=WnZMUFl6MUdDM2ZLMTVhWitGMIV0UT09 |
| | Panel name: Transdisciplinary Study of Meaning Coordinator: Traian D. Stănciulescu Moderator: Dan Florin Stănescu | Panel name: Public Communication & Digital Platforms Coordinator: Zeru Florin Moderator: Zeru Florin |
| | Mohammed Almaleky & Samir Abbas Quantum Biosemiotics, Toward a New Definition of Cultural Identity: From Paradigm of Numerous Dualism to Simultaneous Dynamic Interference | Roman Soóky The Disinformation and Misinformation in the Public Communication of a Nationalist Political Party in Slovakia |
| | Dan Florin Stănescu The Symbol of Bridge in Sandplay Therapy | Zeru Florin Social Media Practices in Romanian Public Administration. A Content Analysis of Facebook Posts |
| | Traian D. Stănciulescu Towards a New Semiotic Organon: Tribute to Masters | Claudia Elena Ionaș Fake News in Presidential Campaigns. Romania in the new digital era |
| | Benson Rajan & Embassy Lawbei / Unconfirmed paper Mapping the Mizoram's Drugs de-addiction media campaign in Mizoram | Iuliana Călin FACT-CHECKING PUBLIC CLAIMS IN ROMANIA. A Case Study on Factual.ro |

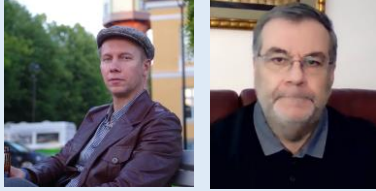

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| <p>13:00-13:30</p> | <p>OPENING REMARKS – Meeting ID: 847 2275 5685 / https://us02web.zoom.us/j/84722755685?pwd=VnIcCHNXL3BhR2twNEc3UG9MYjZyQT09</p> <p>Local Speakers:</p> <ul style="list-style-type: none"> • Remus PRICOPIE – Rector, National University of Political Studies and Public Administration (SNSPA), Romania • Alina BÂRGĂOANU – Dean, Faculty of Communication and Public Relations (FCRP), SNSPA, Romania <p>Invited Speakers:</p> <ul style="list-style-type: none"> • Paul COBLEY (U.K.)– IASS-AIS President • Peeter TOROP (Estonia) - Professor of Semiotics of Culture (University of Tartu, Institute of Philosophy and Semiotics, Department of Semiotics) • José María PAZ GAGO (Spain) - Vice-President of the IASS-AIS for Europe • NEYLA GRACIELA PARDO ABRIL (Columbia) - Vicepresident for the Américas– IASS-AIS • KRISTIAN BANKOV (Bulgaria) - Secretary general of IASS-AIS • Massimo LEONE (Italy) <p>/ Moderator: Nicolae-Sorin DRĂGAN - Local host, National University of Political Studies and Public Administration (SNSPA), Romania</p> | |
| <p>13:30-14:30</p> |  <p>KEYNOTE LECTURE - PEETER TOROP: <i>Perspectives of Semiotics of Culture: Between Semiosis and Intersemiosis</i></p> <p>/ Moderator: Evangelos KOURDIS</p> <p>/ Meeting ID: 847 2275 5685 / https://us02web.zoom.us/j/84722755685?pwd=VnIcCHNXL3BhR2twNEc3UG9MYjZyQT09</p> | |
| <p>14:30-16:00</p> | <p>PANEL 3 / Meeting ID: 859 6657 1335 / https://us02web.zoom.us/j/85966571335?pwd=bmwvNHdxWDRDMDhmMIJONVNUb0tnQT09</p> | <p>PANEL 3 / Meeting ID: 862 9474 9488 / https://us02web.zoom.us/j/86294749488?pwd=cW9DN1IKSC9wVXhtL3pwRWINMHk4dz09</p> |
| | <p>Panel name: Aesthetics and memory: semiotics of sociocultural processes Coordinator: Oscar Ochoa Flores Moderator: Waldir Sánchez (tentatively)</p> | <p>Panel name: Cultural semiotics: New perspectives Coordinator: Chiriac Horia Costin Moderator: Chiriac Horia Costin</p> |
| | <p>Carolina Buenrostro Pérez Aesthetics of feminicide. Forms of presence-absence in semiotic-discursive practices</p> | <p>Viktorii Yermolaieva Authenticity: Mapping a Cultural Semiotic Approach</p> |
| | <p>Diana Itzel Macho Morales Dialogues and cultural tensions: The creation of the exhibition "Birds, rabbits and palms. Current Mixtec Knowledge" at the National Museum of Anthropology, Mexico</p> | <p>Claudiu Glăvan / Unconfirmed paper Cultural semiotics of the traditional costume from Banat's plain from 1870 to 1950 from Lotman's perspective</p> |
| | <p>Francisco de Parres Gómez Art resistance and memory: "Zapatista decolonial aesthesis against the modern colonial capitalist system"</p> | <p>Hubbes László Attila Apocalyptic Semiosis. From Signs in Heaven to Signs on the Screen - Apocalypse as Semiotic Process of Interpretation</p> |
| | <p>Oscar Ochoa Flores The world on the bark of a tree. The paper amate as a memory device for the Nahua peoples of southern Mexico</p> | <p>Chiriac Horia Costin An Alethic Profile of Scientific Discourse: A Semiotic Approach</p> |
| <p>16:00-17:30</p> | <p>ROUND TABLE – PAUL COBLEY (Middlesex University) & GUESTS: <i>Semiotic Analysis: New Perspectives</i></p> <p>Invited Speakers:</p> <ul style="list-style-type: none"> • Massimo LEONE (University of Paris-Cergy); Neyla PARDO (National University of Colombia); Kristian BANKOV (New Bulgarian University); Priscila BORGES (University of Brasília); Didier TSALA-EFFA (University of Limoges); Anti RANDVIIR (University of Tartu) <p>/ Moderator: Evripides ZANTIDES</p> <p>/ Meeting ID: 868 2449 5680 / https://us02web.zoom.us/j/86824495680?pwd=WmgreXIZU0FUODhtUHBhRmtQTkZZQT09</p> | |
| <p>17:30-19:00</p> | <p>PANEL 4 / Meeting ID: 867 4181 5094 / https://us02web.zoom.us/j/86741815094?pwd=dG1PNnRLeXNoQ0lQaFpqZ0FFcXNuZz09</p> | <p>PANEL 4 / Meeting ID: 831 0525 4105 / https://us02web.zoom.us/j/83105254105?pwd=aXBrdXQ0eS91eGg3eDlIQVQyTnI4UT09</p> |
| | <p>Panel name: Transsubjective memories. Processes at the semiotic-discursive boundaries Coordinator: Daniel Arzate Moderator: Daniel Arzate</p> | <p>Panel name: Intertextuality, Intersemiosis, & Cultural Memory Coordinator: Joseph Williams Moderator: Sebastian Fitzek</p> |
| | <p>Cecilia Berenice Fajardo Villegas Feeling-thinking weaves in women of Hñähñü origin. Expression of the border organization in the «couple» semiosphere</p> | <p>Irina-Ana Drobot Cultural Memory Landmarks in History. Lilac Girls by Martha Hall Kelly and Sarah's Key by Tatiana de Rosnay</p> |
| | <p>Carina Itzel Gálvez García Memory, meaning, territory and water. Transmedia ethnography about the processes of resistance against a megaproject in Atitlán</p> | <p>Virginija Stankevičienė & Daiva Zavistanavičienė Reality and Interpretation Expression Tools in Online Media</p> |

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| | <p>Horacio E. Mendizábal García Semiotic Processes of Reproduction and Transmission of Mayan Ancestral Memory in Contemporary Mesoamerica</p> | <p>Joseph Williams The Art of Intercultural E-mail. A Study of American & Qatari Writing Strategies</p> |
| | <p>Daniel Arzate Fiction Cinema as a Memory of the Transubjet-Transsexual in Mexico</p> | <p>Miran Božičević Semiotic Closures Join to Shape Cultural Evolution</p> |
| <p>19:00-20:00</p> | <p>KEYNOTE LECTURE - NEYLA GRACIELA PARDO ABRIL: <i>Communication: Spaces and Collective Memories</i></p> <ul style="list-style-type: none"> Vicepresident for the Américas– IASS-AIS <p>/ Moderator: Kristian BANKOV / Meeting ID: 822 8642 3269 / https://us02web.zoom.us/j/82286423269?pwd=bTVoeEVaUDVld0k5MGd3aUtuVG1TUT09</p> | |





THURSDAY, MAY 27, 2021

| | SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES | SESSION 2 |
|-------------|---|---|
| 09:00-10:30 | PANEL 1 / Meeting ID: 830 2006 9503 / https://us02web.zoom.us/j/83020069503?pwd=TnVMV1Z6Vmd6R24zVEpkZXdMMzM3UT09 | PANEL 1 / Meeting ID: 859 0866 4108 / https://us02web.zoom.us/j/85908664108?pwd=UVhFY1lNM1hTTjFaQ2Z1MmUyVWtIZz09 |
| | Panel name: Cultural Memory, Fictional Worlds & Meanings Coordinator: Andrew Mark Creighton & Thomas Bardakis Moderator: Andrew Mark Creighton & Thomas Bardakis | Panel name: Biosemiotics and Culture Coordinator: Mirko Cerrone & Katarzyna Machtyl Moderator: Mirko Cerrone & Katarzyna Machtyl |
| | Yannis Skarpelos Signs, Symbols and National Memory. Branding and re-branding national symbols for the 200th anniversary of Greek Revolution | Mirko Cerrone Functional Circles and Social Communication. Reflections on the concept of Umwelt |
| | Thomas Bardakis Non-verbal communication in TV films: A semiotic approach to MacGyver series (1985-1992) | Nelly Mäekivi Communication between Local People and the European Mink: Analysing Umwelt Reversion |
| | Andrew Mark Creighton The Implosion of Leisure and Labour within Fan Fiction Transmedial Worlds. A Semiotic and Sociological Perspective | Katarzyna Machtyl SEMIOTICS OF THE HUMAN AND NATURAL SUBJECT. Semiotically viewed culture-nature relations in the age of postanthropocentrism |
| | Eleni Alexandri A SEMIOTIC ANALYSIS OF K-POP. Transmediality and Self-Description Exemplified by a Case Study of BTS | Chrysanthos Voutounos On the rationale of a unified semioethical approach. Dewey's debate with Morris on Peirce's semiotics |
| 10:30-11:30 |  KEYNOTE LECTURE - KRISTIAN BANKOV: Proposal for a Semioeconomic Analysis of an Interactive Experience <ul style="list-style-type: none"> Secretary general of IASS-AIS / Moderator: Evripides ZANTIDES / Meeting ID: 812 0833 7065 / https://us02web.zoom.us/j/81208337065?pwd=WktBL3RHcjFUYVhjYWZnTmFHh3JHdz09 | |
| 11:30-13:00 | PANEL 2 / Meeting ID: 856 3992 1372 / https://us02web.zoom.us/j/85639921372?pwd=a2Y5TW5YSkp4MU55bVJ4U3Z5cW8xdz09 | PANEL 2 / Meeting ID: 891 2786 8958 / https://us02web.zoom.us/j/89127868958?pwd=ZkRWUG9qWFBWQVZWOGZuQXpXeE01Zz09 |
| | Panel name: Visual Culture & Identity Coordinator: Awatef Ketiti & Aleksandr Fadeev Moderator: Awatef Ketiti & Aleksandr Fadeev | Panel name: Meaning and Structure in Marketing & Advertising Coordinator: Carl W. Jones Moderator: Carl W. Jones & Daniel Rareş Obadă |
| | Apostol Iulian Andrei The emergence of conceptual anadiplosis in film semiosphere. "Drive" a semiotic analysis | Konstantinos Michos MARKETING TECHNOSCIENCE: EMERGENCE OF A NEW ORIENTATION |
| | Awatef Ketiti North-South visual hegemony and cultural crisis. Disorders in the Islamic semiosphere | Eleni Sykioti The semiotics of the flashy mobile advertising |
| | Hee Sook Lee-Niinioja (Intangible) Cultural Heritage Spheres between Signifying Islamic Calligraphy and Signified Muslim Identity | Daniel Rareş Obadă UNDERSTANDING ONLINE FAKE NEWS CONSUMPTION "THROUGH THE READERS' EYES": AN EYE TRACKING APPROACH |
| | Aleksandr Fadeev The Role of Artistic Literacy and its Acquisition in a Contemporary Educational Environment | Carl W. Jones DECOLONIZING ADVERTISING |
| 13:00-14:00 |  Master lecture/ ILYIN, MISHA (MIKHAIL): Logonomic systems in multimodal communication <ul style="list-style-type: none"> Head of the Center for Advanced Methods in Social Sciences and Humanities of the Institute of Scientific Information on Social Sciences of the Russian Academy of Sciences / Moderator: Andreas VENTSEL / Meeting ID: 823 6041 4448 / https://us02web.zoom.us/j/82360414448?pwd=VFdYRm80L3ZQb1RrWHJoTU9pWXBrdz09 | |
| 14:00-15:30 | PANEL 3 / Meeting ID: 821 6182 0518 / https://us02web.zoom.us/j/82161820518?pwd=akp2blpBZDliMS9YbmZzekhJTW81Zz09 | PANEL 3 / Meeting ID: 871 1657 3729 / https://us02web.zoom.us/j/87116573729?pwd=b3A2WGVzMUh2MERSMmpRMGhQOUpmdz09 |
| | Panel name: Multimediality and transmediality: models for the analysis of the dynamism of the memory of culture Coordinator: David Terrazas Tello Moderator: David Terrazas Tello | Panel name: Multimodality, Political Semiotics & Media Reality Coordinator: Gheorghe-Ilie Fărte Moderator: Gheorghe-Ilie Fărte |
| | David Terrazas Tello From Multimedia to Transmedia: Re-Updating of the Mazatec Ritual Memory | Ivan Fomin Habituation, Typification, and Logonomization. Actions and Institutions in an Integrated Conceptual Framework of Peircean |

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| | | Phanerescopy, Social Constructionism, and Social Semiotics |
| | Isabel Galindo Multimedia and Transmedia Platforms: Devices to Detonate the Memory of the Insurgent Culture | Vilija Celiešienė & Daiva Zavistanavičienė Manipulation with Internet Media Headlines is the Flaw of Media Literacy |
| | Fermín Monroy Villanueva LATIN AMERICAN BOHEMIOSPHERE: TRANSMEDIALITY OF: LYRICAL-POPULAR-PERIPHERAL MUSICALS | Gheorghe-Ilie Fârte SIGNALLING POPULISM AND ANTI-POPULISM IN THE WESTERN MEDIASPHERE |
| | Mariel Andrea Manrique Rivera Transmediality in the Film Archives of the Mexican Culture: Online Tales from "Indigenista" Documentary Films | Bogdan TEODORESCU & Nicolae-Sorin DRĂGAN Faces of Fear in Political Discourse or How to Build the Image of the Political Enemy through Speech |
| 15:30-16:30 |  <p>ROUND TABLE – Conspiratorial Narratives of Our Times and Their Communicative Effects / Meeting ID: 835 9827 7248 / https://us02web.zoom.us/j/83598277248?pwd=d3NXOTFpVHA1UFZDRm1Fb2JuZjJOUT09</p> <ul style="list-style-type: none"> • COORDINATORS: Andreas VENTSEL, Department of Semiotics, University of Tartu, Estonia, & Bogdan TEODORESCU, National University of Political Studies and Public Administration (SNSPA), Bucharest (Ro) • GUESTS: Eva KIMMINICH, University of Potsdam, Germany; Mari-Liis MADISSON, University of Tartu, Estonia; Remus PRICOPIE, SNSPA (Ro); Radu-Alexandru CUCUTĂ, SNSPA (Ro); Dan SULTĂNESCU, SNSPA (Ro) | |
| 16:30-18:00 | PANEL 4 / Meeting ID: 834 2275 8578 / https://us02web.zoom.us/j/83422758578?pwd=UXY4NE1ObzJ6OE5rRkJ4VU1zMmdwUT09 | PANEL 4 / Meeting ID: 899 5681 8814 / https://us02web.zoom.us/j/89956818814?pwd=eEh2VXY4czhsNGkzNk5XTC96TGdKZz09 |
| | Panel name: Lotman’s semiotic discursive approaches to an assortment of cultural manifestations Coordinator: Armando González Salinas Moderator: Armando González Salinas | Panel name: Applied Semiotics in the Digital Age Coordinator: Iulia-Maria Burnei, Maria-Alexandra Manu, & Carmen Novac Moderator: Alina Galeriu - Olteanu |
| | Oscar Andrés Treviño Contreras & María Eugenia Flores Treviño Lotman’s Semiotic, an analysis of the film Ex Machina: the tension between eutopia and dystopia | Iulia-Maria Burnei, Maria-Alexandra Manu, & Carmen Novac A PICTURE IS WORTH A THOUSAND JOB OFFERS. The influence of candidates’ CV photographs on the decision of HR specialists |
| | Gabriel Ignacio Verduzco Argüelles INTERSEMIOSIS AND CHRONOTOPE IN THE SALTILLO’S CATHEDRAL CHURCH | Alina Galeriu - Olteanu The fake popularity contest on social media that every mother wants to win. An overview of online polarization effects through the lens of archetypes |
| | María Eugenia Flores Treviño & Ana Verónica Escudero Maldonado The Study of relations among the social, political and racial semiospheres in Trump’s Discourse. An intersemiotic perspective | Orlando Pardo Martinez & Sylvia Juliana Villarreal Duarte Semiotic analysis of Case Law and constitutional debate in Colombia in regarding Fake News |
| | María Eugenia Martínez Flores & Armando González Salinas Cultural Semiospheres in Mexican and American Legal Typologies. A comparative study | Vinicius Romanini Post-reality in The Age of Big Data. A semiotic approach to the problems of fake news and post-truth |
| 18:00-19:00 |  <p>MASTER LECTURE - EVANGELOS KOURDIS: Censorship in Press and Intericonicity as a Translation Process / / Moderator: Yannis SKARPELOS / Meeting ID: 824 2972 8614 / https://us02web.zoom.us/j/82429728614?pwd=UWcySzQ0RlpzYWVWdzBzV3RDUWxrdz09</p> | |
| 19:00-19:30 | PANEL 5 / Meeting ID: 833 5864 6192 / https://us02web.zoom.us/j/83358646192?pwd=a2FNYm1sYlpjN2ZuT29haXoyeTYxZz09 | |
| | Panel name: Semiotic of Culture/Cultural Semiotics: New Perspectives Coordinator: Moderator: | Panel name: Coordinator: Moderator: |
| | Gonzalez Mejía, Alejandro Rodrigo Trans-Reality-Trans-Sensoriality-Trans-Humanism-Trans-Sonority In The Hardware Live. The Complex Semiosphere Of The Sound Techno In The Night Club | |
| | Pedroza Amarillas, Marco Tulio Transcultural Semiotic-Discursive Practices Between Graffiti Writers from Mexico City | |


FRIDAY, MAY 28, 2021

| | SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES | SESSION 2 |
|-------------|---|--|
| 09:00-10:00 |  <p>MASTER LECTURE – Mariana NET: <i>New York 1900. Between Narcissism and Quest of Identity</i> / Moderator: Bianca-Florentina CHEREGI / Meeting ID: 875 8565 2315 / https://us02web.zoom.us/j/87585652315?pwd=Yi9aVm4zc2VlVGV95WjF2b1ZQYVhNZz09</p> | |
| 10:00-11:30 | <p>PANEL 1 / Meeting ID: 893 7530 4185 / https://us02web.zoom.us/j/89375304185?pwd=ZDFxcTFReTJ5d0xvMVZUTk5sb2xjdz09</p> <p>Panel name: Modern Mythologies Coordinator: Roxana Varvara Boboc Moderator: Roxana Varvara Boboc</p> <p>Oana-Cristina Mateiu Discursive practices: Interference and Connections. Conversation and Leisure: Application on a Cultural Talk-Show</p> <p>Alejandro Pérez-Paredes / Unconfirmed paper The Mythical Construction of Spanish Democratic Transition Narrative: The Bricolage Process in the Semiosphere of Spanish Pop Music</p> <p>Roxana Varvara Boboc & Robert Baci FROM METAPHOR TO MYTH: Facebook's Oversight Board and the claim of platform neutrality</p> <p>Lazaridou Eleni THE I-PHONE AS A SIGN OF SOCIAL CHANGE. A semiotic analysis on how iphone affects social behaviour</p> | <p>PANEL 1 / Meeting ID: 839 8285 9689 / https://us02web.zoom.us/j/83982859689?pwd=UzhyTDZpb1NtT2RGcDVBSGRtNXyXUT09</p> <p>Panel name: Contemporary Satirical Humour, Internet Memes & Meanings Coordinator: Elena Negrea-Busuioc Moderator: Cheregi Bianca-Florentina</p> <p>Eugen ISTODOR When Social Codes Change, VIPs threaten to sue the humor. The case of TimesNewRoman.ro</p> <p>Elena Negrea-Busuioc & Oana Ștefăniță The Meme-ification of the First Female Prime Minister in Romania – Trivialization and Satire in Politics</p> <p>Cheregi Bianca-Florentina THE UNBEARABLE LIGHTNESS OF THE COVID-19 INTERNET MEMES IN ROMANIA. A SOCIAL-SEMIOTIC APPROACH</p> |
| 11:30-12:30 |  <p>MASTER LECTURE - DINDA L. GORLÉE: <i>Hidden Signs? Critical and Postcritical Remarks on Solomon Marcus's Final Article</i> / CANCELED <ul style="list-style-type: none"> Member Collegium IASS-AIS, Wittgenstein Archives, University of Bergen, Norway / Moderator: Kristian BANKOV</p> | |
| 12:30-14:00 | <p>PANEL 2 / Meeting ID: 811 4526 9184 / https://us02web.zoom.us/j/81145269184?pwd=blyNGlFR0RaZ1FRVfhpWUVMWTJFz09</p> <p>Panel name: Cultural explosion and the pandemic condition in Latin American discourses Coordinator (Name): María Inés Arrizabalaga Moderator (Name): María Inés Arrizabalaga</p> <p>Silvia N. Barei CULTURAL EXPLOSION AND THE PANDEMIC CONDITION IN LATIN AMERICAN DISCOURSES Theoretical perspective (with some examples)</p> <p>Ariel Gómez Ponce HERD AFFECTION AND RAMPAGE-GOING: A CASE ON ARGENTINE CULTURE</p> <p>María Inés Arrizabalaga <i>Seven Empty Houses</i>, by Samanta Schweblin: <i>Open</i> places of speculation, <i>close</i> translation types, and what to learn from a <i>fiction of lockdown</i></p> | <p>PANEL 2 / Meeting ID: 874 2264 9944 / https://us02web.zoom.us/j/87422649944?pwd=bVBwNktSeGk2eFdLVjFPbEtnWERFz09</p> <p>Panel name: Intercultural Communication, Food Culture & Edusemiotics Coordinator: Zoe Hurley Moderator: Simona Stano</p> <p>Zoe Hurley All the World's a Stage. Semiotic Self-Presentations on Instagram</p> <p>Simona Stano Semiosis in Digital Communication. The Foodsphere between Disinformation and Misinformation</p> <p>Florinela Floria (RE)THINKING CULTURAL HERITAGE. FOOD AND MEANINGS</p> <p>Caterina Squillace Not Only in Words: Synesthesia in Multimodal Texts</p> |
| | | <p>Dipti Kotwal / Unconfirmed paper Appreciating Arrows. Semiotic Contributions of a Simple Sign</p> |
| 14:00-15:00 |  <p>Workshop – LA STRATÉGIE DU FAUX / Meeting ID: 857 4023 9494 / https://us02web.zoom.us/j/85740239494?pwd=LzN5ZXBmUDdNZTFOYzdtZFYzYzN3UT09</p> <ul style="list-style-type: none"> Intervenants (<i>ordre alphabétique</i>): Lucrecia ESCUDERO CHAUVEL (EHESS-LAPREC); Massimo LEONE (Université de Turin, Université de Shanghai); José Maria PAZ GAGO (Université de La Coruna); Teresa Velázquez García-Talavera (Université Autonome de Barcelone) <p>/ Coordination et communications: Lucrecia ESCUDERO CHAUVEL & José Maria PAZ GAGO</p> | |

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| 15:00-16:30 | PANEL 3 / Meeting ID: 815 3060 9093 / https://us02web.zoom.us/j/81530609093?pwd=QTh2TVV0eTZQRmI5S0JHTep1U3JvQT09 | PANEL 3 / Meeting ID: 833 9449 2203 / https://us02web.zoom.us/j/83394492203?pwd=Tys0RUUpXZzlwa3cvVXp3blJzN2Eydz09 |
| | Panel name: Translations of community memory in the aesthetic frontier of Ecuadorian museums Coordinator: Cárdenas Oñate Marisol Moderator (Name): Cárdenas Oñate Marisol | Panel name: Culture, Space & Memory Coordinator: Dragana Vasilski Moderator: Aluminé Rosso |
| | Cárdenas Oñate Marisol Diasporic ritual aesthetics: biographical altars in the Afro-feminist metaphorical semiosphere | Dragana Vasilski Emptiness as a Semiotic Space of Culture. Case Study: Minimalism in Architecture |
| | Ushiña Oña Marcia Revealed City in museum walks | Hamid El Idrissi Museum. Signs History and Culture |
| | Sanchez Tian The transformation of the museum by youth cultures | Aluminé Rosso The Architecture of Modern Art Museums as an Intermediary Discourse: The New Experience and the New Visitor in the 21st Century |
| | Yanez María José Art and subjectivity in the corporal semiosphere: healing symbolics in the work of Lygia Clark | Ida Skubis Pluricentrism in Communication |
| 16:30-17:30 |  KEYNOTE LECTURE - José María PAZ GAGO: Communication is Seduction. Fashion, Media and Art / Moderator: Lucrecia ESCUDERO CHAUVEL / Meeting ID: 829 6831 8734 / https://us02web.zoom.us/j/82968318734?pwd=M21qL0c4K1pKc1FvZmtVdTNxU0p2UT09 | |
| 17:30-19:00 | PANEL 4 / Meeting ID: 833 2754 8032 / https://us02web.zoom.us/j/83327548032?pwd=QmFmdTJab2xicBEYTZkTGszL01xdz09 | PANEL 4 / Meeting ID: 815 3969 2564 / https://us02web.zoom.us/j/81539692564?pwd=V0VYSFZ5VHpaNlFMZ21hQ09lSmYwZz09 |
| | Panel name: Studies in Education from Semiotics of Culture Coordinator: Julio Hernández Maldonado Moderator: _ | Panel name: Mediated Political Communication & Media Culture Coordinator: Sophia Melanson Ricciardone Moderator: Sophia Messini |
| | Lariza Elvira Aguilera Ramírez & Ernesto de los Santos Domínguez THE SCHOOL CLASS. APPROACHES FROM SEMIOTICS OF CULTURE | Sophia Messini #Brexit semiotics. Semiotics of communication and political conflict |
| | Julio Hernández Maldonado <i>Der Giftpilz</i> , propaganda, discourse and persuasion. The subtle path to teaching children through tales of shame and fear. | Gabriella RAVA Public Tactics for the Rewriting of Space: Semiotics of the Frontier |
| | Karina Gabriela Ramírez Paredes & Gerardo Santana Padilla LOTMAN'S SEMIOTICS IN THE CONSTRUCTION OF GRAPHIC DESIGN KNOWLEDGE. A transdisciplinary vision | Ruxandra Dumitru & Ionuț Buftea THE "SUCCESS" OF THE BREXIT IDEOLOGY A study of how political discourse shifted the public opinion in favour of Brexit |
| | Manuel Santiago Herrera Martínez SEMIOSIS AND TRANSDISCIPLINARITY IN AN EDUCATIONAL INTERVENTION. THE CASE OF THE SCHOOL OF PHILOSOPHY AND LITERATURE UANL, Mexico | Sophia Melanson Ricciardone In Omnia (O)paratus Semiotic Translations in Digitally Mediated Political Communication |
| 19:00-20:00 |  KEYNOTE LECTURE - Julieta HAIDAR: Dialogue from Transdisciplinarity and Complexity with the Semiotics of Culture: Application of Categories to Digital Culture <ul style="list-style-type: none"> Coordinator of the Academic Body, Permanent Seminar and the Research Line for Discourse Analysis and Semiotics of Culture, at the Postgraduate Degree in Social Anthropology. Member of the Latin American Association for Discourse Studies (ALED) / Moderator: Neyla Graciela PARDO ABRIL / Meeting ID: 826 1135 1094 / https://us02web.zoom.us/j/82611351094?pwd=Zmhya3FZeXVrVzFPYXRxeUISelZjZz09 | |

SATURDAY, MAY 29, 2021

| | SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES | SESSION 2 - |
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| 09:00-10:30 | PANEL 1 / Meeting ID: 894 3253 8030 / https://us02web.zoom.us/j/89432538030?pwd=ZGs1YzB4bCswbUlVtWjU0c4VmRTdz09 | PANEL 1 / Meeting ID: 844 6716 7187 / https://us02web.zoom.us/j/84467167187?pwd=Q2VsVllKL01yQk5yRmo1MFN1S290QT09 |
| | Panel name: Fake News and Digital Disinformation Coordinator: Moderator: Dario Dellino & Daria Arkhipova | THE MEANING OF ARTIFICIAL FACES ERC Consolidator FACETS, directed by Massimo LEONE, PI Moderator: Remo GRAMIGNA |
| | Dario Dellino Paths of Life: Reading Bubble Filters and Echo Chambers with Charles Morris | Silvia BARBOTTO Traces of Facial Emanations in Multimedia Art |
| | Daria Arkhipova Free Will in the Age of Digital Control: Principles of Appreciation via “likes” in Social Media Space | Enzo D’ARMENIO Identity and Social Networks. A Dramaturgy of the Face in Digital Environments |
| | Eleni Tsalkatidou A case study of self presentation on Instagram: A gender analysis of Greek sports journalists | Maria Giulia DONDERO Deepfake Videos between Singularity and Generality. A Mereological Approach / Canceled |
| | Mădălin Nicolae Sârbu Building individual resilience as a counteraction to fakenews | Remo GRAMIGNA Fake Faces and Digital Forgeries: On the Uses and Misuses of Symbolic and Digital Manipulation |
| 10:30-11:30 |  Workshop / Mohsin Hassan Khan – Say Hello to Qualitative Data Analysis using Advance Quirkos <ul style="list-style-type: none"> Assistant Professor, School of Media and Communication Studies University of Management and Technology Lahore Pakistan / Moderator: Nicolae-Sorin DRĂGAN / Meeting ID: 842 8081 3041 / https://us02web.zoom.us/j/84280813041?pwd=TUZNZWFrWRhUm5yRlg1eVRVU2RxZz09 | |
| 11:30-13:00 | PANEL 2 / Meeting ID: 824 3240 9885 / https://us02web.zoom.us/j/82432409885?pwd=a3Zja0pLYjllV3hXZGRFVEwzNkRmZz09 | PANEL 2 / Meeting ID: 852 5676 4957 / https://us02web.zoom.us/j/85256764957?pwd=aUc5Z256YWdUNytUUm9NTG1uQUo1UT09 |
| | Panel name: Fake News and Digital Disinformation Coordinator: Georgiana-Cătălina Marcu Moderator: Georgiana-Cătălina Marcu | THE MEANING OF ARTIFICIAL FACES ERC Consolidator FACETS, directed by Massimo LEONE, PI Moderator: Elsa SORO & Gabriele MARINO |
| | Alexandra-Niculina Babii How can Critical Thinking be a Weapon against Fake News? / Canceled | Gabriele MARINO Colon + Hyphen + Right paren: Emoticons to Snapchat, the Semiotics of the Face in Internet Memes |
| | Diana-Maria Buf & Oana Ștefăniță From User to Content Creator A Comparative Analysis of the Uses and Gratifications of Youtube | Irene RADULOVICH The Face in Digital Branding: The Construction of Three Different BBC’s Profiles on Instagram and Their Branding Identity |
| | Cristian Eduard Drăgan ‘Deepfakes’: Defamiliarizing the Moving Image | Antonio SANTANGELO The True Meaning of Deep Fakes: How We Talk about Them and Their Role in the Public Discourse about Truth, Media and the Internet |
| | Georgiana-Cătălina Marcu SOCIAL MEDIA, FAKE NEWS AND DIGITAL DISINFORMATION IN RESILIENT SOCIETIS How much misinformation is in the South Caucasus region? | Elsa SORO Semiotics of Digital Face-to-Face in Contemporary Tourism |
| 13:00-14:00 |  KEYNOTE LECTURE – MASSIMO LEONE: The Meaning of Artificial Faces University of Turin / Shanghai University / Moderator: Evangelos KOURDIS / Meeting ID: 860 3124 6284 / https://us02web.zoom.us/j/86031246284?pwd=SXlpbmZOWjZCTDIHckNYVDNlOUFHdz09 | |
| 14:00-15:30 | PANEL 3 / Meeting ID: 886 8933 5502 / https://us02web.zoom.us/j/88689335502?pwd=TzduWjRlNzIUbWQ3aEpTa0tZYWhoZz09 | PANEL 3 / Meeting ID: 817 9425 3497 / https://us02web.zoom.us/j/81794253497?pwd=ZzkwMlZPd0U5MFRMd2JrNHZyRWNwUT09 |
| | Panel name: Diagnosis and solution of intersemiotic translational textual problems Moderator (Name): Dan Isaí Serrato Salazar | THE MEANING OF ARTIFICIAL FACES ERC Consolidator FACETS, directed by Massimo LEONE, PI Moderator: Bruno SURACE |
| | Valeria Aimé Dávila Garza & Eldon Walter Longoria Ramón CHALLENGES IN THE INTERSEMIOTIC TRANSLATION OF LITERARY CRITICISM. The significant worlds in the stories of Juan Rulfo through the look that builds them | Bruno SURACE Figure, Figural, Disfigurement: Semiotics of the Disfigured Face in the Cinema |
| | Orlando Valdez Vega & Dan Isaí Serrato Salazar DIFFICULTIES IN THE INTERSEMIOTIC TRANSLATION OF THE LITERARY CRITICISM “EL PURGATORIO Y EL QUIJOTE: RESONANCIAS EN | Emiliano VARGAS “Make Your Profile Yours”: Spotify for Artists and Musical Uploading. Media Transformations in the Link of Musicians and Public |

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| | LUVINA" | |
| | Eldon Walter Longoria Ramón & Mariana Berenice González López THE ART OF INTERSEMIOTIC TRANSLATION Contrast of Mexican and French culture | Cristina VOTO Nonfacial Portraits: The Face In-Between Artificial and Human Agency |
| | Aurora Guadalupe Martínez Cantú & Elsa Yaneth Carranza Mercado INTERSEMIOTIC TRANSLATION IN THE MEXICAN AND FRENCH CULTURES | |
| 15:30-16:30 |  MASTER LECTURE - Evi ZANTIDES & Sonia ANDREOU: Social change and the semiotics of the 2004 referendum advertisements in the Republic of Cyprus <ul style="list-style-type: none"> • Founder and Director at the Semiotics and Visual Communication Lab of the Cyprus University of Technology / Moderator: Carl W. JONES / Meeting ID: 838 3583 6727 / https://us02web.zoom.us/j/83835836727?pwd=SGh0Rld4ZVpZUVlYejJBY0Z1bkczUT09 | |
| 16:30-18:00 | PANEL 4 / Meeting ID: 845 9358 7869 / https://us02web.zoom.us/j/84593587869?pwd=ZmdGODFZME0xaVpZRIZYTk1SOTJxQT09 | PANEL 4 / Meeting ID: 853 6658 0116 / https://us02web.zoom.us/j/85366580116?pwd=bTZVVmlGVUxkczZWMVN1dmVwdW5lUT09 |
| | Panel name: Coordinator: José Alejos García Moderator: _ | Panel name: Cognitive Semiotics, Linguistics, & Multimodality Coordinator: Leonid Tchertov Moderator: Raquel Ponte |
| | José Alejos García Cultural Semiotics and Anthropology in Lotman. Metadescriptions as Cultural Identities | Leonid Tchertov On Infralogical Means of Communication in Culture |
| | Lilly González Cirimele Intertextuality, Interdiscursivity and Intersemiosis in Museums | George Metaxiotis & Alexandros Kleftodimos THE PROBLEM OF TRANSLATION BETWEEN MEDIA: Internal/External Multimodality in Media Semiotics |
| | Graciela Sánchez Guevara & Jose Cortés Zorrilla RECOVERY OF CHINAMPA ECOSYSTEMS Biosemiotic study of natural-cultural signs | Marina Yesipenko IMAGE SCHEMA: THE MULTIMODAL RESOURCE FOR GLOBAL MEANING-MAKING Using Image schemas in Environmental infographics to encure 'global' comprehension |
| | Ruiz Avila, Dalia Textualized Culture. Popular Festival in a Mayan Town | Raquel Ponte HABITUS. A cultural semiotic relationship |

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Organizing division:

- **The Applied Semiotics and Communication Lab (ASCL)**, Centre for Research in Communication (CRC) at the College of Communication and Public Relations

Under the auspices of: **International Association for Semiotic Studies (IASS-AIS)**



In cooperation with:

- **Department of Semiotics, Faculty of Arts and Humanities, Institute of Philosophy and Semiotics, University of Tartu, Estonia;**



- **The National School of Anthropology and History (ENAH), Mexico City, Mexico;**



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