

# **13th IASS-AIS World Congress of Semiotics**

**CROSS-INTER-MULTI-TRANS-**

**PROGRAM**

**Kaunas, Lithuania, 26-30 June 2017**

**International Semiotics Institute  
Kaunas University of Technology**

## MONDAY, June 26

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| <b>8:00-9:00</b>  |  |
| <b>REGISTRATION</b>   | <i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>  |
| <b>9:00-10:30</b> <span style="float: right;"><b>MONDAY</b></span>  |  |
| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>  | 9:00-9:45 Y.LEE Intermedial narrative as communication media   |
|   | 9:45-10:30 S.BRIER Cybersemiotics: integrating Peircean semiotics with Luhmanian system theory to a transdisciplinary framework                                |
| <b>10th Conference of NASS</b><br><i>Moderators: A.SEMENENKO, I.SAHAKYAN, L.E.BRUNI, M.TØNNESSEN</i><br><i>Room 213</i>   | L.E.BRUNI Narrative identity in cultural dynamics: a heterarchical entanglement  |
|   | D.SEGAL Tracing the pictorial memory: the "welcoming scene" from Gotlands stones   |
|   | L.LINASK Lev Vygotsky's concepts of signs  |
| <b>13th Symposium SemTra2017</b><br><i>Moderators: P.KUKKONEN, R.HARTAMA-HEINONEN</i><br><i>Room 113</i>  | P.KUKKONEN Signs of childhood in fiction: childsphere and translation  |
|   | R.HARTAMA-HEINONEN Paradoxes of translating and translation research   |
|   | R.KASPERAVIČIENĖ-J.MOTIEJŪNIENĖ Is pre-translation text analysis a must for translation trainees?  |
| <b>PARALLEL SESSIONS</b>  |  |
| <b>Digital Age in Semiotics &amp; Communication</b><br><i>Moderator: K.BANKOV</i><br><i>Room 112</i>  | K.BANKOV Language, money and time: how writing made them good for thinking and how do we think them now  |
|   | S.Y.YANG Interactive interface for toys: about Youtube video "Carrie and Toys"   |
|   | M.VUZHAROV Personalization algorithms – limiting the scope of discovery?   |
| <b>Geo- Carto- and Atlas-Semiotics</b><br><i>Moderators: G.BECONYTĖ, M.HUCH, A.WOLODTSCHENKO</i><br><i>Room 017</i>   | M.HUCH-A.WOLODTSCHENKO Eine struktur-semiotische Analyse der Geologischen Kalender 2002-2014   |
|   | I.MERKOULOVA A semiotic map: Lev Vygotsky, Juri Lotman and Algirdas J. Greimas   |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Moderators: J.FONTANILLE, D.GLUŠČEVSKIJ, P.JEVSEJEVAS, N.KERŠYTĖ, E.LANDOWSKI, J.LEVINA, J.KATKUVIENĖ, A.ZINNA</i><br><i>Room 208</i> | J.LEVINA The private semiotics of Greimas: sense and signification in the Lithuanian letters   |
|   | I.ROSA FARIAS Semiotics is... the interviews with Algirdas Julius Greimas  |
|   | A.SVERDIOLAS A. J. Greimas: Lithuanian culture in the making   |
| <b>Learning as Adaptation</b><br><i>Moderators: A.STABLES, A.OLTEANU</i><br><i>Room 016</i>   | A.STABLES Semiotic learning theory: convention and significant change  |
|   | K.KULL Semiosis is learning  |
|   | Y.MARTINAVICHENE Post-Soviet academy and the institutionalisation of semiotics in the 1990s: conceptual and didactic strategies of university semiotic courses |
| <b>(La) Producción Circulación y Consumo de la Semiótica en América Latina y España</b><br><i>Moderator: R.DEL VILLAR</i><br><i>Room 003</i>  | R.DEL VILLAR La Semiótica en Chile: desequilibrios de funcionamiento entre producción, circulación y consumo   |
|   | E.PARRA, J.OTAZO, S.MEZA, G.GUAJARDO, A.M.CAMBLOG Presupuestos epistemológicos y metodológicos de la semiótica en Chile: un mapa desde actors claves           |
|   | B.CAÑADA RANGEL Escenosfera  |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br><i>Moderators: E.TARASTI, J.-M.JACONO, P.KUKKONEN, R.MONTEIRO</i><br><i>Room 106</i>                               | J.M.JACONO Héritage culturel, sémiotique et société : les opéras de Moussorgski  |
|   | A.HÉNAULT Qu'est-ce que le Saussurisme? Qu'est-ce que l'héritage légué par F. de Saussure?   |
|   | F.ACHILI Le discours sémiotique dans le mond arabe   |
| <b>Semiotics and Semiotics</b><br><i>Moderator: D.TETERS</i><br><i>Room 209</i>   | D.TETERS Meta-disciplinary approach to singularity: ἴδιος  |
|   | M.-L.MADISSON-A.VENTSEL Post-fact rhetoric and autocommunicative meaning-making  |
|   | A.RANDVIIR Manipulation of 'culture' by culture  |

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| <b>Semiotics and Theory of Forms: Tribute to Martin Krampen</b><br><i>Moderators: P.BOUISSAC, P.PELLEGRINO, L.TCHERTOV</i><br><i>Room 018</i> | P.PELLEGRINO Semiotics of space and theories of forms  |
|   | P.BOUISSAC The semiotics of hybrid spaces  |
|   | J.MUNTAÑOLA THORNBERG, M.SAURA CARULLA, J.BELTRAN BORRÀS, M.T.TREJO GUZMÁN, J.N.MARTINEZ GÓMEZ Semiotics and architecture: how can it become a fruitful coactive relationship? |
| <b>To Think, To Speak, To Write</b><br><i>Moderator: S.PETRONIENÉ</i><br><i>Room 002</i>  | D.BURBIENÉ-S.PETRONIENÉ Relative tenses, linguistic relativism and media language  |
|   | M.KIOSE Multi-level interpretation of discourse reference  |
|   | K.KROÓ Semiotic and semantic dynamics of the literary text   |
| <b>10:30-11:00</b>  |  |
| <b>Coffee break</b>   |  |
| <b>11:00-12:30</b> <span style="float: right;"><b>MONDAY</b></span>   |  |
| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>  | 11:00-11:45 J.OJALA Development of agency as semiotic empowerment: a Peircean analysis   |
|   | 11:45-12:30 Discussion   |
| <b>10th Conference of NASS</b><br><i>Room 213</i>   | V.TUMÉNAS The intercultural contextuality of Nordic-Baltic deer image symbolism  |
|   | G.SONESSON The conquest of the painted book: The relation of pictorial to verbal resources in Sahagún's Codex Florentino and Primeros Memoriales                               |
|   | M.THIBAULT Encyclopedia and semiosphere: a bridge between Italian semiotics and the Tartu-Moskow school  |
| <b>13th Symposium SemTra2017</b><br><i>Room 113</i>   | D.L.GORLÉE Science in translation: the memorial to Professor Solomon Marcus (d. 2016)  |
|   | G.DAMASKINIDIS Intersemiotic explication of nonverbals in funsubbing   |
|   | T.DIMITROULIA-E.KOURDIS Transcreation: a kind of translation or more than translation?   |
| <b>PARALLEL SESSIONS</b>  |  |
| <b>Art Therapy and Narrative Tools</b><br><i>Moderators: R.CATERINA, U.VARANKAITĖ</i><br><i>Room 004</i>                                      | R.CATERINA The role of innovation and tradition in art therapy narration   |
|   | A.GEDŽIŪTĖ Stories off/for relief  |
|   | D.MARTINELLI Disabilities, narrativity and popular music: what kind of "fool" is the fool on the hill?   |
| <b>Digital Age in Semiotics &amp; Communication</b><br><i>Room 112</i>  | J.A.CONDE Mosaics of time: the spatial metaphors of time in Tomasula's TOC: a New Media Novel  |
|   | V.LANKAUSKAITĖ-V.LIUBINIENĖ A shift from "Me" to "We" in the social media  |
|   | I.MELLO Practices of relationship and citizenship in appropriating Facebook  |
| <b>Geo- Carto- and Atlas-Semiotics</b><br><i>Room 017</i>   | H.SCHLICHTMANN Background to the semiotic study of maps  |
|   | G.BECONYTĖ, D.GUDELIS, D.VASILIAUSKAS Some semiological aspects of socio-demographic maps  |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Room 208</i>  | D.TSALA EFFA Read Greimas in minor mode: unexpected of meaning   |
|   | D.GLUŠČEVSKIJ Methodological issues and prospects of semiotics of humour   |
|   | G.SMOLSKAITĖ The musico-literary field: forms of music in literature   |
| <b>Learning as Adaptation</b><br><i>Room 016</i>  | G.SHANK Semiosis and the species-specific nature of education  |
|   | A.OLTEANU Learning as adaptation: the educational implications of ecosemiotics   |
|   | T.MARAN From multispecies semiosis to "environments that learn"  |
| <b>(La) Producción Circulación y Consumo de la Semiótica en América Latina y España</b><br><i>Room 003</i>                                    | I.RUIZ ¿Hacer o no hacer un teatro cuasi ritual?   |
|   | T.VELÁZQUEZ GARCÍA-TALAVERA Comunicación e interacciones semióticas. Miradas interdisciplinarias y producción de conocimiento  |
|   | E.COLÓN-ZAYAS Hacia una <i>cartografía</i> semiótica de <i>Signis</i>  |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br><i>Room 106</i>  | M.PRIETO El <i>Xochitlalis</i> : práctica semiótico-discursiva ritual sagrada entre los ofrendados de flores parra la Tierra   |
|   | D.ÖZDEN Feyhaman Duran's House and its surroundings  |
|   | T.SHERSTINOVA, G.MARTYNENKO, S.CHEBANOV Numbers in the women's and men's spontaneous speech  |
| <b>Semiotics and Semiotics</b><br><i>Moderator: X.MA</i>  | X.MA Three signs about the weather in the Russian language   |
|   | M.WANG-J.LI On the historic mission of Chinese semiotic scholars   |

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| <i>Room 209</i>  | H.TIAN Understanding sign in another context: a model of recontextualization   |
| <b>Semiotics and Theory of Forms: Tribute to Martin Krampen</b><br><i>Room 018</i>                         | J.FONTANILLE Ecrire sur la ville : des pratiques d'inscription aux forms de vie inscrites  |
|  | M.E.FUCHS L'espace peint au temps romain   |
| <b>To Think, To Speak, To Write</b><br><i>Moderator: P.RESTANEO</i><br><i>Room 002</i>                     | P.RESTANEO From linguistics to semiotics: Antonio Gramsci and the politics of language   |
|  | A.NALIVAİKÉ Language and social order in Ursula Le Guin's "The Dispossessed"   |
|  | W.SCHÄFKE Medieval Icelandic legal treatises as tools for external scaffolding of legal cognition  |
| <b>12:30-14:00</b>   |  |
| <b>Lunch</b> ( <i>lunch bags provided at the Faculty</i> )   |  |
| <b>14:00-15:00</b>   | <b>MONDAY</b>  |
| <i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i>  |  |
| <b>KEYNOTE LECTURE</b>   | <b>Transdisciplinarity as Solution to the Challenges of Contemporary World</b><br>B.NICOLESCU  |
| <b>15:30-16:00</b>   |  |
| <b>Coffee break</b>  | <i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>  |
| <b>16:00-17:30</b>   | <b>MONDAY</b>  |
| <b>10th Conference of NASS</b><br><i>Room 213</i>  | P.VANG Shifting frames: the subversion of the semiotic resources employed in advertisements for the purpose of propaganda                  |
|  | D.E.WEST Index as gatekeeper toward dialogic reasoning: Peirce and beyond  |
| <b>13th Symposium SemTra2017</b><br><i>Room 113</i>  | S.STANO Glocal food and transnational identities: the case of the Mediterranean diet   |
|  | V.CELIEŠIENĖ-S.JUZELĖNIENĖ Metaphoric nomination in Lithuanian and English IT terms  |
|  | P.TOROP New ontology of translation: from seriality to intersemioticity and transmediality   |
| <b>PARALLEL SESSIONS</b>   |  |
| <b>Art Therapy and Narrative Tools</b><br><i>Room 004</i>  | U.VARANKAITĖ Music listening as experience of personal narratives: a case study  |
|  | B.BUBLYTĖ The process of transcultural communication in artistic research: the concept of Indian rasa in the performance "Circle of rasas" |
| <b>Digital Age in Semiotics &amp; Communication</b><br><i>Room 112</i>                                     | M.OJAMAA Is this a cross-, inter-, multi-, or transmedia text?   |
|  | S.V.POULSEN Constructing the Instagram discourse – a critical multimodal approach  |
|  | F.MANGIAPANE Post-truth and fake news. A compared analysis of a few websites of hoaxes in Italy  |
| <b>Learning as Adaptation</b><br><i>Room 016</i>   | J.TREDINNICK-ROWE Subjectivity and adaptation in medical education and assessment – is there a role for semiotics?                         |
|  | M.CERRONE The role of iconicity in the inter-specific communication experiments  |
|  | A.GEDŽIŪTĖ Romanticism in education: when an individual meets the state  |
| <b>Modelling in Digital Humanities</b><br><i>Moderators: A.CIULA, A.OLTEANU</i><br><i>Room 017</i>         | A.OLTEANU Iconic modelling as multimodal epistemology: worlds in a penstroke   |
|  | L.KLIMEŠ Photography and video between fiction and document: authenticity, transduction, multiplicity and watermarking                     |
|  | G.STAMPOULIDIS A cognitive semiotics approach to the analysis of graffiti implementing GIS technique. The case of Athens 2014-2017         |
| <b>(La) Producción Circulación y Consumo de la Semiótica en América Latina y España</b><br><i>Room 003</i> | N.G.PARDO ABRIL La Semiótica Latinoamericana. Un eje multidisciplinar  |
|  | J.RUIZ CELIS Narrativas de justicia transicional en Colombia y semióticas de la emoción  |
|  | L.ESCUDERO CHAUVEL La Semiótica Latinoamericana: de la practica a la teoría  |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br><i>Room 106</i>                   | V.N.BURLA Significance of spatial transformation: the semiotic study of ritual performance of <i>Kolupulu</i>                              |
|  | J.LIN [HUMAN] [BODY] [SPIRIT][SOUL] in Russian and Chinese language picture of the world   |

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|  | J.ZAPRUCKI The strange heritage: the relation between German cultural heritage in Polish Silesia and its regional identity     |
| <b>Semiotics and Semiotics</b><br>Moderator: O.LESICKA<br>Room 209   | O.LESICKA Transformation of verbal signs as a result of interactions between language systems                                  |
|  | L.YOKA Culture industry vs semiosphere: crossing in critical theory and media analysis   |
|  | M.AFAF Umberto Eco's compositional analysis, model reader and possible worlds in Roald Dahl's short story: <i>The Landlady</i> |
| <b>Semiotics and Theory of Forms: Tribute to Martin Krampen</b><br>Room 018  | M.PANICO Semiotics, memory, space: an interdisciplinary approach to the study of memory in urban space                         |
|  | N.-I.TERZOGLU Semiotic articulations between literature and architecture: spatial meaning, place and narrativity               |
|  | L.TCHERTOV Form as a category of spatial semiotics   |
| <b>Table-ronde: La sémiotique structurale dans le concert des sciences</b><br>Room 208   | D.BERTRAND Sémiotique, science politique et sociologie des médias  |
|  | I.KLOCK-FONTANILLE La recherche sur les écritures : un mariage à trois entre linguistique, sémiotique et anthropologie         |
|  | F.MARSCIANI Ethnosémiotique et physique. Catégorisations du monde naturel  |
| <b>To Think, To Speak, To Write</b><br>Moderator: S.PETRILLI<br>Room 002   | S.PETRILLI Global semiotics and Levinas' humanism of otherness   |
|  | A.PONZIO Les signes de l'altérité dans l'ouvrage d'Emmanuel Levinas  |
|  | G.TATARŪNAITĖ The other as an existential sign: on the possibility of semiotic Levinas   |
| <b>SOCIAL PROGRAM</b>  |  |
| <b>19:00</b>   | <b>MONDAY</b>  |
| <i>Contemporary Art Gallery "POST Gallery", Laisvės av. 51A</i>  |  |
| <b>The World as a Semiotician Sees It</b><br>Opening of the exhibition dedicated to the 100th birth anniversary of A.J.Greimas |  |

## TUESDAY, June 27

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| <b>9:00-10:30</b>   | <b>TUESDAY</b>   |
| <b>MASTER LECTURES</b><br>Room 202 (Aula)                           | 9:00-9:45 M.NET Icons of modernity in <i>Belle Epoque</i> Bucharest. An intermedial semiotic approach          |
|   | 9:45-10:30 D.E.WEST Glimpses into Peircean event imaging: episode-simulation as a scaffold for right-guessing  |
| <b>13th Symposium SemTra2017</b><br>Room 113                        | J.M.JACONO Traduction, sémiotique et société: Boris Godounov de Moussorgski, du russe russe au français        |
|   | S.C.WU Retranslation as recollection: a semiotic investigation of retranslation                                |
|   | I.JANAVIČIENĖ Translating narrative identity   |
| <b>PARALLEL SESSIONS</b>  |  |
| <b>Cybersemiotics</b><br>Moderators: C.VIDALES, S.BRIER<br>Room 004 | S.BRIER The need of the autopoietic cybernetics for biosemiotics to become embodied                            |
|   | B.NICOLESCU Transdisciplinary realism  |
|   | C.JACQUES Visualizing the cybersemiotic experience   |
| <b>Digital Age in Semiotics &amp; Communication</b><br>Room 112     | V.IDONE CASSONE "It's over 9.000!!!" A cross-textual, multi-medial, trans-cultural generative approach         |
|   | A.SANTANGELO Against post-mediality  |
|   | S.HONG Symmetry and asymmetry of representation: interrelationship between letter, non-letter and speech sound |
| <b>Learning as Adaptation</b><br>Room 016                           | E.PIKKARAINEN From Evolution to <i>Bildung</i> : theory of learning and control of perception                  |
|   | A.OTT Transforming education for sustainable development: investigating new approaches                         |

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| <b>Modelling in Digital Humanities</b><br><i>Room 017</i>  | C.MARRAS The relational nature of digital humanities: pragmatics and metaphorical modelling   |
|  | M.TARDELLA <i>Modulus exprimit machinam</i> . The emergence and the polysemy of <i>model</i> and <i>modelling</i>   |
|  | A.CIULA Translating objects: the role of modelling in digital humanities  |
| <b>(La) Producción Circulación y Consumo de la Semiótica en América Latina y España</b><br><i>Room 003</i> | J.E.FINOL Andrés Bello, precursor de la Semiótica en América Latina   |
|  | M.T.DALMASSO Los estudios semióticos en la Argentina de hoy   |
|  | S.A.RODRÍGUEZ JEREZ La semiótica de la aspectualidad en la Nueva Gramática de la Lengua Española: aproximaciones teóricas de la aspectualidad, a partir de la semiótica cognitiva, en la lengua hispánica |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br><i>Room 106</i>                   | E.TARASTI The role of semiotics in the animation and cultural heritages   |
|  | S.KHANWALKAR-S.MITHAL Discovering the abandoned and the living: a material semiotic reading of heritage textile mills in Ahmedabad  |
|  | S.HELKALA-KOIVISTO Unspoken signification on the border of language and the art   |
| <b>Semiotics and Semiotics</b><br><i>Moderator: T.LATES</i><br><i>Room 209</i>                             | T.LATES Transdisciplinarity and recessivity: a semiotic approach to cyberspace  |
|  | V.GVOŽDIK Similarity between existential and token:token model  |
|  | C.SQUILLACE Dialogue in translation as a fundamental device in crossculturality   |
| <b>Semiotics and Theory of Forms: Tribute to Martin Krampen</b><br><i>Room 018</i>                         | E.P.JEANNERET Forms and architectural codes   |
|  | C.GUERRI Graphic Language TSD: towards a grammar of form  |
|  | I.TAKAHASHI Peircean interpretation of digital geometric architecture   |
| <b>Table-ronde: La sémiotique structurale dans le concert des sciences</b><br><i>Room 208</i>              | A.ZINNA <i>La sémiotique du vivant</i>  |
|  | W.BEIVIDAS <i>Sémiotique et psychanalyse. L'univers thymique et ses enjeux</i>  |
|  | I.DARRAULT <i>Greimas et l'éthologie humaine</i>  |
| <b>To Think, To Speak, To Write</b><br><i>Moderator: M.LOTMAN</i><br><i>Room 002</i>                       | M.LOTMAN Poetry as secondary modelling system   |
|  | M.ALMALECH The man becomes Adam   |
|  | S.VOLKOVA Semiotics of butterfly in modern prosaic texts  |
| <b>10:30-11:00</b>   |   |
| <b>Coffee break</b>  |   |
| <b>11:00-12:30</b> <span style="float: right;"><b>TUESDAY</b></span>                                       |   |
| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>   | 11:00-11:45 A.STABLES Notes towards a semiotic theory of learning   |
|  | 11:45-12:30 Discussion  |
| <b>1st Roundtable NASS</b><br><i>Room 213</i>  |   |
| <b>13th Symposium SemTra2017</b><br><i>Room 113</i>  | Y.GAMBIER, J.HORBAČAUSKIENĖ, S.JUZELĖNIENĖ, R.KASPERAVIČIENĖ, J.MAKSVYTYTĖ, D.MAUMEVIČIENĖ, S.PETRONIENĖ Translation, nation-building process and beyond  |
|  | E.SŪTISTE The notion of the 'world' in application to literary translation from the perspective of translation semiotics  |
|  | E.ZAMPRONHA Semiotic procedures for translating sound spectra into musical pitch organizations  |
| <b>PARALLEL SESSIONS</b>   |   |
| <b>Cybersemiotics</b><br><i>Room 004</i>   | C.VIDALES Building communication theory from cybersemiotics   |
|  | Z.LIQIAN Why cybersemiotics star is necessary for information studies?  |
|  | P.COBLEY Observership, 'knowing' and semiosis   |
| <b>Digital Age in Semiotics &amp; Communication</b><br><i>Room 112</i>                                     | Y.KARTUNOVA Artificial intelligence and customer experience: living the brand story or being excluded from the story  |
|  | C.SHACKELL Finite semiotics: a new theoretical basis for the information age  |
|  | I.ZHODANI Cross-, inter-, multi- or trans-? Problems of creating and using terms to describe the interaction of arts  |
| <b>Modelling in Digital Humanities</b><br><i>Room 017</i>  | C.LATTMANN Modelling Icons in the digital humanities  |
|  | Ø.EIDE Modelling as media transformations   |
|  | A.CAMPAGNOLO Challenges of picturing meaning: automated visualizations of material object descriptions  |
| <b>Poster Session</b>  | G.BECONYTĖ Use of entity-relationship models for cartographic modeling  |

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| Ground floor corridor   | G.DANILAVIČIENĖ-J.HORBAČAUSKIENĖ Elements of formulaic language in subtitle translation  |
|   | A.ČESNULEVIČIUS, A.BAUTRĖNAS, L.BEVAINIS Analysis of semantic-syntactic structure of thematic map symbols in the legends   |
|   | F.HRUBY-A.WOLODTSCHENKO 10 years/10 volumes <i>meta-carto-semiotics</i> (2008-2017)  |
|   | I.JANKAUSKIENĖ Greimas. Semiotics. Lithuanian fairy tale, mythology  |
|   | P.KUKKONEN-R.HARTAMA-HEINONEN Fiction and non-fiction. The Swedish Translation History in Finland 1800–2000  |
|   | S.PETRILLI-A.WOLODTSCHENKO Semiotic-related bibliographic collection of photoatlases   |
|   | H.SCHLICHTMANN-A.WOLODTSCHENKO 25 years international cartosemiotic seminars (1991-2016)   |
|   | A.WOLODTSCHENKO Der Kartenhistoriker Leo Bagrow: eine Bildatlas-Serie für Smartphones und Tablets  |
| <b>(La) Producción Circulación y Consumo de la Semiótica en América Latina y España</b><br>Room 003 | R.GONZÁLEZ-M.SERRA Estrategias de autenticación y funciones documentales en el cómic   |
|   | M.I.FILINICH El lugar del <i>creer</i> en el proceso de significación: actualidad del pensamiento de Greimas   |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br>Room 106                   | P.KUKKONEN Semiotics and cultural heritages: valuable words, valuable literature   |
|   | N.-S.DRĂGAN-I.CORDUNEANU <i>Replica</i> and <i>Invention</i> : a new lecture of modes of sign production regarding the Romanian traditional blouse, IA                 |
|   | I.VELINOV Ideals in cultural heritages   |
| <b>Semióticas de las Mediatizaciones</b><br>Moderator: N.G.PARDO ABRIL<br>Room 016                  | N.G.PARDO ABRIL Las narrativas neoliberales en la producción semiótico-discursiva de la pobreza y el miedo   |
|   | M.DAGATTI Para una semiótica del discurso político: interpenetración, heteronomía de campo y transdisciplina   |
|   | H.G.VALDERRAMA MANTILLA Los procesos pasionales en la construcción de lo público   |
| <b>Semiotics and Semiotics</b><br>Moderator: H.YU<br>Room 209                                       | H.YU Yuen Ren Chao: the one true founding father of Chinese semiotics  |
|   | G.MARTYNENKO, N.BOGDANOVA-BEGLARIAN, S.CHEBANOV, T.SHERSTINOVA, O.BLINOVA Semiotics studies of everyday speech communication based on the ORD corpus of spoken Russian |
|   | T.J.BENNETT Schematic intersection of post-structuralism and cognitive semiotics   |
| <b>Semiotics and Theory of Forms: Tribute to Martin Krampen</b><br>Room 018                         | A.LAGOPOULOS Space as social communication: Hébrard's plan for Thessaloniki  |
|   | F.BELLENTANI The interpretative interplay between designers, users and the built environment: the case of Estonia  |
| <b>Table-ronde: La sémiotique structurale dans le concert des sciences</b><br>Room 208              | M.DENI <i>La sémiotique générative dans la construction des sciences du design</i>   |
|   | S.D.KIM <i>L'actualité de la sémiotique de Greimas pour les sciences de l'urbanisme</i>  |
|   | E.TARASTI <i>Musicologie et sémiotique</i>   |
| <b>To Think, To Speak, To Write</b><br>Moderator: R.DAYLIGHT<br>Room 002                            | R.DAYLIGHT The origin of the schism between semiotics and semiology  |
|   | R.FLORES Fin du récit et événement   |
|   | J.JONUŠAS Conception of time and cultural values in L. Karsavin's treatise <i>On Time</i>  |
| <b>12:30-14:00</b>  |  |
| <b>Lunch</b>  | <i>The National Kaunas Drama Theatre, Laisvės av. 71</i>   |
| <b>14:00</b>  | <b>TUESDAY</b>   |
| <b>OPENING CEREMONY AND RECEPTION</b>   |  |

## WEDNESDAY, June 28

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| <b>9:00-10:30</b> | <b>WEDNESDAY</b> |
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| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>  | 9:00-9:45 G.MARRONE Critique de la culture... et de la nature  |
|   | 9:45-10:30 J.FONTANILLE The anthropological dimension of Greimas narrative semiotics   |
| <b>PARALLEL SESSIONS</b>  |  |
| <b>Biosemiotics in Dialogue</b><br><i>Moderators: K. KULL, M.TØNNESSEN, T.MARAN</i><br><i>Room 004</i>  | T.MARAN Deep ecosemiotics: forest as a semiotic model  |
|   | A.FUERLINGER Only semioticians can (teach to) draw a line  |
|   | S.BRIER The consequences of the foundational nature of autopoiesemiotic agency   |
| <b>Homage to John Deely</b><br><i>Moderator: G.SONESSON</i><br><i>Room 112</i>  | G.SONESSON John Deely the scholastic philosopher: from mind-independent being to semiotic sediments by way of extended mind                                      |
|   | P.COBLEY Sign, object, thing   |
|   | K.KULL John Deely and Umberto Eco  |
| <b>In Memory of Michel Arrivé</b><br><i>Moderator: A.HÉNAULT</i><br><i>Room 113</i>   | The session, meant to commemorate the life and the work of Michel Arrivé, with E.TARASTI, W.BEIVIDAS, S.D.KIM and others   |
| <b>Reconceptualizing Cultural Heritage in the Semiosphere</b><br><i>Moderators: H.S.LEE-NIINIOJA, M.HAŁADEWICZ-GRZELAK</i><br><i>Room 018</i> | H.S.LEE-NIINIOJA Medieval hidden heritages through semiotic texts and images in Eco's "The name of the rose"   |
|   | P.BODOR Remembering/memory discourse   |
|   | P.POLIDORO The battle of Montecassino and its memory: a semiotic analysis of Commonwealth, German and Polish war cemeteries                                      |
| <b>(The) Role of Semiotics in the Animation of Cultural Heritages</b><br><i>Room 106</i>  | R.MONTEIRO Paradigmatic, syntagmatic and syntactical invariances in the semiosphere: sociohistorical and structural approaches to the study of cultural heritage |
|   | D.SULEIMEN Axiology of culture as a theory of reconciling inner conflicts: the case of the Kazakh culture in its history and contemporaneity                     |
|   | C.MELO Saudade: cultural heritage through existential semiotics, sentiment, expression, and phenomenon   |
| <b>Semióticas de las Mediatizaciones</b><br><i>Room 016</i>   | B.A.RODRÍGUEZ VÁZQUEZ Hacia una ética del borde  |
|   | L.F.ARÉVALO VIVEROS Identidad discursiva y la violencia en la novela negra colombiana, una perspectiva semiótica   |
|   | I.LEÓN Aportes de la semiótica de la cultura para la comprensión de la Residencia de los pueblos mayas en la Península de Yucatán                                |
| <b>Semiotics and Semiotics</b><br><i>Moderator: M.AFAF</i><br><i>Room 209</i>   | M.AFAF Umberto Eco's theory of aesthetic textual interpretation  |
|   | E.I.CHÁVEZ BARRETO On <i>Substance</i> : from Hjelmsev to Prieto   |
|   | S.RATTASEPP Transactional semiotics or Arthur Bentley's metaphysical behaviourism  |
| <b>Sociosemiótica, Interdisciplina y Transdisciplina</b><br><i>Moderator: M.T.DALMASSO</i><br><i>Room 002</i>                                 | N.FATALA Interdiscursividad socio-semiótica  |
|   | M.SOTO-O.STEIMBERG Sobre ver y leer en las exhibiciones del arte   |
|   | E.COLÓN-ZAYAS Hábito, conocimiento y producción simbólica: el caso Netflix   |
| <b>To Listen, To Play, To Dance</b><br><i>Moderator: J.GRIMALT</i><br><i>Room 017</i>   | J.GRIMALT Modernity and Ancien Régime in the topical world of Beethoven's music  |
|   | E.VILJANEN Musical semiotic theory in context: Boris Asafiev as a cultural theoretician  |
|   | S.KRUK Pragmatics of Dmitri Shostakovich's String Quartet No 8   |
| <b>To See, To Design, To Build</b><br><i>Moderator: R.FULLER</i><br><i>Room 003</i>   | R.FULLER Rick Griffin, grammatologist adventurer   |
|   | D.ARKHIPOVA Phenomenon of museum space as a prognostication methodology  |
|   | D.MARTINELLI The visual identities of speciesism   |
| <b>(A) Transdisciplinary Study on the Contagion of Cultures</b><br><i>Moderators: S.D.KIM, P.LARDELLIER, G.S.PARK</i><br><i>Room 208</i>      | S.D.KIM Les fondations épistémologiques pour une sémio-anthropologie de la contagion   |
|   | P.LARDELLIER La propagation numérique virale de quelques « mythes » en communication non verbale. Le cas des « 7% » du Professeur Albert Merhabian               |
|   | S.H.KANG-G.S.PARK The diffusion of localized manufacturing creativity: the case of K-pop   |
| <b>10:30-11:00</b>  |  |
| <b>Coffee break</b>   |  |
| <b>11:00-12:30</b>  | <b>WEDNESDAY</b>   |



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| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>   | 11:00-11:45 E.LANDOWSKI Une heuristique risquée  |
|  | 11:45-12:30 F.MARSCIANI Ethnosémiotique : rapprochement de disciplines ou synthèse théorique ?                                   |
| <b>10th Conference of NASS</b><br><i>Room 213</i>  | N.ZAJC Roman O. Jakobson and his Slavic studies as inter-cross universum   |
|  | Y.MARTINAVICHENE Semiotics' didactics in the era of hypermodality: teaching the science of signs to digital aborigines           |
|  | J.ISSAJEVA Sign theoretical approach towards the investigation of mental imagery   |
| <b>PARALLEL SESSIONS</b>   |  |
| <b>Biosemiotics in Dialogue</b><br><i>Room 004</i>   | C.BRENTARI Hiatus theories in philosophical anthropology as models for thinking about semiotic discontinuity                     |
|  | D.NIÑO The development of conceptual blending in children: a proposal  |
|  | M.CLEMENTS Signs and environments, borders and channels  |
| <b>Homage to John Deely</b><br><i>Room 112</i>   | D.E.WEST Peirce's legacy to living and non-living systems: Deely's last word   |
|  | J.PELKEY Anatomical planes and the ground of meaning: some causes and consequences of Deely's semiotic animal                    |
|  | R.GRAMIGNA Signs of signs of signs   |
| <b>Humanism and Humanists without Borders</b><br><i>Moderators: P.KUKKONEN, R.HARTAMA-HEINONEN</i><br><i>Room 113</i>      | P.KUKKONEN Semiotics of cultivating humanity and humanism: a renaissance of virtues?   |
|  | S.HELKALA-KOIVISTO Transcendence within human sound and silence  |
|  | R.HARTAMA-HEINONEN Equality in and through translating and translations: a case of culture-free culture-boundedness              |
| <b>(The) New Paradigm of Existential Semiotics</b><br><i>Moderators: E.TARASTI, K.BANKOV, E.M.WĄSIK</i><br><i>Room 106</i> | E.TARASTI The new paradigm of existential semiotics: between continental philosophy and semiotic tradition                       |
|  | P.HEIMONEN Mozart's personal style and periodization: performance, culture, and temporal distance                                |
|  | M.THIBAUT Urban semiocrisis. Resemantising cities: boundaries, practices and playfulness   |
| <b>Reconceptualizing Cultural Heritage in the Semiosphere</b><br><i>Room 018</i>   | M.HAŁADEWICZ-GRZELAK Centripetal and centrifugal forces in the sacrosphere of Judaism  |
|  | E.CHRZANOWSKA-KLUCZEWSKA Female portrait in Polish painting 1897-1956: heritage as context for interpretation                    |
|  | H.S.LEE-NIINIOJA The Sami worldview through shaman drums as intangible cultural manifestation and communication                  |
| <b>Semióticas de las Mediatizaciones</b><br><i>Room 016</i>  | O.PARDO MARTÍNEZ-J.H.ROSALES CUEVA Forma de vida y la dignidad en el discurso jurídico en Colombia                               |
|  | J.H.ROSALES CUEVA-L.URIBE GÓMEZ El sentido de los aromas florales y la forma de vida en la cultura de Bucaramanga, Colombia      |
| <b>Semiotics and Semiotics</b><br><i>Moderator: J.G.GRIFFIN</i><br><i>Room 209</i>   | J.G.GRIFFIN Semiotics of Kenneth Burke: an overview  |
|  | S.IVANYK On methodological significance of semiotic research in the Lvov-Warsaw School   |
|  | M.VAN MECHELEN From connotation to association and back again  |
| <b>Sociosemiótica, Interdisciplina y Transdisciplina</b><br><i>Room 002</i>  | S.S.SAVOINI Memorias de la Guerra: el humor como estrategia. De intertextualidades e interdiscursividades.                       |
|  | M.T.DALMASSO Sociosemiótica: Interdisciplina y proyección transdisciplinar   |
|  | S.GASTALDI Trauma, memoria y discurso social. Un análisis de 'La asombrosa excursión de Zamba'. Una mirada transdisciplinar      |
| <b>To Listen, To Play, To Dance</b><br><i>Moderator: R.CATERINA</i><br><i>Room 017</i>                                     | R.CATERINA, F.REGAZZI, L.TORDI, M.BARONI Sound gestures and body gestures in 18th century opera                                  |
|  | A.C.MEDELLÍN GÓMEZ La danza con significado  |
|  | E.BATTISTINI How wine sounds good: intersemiotic translation between hearing and taste, music and wine                           |
| <b>To See, To Design, To Build</b><br><i>Moderator: T.REMM</i><br><i>Room 003</i>  | T.REMM Sociosemiotics space – institutionalised interactions   |
|  | S.CHI An anthropological study of the line   |
|  | S.NIKULA Negotiating meanings in visual representations  |
| <b>(A) Transdisciplinary Study on the Contagion of Cultures</b><br><i>Room 208</i>   | S.KANG The contagious aspects of medium changes within contemporary art practice in perspective of Gabriel Tarde's social theory |
|  | J.Y.LEE How do people become fans?   |
|  | M.KIM Understanding Hallyu fandom from a perspective of cultural contagion   |

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| <b>12:30-14:00</b>   |  |
| <b>Lunch</b>   | <i>The National Kaunas Drama Theatre, Laisvės av. 71</i>   |
| <b>14:00-15:00</b>   | <b>WEDNESDAY</b>   |
| <b>KEYNOTE LECTURE</b>   | <b>Towards an Interspecific Understanding: Ecology, Psychology and Symbolic Communication in Great Apes, Specifically Orangutans</b><br>B.M.GALDIKAS   |
| <b>15:30-16:00</b>   |  |
| <b>Coffee break</b>  | <i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>  |
| <b>16:00-17:30</b>   | <b>WEDNESDAY</b>   |
| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>                                 | <b>16:00-16:45 K.NASTOPKA La mythologie sémiotique d'Algirdas Julien Greimas</b><br><b>16:45-17:30 Discussion</b>  |
| <b>10th Conference of NASS</b><br><i>Room 213</i>                                | G.SANDIN An architectural construction of Scandinavia: on the cultural semiotics of dialogic image-making<br>K.PÄRN Survival of the fittest: a semiotic probe for threshold testing<br>I.SAHAKYAN How information interacts with knowledge: an attempt to explain the virtuous circle of cognition   |
| <b>PARALLEL SESSIONS</b>   |  |
| <b>Biosemiotics in Dialogue</b><br><i>Room 004</i>                               | K.KULL Semiotics and theory of evolution<br>A.Ph.LAGOPOULOS A transcultural approach to proprioceptive concepts<br>M.KIM Animation representation and trans-iconicity: a Japanese case   |
| <b>Homage to John Deely</b><br><i>Room 112</i>                                   | S.BRIER Deely on consequences of semiotic ontology of science, and religion<br>S.PETRILLI-A.PONZIO Travels in semio-philosophical research. On the problem of the other with John Deely and beyond   |
| <b>Humanism and Humanists without Borders</b><br><i>Room 113</i>                 | E.-L.MYLLYMÄKI The semiotic sphere and its demarcation<br>V.STORLUND What obstructs humanism, humanity and a good life? Could utopias offer some perceptual rescue?  |
| <b>(The) New Paradigm of Existential Semiotics</b><br><i>Room 106</i>            | Z.WĄSIK Being in the world and being for the world in existential models of reality<br>S.SALMI Invigorating the art of clinical examination. Diagnosis determination and doctor-patient encounter from a semiotic perspective<br>M.SORMUNEN Culture and Zemic  |
| <b>Reconceptualizing Cultural Heritage in the Semiosphere</b><br><i>Room 018</i> | J.E.FINOL Semiotics of culture: cross, inter, multi, trans<br>J.K.LUBOS-KOZIEŁ-M.HAŁADEWICZ-GRZELAK Manufacturing tradition in Karpacz (Poland): glocalisation as privativity<br>M.BOGUSŁAWSKA-TAFELSKA Scientific thinking as being founded on the paradigmatic heritage. From the Newtonian paradigm to the post-Newtonian paradigm: on the example of the paradigm shift in the contemporary language studies |
| <b>Semiotics and Semiotics</b><br><i>Moderator: A.BROŻEK</i><br><i>Room 209</i>  | A.BROŻEK Semiotics: an interdisciplinary field or a transdisciplinary conceptual scheme<br>A.VARLAMOV Semiotics of gentle touch: haptic communication in view of recent neuroscience discoveries<br>T.D.STANCIULESCU-S.NILAYA Towards a transdisciplinary semiotics of the living light: "ARITHEA" project   |
| <b>Sociosemiótica, Interdisciplina y Transdisciplina</b><br><i>Room 002</i>      | Y.A.QUINTANA TORRES Configuración del civismo en el discurso de los informants duitamenses desde el quehacer del conductor de transporte de servicio público<br>S.A.RODRÍGUEZ JEREZ La metodología semiótica como herramienta para el análisis de la calidad educativa en Colombia<br>M.SANTILLAN TRUJILLO Semiosphere of the Ecuadorian cinema: reality vs expectation  |
| <b>To Coexist, To Participate, To Change</b><br><i>Moderator: B.CHEREGI</i>      | D.BORȚUN-B.CHEREGI Structures of signification in 2017 Romanian protests: two perspectives on reality expressed in discursive formulas<br>A.MAKARYCHEV-A.YATSYK Political semiotics of the Post-Soviet: self-  |

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| Room 016  | referentiality, autocommunication and regimes of signification  |
| <b>To Listen, To Play, To Dance</b><br>Moderator: D.RÖHE<br>Room 017                                    | G.RADZIVLOVICZ The First Lady: an impact on American and European politics                                  |
|   | D.RÖHE Music as mirror: a transdisciplinary theory of psychoanalysis, musical semiotics and rhetoric        |
|   | A.TUNCER Solitude and togetherness in musical performance: a multidisciplinary approach                     |
| <b>To See, To Design, To Build</b><br>Moderator: M.L.SOLÍS ZEPEDA<br>Room 003                           | E.ZAMPRONHA A semiotic view of meaning making in postmodern music   |
|   | M.L.SOLÍS ZEPEDA El reto en la enseñanza de semiótica en el ámbito de las artes plásticas                   |
|   | H.KIM Korea and Taiwan artistic specificity: focus on the exhibition titled <i>Mille-feuille de Camélia</i> |
| <b>(A) Transdisciplinary Study on the Contagion of Cultures</b><br>Room 208                             | S.TASHEVA The Bulgarian National Palace of Culture: contemporary images                                     |
|   | H.KIM Hansen's disease and Government policy  |
|   | S.HONG Contagion of atmosphere by repetition of visual sign   |
| A.FRAME Cultural contagion from micro to macro: a semiopragmatics approach                              |   |
| <b>17:30-19:00</b>  |   |
| <b>1st Edition of the Fair of Semiotic Journals</b> <i>Ground floor corridor</i>                        |   |
| <b>SOCIAL PROGRAM</b>   |   |
| <b>20:00</b>  | <b>WEDNESDAY</b>  |
| <i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i>                                     |   |
| <b>Cross-Inter-Multi-Trans Explorations in Piano Music – A Recital of Crossovers and Contaminations</b> |   |

## THURSDAY, June 29

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| <b>9:00-10:30</b>  |  | <b>THURSDAY</b>   |
| <b>MASTER LECTURES</b><br>Room 202 (Aula)                        | 9:00-9:45  | E.TARASTI The Greimassian roots of existential semiotics            |
|  | 9:45-10:30   | G.SHANK The semiotic inquirer and the practice of empirical inquiry |
| <b>10th Conference of NASS</b><br>Room 213                       | A.SEMENENKO Hamlet the Jedi: on collective memory and text survival  |   |
|  | P.RESTANEO Lotman's dialogues in time and space: Leibniz and the semiotic monad  |   |
| <b>PARALLEL SESSIONS</b>   |  |   |
| <b>Biosemiotics in Dialogue</b><br>Room 004                      | M.TØNNESSEN Uexküllian phenomenology   |   |
|  | D.SCHILLER Animal face/human soul: the zoomorphic syllogism of Aristotelianist physiognomics in Disney-Pixar digital animation |   |
|  | A.OLTEANU A biosemiotics approach to sexuality: sex as metaphor and argument   |   |
| <b>Greimasian Semiotics and Current Affairs</b><br>Room 208      | P.JEVSEJEVAS The problem of understanding in Greimasian semiotics  |   |
|  | S.ŽUKAS Algirdas Julien Greimas and a Lithuanian fairy tale about a serpent  |   |
|  | M.LEONE Cultural meaning and natural meaning: a critical reassessment of A. J. Greimas' semiotic theory                        |   |
| <b>John Deely in Review</b><br>Moderator: D.FAVAREAU<br>Room 112 | M.ANDERSON-P.COBBLEY-D.FAVAREAU The bearing of John Deely's work   |   |
|  | A.PONZIO John Poinsot Immer Wieder: <i>Tractatus De Signis</i> in the interpretative arrangement of John Deely                 |   |
|  | S.PETRILLI Synchronicity and responsibility in semiotics   |   |
| <b>(The) New Paradigm of Existential Semiotics</b><br>Room 106   | E.M.WAŚIK Modelling the multiple self in transdisciplinary investigative approaches  |   |
|  | M.-K.VIENOLA Husserl's <i>Noema</i> and transcendental reduction, revealing the meaning itself                                 |   |
|  | T.BRUNILA Irony as uncertainty; an existential semiotic study of Socratic irony  |   |
| <b>Reconceptualizing Cultural</b>                                | M.NET <i>Progressive New York</i> and <i>Belle Epoque</i> Bucharest: a few grounds for   |   |

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| <b>Heritage in the Semiosphere</b><br><i>Room 018</i>  | comparing two cities  |
|  | W.MUSIALIK The selective transfer of ideological content for places of worship in intertransformational message: a case study based on the example of the Opole Silesia |
|  | J.GORZELANA Axiological system as intangible heritage transferred in Polish legends of Bukovina dwellers  |
| <b>Semiotics and Semiotics</b><br><i>Moderator: V.V.FESHCHENKO</i><br><i>Room 209</i>        | V.V.FESHCHENKO Iconicity as a challenge in translating experimental poetry  |
|  | C.R.SÎRGHEA The symbolic system between tradition and modernity   |
|  | S.NILAYA-T.D.STANCIULESCU The poetic language between mimesis and catharsis: a semiotic approach  |
| <b>To Coexist, To Participate, To Change</b><br><i>Moderator: C.GRECO</i><br><i>Room 016</i> | C.GRECO The creative city. Urban space, periphery and collective memory: an interdisciplinary perspective interpretation  |
|  | M.NAKTAN-H.KILIÇ La creation du sentiment national à travers les textes d'histoire de la revolution turque  |
|  | R.PELLEREY Dans les mouvements sociaux: l'intervention sur le territoire come texte   |
| <b>To First, To Second, To Third</b><br><i>Moderator: I.MLADENOV</i><br><i>Room 113</i>      | I.MLADENOV The thing-ness   |
|  | I.CAPELLER Sounds, signs and hearing: a Peircean assessment of the audible field  |
|  | M.ALKSNIS The weird indexicality of climate change: sign interpretation from inside a hyperobject   |
| <b>To Listen, To Play, To Dance</b><br><i>Moderator: S.KIM</i><br><i>Room 017</i>            | S.KIM Happening: when communication means enchanting – piano masterclass and its phenomenological horizon   |
|  | R.BRŪZGIENĖ Rhetoric in Lithuanian homiletics: musical aspects  |
|  | S.GUERRA LISI-G.STEFANI Prenatal styles in arts and in life   |
| <b>To See, To Design, To Build</b><br><i>Moderator: M.THIBAUT</i><br><i>Room 003</i>         | M.THIBAUT Objects from the future: a semiotic approach to design fiction  |
|  | T.SATO Rei Kawakubo and the color black: Mana, mimesis, and transformation of meaning   |
| <b>To Watch, To Act, To Direct</b><br><i>Moderator: G.WITHALM</i><br><i>Room 002</i>         | G.WITHALM "Tom's gone. He left the film.": when film characters from both sides of the screen start to interact   |
|  | F.ANDACHT A Peircean perspective on the controversial relation between reality and its representation in documentary films  |
|  | B.SURACE Semiotics (of cinema)'s not dead   |
| <b>10:30-11:00</b>   |   |
| <b>Coffee break</b>  |   |
| <b>11:00-12:30</b> <span style="float: right;"><b>THURSDAY</b></span>                        |   |
| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>   | 11:00-11:45 H.MUROI Semiotics in a marginal island – 37 years of semiotics in Japan and myself  |
|  | 11:45-12:30 K.BANKOV Scarcity and meaning: A new approach to bridge semiotics and economy   |
| <b>2nd Roundtable NASS</b><br><i>Room 213</i>  |   |
| <b>PARALLEL SESSIONS</b>   |   |
| <b>Biosemiotics in Dialogue</b><br><i>Room 004</i>   | O.PUUMEISTER-A.VENTSEL Biopolitics and normalisation from the (bio)semiotic perspective   |
|  | J.C.SCALIA Mimesis, embodiment and the evolution of semiotic agency: a mimetic account of language evolution in biosemiotic perspective                                 |
|  | A.SHAROV Evaluating the likelihood of goal-directedness   |
| <b>East Meets West</b><br><i>Moderator: J.ZHANG</i><br><i>Room 003</i>                       | J.ZHANG Reception and application of Sebeok's modelling systems theory in the Chinese cultural context  |
|  | Y.WANG "Language" & "Discourse": two perspectives of linguistic philosophy  |
|  | H.YU Space and power revisited  |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Room 208</i>                           | <b>N.KERŠYTĖ Sémiotique et critique de l'idéologie</b>  |
|  | <b>I.PEZZINI Sémiotique, nouvelles technologies et "digital studies"</b>  |
|  | <b>A.PERUSSET L'éthique en sémiotique : une affaire de styles et de forms de vie</b>  |
| <b>Image and Social Inclusion</b><br><i>Moderators: R.CHIACHIRI,</i>                         | R.CHIACHIRI Semiotic power of image   |
|  | S.PERSICHETTI The image of the President  |

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| S.PERSICHETTI, M.SANTOS<br><i>Room 017</i>   | M.SANTOS, R.BERNARDO, C.COELHO Proposal of a collaborative network for poetic audiodescription of visual and audiovisual art                           |
| <b>John Deely in Review</b><br><i>Room 112</i>   | K.KULL Opus Magnum: semiotics uncovers an order in the history of philosophy   |
|  | J.HOFFMEYER Scholasticism: there and back  |
|  | S.CANNIZZARO Archaeology of concepts' as research method   |
| <b>(The) New Paradigm of Existential Semiotics</b><br><i>Room 106</i>                                | C.MELO Existential semiotics as an interface to musical analysis   |
|  | K.KESKIIVARI The ethical implications of existential semiotics as revealed by the semiogeneses of the transcendental acts                              |
|  | M.ATHARI NIKAZM La crise du sens et de la compréhension des discours mystiques : un nouveau phénomène dans le monde contemporain                       |
| <b>Reconceptualizing Cultural Heritage in the Semiosphere</b><br><i>Room 018</i>                     | D.KURPIERS, E.KARAS, R.SMIETANSKI Symbolism of the Corpus Christi feast, and its understanding by young people (under 25) in Upper Silesia             |
|  | W.PSKIT Transmitting Roman Catholic tradition through liturgical language. The Roman Missal in translation   |
|  | I.SAHAKYAN The Voynich Manuscript: a transdisciplinary approach to the analysis of a yet undeciphered manuscript                                       |
| <b>Semiotics and Consumption</b><br><i>Moderators: C.PEREZ, P.HELLÍN, P.GOMEZ</i><br><i>Room 209</i> | C.PEREZ Advertising as an overflowing sign: research and praxis  |
|  | M.O.DRIGO Cinematographic image and thought at the confluence of Peirce's and Deleuze's theories: affection image and iconicity in focus               |
|  | J.Y.LEE The relationship between object and users: a restraint or an interaction?  |
| <b>To Coexist, To Participate, To Change</b><br><i>Moderator: V.K.ZHANG</i><br><i>Room 016</i>       | V.K.ZHANG Reversible yet not dividable: a semiotic study on Chinese women's character-pairing fan culture  |
|  | B.CHEREGI Interactive media campaigns on Romanian migration. A multimodal perspective  |
|  | P.SELG What are wicked problems of governance? A political-semiotic response with a special emphasis on Yuri Lotman's later work                       |
| <b>To First, To Second, To Third</b><br><i>Moderator: P.BORGES</i><br><i>Room 113</i>                | P.BORGES Are signs reliable in a world of social media?  |
|  | K.GFESSER Gestalt and Verschränkung in neurosemiosis   |
|  | A.BUDREVIČIUS The challenge of the ontological semiotics: an attempt to systemize the diversity of the modern semiotic research                        |
| <b>To Watch, To Act, To Direct</b><br><i>Moderator: M.KŘÍŽ</i><br><i>Room 002</i>                    | M.KŘÍŽ Human body as a sound object (object sonore): interpretative excursion to the film anti-realism   |
|  | H.İLKDOGAN Tree times and three rooms, reading the story of movie by space   |
|  | M.KATSARIDOU Transhumanism and post-humanism in 21 <sup>st</sup> century films: a semiotic approach  |
| <b>12:30-14:00</b>   |  |
| <b>Lunch</b>   | <i>The National Kaunas Drama Theatre, Laisvės av. 71</i>   |
| <b>14:00-15:00</b> <span style="float: right;"><b>THURSDAY</b></span>                                |  |
| <b>PLENARY ROUNDTABLE</b>  | <b>Semiotics Today: Witness or Actor?</b><br>Plenary roundtable in honor of A.J.Greimas's 100th anniversary<br><b>J.FONTANILLE-E.LANDOWSKI-M.LEONE</b> |
| <b>15:30-16:00</b>   |  |
| <b>Coffee break</b>  | <i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>  |
| <b>16:00-17:30</b> <span style="float: right;"><b>THURSDAY</b></span>                                |  |
| <b>10th Conference of NASS</b><br><i>Room 213</i>  | C.S.BATRA Semiotic square and primordial time  |
|  | L.SCHROEDER Signs of design in the field of maritime spatial planning  |
|  | S.LENNINGER Inverting cultures: the pictorial ceremonial of a suicide bomber and the "unhomeliness" of the photographic picture                        |
| <b>PARALLEL SESSIONS</b>   |  |
| <b>Biosemitotics in Dialogue</b><br><i>Room 004</i>  | S.MÄNTY Bestiaries between art and science   |
|  | M.ANDERSON The legacy of Thomas A. Sebeok's Research Center for Language and Semiotics Studies   |

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|  | L.CREMIER (Meta)Metaphor: abduction, affect, and scientific conclusions  |
| <b>East Meets West</b><br><i>Room 003</i>  | B.XIN-P.XING An analysis of the intertextuality of news titles from a memetic perspective  |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Room 208</i>   | J.KATKUVIENĖ Why was Greimas afraid to be a philosopher?<br>P.CERVELLI Interaction spaces: semiotics and urban peripheries<br>Y.JIANG The logic of legal narrative: Greimassian semiotic analysis of a case report   |
| <b>Image and Social Inclusion</b><br><i>Room 017</i>   | J.L.VALENCIA GONZÁLEZ-G.SÁNCHEZ BORZANI Psycho-socio-political alienation of the cosplayer semiospheres of Mexican freaky-Otaku youth<br>R.MORAIS The process of representation in the construction of avatars for the treatment of schizophrenia in Avatar Therapy<br>F.MANTOVANI Peirce's phenomenology as understanding tool for neuromarketing   |
| <b>(The) New Paradigm of Existential Semiotics</b><br><i>Room 106</i>  | B.HOXHA- S.HELKALA-KOIVISTO Towards a semiotics of disabilities: exemplifying autism spectrum disorder syndrome<br>K.MACHTYL In the semiotic network: signs, objects and all in between  |
| <b>Reconceptualizing Cultural Heritage in the Semiosphere</b><br><i>Room 018</i>   | K.HUDSON Semiotic intersections in iconographic analysis: disembodied posture in the imagery of ancient Teotihuacán<br>A.GRANAT-JANKI Surconventionalists' intertextual poetics<br>H.POCIECHINA Code-switching in the texts of the old believers   |
| <b>Semiotics and Consumption</b><br><i>Room 209</i>  | E.ZANTIDES Interrelations and multi-semiosis of national identity and cultural meanings in print advertisements of Cyprus Airways: our destination is us<br>C.SUURMOND Sign Systems, IT systems, translation process<br>E.VAZOU-E.ZANTIDES Branding Greece as a destination across the world: multimodal metaphor and metonymy interactions between image, text, and typography  |
| <b>Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory</b><br><i>Moderators: E.CHÁVEZ HERRERA, J.HAIDAR</i><br><i>Room 112</i> | E.CHÁVEZ HERRERA, K.MIGUEL LARA Protesting the intolerable. Affective dimension from a transdisciplinary perspective<br>J.HAIDAR The field of semiotics from the perspective of complexity and transdisciplinarity<br>H.MENDIZÁBAL-C.I.GÁLVEZ The subjective construction of resistance: teachers and non-immigrant young people in Mexico   |
| <b>To Algirdas, To Julius, To Greimas</b><br><i>Moderator: A.SANTANGELO</i><br><i>Room 002</i>   | A.SANTANGELO Reconsidering Greimas' narrative theory: themes, values, canonical scheme... and the sense of stories – <i>Part 1: a system of values that makes sense</i><br>S.STANO Reconsidering Greimas' narrative theory: themes, values, canonical scheme... and the sense of stories – <i>Part 2: differences that make a difference</i><br>J.PELKEY Sources of structuralism in upright posture                   |
| <b>To Coexist, To Participate, To Change</b><br><i>Moderator: M.MATUS RUIZ</i><br><i>Room 016</i>  | M.MATUS RUIZ Mexican street food: seduction and cruelty in foodscape representations<br>J.PODZIMEK News Framing: Semiotic Approach<br>J.BARYNIENĖ, Ž.PAUŽAITĖ Lithuanian cooperation in the Nordic-Baltic region: old-new trends or possible balance for currently challenged European integration processes?  |
| <b>To First, To Second, To Third</b><br><i>Moderator: M.ŠVANTNER</i><br><i>Room 113</i>  | M.ŠVANTNER Critique of the perspective of structural semantics on theory of mind: Peircean lesson<br>A.ŠČERBAK Towards the synthesis of pragma-dialectics and theory of critical argumentation through the prism of semiotics<br>M.SZIVOS Semiotic approach to the ontology of singularity. How a result of the philosophy of sign can highlight bridges and boundaries between the semiotic subdisciplines and areas? |
| <b>19:00</b>   | <b>THURSDAY</b>  |
| <b>General Assembly of IASS-AIS</b> <i>Room 202 (Aula)</i>   |  |

## FRIDAY, June 30

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| <b>9:00-10:30</b> | <b>FRIDAY</b> |
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| <b>MASTER LECTURES</b><br><i>Room 202 (Aula)</i>   | 9:00-9:45 D.FAVAREAU Beyond teleonomy: towards a biology of semiotic realism   |
|  | 9:45-10:30 T.MARAN Environmental semiotics: to make semiotics matter again   |
| <b>10th Conference of NASS</b><br><i>Room 213</i>  | M.TØNNESSEN Umwelt theory revisited – contemporary Uexküllian thought in 10 points   |
|  | A.RAHMANOVA The novelistic force according to Lotman: from chronotope to semiosphere   |
| <b>PARALLEL SESSIONS</b>   |  |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Room 208</i>   | H.TAMMINEN-S.SALUPERE Square dreaming  |
|  | K.BOKLUND-LAGOPOULOU Narrative coherence: interaction between verbal and visual in Game of Thrones   |
|  | J.L.FERNÁNDEZ Greimas and the semiotic triangle of history   |
| <b>Image and Social Inclusion</b><br><i>Room 017</i>   | A.ALMADA The effects of sound images as cultural representation  |
|  | L.ULIANA The expression of the document: an analysis of the Farm Security Administration production  |
|  | M.OKUBO Significations and utilities of artistic expressions in medical purposes   |
| <b>Performativity / Iconicity</b><br><i>Moderator: V.V.FESHCHENKO</i><br><i>Room 018</i>                       | V.V.FESHCHENKO Iconicity/deixis in translating avant-garde poetry  |
|  | A.V.VDOVICHENKO Sense production in verbal data: author's performativity vs signs' self-reference (iconicity)  |
|  | A.PROSKURINA Iconicity in the Old English Physiologus  |
| <b>Semiotics and Consumption</b><br><i>Room 209</i>  | L.KOO Semiotics, mediatization in startups: the perspective of entrepreneurs   |
|  | A.DOS SANTOS PETRY The abduction at your fingertips: a preliminary study on the decision-making while playing  |
|  | B.POMPEU Semiotics, design and branding: analysis and project approaches   |
| <b>Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory</b><br><i>Room 112</i>            | O.OCHOA FLORES Time of gods and time of men. The chronotopic representation from visual semiotics in the amate paper of Alto Balsas Guerrero, Mexico |
|  | G.SYKES Squaring off the semiotic project  |
|  | I.RAMOS BELTRÁN Semiosis of humour: other epiphanies and other epistemes   |
| <b>Semiotics of Multimodal Digital Texts</b><br><i>Moderators: M.LEBEDEVA, I.MERKOULOVA</i><br><i>Room 106</i> | M.LEBEDEVA Multimodality as a new literacy: language learning in the age of multimodal semiotics   |
|  | I.MERKOULOVA Graphics and enunciation in the multimodal literary text: issues in teaching and learning   |
|  | R.SHAMSUTDINOVA Semiotics of animated images as a new way to present grammar semantics   |
| <b>Sign, Systems and Transmedia Storytelling</b><br><i>Moderator: C.ALMEIDA</i><br><i>Room 003</i>             | C.ALMEIDA Virtual memorials: the semiosis of the Facebook newsfeed into transmedia storytelling upon one's death                                     |
|  | R.YAMAGA New formats of broadcast: Is it radio, podcast, TV, online radio or non of the above?   |
|  | R.SCHMIDT The entanglement between fashion and broadcast television in Brazil  |
| <b>To Algirdas, To Julius, To Greimas</b><br><i>Moderator: W.BEVIDAS</i><br><i>Room 002</i>                    | W.BEVIDAS Greimas: une épistémologie (discursive) immanente pour la connaissance humaine   |
|  | E.REYES A distant reading of Greimas' <i>Dictionnaire</i>  |
|  | D.MARTINELLI Radical/non-radical, popular/non-popular: on the crisis of the Italian political left   |
| <b>To Coexist, To Participate, To Change</b><br><i>Moderator: T.BOYKO</i><br><i>Room 016</i>                   | T.BOYKO A few remarks on how 'Soviet semiotics' found its way to the 'West'  |
|  | E.VELMEZOVA Rozalija Shor (1894-1939): a woman-linguist at the origins of semiotics in the USSR in the 1920s-1930s                                   |
|  | K.DAVIDSON Is the Americanisation of the Internet a form of semiotic colonialism?  |
| <b>To First, To Second, To Third</b><br><i>Moderator: G.GOMES</i><br><i>Room 113</i>                           | G.GOMES Heidegger and Peirce: interpretation, semiosis and the use of things   |
|  | M.KARLA Peirce's theory of representation before semiotic  |
|  | D.LOŠŤÁK C.S. Peirce and J. L. Borges: the fully degenerate thirdness as a literary theme  |
| <b>10:30-11:00</b>   |  |
| <b>Coffee break</b>  |  |
| <b>11:00-12:30</b> <span style="float: right;"><b>FRIDAY</b></span>  |  |
| <b>MASTER LECTURES</b>   | 11:00-11:45 Z.WAŞIK Natural and cultural layers in the semiotic becoming of language(s)  |

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| Room 202 (Aula)  | 11:45-12:30 Discussion  |
| <b>Conclusions and General Assembly of NASS</b>  |   |
| Room 213   |   |
| <b>PARALLEL SESSIONS</b>   |   |
| <b>Convergence Technologique, Usagers et Conflit Cognitif</b><br>Moderator: R.DEL VILLAR<br>Room 002 | R.DEL VILLAR Convergence technologique et conflit cognitif  |
|  | S.MEZA Relation entre styles d'apprentissage et parcours de navigation  |
|  | J.M.LABRÍN Migration, conflit d'interfaces, convergence   |
| <b>Greimasian Semiotics and Current Affairs</b><br>Room 208  | H.TOELLE Des exercices pratiques au service de la théorie : Le <i>Maupassant</i> de Greimas   |
|  | M.RAMAKRISHNAN Semiotics is inherently inter-disciplinary: Greimasian study of tribal narrative discourses of Jharkhand (India)   |
|  | A.BASSILUA La narrativité greimassienne comme élément d'organisation du sens dans le croisement du football et la publicité   |
| <b>Performativity / Iconicity</b><br>Room 018  | O.SOKOLOVA Performative potential of the artistic avant-garde and political texts   |
|  | T.SATO Eiko Ishioka on aesthetic performativity, creativity, and mimesis  |
|  | S.G.PROSKURIN Performativity in earliest written texts  |
| <b>Semiotics and Consumption</b><br>Room 209   | F.VIDAL AULADELL Brand shaping mechanisms: Camper and Moritz as case studies of signification advertising   |
|  | K.E.RODRÍGUEZ El análisis semiológico aplicado al marketing o cómo descifrar los códigos culturales: las metodologías culturales de la semiótica  |
|  | L.C.P.SOUZA-M.O.DRIGO The subversion of the signing nature of the <i>charge</i> : for an interpretation of the sense potentiality via Peirce's semiotics  |
| <b>Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory</b><br>Room 112         | G.ZÁRATE-O.N.ESTRADA Of semiotic processes, meaning production and gender in politics: Mexican local congresswoman protest in 2015  |
|  | L.AGUILERA-E.DE LOS SANTOS Emotional argumentation and semiotic-discursive practices in the teachers' formation of the bachelor degree in secondary education   |
|  | A.GONZÁLEZ SALINAS An introduction to linguistic/cultural semiotics: (un-)predictability in translating English and Spanish journalistic texts  |
| <b>Semiotics of Multimodal Digital Texts</b><br>Room 106   | K.PÄRN Media convergence and emergence of new temporalities and spatialities in arts  |
|  | M.MERKULOVA The laws of semiotics in the structure of TV channels: a cultural and educational focus   |
|  | G.SYKES Transliteration and the multimodal display – an educative tool  |
| <b>Semiotics of Pop Culture in the 21st Century of Japan</b><br>Moderator: H.MUROI<br>Room 113       | H.MUROI Introduction: on semiosis in the pop culture world  |
|  | H.YOSHIOKA Power of the absurd: use and abuse of 'harmless' buffoons  |
|  | I.WAKUGAWA Mari Katayama: Self-portrait in between art and cos-play   |
| <b>Sign, Systems and Transmedia Storytelling</b><br>Room 003   | L.C.PIRES NETO Transmedia storytelling and heterotopias – the creation of "other spaces"  |
|  | R.MODZELEWSKI Have you ever questioned the nature of your reality? How "Westworld" engages transhumanist thought  |
|  | S.D.KIM, D.Y.KIM, M.KIM Semiotics and artificial intelligence: the post-narrativity in the era of 4 <sup>th</sup> industrial revolution   |
| <b>12:30-14:00</b>   |   |
| <b>Lunch</b> (lunch bags provided at the Faculty)  |   |
| <b>14:00-15:00</b>   | <b>FRIDAY</b>   |
| <b>PLENARY ROUNDTABLE</b>  | <i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i><br><b>The State of the Art of Semiotics</b><br>Plenary roundtable to wrap up the congress and plan the near future<br>L.E.BRUNI-P.COBLEY-J.E.FINOL-D.MARTINELLI |
| <b>15:30-16:00</b>   |   |
| <b>Coffee break</b>  | <i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>   |



| 16:00-17:30   |  | FRIDAY   |
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| <b>PARALLEL SESSIONS</b>  |  |  |
| <b>Convergence Technologique, Usagers et Conflit Cognitif</b><br><i>Room 002</i>                    | E.CORTÉS                                 | Convergencia tecnológica, posicionamiento y Webmarketing   |
|   | C.LARGO                                  | Metro space: description of the perceptive focus and typology of its passengers (Santiago, Chile)  |
|   | M.P.DONOSO                               | Culture populaire japonaise dans le Chili: contradictions d'une connexion entre le corps et les valeurs d'une société idéalisée                      |
| <b>Greimasian Semiotics and Current Affairs</b><br><i>Room 208</i>                                  | I.MERKOULOVA                             | Algirdas Julien Greimas et la sémiotique russe: heritage et actualité  |
|   | D.VAITIEKŪNAS                            | Algirdas Julien Greimas par Algirdas Julien Greimas : conversations en lituanien comme la tentation de l'autobiographie intellectuelle               |
|   | E.PIKKARAINEN                            | Greimas and Education  |
| <b>Semiotics and Consumption</b><br><i>Room 209</i>   | F.ANDACHT                                | Towards a Peircean redefinition of the social imaginary in the realm of YouTube: how to redeem a popular and vague theoretical notion                |
|   | G.TRISTÃO-C.PEREZ                        | Semiotics, branding and consumption: street signs and diversity on the catwalk   |
|   | L.C.P.SOUZA-M.O.DRIGO                    | The subversion of the signing nature of the <i>charge</i> : for an interpretation of the sense potentiality via Peirce's semiotics                   |
| <b>Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory</b><br><i>Room 112</i> | M.E.FLORES TREVIÑO-J.M.INFANTE BONFIGLIO | Social reality and fiction through art: the predictable and unpredictable in <i>El Infierno</i> , a film by Luis Estrada                             |
|   | M.CARDENAS OÑATE                         | The aesthetics of knowledge through the Afro-descendant ritual: a semiosphere of meanings, knowledge and eroticism in complexity and transdiscipline |
|   | R.A.DE SOUZA                             | The construction of the complex subject in the networks: a semiotic analysis of the hackeractivist pages in Latin America                            |
| <b>Semiotics of Multimodal Digital Texts</b><br><i>Room 106</i>                                     | A.PUCHKOVA                               | Avoiding things designed to attract: banner blindness in view of semiotics and signal detection theory   |
| <b>Semiotics of Pop Culture in the 21st Century of Japan</b><br><i>Room 113</i>                     | M.SATOW                                  | Street observation movements in Japanese popular culture   |
|   | F.AKIBA                                  | <i>Yosakoi-Soran</i> as a site of semiosis: from its relation to Japanese pop culture  |
| <b>Sign, Systems and Transmedia Storytelling</b><br><i>Room 003</i>                                 | R.R.GAMBARATO                            | Reflections on Peircean normative sciences and transmedia storytelling   |
|   | G.ALZAMORA                               | The role of Peircean pragmatism in the transmedia dynamics semiosis  |
|   | S.CARLUCCI                               | Physical movements and intangible flights  |
| 17:30-18:00   |  | FRIDAY   |
| <b>Farewell Toast</b> offered by the Embassy of Italy in Vilnius                                    |  | <i>Room 202 (Aula)</i>   |