

INTERNATIONAL CONFERENCE


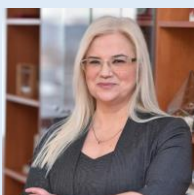
SEMIOSIS IN COMMUNICATION





New Challenges of Multimodality in the Digital Age

Bucharest, June 22-24, 2023



CONFERENCE PROGRAM*

THURSDAY, June 22, 2023


08:00-09:30	Registration – SNSPA (Bvd. Expozitiei, No. 30 A, District 1, Bucharest, Romania, https://snspa.ro/en/contact/), ground floor		
	SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES	SESSION 2	SESSION 3
09:30-11:00	PANEL 1 – Multimodality, Identity & Cultural Memory Coordinator: Sevinç GÜLSEÇEN & Füsün Deniz ÖZDEN Moderator: Sevinç GÜLSEÇEN & Füsün Deniz ÖZDEN	PANEL 1 – Communication and Social Interaction during The Global Pandemic Coordinator: Camelia Cmeciu Moderator(s): Camelia Cmeciu	PANEL 1 – Multimodality and Political Communication Coordinator: Gheorghe-Ilie Fârte & Daniel-Rareş Obadă Moderator(s): Gheorghe-Ilie Fârte & Daniel-Rareş Obadă
	Vasfiye ARSLAN & Sevinç GÜLSEÇEN HUMAN AND ICT FRIENDSHIP: SMART CITIZEN CONSCIOUSNESS	Giànnis (Ioannis) Karalàkos To Jab or Not to Jab. A multimodal analysis of semiotic objects regarding COVID19 vaccination	Ruxandra Buluc WHEN THEY GO LOW, WE GO FUNNY! A Multimodal Analysis of Humorous Memes Used to Counter Disinformation in the Russian-Ukrainian War
	Mürsel Sabancı, N. Elif Binici, Rahmi Melih Çörtük, & Mustafa Özsarı MULTIMODAL RESEARCH EXAMPLE: BALIKESİR NE10 CITY RESEARCH AND TECHNOLOGY DEVELOPMENT CENTER	Simona Bader & Gheorghe Jurj SEMIOTICS AND COMMUNICATION BETWEEN PHYSICIAN AND PATIENT IN DIGITAL ERA	Pop Saul Use of semiotics on the covers of Time Magazine when describing the war in Ukraine
	James Fong SOCIAL INDEXICALITY IN THE VISUAL COMPLEXITY OF STOREFRONT SIGNS: A field study in two Hong Kong’s shopping malls	Camelia Cmeciu Cartoon-based vaccination promotion strategies in Romania and online users’ engagement behavior. A multimodal approach	Gheorghe-Ilie Fârte & Daniel-Rareş Obadă War propaganda leitmotifs used by Russia and Ukraine after Russia’s invasion of Ukraine
11:00-11:30	OPENING REMARKS – MULTIFUNCTIONAL ROOM 1 (ground floor) Local Speakers: <div>  Remus PRICOPIE – Rector, National University of Political Studies and Public Administration (SNSPA), Romania </div> <div>  Alina BÂRGĂOANU – Dean, Faculty of Communication and Public Relations (FCRP), SNSPA, Romania </div> Invited Speakers: <ul style="list-style-type: none"> Paul COBLEY (U.K.) – IASS-AIS President; Deputy Dean Research & Knowledge Exchange at Middlesex University (U.K.) Jean-Marie KLINKENBERG (Belgium) - Member of the Royal Academy of Belgium; Groupe µ, University of Liège (Belgium); Kay O’HALLORAN (U.K.) - University of Liverpool(U.K.), Chair Professor and Head of Department of Communication and Media in the School of the Arts; Robert K. LOGAN (Canada) - Professor Emeritus, Department of Physics, University of Toronto; Chief Scientist at the Strategic Innovation Lab (sLab) at the Ontario College of Art and Design; David MACHIN - Institute of Corpus Studies and Applications. Shanghai International Studies University, China; Professor of Media and Communciation at Örebro University, Sweden; KRISTIAN BANKOV (Bulgaria) - Secretary general of IASS-AIS; Professor of Semiotics at New Bulgarian University and Department Chair of the Southeast European Center for Semiotic Studies; Massimo LEONE (Italy) - Professor of Philosophy of Communication and Cultural Semiotics at the Department of Philosophy and Educational Sciences, University of Turin, Italy; Director of the Center for Religious Studies, "Bruno Kessler Foundation", Trento, Italy; Evangelos KOURDIS (Greece) - Professor in Translation Semiotics at the School of French Language and Literature, Faculty of Philosophy, Aristotle University of Thessaloniki, Greece. / Moderator: Nicolae-Sorin DRĂGAN - Local host, National University of Political Studies and Public Administration (SNSPA), Romania		

11:30-12:30		KEYNOTE LECTURE - PAUL COBLEY – (to be displayed) / Moderator: Kristian BANKOV		
12:30-14:00	LUNCH BREAK			
14:00-15:00		KEYNOTE LECTURE - Jean-Marie KLINKENBERG: Text-image multimodality: an attempt at systematization / Moderator: Massimo LEONE		
15:00-16:30	PANEL 2 – Aesthetics and memory: semiotics of sociocultural processes Coordinator: Geoffrey Sykes Moderator: Geoffrey Sykes		PANEL 2 – Multimodality, Intermediality, & (Trans)Mediation Coordinator: Zoe Hurley Moderator: Zoe Hurley	PANEL 2 – Multimediality, Identity, & Intercultural Mediation Coordinator: Jacopo Castaldi Moderator: Jacopo Castaldi
	Didier Tsala Effa Ellipses, gaps, allusions as a semiotics basis in digital age. The contribution of Merleau Ponty and cognitive sciences		Zoe Hurley A Semiotic Study of the Multimodal ‘Citysphere’: Screens-within-Screens	Elena S. Lazaridou THE CROSS-CULTURAL COMMUNICATION OF NATIONAL IDENTITY THROUGH MULTIMODAL TEXTS OF YOUTUBE ADS
	Emanuele Fadda & Danilo Petrassi Memes between studium and punctum. The Office case: when a TV series becomes a meme		Tigran Simyan THE MULTIMODALITY OF THE PRESENTATION OF OLD TIFLIS/SOVIET TBILISI (BY EXAMPLE FILMS OF SERGEI PARAJANOV)	Eleni D. Lazaridou Digital forget-me-nots: A multimodal analysis of death rituals and aging in online games
	Geoffrey Sykes (40 minutes) & Adela Marian (art performer) Multimodality and Consciousness		Thomas Bardakis Major thematic groups of characters in greek cinema: A semiotic approach	Jacopo Castaldi & Iokasti C. Foundouka YOUTUBE DIGITAL SPACES: A FORM OF CONTEMPORARY GLOBAL AGORA? A case study of the documentary Greece: The Hidden War
16:30-17:00	COFEE BREAK			
17:00-18:00		KEYNOTE LECTURE - Kay O’HALLORAN: Context-Based Multimodal Information Fusion: A Case Study in Liverpool / Moderator: Evangelos KOURDIS		
18:00-19:30	PANEL 3 – New Challages of Digital Faces Coordinator: Massimo Leone Moderator: Neyla Graciela Pardo Abril		PANEL 3 – Multimodality and Political Communication Coordinator: Nicolae-Sorin Drăgan & Evripides Zantides Moderator: Nicolae-Sorin Drăgan & Evripides Zantides	PANEL 3 – Multimodal Learning Coordinator: Maria-Ionela Neagu & Maria-Cristina Gafu Moderator: Maria-Ionela Neagu & Maria-Cristina Gafu
	Giovanni Pennisi & Baal Delupi Re-humanizing narratives: multimodal construction of race and the role of protest		Evripides Zantides Reading Between the Lines: Multimodality and Logotypes in the Presidential Campaigns of Cyprus in February 2023	Maria-Ionela Neagu & Maria-Cristina Gafu PROJECTING CULTURAL DIMENSIONS USING Lego® Serious Play®
	Gabriele Marino Capitalist faciality—Is there no alternative? Identity beyond the face in the digital age		Nicolae-Sorin Drăgan Emotional Mediation in the Construction of Political Personae	Peter Flynn MULTIMODALITIES OF PRACTICE. Project-Based-Learning in the Digital Age
	Cristina Voto Facing the Intrauterine. Facial semiotics in the communication of humanness		Mustafa Özsari A MULTIMODAL COMMUNICATION AND PROPAGANDA MODEL IN TURKIYE BETWEEN 1932-1951: THE PEOPLE’S HOUSES	Irina-Ana Drobot USING VIDEOS FOR FOREIGN LANGUAGE TEACHING: A MULTIMODAL SEMIOTIC APPROACH
			Vladimir Feshchenko & Olga Sokolova THE POETRIES OF PROTEST. Multimodal deixis in poetic communication	Carlos Vidales Building communication as a transdisciplinary concept from cybersemiotics
20:00-22:00		GALA DINNER - Pullman Bucharest World Trade Center / PARIS BUCAREST BRASSERIE / 10 Montreal square, District 1, Bucharest		



FRIDAY, JUNE 23, 2023

	SESSION 1 – FACETS (Face Aesthetics in Contemporary E-Technological Societies) / ERC Project	SESSION 2	SESSION 3
09:00-10:30	PANEL 1 – New Challenges of Digital Faces Coordinator: Massimo Leone Moderator: Neyla Graciela Pardo Abril	PANEL 1 – Multimodal Interaction: Multimodality, Intermediality, & (Trans)Mediation Coordinator: Loukia Kostopoulou Moderator: Loukia Kostopoulou	PANEL 1 – Multimodal Meaning Making in Digital Environments Coordinator: Cuşnir Camelia Moderator: Cuşnir Camelia
	Neyla Graciela Pardo Abril FACES OF ABSENCE. Forced disappearance and reenounters	Paula Ramalho Almeida THIS IS NOT A SCREEN. Some considerations on perception, semiosis, and cinema	Cuşnir Camelia Tik Tok design: a multimodal semiotic approach
	Francesco Piluso THE REFLEXIVE VALUE OF FACE ACROSS THE ARTS. Multimodality and Remediation in Artistic Portrait	Loukia Kostopoulou & Maria-Ilia Katsaridou MEDIATING HUMOUR ACROSS MEDIA: Exploring <i>The Addams Family</i> Universe	Irini Koutrouba Tik Tok semiotics. A case of mixed couples’ intercultural identity (co)construction and emotions expression
	Silvia Barbotto Multimodal semiotic configurations about portrait	Martha Celina Arvizu Mendoza FROM THE STORYTELLING TO TRANSMEDIA MULTIVERSE THROUGH INTERTEXTUALITY	Daria Arkhipova AI recommendations impacting individual and social practices of the Z generation on Social media: a comparative analysis of Estonia, Italy, and the Netherlands using Semiotic tools
		José Luis Valencia González AMLO and the Fourth Transformation in Mexico. The political war of post-truths	Søren Vigild Poulsen What makes ‘critical social semiotic studies’ of digital technologies critical?
10:30-11:30	 KEYNOTE LECTURE – Massimo LEONE: <i>Faces and Filters: The Semiotics of Digital Appearances</i> / Moderator: Evripides ZANTIDES		
11:30-13:00	PANEL 2 – New Challenges of Digital Faces Coordinator: Massimo Leone Moderator: Gianmarco Thierry Giuliana	PANEL 2 – Narrativity & Multimodal Communication Coordinator: Eric Gilder Moderator: Eric Gilder	PANEL 2 – Multimodality and Intercultural Mediation Coordinator: Florinela Floria Moderator: Florinela Floria
	Remo Gramigna IN THE FACE OF DEATH. The Aesthetics of Faciality in the Digital Afterlife	Eric Gilder Camp Displays via a Post-War Technological Bricolage of Screen and Sound: The Semiotics of Scopitone’s Video Jukebox	Alec Kozicki Umwelt in an umwelt and the co-development within an immersive virtual environment
	Federico Bellentani Facing death. A semiotic investigation of digital memorials and commemorative practices centred on the face	Ganna Tashchenko INTERMEDIAL JOURNEY OF FLASH AS A SIGN OF SHIFT IN THE TRADITIONAL GENDER NARRATIVE	Florinela Floria INTANGIBLE CULTURAL HERITAGE – A MULTIMODAL RHETORICS
	Gianmarco Thierry Giuliana MULTIMODAL PERSUASION AND TRANSLATION OF DIGITAL FACES IN VIRTUAL CONTEXTS	Paolo Bertetti (INTER)MEDIATING SANCTITY. The media adventures of Saint Giovanni Bosco	ABDALLAH-TANI KADDOUR The semiotics of virtual public space. Virtual pictures of the Algerian presidential elections to December 2019
		Yicun Jiang Inter-mediality and Inter-semiotic Translation in Traditional Chinese Literati Paintings	Jason Cronbach Van Boom Modeling “thinking worlds”. Set theoretic foundations for modeling Juri Lotman’s conception of texts as dynamic intelligence systems
13:00-14:30	LUNCH BREAK		
14:30-15:30	 KEYNOTE LECTURE – David MACHIN: <i>Striking poses to change the world: examining symbolic political activism on social media</i> / Moderator: Massimo LEONE		
15:30-17:00	PANEL 3 – SEMIOTICS. SPACE AND TIME. IN MEMORY OF PIERRE PELLEGRINO Organized by: International Association for the Semiotics of Space and Time (IASSp+T) Coordinator: Dragana Vasilski Moderator: Dragana Vasilski	PANEL 3 – Multimodal Literacies Across Digital Learning Contexts Coordinator: Sophia Gorla Moderator: Sophia Gorla	PANEL 3 – Multimodal Media & Advertising Coordinator: Rossana De Angelis Moderator: Rossana De Angelis
	Josep Muntañola Thornberg, Magda Saura Carulla, Regina Garcia, & Margaret Krawencka INTERLOCATION BETWEEN PLACES AND BODIES, THE SEMIOTICS OF ARCHITECTURE AND THE AI	Alexandra Milyakina ANARCHY AS ORDER: THE TRANSFER OF AGENCY IN MULTIMODAL LEARNING	Rossana De Angelis Multimodality in popular science journalism: a survey of French magazines
	Tatjana Kosić	Sophia Gorla	Raluca Varlan



	ARCHITECTURE. MATHEMATICS. SEMIOTICS	ISSUES OF ASSESSING STUDENTS’ MULTIMODAL COMPOSITIONS. Practices and implications to multimodal teaching and learning approach in tertiary education	The Accumulation of Details in Contemporary Photography. Towards an Aesthetics of the Particular
	Dragana Vasilski A KNOWLEDGE OF ARCHITECTURE AS THE SEMIOTIC DISCOURSE	Charity Turano & Jean Saludadez CYBERBULLYING AMONG YOUNG DIGITAL NATIVES IN TWITTER: A SEMIOTIC EXPLORATION OF THEIR PARTICIPATION AND NON-PARTICIPATION	George Damaskinidis THE RHETORIC OF VERBO-VISUAL METAPHORS IN MULTIMODAL ADVERTISING
	NORA LEFA Empty signifier as a sign	Mohammed EL Nadir Abdallah Tani The semiotic rooting of the subject of media and communication: An Approach to the Interpretive Determinism Theory of Communication for Digital Space	Aliki Apostolidou The Power of Deloitte’s Green Dot. How a common punctuation mark is framed and became a global branding symbol
17:00-17:30	COFEE BREAK		
17:30-18:30	<div><div>KEYNOTE LECTURE – Robert K. LOGAN: <i>Semiotics from a Media Ecology Point of View and McLuhan’s Notion that “The Medium is the Message”</i> / Moderator: Nicolae-Sorin DRĂGAN</div></div>		



SATURDAY, JUNE 24, 2023			
	SESSION 1 - SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: NEW PERSPECTIVES	SESSION 2	
09:00-10:00	<div><div>KEYNOTE LECTURE – Kristian BANKOV: <i>The Semiotic Economy of Time and Temporality in Digital Age</i> / Moderator: Evripides ZANTIDES</div></div>		
10:00-11:30	PANEL 1 – SEMIOTICS. SPACE AND TIME. IN MEMORY OF PIERRE PELLEGRINO Organized by: International Association for the Semiotics of Space and Time (IASSp+T) Coordinator: Dragana Vasilski Moderator: Dragana Vasilski	PANEL 1 – Multimodal Creativity in the Digital Environments Coordinator: Monica Bîră, Maria-Ramona Ignat, & Corina Buzoianu Moderator: Monica Bîră, Maria-Ramona Ignat, & Corina Buzoianu	PANEL 1 – Multimodality and Political Communication Coordinator: Cătălina Niculescu & Florența Toader Moderator: Cătălina Niculescu & Florența Toader
	Ružica Bogdanović Semiotics and (or) Multimodal Learning	Monica Bîră, Maria-Ramona Ignat, Corina Buzoianu, & Andrei-Octavian Ghețu Unveiling Meaning in Creative Industries: An Exploratory Study on the Gig Economy in Romania	Cătălina Niculescu, Florența Toader, & Mihaela Rusu Storytelling and national identity in Head of states’ New Year discourse: A multimodal analysis approach
	Olga Lavrenova COLORISTIC SEMANTICS OF THE URBANSCAPE	Eugen Istodor The man and his apps	Alina-Mirela Pascu Symbolspeak in Visual Political Communication
	Hee Sook LEE-NIINIOA SEMIOTIC COMMUNICATIONS ON EPHEMERAL SPACES IN CULTURAL LANDSCAPES: THE KOREAN DEMILITARIZED ZONE (DMZ)	Halyna Zymovets Multimodality as a strategy for company image creation	Mihaela Rusu & Cătălina Niculescu Discourse as a Way to Legitimize the Annexation of Crimea: A Semantic Discourse Analysis
	Vera Kuznetsova, Sergey Chebanov (<i>video recording</i>) MULTIMODAL SENSORY IMAGES IN THE POETRY OF A. RIMBAUD	VI THI PHUONG Ethnic policy for ethnic minorities in the journalism: A breakthrough in policy implementation	Mikhail Ilyin Performative and pragmatic aspects of multimodal semiosis of political settlements and treaties
11:30-12:30	<div><div>KEYNOTE LECTURE – Evangelos KOURDIS: <i>Multimodal, Polysemiotic, Multisemiotic: a Necessary Demarcation for Semiotic and Translation Studies</i> / Moderator: Kristian BANKOV</div></div>		
12:30-13:00	FAREWELL ADDRESS - MULTIFUNCTIONAL ROOM 1 (ground floor)		

SOCIAL EVENT

SATURDAY, JUNE 24, 2023	
	Social Event
20:00-22:00	<div><div>EARTH RISING</div><div>Performed by Adela MARIAN; Devised by Geoffrey SYKES</div><div>The earth from fresh perspective. A multi-form show. Aerial dance, poetry, image, music. Hope and history.</div></div> <div>Place: Pole Dance and Aerial Studio - the_Gecko_Studio Victor Eftimiu Street nr 2, 4th floor, room 43-45. The location is in the center of the city next to Cișmigiu Park. / all participants are invited - free entry</div>



SOCIAL EVENT

SUNDAY, JUNE 25, 2013

07:00 -19:00	Social Event
	A short trip to Bran (Dracula's) Castle - Bran (Dracula's) Castle / for survivors

ORGANIZERS:

Hosted by: **National University of Political Studies and Public Administration** (SNSPA), Bucharest, Romania

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:

- **SemioLab** - Semiotics Laboratory affiliated with Aristotle University in Thessaloniki, Greece;



- **Southeast European Center for Semiotic Studies** (SEECSS) at New Bulgarian University (NBU), Sofia, Bulgaria;



- **Semiotics and Visual Communication Research Lab** at Cyprus University of Technology



- **The Department of Communication and Public Relations** from the Faculty of Philosophy and Social-Political Sciences at the “Alexandru Ioan Cuza” University of Iași, Iași (RO)



- **Romanian Association of Semiotic Studies, Romania** (ROASS)





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