

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

8:00-9:00	
REGISTRATION	<i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>
9:00-10:30 MONDAY	
MASTER LECTURES <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
10th Conference of NASS <i>Moderators: A.SEMENENKO, I.SAHAKYAN, L.E.BRUNI, M.TØNNESSEN</i> <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
13th Symposium SemTra2017 <i>Moderators: P.KUKKONEN, R.HARTAMA-HEINONEN</i> <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?
PARALLEL SESSIONS	
Digital Age in Semiotics & Communication <i>Moderator: K.BANKOV</i> <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?
Geo- Carto- and Atlas-Semiotics <i>Moderators: G.BECONYTĖ, M.HUCH, A.WOLODTSCHENKO</i> <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
Greimasian Semiotics and Current Affairs <i>Moderators: J.FONTANILLE, D.GLUŠČEVSKIJ, P.JEVSEJEVAS, N.KERŠYTĖ, E.LANDOWSKI, J.LEVINA, J.KATKUVIENĖ, A.ZINNA</i> <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
Learning as Adaptation <i>Moderators: A.STABLES, A.OLTEANU</i> <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
(La) Producción Circulación y Consumo de la Semiótica en América Latina y España <i>Moderator: R.DEL VILLAR</i> <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
(The) Role of Semiotics in the Animation of Cultural Heritages <i>Moderators: E.TARASTI, J.-M.JACONO, P.KUKKONEN, R.MONTEIRO</i> <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
Semiotics and Semiotics <i>Moderator: D.TETERS</i> <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

Semiotics and Theory of Forms: Tribute to Martin Krampen <i>Moderators: P.BOUISSAC, P.PELLEGRINO, L.TCHERTOV</i> <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?
To Think, To Speak, To Write <i>Moderator: S.PETRONIENÉ</i> <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
10:30-11:00	
Coffee break	
11:00-12:30 MONDAY	
MASTER LECTURES <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
10th Conference of NASS <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
13th Symposium SemTra2017 <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?
PARALLEL SESSIONS	
Art Therapy and Narrative Tools <i>Moderators: R.CATERINA, U.VARANKAITĖ</i> <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?
Digital Age in Semiotics & Communication <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
Geo- Carto- and Atlas-Semiotics <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
Greimasian Semiotics and Current Affairs <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
Learning as Adaptation <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"
(La) Producción Circulación y Consumo de la Semiótica en América Latina y España <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 semiótica de Signis</i>
(The) Role of Semiotics in the Animation of Cultural Heritages <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
Semiotics and Semiotics <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

<i>Room 209</i>	H.TIAN Understanding sign in another context: a model of recontextualization
Semiotics and Theory of Forms: Tribute to Martin Krampen <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
To Think, To Speak, To Write <i>Moderator: P.RESTANEO</i> <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
12:30-14:00	
Lunch (<i>lunch bags provided at the Faculty</i>)	
14:00-15:00	MONDAY
<i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i>	
KEYNOTE LECTURE	Transdisciplinarity as Solution to the Challenges of Contemporary World B.NICOLESCU
15:30-16:00	
Coffee break	<i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>
16:00-17:30	MONDAY
10th Conference of NASS <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
13th Symposium SemTra2017 <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
PARALLEL SESSIONS	
Art Therapy and Narrative Tools <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"
Digital Age in Semiotics & Communication <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
Learning as Adaptation <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
Modelling in Digital Humanities <i>Moderators: A.CIULA, A.OLTEANU</i> <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
(La) Producción Circulación y Consumo de la Semiótica en América Latina y España <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.ESCUADERO CHAUVEL La Semiótica Latinoamericana: de la practica a la teoría
(The) Role of Semiotics in the Animation of Cultural Heritages <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

	J.ZAPRUCKI The strange heritage: the relation between German cultural heritage in Polish Silesia and its regional identity
Semiotics and Semiotics <i>Moderator: O.LESICKA</i> <i>Room 209</i>	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>
Semiotics and Theory of Forms: Tribute to Martin Krampen <i>Room 018</i>	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
Table-ronde: La sémiotique structurale dans le concert des sciences <i>Room 208</i>	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
To Think, To Speak, To Write <i>Moderator: S.PETRILLI</i> <i>Room 002</i>	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
SOCIAL PROGRAM	
19:00	MONDAY
<i>Contemporary Art Gallery "POST Gallery", Laisvės av. 51A</i>	
The World as a Semiotician Sees It Opening of the exhibition dedicated to the 100th birth anniversary of A.J.Greimas	

TUESDAY, June 27

9:00-10:30	TUESDAY
MASTER LECTURES <i>Room 202 (Aula)</i>	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
13th Symposium SemTra2017 <i>Room 113</i>	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
PARALLEL SESSIONS	
Cybersemiotics <i>Moderators: C.VIDALES, S.BRIER</i> <i>Room 004</i>	S.BRIER The need of the autopoietic cybernetics for biosemiotics to become embodied
	B.NICOLESCU Transdisciplinary realism
	C.JACQUES Visualizing the cybersemiotic experience
Digital Age in Semiotics & Communication <i>Room 112</i>	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
Learning as Adaptation <i>Room 016</i>	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

Modelling in Digital Humanities <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
(La) Producción Circulación y Consumo de la Semiótica en América Latina y España <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
(The) Role of Semiotics in the Animation of Cultural Heritages <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
Semiotics and Semiotics <i>Moderator: T.LATES</i> <i>Room 209</i>	T.LATES Transdisciplinarity and recessivity: a semiotic approach to cyberspace
	V.GVOŽDIAK Similarity between existential and token:token model
	C.SQUILLACE Dialogue in translation as a fundamental device in crossculturality
Semiotics and Theory of Forms: Tribute to Martin Krampen <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
Table-ronde: La sémiotique structurale dans le concert des sciences <i>Room 208</i>	A.ZINNA La sémiotique du vivant
	W.BEIVIDAS Sémiotique et psychanalyse. L'univers thymique et ses enjeux
	I.DARRAULT Greimas et l'éthologie humaine
To Think, To Speak, To Write <i>Moderator: M.LOTMAN</i> <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
10:30-11:00	
Coffee break	
11:00-12:30 TUESDAY	
MASTER LECTURES <i>Room 202 (Aula)</i>	11:00-11:45 A.STABLES Notes towards a semiotic theory of learning
	11:45-12:30 Discussion
1st Roundtable NASS <i>Room 213</i>	
13th Symposium SemTra2017 <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
PARALLEL SESSIONS	
Cybersemiotics <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
Digital Age in Semiotics & Communication <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
Modelling in Digital Humanities <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
Poster Session	G.BECONYTĖ Use of entity-relationship models for cartographic modeling

<i>Ground floor corridor</i>	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
(La) Producción Circulación y Consumo de la Semiótica en América Latina y España <i>Room 003</i>	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
(The) Role of Semiotics in the Animation of Cultural Heritages <i>Room 106</i>	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
Semióticas de las Mediatizaciones <i>Moderator: N.G.PARDO ABRIL</i> <i>Room 016</i>	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
Semiotics and Semiotics <i>Moderator: H.YU</i> <i>Room 209</i>	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
Semiotics and Theory of Forms: Tribute to Martin Krampen <i>Room 018</i>	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
Table-ronde: La sémiotique structurale dans le concert des sciences <i>Room 208</i>	M.DENI La sémiotique générative dans la construction des sciences du design
	S.D.KIM L'actualité de la sémiotique de Greimas pour les sciences de l'urbanisme
	E.TARASTI Musicologie et sémiotique
To Think, To Speak, To Write <i>Moderator: R.DAYLIGHT</i> <i>Room 002</i>	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>
12:30-14:00	
Lunch	<i>The National Kaunas Drama Theatre, Laisvės av. 71</i>
14:00	TUESDAY
OPENING CEREMONY AND RECEPTION	

WEDNESDAY, June 28

9:00-10:30	WEDNESDAY
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MASTER LECTURES <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
PARALLEL SESSIONS	
Biosemiotics in Dialogue <i>Moderators: K. KULL, M.TØNNESSEN, T.MARAN</i> <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 autopoiesis agency
Homage to John Deely <i>Moderator: G.SONESSON</i> <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
In Memory of Michel Arrivé <i>Moderator: A.HÉNAULT</i> <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
Reconceptualizing Cultural Heritage in the Semiosphere <i>Moderators: H.S.LEE-NIINIOJA, M.HAŁADEWICZ-GRZELAK</i> <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
(The) Role of Semiotics in the Animation of Cultural Heritages <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
Semióaticas de las Mediatizaciones <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
Semiotics and Semiotics <i>Moderator: M.AFAF</i> <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
Sociosemiótica, Interdisciplina y Transdisciplina <i>Moderator: M.T.DALMASSO</i> <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
To Listen, To Play, To Dance <i>Moderator: J.GRIMALT</i> <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
To See, To Design, To Build <i>Moderator: R.FULLER</i> <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
(A) Transdisciplinary Study on the Contagion of Cultures <i>Moderators: S.D.KIM, P.LARDELLIER, G.S.PARK</i> <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
10:30-11:00	
Coffee break	
11:00-12:30	WEDNESDAY

MASTER LECTURES <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 ?
10th Conference of NASS <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
PARALLEL SESSIONS	
Biosemiotics in Dialogue <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
Homage to John Deely <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
Humanism and Humanists without Borders <i>Moderators: P.KUKKONEN, R.HARTAMA-HEINONEN</i> <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
(The) New Paradigm of Existential Semiotics <i>Moderators: E.TARASTI, K.BANKOV, E.M.WĄSIK</i> <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
Reconceptualizing Cultural Heritage in the Semiosphere <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
Semióticas de las Mediatizaciones <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
Semiotics and Semiotics <i>Moderator: J.G.GRIFFIN</i> <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
Sociosemiótica, Interdisciplina y Transdisciplina <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
To Listen, To Play, To Dance <i>Moderator: R.CATERINA</i> <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
To See, To Design, To Build <i>Moderator: T.REMM</i> <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
(A) Transdisciplinary Study on the Contagion of Cultures <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

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

Room 016	referentiality, autocommunication and regimes of signification
To Listen, To Play, To Dance Moderator: D.RÖHE 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
To See, To Design, To Build Moderator: M.L.SOLÍS ZEPEDA 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>
(A) Transdisciplinary Study on the Contagion of Cultures 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	
17:30-19:00	
1st Edition of the Fair of Semiotic Journals <i>Ground floor corridor</i>	
SOCIAL PROGRAM	
20:00	WEDNESDAY
<i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i>	
Cross-Inter-Multi-Trans Explorations in Piano Music – A Recital of Crossovers and Contaminations	

THURSDAY, June 29

9:00-10:30		THURSDAY
MASTER LECTURES 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
10th Conference of NASS 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	
PARALLEL SESSIONS		
Biosemiotics in Dialogue Room 004	M.TØNNESEN 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	
Greimasian Semiotics and Current Affairs 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	
John Deely in Review Moderator: D.FAVAREAU 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	
(The) New Paradigm of Existential Semiotics 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	
Reconceptualizing Cultural	M.NET <i>Progressive New York</i> and <i>Belle Epoque</i> Bucharest: a few grounds for	

Heritage in the Semiosphere <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
Semiotics and Semiotics <i>Moderator: V.V.FESHCHENKO</i> <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
To Coexist, To Participate, To Change <i>Moderator: C.GRECO</i> <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
To First, To Second, To Third <i>Moderator: I.MLADENOV</i> <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
To Listen, To Play, To Dance <i>Moderator: S.KIM</i> <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
To See, To Design, To Build <i>Moderator: M.THIBAUT</i> <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
To Watch, To Act, To Direct <i>Moderator: G.WITHALM</i> <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
10:30-11:00	
Coffee break	
11:00-12:30 THURSDAY	
MASTER LECTURES <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
2nd Roundtable NASS <i>Room 213</i>	
PARALLEL SESSIONS	
Biosemiotics in Dialogue <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
East Meets West <i>Moderator: J.ZHANG</i> <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
Greimasian Semiotics and Current Affairs <i>Room 208</i>	N.KERŠYTĖ Sémiotique et critique de l'idéologie
	I.PEZZINI Sémiotique, nouvelles technologies et "digital studies"
	A.PERUSSET L'éthique en sémiotique : une affaire de styles et de forms de vie
Image and Social Inclusion <i>Moderators: R.CHIACHIRI,</i>	R.CHIACHIRI Semiotic power of image
	S.PERSICHETTI The image of the President

S.PERSICHETTI, M.SANTOS <i>Room 017</i>	M.SANTOS, R.BERNARDO, C.COELHO Proposal of a collaborative network for poetic audiodescription of visual and audiovisual art
John Deely in Review <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
(The) New Paradigm of Existential Semiotics <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
Reconceptualizing Cultural Heritage in the Semiosphere <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
Semiotics and Consumption <i>Moderators: C.PEREZ, P.HELLÍN, P.GOMEZ</i> <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?
To Coexist, To Participate, To Change <i>Moderator: V.K.ZHANG</i> <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
To First, To Second, To Third <i>Moderator: P.BORGES</i> <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
To Watch, To Act, To Direct <i>Moderator: M.KŘÍŽ</i> <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 st century films: a semiotic approach
12:30-14:00	
Lunch	<i>The National Kaunas Drama Theatre, Laisvės av. 71</i>
14:00-15:00 THURSDAY	
PLENARY ROUNDTABLE	Semiotics Today: Witness or Actor? Plenary roundtable in honor of A.J.Greimas's 100th anniversary J.FONTANILLE-E.LANDOWSKI-M.LEONE
15:30-16:00	
Coffee break	<i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>
16:00-17:30 THURSDAY	
10th Conference of NASS <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
PARALLEL SESSIONS	
Biosemitotics in Dialogue <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

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

FRIDAY, June 30

9:00-10:30	FRIDAY
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MASTER LECTURES <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
10th Conference of NASS <i>Room 213</i>	M.TØNNESEN Umwelt theory revisited – contemporary Uexküllian thought in 10 points
	A.RAHMANOVA The novelistic force according to Lotman: from chronotope to semiosphere
PARALLEL SESSIONS	
Greimasian Semiotics and Current Affairs <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
Image and Social Inclusion <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
Performativity / Iconicity <i>Moderator: V.V.FESHCHENKO</i> <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
Semiotics and Consumption <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
Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory <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
Semiotics of Multimodal Digital Texts <i>Moderators: M.LEBEDEVA, I.MERKOULOVA</i> <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
Sign, Systems and Transmedia Storytelling <i>Moderator: C.ALMEIDA</i> <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
To Algirdas, To Julius, To Greimas <i>Moderator: W.BEIVIDAS</i> <i>Room 002</i>	W.BEIVIDAS 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
To Coexist, To Participate, To Change <i>Moderator: T.BOYKO</i> <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?
To First, To Second, To Third <i>Moderator: G.GOMES</i> <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
10:30-11:00	
Coffee break	
11:00-12:30 FRIDAY	
MASTER LECTURES	11:00-11:45 Z.WAŚIK Natural and cultural layers in the semiotic becoming of language(s)

Room 202 (Aula)	11:45-12:30 Discussion
Conclusions and General Assembly of NASS	
Room 213	
PARALLEL SESSIONS	
Convergence Technologique, Usagers et Conflit Cognitif Moderator: R.DEL VILLAR 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
Greimasian Semiotics and Current Affairs 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
Performativity / Iconicity 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
Semiotics and Consumption 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
Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory 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
Semiotics of Multimodal Digital Texts 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
Semiotics of Pop Culture in the 21st Century of Japan Moderator: H.MUROI 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
Sign, Systems and Transmedia Storytelling 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 th industrial revolution
12:30-14:00	
Lunch (lunch bags provided at the Faculty)	
14:00-15:00	FRIDAY
PLENARY ROUNDTABLE	<i>KTU Centre of Cultural Activities and Events, Laisvės av. 13</i> The State of the Art of Semiotics Plenary roundtable to wrap up the congress and plan the near future L.E.BRUNI-P.COBLEY-J.E.FINOL-D.MARTINELLI
15:30-16:00	
Coffee break	<i>KTU Faculty of Social Sciences, Arts and Humanities, A. Mickevičiaus str. 37</i>

16:00-17:30		FRIDAY
PARALLEL SESSIONS		
Convergence Technologique, Usagers et Conflit Cognitif <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	
Greimasian Semiotics and Current Affairs <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	
Semiotics and Consumption <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	
Semiotics from the Viewpoint of Transdisciplinarity and Complexity Theory <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	
Semiotics of Multimodal Digital Texts <i>Room 106</i>	A.PUCHKOVA Avoiding things designed to attract: banner blindness in view of semiotics and signal detection theory	
Semiotics of Pop Culture in the 21st Century of Japan <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	
Sign, Systems and Transmedia Storytelling <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
Farewell Toast offered by the Embassy of Italy in Vilnius		<i>Room 202 (Aula)</i>