INTERNATIONAL CONFERENCE

SEMIOSIS IN COMMUNICATION
New Challenges of Multimodality in the Digital Age

Bucharest, June 22-24, 2023

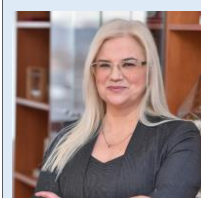## CONFERENCE PROGRAM*

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

09:30-11:00	**PANEL 1 – Multimodality, Identity & Cultural Memory** Coordinator: Sevinç GÜLSEÇEN & Füsün Deniz ÖZDEN Moderator: Sevinç GÜLSEÇEN & Füsün Deniz ÖZDEN	**PANEL 2 – Communication and Social Interaction during The Global Pandemic** Coordinator: Camelia Cmeciu Moderator(s): Camelia Cmeciu	**PANEL 3 – Multimodality and Political Communication** Coordinator: Gheorghe-Ilie Fârte & Daniel-Rareș Obadă Moderator(s): Gheorghe-Ilie Fârte & Daniel-Rareș 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-Rareș Obadă** War propaganda leitmotifs used by Russia and Ukraine after Russia's invasion of Ukraine
	Aleksandra V. Gorbacheva ON THE INTERPRETATION OF INDEXICAL SIGNS IN MULTIMODAL TEXTS. Why the forensic linguists need the semiotic literacy		

11:00-11:30	**OPENING REMARKS** – **MULTIFUNCTIONAL ROOM 1** (ground floor) Local Speakers:

Remus PRICOPIE – Rector, National University of Political Studies and Public Administration (SNSPA), Romania

Alina BÂRGĂOANU – Dean, Faculty of Communication and Public Relations (FCRP), SNSPA, Romania

Invited Speakers:

- **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**

	SESSION 2		
15:00-16:30	**PANEL 1 – 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 3 – Muiltimodality, 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**		

	SESSION 3		
18:00-19:30	**PANEL 1 – New Challages of Digital Faces / FACETS (Face Aesthetics in Contemporary E-Technological Societies) / ERC Project** Coordinator: Massimo Leone Moderator: Neyla Graciela Pardo Abril	**PANEL 2 – 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 Özsarı** 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 4		
09:00-10:30	**PANEL 1 – New Challages of Digital Faces / FACETS (Face Aesthetics in Contemporary E-Technological Societies) / ERC Project** Coordinator: Massimo Leone Moderator: Neyla Graciela Pardo Abril	**PANEL 2 – Multimodal Interaction: Multimodality, Intermediality, & (Trans)Mediation** Coordinator: Loukia Kostopoulou Moderator: Loukia Kostopoulou	**PANEL 3 – Multimodal Meaning Making in Digital Environments** Coordinator: Cușnir Camelia Moderator: Cușnir Camelia
	Neyla Graciela Pardo Abril FACES OF ABSENCE. Forced disappearance and reencounters	**Paula Ramalho Almeida** THIS IS NOT A SCREEN. Some considerations on perception, semiosis, and cinema	**Cușnir 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 *The Addams Family* 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**: *Faces and Filters: The Semiotics of Digital Appearances* **/ Moderator**: **Evripides ZANTIDES**		
	SESSION 5		
11:30-13:00	**PANEL 1 – New Challages of Digital Faces / FACETS (Face Aesthetics in Contemporary E-Technological Societies) / ERC Project** Coordinator: Massimo Leone Moderator: Gianmarco Thierry Giuliana	**PANEL 2 – Narrativity & Multimodal Communication** Coordinator: Eric Gilder Moderator: Eric Gilder	**PANEL 3 – Multimodality and Intercultural Mediation** Coordinator: Florinela Floria Moderator: Florinela Floria
	Remo Gramigna The Hidden Layer of AI: From Physiognomic Perception to Algorithmic Likeness	**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	**Aliki Apostolidou** The Power of Deloitte's Green Dot. How a common punctuation mark is framed and became a global branding symbol
13:00-14:30	**LUNCH BREAK**		
14:30-15:30	**KEYNOTE LECTURE** – **David MACHIN**: *Striking poses to change the world: examining symbolic political activism on social media* **/ Moderator**: **Massimo LEONE**		
	SESSION 6		
15:30-17:00	**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: Olga Lavrenova	**PANEL 2 – Multimodal Literacies Across Digital Learning Contexts** Coordinator: Sophia Goria Moderator: Sophia Goria	**PANEL 3 – Multimodal Media & Advertising** Coordinator: Rossana De Angelis Moderator: Rossana De Angelis
	Olga Lavrenova COLORISTIC SEMANTICS OF THE URBANSCAPE This research was funded by Russian Science Foundation, https://rscf.ru/en/project/22-18-	**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

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	Tatjana Kosić ARCHITECTURE. MATHEMATICS. SEMIOTICS	**Sophia Goria** ISSUES OF ASSESSING STUDENTS' MULTIMODAL COMPOSITIONS. Practices and implications to multimodal teaching and learning approach in tertiary education	**Raluca Varlan** The Accumulation of Details in Contemporary Photography. Towards an Aesthetics of the Particular
	Dragana Vasilski A KNOWLEDGE OF ARCHITECTURE AS THE SEMIOTIC DISCURSE	**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	**Mikhail Ilyin** Performative and pragmatic aspects of multimodal semiosis of political settlements and treaties
17:00-17:30	**COFEE BREAK**		
17:30-18:30	**KEYNOTE LECTURE** – **Robert K. LOGAN**: *Semiotics from a Media Ecology Point of View and McLuhan's Notion that "The Medium is the Message"* **/ Moderator**: **Nicolae-Sorin DRĂGAN**		

SATURDAY, JUNE 24, 2023

	SESSION 7
09:00-10:00	**KEYNOTE LECTURE** – **Kristian BANKOV**: *The Semiotic Economy of Time and Temporality in Digital Age* **/ Moderator: Evripides ZANTIDES**

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: Olga Lavrenova & Ružica Bogdanović	**PANEL 2 – Multimodal Creativity in the Digital Environments** Coordinator: Monica Bîră, Maria-Ramona Ignat, & Corina Buzoianu Moderator: Monica Bîră, Maria-Ramona Ignat, & Corina Buzoianu	**PANEL 3 – 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
	Josep Muntañola Thornberg, Magda Saura Carulla, Regina Garcia, & Margaret Krawencka INTERLOCATION BETWEEN PLACES AND BODIES, THE SEMIOTICS OF ARCHITECTURE AND THE AI	**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 (*video recording*) 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
11:30-12:30	**KEYNOTE LECTURE** – **Evangelos KOURDIS**: *Multimodal, Polysemiotic, Multisemiotic: a Necessary Demarcation for Semiotic and Translation Studies* **/ Moderator: Kristian BANKOV**		
12:30-13:00	**FAREWELL ADDRESS - MULTIFUNCTIONAL ROOM 1 (ground floor)**		

SOCIAL EVENT

SATURDAY, JUNE 24, 2023

20:00-22:00	**Social Event** - *EARTH RISING* **Performed by** *Adela MARIAN*; **Devised by** *Geoffrey SYKES* *The earth from fresh perspective. A multiform show. Aerial dance, poetry, image, music. Hope and history.* **Place: Aerial Circus Academy** Iancului Street No. 46, Bucharest, 021726. **/ bookings and info cam be made with Professor Geoffrey Sykes at the conference**

SOCIAL EVENT

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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