

CONFERENCE PROGRAM

THURSDAY, JUNE 14, 2018

08:00-12:00	REGISTRATION (ground floor)				
09:00-11:00	SESSION 1				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Digital Age in Semiotics & Communication Moderator: Elena NEGREA-BUSUIOC	Difference and Similarity in the I-Other Relation. Between Two Individualities or Two Singularities? Moderators: Susan PETRILLI & Augusto PONZIO	Intertextuality, Visual Arts and Communication Moderator: Hee Sook LEE-NIINIOJA	ROASS Session: Archetypes of Romanian Spirituality, from tradition to modernity Medallion SOLOMON MARCUS honor president of ROASS: In Memoriam Moderators: Traian D. STĂNCIULESCU & George CADAR	Peirce's legacy and beyond Moderator: Ivan MLADENOV
	Luciana Coutinho Pagliarini de Souza & Maria Ogécia Drigo The Potential of Senses of Humor in Memes or "Alternative" Cartoons: A comparative analysis	Clara Chapdelaine-Feliciati Semioethics and International Treaties as a Connective Form. A Case Study of the International Covenant on Civil and Political Rights (ICCPR)	Juan Alberto Conde Enunciation and Graphic Adaptation. An agentive semiotics perspective	Shanti Nilaya & Traian D. Stănculescu The power of the word, between Mimesis and Catharsis	Donna E. West Verbs as Modal Episode-Builders
	Corina Buzoianu & Ioana Schiau Y U Have PR Crisis? How Online Memes Reflect Critical PR Events	Antoniou Maria Identity Constructed in Press Titles and Their Translation	Scîrlat Mădălina-Ştefana Making a Case: Documentary as Argumentative Rhetoric	George Cadar On The Origins of The Archetypal Language of Europe: Romanian Roots	Ivan Mladenov Before a Thought Appears. The Notion of the 'Ground' in Peirce's Early Thought
	Roxana Varvara Boboc Digital Memes and Interpretative Communities' Codes – the <i>Classical Art Memes</i> Case	Ylva Sjöstrand Everybody See Different Things, and Everybody Knows It. Schematization and indeterminacy in facial depictions at the rock art site of Bellows Falls, VT	Loukia Kostopoulou Humour and Intertextuality in Films: The Case of Asterix and Obelix	Serghei Danisin Signs of Magical Tradition: Sacred (Psycho)Geometry in Romanian Spirituality	Vinicius Romanini How information gets its meaning. The solenoid of semeiosis as the logic of communication
	Auli Kütt Organizational communication in network sociality The rise of the phatic function	Ignacio Ramos Beltrán Knowledge as a Common Benefit Biodiversity and The Cultural Heritage of Indigenous Peoples	Eric Gilder & Mervyn Hagger A Semiotics of Signals, Secret Signs and Salvation. Herbert W. Armstrong's Odd Overseas Radio Broadcasting Empire	Robert Sîrghia The verbal language, from sacred to profane: an essential exploration of the Romanian spirit	KIM Seongjae Prolegomena to an Understanding of Semiotic Existence. A Semiotic Glance on Kierkegaard's Thoughts
			Roxana Bîrsanu & Elena Museanu The Dialogue of Arts in T.S. Eliot's The Waste Land	Aurel Teodor Codoban The sunset of love? Hypostases of the Romanian Spirit, from philosophy to novel	Abdallah Tani Kaddour Semiotics and communication
11:00-11:30	COFFEE BREAK				
11:30-12:00	OPENING CEREMONY (Amphitheatre A1, first floor)				
12:00-13:00	KEYNOTE LECTURE – Paul COBLEY: Semiotics and close reading at the centre of the humanities / Moderator: Luis Emilio BRUNI (Amphitheatre A1, first floor)				
13:00-14:30	LUNCH BREAK				
14:30-15:30	KEYNOTE LECTURE - Susan PETRILLI: Global Semiotics and Semioethics / Moderator: Massimo Leone - (Amphitheatre A1, first floor)				
15:30-17:30	SESSION 2				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Digital Age in Semiotics & Communication Moderator: Loredana IVAN	Difference and Similarity in the I-Other Relation. Between Two Individualities or Two Singularities? Moderators: Susan PETRILLI & Augusto PONZIO	Trans-disciplinary Study of Meaning Moderator: Carlos VIDALES	ROASS Session Moderators: Traian D. STĂNCIULESCU & Mircea CHELARU	Semiotics of Cultural Heritages Moderator: Constantin POPESCU
	Andre Luis dos Santos & Maria Ogécia Drigo Communication Processes and the Transformations of Love. One True Pairing phenomenon in the Nyah! Fanfiction community	Gabriele Aroni The Semiotics of Architecture in The Witcher 3: How Virtual Architecture Communicates	Carlos Vidales Defining communication from cybersemiotics	Traian D. Stănculescu & Shanty Nilaya The Archetype of Light in Romanian Spirituality: "ARITHEA" transdisciplinary project	Hee Sook Lee-Niinioja Semiotic Expressions and Communication of The Koranic Paradisal Texts-Images on The Green Colour
	Miruna Mirică-Damian Using Emoji as Facilitator for Intercultural Communication A Cross-Cultural Approach	Dragana Vasilski ISM as The Cohesive Form in Semiotics Discourse on Architecture. The case study of minimalism in architecture	Maria Ogécia Drigo & Luciana Coutinho Pagliarini de Souza Semiosis in The Human Mind: A Self-Organization Process	Mircea Chelaru Archetypes of "To Be" Power in The History of Romanian People	Constantin Popescu Rival codes in some Oltenian Annunciations. XVIIIth and XIXth centuries
	Olga Nelly Estrada & Griselda Zárate Teenagers' Cyberbullying Discourse: Semiosis In Communication	Roberto Flores The Function of Ceramic Objets in Archaeosemiotics	George Vasilakis The Prologues of St. Paul's Letters: Communicational Documents or Semiotic Monuments?	Ovidiu Victor Coşbuc Integrative valences of the Romanian faith: between Orient and Occident	Jesus Rafael B. Jarata Preservation of Cultural Communities: A Semiotic Study of The Advertisers' Construction of Iloko Culture
	Charity Turano Cyberbullying thru the Semiotic Frame: Tales of Young Digital Natives' Twitter Encounter	Leonid Tchertov Shifted Comprehension and its Communicative Means	Andrey V. Vdovichenko Meaningfull Action, Meaningless Language. Why communication cancels language as an effective theoretical tool	Adrian Singurov Unifying archetypes of Romanian faith: from mi(s)tic intuition to quantum rationality	Saúl Millán Origin and Alterity in Mesoamerican Mythology
	Ana-Maria Sezonov Hybrid Assemblages of Art and Communication – A Case Study of Dan Perjovschi Personal Facebook Page	Antoaneta Dontcheva Samuel Beckett's language – „Nothing is left to tell” „I” between silence and language	Olga Lesicka Terminological Signs in Non-Technical Communication. The role of context in semantic and pragmatic changes of a sign	Descending SIGNS IN AGORA: ROASS' poetry, music and painting language	Graciela Sánchez Guevara & José Cortés Zorrilla Mexican Agriculture as a Great Semiotic System
17:30-18:00	COFFEE BREAK				
18:00-19:00	KEYNOTE LECTURE - Massimo Leone: The Semiotics of Extremism / Moderator: Luis Emilio BRUNI (Amphitheatre A1, first floor)				
19:30 _	WELCOME RECEPTION AND GALA DINNER (PULLMAN HOTEL – Paris-Bucarest Brasserie)				

FRIDAY, JUNE 15, 2018

09:00-10:00	KEYNOTE LECTURE - Augusto PONZIO: Communication, Listening, Nonfunctionality / Moderator: Susan PETRILLI (Amphitheatre A1, first floor)				
10:00-10:30	COFFEE BREAK				
10:30-11:30	MASTER LECTURE - Clara Chapdelaine-Feliciati: International Law, Semioethics and Social Responsibility. Comparative Law Approach / Moderator: Susan PETRILLI (Amphitheatre A1, first floor)				
10:30-12:00	SESSION 3				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Digital Culture, Gender Studies Moderator: Fusun Deniz ÖZDEN	Political Semiotics and Media Discourse Moderator: Nicolae-Sorin DRĂGAN	ECREA Special Session Moderator: Flavia DURACH	ROASS Session Moderators: Aurel CODOBAN & Shanti NILAYA	Communication, Music, Meaning Moderator: Lina NAVICKAITĒ-MARTINELLI
	Daniela Roventă-Frumușani Multimodality, gender and social media	Nicolae-Sorin Drăgan Modeling the semiotic behavior of political actors in TV debates	Katarina Damčević "Ready for the Homeland". Online hate speech as self-description	Coculiana Acăr Paradigm of light in the perspective of Lucian Blaga: a semiotic approach	Ewa Wójtowicz Composing Communication into a String Quartet Some Examples from 20th- and 21st-century Music
	Fusun Deniz ÖZDEN Door and Window/Interior and Exterior. The situation of women in spaces	Griselda Zárate & Olga Nelly Estrada A swirl of semiosis in communication in media and political discourse: Candidate Trump's visit to Mexico in 2016	Stefano Carlucci Changing Perspectives. Beatifications and Rejections in contemporary Europe	Cristina Talpan Hypostases of symbolic language in modern romanian painting: from tradition to innovation	Lina Navickaitė-Martinelli Classifying Diversity Music Performers' Corporeality as Communication
	Mayra Marcela Román Montes The gender on virtuality. Semiotic analysis of the images that young people exchange in Mexico City	Paulius Jevsejevas Reading the Public in Public Space. The Case of Martynas Mažvydas National Library of Lithuania	Alin Olteanu A semiotic approach to intercultural communication. A criticism of the politics of recognition	Valentina Paraschiv, Robert Stângaci An emergence of modern Romanian art: transpersonal painting	Edson Zampronha A semiotic approach to explain musical intelligibility
	Ana Mihaela Istrate The Oriental Travel Journey in Literature and Arts - a visual interpretation of feminine beauty -	Mihaela Mocanu The Dynamics of The Relationships Between The Verbal Language and Political Power		Anca Vittoria Nitoc Hypostases (meta)physical of the Romanian Cosmogony: semiotic meanings Cristina Vasile The archetype of immortality in Romanian spirituality: semiotic hypostases	
12:00-13:30	LUNCH BREAK				
13:30-14:30	KEYNOTE LECTURE - Göran Sonesson: Semiosis and sedimentation. From the translation of culture to the culture of translation / Moderator: Dario MARTINELLI (Amphitheatre A1, first floor)				
14:30-16:00	SESSION 4				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Communication, Music, Meaning Moderator: Edson ZAMPRONHA	Cultural Spaces and Communication Moderator: Evangelos KOURDIS	ECREA Special Session: Moderator: Flavia DURACH	ROASS Session Moderators: Florin MUNTEANU & Gheorghe-Ilie FĂRTE	Transdisciplinary Studies & Semiotics of Culture Moderators: Julieta HAIDAR & Eduardo CHÁVEZ HERRERA
	Rūta Brūzgienė Modern Rhetoric: Sermons of Julius Sasnauskas	Efthymia-Souzana Gavriil Religious Tourism in Turkey: The Promotion of Religiosity by the Official Turkish Tourism Organization	Bianca-Florentina Cheregi Nation Branding in Transition Countries. A Multimodal Analysis of Romania and Moldova Tourism Campaigns: Differences and Similarities	Florin Munteanu Paradigm of Complexity Into The Horizon of Romanian Spirit	Julieta Haidar The Semiotic-Communicative Processes in the 21st Century. Problematic Field and Analytical Models
	Stănescu Dan Florin & Dumitriu Diana Luiza The Embodied Experience of Headbanging Heavy Metal Riffs. An Interpretative Phenomenological Analysis	Aspasia Papadima & Evangelos Kourdis Advertising Local Culinary Culture. The Semiotics of Shop Signs in Thessaloniki and Limassol	Roșca Luminița Digitization and the professional field of journalists The transformations of the national and european public sphere	Gheorghe-Ilie Fărte & Daniel Rareș Obadă Contemporary Valences of The Romanian Archetypes	Juan Luis Fernández The Five Ages of Clio. What a semiotic history of Western historiography looks like
	Floria Florinela Intangible Cultural Heritage and Dialogic Communication. Identity and Alterity in Tango performance	Marina Merkulova & Inna Merkulova Semiosis in communication. Semiotics of the city Theater space of Russia in the 19th century	Luiza Moroz On The Origin of Significance of The Other	Horia Costin Chiriac External Identity and The Semiotics of Power	Eli Avraham Finding Similarities between Destinations and Target Audiences in Tourism Ads: Towards a Conceptual Model
				Antonio Sandu Constitutive Values of Romanian Excellence. A Socio-Semiotic Analysis	Vytautas Tumėnas The production of Lithuanian identity signs as cultural imagination, transmission and transformation of tradition
16:00-16:30	COFFEE BREAK				
16:30-17:30	KEYNOTE LECTURE - Dario Martinelli: So different, so similar: The concept of "anthrozoomorphic hybridism" in cinema / Moderator: Kristian BANKOV (Amphitheatre A1, first floor)				
17:30-19:00	SESSION 5				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Epistemology, Philosophy of Language Moderator: Zdzisław WĄSIK	Narrativity across different media Moderators: Douglas NIÑO & Juan Alberto CONDE	Visual Communication, Semiotics and Consumer Culture Moderator: Carl W. JONES	ROASS Session Moderators: Antonio SANDU & Horia CHIRIAC	Semiotics and Consumer Culture Moderator: Evipides ZANTIDES
	Elżbieta Magdalena Wąsik Difference and Similarity in Abstracting and Generalizing Processes of thinking: From Exploratory Backgrounds and Evolvments of General Semantics	Konstantinos Michos Narratives of Science: The Role of Science as Portrayed in Contemporary Media	Carl W. Jones Personal branding: 'Encoding a personal brand through semiotics: a case study.'	Oana Albu Creative Performance: A Semiotic Model of Educational Stimulation	Jacqueline Elizabeth Hill The Contemporary Evolution of Global Visual Identity Marks: 'Symbols only' versus 'symbol and word-marks' VIMS

	Zdzisław Wąsik "Perception Operates Only Upon Difference": Towards a Theory of Semio-Mathesis in the Acquirement of Knowledge	Eduardo Chávez Herrera Semiotics narrated or narrating semioticians?	Elena Negrea-Busuioc & Diana-Luiza Dumitriu What's with the nickname? Form and function of sports team nicknames	Dora Morhan Romanian clothing: from the "archetypal complex" to the "symbolic good"	Evipides Zantides Differences, similarities and changes of national identity signs in print advertisements. The advertising discourse as a mirror of locality and vice-versa
	Dumitru Borțun Semiosis and Knowledge in Post-truth Era. The Fall of Epistemology and the Rise of Semiology	Douglas Niño The narrator's status as an arrival cognitive point in sense-making effects: An agentive proposal	Mark Mets Experimental Semiotics and Conventionalization. Manipulating emergence and development of novel graphical signs	Iulia Adalina Medeleanu The woman, a powerful Romanian archetype: from "self-sacrifice" to "sacrificed by other"	Daniel Rareș Obadă & Horia Costin Chiriac Designing Advertising Stimuli for Evoking Consumers Emotions: A Semiotic Approach
		Herman Tamminen Semiotic and Symbolic in and Between Reality and Dream		Florian Colceag Creative Excellence: a premisis of the Romanian Society sustainability	Yirong Hu From Figuration to Symbol. A Semiotic Analysis of the Formation of "Brand Totem"
19:00-19:30	GENERAL ESSEMBLY OF ROASS - invitation only				

SATURDAY, JUNE 16, 2018

09:00-10:00	KEYNOTE LECTURE - Luis Emilio BRUNI: Narratives of cultural identity and the entanglement of value systems / Moderator: Dario MARTINELLI (Amphitheatre A1, first floor)				
10:00-10:30	COFFEE BREAK				
10:30-12:30	SESSION 1				
	ROOM 311 (third floor)	ROOM 313 (third floor)	ROOM 314 (third floor)	ROOM 316 (third floor)	MULTIFUNCTIONAL ROOM 1 (ground floor)
	Political Semiotics and Media Discourse Moderator: Dumitru BORȚUN	Biosemiotics Moderator: Mohammed MALEKY	Semiotics and Communication Moderators: Corina DABA-BUZOIANU	ROASS Session Moderators: Traian D. STĂNCIULESCU & Aurel Mircea NIȚĂ	To See, To Discover, To Communicate Moderator: Ioana SCHIAU
	Nicolae-Sorin Drăgan Gestures and Ideological Orientation of Political Actors in TV Debates	Gisela Bruche-Schulz Feeling and Force	Corina Buzoianu, Ioana Schiau & Loredana Ivan Draw me an Old Person: Using Drawings to Assess Students' Implicit Ageism	Aurel Mircea Niță The Developing of Intelligence in the Field of Romanian Education	Meril Naktan & Hamide Kiliç The Analyze of Art Works with Visual Semiolgy: A Comparative Example with "Liberty Leading the People" and "İnkılap Yolunda/In the Route of Revolution"
	Florența Toader Legitimation Strategies on Facebook. The Case of The 2016 Romanian Parliamentary Elections	Mohammed Maleky & Ibrahim Ighneiwa Quantum Biosemiotics. From Numerous Interpretations to Semiosis Simultaneous Interpretations	Loredana Ivan & Ioana Schiau How People are Visually Represented by Their Own Organisations. A Case Study of Romanian Pensioners Association	Ionela Gabriela Solomon The Spiritual Intelligence and the Necessity of Improvement the Occupational Standard	Christos Panayiotou Construction of Essentialist and Hybrid Identities in the Sociocultural Space. The case of Realism and Classicism in Art Paintings
	Sebastian Fitzek & Gabriela Neagu Structural and organizational similarities in the institutional troika: The Communist Party of Romania, the Comintern and the Communist Bolshevik Party	Mariam Nozadze Role of Media in terms of Animal-Human Communication in Cataclysm Environment Conditions	Ion Chiciudean & Roberta M. Răducu What Sport Clubs Tell Us About Sport? Visual Representation of Sport on Clubs' Facebook Pages	Ruxandra Benga The living crystal, archetype of "Light Therapy" inside the Romanian Tradition	Ioan Daniel Mihalcea Photographs of the Miners' Raids: circulation and appropriation in the context of the Romanian public culture
		Mirko Cerrone On the Role of Tactile Communication in Captive Apes. Interspecific interactions between zookeepers and animals	Jamila Farajova Linguo-Semiotic Communication. Linguo-semiotic model of communication	Adrian Constantin Stones of the Romanian Borders	Alexandra Mărginean The Hermeneutics of The "Emma!..." or "Paper has a Great Future" Advertisement
				CLOSING WORD: OPENED CONCLUSION	
12:30-13:30	KEYNOTE LECTURE - Kristian BANKOV: Lying as a transaction of value: explorations in semiosis and communication from a new perspective / Moderator: Evgeniy ZANTIDES (Amphitheatre A1, first floor)				
13:30-14:30	LUNCH BREAK				
14:30-15:00	Farewell address (Amphitheatre A1, first floor)				

SUNDAY, JUNE 17, 2018

07:00 - 17:00/18:00	Social Event
	A short trip to Bran (Dracula's) Castle - Bran (Dracula's) Castle / for survivors