

XV. Early Fall School in Semiotics *EFSS' 2009* “Sociosemiotics III”

GRANTED ERASMUS INTENSIVE PROGRAMME

5-15 September 2009, Sozopol, Bulgaria



CIRCe
Centro
Interdipartimentale
di Ricerca
sulla Comunicazione


Southeast European Center
for Semiotic Studies



**MIUR - Italian
Ministry for
University and
Research**

Saturday 5 September

10:00 – 11:00 Kristian Bankov: How EFSS 2009 works (**Bulbank hall**)

(Move to VIP Zone Hotel)

11:20 – 11:40 Coffee break

11:40 – 13:00 Eero Tarasti: Music as a Sign (**VIP Zone – Sky bar**)

13:00 Lunch

International seminar “Analysis of Cultures - Cultures of Analysis” (**Bulbank**)

16:00 Winfried Nöth: Machines of Cultures and Cultures of Machines

17:00 Break

17:15 Gianfranco Marrone: Text, Discourse, Culture

18:15 Roundtable 1

19:00 Welcoming party (**Hotel Coral**)

Sunday 6 September

Lectures for PhD students (VIP Zone)

International seminar "Analysis of Cultures - Cultures of Analysis"
10:00 Claudio Guerri: The Semiotic Nonagon and the Graphic Language TSD: an operative model for qualitative research and the scope of a new graphic language
11:00 Break
11:15 Frederik Stjernfelt: Culturalism: Some actual problems in the notion of "culture"
12:15 Roundtable 2

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Antonio Santangelo, Bettina Monticone:
11:20 – 11:40 Coffee break
11:40 – 12:20 Ester Vosu: Semiotics of Tourism
12:20 – 13:00 Jelena Grigorieva: Youth subcultures in new EU countries

13:00 Lunch

International seminar "Analysis of Cultures - Cultures of Analysis" (VIP Zone)

15:30 Hamid Reza Shairi: Culture-objet et Culture-sujet : de l'analyse de la culture à la culture de l'analyse
16:30 Break
16:45 Asunción Lopez-Varela: Intersubjective and Intercultural Aspects in Multimodal Communication: an overview
17:45 Break
18:00 Massimo Leone: Topologies of Culture: proposals for a non-Euclidean semiotics
18:45 Kristian Bankov: Cultures of Navigation versus Cultures of Erudition
19:00 Final remarks

19:30 Dinner

20:30 Cultural event: Apolonia festival of arts

Monday 7 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Nikos Kontos: Understanding visual tropes based on a Tex Avery cartoon

11:20 – 11:40 Coffee break

11:40 – 13:00 Claudio Paolucci: What is sociosemiotics: texts, practices, cultures?

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Winfried Nöth: Advertising and art: paragonal, parasitic and liquid intermediality

11:20 – 11:40 Coffee break

11:40 – 13:00 Nicola Dusi: Modularity and repetition in *Run Lola Run*: a comparison among credits and incipit, trailer, videoclip

13:00 Lunch

16:00 Bulgarian Semiotic Dictionary (VIP Zone)

Chair: Ivan Kasabov

Participants: Mony Almalech, Borislav Gueorguiev, Anita Kasabova, Zdzisław Wąsik, Ifigenia Vanvakidou

19:00 Dinner

20:00

Tuesday 8 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Winfried Nöth: Are signs instruments?

11:20 – 11:40 Coffee break

11:40 – 12:20 George Stavrianos: Philosophy and Semiotics

12:20 – 13:00 Ifigenia Vanvakidou: Historical studies and semiotics in historic cinema

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Bologna team: Semiotics of cultures and sociosemiotics

11:20 – 11:40 Coffee break

11:40 – 13:00 Federica Turco: Audiovisual Fiction: a gender perspective

13:00 Lunch

16:00 Sociosemiotics of art

Chair: Mony Almalech

Participants: Nicola Dusi, Antoaneta Doncheva, Ivailo Alexandrov, Ifigenia Vanvakidou, Vladimir Ignatov

19:00 Dinner

20:00

Wednesday 9 September

Lectures for PhD students (VIP Zone)

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 George Stavrianos: Cultural Studies

11:20 – 11:40 Coffee break

11:40 – 13:00 Nicola Dusi: Translation, Adaptation, Transposition: A Semiotic Challenge

10:00 – 11:20 Lorenzo Magnani, Emanuele Bardone: Beyond mind: Material Cultures as Semiotic Mediators in Human Hybridization

11:20 – 11:40 Coffee break

11:40 – 13:00 Ifigenia Vanvakidou: Historical studies and semiotics in city's monuments

13:00 Lunch

15:00 Бельото като дискурс (Underwear as discourse, in Bulgarian)

Chair: Georg Kraev

Participants: Мария Попова; Мони Алмалех, Кристиан Банков със студенти; Анита Касабова; Дмитрий Варзоновцев, Лидия Петрова, Вероника Азарова; Яля Ерова, Бойка Бъчварова; Стоян Стоянов - майстор от гр Добрич; Елена Славчова - майсторка от Пловдив

19:00 Dinner

20:00 International Karaoke (VIP Zone – Sky bar)

Thursday 10 September

10:00 International sport: New Bulgarian University VS the Rest of the World
16:30 Sightseeing of the South coast of Black Sea
19:30 Folklore dinner

Friday 11 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Antonio Santangelo: Cultural models and passions: a study on the representation of love
11:20 – 11:40 Coffee break
11:40 – 13:00 Lorenzo Magnani: Semiotic Brains and Artificial Minds: How Brains Make up Material Cognitive Systems

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Lorenzo Magnani, Emanuele Bardone: Affordance and the cognitive niche. An eco-cognitive approach to the evolution of the semiotic brain
11:20 – 11:40 Coffee break
11:40 – 13:00 Ester Vosu: Fieldwork and Semiotics: An Applied Approach

13:00 Lunch

16:00 Anteprema La Coruña

Chair: Anita Kasabova

Presentations:

16.00-16.15 Nayden Yotov (NBU): Illustrative Speech as Effective Argumentation

16.15-16.30 Milena Hristova (NBU): Conspicuous Behaviour as a Semiotic Message

16.30-16.45 Dimitar Trendafilov (NBU): The Cognitive Process in Advertising Communication

16.45-17.00 Borislav Gueorguiev (NBU): Necro-Semiotics

17.00-17.15 Anita Kasabova (NBU): Shifters in Reporting and Recollecting

Invited Speakers:

17.15-17.30 Jelena Grigorieva

17.30-17.45 Andrej Tashev

17.45-18.00 Coffee Break

18.00-19.00 Discussion

Commentator: Riccardo Sebastianelli (NBU)

19:00 Dinner

Saturday 12 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Guido Ipsen: Parallel worlds but no Utopias: Film as extended semiosphere
11:20 – 11:40 Coffee break
11:40 – 13:00 Zdzisław Wąsik: Modelling the ontological multipolarity of semiotic objects

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Nikos Kontos: Semiotics/rhetoric of tourist advertising
11:20 – 11:40 Coffee break
11:40 – 13:00 Massimo Berruti: A Narratologic Approach to Lovecraft's Fiction

13:00 Lunch

16:00 Semiotics in market research

Chair: Kristian Bankov

Participants: Laura Rolle: Semiotic methodology in market research: matica case

Svetoslav Biliarski & Kristian Bankov: The metaphoric machine

Vladimir Ignatov:

20:00 Michael Jackson Karaoke Night (VIP Zone – Sky bar)

Sunday 13 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 PhD Marathon
11:20 – 11:40 Coffee break
11:40 – 13:00 PhD Marathon

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Laura Rolle: Analysis of international trend as strategic tool for branding
11:20 – 11:40 Coffee break
11:40 – 13:00 Merja Bauters: Labels as means for marketing communication

13:00 Lunch

16:00 PhD Marathon

Chair: Nayden Yotov

20:00 Ethno dance party (VIP Zone – Sky bar)

Monday 14 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Jelena Grigorieva: Semiotics of boundary
11:20 – 11:40 Coffee break
11:40 – 13:00 Merja Bauters: Knowledge practices and Peirce
concept of habit

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Dario Martinelli: Levi-Strauss goes to Hollywood:
between myths and rhetorics
11:20 – 11:40 Coffee break
11:40 – 13:00 Zdzisław Wąsik: Between praxeological and axiological
semiotics in the cultural sphere of intersubjective meanings

13:00 Lunch

16:00 – 17:30 Semiotics and fieldwork seminar
18:30 – 20:00 Culinary Semiotics
Chair: Ester Vosu

20:00 Short movies contest awards

Tuesday 15 September

Lectures for PhD students

10:00 – 11:20 Dario Martinelli: Semiotics and the notion of the
Frustrated Animal
11:20 – 11:40 Coffee break
11:40 – 13:00 Claus Schlaberg: How to Construct Images as
Signs

Lectures for BA and MA students

10:00 – 11:20 Sarah Thelen, Guido Ipsen: Pragmatics in semiosis:
Language and gardens
11:20 – 11:40 Coffee break
11:40 – 13:00 Doris Schoeps: Gestures and idioms in metaphor systems

13:00 Lunch

14:00 Test examination
Chair: Boika Bachvarova