

NEW
BULGARIAN
UNIVERSITY



Southeast European Center
for Semiotic Studies

New Semiotics. Between Tradition and Innovation.

12th World Congress of Semiotics

Program

Programa

Programme



Sofia 2014 16-20 September
New Bulgarian University

sponsored by:



Ambasciata d'Italia



INSTITUT
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BULGARIE

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ELECTIONS

In this congress there will be two types of elections. During the General assembly of all IASS/AIS members on 17/9, 8:00 - 11:00 pm (Grand Hotel Sofia Conference hall, point 5 on the map on the back cover) there will be election/reconfirmation of the national representatives in the Executive committee of IASS/AIS. During the Assembly of the IASS/AIS Executive Committee Members (18/9, 3:00 – 6:00 pm, NBU Aula) there will be the election of the new President and officers of the IASS/AIS.

ELECCIONES

En este congreso se realizarán dos tipos de elecciones. Durante la Asamblea General de todos los miembros del IASS / AIS el 17/9, 20:00-23:00 (Sala de conferencias Grand Hotel Sofia, el punto 5 en el mapa en la contraportada) habrá elecciones / confirmación de los representantes nacionales en el Comité Ejecutivo de la IASS / AIS. Durante la Asamblea del miembros del Comité Ejecutivo IASS / AIS (18/9, 15:00-18:00, Aula NBU) tendrá lugar la elección del nuevo Presidente y de la Junta directiva de la IASS / AIS.

ÉLECTIONS

Au cours du congrès, il y aura deux types d'élections. Pendant l'Assemblée générale de tous les membres de l'IASS / AIS au 17/9, 20:00-23:00 (salle de conférence du Grand Hôtel Sofia, point 5 sur la carte de la couverture arrière), il y aura des élections/reconfirmations des représentants nationaux dans le Comité exécutif de l'IASS / AIS. Pendant l'Assemblée de l'IASS / AIS membres du Comité exécutif (18/9, 15:00-18:00, NBU Aula), une élection du nouveau président et bureau de l'IASS / AIS aura lieu.

Monday, 15 September

15.00 - 18.00

Registrations at the desk in Grand Hotel Sofia lobby (1 Gurko Street, point 5 on the map)
Inscripciones en el vestíbulo del Grand Hotel Sofia (1 Gurko Street, punto 5 en el mapa)
Inscriptions dans le hall de l'hôtel Grand Hotel Sofia (rue Gurko 1, point 5 sur la carte)

Tuesday, 16 September

	09:00 - 10:00	Registrations at the desk in Bulgaria Hall					
	10:00 - 12:00	Congress opening Bulgaria Hall					
	12:00 - 12:30	organized transport from Bulgaria Hall to New Bulgarian University (point 2 on the map)					
NBU AULA SEMIOTICS AND ITS MASTERS SERIES OF LECTURES	13:00 - 14:00 Lunch	Hall # 110 VISUAL SEMIOTICS Chair: Gregory Paschalidis		Hall # 304 COGNITIVE SEMIOTICS Chairs: Frederik Stjernfelt, Jordan Zlatev <i>Beer Bundesanstalt</i>		Hall # 111 SOCIOSEMIOTICS AND MEDIATIZED PUBLIC SPHERE <i>Chair: Cristina Beßmann</i>	
Chair: Paul Cobley 14:00 – 14:45 GUNTHER KRESS A sketch of a Social Semiotics: questions and directions 14:45 – 15:30 JESPER HOFFMEYER Semiotic individuation. From amoebae to humans 15:30 – 16:15 AUGUSTO PONZIO & SUSAN PETRILLI Semioethics as vocation of semiotics. In the wake of Welby, Morris, Sebeok, Rossi-Landi	14:00 - 14:30	Evpides Zantides Anna Zapf	Strike a pose: The semiotics of electoral images in Cyprus after state independence in 1960 until 2013	Michael Ranta	Relevance and Teliability in Pictorial Storytelling	Cristina Penamarín	Sociosemiótica y esfera pública mediaticizada
	14:30 - 15:00	Gregory Paschalidis	Credible Fictions: on the semiotics of banknotes	Göran Sonesson	Between Representation, Enaction, and Phenomenology: Some Keys to Cognitive Semiotics	Diana Fernández Romero	Violencia machista y publicidad institucional. Del espacio privado a la esfera pública
	15:00 - 15:30	Yannis Skarpeles	Towards Quantitative Visual Semiotics?	Karl Glesser	Neurosemiosis – An Explanat of Consciousness	Evelyn Campos Acoña	Movimientos de protesta enInternet y la construcción de opinión pública
	15:30 - 16:00	Michalis Kokoris	Film Theories Old and New: A Semio-Pragmatic Revision through Cognitive Visual Semiotics	Jordan Zlatev	Revisiting "the arbitrariness of the linguistic sign": several wrong and one right versions	José Miguel Labrín Elgueta	Campañas y el discurso sobre el "bien común". Análisis semiótico –político de los spots de la estrategia nacional de prevención del VIH SIDA en Chile (2000-
16:00 - 16:30	Eirini Papadaki	Signs of space in artistic, scientific and children's drawings: Differences and similarities	Frederik Stjernfelt	Cognitive implications of the unity of propositions	Hilverson Gabriel Valdemera Mantilla	Sentidos de lo público en las actuaciones de los usuarios de una fuente ornamental d Bucaramanga, Colombia	
	16:30 - 17:00 Coffee break						
Chair: José Enrique Finol 17:00 – 17:45 JACQUES FONTANILLE Forms of living and the semiotics of culture (Presentation in French, PowerPoint and full text will be available in English) 18:00 – 18:45 ALEXANDROS LAGOPOULOS & KARIN BOKLUND-LAGOPOULOU Social Semiotics: For a Sociologically Grounded Semiotics	17:00 - 17:30	Georgia Chaidemenopoulou Anastasia Christodoulou	Clothes Make the Hero: A sociosemiotic study of illustration codes in fairy tales	William James McCurdy	The Semioticl uberty of analogical arguments: A Peircean Account of the Most Fruitful Kind of Sign	Charo Lacalle	Mujeres y ficción televisiva: transmedialidad y construcción de identidad
	17:30 - 18:00	Maria Troutlou	From photos to 'covers': the politics of representation and photorealistic discourse in Facebook	Carlos Vidales	A semiotic multi-level approach for the study of conceptual systems in communication research	Saeid Atoofi	Learning as a co-construction of content and context: A discourse analytical study of children TV programs
	18:00 - 18:30	Marcelo Santos	A new approach to visual semiotics: how to explain drawings produced by the blind?	Pedro Añó João Queiroz	Cognitive niche construction through selection of material constraints: the example of the London Underground Diagram	Georgi Mandichev	Images of Power in Bulgarian hybrid tabloids
	18:30 - 19:00	Amanda Roberts Howard Riley	Interpreting illustration: A Systemic-Functional Semiotic Model for Visual Imagery	João Queiroz Pedro Añó	Niche construction in real-time poetry improvisation	Mari-Liis Madison Andreas Vertbael	Fear of Surveillance in Estonian media (Case Study of reception of PRISM)
		RT CONTINUES NEXT DAY					
	19:00 - 19:30	organized transport from New Bulgarian University to the City center Welcome reception					
	20:00 - 22:00	Grand Hotel Sofia, Shades of Red Restaurant (point 5 on the map)					

Tuesday, 16 September

09:00 - 10:00	Registrations at the desk in Bulgaria Hall					09:00 - 10:00	Registrations at the desk in Bulgaria Hall				
10:00 - 12:00	Congress opening Bulgaria Hall					10:00 - 12:00	Congress opening Bulgaria Hall				
12:00 - 12:30	organized transport from Bulgaria Hall to New Bulgarian University (point 2 on the map)					12:00 - 12:30	organized transport from Bulgaria Hall to New Bulgarian University (point 2 on the map)				
13:00 - 14:00 Lunch	Hall # 301 MODELS, SIGNS, VALUES AND DIALOGUE Chairs: Susan Petrilli, Augusto Ponzio, Giorgio Borrelli	Hall # 305 MUSICAL SEMIOTICS Chairs: Eero Tarasti, Gabriele Marino	Hall # 308	13:00 - 14:00 Lunch	Hall # 302 TARTU SCHOOL: OLD AND NEW Chairs: Kalevi Kull, Peeter Torop, Lauri Linask	Hall # 303 SEMIOTIC PARADOXES: ANTINOMIES AND IRONIES IN TRANSMODERN WORLD Chair: Kazuo Y. Saito	Hall # 116 GREIMAS INTERNATIONAL Chairs: Anne Hénault, Massimo Leone	Hall # 307 SEBEOK AS A SEMIOTICIAN Chair: Vilmos Voigt			
14:00 - 14:30	Susan Petrilli Augusto Ponzio <i>Deed, Otherness and Love in Peirce and Bakhtin</i>	Lina Navickaitė-Martinelli <i>Performer as Meaning-Generator: Semiotic Reflections on Creativity in the Art of Musical Performance</i>		14:00 - 14:30	Remo Gramigna <i>Unsolved problems in St. Augustine's definition of the lie</i>	John Deely <i>The semiosis of human understanding</i>	Jacques Fontanille <i>Semiotics of Greimas as an international collaborative research program</i>				
14:30 - 15:00	Yunhee Lee <i>A semiotics of creativity and symbolization in C. S. Peirce: a dialogical relation between expression and explanation</i>	Mihaela-Georgiana Balan <i>Franz Liszt – a dilemma of stylistic interferences</i>		14:30 - 15:00	George Rossolatos <i>Towards the cultural branding model of the brandosphere: From share-of-market to share-of-cultural representations</i>	Inna Semetsky <i>The elusive tertium</i>	Anne Hénault <i>A.J. Greimas: une force théorique en progrès constant A.J. Greimas: a theoretical force in constant progress</i>	Eero Tarasti <i>The Sebeokian Vision of Semiotics. From Finno-Ugrian Studies via Zoosemiotics to Bio- and Global Semiotics</i>			
15:00 - 15:30	Julieta Hadar Eduardo Chávez Herrera <i>The narcotraffic in the light of cultural semiotics and complexity theory</i>	Sandro Santos Rosa <i>Music as a metaphor of life</i>		15:00 - 15:30	Peng Jia Jiang Shiping <i>Research on Tartu (and Moscow) semiotics in China: A review of past three decades</i>	Bujar Hoxha <i>A Paradoxical Way of Communication in Children with ASD</i>	Massimo Leone <i>On Depth: Topological Ideologies and Semiotic Models</i>	Hongbing Yu <i>The Sebeokian Synthesis of Two Seemingly Contrary Traditions—Viewed from China</i>			
15:30 - 16:00	Mihály Szivos <i>Cognitive and Linguistic Models of Sign and their Philosophical and Literary Background</i>	Marjo Suominen <i>Tracking Performance Traditions of Handel's Opera Giulio Cesare in Egypt</i>		15:30 - 16:00	Timo Maran <i>Zoosemiotic modeling in nature writing: From Tartu-Moscow semiotics to ecocriticism</i>	Jonathan Griffin <i>Semiotic choice and terministic screens as seen in crop circles</i>	Inna Merkoulouva <i>Algirdas Julien Greimas et la Russie/Algirdas Julien Greimas and Russia</i>	Kalevi Kull <i>Thomas Sebeok library in Tartu</i>			
16:00 - 16:30	Dhonghui Lim <i>Are Existence and Possession (In)alienable?: A Baby-Mother Experience as the Proto-Gestalt of Possession</i>	Gabriele Marino <i>Preliminary notes to a plastic semiotics and a photographic enunciation theory of music</i>		16:00 - 16:30	Kalevi Kull Silvi Salupere <i>Learning from making a textbook in semiotics</i>	Barbara Baker <i>Interpretants and Thirdness in the World of the Quante</i>	Hamid Reza Shahrī <i>The reception of Greimas in Iran</i>	Marcel Danesi <i>The concept of model in Thomas A. Sebeok's semiotics</i>			
16:30 - 17:00 Coffee break	SEMIOTICS OF WEB SURFING AND ITS USERS Chair: Rafael del Villar Muñoz			16:30 - 17:00 Coffee break							
17:00 - 17:30	William D. Melaney <i>Hegel's Semiotic Future: Beyond the End of Art</i>	Julia Ponzio <i>Rhythm as form. Some ideas about a syntax of music</i>	Rafael del Villar Muñoz <i>Théorie Sémiotique : logique/ contradiction, corps et des âges de vie/Teoría Semiótica: lógica/ contradicción, cuerpo y edades de vida</i>	17:00 - 17:30	Kati Lindström <i>Semiotic study of landscapes between bodies and representations</i>			Augusto Ponzio Susan Petrilli <i>Semiotics after Sebeok</i>			
17:30 - 18:00	Giorgio Borrelli <i>Programs, Messages, and Commodities in Rosa-Landi's Materialistic Semiotics</i>	Grisell Macdonel <i>Traveling Subjectivities: Existential Semiotic Analysis of the Influence of Virtuoso Composer-performers Around the World</i>	Evelyn Campos Acosta <i>Estructuración cognitiva y navegación por Internet en los adultos de Santiago de Chile</i>	17:30 - 18:00	Lauri Linask <i>Applying Uexküll's Concept of Umwelt on Human and Non-human Ontogeny in the Example of Martha Muchow's Research</i>			Paul Cobley <i>Survival machines and the aesthetic</i>			
18:00 - 18:30	Raquel Ponte Daniela Ellwanger Lucy Niemeyer <i>Social Design and Ethics in Peirce's Philosophy and Semiotics</i>	Borislav Guerguiev <i>Opera in cinema and cinema in opera</i>	Luis M. Perillán Torres <i>Navegación en Internet en población adulta del gran santiago, identificación simbólica e imaginaria en usuarios de Internet</i>	18:00 - 18:30	Peeter Torop <i>Why School?</i>			Zdzisław Wąsik <i>Presenting the Lectures on the Epistemology of Semiotics as homage to Professor Thomas A. Sebeok and his Research Center for Language and Semiotic Studies in Bloomington</i>			
18:30 - 19:00	Genevieve Vaughan <i>Recognizing giving and receiving as the maternal basis of language</i>	Julia Shpitskaya <i>The Musical Offering of Andrei Tarkovsky</i>	María Loreto Lamas <i>Semiótica de la nueva cultura digital y el uso de las taxonomías en educación</i>	18:30 - 19:00	Irene Machado <i>The Semiotic Space of Media: Cultural Boundaries and Geopolitical Borders</i>			John Deely <i>THE HIDDEN THIRD: Thomas A. Sebeok's role is the passage from semiology to semiotics</i>			
	RT CONTINUES NEX DAY										
19:00 - 19:30	organized transport from New Bulgarian University to the City center Welcome reception					19:00 - 19:30	organized transport from New Bulgarian University to the City center Welcome reception				
20:00 - 22:00	Grand Hotel Sofia, Shades of Red Restaurant (point 5 on the map)					20:00 - 22:00	Grand Hotel Sofia, Shades of Red Restaurant (point 5 on the map)				

Tuesday, 16 September

Wednesday, 17 September

	09:00 - 10:00	Bulgaria Hall (point 3 on the map) Guest speaker lecture: Jaakko Hintikka Language Games as a Focal Concept of Language Theory											
	10:00 - 10:30	organized transport from Bulgaria Hall to New Bulgarian University (point 2 on the map)											
NBU AULA SEMIOTICS AND ITS MASTERS SERIES OF LECTURES Chair: Paul Cobley		Hall# 110 (CONTINUES FROM 16/9) VISUAL SEMIOTICS Chair: Gregory Pschalisidis				Hall# 303 SEMÍOTICA DE LA MARCA/ SEMÍOTICS OF BRAND Chair: Antonio Caro, Doraleta Fernández-Pérez				Hall# 111 (CONTINUES FROM 16/9) SOCIOSEMIOTICS AND MEDIATIZED PUBLIC SPHERE Chair: Cristina Ballesteros			
	10:30 - 11:15 MARCEL DANESE Semiotics as a Metalinguage for the Sciences	10:30 - 11:00	Hyosup Song	Three Korean Orchid Scholar Drawings in Deconstructive Process		Assaridesul Mina	Rôle narratif du jingle dans le récit autour de la marque		Neyla Graciela Pardo Abril			Construcción del universo semiótico y representación mediática del desajuste en la prensa digital	
		11:00 - 11:30	Sorita Andreou S. Styliarou E. Vridides	Gendering the Nation: Female Representations on Cyprus Postage Stamps		Alain Penusset	La marque comme forme de vie. Définition socio-semiotique de la marque		Orlando Pardo Martínez José Horacio Rosales Cuevas			El sistema axiológico del concepto de solidaridad en el orden jurídico colombiano	
		11:30 - 12:00 Coffee break											
	12:00 - 12:45 GORAN SONESSON Mastering phenomenological semiotics with Husserl and Peirce 12:45 - 13:30 ROLAND POINER Ways of Understanding Semiotics and Hermeneutics	12:00 - 12:30	Robin Fuller	What is a Letter?		Antonio Caro	La marca como signo		Roshanak Adibi			La société de consommation du web : étude sémiotique des sites de rencontre et leurs effets de sens sur la « relation de couple »	
		12:30 - 13:00	Markus Hlander	Taking a step outside of photo frames: in which ways is the blank site of a photo filled in?		Felip Vidal Auladell	La marca y su tridimensionalización en el contexto de una renovada producción semiótica		Marcelino García			Trans-formaciones memosemióticas y comunicativas. Algunas excursiones conjeturales. / Trans-formations memosemiotics and communication. Some conjectural excursions	
		13:00 - 13:30	Soren Vigild Poulsen	Semiotic resources of Instagram – a description of represented resources for meaning-making in the Instagram interface.		Erika Cortés Bazares	Posicionamiento visual en el contexto de una economía global-local: el caso de los bancos en Chile		Maria Fernanda NINO			The diplomatic visual presence in the light of the semiotic square	
		13:30 - 15:00 Lunch										PENSER SEMIOTIQUEMENT LE PRESENT A L'EPOQUE DE L'EXPLOSION Chair: Yoon Ho Choi	
	15:00 - 15:45 UGO VOLLI In search of lost sense or the adventures of interpretation	15:00 - 15:30	I. Varnalidou Andromachi Solaki A. Koukoulis	Students of Florida's university are painting the locally historic signification		Clotilde Pérez	La mediación de la marca contemporánea: identidad y ritualización del consumo		Yong Ho Choi			Le schéma explosif	
		15:30 - 16:00	Li Qian	On Emotions — A Potential "World Language" in the Visual Age		Paulina Gómez Claudio Raccatti	La construcción de marca en el sector inmobiliario chileno: puntos de fuga para una nueva discusión		Junga Shin			Auto-immunité, performativité et explosion — à travers le « Transpersonne » de Bang Joon Ho	
	16:00 - 16:45 DINDA GORLÉ Pragmatic language-games from Peirce to Wittgenstein	16:00 - 16:30	Pyra Zhodani	Polisemioticity of Visual Poetry by Viktor Zhernchenko		Paulina Gómez William Porath Claudia Labarca Enrique Viegara	Construcción de Marca e Imaginario de consumo. El caso del Retail en Chile		Soo Hwan Kim			Yuri Lotman's concept of Explosion as a temporality of « time out of joint »	
		16:30 - 17:00	Sergei Kuk	Visual semiotics of sculpture: A neglected plastic sign of 3D objects		Fernando R. Contreras Pardo A. Halli Otaño	Semiotica de la irradiación		Assen I. Dimitrov			Semiotic engineering	
		17:00 - 17:30 Coffee break											
	17:30 - 18:15 JOHN DEELY Semiosis and Human Understanding	17:30 - 18:00	Thiago Moreira Correa	Temática social en la poesía visual de Augusto de Campos		Vladimir Sánchez Rialto	El Pragmatismo Peirceano y su Proyección en la Construcción de Marca						
		18:00 - 18:30	Maria Eugenia De Zari Daniel Castiblanco	Multimedialidad, imagen compleja y pensamiento visual. Imágenes de la catástrofe como escenarios de lo sin límite.		Dimitar Tendeloff	Brandology - regeneration of marketing knowledge						
		18:30 - 19:00	organized transport from New Bulgarian University to the City center General assembly of all IASS/AIS members										
		20:00 - 23:00	Grand Hotel Sofia conference hall (point 5 on the map)										

Wednesday, 17 September

	09:00 - 10:00	Bulgaria Hall (point 3 on the map) Guest speaker lecture: Jaakko Hintikka Language Games as a Focal Concept of Language Theory						09:00 - 10:00
	10:00 - 10:30	organized transport from Bulgaria Hall to New Bulgarian University (point 2 on the map)						10:00 - 10:30
		Hall# 301 (CONTINUES FROM 16/9) MODELS, SIGNS, VALUES AND DIALOGUE Chairs: Susan Petrilli, Augusto Ponzio, Giorgio Agamben	Hall # 308 SEMIOLOGIA DI RELIGIONE Chairs: Ugo Volli, Massimo Leone, Mory Almalech	Hall # 703 SOBRE LA CORPOSPERA: NUEVOS AVANCES EN LAS CARTOGRAFÍAS DEL CUERPO Chair: José Enrique Finol				
	10:30 - 11:00	Ekaterina Velmova Integritas as a theoretical problem of structural linguistics: From structuralism to semiotics	Ugo Volli The Four Sons in Jewish Pesach Haggadah: A Quasi-Semiotic Typology of Cultural Transmission	Ara Cristina Medelli Gómez Signos interpretativos para la danza/interpretative signs for dance			10:30 - 11:00	
	11:00 - 11:30	Yunhee Lee Dialogical interaction and symbolic mediation: a quest for meaning and self-control	Mory Almalech Biblical Donkey	Benito Cañada The Body and its limits with Escenofemil/Cuerpo y sus límites con la Escenofemil			11:00 - 11:30	
	11:30 - 12:00 Coffee break						11:30 - 12:00 Coffee break	
	12:00 - 12:30	Vladimir Fetichenko Gustav Shpet between Peirce and Bakhtin: an Implicit Tradition of Deep Semiotics in Russia	Massimo Leone Matching Intimide: Totality and Vacuity in the Semiotics of the Sacred	Laura Cristina González N. / Jon-Javier Vega Aproximación semiótica a la visión del cuerpo femenino en narraciones Colombianas			12:00 - 12:30	
	12:30 - 13:00	Cecilia C. Baraldo Esther G. de Oliveira The argumentative construction in quiescent fiction	Tatsumi Padoan A Semiotics of Presence: Rhythm, Body and Materiality among Mountain Aesthetics of Contemporary Japan	José Enrique Finol Mechanical Body, Digital Body: from Robots, to Cyborgs, to Avatars			12:30 - 13:00	
	13:00 - 13:30	Christopher M. Bingham Money Talks: A Semiotic Exploration of Money as Communication	Jižek Zaprucki The Religious Signs of Silesia and their Literary Conveying	Marcel Cárdenas Ofite Cinearteña estética en puntografía subversiva: Niveles de la memoria efectiva entre cronotopos metafóricos-simbólicos			13:00 - 13:30	
	13:30 - 15:00 Lunch						13:30 - 15:00 Lunch	
	15:00 - 15:30	Traian D. Stănculescu The genesis of the light-sound language: Unconventional "translations" of biophysics	Praacheel Anand Banpur Flash, Metal, and Verse: Culture of Violence in Brahmanic Mythological Sign Systems and Meaning	Amparo Latone Romero Scientific use of art in cognitive disorders			15:00 - 15:30	
	15:30 - 16:00	Geane C. Alencara Renira R. Gambiarola Peirce's Model of Semiosis and Transmedia Dynamics	Ellynia-Souzana Gavril / Anastasia Christodoulou Religious in Tourism: The Case of Religiosity in the Official Tourist Brochure of Greek Tourism	Clea Muñoz Las transformaciones del rostro o la pérdida del sentido			15:30 - 16:00	
	16:00 - 16:30	Elizabeth Perra Ortiz Jaime Otazo Hernández Reflexiones sobre los ámbitos epistémicos y metodológicos de la semiótica en Chile / Reflections on the epistemic and methodological areas of the semiotics in Chile	Roumyana Petrova How Religious are the Modern Anglo-American Proverbs Related to Religion: A Linguacultural Study	Rebeca Irene Ruiz Padilla Theatrical Anthropology/Antropología Teatral			16:00 - 16:30	
	16:30 - 17:00	George Cadar La langue archétypale de l'Europe, la langue de Vlach-Olca: Le décodage étrusque de Bagae de Ezerovot la Stele de Lemnos	Emilia Papadakis Transpersonal Poetic Communication	Mihaela Rodulescu de Barrio de Mendoza El cuerpo producido: una ficción crítica			16:30 - 17:00	
	17:00 - 17:30 Coffee break						17:00 - 17:30 Coffee break	
	17:30 - 18:00	Michal Karla Peirce's pre-1867 Semiotic and the Origins of His Theory of Interpretant	Eliazul Hamid The Importance of Semiotic Approaches to Religious Texts				17:30 - 18:00	
	18:00 - 18:30		Norma Fabala Religión y política. El discurso de la iglesia (Argentina 2001-2003)				18:00 - 18:30	
	18:30 - 19:00	organized transport from New Bulgarian University to the City center						18:30 - 19:00
	20:00 - 23:00	General assembly of all IASS/AIS members Grand Hotel Sofia conference hall (point 5 on the map)						20:00 - 23:00

Thursday, 18 September

	09:00 - 10:00	Grand Hotel Sofia conference hall (point 5 on the map) Solomon Marcus' honorary lecture: Hidden Signs. The Literary Face of the Nonliterary Texts										09:00 - 10:00
	10:00 - 10:30	organized transport from Grand Hotel Sofia to New Bulgarian University (point 5 on the map)										10:00 - 10:30
NBU AULA SEMIOTICS AND ITS MASTERS SERIES OF LECTURES		Hall # 111 THE IMAGES OF THE TIME/ LES IMAGES DU TEMPS Chair: Antonia Bobeva/Chia-chi Chi, Rodolfo Morales	Hall # 305 (CONTINUES FROM 17/9) SEMIÓTICA DE LA MARCA/ SEMIOTICS OF BRAND Chair: Antonia Bobeva, Francisco Torop, Yusef Torop	Hall # 110 CULTURAL SEMIOTICS Chairs: Mohammed Bernoussi, Massimo Leone, Anna Maria Lousoso								
	10:30 - 11:00	Maria Celeste de Almeida Warner Space and time in photography image: a dialog between tradition and contemporary	Kyung-Nan Koh The prolepsis of brands	Mohammed Bernoussi Introduction: Why Cultural Semiotics? / Introduction: Pourquoi la sémiotique de la culture?							10:30 - 11:00	
	11:00 - 11:30	Eriel de Araújo Santos The transitory and the photographic image	Klaus M. Bemsau Designing Beauty for the World - Power, Challenges and Restrictions for Global Brands	Massimo Leone Anna Maria Lousoso							11:00 - 11:30	
		11:30 - 12:00									11:30 - 12:00	
		Coffee break									Coffee break	
12:00 - 12:45 ANNE HÉNAULT Semiotics and Hermeneutics: the debate between Algrdas G. Greimas and Paul Ricoeur	12:00 - 12:30	Felipe Garcia Rodrigo Arturina Morais Perception and cognition inside technological spheres	Pablo Moreno Fernandes Viana Semiotics of brand of Procter& Gamble products in a Brazilian movie	Pavel Torop Dynamics of Research Object and Complexity of Cultural Semiotics						12:00 - 12:30		
	12:30 - 13:00	Flávia Marlowani Alves Antonio Roberto Chia-chi Filho A semiotic analysis on Francesco Woodman's artwork	Stefania Gogna The power of Semiotics in the practice of Marketing	Francisco Sedda Formation(s). A Key Concept for Cultural Semiotics						12:30 - 13:00		
	13:00 - 13:30	Raoni Carvalho Gondim Phantasmagorical images: vintage cards, live mosaics, and concept of time in contemporary photography	Oana Culache Shifting from Channels and Codes to Modes: A Reconceptualization of the Brand Communication via Multimodality	Laura Gherlone Waiting for History. On the Eve of Explosion						13:00 - 13:30		
NBU Aula	13:30 - 15:00 Lunch									13:30 - 15:00 Lunch		
15:00 - 19:00 Assembly of the IASS/AIS Executive Committee Members	15:00 - 15:30	Antonio Roberto Chia-chi Filho Rodrigo Arturina Morais Tradition, innovation and time	François Bobrie Les sémiotiques-objets des présentations des vins de qualité: Analyse des niveaux de pertinence et des plans d'immanence, des marques, du packaging et des bouteilles du « Sec 100 du Médoc Société-C&L, 2008 à 2017	Giuditta Bassano The Invention of Childhood: Semiotics of Cultural History in Philippe Ariès's Research around Childhood						15:00 - 15:30		
	15:30 - 16:00	Lars-Henrik Ståhl Gunnar Sandén Material side-kicks in architectural imagery: On tangible consequences of visual mediation	George Rosalatos Building strong brands with structuralist rhetorical semiotics: A step-by-step exposition of the methodological framework of the brand trajectory of identification	Slavica Strebinska Photography as a Sign of Cultural Memory						15:30 - 16:00		
	16:00 - 16:30	Václav Luis Dantas Ornelias Roberto Leon Poncack Concept of time in Anselm Kiefer's pictorial image: a semiotic approach based on Charles Sanders Peirce	Svetlana Kovatcheva Semiotic aspects of the internal communication and the integral role of the brand book	Jamila Farajova Linguo-Semiotic Analysis of Cultural Texts						16:00 - 16:30		
	16:30 - 17:00	Marcelo Santos Valdrene Popani Ideogrammatic time in Brazilian Sign Language	Christo Kalfandjiev The Similarities between Crossmedia and Integrated Marketing Communications - Syntactical Aspects	Angelo Di Caterino Quatre mots pour une sémiotique de la culture : «immanence», «éclatements», «châliens», «traduction»						16:30 - 17:00		
	17:00 - 17:30	Coffee break								17:00 - 17:30 Coffee break		
	17:30 - 18:00	Silas de Paula Selfies aren't boring	Celia Rutina Vargas Les mots, les gestes et les chants des rituels de l'eau. Analyse de la dimension mythique dans le film documentaire péruvien Sigo siendo-Kachikaniymri (Javier Corcuera, 2013).							17:30 - 18:00		
	18:00 - 18:30	Silvia Henrique V. Barbosa The Myth in Triumph of the Will (Triumph des Willens) - An analysis of the symbolism used in the audiovisual narrative of Leni Riefenstahl	Somayeh karimnejad Estahbanati Le négativité comme fonction culturelle dans le discours littéraire persan							18:00 - 18:30		
	18:30 - 19:00	Aparecida Zain Bruno V. Chahains Tiago B. Ramos The law as a sociocultural discursive practice	Mariana Net Semiotics of Cultural Life in Pre-World War II Tampara							18:30 - 19:00		
	19:00 - 19:30	RT CONTINUES NEX DAY										19:00 - 19:30
	20:15 - 23:00	organized transport from New Bulgarian University to the City center Bulgarian Culinary Show - Mehana "Balgarka"; 2, Tzarigradsko shose blvd.										20:15 - 23:00

Thursday, 18 September

Grand Hotel Sofia conference hall (point 5 on the map)			
Solomon Marcus' honorary lecture: Hidden Signs. The Literary Face of the Nonliterary			
organized transport from Grand Hotel Sofia to New Bulgarian University (point 5 on the map)			
Hall # 301		Hall # 308 (CONTINUES FROM 17/9)	
FROM TRANSLATION TO SEMIO-TRANSLATION: ORIGINS, EVOLUTION, AND METAMORPHOSES Chair: Susan Petrilli, Dinda L. Gorlée		SEMIOTICS OF RELIGION Chairs: Ugo Volli, Massimo Leone, Mory Almatouch	
Dinda L. Gorlée From Translation To Semiotranslation		George Vasilakis Deux modèles de l'analyse figurative et de l'analyse énonciative appliqués sur la Parabole du Bon Samaritain	
Stéphanie Walsh Matthews The Origins of Semiotic Thinking: How the brain became the center of our interpretation-function		Clebson Luiz de Brito Discoursa mesianique et mythisation de l'histoire	
Susan Petrilli Augusto Poroto Translation and iconicity		Morteza Babak Mozin Le contagion des sensibilités au rituel d'Adhoun en Iran et le passage au corps transcendant	
Olga Lesicka Semantic connotation in the linguistics research into lexicological loanwords		Mariyah Athari Nikaam De la polyphonie roumaine à la transcendance mystique du Sema. Cas d'étude : Penouquet et Commerçant de Roum	
Pavel Dronov Raising and holding one's head high: A corpus-based study of Stylistic, Pragmatic and Lexical Variability of the Idiom in Russian, Serbian, English, and German			
J. Marcia (Kobus) The agency of translation: Exploring semiotics and the emergence of the social		Matteo Modena	
Caroline Mangrel The silence of translation: responsibility and power in interlingual translation		Giacomo Festi	
Dhongsul Lim King Sejong's and Koreans' Translationality in Korean: The Transcultural Semiotics Translated into Languages		Stefano Aroldi	
Irina Merkulova De la traduction sémiotique à la traduction intrasémiotique/ouvrage «Sémiotique des passions» en russe		Alexander Mosquera	
		Hall # (CONTINUES FROM 17/9)	
		EDUSEMIOTICS	
Gergana Apostolova A Rhetoric of Meanings: Between understanding and translation of words		Jeffrey Gaspard Semiotics of online texts presenting European universities: making sense of discursive regularities	
Daniela Aguilar Joao Queiroz Hypoconcreteness in literature-to-dance intersemiotic translation		General meeting of Semiotics & Education Network // all IASS members are INVITED to participate.	
Rovena Trope On the Concept and Practice of Translation, from a Greimasian Semiotics Perspective			
organized transport from New Bulgarian University to the City center			
Bulgarian Culinary Show - Mehana "Balgarka"; 2, Tsarigradsko shose blvd.			

Friday, 19 September

09:00 - 09:30				organized transport from BNB to New Bulgarian University			
NBU AULA				Hall # 111 (CONTINUES FROM 18/9)			
SEMIOTICS AND ITS MASTERS SERIES OF LECTURES				THE IMAGES OF THE TIME/ LES IMAGES DU TEMPS			
Chair: José Enrique Finol				Chair: Antonio Sebastián Chischid, Rodolien Moursie			
In NBU AULA				Chair: Mohammed Bemoussi, Massimo Leone, Anna Maria Tonouss			
Chair: Paul Cobley				Chair: Isabella Pezzini, Paolo Peverini			
09:30 – 10:15				09:30 – 10:00			
JOSE LUIS FERNANDEZ				Claudia Almeida			
Semiótica y medios de				Thinking social media: analyzing the			
sonido: una cultura				system's context from			
intersticial				phenomenological parameters			
Tradition and Innovation				10:00 – 10:30			
10:30 – 11:15				Simonetta Perichetti			
FRANCIS JOST				From elfs to aelfas			
Quelle relation au temps				Brazilian beer advertising and gender			
nous promettent les médias				representations in time			
audiovisuels ?				10:30 – 11:00			
— On General Semiotics(GS) vs.				A. Roberto Chiachisi			
— On General Semiotics(GS) vs.				Eric de Carvalho			
11:00 – 11:30				11:00 – 11:30			
YOUNGHEUNG LI				Isone Aparicio			
"General Semiotics" as the all-				Pereira de Mello			
round interdisciplinary organizer				Communication, time and citizenship			
— On General Semiotics(GS) vs.				11:30 – 12:00			
— On General Semiotics(GS) vs.				Coffee break			
12:00 – 12:45				12:00 – 12:30			
Chair: Paul Cobley				Miki Okubo			
JOSE ENRIQUE FINOL				Aesthetic consideration of virtuosity and			
On the Corporeality: body, eroticism and pornography				physicality of human body with reference			
12:45 – 13:30				to the fashion designs of Jean-Paul			
NEYLA PARDO ABIL				Gauthier			
Semiótica en los estudios multimodales. Estudios				12:30 – 13:00			
latinoamericanos				Edson P. Pflumserreuter			
13:00 – 13:30				A. Roberto Chiachisi			
Instant communication: a brief history				Time as subject or index in works of Art			
about the time-space compression				13:00 – 13:30			
Liliane Pellegrini				Instant communication: a brief history			
about the time-space compression				13:30 – 15:00			
Lunch				Lunch			
15:00 – 15:30				15:00 – 15:30			
Chair: José Enrique Finol				Marcelo Rosa			
15:00 – 15:45				Less time, more content: a			
PAOLO FABBRI				reinterpretation of Bauman's			
Les passions de la valeur: culpabilité, honte, indignation				consumerism in digital times			
16:00 – 16:45				16:00 – 16:30			
GIANFRANCO MARRONE				Rafael Yamaga			
The Invention of the Text				Life re-represented: the after (and during)			
16:30 – 17:00				class impressions. How undergraduate			
17:00 – 17:30				students behave online in face of their			
Coffee break				classes			
17:30 – 18:00				17:30 – 18:00			
Chair: Paul Cobley				Rodrigo A. Morales			
17:30 – 18:15				A. Roberto Chiachisi			
EERO TARASTI				Transmediation and schizophrenia: a			
The Challenge of Existential Semiotics				phenomenological proposal			
18:15 – 19:00				18:00 – 18:30			
FREDERIK STJERNFELT				Antoaneta Donicheva			
Disciplina - the Actuality of Peirce's Theory of Propositions				Writing and Silence - The Mythical Signs			
19:00 – 19:30				at the Threshold (S.Beckett, M.Blanchot			
19:30 – 20:00				and Marcel)			
19:30 – 20:00				18:30 – 19:00			
19:30 – 20:00				Isabella Demerican			
19:30 – 20:00				Urban visual interventions and its			
19:30 – 20:00				developments in contemporaneity			
19:30 – 20:00				19:00 – 19:30			
19:30 – 20:00				organized transport from New Bulgarian University to the City center			
19:30 – 20:00				GALA DINNER at Corso restaurant; 10, Tsar Osvoboditel blvd. (point 4 on the map)			
19:30 – 20:00				20:30 – 23:00			
20:30 – 23:00				20:30 – 23:00			

Friday, 19 September

09:00 - 09:30				organized transport from BNB to New Bulgarian University (point 1 on the map)			
Hall # 305				Hall # 302			
CINEMA AND SEMIOTICS				NEO-SEMIOLOGICAL SYNTHESIS			
Chair: Anne Dymek				Chair: Alexander Wolodtschenko, E. Frenchchenko, A. Solomovskiy			
09:30 – 10:00				09:30 – 10:00			
François Jost				François Jost			
A quelle distance sommes-nous de la sémiologie				Abraham Solomovskiy			
du cinéma ?				Visuality in Signs (As			
10:00 – 10:30				Embodied in Cartography)			
André Hebio				Alexander Wolodtschenko			
Une sémiotique des arts du spectacle est-elle				New directions of applied			
possible				semiotics and neo-geo-			
10:30 – 11:00				10:30 – 11:00			
Sylvie Pénneau				Énonciation audiovisuelle : faut-il renier Christian			
Mézière?				Metz?			
11:00 – 11:30				11:00 – 11:30			
Elodie Verlinden				Elodie Verlinden			
La densité et ses traces				Maxwell L.V. Enemchenko E.N.			
11:30 – 12:00				11:30 – 12:00			
Coffee break				Coffee break			
12:00 – 12:30				12:00 – 12:30			
William James				Screening Dissigns: Thoughts on Moving			
McCurdy				Pictures in the Light of C.S. Peirce's Moving			
12:30 – 13:00				12:30 – 13:00			
Anne Dymek				Genuine Filmic Signs: Diagrams of Perception			
13:00 – 13:30				13:00 – 13:30			
Elizabeth Zauderer				Toward an Appropriation of Polysemia in Film: The			
13:30 – 15:00				13:30 – 15:00			
Lunch				Lunch			
15:00 – 15:30				15:00 – 15:30			
Federico Zecca				Comics in Motion. The Cinematic Translation of			
15:30 – 16:00				15:30 – 16:00			
Juan Alberto Conde				The Role of Sound in Filmic Experience: A			
16:00 – 16:30				16:00 – 16:30			
Michal Kitz				The Plurimedial Nature of Film Narrative in the			
16:30 – 17:00				16:30 – 17:00			
I. Vervakidou				Music in film semiosphere: reconsidering			
17:00 – 17:30				17:00 – 17:30			
Coffee break				Coffee break			
17:30 – 18:00				17:30 – 18:00			
Hsiu-chih Tsa				The Grandmaster: The Flowing of Forms and			
18:00 – 18:30				18:00 – 18:30			
Lorenzo Biancardi				Semiotics of taste in movies. From „past” to			
18:30 – 19:00				18:30 – 19:00			
Nikos Terzis				Innovation through disobedience to the tradition of			
19:00 – 19:30				19:00 – 19:30			
19:00 – 19:30				organized transport from New Bulgarian University to the City center			
19:00 – 19:30				GALA DINNER at Corso restaurant; 10, Tsar Osvoboditel blvd. (point 4 on the map)			
19:00 – 19:30				20:30 – 23:00			
20:30 – 23:00				20:30 – 23:00			

Friday, 19 September

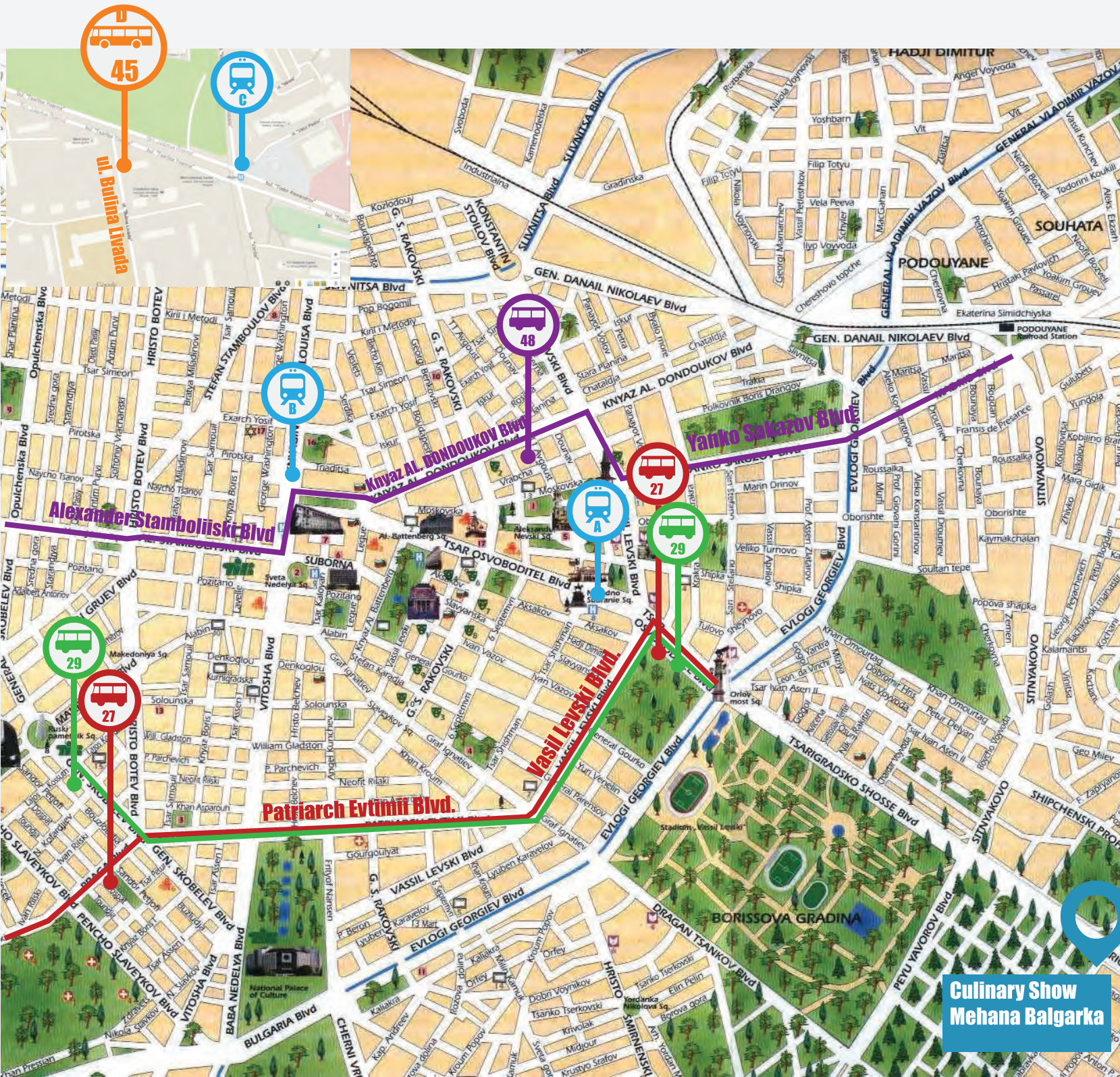
09:00 - 09:30		organized transport from BNB to New Bulgarian University (point 1 on the map)				09:00 - 09:30	
		Hall # 308		Hall # 301		Hall # 307	
		L.A SEMIÓTICA EN AMÉRICA LATINA Y ESPAÑA: SUS CONDICIONES DE PRODUCCIÓN Y CIRCULACIÓN EN LA ACTUAL COYUNTURA TEÓRICA Chair: Rafael del Villar Muñoz Participantes: Nayla Pardo, Rafael del Villar Muñoz, Celia Rucina, Rosa María Rivera, Elizabeth Parra, José María Paz Gállego, José Enrique Prieto		NEW FORMS OF KNOWLEDGE, OF SOCIAL RELATIONS, AND OF ECONOMIC VALUE IN THE AGE OF THE INTERNET		SEMIOtics OF COLOR Chair: Mory Almalech	
09:30 - 10:00				Irene Paschidou Anastasia Christodoulou	Internet Memes and Self Identification in the Gaming World. A case study of World of Warcraft.	Evangelos Kourdis	Colour as Intersemiotic Translation in Everyday Communication
10:00 - 10:30				Paolo Rocchi	Mathematical Semiotics: a Challenging Misreading Place	Mory Almalech	Visual and Verbal Color Language (Biology, Prototypes and non-color meanings of colors)
10:30 - 11:00				César Augusto Oslancho Duarte	Representaciones del yo de los estudiantes de la Universidad Industrial (uis) de Santander en las interacciones sociales multimedios en Facebook	Russell Daylight	Abstraction in Semiotics
11:00 - 11:30				Yagodina Manova	The impact of students' creativity on building a successful marketing communication of a brand in social media	Alexander Iorg	The (linguistic and social semiotics of confessional affiliation in the Near East
11:30 - 12:00						11:30 - 12:00	
Coffee break						Coffee break	
12:00 - 12:30			Ivan Kasebov	Toward systematization of basic semiotic disciplines		12:00 - 12:30	
12:30 - 13:00			Kristian Bankov	e-consumption: transfer of meaning through consumer rituals in Facebook		12:30 - 13:00	
13:00 - 13:30			Katia Alves	Les vitrines, figures d'un discours cinématographique		13:00 - 13:30	
13:30 - 15:00						13:30 - 15:00	
Lunch						Lunch	
15:00 - 15:30			George Tsonov	Social Media As an Imagined Community		15:00 - 15:30	
15:30 - 16:00			Stefano Carlucci	Material enclosures and digital awareness	ANNUAL MEETING OF THE SEMIOTIC SOCIETY OF FINLAND Chair: Eero Tarasti		15:30 - 16:00
16:00 - 16:30			Douglas Nito	Purposes and Meaning Construction: A Proposal for Cognitive Semiotics	16:00 - 17:00		16:00 - 16:30
16:30 - 17:00			Team from the MA in Advertising and Brand Management	Usage and attitude study of smartphones in Bulgaria			16:30 - 17:00
17:00 - 17:30						17:00 - 17:30	
Coffee break						Coffee break	
17:30 - 18:00						17:30 - 18:00	
18:00 - 18:30						18:00 - 18:30	
18:30 - 19:00						18:30 - 19:00	
19:00 - 19:30		organized transport from New Bulgarian University to the City center				19:00 - 19:30	
20:30 - 23:00		GALA DINNER at Corso restaurant; 10, Tsar Osvoboditel blvd. (point 4 on the map)				20:30 - 23:30	

Saturday, 20 September

	09:00 - 09:30	organized transport from BNB to New Bulgarian University (point 1 on the map)				09:00 - 09:30	
NBU AULA SEMIOTICS AND ITS MASTERS SERIES OF LECTURES		Hall # 304 (CONTINUES FROM 19/9) SEMIOTICS OF THE CITY Chairs: Isabella Pezzini, Paolo Peverini	Hall # 301 SOCIAL CONSTRUCTION OR UNIVERSAL CULTURAL CONCEPTIONS? AN EPISTEMOLOGICAL RIFT Chair: Rea Walldén	Hall # 110 SEMIOTICS APPLIED TO MARKETING COMMUNICATION Chairs: Ricardo Nogueira de Castro Monteiro, Richard Tressider		Hall # 111 MUSIC, THEATER AND PERFORMANCE IN A GLOBALISED WORLD: A SEMIOTIC APPROACH Chairs: Pirjo Kukkonen, Jean-Marie Jacono & José María Paz Gago	
Chair: Paul Cobley 09:30 – 10:15 DENIS BERTRAND La sémiotique contemporaine: entre le sens et le sensible 10:30 – 11:15 ISABELLA PEZZINI Semiotics as Critical Discourse	09:30 - 10:00	Vit Gvoždjak <i>The Semiotic Square – Code of the Plaza</i>	Donald Preziosi <i>Words, Things, Ideas, and the Conundrum of Semiosis</i>	Ricardo Nogueira de Castro Monteiro <i>Semiotics applied to the analysis of political campaigns: the usage and impact of rhetoric strategies in Brazilian presidential elections</i>	09:30 - 10:00	José María Paz Gago <i>TBD</i>	
	10:00 - 10:30	Sung-Do Kim <i>Urban semiotics of some historic traces and their restored meanings in Seoul</i>	Anti Randviir <i>Sociosemiotics: Centrifugal and Centripetal Forces</i>	Thiago Ferreira <i>G0ys: the love between "brothers" in Luso-Brazilian homoerotic advertising?</i>	10:00 - 10:30	Simon Levesque <i>Semiotics of play: the origin of 'flights of fancy' according to Henri Laborit</i>	
	10:30 - 11:00	Traian D. Stănculescu <i>The 'Architecture of Light'. Towards a Semiotic of the Sacred Geometry</i>	Tiit Remm <i>Semiotic space and boundaries – between social constructions and semiotic universals</i>	Lucia Trezova <i>Applying semiotics in the brand identity research and brand management of Czech financial institutions</i>	10:30 - 11:00	Pirjo Kukkonen <i>The tango moving in semiospheres – from local to global to local ...</i>	
	11:00 - 11:30	Edoardo Gazzoni, Mario Panico <i>Identity space and time. Etno-semiotic research about Taranto and its factory</i>	Rea Walldén <i>Not Natural: An Argument for the Social Construction of Cinematic Semiosis</i>	Jean Henaff <i>Interactions and Beauty Advertising/Interactions et publicité beauté</i>	11:00 - 11:30	Ivaylo Alexandroff <i>Theatrical Performativity and Stage Signification - The Performance as a Theatrical Text</i>	
	11:30 - 12:00 Coffee break					11:30 - 12:00 Coffee break	
Chair: Paul Cobley 12:00 – 12:45 IVAN MLADENOV Conceptualizing Peirce 12:45 – 13:30 KALEVI KULL (WITH EKATERINA VELMEZOVA) Semiotics is taking form: through the eyes of ten top semioticians	12:00 - 12:30	Elisa de Souza Martinez <i>Scopic regimes in contemporary art exhibitions – fearing exoticism</i>	Gloria Withalm <i>REVELIO! A (Socio-)Semiotic Reading of the Harry Potter Saga</i>	Zeinab Goudarzi <i>La présence du silence. Le silence comme objet de valeur dans les espaces de production, de consommation et de circulation</i>	12:00 - 12:30	José Luis Valencia González <i>The Hologramaticultural Memory of a Sacred Dance in Mexico</i>	
	12:30 - 13:00	Sorin Alexandrescu <i>Urban experience: how to find signs for a meaning</i> Vera D'Antonio Stefania Pizza <i>Car sharing and Urban experience. A socio-semiotic approach to the car-sharing service Car2Go Roma</i>	Anthi Wiedenmayer <i>For a Sociological Innovation in Translation Studies</i>	Carl W. Jones <i>Advertising tools and techniques appropriated to construct the global brand Mr. Clean</i>	12:30 - 13:00	Jean-Marie Jacono <i>L'interprétation en concert, performance ou re-création ? L'exemple de la chanteuse française Barbara (1930-1997)</i>	
	13:00 - 13:30	Pedro Henrique Cremones Rosa Dirce Vasconcellos Lopes <i>Postcards as representation of the city: a vivid pictorial journey</i>	Maria Katsaridou <i>Social Construction and Ideology in Animation Films</i>	Giacomo Festi <i>Semiotics and qualitative research: the case of food trends</i>	13:00 - 13:30	Wu Lei <i>Performing Interculturality: Towards a Semiotics of Intercultural Performance</i>	
	13:30 - 14:00	Ana Claudia Mei Alves de Oliveira <i>Cité vécue et cité médiatisée</i> Andrés Novoa Montoya <i>Lenguajes Urbanos</i>		Paulo Barroso <i>Semiocracy and secularization: the power of advertising signs and images in the public space</i>	13:30 - 14:00	Rocco Mangieri (teleconference) <i>New Approaches To Kinetics And Proxemics In Performing Arts</i>	
	14:00 - 15:30 Lunch					14:00 - 15:30 Lunch	
	15:30 - 17:00	Closing ceremony: Football match Latin America and Spain VS the Rest of the World the NBU campus				15:30 - 17:00	
	17:00 - 17:30	organized transport from New Bulgarian University to City center				17:00 - 17:30	

How you can reach New Bulgarian University?

(only in case you are not able to use the daily organized transport from the city center to NBU and back. See pages 3-7 here)



1. TAXI is quite cheap in Sofia, legal rates are from 0,40 to 0,80 Euro (0,75 to 1,50 BGN) per kilometer. You can pay the taxi driver only in BULGARIAN CURRENCY (BGN called “Leva”). You can take the taxi everywhere on the streets.

Recommended companies (In case you use another one – please, do not pay more than 15-16 BGN for a ride from the city center to NBU or vice versa!):

OK Supertrans: http://www.oktaxi.net/index_en.php (+3592 973 2121 & mobile +359 18294)

Yellow Taxi: <http://www.yellow333.com/opencms/opencms/menu/en/> (+3592 91119 & mobile +359 1219)

Green Taxi: <http://greentaxi.bg/joomla/index.php/en/> (+3592 810810 & mobile +359878 810810)

Radio SV Taxi: <http://91263.bg/?p=101&l=2> (+3592 91263 & mobile +359 1263)

To order a taxi and avoid speaking with the operator you can use the **TaxiMeApp** – an application for mobile devices that saves time and hassle by connecting you to a quality taxi driver as quickly as possible. You need an internet connection and the position function enabled!

- Request a taxi ride in two taps, directly from your smartphone;
- Get a taxi with a selected, quality driver at a standard rate;
- Have full information about the driver, car, and rate;
- Know in advance the estimated cost of your trip;

NB: TaxiMe works only with selected, quality taxi drivers who charge standard taxi rates in Sofia (lower or equal to: 0.79 lv./km day and 0.90 lv./km night).

Like us on Facebook: <https://www.facebook.com/TaxiMeApp>

Follow us on Twitter: <https://twitter.com/TaxiMeApp>

2. TAXI Mini Bus Services - Mrshrutka (One ticket costs 1,50 BGN) – You have to wave your hands about to stop it and then you have to tell to the driver to stop at NBU! You pay in cash to the driver as soon as you are in.

No27 - take it from Tsarigradsko Shosse Blvd, or Eagle’s Bridge, or Vassil Levski Blvd, or Patriarkh Evtimi Blvd (long the red line on the map)

No29 - take it from Tsarigradsko Shosse Blvd, or Eagle’s Bridge, or Vassil Levski Blvd, or Patriarkh Evtimi Blvd (long the green line on the map)

No48 - take it from Yanko Sakuzov Blvd, or Kniaz Al. Dondoukov Blvd, or Al. Stamboliyski Blvd (long the purple line on the map)



3. SOFIA METROPOLITAN (with Bus for the last stage of the trip to NBU)

You have to use line №1! <http://www2.metropolitan.bg/en/>

(One ticket for the METRO costs 1,00 BGN and one ticket for the bus costs 1,00 BGN, but they are different)

Take it from **Sofia University Station** (point **(A)** on the map), or **Serdica Station** (Point **(B)** on the map)

You have to get off at Vardar Station (Point **(C)** on the map) – after you have to take **autobus No45** (Point **(D)** on the map)

¿Cómo se puede llegar a Nueva Universidad Búlgara?

(Sólo en caso en el que Usted no puede utilizar el transporte organizado durante todos los días del centro de la ciudad a NBU y hacia atrás, vea por favor las páginas 3-7 aquí):

1. El TAXI es bastante barato en Sofía, las tasas legales son de 0,40 a 0,80 euros (0,75 a 1,50 BGN) por kilómetro. Usted puede pagar al taxista sólo en moneda búlgara BGN (llamada "Leva"). Usted puede tomar un taxi por las calles en cualquier parte de la ciudad.

Todas las agencias recomiendan (En caso de que Usted utilice algún coche de otra - por favor, no pague más de 15 a 16 BGN para un paso del centro de la ciudad hacia Nueva Universidad Búlgara o viceversa!):

OK Supertrans: http://www.oktaxi.net/index_en.php (+3592 973 2121 & mobile +359 18294)

Yellow Taxi: <http://www.yellow333.com/opencms/opencms/menu/en/> (+3592 91119 & mobile +359 1219)

Green Taxi: <http://greentaxi.bg/joomla/index.php/en/> (+3592 810810 & mobile +359878 810810)

Radio SV Taxi: <http://91263.bg/?p=101&l=2> (+3592 91263 & mobile +359 1263)

Para pedir un taxi y evitar hablar con el operador puede utilizar el **TaxiMeApp**, una aplicación para dispositivos móviles que ahorra su tiempo y su molestia y hace mejor y más rápida posible la conexión a un conductor de taxi. Necesita una conexión a Internet y una función de posición permitida! Así Usted:

- Solicita un taxi pulsando dos veces directamente desde su teléfono inteligente;
- Consegue recibir un taxi con un conductor respetable y una tarifa estandarizada;
- Cuenta con información completa sobre el conductor, el coche y la velocidad;
- Conoce de antemano el precio estimado para su viaje;

NB: TaxiMe sólo funciona con seleccionados taxistas de calidad que toman tarifas estandarizadas en Sofía (inferior o igual a:.. 0,79 lv / km por el día y 0,90 lv / km por la noche).

Agradenos en Facebook: <https://www.facebook.com/TaxiMeApp>

Síguenos en Twitter: <https://twitter.com/TaxiMeApp>

2. TAXI Mini Autobuses - Mrshrutka (Un billete cuesta 1,50 BGN) - Hay que agitar las manos al detenerlo, hay que pagar en efectivo al conductor al subir y al final Usted tiene que decirle al conductor que pare ante la Nueva Universidad Búlgara!

Nº27 - Puede tomarlo de Tsarigradsko Shosse avd, o Bridge eagle's (Puente de águilas) o avenida Vassil Levski, o Patriarca Evtimiy avd (a lo largo de la línea roja en el mapa)

Nº29 - Puede tomarlo de Tsarigradsko Shosse avd, o Bridge eagle's (Puente de águilas) o Vassil Levski avd., o Patriarca Evtimiy avd (a lo largo de la línea verde en el mapa)

Nº48 - Puede tomarlo de Yanko Sakuzov avd, o Kniaz Al. Dondoukov avd, o Al. Stamboliyski avd. (a lo largo de la línea de color violeta en el mapa)



3. SOFIA METROPOLITAN (y con autobús para la última etapa del viaje a Nueva Universidad Búlgara)

Usted tiene que usar la línea Nº1! <http://www2.metropolitan.bg/en/>

(Un billete para el metro cuesta 1,00 BGN y un billete para el autobús cuesta 1,00 BGN, pero son diferentes); Tómelo el metro de **la estación de la Universidad de Sofía** (punto **(A)** en el mapa), o de **la estación de Serdica** (Punto **(B)** en el mapa); Hay que bajarse en **la estación Vardar** - después Usted tiene que tomar **el autobus Nº45** (Punto **(C)** en el mapa).

Comment se rendre à la Nouvelle Université Bulgare?

(Uniquement au cas où vous n'utiliserez pas le transport organisé tous les jours sur le trajet centre-ville – NUB. Voir les pages du 3 au 7 ici)

1. Le service des TAXIS à Sofia n'est pas cher, les tarifs légalement établis variant de 0,40 à 0,80 euro (de 0,75 à 1,50 BGN) au kilomètre. Vous ne pouvez payer le chauffeur de taxi qu'en monnaie bulgare (BGN appelé "Leva"). Vous pouvez prendre un taxi aux stations TAXI, mais également à n'importe quel endroit dans les rues.

Compagnies recommandées (au cas où vous prendriez une autre pour le trajet centre-ville – NUB, et que le montant serait supérieur à 15-16 BGN, il s'agit d'une fraude ; ne payez surtout pas une somme plus élevée !) :

OK Supertrans: http://www.oktaxi.net/index_en.php (+3592 973 2121 & mobile +359 18294)

Yellow Taxi: <http://www.yellow333.com/opencms/opencms/menu/en/> (+3592 91119 & mobile +359 1219)

Green Taxi: <http://greentaxi.bg/joomla/index.php/en/> (+3592 810810 & mobile +359878 810810)

Radio SV Taxi: <http://91263.bg/?p=101&l=2> (+3592 91263 & mobile +359 1263)

Pour prendre un taxi sans avoir besoin de passer par un opérateur, vous pouvez utiliser l'application pour appareils mobiles **TaxiMeApp**, qui permet d'économiser du temps et d'éviter des malentendus en vous connectant directement et le plus rapidement possible à un chauffeur de taxi de qualité. Il suffit de se connecter à Internet et d'activer la fonction de positionnement ! Ainsi vous pouvez :

- Prendre un taxi en deux clics, directement à partir de votre smartphone ;
- Prendre un taxi au tarif standard avec un conducteur professionnel sélectionné ;
- Être renseigné sur le conducteur, le type de voiture et le tarif ;
- Connaître à l'avance le coût estimé de votre trajet ;

NB: **TaxiMe** ne fonctionne qu'avec des compagnies fiables, des chauffeurs de taxi de sélectionnés qui travaillent aux tarifs de circulation établis à Sofia (inférieur ou égal à : 0,79 lv / km de jour et 0,90 lv / km de nuit).

Facebook: <https://www.facebook.com/TaxiMeApp>

Twitter: <https://twitter.com/TaxiMeApp>

2. TAXI Mini Bus Services (navettes, appelées « Marshrutka » (le ticket étant de 1,50 BGN). Pour en prendre un, levez la main pour l'arrêter et dites au conducteur que vous descendrez à la NUB ! Cherchez votre ticket directement chez le conducteur dès que vous montez.

Nº27 – vous pouvez le prendre sur le boulevard Tsarigradsko Shosse, au le Pont des Aigles, ou bien sur les boulevards Vasil Levski ou Patriarkh Evtimi (tout le long de la ligne rouge sur le plan)

Nº29 – vous pouvez le prendre sur le boulevard Tsarigradsko Shosse, au le Pont des Aigles, ou bien sur les boulevards Vasil Levski ou Patriarkh Evtimi (tout le long de la ligne rouge sur le plan)

Nº48 – vous pouvez le prendre sur les boulevards Yanko Sakuzov, Kniaz Al. Dondoukov ou Al. Stamboliyski (tout le long de la ligne rose sur le plan).



3. SOFIA MEROPOLITAN (avec bus pour la dernière étape du trajet à la NUB)

Vous devez prendre la ligne Nº1! <http://www2.metropolitan.bg/en/>

(Le ticket de métro, comme celui de bus, coûte 1,00 BGN ; il vous faudra deux tickets différents !)

Prenez-le métro **à la station de l'Université de Sofia** (point **(A)** sur le plan), ou **de la station Serdica** (point **(B)** sur le plan).

Descendez **à la station Vardar** et prenez **l'autobus Nº45** (point **(C)** sur le plan).

Locations

- 1. Aquí está el lugar donde los autobuses nos recogerán el 19/9 y 20/9 a las 9:00 para llevarnos a Nueva Universidad Búlgara. Aquí también los autobuses nos dejarán todas las noches;**
- 2. Este es el lugar donde los autobuses nos recogerán el 16/9 a las 12:00 y el 17/9 a las 10:00 para llevarnos a Nueva Universidad Búlgara, y también donde los autobuses recogerán a los participantes en la Fiesta culinaria búlgara el 18/9 a las 20:15;**
- 3. Bulgaria Hall, donde tendrá lugar la ceremonia de apertura el 16/9 a las 10:00 y la Conferencia de Jaakko Hintikka el 17/9 a las 9:00. Aquí usted puede encontrar el mostrador de registro el 16/9 de las 09:00 a las 12:00 y el 17/9 de las 09:00 a las 10:00;**
- 4. Aquí se encuentra el restaurante Corso donde tendrá lugar la Cena oficial de Gala de clausura del congreso el 19/9 a las 20:30;**
- 5. En Grand Hotel Sofia se alojará la Junta directiva de IASS / AIS, aquí también:**
 - Se encontrará la mesa de registro el 15/9 15:00-18:00
 - Se llevará a cabo el cóctel de Bienvenida el 16/9 a las 20:00
 - Se ejecutará la Asamblea General el 17/9 de 20:00 a 23:00
 - Se efectuará la Conferencia honoraria de Solomon Marcus el 18/9 a las 9 por la mañana
 - De aquí los autobuses nos recogerán el 18/9 a las 10:00 de la mañana para llevarnos a NBU

- 1. C'est l'endroit d'où les bus vont nous prendre le 19/9 et le 20/9 à 09h00 pour nous transporter à la Nouvelle Université Bulgare. D'ici aussi, les bus vont nous laisser chaque soirée ;**
- 2. C'est l'endroit d'où les bus vont nous prendre le 16/9 à 12h00 et le 17/9 à 10h00 pour nous transporter à la Nouvelle Université Bulgare, et d'ici les bus vont prendre les participants de la Session culinaire le 18/9 à 20h15 ;**
- 3. Bulgaria Hall, où la cérémonie d'ouverture le 16/9 à 10h00 et la conférence honoraire de Jaakko Hintikka le 17/9 à 09h00 auront lieu. Ici vous pouvez trouver le bureau d'inscription le 16/9 entre 9:00 et 12:00 et le 17/9 entre 9:00 et 10:00 ;**
- 4. C'est le restaurant Corso où le dîner officiel de gala aura lieu le 19/9 à 20h30 ;**
- 5. Grand Hôtel Sofia est le lieu où est logé le Bureau de l'AIS, et aussi ici :**
 - Resterà le bureau d'enregistrement le 15/9 à 15h00-18h00
 - Aura lieu la réception de bienvenue le 16/9 à 20h00
 - Aura lieu l'Assemblée générale le 17/9 à 20h00-23h00
 - Aura lieu la conférence honoraire de Solomon Marcus le 18/9 le matin
 - Les bus vont nous prendre le 18/9 à 10h00 pour nous transporter à NBU



Locations

- 1.** Here is the place where the buses will take us on 19/9 and 20/9 at 9:00 to bring us to New Bulgarian University. Here also the buses will leave us every evening;
- 2.** This is the place where the buses will take us on 16/9 at 12:00 and on 17/9 at 10:00 to bring us to New Bulgarian University, and also where the buses will take the participants of the culinary show on 18/9 at 20:15;
- 3.** Bulgaria Hall, where the opening ceremony on 16/9 at 10:00 and Jaakko Hintika's lecture on 17/9 at 9:00 will take place. Here you can find the REGISTRATION DESK on 16/9 from 9:00 to 12:00 and on 17/9 from 9:00 to 10:00;
- 4.** Here is Corso restaurant where the official closing Gala dinner will take place on 19/9 at 20:30;
- 5.** In Grand Hotel Sofia will be lodged the IASS/AIS board, here also:
 - will stay the REGISTRATION DESK on 15/9 from 15:00 to 18:00
 - will take place the welcoming party on 16/9 at 20:00
 - will take place the General Assembly on 17/9 from 20:00 to 23:00
 - will take place Solomon Marcus' honorary lecture on 18/9 morning
 - where the buses will take us on 18/9 morning at 10:00 to bring us to NBU

