



WITH THE SUPPORT OF THE STRATEGIC DEVELOPMENT FUND OF NBU

THE XXII EARLY FALL SCHOOL OF SEMIOTICS (EFSS 2017)
DIGITAL AGE IN SEMIOTICS AND COMMUNICATION
 (SOZOPOL, BULGARIA, 4-10 SEPTEMBER 2017)

Monday, 4 September	
10:00 – 10:30 Registration	Lectures for BA, MA and PhD students Bulbank lecture hall
10:30 - 11:20	Kristian Bankov: Digital Age in Semiotics and Communication: the concept of the school, introduction of the participants
11:20 – 11:40	Coffee break
11:40 – 13:00	Simone Arcagni: The postcinema galaxy I
13:00 – 14:30	Lunch
15:00 – 16:30	Round table on Cultural Semiotics of Smoking (in Bulgarian) Chair: Boyka Batchvarova Participants: Kristian Bankov, Sevim Asimova, Yagodina Manova, Dimitar Trendafilov, Boyka Batchvarova and others
17:00 – 19:00	Mariano Equizzi: Workshop on augmented reality
20:00 -	Welcoming reception



Thursday, 7 September	
	Bulbank lecture hall
10:00 - 13:00 11:20 – 11:40 Coffee break	Mariano Equizzi: Workshop on augmented reality
13:00 – 14:30	Lunch
16:00 – 19:00	Peirce in a nutshell A short introduction to Peirce by Ivan Mladenov , focusing on the categories, the ideas of sign, the concept of habit, the objective idealism and pragmatism.
19:00 21:00	Dinner Social program – Apolonia Art Festival

Friday, 8 September	
	Lectures for BA, MA and PhD students Bulbank lecture hall
10:00 - 11:20	Luis Emilio Bruni: The future of meaning-making in interactive digital storytelling
11:20 – 11:40	Coffee break
11:40 – 13:00	Lia Yoka: Technoscience in the atelier: Semiotics of Computer and Bio Art since the 1970s
13:00 – 14:30	Lunch
16:00 – 19:00	Round table 2 on Digital Age in Semiotics and Communication: Chair: Kristian Bankov Key speaker: Luis Emilio Bruni Participants: Evripides Zantides, Kristian Bankov, Lia Yoka, Mony Almalech, Michalis Kokonis
19:00	Dinner Social Program

Saturday, 9 September

Lectures for BA, MA and PhD students Bulbank lecture hall	
10:00 - 10:40	Luis Emilio Bruni: Semiotic empirical strategies for “user experience” in digital culture
10:40 – 11:20	Kristian Bankov: Research on digital culture II
11:20 – 11:40	Coffee break
11:40 – 13:00	Michalis Kokonis: The Semiotics of Computer Games: A Text vs. Practice Approach
13:00 – 14:30	Lunch
16:00 – 19:00	Defense of diploma thesis in MA in Brand Management Committee: Kristin Bankov, Mony Almalech, Ivo Iv. Velinov
19:00 21:00	Dinner Social program – Short movie contest

Sunday, 10 September

10:00 - 11:00 Bulbank lecture hall	Test examination
13:00	Departure for Sofia