

XVI. Early Fall School of Semiotics *EFSS' 2010* “Imagining & Understanding”

GRANTED COOPRLINK PROGRAMME

Part of the project “Understanding knowledge patterns in present-day European societies”
WITH THE FINANCIAL SUPPORT OF THE STRATEGIC DEVELOPMENT COMMISSION, NBU

4-12 September 2010, Sozopol, Bulgaria

CIRCe
Centro
Interdipartimentale
di Ricerca
sulla Comunicazione



Southeast European Center
for Semiotic Studies

MIUR - Italian
Ministry for
University and
Research

Saturday 4 September

10:00 – 11:00 Kristian Bankov: How EFSS 2010 works (**Bulbank hall**)

(Move to VIP Zone Hotel)

11:20 – 11:40 Coffee break

11:40 – 13:00 (**VIP Zone – Sky bar**)

Eero Tarasti: Four Stages of Existence - 32 New Theses on Semiotics

13:00 Lunch

International seminar “Imagining and understanding” (**VIP Zone**)

Chair: Antonio Santangelo

16:00 – 16:30 Antonio Santangelo: Imaginary bridges. Looking for connections between semiotics and the main theories on the collective imagery

16:30 – 17:00 Anna Maria Lorusso: For a semiotic understanding of the category of imaginary

17:00 – 17:30 Coffee break

17:30 – 18:00 Maria Pia Pozzato: The Wedding Photos in Italy from the Sixties to Nowadays. A Socio-Semiotic Inquiry.

18:00-18:30 Discussion

19:00 Welcoming party (**VIP Zone restaurant**)

Sunday 5 September

Lectures for PhD students (VIP Zone)

International seminar “Imagining and understanding”

Chair: Lucio Spaziante

10:00 - 10:30 Lucio Spaziante: Sound Imaginary, Figurativity,
Cultural Practices

10:30 - 11:00 Cristina Demaria: The documentary turn.

Imaginary and memory

11:00 - 11:30 Roberto Mastroianni:

11:30 – 12:00 Coffee break

12:00 - 12:30 Federica Turco:

12:30 - 13:00 Discussion

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Maria Pia Pozzato: Methodological Tools for Visual
Semiotics

11:20 – 11:40 Coffee break

11:40 – 13:00 Anna Maria Lorusso: The presence of subject in the
discourse of the press

13:00 Lunch

International seminar “Imagining and understanding” **(VIP Zone)**

Chair: 30 Gregory Paschalidis

16:00 – 16:30 Gregory Paschalidis: Outline of a cultural hermeneutics of the image

16:30 – 17:00 Michalis Kokonis: The cinematic frame and film narrative: a socio-pragmatic
revision through cognitive film semiotics

17:00-17:30 Coffee break

17:30-18:45 Collective presentation of the “Imagining Happiness” group:

Georgi Gochev, Vladimir Marinov, Anita Kasabova, Dimiter Trendafilov

18:45-19:00 Presentation of a book by Peter Dimitrov

19:00 Dinner

20:30 Cultural event: Apolonia festival of arts

Monday 6 September

Lectures for PhD students (VIP Zone)

International seminar “Imagining and understanding”

Chair: Göran Sonesson

10:00 - 10:30 Göran Sonesson: The picture in between mirror and mind

10:30 – 11:00 Jordan Zlatev: Intersubjectivity and bodily mimesis in children's semiotic development

11:00 – 11:30 Ivan Mladenov: The Slipping Reality of the Universals Or, What Was Fundamentally New in Charles Peirce's Thought.

11:30 – 12:00 Coffee break

12:00 – 12:30 Antoaneta Doncheva: The Shifting Sands (Giorgio De Chirico, Samuel Beckett, Harold Pinter)

12:30 – 13:00 Peter Dimitrov: Off the limits of the context. The signs of Herodotos

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Lucio Spaziante: Audiovisual Enunciation and Audio/Video Syncretism

11:20 – 11:40 Coffee break

11:40 – 13:00 Cristina Demaria: Actants, actors and modalities: narrative semiotics from Propp to Greimas. Examples of analysis

13:00 Lunch

16:00 – 16:45 Presentation of the project for European PhD program of semiotics **(VIP Zone)**

International seminar “Imagining and understanding” **(VIP Zone)**

Chair: Mony Almalech

17:00-17:30 Mony Almalech: The 8 kinds of linen in the Old Testament - Hebrew based imagining and better understanding.

17:30-18:00 Liza Boeva: The Imaginary: The Psychedelic Culture of the 60's

18:00-18:30 Kristian Bankov: Forma Fluens in Digital Age

18:30-19:00 Vladimir Ignatov: Deixis, metaphor and visual literacy

19:00 Dinner

20:00 Social Program – Karaoke night **(VIP Zone – Sky bar)**

Tuesday 7 September

Lectures for PhD students (VIP Zone)

International seminar “Imagining and understanding”
10:00-10:30 Zdzisław Wąsik: Experiential Sources of Human Creativity: From Simple Abstracting to Imaginative Altering of Abstractions
10:30-11:00 Eero Tarasti: Understanding the classics of semiotics: personal souvenirs
11:00-11:30 Coffee break
11:30-13:00 Conclusive discussion and doctoral student’s interventions

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Ülle Pärli: Semiotics of poetry and poetic (artistic) semiotics in general
11:20 – 11:40 Coffee break
11:40 – 13:00 Antonio Santangelo: Who's bad? Eroticism in Italian television

13:00 Lunch

16:00-18:00

Seminar “Urban palimpsests” (VIP Zone)

Chair: Borislav Gueorguiev

16:00-16:30 Borislav Gueorguiev:

16:30-17:00 Anastasia Christodoulou & Kartsaka Eleni: Art and Human Values, Semantic systems in the Palimpsests of Cultures. A model of charting values.

17:15-17:45 Gregory Paschalidis:

17:45-18:15 Evangelos Kourdis: Intersemiotic translation in commercial signs.

18:15 – 19:00

Presentation of the Multimedia CD of the project “Underwear as discourse”

Chair: Georg Kraev, Boyka Batchvarova, Veronika Azarova

19:00 Dinner

20:00

Wednesday 8 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Göran Sonesson: Rudiments of phenomenological foundations for cognitive semiotics

11:20 – 11:40 Coffee break

11:40 – 13:00 Jordan Zlatev: Levels of meaning, embodiment and communication

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Grigoris Paschalidis: Image in the plural

11:20 – 11:40 Coffee break

11:40 – 13:00 Evangelos Kourdis: Intersemiotic translation. Can we define some degrees?

13:00 Lunch

15:00 - 18-30

International sport: New Bulgarian University VS the Rest of the World
Beach volley and Football

19:00 Dinner

20:00 Masked ball (**VIP Zone – Sky bar**)

Thursday 9 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 Anastasia Christodoulou: Cultural Codes and Communication

11:20 – 11:40 Coffee break

11:40 – 13:00 Michalis Kokonis: Cultural semiotics as artistic communication in Peter Greenaway's *The Belly of the Architect* and *The Pillow Book*

13:00 Lunch

16:30 – 18:30

“Between the imaginary and the real”

Workshop with students of visual arts

Chair: Ivan Kasabov and Michail Chomakov

16:30-16:45 Ivan Kasabov: Between the imaginary and the real

16:45-17:00 Michail Chomakov:

17:00-17:15 Maria Popova: Real, imagination, interpretation, understanding

17:15-17:30 Georg Kraev

17:30-18:30 Art performance on the beach

19:00 Dinner

20:00

Friday 10 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 Roberto Mastroianni:
11:20 – 11:40 Coffee break
11:40 – 13:00 Malcolm Evans & Marian St. Laurent:

13:00 Lunch

16:00 – 16:30

Presentation of the impact factor semiotic journal *Lexia* № 5-6

Massimo Leone, Kristian Bankov

16:30 – 17:30 Presentation of the book by Massimo Leone “Saints and Signs. A Semiotic Reading of Conversion in Early Modern Catholicism”

Kristian Bankov, Mony Almalech

17:30-17:45 Coffee break

17:45-18:30 Presentation of the edition of the Southeast European Center for Semiotic Studies

Studia Semiotica 2010

Borislav Gueorguiev

19:00 Dinner

Saturday 11 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Antonio Santangelo: Four ways to say "I love you". Cultural models behind the representation of love in contemporary cinema

11:20 – 11:40 Coffee break

11:40 – 13:00 Ülle Pärli: On the hermeneutic and semiotic conception of understanding text" (Lotman and hermeneutic tradition)

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Ernest Hess-Lüttich: The socio-symbolic function of language

11:20 – 11:40 Coffee break

11:40 – 13:00 Massimo Leone: Methods for the Analysis of the Religious Imaginaire: an Introduction to Post-Semiotics

13:00 Lunch

15:00 – 16:00

MA thesis defences

16:00-19:00

Workshop on Semiotics and market research (**VIP Zone**)

Chair: Kristian Bankov

Malcolm Evans:

Marian St. Laurent:

Kristian Bankov: Are you a Surveyor or a Daydreamer? Typology of the students of NBU.

Svetlio Biliarski:

Dimiter Trendafilov:

Vladimir Ignatov: Why ads work?

19:00 Dinner

20:00 Movie Awards (**VIP Zone – Sky bar**)

Sunday 12 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Ernest Hess-Lüttich: Spatial Turn: The concept of space in cultural geography and literary theory

11:20 – 11:40 Coffee break

11:40 – 13:00 Massimo Leone: Praying and Planning - Advances in the Semio-Geography of the Religious Imaginaire

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Andreas Ventsel: On the possibility to analyse hegemony in visual signification

11:20 – 11:40 Coffee break

11:40 – 13:00

13:00 Lunch

14:00 Test examination for BA and MA students (**Bulbank hall**)

Chair: Boyka Batchvarova

15:00 Departure for Sofia