

THE XXI EARLY FALL SCHOOL OF SEMIOTICS (EFSS 2016)

WAYS OF SEMIOTIC RESEARCH

(SOZOPOL, BULGARIA, 4-11 SEPTEMBER 2016)

Monday, 5 September	
10:00 – 10:30 Registration	Lectures for BA, MA and PhD students Bulbank lecture hall
10:30 - 11:20	Kristian Bankov: Ways of Semiotic Research: the concept of the school, introduction of the participants
11:20 – 11:40	Coffee break
11:40 – 13:00	Gunther Kress: Researching in the frame of a Social Semiotic approach to Multimodality: kinds of questions and available tools
13:00 – 14:30	Lunch
16:00 – 19:00	Round table on Cultural Semiotics of Smoking (in Bulgarian) Chair: Boyka Batchvarova Participants: Georg Kraev, Ivan Kasabov, Georgi Kapriev, Kristian Bankov, Borislav Gueorguiev, Sevin Asimova, Boyka Batchvarova
20:00 -	Welcoming reception

Tuesday, 6 September	
	Lectures for BA, MA and PhD students Bulbank lecture hall
10:00 - 11:20	Jacques Fontanille: Semiotics and anthropology: practices, forms of living and modes of existence
11:20 – 11:40	Coffee break
11:40 – 13:00	Gunther Kress: Questions, comments and discussion
13:00 – 14:30	Lunch
15:00 – 19:00	PhD marathon: presentation of the doctoral research projects Chair: Reni Yankova
19:00 21:00	Dinner Social program – Apolonia festival

Wednesday, 7 September	
	Lectures for BA, MA and PhD students Bulbank lecture hall
10:00 - 11:20	Kristian Bankov: Research on digital culture
11:20 – 11:40	Coffee break
11:40 – 13:00	Jacques Fontanille: Questions, comments and discussion (you need to present your questions the day before)
13:00 – 14:30	Lunch
15:00 – 16:30	Round table on Semiotics in Marketing and Brand research Chair: Dimitar Trendafilov Participants: Christo Kaftandjiev, Svetoslav Biliarsky, Dimitar Trendafilov
16:30 – 17:00	Coffee break
17:00 – 19:00	Round table (in Bulgarian with summary in English): Signs of aggression Chair: Veronika Azarova Participants: Maria Popova, Vaskresia Viharova, Veronika Azarova
19:00	Dinner Social program – Apolonia festival

Thursday, 8 September	
	Bulbank lecture hall
10:00 – 13:00	Bogdan Bogdanov and Semiotics (in Bulgarian) In Memoriam of Professor Bogdanov (1940-2016) Chair: Kristian Bankov Participants: Plamen Bochkov, Ivan Kasabov, Georgi Kapriev, Borislav Gueorguiev, Vesselina Vassileva, Boyka Batchvarova, Kristian Bankov
13:00 – 14:30	Lunch
16:00 – 19:00	Bogdan Bogdanov and Semiotics (in Bulgarian) In Memoriam of Professor Bogdanov (1940-2016) Chair: Georgi Gochev Participants: Maria Popova, Ivan Mladenov, Reni Yankova, Georgi Tsonev, Vladimir Marinov, Mony Almalech, Georgi Gochev, Ivo. Iv. Velinov
19:00 21:00	Dinner Social program – Apolonia festival

Friday, 9 September	
	Lectures for BA, MA and PhD students Bulbank lecture hall
10:00 - 11:20	Evangelos Kourdis: Nostalgia as source of intersemiotic translation
11:20 – 11:40	Coffee break
11:40 – 13:00	Eviprides Zantides: De-semiotizing ideologies in print Advertising: applying theory into practice
13:00 – 14:30	Lunch
16:00 – 18:30	Round table on “ Eco in his own words ” Chairs: Torkild Thellefsen and Bent Sørensen Participants: Kristian Bankov, Devon Schiller, Mony Almalech, Mega Afaf, Torkild Thellefsen and Bent Sørensen
19:00	Dinner Social Program

Saturday, 10 September	
	Lectures for BA, MA and PhD students Bulbank lecture hall
10:00 - 10:40	Torkild Thellefsen (Denmark): The semiotic gap
10:40 – 11:20	Bent Sørensen (Denmark): Metaphor in a Peircean Perspective
11:20 – 11:40	Coffee break
11:40 – 13:00	Round table on “ Eco in his own words ” Chairs: Torkild Thellefsen and Bent Sørensen
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, 11 September	
10:00 - 11:00 Bulbank lecture hall	Test examination
13:00	Departure for Sofia