WITH THE SUPPORT OF THE STRATEGIC DEVELOPMENT FUND OF NBU

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 11:20 – 11:40	**Kristian Bankov**: Research on digital culture 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 16:30 – 17:00 17:00 – 19:00	Round table on **Semiotics in Marketing and Brand research** Chair: **Dimitar Trendafilov** Participants: Christo Kaftandjiev, Svetoslav Biliarsky, Dimitar Trendafilov Coffee break 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 11:20 – 11:40 11:40 – 13:00	**Evangelos Kourdis**: Nostalgia as source of intersemiotic translation Coffee break **Evripides 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 10:40 – 11:20 **11:20 – 11:40**	**Torkild Thellefsen** (Denmark): The semiotic gap **Bent Sørensen** (Denmark): Metaphor in a Peircean Perspective 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