



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)

<b>Monday, 4 September</b>	
10:00 – 10:30 <b>Registration</b>	<b>Lectures for BA, MA and PhD students</b> Bulbank lecture hall
10:30 - 11:20	<b>Kristian Bankov:</b> 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	<b>Simone Arcagni:</b> The postcinema galaxy I
<b>13:00 – 14:30</b>	Lunch
15:00 – 16:30	Round table on <b>Cultural Semiotics of Smoking</b> (in Bulgarian) Chair: <b>Boyka Batchvarova</b> Participants: Kristian Bankov, Sevim Asimova, Yagodina Manova, Boyka Batchvarova and others
17:00 – 19:00	<b>Mariano Equizzi:</b> Workshop on augmented reality
<b>20:00 -</b>	Welcoming reception



<b>Tuesday, 5 September</b>	
	<b>Lectures for BA, MA and PhD students</b> Bulbank lecture hall
10:00 - 11:20	<b>Simone Arcagni:</b> The postcinema galaxy II
11:20 – 11:40	Coffee break
11:40 – 13:00	<b>Michalis Kokonis:</b> The Semiotics of Computer Games: A Text vs. Practice Approach
<b>13:00 – 14:30</b>	Lunch
<b>16:00 – 19:00</b> 17:20 – 17:40 Coffee break	Round table 1 on <b>Digital Age in Semiotics and Communication:</b> Chair: <b>Kristian Bankov</b> Key speaker: <b>Simone Arcagni:</b> The Eye of the Machine. The Immersive, Interactive and Intelligent Vision and the Postmedia Communication System <b>Participants:</b> Evangelos Kourdis, George Damaskinidis, Loukia Kostopoulou, Philip Goutzos, Marek Debnár
<b>19:00</b> <b>21:00</b>	Dinner Social program – Apolonia Art Festival

<b>Wednesday, 6 September</b>	
	<b>Lectures for BA, MA and PhD students</b> Bulbank lecture hall
10:00 – 10:40	<b>Evangelos Kourdis:</b> Colour as Intersemiotic Translation in Everyday Communication
10:40 – 11:20	<b>Kristian Bankov:</b> Research on digital culture I
11:20 – 11:40	Coffee break
11:40 – 13:00	<b>Evrripides Zantides:</b> The semiotics of digitalism in Graphic and Visual Communication
<b>13:00 – 14:30</b>	Lunch
16:00 – 16:30	<b>Semiotics in Marketing and Brand research:</b> Presentation of collective research projects of the students of MA in Brand Management Chair: <b>Dimitar Trendafilov</b>
16:30 – 17:00	Coffee break
17:00 – 19:00	<b>PhD marathon:</b> presentation of the doctoral research projects Chair: <b>Yagodina Kartunova</b>
<b>19:00</b>	Dinner

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

<b>Friday, 8 September</b>	
	<b>Lectures for BA, MA and PhD students</b> <b>Bulbank lecture hall</b>
10:00 - 11:20	<b>Luis Emilio Bruni:</b> The future of meaning-making in interactive digital storytelling
11:20 – 11:40	Coffee break
11:40 – 13:00	<b>Culture and Communication of Taste (CuCoTa):</b> Lecture on semiotics of taste and presentation of a project coordinated by a semiotic team from the University of Palermo, with partners from Sofia and Kaunas – <b>Francesco Mangiapane</b> and <b>Kristian Bankov</b>
<b>13:00 – 14:30</b>	Lunch
16:00 – 19:00 17:00 – 17:20 Coffee break	Round table 2 on <b>Digital Age in Semiotics and Communication:</b> Chair: <b>Kristian Bankov</b> Key speaker: <b>Luis Emilio Bruni:</b> “Narratives in Digital Culture – implications and challenges” (follows the morning lecture)  <b>Participants:</b> Evripides Zantides, Kristian Bankov, Mony Almalech, Michalis Kokonis
<b>19:00</b>	Dinner Social Program

<b>Saturday, 9 September</b>	
	<b>Lectures for BA, MA and PhD students</b> Bulbank lecture hall
10:00 - 10:40	<b>Luis Emilio Bruni:</b> Semiotic empirical strategies for “user experience” in digital culture
10:40 – 11:00	Coffee break
11:00 – 11:40	<b>Kristian Bankov:</b> Research on digital culture II
<b>13:00 – 14:30</b>	Lunch
16:00 – 19:00	Defense of diploma thesis in MA in Brand Management Committee: Kristin Bankov, Mony Almalech, Ivo Iv. Velinov
<b>19:00</b>	Dinner
<b>21:00</b>	Social program – Short movie contest

<b>Sunday, 10 September</b>	
<b>10:00 - 11:00</b> Bulbank lecture hall	Test examination
<b>13:00</b>	Departure for Sofia