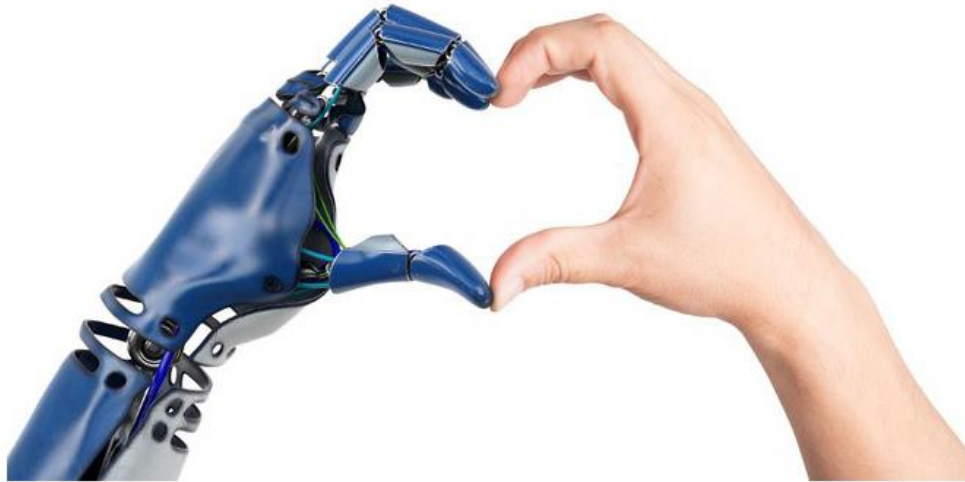


WITH THE SUPPORT OF THE STRATEGIC DEVELOPMENT FUND OF NBU

## THE XXIII EARLY FALL SCHOOL OF SEMIOTICS (EFSS 2018)



# LOVE AND SEX IN THE DIGITAL AGE: A SEMIOTIC PERSPECTIVE

(SOZOPOL, BULGARIA, 5-9 SEPTEMBER 2018)

### Wednesday, 5 September

<b>09:30 – 10:00</b> Registration	<b>Bulbank lecture hall</b>
<b>Chair: R.Yankova</b> 10:00 - 10:15	<b>Kristian Bankov:</b> Love and Sex in the Digital Age: the concept of the school, introduction of the participants
10:15 – 11:00	<b>Pascal Lardellier:</b> Find me somebody to love. Online dating sites: history, uses, strategies, values
11:00 – 11:15	Coffee break
11:15 – 12:00	<b>Mihály Hoppál:</b> Symbols of love in the Hungarian folklore
12:00 – 12:30	<b>Olga O’Toole:</b> The Polish instagramized sex positive movement and its impact on digital communities. A social semiotic perspective
12:30 – 13:00	<b>Evangelos Kourdis:</b> Intericonic adaptations of a sensually romantic erotic pattern. A case study of the French film “une liaison pornographique”.
<b>13:00 – 14:30</b>	Lunch

<b>Chair: I. Velinov</b> 15:00 – 15:30	<b>Silvana Milenova:</b> The new model reader in Erika Lust's Art, presented on her website
15:30 – 16:00	<b>Konstantinos Michos:</b> Technology Selling Sex vs Sex Selling Technology
16:00 – 16:30	<b>Roxana Boboc:</b> Love Portrayed in a Digital Community: Classical Art Memes Case Study
16:30 – 17:00	<b>Anton Varlamov:</b> Staying physical in the digital era: neurophysiology and semiotics of social touch
17:00 – 17:15	Coffee break
17:15 – 19:00	<b>Prof. Maria Popova: 80 years anniversary and presentation of her book <i>On Semiotics</i></b>  Participants: Kristian Bankov, Ivan Kassabov, Mony Almalech, Borislav Gueorguiev, Veronika Azarova, Vesselina Vassileva
<b>19:00</b> <b>Bulbank</b> <b>Restaurant</b>	Welcoming reception (in honour of prof. Maria Popova)

## Thursday, 6 September

<b>Chair: S. Milenova</b>	<b>Bulbank lecture hall</b>
10:00 - 10:45	<b>Massimo Leone:</b> The Semiotics of the Face in Digital Dating
10:45 – 11:30	<b>Evrripides Zantides:</b> Erotic appeals in Graphic and Visual Communication applications
11:30 – 12:00	Coffee break
12:00 – 12:30	<b>Elsa Soro, Sheila Sanchez Bergara, Jose Antonio Mansilla Lopez:</b> Place of intimacy and the intimacy of place. Online dating and representation of the place in the age of post-tourism
12:30 – 13:00	<b>Louisa Desilla:</b> Sexting and Implicatures in Films
<b>13:00 – 14:30</b>	Lunch
15:30 – 19:00	<b>Momchil Alexiev: VR Workshop</b> – Intimacy, closeness and Virtual Reality?
16:45 – 17:00	Coffee break
<b>19:00</b> <b>21:00</b>	Dinner Social program

## Friday, 7 September

<b>Chair: K. Bankov</b>	<b>Bulbank lecture hall</b>
10:00 – 10:45	<b>Kristian Daneback:</b> Internet sexuality: The past, the present, and the future
10:45 – 11:30	<b>Kristian Bankov:</b> Digital Economy of Love and Sex: the Semiotic View
11:30 – 12:00	Coffee break
12:00 – 12:30	<b>Gianmarco Thierry Giuliana:</b> I kissed an NPC and I liked it: Love and Sexuality in Digital Games
12:30 – 13:00	<b>Mihail Vuzharov:</b> UX Design and the FOMO: looking for love or looking for options?
<b>13:00 – 14:30</b>	Lunch
<b>Chair: M. Vuzharov</b>	<b>Culture and Communication of Taste (CuCoTa):</b> Presentation of collective research projects of the students of MA in Brand Management Chair: <b>Dimitar Trendafilov</b>
15:00 – 15:45	
15:45 – 16:15	<b>Robert Baciu:</b> Love and sexuality in grime music. A semiotic approach
16:15 – 16:45	<b>Francesco Piluso:</b> From Sexual Community to Exclusive Sex: Semiotic Translations on Gay Chat and Dating Apps
16:45 – 17:00	Coffee break
17:00 – 17:30	<b>Afaf Mega:</b> A Reading on Feminism and Pornography Through Juri Lotman`s Explosion and Culture: Reflections
17:30 – 18:00	<b>Yuliya Martinavichene:</b> Less real than me: A cross-cultural analysis of masculine self-representations on Tinder
18:00 – 18:30	<b>Loukia Kostopoulou:</b> Mediating love in the digital age: the case of filmic paratexts
18:30 – 19:00	<b>George Damaskinidis:</b> The Dark Side of Love: Transforming Love Songs in Scary Cover Books
<b>19:00</b>	Dinner

## Saturday, 8 September

<b>Bulbank lecture hall</b>	
<b>Chair: G. Tsonev</b>	
10:00 - 10:45	<b>Dario Martinelli:</b> It's a #metoo world! Social media communication around sexual harassment and silence breakers
10:45 - 11:15	<b>Isaac Chueke, Zelia Chueke:</b> Così fan tutte in the digital age
11:15 - 11:30	Coffee break
11:30 - 12:00	<b>Bruno Surace:</b> Le Voyage dans les Celebrities Porn Aesthetics of a Peculiar Category
12:00 - 12:30	<b>George Tsonev:</b> Does plot in amateur pornography make a difference in self presentation online?
12:30 - 13:00	<b>Ivo Velinov:</b> cultural transformation and art 4.0
<b>13:00 - 14:30</b>	Lunch
15:00 - 19:00	MA Theses Defenses
<b>19:00</b>	Dinner
<b>21:00</b>	Farewell party

## Sunday, 9 September

10:00 - 11:00 <b>Bulbank lecture hall</b>	Test examination (only for the MA students in Brand Management)
11:00 - 11:30	Check-out and departure for Sofia