

# PRELIMINARY PROGRAM



## 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

The logo for the Southeast European Center for Semiotic Studies, featuring a stylized blue wave graphic above the text 'Southeast European Center for Semiotic Studies' in a blue sans-serif font.

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**)

16:00 – 18:30

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

Anna Maria Lorusso:

Maria Pia Pozzato:

19:00 Welcoming party

# PRELIMINARY PROGRAM

## Sunday 5 September

### Lectures for PhD students (VIP Zone)

International seminar “Imagining and understanding”

10:00 - 13:00

Lucio Spaziante:

Cristina Demaria:

Roberto Mastroianni:

Federica Turco:

### Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Maria Pia Pozzato

11:20 – 11:40 Coffee break

11:40 – 13:00 Anna Maria Lorusso

### 13:00 Lunch

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

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

17:30-19:00 Collective presentation of the “Imagining Happiness” group:

Georgi Gochev, Vladimir Marinov, Anita Kasabova, Dimiter Trendafilov

19:00 Dinner

20:30 Cultural event: Apolonia festival of arts

# PRELIMINARY PROGRAM

## Monday 6 September

### Lectures for PhD students (VIP Zone)

International seminar “Imagining and understanding”

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

11:20 – 11:50 Ivan Mladenov: The Slipping Reality of the Universals Or, What Was Fundamentally New in Charles Peirce's Thought.

11:50 – 12:20 Antoaneta Doncheva:

12:20 – 12:50 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

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 the European PhD program of semiotics **(VIP Zone)**

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

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:

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

19:00 Dinner

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

# PRELIMINARY PROGRAM

## 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  
11:30-13:00 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? Erotism 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

# PRELIMINARY PROGRAM

## 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

# PRELIMINARY PROGRAM

## 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, Michail Chomakov

Maria Popova

19:00 Dinner

20:00

# PRELIMINARY PROGRAM

## 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

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

Chair: Kristian Bankov

16:00-19:00

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:

19:00 Dinner

# PRELIMINARY PROGRAM

## 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

16:00 – 16:30

Presentation of *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

17:45 – 19:00

MA thesis defences

19:00 Dinner

20:00 Movie Awards



# PRELIMINARY PROGRAM

## 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

Chair: Boyka Batchvarova

15:00 Departure for Sofia