



PRELIMINARY PROGRAM



New Bulgarian University

XVII. Early Fall School of Semiotics *EFSS' 2011*

“Forms of Symbolic Efficacy in Complex Societies”

On the occasion of "20 Years New Bulgarian University" celebration

GRANTED COOPERLINK PROGRAMME

WITH THE FINANCIAL SUPPORT OF THE STRATEGIC DEVELOPMENT COMMISSION, NBU

3-11 September 2011, Sozopol, Bulgaria

CIRCe
Centro
Interdipartimentale
di Ricerca
sulla Comunicazione


Southeast European Center
for Semiotic Studies



Saturday 3 September

10:00 – 11:20 Kristian Bankov: How EFSS 2011 works (**Bulbank hall**)

(Move to VIP Zone Hotel)

11:20 – 11:40 Coffee break

11:40 – 13:00 (**VIP Zone – Sky bar**)

Eero Tarasti: Towards a semiotic theory of performing arts

13:00 Lunch

16:00 - 16:30 (**VIP Zone**)

Presentation of the short movie contest

16:30 - 19:00 Semiotics in Market research. Chair: Kristian Bankov

Workshop with the participation of Marian St. Laurent, Kristian Bankov, Svetoslav Biliarski, Christo Kaftandjiev, Irina Sagan

19:00 Welcoming party (**VIP Zone restaurant**)

Sunday 4 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Zdzisław Wąsik: In search of the absolute in the praxeosemiotics of human culture;

11:20 – 11:40 Coffee break

11:40 – 13:00 Eva Navarro: Traces of the cities: readings of urban spaces

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Gareth Lewis & Timothy Spenser: Spandex Riot - Fabricated Semiotics in Commercial Culture I

11:20 – 11:40 Coffee break

11:40 – 13:00 Gareth Lewis & Timothy Spenser: Spandex Riot - Fabricated Semiotics in Commercial Culture II

13:00 Lunch

16:00 - 17:45 (VIP Zone)

Semiotics in Market research

Workshop by Gareth Lewis and Timothy Spenser

17:45 - 18:00 Coffee break

18:00 – 19:00 Student presentations on consumer rituals

19:00 Dinner

20:00 Cultural event: Apolonia festival of arts

Monday 5 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Roberto Mastroianni: Introduction to the philosophy of the communication

11:20 – 11:40 Coffee break

11:40 – 13:00 Roland Posner: The Perception of Pictures as a Sign Process

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Evangelos Kourdis: Semiotics and Translation in support of Mother Tongue Teaching

11:20 – 11:40 Coffee break

11:40 – 13:00 Lia Yoka: Semiotics of post-WWII monuments

13:00 Lunch

15:00 - 18:00

International sport: New Bulgarian University VS the Rest of the World
Beach volley and Football

19:00 Dinner

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

Tuesday 6 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 Zdzisław Wąsik: On the notion of interdiscursive competence in the life-world of globalized societies.
11:20 – 11:40 Coffee break
11:40 – 13:00 Lia Yoka: The relationship of Comics and Propaganda in the 20th Century: a Semiotic Journey

13:00 Lunch

15:30 - 17:15 (VIP Zone)

Round Table "Discourses of the Home"

Chair: Georg Kraev (in Bulgarian language)

Participants: Mony Almalech, Michail Nedelchev, Borislav Gueorguiev, Maria Popova, Boyka Batchvarova, Rositsa Yosifova, Veronika Azarova

17:15 - 17:30 Coffee break

17:30 - 19:00

Round Table "Semiotic Approaches To Online Communications"

Chair: Borislav Gueorguiev

Participants: Nayden Yotov, Milena Hristova, Eva Volitzer, Albena Todorova, Ivan Popov, Dimitar Brayonov, Siyana Karamanlieva, Denitsa Sokolova, Rida Ghaddar

19:00 Dinner

20:00 Masked ball (VIP Zone – Sky bar)

Wednesday 7 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Eric Landowski: Sociosemiotics
11:20 – 11:40 Coffee break
11:40 – 13:00 György E. Szönyi: A Semiotic and Iconological
Theory of Cultural Representations – Including Rituals

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Roberto Mastroianni: Introduction to the anthropology of
the communication
11:20 – 11:40 Coffee break
11:40 – 13:00 Katre Väli: Rituality / sacredness of theatrical
performances

13:00 Lunch

16:00 – 16:20 (VIP Zone)

Presentation of the impact factor semiotic journal *Lexia* № 7-8

Massimo Leone, Kristian Bankov

16:20-16:30 Presentation of the edition of the Southeast European Center for Semiotic Studies
Semiotics in Action 2011

The Efficacy of Rituals - Chair: Mony Almalech

16:30-17:00 Ludmil Duridanov (New Bulgarian University): The Transcending Power of
Interreligious Fondness

17:00-17:30 Coffee break

17:30-18:00 Evangelos Kourdis (Aristotle University of Thessaloniki): The Worship of Semiotics
in Greece. When the Greek Press Translates Semiotics

18:00-18:30 Evripides Zantides (Cyprus University of Technology): Forms of Symbolic Efficacy in
Visual Communication

18:30-19:00 Discussion

19:00 Dinner

Thursday 8 September

The Efficacy of Rituals (Bulbank)

Advanced Research Symposium "The Efficacy of Rituals - On the Semiotics of Worship in Religion and Beyond"

9:30-10:00 Introduction

Kristian Bankov, New Bulgarian University, Massimo Leone and Ugo Volli, University of Torino

SYMPOSIUM I: Worship and Textuality (chair: Massimo Leone)

10:00-11:00 Vincent Crapanzano (The City University of New York): Textual Self-Author-ization

11:00-11:15 Coffee break

11:15-12:15 Michael Silverstein (The University of Chicago): The Eucharistic Chiastic Trope in American "Civil Religion": Ritual Interdiscursivity and the Production of Cultural Intertexts

12:15-13:15 Marcel Danesi (University of Toronto): The Role of Symbolism in the Constitution of Teenage Gangs

13:15 Lunch

The Efficacy of Rituals (Bulbank)

SYMPOSIUM II: Worship and Influence (chair: Kristian Bankov)

15:30-16:30 Eric Landowski (Centre National de la Recherche Scientifique, Paris): Shikatanagai

16:30-16:45 Coffee break

16:45-17:45 Ugo Volli (University of Torino) Is Prayer an Attempt to Influence? — The Case of Jewish tfilà

17:45-18:45 Mony Almalech (New Bulgarian University): What does Psalm Mean in Hebrew?

18:45-19:00 Discussion

19:00 Dinner

20:30 Concert of Jewish Songs by Eva Volitzer (**VIP Zone – Sky bar**)

Friday 9 September

The Efficacy of Rituals (Bulbank)

SEMINAR I: The Language of Ritual (chair: Roland Posner)

10:00-11:00 Marcel Danesi (University of Toronto): The Role of Irony in Teenage Ritualistic Talk

11:00-12:00 Michael Silverstein (The University of Chicago): Metasemiotic Hypertrophy and Dynamic Figuration: Why Ritual Works (When It Does)

12:00-12:15 Coffee break

12:15-13:15 Vincent Crapanzano (The City University of New York): Contortions of Forgiveness and Revenge among the Harkis

13:15 Lunch

The Efficacy of Rituals (Bulbank)

SYMPOSIUM III: Worship and Emotions (chair: Ugo Volli)

16:00-17:00 Roland Posner (Technische Universität Berlin): Coping with Anxiety: A Syntactic Approach

17:00-18:00 Ruggero Eugeni (Catholic University of the Sacred Heart, Milan): Feeling Together. Cinema and Practices of Sociability in the Post Media Condition

18:00-18:15 Coffee break

18:15-19:15 Cristina Demaria (University of Bologna): Liturgies of Memory. When Remembering Becomes Denunciation: the Case of Las Madres de la Plaza de Mayo

19:15 Dinner

20:30 Concert of Semiotones (**VIP Zone – Sky bar**)

Saturday 10 September

The Efficacy of Rituals (Bulbank)

SYMPOSIUM IV: The Transformations of Worship (chair: Marcel Danesi)

10:00-11:00 Cristina Demaria (University of Bologna): The South African Truth and Reconciliation Commission: a therapy of the social body

11:00-12:00 György E. Szönyi (University of Szeged / Central European University, Budapest): From the Hieroglyphic Monad to Angel Magic. Semiotic Aspects of John Dee's Esotericism

12:00-12:15 Coffee break

12:15-12:45 Antoaneta Dontcheva, (Sofia University): The Role of Ritual in the Works of Samuel Beckett

12:45-13:15 Discussion

13:15 Lunch

The Efficacy of Rituals (Bulbank)

SEMINAR II: The Icons of Ritual (Chair: Ruggero Eugeni)

16:00-17:00 Sara Maida-Nicol (University of Toronto): Food rituals in Italy

17:00-17:15 Coffee break

17:15-18:15 Kristian Bankov (New Bulgarian University): Rituals of Consumption and Consumption of Experience

CONCLUSIONS

18:15 Massimo Leone (University of Torino): Towards a Cultural Semiotics of Worship

19:15 Small dinner party

21:00 Movie Awards (**VIP Zone – Sky bar**)

Sunday 11 September

Lectures for PhD students (VIP Zone)

10:00 – 11:20 Ruggero Eugeni: Media semiotics: from discourse to experience

11:20 – 11:40 Coffee break

11:40 – 13:00 Massimo Leone (**Bulbank**): Routes, Routines and Rituals

Lectures for BA and MA students (Bulbank)

10:00 – 11:20 Federica Turco: Semiotics of Burlesque

11:20 – 11:40 Coffee break

11:40 – 13:00 Massimo Leone: Routes, Routines and Rituals

13:00 Lunch

14:00 Test examination for BA and MA students (**Bulbank hall**)

Chair: Borislav Gueorguiev

15:00 Departure for Sofia