

SOUTHEAST EUROPEAN CENTER FOR SEMIOTIC STUDIES  
 AT NEW BULGARIAN UNIVERSITY  
 PROGRAM OF THE 14<sup>TH</sup> EARLY FALL SCHOOL IN SEMIOTICS  
 “SOCIOSEMIOTICS”  
 GRANTED ERASMUS INTENSIVE PROGRAMME  
 EFSS’ 2008, 6-16 SEPTEMBER 2008, VIP ZONE HOTEL, SOZOPOL, BULGARIA  
 PRELIMINARY!!! 30/08/2008

Friday 05/09	Arrivals from abroad; 14:30 Departure from Sofia to Sozopol, meeting near the central bus station
Saturday 06/09	<p>Morning session: 10:00 a.m.          1-2) Prof. Massimo Leone: Utopian signs: YouTube as a political arena          3-4) Prof. Michiko Arima: A Semiotic Analysis of Traditional Japanese Culture</p> <p>Afternoon session: 6:00 p.m.          Opening of 14<sup>th</sup> EFSS’ 2008 Sociosemiotics          Welcoming words          Presentation of the last edition of the series          EFSS’ 2006 vol. XII <i>Semiotikata v deistvie (Semiotics in Action)</i> by Kristian Bankov</p> <p>7:00 p.m. Reception for all participants</p>
Sunday 07/09	<p>Morning session: 10:00 a.m.          1-2) Prof. Massimo Leone: Distopian signs: global advertising and its discontents          3-4) Assist. Prof. Antonio Santangelo: Semiotics as a social science. Objects and methods of a sociosemiotics research</p> <p>Afternoon session: 4:00 p.m.          Open round table on Translation as social and personal doctrine:          chair Prof. Mony Almalech          Part 1: Biblical translation          Participants:          Peeter Torop: Semiotics and Bible Translation          Mony Almalech: When the <i>man</i> became <i>Adam</i>          Boris Naimushin: Contemporary English Translations of the Bible: trends and approaches          Massimo Leone: Biblical translation and religious fundamentalism - A semiotic point of view</p> <p>8:00 p.m. Cultural event: Apolonia festival</p>
Monday 08/09	<p>Morning session: 10:00 a.m.          1-2) Prof. Peeter Torop: Translation studies and social semiotics          3-4) Prof. Guido Ipsen: Contrastive Pragmatics: Sociosemiotics and Linguistics of Everyday Behaviour</p> <p>Afternoon session: 4:00 p.m.          Workshop on The Traditional Japanese Culture: chair Michiko Arima</p> <p>5:30 p.m.          Open round table on Translation as social and personal doctrine:          chair Prof. Mony Almalech          Part 2: General problems          Eleni Kassapi: Between translation and interpretation: the translatability of the word psyche in Homer          Anita Kasabova: The modes of deixis as modes of translation          Boris Naimushin: Problems of conference interpreting          Milka Hadjikoteva: Conceptual metaphor and translation          Maria Popova: Смисълът на метафората</p> <p>8:00 p.m. Cultural event: Apolonia festival or watching the movie “The Dark Knight” (2008)</p>

Tuesday 09/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Prof. Michiko Arima: A Semiotic View of Memory Loss in Aging  3-4) Assist. Prof. Antonio Santangelo: Real fiction. The new frontiers of constructing reality in television</p> <p>Afternoon session: 4:00 p.m.</p> <p>Open round table on Semiotics of cinema – semioticians, commenting movies  Chair Kristian Bankov and Antonio Santangelo</p> <p>Participants:  Antonio Santangelo: The outsider. Cultural models that influence contemporary cinema  Peeter Torop  Nayden Yotov  Guido Ipsen  Assist. Prof. Ifigenia Vanvakidou: Semiotic analysis of a documentary "Mnogo dumish...mnogo plachesh"-Pomaks in Greece and in Bulgaria by Dimitris Kitsikoudis</p> <p>8:00 p.m. Cultural event: Apolonia festival</p>
Wednesday 10/9	<p>Morning session: 10:00 a.m.</p> <p>1) Prof. Eliza Kitis: The semiotization of the ontological world: from signs to reference  2) Prof. Eliza Kitis: From signs to signs: Inter-lexical relations  3) Assoc. Prof. Eleni Kassapi: The Translation of Greek Institutional Terms in the Field of Education; Public Discourse and the Greek Community in 19th Century Malta  4) Assist. Prof. Ifigenia Vanvakidou: Greek university students' attitudes about fashion: a social semiotic approach</p> <p>Afternoon session: 4:00 p.m.</p> <p>Open round table on Social Networking on the Web: chair Prof. Borislav Gueorguiev  Participants: Boyka Batchvarova; Rositsa Gicheva, Borislav Gueorguiev, Hristina Pesheva  Agnieszka Żyta: The Internet as a new way of communication and normalization of people with intellectual disability  Rossitsa Yosifova: Пътуващите хора</p> <p>6:15 – 7:15 Plenary lecture: Eero Tarasti "Three Types of Narrativity: Conventional, Organic and Existential - Illustrated by Proust and Wagner"</p> <p>8:00 p.m. International Karaoke</p>
Thursday 11/09	<p>International sport: New Bulgarian University VS the Rest of the World</p> <p>13:30 - Visit to the South coast of Black Sea</p>
Friday 12/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Prof. Peeter Torop: Chronotopical structure of film: social aspects  3-4) Prof. Eero Tarasti: Existential Semiotics Going Forwards: From Dialogism to Rhetorics</p> <p>Afternoon session: 4:00 p.m.</p> <p>Open round table on The Underwear as discourse (in Bulgarian): chair Prof. Georg Kraev</p> <p>8:00 p.m..</p>
Saturday 13/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Prof. Guido Ipsen: Social Signs on the Marketplace: Sociosemiotics Sells!  3-4)</p> <p>Afternoon session: 3:00 p.m.</p>

	<p>The Use of Semiotics in Marketing Research: chair Kristian Bankov</p> <p>Key speakers:</p> <p>Giulia Ceriani: New tools for strategic marketing research: semiotics, trends, ethnography in Baba's integrated approach</p> <p>Malcolm Evans: Making semiotics work for brands: a giant leap with the Space Doctors</p> <p>Participants:</p> <p>Kristian Bankov:</p> <p>Guido Ipsen: Political marketing research and semiotics: Association mapping for the specification of Slogans</p> <p>Vladimir Ignatov:</p>
Sunday 14/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Prof. Giulia Ceriani: Semiotics between consumption and communication</p> <p>3-4) Prof. Harri Veivo: Indexicality in Literary Semiosis</p> <p>Afternoon session: 4:00 p.m.</p> <p>Round table on <b>The Semiotic Thinking</b></p> <p>Participants:</p> <p>Ivan Mladenov: Embedding Thought. A Pragmatic Perspective</p> <p>Maurice Grinberg, Evgenia Hristova,</p> <p>Antoaneta Doncheva &amp; Georgi Kapriev: Illuminated initial as a sign of the world</p> <p>8:00 p.m. PLAYBACK THEATER PRESENTS: Игра на случки - A Play of Incidents</p>
Monday 15/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Harri Veivo: Writing Projects and (Sub)urban Space in Contemporary French Literature</p> <p>3-4) Prof. Patrizia Calefato: Fashion Theory between Sociosemiotics and Cultural Studies</p> <p>Afternoon session: 3:00 p.m.</p> <p>Presentation of the virtual space for a Network for PhD Students in Semiotics</p> <p>PhD marathon: presentation of projects</p> <p>8:00 p.m. Farewell party</p>
Tuesday 16/09	<p>Morning session: 10:00 a.m.</p> <p>1-2) Dr. Angela D'Ottavio:</p> <p>3-4) Prof. Patrizia Calefato: Proper names, brands and logos: sociolinguistics of fashion</p> <p>Afternoon session:</p> <p><b>EXAMINATION</b></p> <p>Written test for all students participants of the IP</p> <p>Departure from Sozopol</p>
Wednesday 17/9	Departures from Sofia