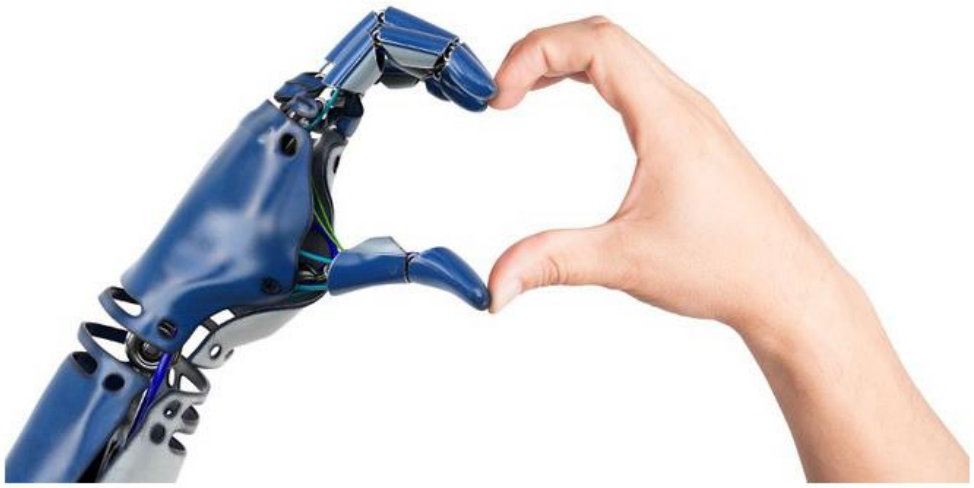
WITH THE SUPPORT OF THE STRATEGIC DEVELOPMENT FUND OF NBU

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

09:30 – 10:00 Registration	**Bulbank lecture hall**
Chair: R.Yankova 10:00 - 10:15	**Kristian Bankov**: Love and Sex in the Digital Age: the concept of the school, introduction of the participants
10:15 – 11:00	**Massimo Leone:** The Semiotics of the Face in Digital Dating
11:00 – 11:15	Coffee break
11:15 – 12:00	**Mihály Hoppál:** Symbols of love in the Hungarian folklore
12:00 – 12:30	**Olga O'Toole:** The Polish instagramized sex positive movement and its impact on digital communities. A social semiotic perspective
12:30 – 13:00	**Pascal Lardellier:** Find me somebody to love. Online dating sites: history, uses, strategies, values
13:00 – 14:30	Lunch

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

Thursday, 6 September

Chair: S. Milenova	**Bulbank lecture hall**
10:00 - 10:45	**Evripides Zantides**: Erotic appeals in Graphic and Visual Communication applications
10:45 – 11:15	**Evangelos Kourdis**: Intericonic adaptations of a sensually romantic erotic pattern. A case study of the French film “une liaison pornographique“.
11:15 – 11:30	Coffee break
11:30 – 12:00	**George Damaskinidis:** The Dark Side of Love: Transforming Love Songs in Scary Cover Books
12:00 – 12:30	**Elsa Soro, Sheila Sanchez Bergara, Jose Antonio Mansilla Lopez:** 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	**Louisa Desilla:** Sexting and Implicatures in Films
13:00 – 14:30	Lunch
15:30 – 19:00	**Momchil Alexiev: VR Workshop** – Intimacy, closeness and Virtual Reality?
16:45 – 17:00	Coffee break
19:00 **21:00**	Dinner Social program

Friday, 7 September

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

Saturday, 8 September

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

Sunday, 9 September

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