XXV EFSS 2021



The event is funded by the STRATEGIC DEVELOPMENT FUND of NBU and it is organized in collaboration with SemioLab of Aristotle University of Thessaloniki;
The conference is under the auspices of the International Association for Semiotic Studies (IASS)

Friday, 3 September

16:00 – 16:30 Registration, fees	**Hotel Flagman conference hall**
16:30 – 17:00	Opening of the XXV EFSS 2021 Translation and Transformation in Audiovisual and Digital Culture
17:00 – 18:00	Plenary lecture **Paul Cobley (Zoom):** Making Sense of the E-Reading Debates
19:00 – 20:00	Dinner
20:00 -	Social program

Saturday, 4 September

	Hotel Flagman conference hall
Chair: **K. Bankov**	**Plenary lectures:**
10:00 - 10:45	**Dario Martinelli:** Chekhov's guitar - or: on the musical translations of audiovisual strategies
10:45 – 11:30	**Momchil Alexiev**: Digital transformations in virtual reality
11:30 – 11:45	Coffee break
11:45 – 12:30	**Kristian Bankov:** The Commercial Core of the Digital Transformation of Culture
12:30 – 13:00	**Discussion**
13:00 – 14:30	Lunch

Chair: Loukia Kostopoulou	
16:00 – 16:30	**Loukia Kostopoulou:** Intermediality in contemporary avant-garde cinema: Blurring media boundaries in Jean-Luc Godard's films
16:30 – 17:00	**Dimitrios Neofotistos:** The colorization of Greek classic films as intersemiotic translation
17:00 – 17:30	**Thomas Bardakis:** A semiotic analysis on the representations of maids in Greek movies
17:30 – 17:40	Coffee break
17:40 – 18:10	**Iokasti Foundouka:** Transmediality and cultural semiotics in the myth of Carmen
18:10 – 18:30	**Eleni D. Lazaridou:** Red or blue pill: Intersemiotic translation of the Matrix scene in video games
18:30 – 18:50	**Elena S. Lazaridou:** Intertextuality in Greek TV spots
18:50 – 19:10	**George Metaxiotis:** From the Screen to the floor: performance and visual culture at the swing dancing community in Greece
20:00	Welcoming reception

Sunday, 5 September

	Hotel Flagman conference hall
Chair: R. Yankova	**<u>Plenary lectures:</u>**
10:00 - 10:45	**Evangelos Kourdis:** The semiotics of shifting sensorium and audiovisual translation
10:45 – 11:30	**Nicolae-Sorin Drăgan:** The New Vincent: AI Style Transfer & Meanings
11:30 – 11:45	Coffee break
11:45 – 12:30	**Christo Kaftandjiev, Kristian Bankov:** Semiotic translations – boundless transformations and overflows between different cultural phenomena and sign systems
12:30 – 13:00	**Discussion**
13:00 – 14:30	Lunch

Chair: George Damaskinidis	
16:00 – 16:30	**George Damaskinidis:** Multimodal semiotics translation of love songs in scary cover books
16:30 – 17:00	**Sebastian Fitzek**: The personality of authentic leadership
17:00 – 17:30	**Svetoslav Biliarsky:** Translation of the digital self into brand and vice versa
17:45 – 18:00	Coffee break
18:00 – 19:00	**Workshop by Momchil Alexiev:** Digital transformations in virtual reality
19:00 – 20:00	Dinner
21:00 –	Social program

Monday, 6 September

	Hotel Flagman conference hall
Chair: R. Yankova	
10:00 - 10:45	**Federico Bellentani:** How to build a chatbot. Towards a semiotic approach
10:45 – 11:15	**Dimitar Trendafilov**: How an idea is transferred: the Bauhaus case
11:15 – 11:30	Coffee break
11:30 – 12:00	**Reni Yankova:** Transformation of the Self in the digital culture
12:00 – 12:30	**Tyler James Bennett (Zoom):** Hybrid detotalization in the YouTube space
12:30 – 13:00	**Marwah Firas Abdullah (Zoom):** A Multimodal Social Semiotic Analysis of Emoji's Use with Reference to Covid-19
13:00 – 14:30	Lunch
Chair: K.Bankov	
16:00 – 16:30	Defense of MA Theses for the students in Brand Management
19:00 – 20:00	Dinner
21:00 –	Social program