

# TRANSLATION AND TRANSFORMATION IN AUDIOVISUAL AND DIGITAL CULTURE

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

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

## Saturday, 4 September

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

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

## Sunday, 5 September

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

<b>Chair: George Damaskinidis</b>	
16:00 – 16:30	<b>George Damaskinidis:</b> Multimodal semiotics translation of love songs in scary cover books
16:30 – 17:00	<b>Sebastian Fitzek:</b> The personality of authentic leadership
17:00 – 17:30	<b>Svetoslav Biliarsky:</b> TBD
17:45 – 18:00	Coffee break
18:00 – 19:00	<b>Workshop by Momchil Alexiev:</b> Digital transformations in virtual reality
<b>19:00 – 20:00</b>	Dinner
<b>21:00 –</b>	Social program

## Monday, 6 September

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