

Communication: Understanding / Misunderstanding  
The 9th World Congress of the International Association  
for Semiotic Studies/AIS  
Helsinki/Imatra, 11–17 June 2007

Communication : Compréhension / Mécompréhension  
Le 9ème Congrès mondial de l'IASS/Association  
Internationale de Sémiotique  
Helsinki/Imatra, 11–17 juin 2007

Comunicación: Entendimiento / desentendimiento  
El IX Congreso Mundial de la IASS/AIS  
Helsinki/Imatra, 11 al 17 junio de 2007

*Organizers:*

IASS/AIS (International Association for Semiotic Studies)  
University of Helsinki  
International Semiotics Institute at Imatra  
The Semiotic Society of Finland  
The Finnish Network University of Semiotics

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**Helsinki, Monday–Wednesday, 11–13 June**

University of Helsinki, Main building of the University, old side, Unioninkatu 34 (U34)

University of Helsinki, Main building of the University, new side, Fabianinkatu 33 (F33)

University of Helsinki, Metsätalo building, Unioninkatu 40 (U40)

**Imatra, Thursday–Saturday, 14–17 June**

Cultural Centre (CC), Virastokatu 1

Hotel Valtionhotelli (VH), Torkkelinkatu 2

City Hall (CH), Virastokatu 2

Local Organizing Committee/Comité d'Organisation Local/Comité Organizador local/Örtliches Organisationskomitee:

Hector Bahillo, Merja Bauters, Massimo Berruti, Merja Hottinen, Tarja Knuuttila, Pirjo Kukkonen, Otto Lehto, Dario Martinelli, Anna Mennola, Elina Paukkunen, Pekka Pesonen, Maija Rossi, Eero Tarasti (Chair), Eila Tarasti, Harri Veivo, Irma Vierimaa, Susanna Välimäki

### Monday, June 11th

- 10.00–15.30 Registration: Helsinki University, Metsätalo building (U40)  
14.00–15.30 Hommage to Adam Schaff (U40 room 6)  
16.00–18.00 Opening of the 9<sup>th</sup> IASS–AIS World Congress of Semiotics,  
University of Helsinki, Main building, great hall (U34)  
18.00 Reception of the University of Helsinki, Main building

### Tuesday, June 12th

- 09.00–10.00 Fenno-Ugrian Plenary, Main building, great hall (U34):  
Ilkka Niiniluoto: *Academic and cultural philosophy in Finland*  
10.00–10.30 Coffee break  
10.30–13.00 Sessions & round tables  
13.00–14.30 Lunch break  
14.30–17.00 Sessions & round tables  
17.00–17.30 Coffee break  
17.30–18.30 Plenary lecture, Main building, great hall (U34):  
Anne Hénault: *Understanding, misunderstanding: The semiotic  
reformulation*  
20.00 Gala Dinner, Old Student House, Mannerheimintie 3

### Wednesday, June 13th

- 09.00–10.00 Fenno-Ugrian Plenary, Main building, great hall (U34):  
Vilmos Voigt: *Suggestions for a Conceptual History  
of Finno-Ugric Semiotics*  
10.00–10.30 Coffee break  
10.30–13.00 Sessions & round tables  
13.00–14.30 Lunch break  
14.30–17.00 Sessions & round tables  
17.00–17.30 Coffee break  
17.30–18.30 Plenary lecture, Main building, great hall (U34):  
Youzheng Li: *Semiotics and ancient History – Rethinking the  
composition of historical discourse*  
19.00 Reception of the City of Helsinki  
(City Hall, Pohjoisesplanadi 11–13)

### Thursday, June 14th

- 10.15 Congress Train to Imatra. Dep. from Helsinki Railway Station,  
platform 8  
12.55 Arrival at Imatra. Transportation to hotels and lodging  
13.30 Transportation to Lunch at Cultural Centre  
14.00–15.00 Lunch break  
15.00 Transportation to Cultural Centre  
15.30–15.40 Welcoming speech: Pertti Lintunen, Mayor of Imatra  
15.40–17.30 General Assembly of IASS  
17.30–18.00 Coffee break  
18.00–19.00 Plenary lecture, Cultural Centre, Karelia hall:  
Yuri Tsivian: *From synesthesia to multimedia: How Lintsbach's old*

- 19.15 *semiotic fantasy looks in the digital age*  
Opening of the Art Exhibition by Matti Klinge  
Welcoming Reception of ISI (Imatra Cultural Centre)

**Friday, June 15th**

- 09.00–10.00 Fenno-Ugrian Plenary, Cultural Centre, Karelia Hall:  
Jaan Kaplinski: *Two types of human communication*
- 10.00–10.30 Coffee break
- 10.30–13.00 Sessions & round tables
- 10.30–13.00 Meeting of the Executive Committee
- 13.00–14.30 Lunch break
- 14.30–17.00 Sessions & round tables
- 17.00–17.30 Coffee break
- 1730–18.30 Plenary lecture, Cultural Centre, Karelia Hall:  
Eliseo Veron: *Sémiotiques et théories de la communication: Épisodes d'une convergence toujours différée*
- 19.00 Imatra Rapids surge
- 19.30–20.30 Puppet Theatre Festival:  
*Bolero* by Svyataya Krepost Theatre, Viburg, Russia  
Theatre Imatra, Kallenkatu 3
- 21.00–22.00 Puppet Theatre Festival:  
*Bolero* by Svyataya Krepost Theatre, Viburg, Russia  
Theatre Imatra, Kallenkatu 3

**Saturday, June 16th**

- 09.00–10.00 Plenary Lecture, Cultural Centre, Karelia hall:  
Eero Tarasti: *Freedom and necessity – Bases for the existentiality of signs and communication*
- 10.00–10.30 Coffee break
- 10.30–13.00 Sessions & round tables
- 13.00–14.30 Lunch break
- 14.30–17.00 Sessions & round tables
- 17.00–17.30 Coffee break
- 17.30–18.30 Fenno-Ugrian Plenary, Cultural Centre, Karelia hall:  
Pirjo Kukkonen: *The Finnish tango as a sign and sign system in Finnish culture – The semiosis of nostalgia, joy, and melancholy*
- 21.00–24.00 Tango evening at the Suikkala Dance Pavillion beside Lake Saimaa Vantaa Pops Orchestra and Markus Allan

**Sunday, June 17th**

- 09.00–10.00 Sessions & round tables
- 10.00–10.30 Coffee break
- 10.30–11.30 Sessions & round tables
- 11.45–12.45 Closure
- 12.45–14.00 Lunch Break

**Excursion to St. Petersburg, June 18th–20th**

**Monday, June 11th**

- 10.00–15.30 Registration: Helsinki University, Metsätalo building  
12.00–13.00 Meeting with the Chinese delegation, U40 room 7  
14.00–15.30 Hommage to Adam Schaff, U40 room 6  
16.00–18.00 Opening of the 9<sup>th</sup> IASS/AIS World Congress of Semiotics,  
University of Helsinki, Main building, great hall (U34)  
18.00 Reception of the University of Helsinki, Main building

Special session

- 14.00–15.30 **Hommage to Adam Schaff**, U40 room 6  
Susan Petrilli and Augusto Ponzio: *Adam Schaff: From  
Semantics to Political Semiotics*  
Anti Randviir  
Vincent Colapietro  
Paul Cogley

**Tuesday, June 12th**

- 09.00–10.00 Fenno-Ugrian Plenary, Main building, great hall (U34):  
Ilkka Niiniluoto: *Academic and cultural philosophy in Finland*  
introduced by Professor Sami Pihlström, University of Tampere
- 10.00–10.30 Coffee break
- 10.30–12.00 Board meeting of the IASS/AIS, F33 room 20
- 10.30–13.00 Sessions & round tables
- 13.00–14.30 Lunch break
- 14.30–17.00 Sessions & round tables
- 17.00–17.30 Coffee break
- 17.30–18.30 Plenary lecture, Main building, great hall (U34):  
Anne Hénault: *Understanding, misunderstanding: The semiotic reformulation*  
introduced by Professor Ivan Darrault, Université de Limoges
- 20.00 Gala Dinner, Old Student House, Mannerheimintie 3  
*Dress: free (dark suit recommended if available)*

- 10.30–13.00 **Theory** (Chair: Alexandros Lagopoulos), F33 small hall
- Pearson, Charlis: The Nature of Semiotic Data and Evidence  
 Salminen, Antri: Signs of the Impossible - Semiotics of Paradox  
 Vlasie, Gheorghe: Signs, dimensions of sign and semiotic redundancy  
 Oakley, Todd & Brandt, Per Aage: Hypotyposis and Cinematic Model of Fictive Meaning: A Collector's Conceit  
 Lagopoulos, Alexandros & Boklund-Lagopolou, Katrin: Denotation and reference in non-linguistic systems
- 14.30–17.00 **Theory** (Chair: Ivan Darrault-Harris), F33 small hall
- Fabbri, Paolo: Pour une diagrammatologie  
 Alvares, Cristina: Sémiotique et psychanalyse : un rencontre manquée  
 Darrault-Harris, Ivan: Un défi pour la psychosémiotique: les énigmes du comportement adolescent  
 Kourdis, Evangelos: Traduction interlinguale et intersémiotique dans un message publicitaire grec: rapports entre les messages verbaux et les systemes non verbaux
- 10.30–13.00 **Round table: The Ethical Footprint – Discussions of the Material World** (Chair: Anne Stenros), F33 room 21
- Stenros, Anne: Creative Footprint  
 Luutonen, Marketta: Hand Made Responsibility – Sustainable Crafts  
 Bello, Paula: The Ethical Footprint  
 Miettinen, Satu: Social Design in Action!  
 Lehrovuori, Panu: Activism in Urban Space
- 14.30–17.00 **Interpretation and Meaning in Umberto Eco's Semiotic Theory and Fiction** (Chair: Max Ryyänen), F33 room 21
- Brax, Klaus: The Representation of Hermeticism in Umberto Eco's *The Island of the Day Before*  
 Oesch, Erna: Searching for Traces in the Labyrinth of Meaning – Umberto Eco, Unlimited Semiosis and Drift  
 Knuutila, Tarja: The Absent Encyclopedia or, How to Account for Meaning Making?  
 Yocaris, Ilias: Relativisme cognitif et indétermination sémiotique : abduction et méta-abduction dans l'oeuvre romanesque d'Umberto Eco

10.30–13.00 **Typologies of Sound and Sonic Culinarism**  
(Chair: Kai Lassfolk), F33 room 16

Välämäki, Susanna: Typologies of sound in film music research and sonic signification  
Torvinen, Juha: The Power of the Opening Sounds: How to Describe the Sonorous Experience and Musical Significance of Guitar Riffs?  
Lassfolk, Kai: What is the 'speed' of sound? Terminological aspects in describing and assessing sound quality of musical signals

14.30–17.00 **Contemporary Music** (Chair: Wojciech Stepień),  
F33 room 16

Senden, Yves: Understanding the score: Keith Jarrett's Köln Concert, a case study  
Koivisto, Tiina: The metaphors of energy and force in Brian Ferneyhough's music  
Sosa, Takemi: Musical gesture in Magnus Lindberg's 1990's works  
Stepień, Wojciech: Understanding Rautavaara's angels  
Dapfa, Silvia G.: Linking Semiotics to Music:  
(Mis)understanding Graphic Scores

10.30–13.00 **(Mis)understanding cities – Codes and Communication in the World's Metropolises** (Chair: Roland Posner), U40 room 1

Posner, Roland: What is a Metropolis and how can it be understood?  
Kim, Sung-do: City Profiles as marketing instruments in global cultural competition  
Kim, Dong-yoon: La vie urbaine et la vie rurale

14.30–17.00 **Round table: Women in Semiotics** (Chair: Susan Petrilli), U40 room 1

Vaughan, Genevieve: Matricentric Semiotics  
Tarasti, Eila: Feminine gestures in music and the mythical act-ant model of woman composers  
Kukkonen, Pirjo: Women in Semiotics – The Early Finnish Tradition of 1970s and 1980s  
Ponzio, Augusto: Kristeva's semanalysis and semiotics  
Petrilli, Susan: Symbol, Logic, and Signification. Victoria Welby, Mary Everst Boole and Suzanne Langer  
Pietarinen, Ahri-Velkko: Notes on Christine Ladd-Franklin's and Victoria Welby's correspondence with Charles Peirce

10.30–13.00 **Visual Arts** (Chair: Guillermo Olivera), U40 room 2

Molero, Lourdes & Cabeza, Julián: Del silencio de la razón a las imágenes oníricas del subconsciente y a los símbolos míticos colectivos: la obra de Henry Bermúdez  
 Cabeza L., Julián & Molero, Lourdes: Del silencio contemplativo a la interacción cinética: Jesús Soto  
 Olivera, Guillermo: El discurso de la mediatización en la experimentación estética con materiales massmediáticos: la experiencia Argentina del Di Tella (1965–68)  
 García de Molero, Írida & Fariás de Estany, Jenny Gabriela: La especificidad semiótica del texto fotográfico

14.30–17.00 **Poly-art et technologie** (Chair: Costin Miereanu), U40 room 2

Miereanu, Costin  
 Pelé, Gerard

10.30–13.00 **Round table: Communication & Spectacle**  
 (Chair: José María Paz Gago), U40 room 4

Bañuelos, Jacob: Análisis de la Espectacularización en You Tube: Broadcasting Yourself  
 Gutiérrez Carbajo, Francisco: Theatre & Spectacle: El viaje del Parnaso de Cervantes  
 Pardo Abril, Neyla: La metáfora visual en el espectáculo noticioso  
 James Trapero, Ariel José: El nivel modélico en la narrativa visual postmoderna

14.30–17.00 **Round table: Communication & Spectacle**  
 (cont.), U40 room 4

Helbo, André: Sémiotique du spectacle vivant: le corps du déni  
 Imbert, Gérard: Télévision et transformation spectaculaire de la réalité (de la néo à la post-télévision)  
 Andacht, Fernando: Reflections on a Brazilian TV indexical fable: the inclusion of the signs of Other in the performance of the real  
 Koldobsky, Daniela: La figura del músico y la recuperación de la música como espectáculo

- 10.30–13.00 **Round table: La littérature coréenne** (Chair: Chie-Sou Kim), U40 room 5
- Kim, Chie-Sou: Myrthe contemporain dans le roman de LEE Cheong-Jan
- Song, Ki-Jeong: La Communication entre les vivants et les morts -Etude sur L'Invité de WHANG Suk-Yong
- Choi, Yong-Ho: The Azaleas
- Liu, HyoSook: L'analyse de l'espace théâtral à travers *Le Cordon ombilical* d'Oh Tae-Seok
- 14.30–17.00 **Logics** (Chair: Hiroyuki Nishina), U40 room 5
- Wen, Bangyan & Fang, Chaimei: The correct apprehending and thorough discussion of Godel's incompleteness theorem
- Marciszewski, Witold: Internal Logical Code *Vis-à-vis* First-Order Logic. A comment on Gödel, von Neumann and Boolos
- Nishina, Hiroyuki: Capturing Bodily Actions by Modal Logic
- Wybraniec-Skardowska, Urszula & Waldmajer, Jacek: On Language Communication from Logical Point of View
- 10.30–13.00 **Gender** (Chair: Mao Chen), U40 room 6
- Chen, Mao: Productive Misunderstanding: Gender Construction in Bing Xing's About Women
- Tsai, Hsiu-chih: Geling Yan's White Snake: Understanding the Misunderstanding
- Seh Andem, Rachel: Entente / mésentente au Cameroun entre l'homme et la femme par rapport à la journée internationale de la femme
- 14.30–17.00 **Social Semiotics** (Chair: Anti Randviir), U40 room 6
- Pärli, Ulle: Proper name and common noun as the objects of cultural semiotics
- Calefato, Patrizia: What's your name?: Understanding/misunderstanding a "proper" sign
- Kapitany, Gabor: To the pragmatic symbols - the interiorization of social events and facts by means of symbols
- Randviir, Anti: Creating misunderstanding: stereotypes and semiotic subjects
- Tunturi, Anna-Riitta : About the historical background of Martin Heidegger's metaphysics

10.30–13.00 **Warsaw University, Department of Logical Semiotics** (Chair: Anna Brozek), U40 room 7

Brozek, Anna: On Understanding Music  
 Horecka, Aleksandra: The Concept of Common Views: Can We Understand Other Philosophers?  
 Jadacki, Jacek: Ten Misunderstandings About Understanding  
 Kasprzyk, Zuzanna: Genesis and Structure of Moral Dilemmas. Explanation in Light of the Concept of Linguistic Conventions.  
 Odrowaz-Sypniewska, Joanna: Natural Kind Terms and Successful Communication  
 Talasiewicz, Mieszko: Geach's Program and the Foundations of Categorical Grammar

14.30–17.00 **Hermeneutics and semiotics of intercultural communication / Aalborg University** (Chair: Jörg Zeller), U40 room 7

Etemadi, Maziar: Beyond Appearances, Reveal and the Concrete. Critical Mediations on the Religious Dress-code, Identity and Freedom  
 Lyngseth, Oyvind: The Potential of the Aesthetic in the Islamic Hermeneutic  
 Zeller, Jörg: Communication environments: multidimensional meaning space-times in the so-called Mohammed-cartoon communication crisis

10.30–13.00 **Internet Communication** (Chair: Diana-Elena Popa), U40 room 8

Popa, Diana-Elena: Computer Mediated Communication and the Informal Public Sphere  
 Fusaroli, Riccardo: The screen and the voice: understanding and misunderstanding in different fruitions of www.europa.eu  
 Chen, Huey-Rong: When Feminist Subjectivity Conflicts with Masculine Memory: Taiwanese Women's Citizenship in Internet Political Forum - a Semio-Narrative Approach  
 Chourou, Mehdi: Ethniktag: everchanging understanding

14.30–17.00 **Internet Communication** (Chair: Rafael del Villar), U40 room 8

Camarena García, Ela Bronia: El imaginario simbólico de los adolescentes en el proceso de la comunicación globalizada caso internet  
 Serbanescu, Sorina: Semiotique du cybermessage publicitaire roumain  
 del Villar, Rafael: Navigation par Internet: catégories cognitives, perceptives et d'implication corporelle

- 10.30–13.00 **Cultural Semiotics** (Chair: Katriina Siivonen), U40 room 9  
 Monticelli, Daniele: Misunderstanding as generator of new information within Lotman's semiosphere  
 Sánchez, Ida Sonia: Una perspectiva semiótica de la cultura. La búsqueda del significado  
 Siivonen, Katriina: Culture as antroposemiosis  
 Song, Hyosup: Mythical Thinking and Anti-mythical Thinking: Two Semiotic Models  
 Ramírez Garrido, Juan Daniel & García Amián, Josué & Macías Gómez-Stern, Beatriz: A semiotic approach to illiteracy in the Baroque Society: some clues from Cultural Historical perspective
- 14.30–17.00 **Culture and Identity** (Chair: Irma Sorvali), U40 room 9  
 Ablih, Nadia: Understanding touristic communication. Applying cultural semiotics.  
 Shmeleva, Elena Y. & Shmelev, Aleksei: Understanding and misunderstanding of Russian Canned Jokes  
 Sorvali, Irma: Can dolls communicate? – Semiotic aspects on dolls and their clothes  
 Barragán Trejo, Daniel & Mendoza Santana, Carlos Armando: Entre fichas, billares y football: cómo (re)construyen y negocian sus identidades los mexicanos en Helsinki, Finlandia?  
 Sandin, Gunnar & Ståhl, Lars-Henrik: Flags, icons and iconic grounds: On the presence of Americanism in a non-American region
- 10.30–13.00 **Evolution of the theory of mind: Neurosemiotics and Cultural Dimensions of Understanding the Other** (Chair: Tatiana Chernigovskaya), U40 room 11  
 Bichakjian, Bernard H.: The linguistic sign: from analog to digital  
 Chernigovskaya, Tatiana V.: Social Mind, Cognitive Evolution and Theory of Mind  
 Davtian, Stepan: "Theory of Realities" and Meta-Representation: Trying to Understand a Psychotic Person
- 14.30–17.00 **Evolution of the theory of mind** (cont.), U40 room 11  
 Levinton, G.A.: The meaning of meaning in the field of folklore, mythology and mythological criticism  
 Mascialino, Rita: The "dynamic spatiality" of understanding and misunderstanding  
 Ruskova, Marina V.: Sign form and sign content interaction in speech processing through the prism of the speech errors data  
 Utekhin, Ilia: Conversational Machinery behind Theory of Mind

10.30–13.00 **Signs towards health: understanding and misunderstanding in health care communication** (Chairs: Paul Cobby & Peter Schulz), U40 room 12

Kahana, Eva & Kahana, Boaz: Technology use, health information, and doctor-patient communication  
 Kahana, Eva & Kahana, Boaz: Elderly cancer patients' perspectives on health communication involving physicians, patients and caregivers  
 Orizio, Grazia & Gelatti, Umberto & Schulz, Peter: Advertising and selling prescription medicines on the internet  
 Middleton, Hugh & Shaw, Ian: How independent is opinion shaping scientific literature?

14.30–17.00 **Signs towards health** (cont.), U40 room 12

Psarra, Fotini: Communicate – cooperate  
 Rundblad, Gabriella: The semantics and pragmatics of water notices and the impact on public health  
 Khanwalkar, Seema: The Invisible Minority: Exploring Signs of Difference in the Discourse of Disability in India  
 Colombo, Benedetta: To what extent might a semiotic approach avoid misunderstanding? A study with patients in a hospital  
 Ruddock, Andy: We're glad it's all over: Binge drinking cultures

10.30–13.00 **Speech & Discourse** (Chair: Maija Metsämäki), U40 room 13

Metsämäki, Maija: Discursive Power in Interaction in Institutional Discourse  
 Mustajoki, Arto: Towards a classification of misunderstanding  
 Matsagkos, Apostolos: Ludisme et violence dans les conversations entre jeunes gens en Grèce  
 Magoulas, Charalampos: Figures rhétoriques: obstacle ou facilitation de la communication?

14.30–17.00 **Urban Space** (Chair: Celia Maria Antonacci Ramos), U40 room 13

Antonacci Ramos, Celia Maria: Graffiti: polemic and protests in the urban space  
 Bravari, Victor: Murales Ciudadanos: una experiencia de cambio de representación y hábito  
 Tevanlinna-Alvarez, Maarit: Lover's discourse, symbols, the syndrome, and the life beyond: Visual and verbal culture in the township  
 Kim, Sungdo & Kim, Minyoung: Urban Space and its communication complexity: some semiotic remarks on the urban discursivity

- 10.30–13.00 **Biosemiotics** (Chair: Timo Maran), U40 room 14  
 Kleisner, Karel & Markos, Anton: Mutual understanding as a prerequisite of biotic evolution  
 Kull, Kalevi: Vegetative, animal, and propositional semiosis  
 Maran, Timo: Biological mimicry and Peircean categories  
 Martinelli, Dario: Notes on the theoretical program of biosemiotics, or "what exactly am I doing here?"  
 Turovski, Aleksei: Signs of Age, Health and Sex in Leadership Dynamics of Some Eusocial Species of Birds and Mammals
- 10.30–13.00 **Pragmatic-Semiotic Concepts and the Arts** (Chairs: Christina Ljungberg & Harri Veivo), U40 room 15  
 Cronquist, Ulf: Cognitive Poetics, Cognitive Semiotics and Literary Analysis: Julio Cortázar's "Blow-up", "Another Leg of the Journey" and "Axolotl" As *Exemplia*  
 Fehr, Drude von der: Thomas Bernhard's Style: A Pragmatic Use of Disease in Literature  
 Knuuttila, Sirkka: Bodily Dialogues: Semiotics of Emotion in Literary Reading  
 Kholopova, Valentina: Interpretation of Peircean Sign Triad by Russian Musicologists of the 1980–90s: A New Interpretation as a Part of Theory of Musical Content  
 Mechelen, Marga van: Ambiguity and multiaccentuality as (semiotic) qualities of modern art
- 14.30–17.00 **Biosemiotics** (Chair: João Queiroz), U40 room 14  
 Niño El-Hani, Charbel & Queiroz, João & Stjernfelt, Frederik: Firefly Femmes Fatales: a case study in the semiotics of deception  
 Rothenberg, David: Musical communication between humans and beluga whales: understanding or misunderstanding  
 Servais, Christine & Servais, Veronique: La communication inter-espèces: une figure spécifique du malentendu?
- 14.30–17.00 **Pragmatic-Semiotic Concepts and the Arts** (cont.), U40 room 15  
 Colapietro, Vincent: Functional Definitions & Defining Functions: Peircean Reflections on the Historical Force of the Artwork  
 Ljungberg, Christina: Mapping fluid spaces: Pragmasemiotic concepts and digital art  
 Veivo, Harri: Narration (and rhetoric) as argument  
 Stjernfelt, Frederik: A Peircean Interpretation Account

10.30–13.00 **Communication models – maps and atlases**  
(Chair: Alexander Wolodtschenko), U40 room 18

Angüsser, Stephan: Gaps in Icon-based Geocommunication  
Artemjev, Yuri: Some problems of semiotics in map language  
Artemjeva, Olga: A new kind of maps – maps for offices – in  
the light of modern cartosemiotics  
Wolodtschenko, Alexander: Zur Frage der realen und fiktiven  
Karten  
Casti, Emanuela: Web gis semiosis: building a plural space

14.30–17.00 **Communication models – maps and atlases**  
(cont.), U40 room 18

Beconyrté, Giedré: Semantic modelling and cartographic tran-  
scription  
Hruby, Florian: Preparing the unknown – semiotic fundaments  
of cybercartographical communication  
Komedchikov, Nikolay N. & Khropov, Alexander G.: The  
evolution of the map languages  
Rotanova, I.N. & Vedukhina V.G.: Water-ecological mapping  
and its implementation by the example of water objects in the  
upper Ob basin  
Rotanova, Irina N.: Interactive application of cartographic  
materials for giving special ecological courses at Altrat State  
University

10.30–13.00 **Aesthetics & the Arts** (Chair: Ildar Khannanov),  
U40 room 24

Motiekaitis, Ramūnas: Meeting of “World” and “Ground” in  
Japanese Aesthetic Categories  
Khannanov, Ildar: Rachmaninov’s “Little Riding Red Hood”:  
Semiosis of Emotional Truth and the Structure of Musical Sign  
Ablova, Alla: George Crumb’s World of Sounds: Percussion  
Instruments as the Source of Mythological Reconstruction  
Sikorski, Filip: Semiotics of Syntax. Particles in Mallarmé and  
Gombrowicz

14.30–17.00 **Advertising, Campaigning, Marketing** (Chair:  
Klaus M. Bernsau), U40 room 24

Bernsau, Klaus M.: Marketing – misunderstandings about com-  
munication  
Sato, Toyoko: “No place to go – Dressed to kill” The 1980 dis-  
cursive globalization event between Tokyo and New York City  
Schwarzfischer, Klaus: The semiotic attractors, which are deter-  
mining recognition in advertising  
Chang, Vincent Tao-Hsun: Visual rhetoric as social semiotics:  
Campaigning discourse of the Beijing Olympics  
Caputo, Alessia: The language of advertisement

- 10.30–13.00 **Bodies, Embodiment & Signs** (Chair: Aurel Teodor Codoban), U40 room 26
- Codoban, Aurel Teodor: Body of language and body as language: constituent problems of gesture semiotics
- Kudszus, W.G.: Friedrich Nietzsche's Physiological Notations and Limits of Language
- Löfström, Anna: A Model of Written Miscommunication
- 14.30–17.00 **Silence & Gestures** (Chair: Grigory Kreidlin), U40 room 26
- Doubravová, Jarmila: Semiotics of silence
- Arif, Hakim: Hand gesture as means of nonverbal communication: a closer look into Bengali speaking people
- Sukhova, Natalya V.: What do we communicate while gesturing in "silence"? Or Nonverbal fillers of pauses.
- Kreidlin, Grigory: Gestures in dance, theatre, painting and other allied arts
- 10.30–13.00 **Nature as culture: Animals and Landscapes in Art, Mythology and Folklore** (Chair: Vesa Mattee Piludu), U40 room 27
- Sjöblom, Tom: Paleolithic cave-art as cognitive maps
- Pentikäinen, Juha: The Signs of the Sacred on the Rocks: Bear Ceremonialism and Shamanhood
- Pulkkinen, Risto: Louhi's Pohjola and Terra Feminarum. Mythical female realms and the toponyms of North-Eastern Finland
- 14.30–17.00 **Nature as culture** (cont.), U40 room 27
- Piludu, Vesa Mattee: The bear as a symbol of regeneration, shamanism and initiation
- Pekonen, Osmo: Le Lion de Finlande : communiquer l'identité d'une nation nordique
- Berruti, Massimo: Lovecraft and Poe: the Double Nemesis of Cats
- Martinelli, Dario: Whales and iconography: two or three mistakes. On the cultural representation of Mysticeti in art, cinema and myth

**Wednesday, June 13th**

- 09.00–10.00 Fenno-Ugrian Plenary, Main building, great hall (U34):  
Vilmos Voigt: *Suggestions for a Conceptual History of  
Finno-Ugric Semiotics*  
introduced by Professor Altti Kuusamo, University of  
Turku
- 09.30–11.30 Meeting of the Pan-European Semantic Network, F33 room 15
- 10.00–10.30 Coffee break
- 10.30–13.00 Sessions & round tables
- 13.00–14.30 Lunch break
- 14.30–17.00 Sessions & round tables
- 17.00–17.30 Coffee break
- 17.30–18.30 Plenary lecture, Main building, great hall (U34):  
Youzheng Li: *Semiotics and ancient History – Rethinking the  
composition of historical discourse*  
introduced by Professor Roland Posner, Technische Universität  
Berlin
- 19.00 Reception of the City of Helsinki (City Hall, Pohjoisesplanadi  
11–13)

- 10.30–13.00 **Theory** (Chair: Erkki Vainikkala), F33 small hall  
Vainikkala, Erkki: Ideology between metalanguage and connotation – a view from Barthes  
Melaney, William D.: Kristeva's Subject-in-Process: Semiotics After Structuralism  
Muroi, Hisashi: A Short History of Semiotic Studies in Japan: 1980–2007  
Sousa, Sérgio: Perspectives of Pre-semiotic and Semiotic Mechanisms According to A. Damásio  
Latraverse, Francois: La triadicit  dans le Tractatus logico-philosophicus
- 14.30–17.00 **Theory** (Chair: Maria Jodlowiec), F33 small hall  
Uzilevsky, Gennady: Synthetic-semiotic bottom-up approach: history of development, application and potential  
Petrov Vladimir M. & Mazhul Lidia A.: Understanding communication and wealth of mental world: informational approach  
Modesto, Luiz Sergio: Knowledges and communication: entropic-negentropic dynamics  
Jodlowiec, Maria: Relevance and misunderstanding  
Teters, Daina: Der epistemologische Wert des nicht-verstanden in kognitiven Strategien
- 10.30–13.00 **Round table: Montage and semiotics** (Chair: Pekka Pesonen), F33 room 14  
Tsivian, Yuri: Cinematics: A New Electronic Tool to Study Montage  
Torop, Peeter: Montage and semiotics of culture  
Bulgakova, Oksana: From stage to brain: montage as a new principle of a scientific narrative  
Kim, Soo Hwan: Film and Semiotics: cinema as a readable/visible text – photogenie in Russian Formalistic Film Theory  
Hurtunen, Tomi: Imaginist Montage
- 14.30–17.00 **Cinema** (Chair: Gian Maria Tore), F33 room 14  
Bacon, Henry: Editing and emotion in historical films  
Tore, Gian Maria: La s miotique face   la compr hension du cin ma  
Kravanja, Peter: Rendez-vous   Bray ou le Roi du paradis perdu  
Escande-Gauque, Pauline: Le cin ma grand public francais : comprendre une doxa  
Roelens, Nathalie: La censure comme un cas de m prise

10.30–13.00 **Recent developments in musical narrative theory** (Chair: Marja Grabocz), F33 room 16

Grabocz, Marja: Théories de la “narratologie générale” et théories de la narrativité musicale (un bref aperçu)  
 Monelle, Raymond: The Debate on Musical Narratology  
 Almén, Byron: Musical Narrative as Lisztian Transvaluation  
 Hatten, Robert: Degrees of Narrativity in Music

10.30–13.00 **Popular music** (Chair: Anu Sirpiniemi), F33 room 21

Echard, William: Topic Theory and the Object of Critical Attention: Early U.S. rock music criticism as a case study  
 Sirpiniemi, Anu: Timbre as a genre marker in electronic dance music production  
 Woodside Woods, Jarret Julián: When Soundscape becomes music: a semiotic approach to sampling  
 Franta, Vladimir: Soviet Tune in Aki Kaurismäki’s and Jaroslav Mach’s Films: Transmediality of The Genre

14.30–17.00 **Recent developments in musical narrative theory** (cont.), F33 room 16

Tarasti, Eero: Sémiotique existentielle et narrativité  
 Siivuoja-Gunaratnam, Anne: Narrativity, signification, and listening  
 Littlefield, Richard: The Narrative Curve – Thirty Years Down the Line

14.30–17.00 **Musical** (Chair: Paolo Rosato), F33 room 21

Rosato, Paolo: Pertinence and competence levels in understanding / misunderstanding music  
 Puscas, Pavel: A semiotic approach in the hermeneutics of musical tonalities  
 Cassotti, Rosa Stella: Music understanding and interpretation in Bakhtin’s circle: writings by I.I. Sollertinsky and M.V. Yudina  
 Viljanen, Eelina: Ambiguous Asaf’ev – Understanding Soviet Artistic Consciousness

10.30–13.00 **Round table: Semioethics, Dialogue and Existential semiotics** (Chair: Bonfantini & Ponzio), U40 room 1

Bonfantini, Massimo A. & Petrilli, Susan & Ponzio, Augusto: Semiotics and Dialogue between Logic and Ethics  
Tarasti, Eero: Moral Acts as Signs  
Stanculescu, Traian: The semiotic methodology: a still neglected instrument of power  
Tönnessen, Morten: Where I end and you begin. The threshold of the self and the intrinsic value of the phenomenal world  
Muroi, Hisashi: Several remarks on the new stage of European semiotics - How to resist the cyber-globalized world  
Colapietro, Vincent: Between Peirce & Levinas: Secondness and/or Alerity  
Randviir, Anti

14.30–17.00 **Anthroposemiotics within the framework of**

**biosemiotics** (Chair: Göran Sonesson), U40 room 1  
Brier, Sören: From sign games to language games via the dialogical subject  
van Heusden, Barend: The emergence of mimetic skills  
Hornborg, Alf: Unleashing Signs without Objects: What Flows of Money do to Ecosystems  
Sonesson, Göran: Reflexions on dyads and triads. In-between Peirce and developmental psychology

10.30–13.00 **Applying biosemiotics: understanding and misunderstanding culture** (Chair: Paul Cobley), U40 room 2

Benayoun, Jean-Michel & Lee, Carolyne: Putting press prose in (biosemiotic) perspective  
Cobley, Paul: In what sense might Umwelt be applicable to theorising media audiences?  
Pickering, John: Selfhood as apprenticeship in the use of self-referential signs  
Wheeler, Wendy: The commonwealth of bee, me and thee: ethical and aesthetic relation and the iterability of biological and cultural pattern at different emergent levels  
Bankov, Kristian: Misunderstanding nature, or "How to think without culture"  
Cannizzaro, Sara: Illustrating the Cyberpunk Virtual Community through Modeling System Theory

14.30–17.00 **Applying biosemiotics** (cont.), U40 room 2

Brier, Sören: A Peircean cyber-biosemiotic theory of the emergence of consciousness and personhood in living systems  
Kotov, Kaie: Human-environment-technology: Telling a biosemiotic story  
Kull, Kalevi: Ecossemiotics as the extended semiotics of culture  
Mandoki, Katya: Culturomes and negentropic processes: a biosemiotic perspective  
Bauters, Merja: Distributed cognition, notion of self and mediating artefacts  
Petrilli, Susan & Ponzio, Augusto: The semiotic animal

- 10.30–13.00 **Media & Journalism** (Chair: Laurence Brunet-Hunault), U40 room 4
- Giacomarra, Mario G.: Comprendre ou ne pas comprendre l'information quotidienne? Les journaux entre idéologies et routines productives
- Stasilo, Miroslav: Un genre de discours politique en France: déclarations des candidats élus et des candidats vaincus consécutives aux résultats des élections présidentielles (1981–2002)
- Koma, Kyoko: Les stéréotypes interculturels utilisés dans les titres des médias – Le cas des articles sur les couturiers japonais dans des quotidiens français (1981–1992)
- Brunet-Hunault, L.: Le récit d'une privatisation ou comment le discours de presse dramatisé ou enjolive une aventure économique
- Güz, Nükhet & Küçükdoğan, Bülent & Zeybek, Isil: La compréhension mortelle
- 14.30–17.00 **Media: Theory and Analysis** (Chair: Leobardo Cornejo Murga), U40 room 4
- Castañeda Díaz, Ardi Adriana: Sobre la fabulación de la realidad mediática
- Cornejo Murga, Leobardo: El interpretante estratégico y la semiótica explosiva de los mass media
- Prieto, Carlos & Magnasco, Andrea: Cuando el cine va a la tapa, un recorrido por las revistas del siglo XX
- Velasco Gutiérrez, Pablo: El cuerpo desnudo como refutación argumentativa visual. Un análisis transdisciplinario
- Hérmendez Pérez, Eder Arturo: Análisis comparativo de la construcción del lector ideal gemينو en las revistas de género en México y España
- 10.30–13.00 **Fashion** (Chair: Patrizia Calefato), U40 room 5
- Calefato, Patrizia: Dressing in signs: Fashion Theory between Sociosemiotics and Cultural Studies
- Pirogovskaya, Maria: Body meets Dress, Dress meets Body. Skin and Cloth Boundaries in Fashion 1980–2000.
- Vélez Rueda, María Juliana: Usos de a indumentaria: un mapa de los modos de vestir de las mujeres jóvenes de la ciudad de Buenos Aires
- 14.30–17.00 **Design as Communication** (Chair: Troels Degn Johansson), U40 room 5
- Niemeyer, Lucy: A Semiotic Approach to Product Design
- Guldberg, Jørn: Design – Communication or Indication. An integrative model of semiotic design analysis
- Johansson, Troels Degn: "The Meaning of Design": To the Founding Debate on a Semiotics of Design
- Niemeyer, Lucy & Vieira, Ludmila: Luxury Design: some considerations

10.30–13.00 **Social Semiotics** (Chair: Merja Bauters), U40 room 6

Borges Formiga Sobrinho, Asdrúbal & Almeida, Angela Maria de Oliveira: Social representations and semiotics: parallels and counterpoints

Ceriani, Giulia: Trends forecasting and semiotics: power, risks and decision

Sary, Lill: Semiotics of life: nature, otherness and social design  
Kapsomenos, Eratosthenis G.: La compréhension et la mécompréhension des codes sémantiques comme problème de communication interculturelle

Mbarga, Jean-Claude: Compréhension/mésentente dans le cadre de la diversité culturelle à l'ère de la globalisation

14.30–17.00 **Social Semiotics** (Chair: Adrian Gimate-Welsh), U40 room 6

Östberg, Gustav: Incompatibilities of external relationships of organizations in the perspective of sociological system theory  
Tunturi, Anna-Riitta: Attention, Rhetorics and Values. Immanuel Kant versus the Anglo-Saxon Philosophy  
Gimate-Welsh, Adrian: Representation and constitutional design

Machado, Irene: Paradoxes around hybridism in the language of culture

10.30–13.00 **Misunderstanding in Literature & Literary Misunderstanding** (Chair: Ledia Dema), U40 room 7

Dema, Ledia: Fragmentation discursive et (ma)compréhension  
Mercado Méndez, Guadalupe: Incomrensión de un escritor  
Perales, Laura Elena: Semiosis del existencialismo en el cono sur: Arlt, Bianco, Onetti y Sábato

14.30–17.00 **Misunderstanding in Literature & Literary Misunderstanding** (Chair: Leena Mäkelä-Marttinen), U40 room 7

Mäkelä-Marttinen, Leena: The fatal misunderstanding in Timo K. Mukka's short story *Tabu*

Chien, Jui-Pi: The Misinterpretations and Imitation of H. Taine's *History of English Literature* across the English Channel  
Wu, Geming: The section of Check u the Rumour in the Spring and Autumn of Iv Pu-wei – a classic representative of the understanding and the misunderstanding  
Hess-Lüttich, Ernest W.B.: Missverständnisse. Literatur und Skepsis

10.30–13.00 **Translation** (Chair: Dinda Gorlée), U40 room 8

Banhard, Evelin: Reception of Shakespeare in Estonia: Translation as communication

Osimo, Bruno: Translation as misunderstanding

Süüste, Elin: Metacommunication and translation history

Gorlée, Dinda L.: Wittgenstein Translated and Re-Translated

Gorlée, Dinda L.: Wittgenstein as Mastersinger

14.30–17.00 **Round table: Semióticas de la incommuniación**  
(Chair: José Enrique Finol), U40 room 8

Mangieri, Rocco: Semiótica y poética de la in-movilidad: las artes del movimiento

Magariños de Morentin, Juan: La superación de la incommuniación. La universidad de la calle en la construcción de la identidad social

Finol, José Enrique: Semióticas de la incommuniación: códigos rituales e ineficacia simbólica

Djukich de Nery, Dobrila: El ritual del tatuaje y la de-construcción de la (in)comunicación corporal

Caro Almela, Antonio: Comunion e incommuniación en publicidad

10.30–13.00 **Visual Arts** (Chair: Marga van Mechelen), U40 room 9

Askedal, John Ole: Semiotic Reflections on the Visual Art of Brian Jungen

Pirinen, Mikko: Interpreting Titles and Metaphors of Visual Art

van Mechelen, Marga: The sign-ificance of showing insignificant pictures

14.30–17.00 **Avant-Garde** (Chair: Gabriele Jutz), U40 room 9

Feshchenko, Vladimir V.: Semiotics and the avant-garde as two ways of sign-making and sense-making

Jutz, Gabriele: Cinéma brut. An Alternative Genealogy of Avant-Garde Film

Joshi, Amrita: Reading Visual Concrete Poetry: Discovering the "Viewer-Reader" through Verbal Protocol Analysis

Ship, Sergey: Understanding of experimental music and perception attitude

- 10.30–13.00 **Chinese-Western Comparative Semiotics**  
(Chair: Gu Jiazu), U40 room 11
- Jie, Zhang: The Construction of the Kingdom of Semiotics: The Transcendence of Language and the Language of Transcendence – The Study of Bakhtin and Lotman's Theories of Semiotics
- Zhou, ZhenXiang: Compared meta symbols between Chinese and Western: Pierce's category and Jinyuelin's Tao
- Tsai, Hsiu-chih: Literary Meaning and the Metonymic Function in A Song of the Sad Coffee Shop
- Bin, Xin: An Intertextual Analysis of Reported Speech in News Texts
- Haihong, Ji: A Reflective Study of the Culturally Predetermined Chinese Semiotic Mentality
- 14.30–17.00 **Chinese-Western Comparative Semiotics**  
(cont.), U40 room 11
- Jiazu, Gu: Memetics: A Major Breakthrough in Semiotic Theoretical Framework by the End of 20th Century
- Shen, Haiyan & Zhu, Yiqiang: The Symbolic Vision of Enlightenment: the power of mind
- Chen, Hsiang-Ju & Lin, Kuo-Hsiung & Tsai, Yuan-Hui: One Aspect of the Neo-Confucian Structure in Decision Making
- 10.30–13.00 **Round table: Writing semiotics today** (Chair: Lcredia Escudero Chauvel), U40 room 12
- Fabrizi, Paolo: Le sens esthétique (*deSignis* n° 11)
- Paz Gago, José Maria: Les médias entre art et technologie (*deSignis* n° 10)
- Finol, José Enrique & Lozano, Jorge: Mythes et rites dans las sociétés contemporaines (*deSignis* n° 9)
- Jost, François: Les formats de la télévision (*deSignis* n° 7/8)
- Velazquez Garcia-Talavera, Teresa: Frontières et traductions
- Mandoki, Katya: Esthétique, philosophie et sémiotique
- del Villar, Rafael: Sémiotique appliqué: stratégies de marque et globalisation des marchés
- Steimberg, Oscar: Passés et présents de la bande dessinée
- Guerri, Claudio: Imaginaires urbaines
- Cid Jurado, Alfredo: Formes visuelles de l'écriture
- 14.30–17.00 **Round table: Teaching semiotics in the 21st century** (Chair: Kristian Bankov & Harri Veivo), U40 room 12
- Veivo, Harri: Teaching semiotics in the 21st century: experiences in Finland
- Bankov, Kristian: The experience of the Early Fall Schools in Semiotics
- Popova, Maria: Our experience as lecturers in higher education in semiotics - round table paper

– The Yin-Yang-Based System Theory

Li, Yongming: On Mo Tzu's thoughts of speech communication  
Jie, Zhang: A Brief Report on Nanjing International Conference of Cultural Semiotics

Arif, Hakim: Teaching Semiotics in Bangladesh: an experience  
Solomonick, Abraham & Samoshchenko, Larisa: Proposal for a School Program on Semiotic Sign-Systems  
Kull, Kalevi

Wasik, Zdzislaw: Teaching on Ferdinand de Saussure's Bilateral Sign-Concept From German and English translations: The Question of Epistemological Awareness  
Calefato, Patrizia

10.30–13.00 **Communicology** (Chair: Richard Lanigan & Jacqueline M. Martinez), U40 room 13

Martinez, Jacqueline M.: Intercultural Communicology: Theory and Practice  
Acheson, Kris: Silence as Gesture  
Cleworth, Brandon: A Blood to Produce No Death: The Religious Dimensions of Seropositivity in Tory Dent's *HIV, Mon Amour*  
Ishida, Kaori: Phenomenology of "Gaijin" Experience: U.S. Americans' Identity Experience in Japan

14.30–17.00 **Communicology** (cont.), U40 room 13

Krisjánadóttir, Erla S.: Not Being Able to Fit in a Linguistic Space: Influence of Linguistic Knowledge on Student's Lived Experience  
Kanata, Tamie: Phenomenological Analysis of Students' Online Dialogues: Race, Ethnicity, Prejudice, and Color-Blindness  
Anderson, Lisa M.: Learning Chinese Medicine in the West: Shifting Sign-Systems of Health and Illness

10.30–13.00 **Biosemiotics round table** (Chair: Don Favareau), U40 room 14

Hoffmeyer, Jesper  
Emmeche, Claus  
Kull, Kalevi  
Stjernfelt, Frederik

14.30–17.00 **Technology: Human-Machine Communication & Information Systems** (Chair: Pierre-Jean Charrel), U40 room 14

Charissis, Vassilis & Patera, Marianne: Symbolic vs. Alphabetic Representations in Human Machine Interface Design  
Marcus, Solomon & Tatarum, Sanda Monica: Three Possibilities in Computer Communication: Success, Distortion, Total Failure  
Tanaka-Ishii, Kumiko: Semiotics of Programming Languages  
Charrel, Pierre-Jean: Viewpoints as a paradigm for designing an information system  
Zatsman, Igor: Three-Level Communication Model For Electronic Filing

10.30–13.00 **Understanding Writing** (Chair: Fabio Lopez),  
U40 room 15

Hopkins, John A.F.: Katakana English: affectation and cultural  
défense  
Jiang, Jun: Zur Verwendung des traditionellen chinesischen  
Zeichens in einer internationalen Kunst  
Lopez, Fabio: Constructing calligraphic meaning in digital  
typography: observations on the technical gesture

10.30–13.00 **Urban Space & Architecture** (Chair: Gunnar  
Sandin), U40 room 18

Sandin, Gunnar: Everyday City Branding: a semiotic approach  
to themed urban planning  
Moriyama, Motoki & Monnai, Teruyuki: Semiotic Considera-  
tion on the Relation Design of Townscapes  
Muntañola Thornberg, Josep: The Hidden Semiotic Chronoto-  
pic Core of Architecture  
Dogrusoz, Ufuk: Sémiotique de l'espace et de la conception  
architecturale :évaluation des théories de deux écoles rivales  
Poisson, Céline: Comprendre en architecture: quelques re-  
marques de Ludwig Wittgenstein

14.30–17.00 **Memory** (Chair: Paolo Odoardi), U40 room 15

Arima, Michiko: How We Lose Memory in Aging: a view from  
icon/index/symbol trichotomy of signs  
Hernández Luzardo, Jesse: Alzheimer: lo que en el habla se  
esconde  
Masabor, R.A.: Spatio-temporality in Ivie mnemonic memory:  
misunderstanding in the generational gap  
Odoardi, Paolo: Text, interpretation and memory

14.30–17.00 **Urban Space & Architecture** (Chair: Alexandre  
Barabanov), U40 room 18

Barabanov, Alexandre: Approche sémiotique a l'étude de la  
composition architecturale a l'école supérieure  
Makhneva-Barabanova, Oxana: La sémiotique littéraire à  
l'exemple du texte de C.-N. Ledoux  
Zheleva-Martins, Dobrina & Geleva-Tsvetkova, Ralitzia: The  
city as a palimpsest. Based on the example of Sofia.

- 10.30–13.00 Children and the Development of Visual Understanding (Chair: Sara Lenninger), U40 room 24
- Christidou, Vasilía & Haztinikita, Vasilía & Dimitriou, Anastasia: Children's understanding and use of visual codes in their graphic representations of environmental phenomena
- Lenninger, Sara: Early picture comprehension, studies on preschoolers in Sweden
- Papadopoulou, Maria: Knowing and guessing: in what ways do children approach the meaning of signs?
- Oksanen, Ulla: The Landscapes of the Knowledge Society – a Social Semiotic Point of View on Adolescents' Pictorial Art Education Products
- 14.30–17.00 **Education** (Chair: Eetu Pikkarainen), U40 room 24
- Pikkarainen, Eetu: Meaning in and of Education: Towards semiotic theory of education and semiotic research of education
- Li, Saihong: Cognitive Approaches to Pedagogical Lexicography from Chinese Learner's Perspective
- Bayón García, Cristina & Fernández Bahillo, Héctor: Misunderstanding technology: communication and pedagogy in the L2 classroom
- Obando Velásquez, Lucía: Lectura semiótica de los medios en ámbito pedagógico
- 10.30–13.00 **Actuality of Fenno-Ugric Semiotics** (Chair: Katriina Kajannes), U40 room 26
- Armila, Iina: The significance of structure in Kalevalaic poem language
- Izmailova-Zueva, A. S.: The Archetypes in Udmurt Literature
- Kapitany, Agnes: Visual symbols of system change in Hungary
- Kajannes, Katriina: The Secret of Professor Amfortas: Eero Tarasti's novel as an educational utopia
- 14.30–17.00 **Actuality of Fenno-Ugric Semiotics** (Chair: Peeter Torop), U40 room 26
- Madzharov, Dzheni: The Gesture For "Raising and Carrying of a Human Body": Functions and Semantics in Bulgarian and Hungarian Rituals.
- Veszelszki, Ágnes: Die dynamischen Emoticons
- Gráspár, Kinga: Semiosis in Popular and Professional Theatre. Misunderstanding differences.
- Torop, Peeter & Kroó, Katalin: A Dialogue of Estonian and Hungarian Literary Semiotic Approaches. The legacy of Russian classics and the Lotmanian critical heritage as "our" text

14.30–17.00 **Economics and Justice** (Chair: Kerstin Mickelsson), U40 room 27

Lesyk, Olena: Jews in Finnish Economy

Mickelsson, Kerstin: Entrepreneurship and Communication

– understandings/misunderstandings as means for adventure

Bravari, Víctor & Morrás, Rodrigo: Estudio de Predisposiciones para Cambios de Cultura en Empresas de Servicio

Durac, Gheorghe: Tendences actuelles dans la méthodologie de l'interprétation et de la compréhension du droit

**Thursday, June 14th**

- 10.15 Congress Train to Imatra. Departure from Helsinki Railway Station, platform 8
- 12.55 Arrival in Imatra. Transportation to hotels and lodging
- 13.30 Transportation to Lunch at Cultural Centre (for those who will have lunch there)
- 14.00–15.00 Lunch break
- 15.00 Transportation from hotels to Cultural Centre
- 15.30–15.40 Welcoming speech: Pertti Lintunen, Mayor of Imatra
- 15.40–17.30 General Assembly of IASS/AIS
- 17.30–18.00 Coffee break, Cultural Centre, Café Paussi
- 18.00–19.00 Plenary lecture, Cultural Centre, Karelia hall:  
Yuri Tsivian: *From synesthesia to multimedia: How Lintsbach's old semiotic fantasy looks in the digital age*  
introduced by Professor Pekka Pesonen, University of Helsinki
- 19.15 Opening of the Art Exhibition by Matti Klinge  
Welcoming Reception of ISI (Imatra Cultural Centre)
- 21.30-22.00 Transportation from Cultural Centre to hotels

### Friday, June 15th

- 08.30            Transportation from hotels to Cultural Centre
- 09.00–10.00    Fenno-Ugrian Plenary, Cultural Centre, Karelia Hall:  
Jaan Kaplinski: *Two types of human communication*  
introduced by Professor Pekka Pesonen, University of Helsinki
- 10.00–10.30    Coffee break, Cultural Centre, Café Paussi
- 10.00–17.00    Non-stop transportation between Cultural Centre and  
Valtionhotelli
- 10.30–12.30    Meeting of the Executive Committee, Cultural Centre, Karelia  
Hall
- 10.30–13.00    Sessions & round tables
- 10.30–13.00    Meeting of the Executive Committee
- 13.00–14.30    Lunch break
- 14.30–17.00    Sessions & round tables
- 17.00–17.30    Coffee break, Cultural Centre, Café Paussi
- 17.30–18.30    Plenary lecture, Cultural Centre, Karelia Hall:  
Eliseo Veron: *Sémiotiques et théories de la communication:  
Épisodes d'une convergence toujours différée*  
introduced by Professor José Maria Paz Gago, University of  
Coruña
- 18.30            Transportation from Cultural Centre to Imatrankoski
- 19.00            Imatra Rapids surge
- 19.30–20.30    Puppet Theatre Festival: *Bolero* by Svyataya Krepost Theatre,  
Viburg, Russia Theatre Imatra, Kallenkatu 3
- 20.30            Transportation from Theatre Imatra to hotels
- 21.00–22.00    Puppet Theatre Festival: *Bolero* by Svyataya Krepost Theatre,  
Viburg, Russia Theatre Imatra, Kallenkatu 3
- 22.00            Transportation from Theatre Imatra to hotels

10.30–13.00 **Understanding Cities: Aesthetic Representation and Experience** (Chair: Peter Allingham & Kirsten Marie Raahauge), VH Imatra Hall

Schollhammer, Karl Erik: A walk in the invisible city  
Raahauge, Kirsten Marie: Landscape, City, and House. An Anthropology of Århus, Denmark, from Fedet and Skåde Bakker  
Jantzen, Christian & Vétner, Mikael: A conceptual framework for designing urban experiences  
Jantzen, Christian & Vétner, Mikael: Citiographs: the special case of Amsterdam  
Koskinen, Ilpo: Avenues of Art and Design. How Do Design Districts Work?

14.30–17.00 **Understanding Cities** (cont.), VH Imatra Hall

Petersen, Erik Werner: Urbanism, Semiotics and Topology  
Veivo, Harri: Structure in text and in action in contemporary French (sub)urban literature  
Sjernerfelt, Frederik  
Johansson, Troels Degn: The Networked City and its Network of Anticipation  
Allingham, Peter: Autostadt – Cars, Aesthetics, and Movement

10.30–13.00 **Anthroposemiotics within the framework of biosemiotics** (Chair: Göran Sonesson; cont.), VH Koski Hall

Kull, Kalevi: The semiotic thresholds and types of semiosis  
Sjernerfelt, Frederik: The "semiotic missing link" between animals and humans  
Zlatev, Jordan: Interconnecting the "three bodies" through bodily mimesis

14.30–17.00 **Round table: Lévi-Strauss** (Chair: Eero Tarasti), VH Koski Hall

Hénault, Anne  
Leone, Massimo  
Levinton, G.A.  
Fabbri, Paolo  
Voigt, Vilmos  
Finol, José Enrique  
Darrault, Ivan

- 10.30–13.00 **Round table: Los Bordes de la Semiótica**  
(Chair: Juan Magariños de Morentin), VH Kilta Hall
- Magariños de Morentin, Juan: Los Bordes de la Semiótica  
 Arias Gibert, Enrique N.: Sobre la norma fundamental y su  
 justificación en la semiótica de los bordes  
 Vicente Gómez, Francisco: Poesía y sentido. En los límites de la  
 significación  
 Bialogorski, Mirra: Campo semiótico y campo artesanal: el  
 juego de las transformaciones y los bordes  
 Umpiérrez Sánchez, Francisco: Inmigración africana: constitu-  
 tion y cambio de significado
- 14.30–17.00 **Round table: Los Bordes de Semiótica** (cont.),  
 VH Kilta Hall
- Caro Almela, Antonio: Semiótica interpretativa vs. Semiótica  
 productiva  
 Paz Gago, José María  
 Caron-Pargue, Josiane: Semiotization and actualization of  
 knowledge: a cognitive approach  
 Pardo Abril, Neyla: Significación y mediatización
- 10.30–13.00 **Peirce** (Chair: Pentti Määttänen), VH room 1
- Mladenov, Ivan: On thinking semiotically  
 Queiroz, João & Emmeche, Claus & Niño El-Hani, Charbel:  
 On Peirce's notion of information: a comparative approach  
 Monteiro Borges, Priscila: Sign Tree: from sign structure to  
 Peirce's philosophy through reading a visual model of the 66  
 classes of signs  
 Määttänen, Pentti: Secondness and the limits of conventionality
- 14.30–17.00 **Peirce** (cont.), VH room 1
- Rellstab, Daniel Hugo: How much Grice is in Peirce?  
 Fenk, August: Inference, reference, and indexicality  
 López Cano, Rubén: La semiótica de Peirce y las relaciones  
 cuerpo y mente en las recientes Ciencias Cognitivas  
 Niño, Edinson Douglas: La Evolución de la Abducción en  
 Peirce (1864–1914)

- 10.30–13.00 **Cross-Cultural Understanding** (Chair: Massimo Leone), VH room 2  
 Leone, Massimo: Make yourself at home: on the semiotics of hospitality  
 Rieger, Dagmar: Insallah – so God will. Some ways through the jungle of productive misunderstandings  
 Shmelev, Aleksei & Zalizniak, Anna & Levontina, Irina: Linguistic sources of misunderstanding in cross-cultural communication  
 Majava, Heikki: Understanding War – Psychosemiotics of Ethnic War Diplomacy  
 Ruiz A., Dalia: Koox Jana Tin T' aana: Comida e identidad sociocultural
- 14.30–17.00 **Religion** (Chair: Ifigeneia Triantou-Kapsomenou), VH room 2  
 Lombaard, Christo: Exegesis – translation – understanding. Reflections on the problem of Scripture and meaning from Welby's signfics and Petrilli & Ponzio's *Semiotics unbounded*  
 Smid, María Bernadett: El mensaje visual como código ético. El ejemplo de las hijas de María húngaras  
 Tóth, Annamária: "Let us cleanse our senses..." Fast and Feast. Liturgical dispositions and religious customs at Greek-Catholics in Hungary  
 Triantou-Kapsomenou, Ifigeneia: The communication between christianism and paganism in neohellenic literature. Understanding and Misunderstanding: the case of Alexandros Papadiamantis
- 10.30–13.00 **Musique contemporaine** (Chair: Heloisa Valente), CC Kaleva Hall  
 Montesinos, Williams: "Ceci et cela" dans la logique dynamique du concept métatonal: *Un champ sémanitique en expansion*  
 Valente, Heloisa de A. Duarte: À la recherche d'un temps perdu: quelques approches sur l'oreille du 21e. siècle  
 Arbo, Alessandro: Compréhension esthétique vs compréhension sémiologique : quels enjeux ?  
 Trubert, Jean-Francois: "Playing with signs": Le "théâtre instrumental" de Mauricio Kagel  
 Dogrusoz, Ufuk: Production et perception des alterations : émergence des segments significatifs et pertinents dans l'écoute musicale
- 14.30–17.00 **Music** (Chair: Lina Navickaite), CC Kaleva Hall  
 Barcons Palau, Josep: The Existential Dimension of the Fatic Function in Arnold Schönberg's Moses und Aron  
 Breuer, Benjamin: Ritornello Calamities in Brandenburg, or Would the *Real* Ritornello Please Stand Up?  
 Grimalt, Joan: The musical topic of the laugh: analyzing some classical examples  
 Navickaite, Lina: Whose Story is this? Musical Canon as Narrated by its Performers  
 Macdonel, Grisell: Existential signs, Time and Negation in musical performance: the case of cadenza in the XIX Century

14.30–17.00 **Language** (Chair: Abraham Solomonick), CC  
room 100

Solomonick, Abraham: Why Language Sign-Systems Are the  
Most Popular of All Sign-Systems  
Stanculescu, Traian & Poenaru, Aritia D.: On the harmonizing  
power of archetypal language  
Munz, Volker A.: Language and misunderstanding  
García Macías, Hugo: La ontología de los actos de habla y el  
problema de los universales  
Benítez Telles, Francisco Nicanor: Érica vs. dinamismo en la  
utilización de las presuposiciones de género

- 10.30–13.00 **Social Problems in Cinema** (Chair: Romana Rutelli), CC room 101
- Prince, Eric: Narratives of Crimes Without Punishment, Or How to value rules?
- Rutelli, Romana: Social problems in the mirror of Italian movies
- Bankov, Kristian: Why detectives, lowers and psychoanalysts are the most represented professions in American cinema?
- Andacht, Fernando: Close encounters with the filmed Other: on the index appeal of the documentary poetics of Eduardo Coutinho
- 14.30–17.00 **Film Analysis** (Chair: Anna Cabak Rédei), CC room 101
- Tsai, Hsiu-chih: The Return of the Unforgotten in Wong Kar-Wai's 2046
- Cabak Rédei, Anna: A cultural semiotic study of the dialogue between Eastern and Western Europe in Sokurov's 'Russian Ark'
- Sen, Abhijit: The Semiotics of Bollywood: Analyzing iconic images of heroes and heroines in contemporary Hindi cinema
- Lehto, Otto: Close Encounters of the Significant Kind – The semiotics of UFOlogy from *Project Sign* to the film *Signs*
- 10.30–13.00 **Communicology** (Richard Lanigan & Jacqueline M. Martinez, cont.), CC room 223
- Lanigan, Richard L.: H. G. Alexander's Communicology: A Semiotic Theory of Human Communication
- Chu, Yingchi: Roots of Misunderstanding in Cross-Cultural Exchange: China and the West
- Yap, Florence G. H.: Communicology: The Semiotic Matrix of Politics and Power in Singapore
- 14.30–17.00 **Communicology** (cont.), CC room 223
- Sonesson, Göran: Ego, Alter and Alius in the Lifeworld. From Communication to Intersubjectivity
- Gomes, William B. & DeSouza, Mariane L. & Michel, Mariela: Understanding and Misunderstanding in Inner Speech: The Communicational Process of the Semiotic Self
- Hepp, Rolf-Dieter: The Analytic Place in Understanding and Misunderstanding: Social Acts of Understanding and Communication
- Stanculescu, Traian: Towards a communion science: On the performance of human understanding

10.30–13.00 **CeReS** (Chair: Audrey Moutat), CC room 359

Bordron, Jean-Francois & Moutat, Audrey: Vertus et limites de la mecomprension dans les processus d'interpretation des commentaires cenologiques

Monjou, Marc: Comprendre un parcours (à propos des objets dans l'espace)

Novello Paglianti, Nanta: Typologie des difficultés de compréhension dans les oeuvres de l'Art Brut

Beyaert, Anne: Le corps à l'envers: désorientation, incompréhension et "panne" du sens

14.30–17.00 **CeReS** (cont.), CC room 359

Miraglia, Valentina: Effets de sens qu'un objet singulier a d'un point de vue sémiotique sur la réalisation d'un film dit de genre historique

Mathé, Anthony: Le malentendu en situation de communication intersubjective: incompréhension lexicale, méprise sémantique, contresens énonciatif et mésinterprétation dans la série TV "Kaamelott"

10.30–13.00 **Text, Sound, Image** (Chair: Susana González Aktories), CH Council Room

González Aktories, Susana: Understanding sound poetry: Intersemiotic perspectives for the literary tradition

Hocevar, Drina: Musical Understanding of Literature

Kolarova, Vassilena: Interpictoriality and intermusicality in the interartistic text of "Nausea"

Pillai, Johann: Sound Judgments: Visual, Phonetic and Opto-phonetic Poetry

14.30–17.00 **Text, Sound, Image** (Chair: Kadri Tiür), CH Council Room

Paixão, Ana: Art poétique musical Art compositionnel littéraire Houdebine, Anne-Marie & Nossenko, Ekaterina: Texte-image: relais, ancrage ou complémentarité? Jalons d'un parcours interprétatif

O'Donohoe, Eilish & Riley, Howard: A Systemic-Functional Semiotic Model for the Analysis of Image/Text Works  
Tiür, Kadri: Resemblance and recognition: depiction of natural objects in nature writing

- 10.30–13.00 **Otherness, Understanding & Literature** (Chair: Linda del Rosario Cuéllar), CH room 138  
 Vasconcelos, Montgomery: Brazil, the sign on the corruption in poetic of the transgression
- Cuéllar, Linda del Rosario: El discurso *camp-queer* en la homoliteratura española contemporánea, un análisis de la novela: *Una mala noche la tiene cualquiera*
- Valdelamar Sarabia, Lázaro: La cuestión del mestizaje y la categoría epistémica-existencial del *montú* en la literatura y la ensayística de Manuel Zapata Olivella
- 14.30–17.00 **Otherness, Understanding & Literature** (Chair: Camilla Reestorff), CH room 138  
 Benghenissa, Nacer Eddine: L'image de l'Autre entre fantasme et réalité dans « al-Hayy al-Lâtîni » (Le Quartier Latin) de Suhayl Idrîs
- Reestorff, Camilla & Steffensen, Pernille: The schizophrenic narration
- Russo, Antonella: Literary writing and the utopic capacity
- Burger, Willie: "But a poor reflection in a mirror": Knowledge of the self and the other in Marlene van Niekerk's *Agaat*
- Lei, Wu: A semiotic Poetics: Wallace Stevens' *Harmonium*
- 10.30–13.00 **Media Studies** (Chair Guido Ipsen), CH room 292  
 Ipsen, Guido: Isolinear Stratification of Coding: A Method for Media Semiotics
- Hæeffner, Nicholas: The theory/practice divide in media studies: misunderstanding, incomprehension or lack of charity?
- Costa, Cibele Bustamante de & Niemeyer, Lucy: Consume and Meaning - the Magazine *Senhor*
- Akrer, Turku: Power relations and Construction of Knowledge
- Güz, Nüket & Barokas, Safiye Kirlar & Oktug, Melis: Love Needs Misunderstandings
- 14.30–17.00 **Semiotics of Media and the Public Sphere** (Chair: Maarja Lõhmus), CH room 292  
 Kõnno, Andres: The notion of "private" at changing mediascape. The case of Estonian media 1980–2000
- Lõhmus, Maarja: Publicity and a model of media
- Budayev, Edward V.: The Baltic States in the mirror of Russian and British media discourse: Metaphorical dimension of misunderstanding
- Bonham, G. Matthew & Heradstveit, Daniel: How we talk about the "War on Terrorism": Comparative Research on Japan, Russia, and the United States
- Lugano, Giuseppe: Mobile Communication: the Misunderstood User

**Saturday, June 16th**

- 08.30                   Transportation from hotels to Cultural Centre
- 09.00–10.00       Plenary Lecture, Cultural Centre, Karelia hall: Eero Tarasti:  
*Freedom and necessity – Bases for the existentiality of signs and  
communication*  
introduced by Professor Kristian Bankov, New Bulgarian  
University
- 10.00–10.30       Coffee break, Cultural Centre, Café Paussi
- 10.00–17.00       Non-stop transportation between Cultural Centre and  
Valtionhotelli
- 10.30–13.00       Sessions & round tables
- 13.00–14.30       Lunch break
- 14.30–17.00       Sessions & round tables
- 15.00–17.00       Meeting of the European Forum of Semioticians,  
Valtionhotelli, room 3
- 17.00–17.30       Coffee break, Cultural Centre, Café Paussi
- 17.30–18.30       Fenno-Ugrian Plenary, Cultural Centre, Karelia hall:  
Pirjo Kukkonen: *The Finnish tango as a sign and sign system in  
Finnish culture – The semiosis of nostalgia, joy, and melancholy*  
introduced by Professor Eero Tarasti, University of Helsinki
- 18.30                   Transportation from Cultural Centre to hotels
- 20.30                   Transportation from hotels to Suikkala Dance Pavilion
- 21.00–24.00       Tango evening at the Suikkala Dance Pavillion beside Lake  
Saimaa  
Vantaa Pops Orchestra and Markus Allan
- 23.00–24.00       Transportation from Suikkala Dance Pavilion to hotels

10.30–13.00 **Round table: Understanding Signs of Existential Life** (Chair: Eero Tarasti), VH Imatra Hall

Ipsen, Guido: The Semiotic Imperative: Fundamentals on Semioethics

Marcus, Solomon: Existential Semiotics and Mathematics

Bankov, Kristian: Time and Narrative in Existential Semiotics

Rinne, Pärttyli: The One I Love – Negation, Hesitation and Affirmation as The Conditions of Existential Life

Bauters, Merja: Existential semiotics and semiosis of the self

Lehto, Otto: Existential Semiotics and Humanism

14.30–17.00 **Round table: Understanding Signs of Existential Life** (cont.), VH Imatra Hall

Hocevar, Drina: An Existential Approach to the Analysis of

Oedipus Rex by Sophocles

Fernández Bahillo, Héctor: The Concept of Spain and the Postcolonial Discourse

Helkala-Koivisto, Sari: Accentuated Signified between Musical and Linguistic Signification

Martinelli, Dario: Existential semiotics and the role of ethics within the semiotic environment

Navickaite, Lina: Existential semiotics in the art of performance

10.30–13.00 **Architecture** (Chair: Pierre Pellegrino), VH Koski Hall

Posner, Roland: What New York City Reflects: Visual Deconstructions of a Metropolis

Pellegrino, Pierre: Spaces of pertinence and times of practices: Understanding and misunderstanding

Tsoukala, Kyriaki: The architectural object as a means of communication of super-modernity values: understanding the technical, misunderstanding the social

Monnai, Teruyuki: Semiotic analysis of metaphors in architectural design

14.30–17.00 **Architecture** (Chair: Pascal Sanson), VH Koski Hall

Onur, Zeynep & Önen, Özlem Taşkın & Önen, Isben &

Tanali, Ziya: Pragmatics in architecture: the affects of architecture at the recipient

Sanson, Pascal: L'élucidation du sens des langages architectoniques

10.30–13.00 **Round table: Los Bordés de Semiótica** (cont.),  
VH Kilta Hall

Finol, José Enrique  
Magoulas, Charalampos: La aceptación en un nivel metodológico del proceso de la transformación de los tres elementos (pensamiento – semiosis – mundo)  
Guerri, Claudio: Lo 'central' y los bordés  
López Cano, Rubén: Los bordes de la música... y de la semiótica que la estudia

10.30–13.00 **Semiótica, Complejidad y Transdisciplinieridad**  
(Chair: Julieta Haidar), VH room 1

Chavez Garcia, Maria Dolores: Cultural Utterances from ancient tradition to contemporary Mexican music: approach to Latin American artistic processes of signification  
González Tejeda, Raúl: "Manda obedeciendo" una regla de gobierno indígena en el mito cosmogónico hopi y en textos mayas actuales  
Haidar, Julieta: El Campo de la Semiótica: Reflexiones desde la transdisciplina y de la complejidad

14.30–17.00 **Round table: Betty la fea: Mesa de análisis**  
(Chair: Alfredo Cid Jurado), VH Kilta Hall

Soto, Maritza: Televisión, *performance* y vida cotidiana  
Cid Jurado, Alfredo: "El patito feo" como fábula e historia. Fases y estructuras en la telenovela  
Gómez Barrios, Armín: Aproximación semiótica al género dramático de la farsa en televisión: El caso de la telenovela colombiana *Yo soy Betty la fea*  
Cid Jurado, Mireya: "La fea más bella" ... del melodrama a la comedia. La transformación de telenovela mexicana

14.30–17.00 **Semiótica, Complejidad y Transdisciplinieridad**  
(cont.), VH room 1

Prieto Avendaño, Marina: Análisis semiótico-discursivo del ritual sagrado del "remazcal de la cuatro puertas"  
Ramos Beltrán, Ignacio: El cuento en la obra de Jalaludin Rumi: Procesos de traducción y funcionamientos retóricos  
Rodríguez Fernández, Sofía del Carmen: Construcción del sujeto semiótico-discursivo en la poesía escrita por mujeres mexicanas  
Valencia González, José: Interdiscursividad en los textos de las Alabanzas durante el Rito de la Danza Conchera.

10.30–13.00 **Network University Students' session** (Chair: Irma Sorvali), VH room 2

Grötsch, Sandra: Harry Potter and the world of myths – mythological creatures and their function in the Harry Potter-books by J. K. Rowling  
Danska, Arja: Space as a Semiotic Subject

10.30–13.00 **Music** (Chair: Hector Fernández Bahillo), CC Kaleva Hall

Hernández Barbosa, Sonsoles: L'art par excellence. La música y el pensamiento sinestésico del París finisecular  
Laseca, Roc: Teoría semiótica de la postmodernidad: el nuevo reto de la competencia musical  
Neri de Caso, Leopoldo: La poética de la guitarra en la música del siglo XX  
Villar-Taboada, Carlos: Understanding identity, misunderstanding actuality? The composer Rogelio Groba (b. 1930) in the Spanish Galicia  
Fernández Bahillo, Héctor: Understanding Mysticism in Music: A Dialogue between Joaquin Rodrigo and San Francisco de Asis

14.30–17.00 **Understanding Visual Representations** (Chair: Frederik Stjernfelt), VH room 2

Dondero, Maria Giulia: Rhétorique de l'image dans le discours scientifique  
Stjernfelt, Frederik: Diagrams: signs of reason  
Bayón García, Cristina: Understanding and misunderstanding GMOs: a semiotic analysis of biotechnology photographs  
Venter, JJ Marais: White lies... Misunderstanding and understanding in medical semiotics

14.30–17.00 **Romantic Music** (Chair: Tomohei Hori), CC Kaleva Hall

Schneider, Mathieu: Misunderstanding as aesthetic category in Mahler's *Humoresken*  
Manitt, Russ: At the crossroads of significance and insignificance: *Winterreise*, *Die sieben Todsünden*, Meaning and Alienation  
Hori, Tomohei: Pentatonism or "mi-sol-la figure" in Franz Schubert's Vocal Music in his Romantic Periode: God, Man-kind and Nature

10.30–13.00 **Theatre** (Chair: Pierluigi Basso), CC room 100

Mouratidou, Eleni: Problèmes de communication théâtrale: l'implicite et sa mise en scène

Sá, Luiz Henrique: La formation de signifiant dans la scénographie et les costumes du spectacle *Le Roi de la Chandelle*

Basso, Pierluigi: Dispositifs de mesentente dans l'*Hamlet* de Shakespeare

Svalingou, Chari: Le manque de communication dans *Amédee* de Eugène Ionesco

Ontiveros G., José Leonardo: El teatro de Alfonso Vallejo durante la transición política española (1975–1982): ruptura y vanguardia

14.30–17.00 **Theatre** (Chair: Stefáno Carlucci), CC room 100

Aleksandrov, Ivaylo: Theatricality, illusions, lies – semiotic articulations of the theatrical communication

Aleksandrov, Ivaylo: Semiotics and Metaphysics – the Pure Form and the Witkacy's Theatrical Understanding

Kuzder, Rita: Lhamo – the traditional Tibetan 'opera'

Carlucci, Stefáno: Contemporaries but Different: ex-vocation versus re-production?

10.30–13.00 **Cinema** (Chair: Carlo Germeshuys), CC room 101

Najera, Miguel A.: Mexican Stereotypes in American and Mexican Cinemas: A Divergent Dialogue (1930–2000)

Gundes, Simten & Kucukerdogan, Rengin & Ozden, Deniz: The Secret Language of Shadow Play

Germeshuys, Carlo: Film Editing and Ideology in South African Culture: A semiotic investigation

González Cirimele, Lilly & Sánchez Guevara, Graciela & Sánchez Guevara, Irene: El caos y la confusión en el texto fílmico Babel

14.30–17.00 **Cinema** (Chair: Mónica Kirchheimer), CC room 101

Kirchheimer, Mónica: Nuevas modalidades de apelación del espectador. El caso del cine de animación

Cortés Bazaes, Erika: Procesos identificatorios imaginarios y simbólicos en el Cine Chileno de dos fases históricas: 1960–

1973, 1991–1999

Tassara, Mabel: La retórica como comunicación

10.30–13.00 **Hermeneutics** (Chair: Thomas F. Broden), CC room 223

Amel, Rodica: To use signs vs. to invent signs  
Broden, Thomas F.: Homage to Paul Ricoeur: Greimasian Semiotics between Explanation and Understanding, Then and now  
Gfesser, Karl: Verstehen – Verständigung ist nicht Verständnis  
Jovanovic, Gordana: Semiosis, hermeneutics and life forms  
Tchertov, Leonid: Semiology of sign means as a theory of general conditions of human understanding

14.30–17.00 **Understanding and Misunderstanding** (Chair: Marc-Oliver Schuster), CC room 223

Šlerka, Josef: Irony and the Sublime – Understanding, Misunderstanding, Non-Standing  
Schuster, Marc-Oliver: Understanding Bi-paradigmatic Irony as Postmodern Signification  
Compagno, Dario: Misunderstanding or misperceiving? The issue of authority in hypoiconic signs and texts  
Pesce, Sébastien: Le malentendu comme ressort de l'accord mutuel: la dynamique d'ajustement des signes  
Chebanov, S.V.: Communicative-glossematic conception of semiotic means (SM) as tool for explanation of understanding/misunderstanding

10.30–13.00 **Perceptive Boundaries Reconfigured by Art: Theory and Practice** (Chair: Elena Grigorjeva), CC room 359

Grigorjeva, Elena: Perceptive Boundaries Reconfigured by Art  
Newski, Sergej: Körper des Musikers als Grundlage musikalischer Strukturen  
Penskaya, Elena: The Fine Art Literary Mayhem  
Goltsman, Maria: Body as a Graphic Sign in the Art of Ballet

14.30–17.00 **Perceptive Boundaries Reconfigured by Art** (cont.), CC room 359

Ioffe, Dennis: Homo Somaticos and Homo Ludens in Russian Modernist Life-Creation. Signs, Gestures, Private Theater and the Problem of Mask  
Astrvatshaturov, Andrei: On some aspects of the corporeal: female body in the world of Henry Miller  
Bobrova, Elena V.: Body, Brain, Perception, Action, Art  
Chukhrov, Keti: Installation of being: Semiotics of the cliché in pop-music and mass media

10.30–13.00 **Political Discourse** (Chair: Fabio De Leonardis),  
CH Council Room

Cmeciuc, Camelia M. & Cmeciuc, Doina: Manipulating communication through images – the semiotics of political "taste"  
Mandoki, Katya: A War for Symbols in the Political Arena: Mexican Presidential Elections 2006  
Gomes, Mayra Rodrigues: The writings of censorship  
Lassila, Jussi: Semiotic commodities or nationalistic pathos? – Mediating between interpretations of Russian youth organization texts  
De Leonardis, Fabio: Erasing the Signs of the Other: Zionism and the Palestinians

14.30–17.00 **Political Discourse** (Chair: Félix J. Ríos), CH  
Council Room

Elizondo Martinez, J. Octavio: Stigma and Visibility. Representations of Indigenous People in Mexican Mass Media  
Heras, Ana Inés & Murúa, Miguel & Cangiani, Eva: Géneros discursivos, funciones de habla y construcción de enunciados como categorías de interrogación de la participación política  
Ríos, Félix J.: La imagen mítica del guerrillero y su proyección en el imaginario social del siglo XXI

10.30–13.00 **Rituals & Otherness** (Chair: Ahn Chul-Sang),  
CH room 138

Ahn, Chul-Sang: From Death to Rebirth: The Misunderstanding of Carnivalesque Spaces in Funeral Rituals in Understanding the Cultural Identity of Death in East Asia  
Timur, Sebnem & Bagli, Humanur: Rituals and Objects as Signs of the 'Unknown': Towards a Semiotical Analysis  
Stodolsky, Ivor A.: The Raw, the Cooked and the Packaged. Dialogisms of Deception, Misunderstanding and the New Festive, Fatima: "Yours is the spell of death": how (not) to trust the Other (in ourselves)

14.30–17.00 **Time and Space** (Chair: Timo Laiho), CH room  
138

Alonso, Juan & Lozano, Jorge: Passions du temps et de l'événement. Considérations sur une sémiotique de l'histoire du présent  
Szkudlarek, Paulina: With the Passing of Time. The Changing Context as a Source of Misreadings  
Remm, Tiit: Understanding temporal meanings of space  
Laiho, Timo: Poststructuralist Insight and the Time-Dependent Structure of the Sign

10.30–13.00 **Communication** (Chair: Farouk Y. Seif), CH  
room 292

Vidales Gonzáles, Carlos Emiliano: La semiótico como matriz de estructuración de las teorías de la comunicación

Benítez Telles, Francisco Nicanor: La importancia de las presuposiciones e inferencias de género en el análisis de los procesos de comunicación

Lasbeck, Luiz Carlos Assis: Communication: The search for affinities amongst diversity

Giudice, Tiziana: Metaphor and imagination

Seif, Farouk Y.: Communication in the Age of *Great Turning*: Understanding the Role of Analog and Digital Modes in Imagination

14.30–17.00 **Dialogic Communication** (Chair: Yunhee Lee),  
CH room 292

Lee, Yunhee: Symbolic mediation and dialogic communication  
Mihkelev, Anneli: Literary dialogue in the literary text: the play between understanding and misunderstanding

Tondl, Ladislav: On semiotic functions of a monologue  
Dellino, Dario: A text is not a mirror. The dialogue

**Sunday, June 17th**

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|-------------|--|
| 08.30       | Transportation from hotels to Cultural Centre and Valtionhotelli                 |
| 09.00–10.00 | Sessions & round tables  |
| 10.00–11.45 | Non-stop transportation between Cultural Centre and Valtionhotelli               |
| 10.00–10.30 | Coffee break, Cultural Centre, Café Paussi                                       |
| 10.30–11.30 | Sessions & round tables  |
| 11.45–12.45 | Closure, Cultural Centre, Karelia Hall   |
| 12.45       | Transportation from Cultural Centre to Valtionhotelli                            |
| 12.45–14.00 | Lunch  |
| 13.00       | Transportation from Valtionhotelli and Cultural Centre to Imatra railway station |

9.00–10.00 & 10.30–11.30 **Signs under Erasure: Art/History, Nation, Culture** (Chair: Johann Pillai), VH Imatra Hall

Inanc, Gül: Historiographical and Ideological Signs: Imaging the Future and Re/presenting the Past as Text

Onar, Anber: Border Stamps: Toward a Semiotics of Postal Representation

Onur, Zeynep: (Mis)communications of Urban Space: Signboards and Architecture in the Modern City of Kyrenia  
Pillai, Johann: Mapping Simulacra: Bedouin Aesthetics and Signs of Passage

Walsh, Michael: "Scratching the Surface": Understanding the Ottoman Ship Graffiti in the Medieval Churches of Famagusta  
Cizencel, Emin: Tapsssss

9.00–10.00 & 10.30–11.30 **Prenatal Styles in the 'Globality of Languages'** (Chair: Gino Stefani), VH Koski Hall

Stefani, Gino & Guerra Lisi, Stefania: Prenatal Styles in the 'Globality of Language': fundamentals of the theory

Spampinato, Francesco: Les Styles expressifs prénatals dans

l'étude des relations interartistiques: le cas de Debussy et Monet  
Helkala-Koivisto, Sari: Can prosodic features in musical experience promote the later understanding of prosodic features in speech?

Mereni, Antony Emezie: Globality of Language and Music  
Therapy: remarks from an African perspective

9.00–10.00 & 10.30–11.30 **Understanding and Misunderstanding** (Chair: Volker Hooyberg), VH Kiltla Hall

Hooyberg, Volker & Michell, Lincoln: Seeing connections: An enquiry into a metaphor of understanding

Szívós, Mihály: Understanding and Misunderstanding in Philosophical Discussions: The Role of Tacit Knowledge and Tacit Presuppositions from Semiotic Point of View

Gérôme, Paul: SEMATURGIE: développement d'une activité de production de nouveaux signes versus SEMIOTIQUE: analyse et interprétation de signes déjà existants

9.00–10.00 & 10.30–11.30 **Understanding the Semiotics of Voice in Music** (Chair: Charls Pearson), CC Kaleva Hall

Littlefield, Richard: The Grammatical Nature of Voice in Linguistics

Pearson, Charls: Applying the USST-2000 to a Semiotic Theory of Voice

Hatten, Robert: Voice in Music: Examples from Western Art Music

9.00–10.00 & 10.30–11.30 **Perceptive Boundaries Reconfigured by Art: Theory and Practice** (cont.), CC room 359

Morozova, Elizaveta: Provocative communication in performance art: therapy aspect  
 Soloviev, Denis: Theory of symptom: on some aspects of physiological history of music  
 Linnap, Peeter: Bodily perversions in "early capitalistic" societies  
 Roussinova, Olga: Effects of classical mimesis

9.00–10.00 & 10.30–11.30 **Political Discourse** (Chair: Abigail Torres Guerrero), CH Council Room

Romero, Jose: Analisis de las caricaturas publicadas por el diario el universal durante el período noviembre 2002–febrero 2003: una mirada antropológica  
 Ruiz Rivera, Raúl: El cartón mexicano como síntesis y narración del clima de opinión pública  
 Morán Carreón, Edgar: Vídeoscándalos. Campañas permanentes en el discurso político español  
 Torres Guerrero, Abigail: La construcción de la imagen política a través de: "El privilegio de mandar"

9.00–10.00 & 10.30–11.30 **Academic Culture, Science & Technology** (Chair: Keiko Matsuki), CH room 138

Matsuki, Keiko: Academic communication and Meta-communication: The Semiotics Re-analysis of the Mead/Freeman Controversy  
 Moreno Fernández, Susana: Misunderstandings in ethnopsychological research. Reflections from a fieldwork experience carried out in Cantabria (Spain)  
 Ghimn, Yun-Csang: Social studies of science? Semiotic studies of medicine! – A case of positron emission tomography

9.00–10.00 & 10.30–11.30 **Linguistics** (Chair: Paul van der Hoven), CH room 292

Hoven, Paul van der: How to Do Things with Causal Connectives  
 Rata, Georgeta: Understanding agricultural terminology: defining concepts and practices associated with sustainable agricultural systems  
 Pareyon, Gabriel: A Fractal Conjecture of Language. A proposal for the cognitive frame of linguistics

## **Exhibitions and Films**

### ***IN HELSINKI***

#### **Book exhibition**

Metsätalo building, 3rd floor

#### ***Non-stop films on Illustrious Semioticians***

Metsätalo building, Unioninkatu 40, room 30 (5th floor)

Merja Bauters and her team at the Metropol Polytechnic University of Helsinki have prepared a DVD collection on “Significant Moments in the History of Semiotics”. The film consists of lectures and visits of famous semioticians in Finland and elsewhere. Included are A. J. Greimas (in Jyväskylä 1983), Juri Lotman (in Helsinki and Tartu in 1991), Thomas A. Sebeok (in Imatra in 1998 and 2000), Julia Kristeva (in Helsinki in 1996) and many others.

#### **Photo exhibition: Greimas’s Childhood**

Metsätalo building, 3rd floor

### ***IN IMATRA***

#### **Book exhibition**

Imatra Cultural Centre

#### **Non-stop movie: Imatra in Russian Art**

Imatra Cultural Centre

#### **Photo exhibition: Semiotics in Imatra 1986–2007**

Imatra Cultural Centre

#### **Matti Klinge: Paintings**

Imatra Cultural Centre

***A Historian in Search of Signs of the Past and Present***

Professor emeritus **Matti Klinge**, scholar of European, Nordic and Russian history of ideas, academic communities and semiotic practices, reveals with this retrospective exhibition his alter-ego as a painter.

In his pictures the spectator is guided through landscapes and icons of nature and culture; his visual imagination displays understanding of signs stemming from diverse milieus, ranging from Toscana and Provence to Helsinki and Paris, from Mont St. Victoire to the garden of Luxembourg, from medieval monastery to the borderlines of Europe in Greece and Turkey. He is not only looking for the *genius loci* of these places, but is allowing them to attract us by the impressions they make at dawn and sunset, in the mysteries of evening, as well as in the bursting forth of spring.

***L'historien à la recherche des signes du passé et présent***

Professeur émérite **Matti Klinge**, connaisseur de l'histoire des idées en Europe, au Nord et en Russie, dans leurs communautés académiques et pratiques sémiotiques, nous révèle par cette exposition restrospective son *alter ego* comme peintre.

Dans ses images le spectateur est guidé à travers des paysages et icônes de la nature et culture; sa phantaisie picturale démontre la compréhension des signes émanants des milieux divers, de Toscana et Provence jusqu'à Helsinki et Paris, de Mont St. Victoire au jardin du Luxembourg, d'une cloître medievale aux frontières de l'Europe en Grèce et Turquie. Dans ces lieux il ne cherche pas seulement le *genius loci*, mais les laisse nous fasciner par leurs impressions à l'aube et au coucher de soleil, dans les mystères du soir aussi bien que dans l'éveil du printemps.

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