



## International Semiotic Summer School in Prague



FAKULTA  
HUMANITNÍCH STUDIÍ  
Univerzita Karlova



Faculty  
of Arts



RWTHAACHEN  
UNIVERSITY

*Castle  
Residence  
Prague*

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### **contact**

International Semiotics Institute (upol.cz)  
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### **venue**

Univerzita Karlova  
Fakulta humanitních studií  
Pátkova 2137/5  
182 00 Praha 8 - Libeň

## Sunday, July 23rd

**12:00-18:00. Registration**

## Monday, July 24th

**07:00-9:00. Registration and coffee**

**09:00-11:00. Keynotes.** Aula Jana Sokola (moderator: Jana Švorcová)

09:00-10:00. Keynote 1 – Martin Švantner: “Guessing in the Dark: A Metaphor is not (Only) an Iconic Sign”

10:00-11:00. Keynote 2 – Remo Gramigna: “Figurative Ways into Meaning-making: Notes on the Semiotics of (Visual) Metaphors”

**11:00-11:30. Coffee break**

**11:30-14:00. General attendee presentations** (parallel sessions)

Room A (moderator: Ana Marić)

11:30-12:00 – Daniel Kamp: “Money, Metaphor, and Semiotic Fitness”

12:00-12:30 – Constantijn-Alexander Kusters: “Unintended Signification: Semiotic Strategies for Avoiding Politically Charged Interpretation”

12:30-13:00 – Martin Macháček: “A Peircean Treatment of Subatomic Particles: Metaphors, Models, or the Reality?”

13:00-13:30 – Oscar Miyamoto: “Mediating Univocity and Equivocity: Mauricio Beuchot’s Analogical Hermeneutic”

13:30-14:00 – Richard Rosenbaum: “Circles, Cycles, and Spirals: The Symbolic Imagery of Story Structure”

Room B (moderator: Tyler James Bennett)

11:30-12:00 – Bruno Habran: “The Golem: A Shapeless Form”

12:00-12:30 – Jakub Kuchar: “Umberto Eco’s Theory of Codes and Viral Visual Internet Stimuli”

12:30-13:00 – Rahul Murdeshwar: “Spectres and Conjuring as Metaphors for Engaging the Extra-semiotic”

13:00-13:30 – Lenka Vojtíšková: “(Im)material Language: Revealing Body through Metaphor”

13:30-14:00 – Jorge Luis Flores Hernández: “Ekphrastic Labyrinths in Roberto Bolaños’ Fiction”

**14:00-16:00. Lunch**

**16:00-17:30. Specialty lectures and workshops** (parallel sessions)

Room A – Ondřej Váša: “Aligned with the Cosmic Crime: Black Holes as the Metonymic Objects of Speculative Realism (and its Reassessment of Planetary Life)”

Room B – Yogi Hendlin: “Biosemiotics, Biophilia, and Culture: Interspecies Ways of Seeing across *Umwelten*”



## 19:00-22:00. Reception dinner

**Tuesday, July 25th**

## 07:00-9:00. Registration and coffee

**09:00-11:00. Keynote – Jordan Zlatev.** Aula Jana Sokola (moderator: Alin Olteanu)  
“Dealing with (Pictorial) Metaphor and Metonymy in the Motivation & Sedimentation Model”

## 11:00-11:30. Coffee break

## 11:30-14:00. General attendee presentations (parallel sessions)

Room A (moderator: Oscar Miyamoto)

11:30-12:00 – Shazia Anwer: “Tropes and Rhetoric for Digital Applications: A Requirement for Effective User Engagement in Digital Communication”

12:00-12:30 – Riccardo Massiero: “Reframing through Signs in Visual Dialogues with Digital Technologies”

12:30-13:00 – Margaux Cerutti: “New Methods of Visualizing Conceptual Metaphors: a Midjourney Case”

13:00-13:30 – Michael Castelle: “A Multimodal Structuralism in 21<sup>st</sup>-Century Artificial Intelligence? The Case of Diffusion Architectures”

13:30-14:00 – J. Augustus Bacigalupi: “Modelling Semiosis via Abduction, Analog and Visual Metaphor”

14:00-14:30 – Auli Viidalepp: “Visual Metaphors for Artificial Intelligence”

Room B (moderator: Martin Macháček)

11:30-12:00 – Beatrix Fehse: “Metaphor in Online Advertising”

12:00-12:30 – Daniyar Sabitov: “‘Asemiotic’ Metaphor as a Form of Perception”

12:30-13:00 – Yanina Yukhymuk: “Ekphrasis as a Metatrophe and Genre Formant”

13:00-13:30 – Herman Tamminen: “I is a Visual Metaphor You See”

13:30-14:00 – Di Wu: “Consciousness of Metaphors in Language and Pictures”

## 14:00-16:00. Lunch

## 16:00-17:30. Specialty lectures and workshops (parallel sessions)

Room A – Alin Olteanu and Aliko Apostolidou: “A Cognitive Semiotic (Re)consideration of Metaphors”

Room B – E. Israel Chávez Barreto: “Visual Productions and Interpretations: Towards a Sign Typology in Functional Semiology”

## Free evening



## Wednesday, July 26th

### 07:00-9:00. Registration and coffee

**09:00-11:00. Keynote – Miglena Nikolchina.** Aula Jana Sokola (moderator: Tyler James Bennett)  
“F in Fire Stands for Fear: Image, Language, and Metaphor in a Kristevan Perspective”

### 11:00-11:30. Coffee break

### 11:30-14:00. General attendee presentations (parallel sessions)

Room A (moderator: Jorge Luis Flores Hernández)

11:30-12:00 – Marie Zetová: “Bohumil Hrabal as an Eyewitness Narrator”

12:00-12:30 – Kıvanç Gördü: “What About our Understanding of Cognition and Language?”

12:30-13:00 – Andrew Mark Creighton: “Critical ironic melodrama in Guy Maddin’s ‘The Rabbit Hunters’”

13:00-13:30 – Mary Eberhardinger: “Rhetoric of Health Policy Posters”

13:30-14:00 – Edgar Vite Tiscareño: “New Poetics and Visual Metaphors of the Body in the Convergences between Dance, Technology and New Media Arts”

14:00-14:30 – Filip Jaroš: “Humans and cats in the Anthropocene”

Room B (moderator: Lenka Vojtíšková)

11:30-12:00 – Jack Wood: “Rhetorical Misrecognition and Spatial Enthymemes: A Psychoanalytic View of Space”

12:00-12:30 – Irmak Mertens: “Transmediation of Fictitious Source Texts through Ekphrasis in Multimodal Environments: A New Model for Media Analysis”

12:30-13:00 – Thorolf van Walsum: “The Signifier-Object: Problematizing Primary Metaphors”

13:00-13:30 – Bogdana Paskaleva: “Ekphrasis in the Narrative Prose of Late Antiquity: Visual Metaphor and Narrative”

13:30-14:00 – Kamelia Spassova: “A Book of Ekphrases: A Mimesis of Mimesis”

### 14:00-16:00. Lunch

### 16:00-17:30. Specialty lectures and workshops (parallel sessions)

Room A – Ivan Mladenov: “Conceptualizing Creativity: Charles Peirce on Visual Metaphor”

Room B – Tyler James Bennett: Retroactivity Writing Workshop

### 19:00-22:00. City beer and architecture tour



## Thursday, July 27th

### 7:00-9:00. Registration and coffee

### 09:00-11:00. Keynotes. Aula Jana Sokola (moderator: Ludmila Lacková)

09:00-10:00. Keynote 1 – Jana Švorcová: “Exploring the Visual Metaphor of Epigenetic Landscape by Conrad Hal Waddington”

10:00-11:00. Keynote 2 – Elize Bisanz: “The Symbolic Turn, Derrida’s Error, and Kristeva’s Answer”

### 11:00-11:30 Coffee break

### 11:30-14:30. General attendee presentations (parallel sessions)

#### Room A (moderator: Nicola Zengiaro)

11:30-12:00 – Chiara Schumann: “‘Metaphors [Animals] Live By’? On the Potential of the Mimetic Octopus’ (Thaumoctopus Mimicus) Use of Cognitive Metaphors for the Benefit of Behavioral Deception”

12:00-12:30 – Mariia Korniietska: “The Voice of Metaphor in Art”

12:30-13:00 – Celine Marks: “The Art of Self-duping”

13:00-13:30 – Karl Joosep Pihel: “Diagrams in Music, Music as Diagram – The Existential Model in Ives’s Unanswered Question”

13:30-14:00 – Paolo Tabacchini: “On the Metaphorization Process: Starting from Federico García Lorca

14:00-14:30 – Stephanie Schneider: “The Artwork as a Virtual Space”

#### Room B (moderator: J. Augustus Bacigalupi)

11:30-12:00 – Sebastián Nabón Hernández: “Composing silence: The Cryptic Musical Metaphor of Silencing”

12:00-12:30 – Elvira Avota: “Gravity – The Omnipresent and Invisible Performer in Circus Arts”

12:30-12:00 – Kristina Harišová: “The Art and Science of Writing”

13:00-13:30 – Anežka Formánková: “Forms of Digital Writing”

13:30-14:00 – Ana Marić: “Imagination Fulfills the Semiosis of Memory: Productive and Reproductive Functions of Imagination in the Remembering Process”

14:00-14:30 – Nicola Zengiaro: “An Ecosystemic Biosemiotics: The Notion of Life Outside Metaphor”

### 14:30-16:00. Lunch

### 16:00-17:30. Roundtable: report from the moderators, refreshments

### 17:30-18:00. Award prize results (and honorable mentions), refreshments

### 20:30. Closing Party (location TBA)

## Friday, July 28<sup>th</sup> – Decompression and planning for organizers





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