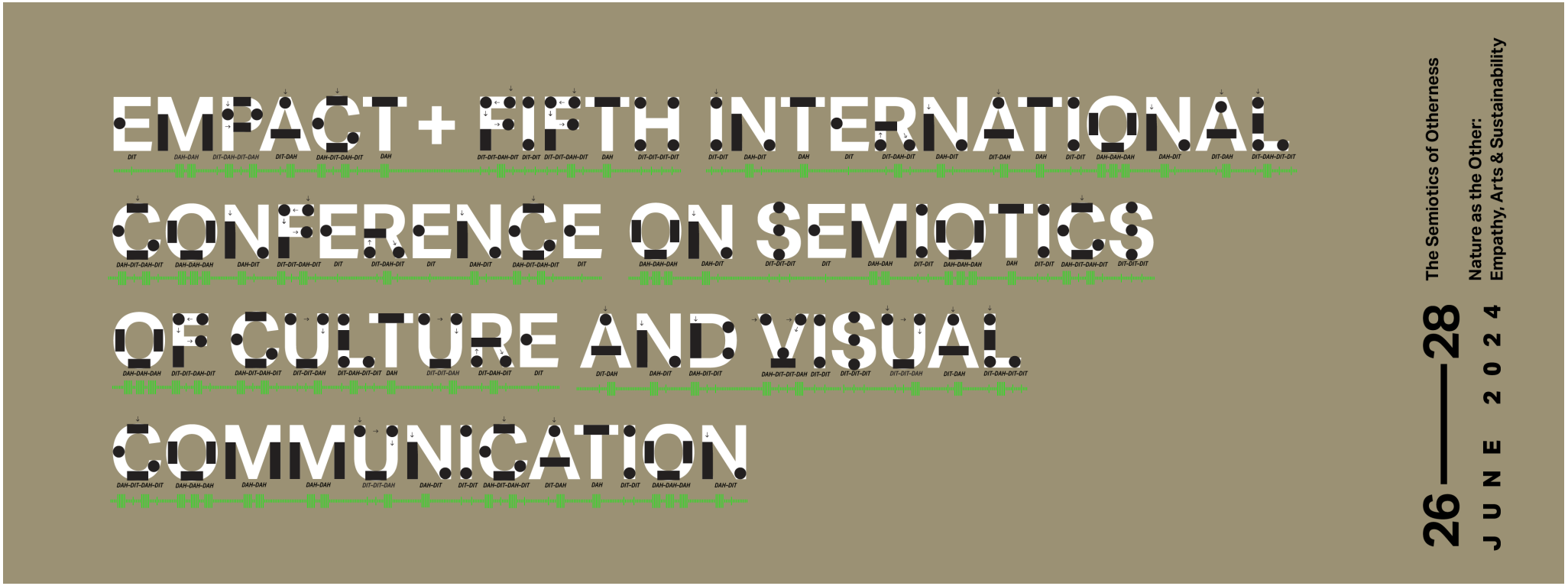


5th International Conference on Semiotics of Culture and Visual Communication

Conference program

The Semiotics of Otherness

Nature as the Other: Empathy, Arts & Sustainability

Cyprus University of Technology | School of Fine and Applied Arts | Department of Multimedia and Graphic Arts

šemiotíçs ånd visuãl çõmmùnicatíoñ läb

EMPACT

Organised by

Cyprus University of Technology | School of Fine and Applied Arts | Department of Multimedia and Graphic Arts

semiotics and visual communication lab

Cyprus Semiotic Circle

EMPACT
empathy & sustainability

Sponsored by

Cyprus University of Technology | School of Fine and Applied Arts | Department of Multimedia and Graphic Arts

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International Association for Semiotic Studies

hellenic semiotics society

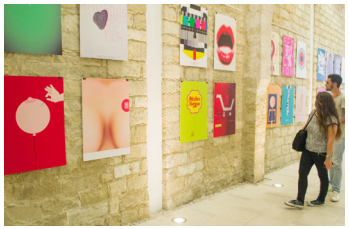
ένωση γραφιστών και εικονογράφων κύπρου

+DESIGN

LANGUAGE GRAPHIC COMMUNICATION RESEARCH LAB











Photos from the first (2011), second (2015), and third (2017) International Conference & Exhibition on Semiotics and Visual Communication

WELCOME
TO THE FIFTH CONFERENCE ON SEMIOTICS OF CULTURE AND VISUAL COMMUNICATION JUNE 2024

Welcome to the 5th International Conference on Semiotics of Culture and Visual Communication 2024!

For its fifth organisation, the Cyprus Semiotics Circle and the Semiotics and Visual Communication Research Lab (Department of Multimedia and Graphic Arts of Cyprus University of Technology) joins forces with the transnational cooperation project EMPACT/Empathy and Sustainability, co-funded by the Creative Europe Programme of the European Union. This partnership brings together two dynamic entities committed to fostering interdisciplinary dialogue in the field of semiotics, cultural studies, visual communication, philosophy, psychology and sustainability studies. Under this scope we aim to investigate the following themes: *Semiotics of Otherness* and *Nature as the Other: Empathy, Arts & Sustainability.*

The conference aims to investigate the broad subject fields of Semiotics, Culture and Visual Communication in a widest context, celebrating the exploration of connections, tensions, contradictions and complementarity between the diversity of research outputs under the aforementioned themes. The event brings together researchers, scholars and practitioners who study, evaluate and reflect upon the means by which Culture and Visual Communication can be analysed, perceived and articulated within the context of Semiotics.

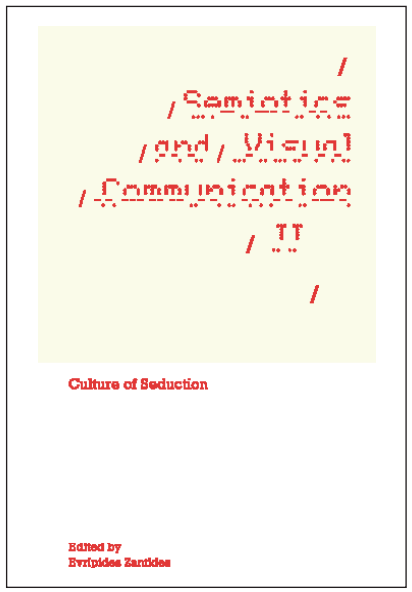
Published research, and practice work can be seen at the first selective volume of proceedings titled *Semiotics and Visual Communication: Concepts and Practices,* the second selective volume of proceedings titled *Semiotics and Visual Communication II: Culture of Seduction* and the poster catalogue titled *2nd International Conference and Exhibition on Semiotics and Visual Communication: 23 Posters on Seduction* the third selective volume of proceedings titled *Semiotics and Visual Communication III: Cultures of Branding* and the poster catalogue titled *3rd International Conference and Exhibition on Semiotics and Visual Communication: 21 posters on explosion[s]* and the fourth selective volume of proceedings titled *Semiotics and Visual Communication IV: Myths of Today.*

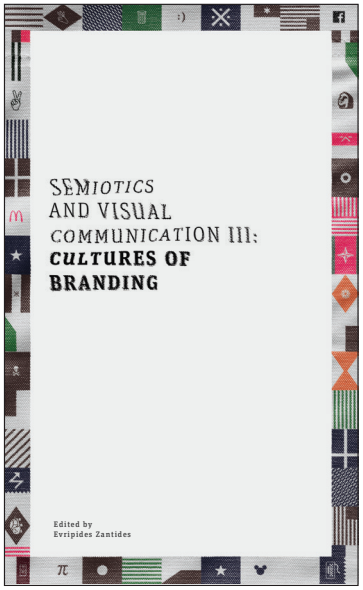
Moreover, we welcome you to the vibrant city of Lemessos, and we are delighted to host you at Cyprus University of Technology. We hope you enjoy the conference and have a pleasant stay.

Prof. Dr. Evripides Zantides and Dr. Sonia Andreou
On behalf of the organizing-scientific committee

Conference Publications (proceedings & graphic design poster catalogues):









Semiotics and Visual Communication IV
Myths of Today

Edited by
Evripides Zantides and Sonia Andreou





THE SEMIOTICS OF OTHERNESS
NATURE AS THE OTHER: EMPATHY, ARTS & SUSTAINABILITY

THE CALL FOR PAPERS

In the modern and post-modern context of social, political and cultural discourse, the concept of Otherness-The Other has emerged as a critical and universal subject of research. While it encapsulates a fundamental recognition of individuals or groups, who are perceived as different or distinct from oneself or from the dominant societal norms and identities, the idea of Otherness concerns the practices of othering in the areas of race, gender, ethnicity, class, sexuality, religion, nationality, environmental philosophy and, more generally, everyday social action and interaction. The binary structure of the sign itself builds on difference, on the One and the Other, the Being and non-Being, the Real and the Fake, the Accepted and the Rejected, the Natural and the Cultural etc. Consequently, when Kristeva introduces the concept of the "abject", she examines how the "rejected" disturbs boundaries of binarism and plays a significant role in shaping subjectivity.

We invite papers that approach the conference's theme through either macro and/or micro examples, taking into consideration the challenges of current socio-political instability in the epoch of Anthropocene, where comprehending these phenomena and providing effective readings not only becomes increasingly important, but sometimes, vital for survival. The conference seeks to bring together scholars, researchers and practitioners who share a common interest in Semiotics, Culture and Visual Communication, Philosophy and Environmental Studies. Special attention will be given to examining the idea of nature's "otherness" in the context of the classical dichotomies of nature-reason/nature-technology/nature-culture and against the background of the discussion about empathetic stances towards nature and non-human beings.

The conference is taking place with physical presence and accepts papers in the English and Greek languages. Accepted authors with presentation at the conference will be eligible to publish their work in the selected proceedings.

THEMES

We welcome proposals for individual papers (approximately 20 minutes long, plus 10 minutes for discussion), exploring the notion of Otherness-The Other through, but not limited to, one of the following themes:

Applied Arts (Graphic Design, Typography Design, Editorial Design, Fashion Design, Industrial Design, Interior Design, Architecture, Comic Books)
Visual Arts (Painting, Sculpture, Photography etc.)
Identity (National, Political, Cultural, Gender, Sexual etc.)
Literature, Narratives, Modes of Translation
Philosophy and the Rhetoric of Otherness
Nature and "otherness", Environmental, Ecodesign
Empathy and the challenges of "otherness"
Biosemiotics
Social Constructs and Stereotypes
Conspiracy Theories
Popular Culture and Mass Media (Newspaper, Advertising, Magazines, Television, Cinema)
Digital Culture, Interactive Media, Social Networks, UX/UI
Artificial Intelligence (AI)
Political Communication
Tourism, National/City Branding

EMPACT + FIFTH INTERNATIONAL CONFERENCE ON SEMIOTICS OF CULTURE AND VISUAL COMMUNICATION

The Semiotics of Otherness
Nature as the Other:
Empathy, Arts & Sustainability

26——28 JUNE 2024

15 COUNTRIES//**68 PRESENTATIONS**//

PARTICIPATING COUNTRIES:

AUSTRALIA//BULGARIA//**BELGIUM**//CYPRUS//
CZECH REPUBLIC//DUBAI//**ESTONIA**//**GERMANY**//
GREECE//**IRAN**//ITALY//**MEXICO**//POLAND//
URUGUAY//UNITED KINGDOM

EMPACT + FIFTH INTERNATIONAL CONFERENCE ON SEMIOTICS OF CULTURE AND VISUAL COMMUNICATION

The Semiotics of Otherness
Nature as the Other:
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26—28
JUNE 2024

CONFERENCE PROGRAM

> WEDNESDAY–26TH OF JUNE 2024

09+00	**REGISTRATIONS RECEPTION**-DRAGOS BUILDING GROUND FLOOR		
09+45	**OPENING OF THE CONFERENCE**-Amphitheatre-001/Ground floor		
10+00	**1. KEYNOTE SPEAKER**-Amphitheatre-001: **Gregory Paschalidis: The Pedagogy of Monsters** *Chair: Evripides Zantides*		
11+00	***COFFEE BREAK***		
11+30	**ROOM 101**/1ST FLOOR *Chair: Evripides Zantides* **2. Sebastián Moreno Barreneche** The semiotics of the enemy during the Covid-19 pandemic: on the discursive construction of the SARS-CoV-2 as a monster	**ROOM 102**/1ST FLOOR *Chair: Sonia Andreou* **6. Jacqueline Hill** Successfully flawed. The other side of Perfect: The strategic value of the Imperfect	**ROOM 201**/2ND FLOOR *Chair: Aekaterini Mavri* **10. Zoe Hurley** AI Family Portraits of 'Whiteness': A Visual Cultural Semiotics Enquiry
12+00	**3. Giannis (Ioannis) Karalakos** "They're trying to kill us": The semiotic construction of the enemy/other in conspiracy theories surrounding viral epidemics	**7. Nicolas Lambouris** Her Stones were Sapphire, and Her Soil was Gold	**11. Eleni D. Lazaridou** The Other through AI, AI as the Other and the other AI
12+30	**4. Ewa Kozik** "The end of the world is not our fault"-climate denialism in the Polish virtual space	**8. Evagoria Dapola** Phenomenology of Embodied Space: Bodily Gestures and Embrace as Third places of "otherness"	**12. Cavell Ord-Shrimpton** Interpreting visual message authority through the otherness of digital talking heads
13+00	**5. Claudia Wunderlich** The semiotics of German-suited Bavarian playing-cards and those of the former Austro-Hungarian Empire	**9. Panagiotis Ferentinos** My wall–Your wall	**13. Martin Petrushev** Semiotics of Otherness
13+30	***LUNCH BREAK***		

> WEDNESDAY–26TH OF JUNE 2024

15+00	**14. KEYNOTE SPEAKER**-Amphitheatre-001: **Lia Yoka: Only to other people (and things): Slave representation and orientalism** *Chair: Antonis Danos*		
16+00	***COFFEE BREAK***		
	ROOM 101/1ST FLOOR	**ROOM 102**/1ST FLOOR	**ROOM 201**/2ND FLOOR
	Chair: Gregory Paschalidis	*Chair: Evangelos Kourdis*	*Chair: Dia Evagorou*
16+30	**15. Sebastián Moreno Barreneche** Banknotes and national identity: the Argentinean Peso as a locus of partisan struggle	**19. Thomas Bardakis** Semiotics of otherness in greek army: The other soldier	**23. Aliki Apostolidou** Unveiling Meanings in an Urban Public Landscape in Athens Through Metonyms
17+00	**16. Iokasti Foundouka** Nancy Crawsaw: constructing identities during the Greek Civil War	**20. Alin Olteanu** I am in the future: a reconsideration of semiotic boundary	**24. Dia Evagorou** The Representation of Angela Merkel as the "Other" in News Texts on the Greek Crisis: A Social Semiotic Critical Discourse Analysis
17+30	**17. Antreas Panagi** National Identity as 'the other rhetoric' in the Athens Epidaurus Festival Posters (1955–2024): A systematic review of related research	**21. Georgios Markou** Otherness as an Artistic Brand: Exploring Antonio Vassilacchi's Identity as L' Aliense in Renaissance Venice	**25. Christiana Karayianni and Yiannis Skarpelos** Pixels and Politics: Decoding the Imaginary Rollercoaster of the Cyprus Peace Process on Twitter through the Lens of Otherness
18+00	**18. Carl Jones** Practical strategies for challenging 'colonial thinking' and 'otherness' in advertising campaigns	**22. Simona Stano** Eating Otherness: A Semiocultural Perspective on Food and Migration	**26. Evgenia Pagani** Otherness as a Key to Cross-Media Publishing
18+30	***END OF DAY 1***		

> THURSDAY–27TH OF JUNE 2024

09+30	**27. EMPACT KEYNOTE SPEAKER**-Amphitheatre-001: **Elly Vintiadis: My species and other animals: animals, empathy, and the way forward** *Chair: Efi Kyprianidou*		
10+30	***COFFEE BREAK***		
	ROOM 101/1ST FLOOR-EMPACT PROGRAM	**ROOM 102**/1ST FLOOR	**ROOM 201**/2ND FLOOR
	Chair: Yiannis Christidis	*Chair: Vasilis Vamvakas*	*Chair: Aspasia Papadima*
11+00	**28. Katarzyna Machtyl** In a dialogue with nonhuman subjects. Semiotics of the hybrid plants	**32. Shion Yokoo** The Presence and Construction of The Other in Contemporary Performing Arts	**37. Έλενα Σάββα Λαζαρίδου** Αναπαραστάσεις εθνικών ταυτοτήτων στον διαφημιστικό λόγο. Συγκριτική ανάλυση διαφημίσεων μεταξύ Ελλάδας και Ιταλίας
11+30	**29. Dimitris Savva** Echoes of Empathy and Destruction: Crafting 'Watering' and 'Black Watering' in Response to Underwater Sound Pollution	**33. Jacopo Castaldi** What does the Other look like? A critical multimodal analysis of the representation of otherness in British television programmes about Ukrainian Displaced People.	**38. Κώστας Νικολός** 30 χρόνια Friends: δεν χαλάνε οι μυθολογίες για μια φιλία ρε
12+00	**30. Konstantinos Avramidis** A Participatory Community Mural in Kaimakli: Reflections on "Empathy" and "Otherness"	**34. Georgios Sklavounakis** 'My Biggest… Is Me': Female Otherness in Popular Music Videos	**39. Αθανάσιος Βύρας** Μία σημειωτική προσέγγιση στις ελληνικές μουσικό-επιτελεστικές πρακτικές του διαγωνισμού Eurovision την περίοδο της οικονομικής κρίσης. Η περίπτωση του "opa" και του "watch my dance"
12+30	**31. Ilaria Mazzoleni** [The Art of] Thinking like a Mountain: Inquiry in Nature, Art & Habitat	**35. Vassilis Vamvakas, Pari Georgiou and Elisavet Kokonidou** The «other» adulthood: A semiotic approach to adolescent violence in videos on social media platforms	**40. Δημήτρης Νεοφώτιστος** Ετερότητες, δυαδικότητες και πολυσημειωτικότητα: το δίπολο «πρωτευουσιάνος» - «χωριάτης» μέσα από τον τηλεοπτικό λόγο της ελληνικής κωμωδίας
13+00		**36. Hakan Karahasan** The Other as an Imagined Entity: A Semiotic Reading on the Construction of the Other in Cyprus	**41. Κωνσταντίνος Αργιανάς** Ο «εθνικός Άλλος» και η ελληνική αρχαιότητα κατά την πρώιμη μεταπολεμική περίοδο στην Ελλάδα: Οπτικές και κειμενικές αναπαραστάσεις
13+30	***LUNCH BREAK***		

> THURSDAY–27TH OF JUNE 2024

15+00	**42. EMPACT KEYNOTE SPEAKER-**Amphitheatre-001: **Jukka Mikkonen: Art and the Changing Climate** *Chair: Efi Kyprianidou*		
16+00	***COFFEE BREAK***		
	ROOM 101/1ST FLOOR	**ROOM 102**/1ST FLOOR	**ROOM 201**/2ND FLOOR
	Chair: Evangelos Kourdis	*Chair: Lia Yoka*	*Chair: Charalambos Margaritis*
16+30	**43. Evangelos Kourdis** Translating the same into another: intericonicity in film posters in English language	**47. Maria Papanthymou** Exploring 'Otherness' in Beauty Industry: Ideal Standard Versus Authentic Self and Natural Beauty Versus Artificial Beauty	**51. Charalambos Margaritis** Horror Sui: John Carpenter's *The Thing* and the horror of the self
17+00	**44. Anastasia Toliou** Intersemiotic Translation in Cinema: The case of *Lolita*	**48. Aspasia Papadima** Gendered Symbolism in Advertising: Masculine Representations in Lipstick Promotion	**52. Maria Katsaridou** Playing with Otherness: Semiotics of Alterity in Video Games
17+30	**45. Inna Livytska** Emotions go first and words only follow...: on mimicry of emotions in narrative discourse	**49. Konstantinos Digkas** City branding and social media: Using alternative campaigns to reach new audiences	**53. Marianna Abrahamyan** Social semiotics in the field of film production
18+00	**46. Nicolas Chiappucci** An impersonal semiotic analysis of the relationship with the "other" in Proust's *Recherche du temps perdu*	**50. Eirini Papadaki and Giorgos Chatzelenis** The tourist as Other: Mediations of tourists' images through popular culture and the mass media	**54. Loukia Kostopoulou** The subversive nature of slowness in Wim Wenders's Perfect Days: An intermedial approach
20+30	***CONFERENCE DINNER AT PEPE'S CORNER-GONIA TOU PEPE***		

> FRIDAY–28TH OF JUNE 2024

09+30	**55. KEYNOTE SPEAKER**-Amphitheatre-001: **Artemis Eleftheriadou: Visions of Cyprus, The artists' photobook: A potent space** *Chair: Sonia Andreou*		
10+30	***COFFEE BREAK***		
	ROOM 101/1ST FLOOR-EMPACT PROGRAM	**ROOM 102**/1ST FLOOR	**ROOM 201**/2ND FLOOR
	Chair: Efi Kyprianidou	*Chair: Evripides Zantides*	*Chair: Georgios Markou*
11+00	**56. Caroline Glowka** Green marketing and Othering on TikTok	**60. Savvas Xinaris and Omiros Panayides** Visual Narratives of Conflict: Exploring the theme of war in Poster Design: Insights from the 2nd Cyprus Poster Triennial	**64. Yorgos Taxiarchopoulos** My nativeland is human: Electric shadows and luminous images in space. The sanctity of the artistic archive, as the significant Other, in the wake of digital memory
11+30	**57. Lora Nicolaou, Grigoris Kalnis, Savvas Christodoulides, Byron Ioannou** Open spaces morphology and nature–interface with human interaction	**61. Sonia Andreou** The Shifting Portrayal of Dissociative Identity Disorder in Mainstream Film Posters	**65. Stella Christofi** The rejected body as other. Images of "abonormal" bodies in modern and contemporary art
12+00	**58. Eva Korae and Konstantina Niina Achilleos** Redesign Design: The making of the others	**62. Georgios Liamadis** Critical Design as a Tool to Explore Otherness	**66. Poppy Aristidou and Nektarios Rodosthenous** Postmodern Banksy: Intertextual "splatters" of out-groups in 21st century street art
12+30	**59. Danae Ioannou** Animalistic archetypes of femininity: The Otherness of female sexuality in Fashion Imagery	**63. Jesús Barrientos Mora** Letterform otherness in the Mexican blackletter	**67. Samaneh Eshraghi Ivar** Urban Heritage in the Context of Cultural Sustainability: A Case Study of the Imam Reza Holy Shrine in Mashhad
13+00	**68. EMPACT KEYNOTE SPEAKER**-Amphitheatre-001: **Nikos Bubaris: Kinesthetic narratives: bringing together people, technologies and many 'others'** *Chair: Efi Kyprianidou*		
14+00	***LUNCH BREAK***		
17+15	***Optional trip to Collective Sound Improvisation: Intuitive Practices, Sound Semantics and Ecology at Agios Ioannis Pitsilias in the Limassol District***		



CONFERENCE INFOS

CONFERENCE Location
https://maps.app.goo.gl/ZrH8uvN7EjjNzwyK9

CONFERENCE Program and Abstracts at
https://cyprus-semiotics.org/downloads2/

CONFERENCE Dinner on Thursday 27/6 at 20+30
Gonia Toy Pepe (Η Γωνιά του Πεπέ)
traditional cypriot tavern, Cyprus-meze with unlimited drinks at Pavlou Mela 28, Limassol, Cyprus
https://goo.gl/maps/sGHnY7He5VSon8bg8

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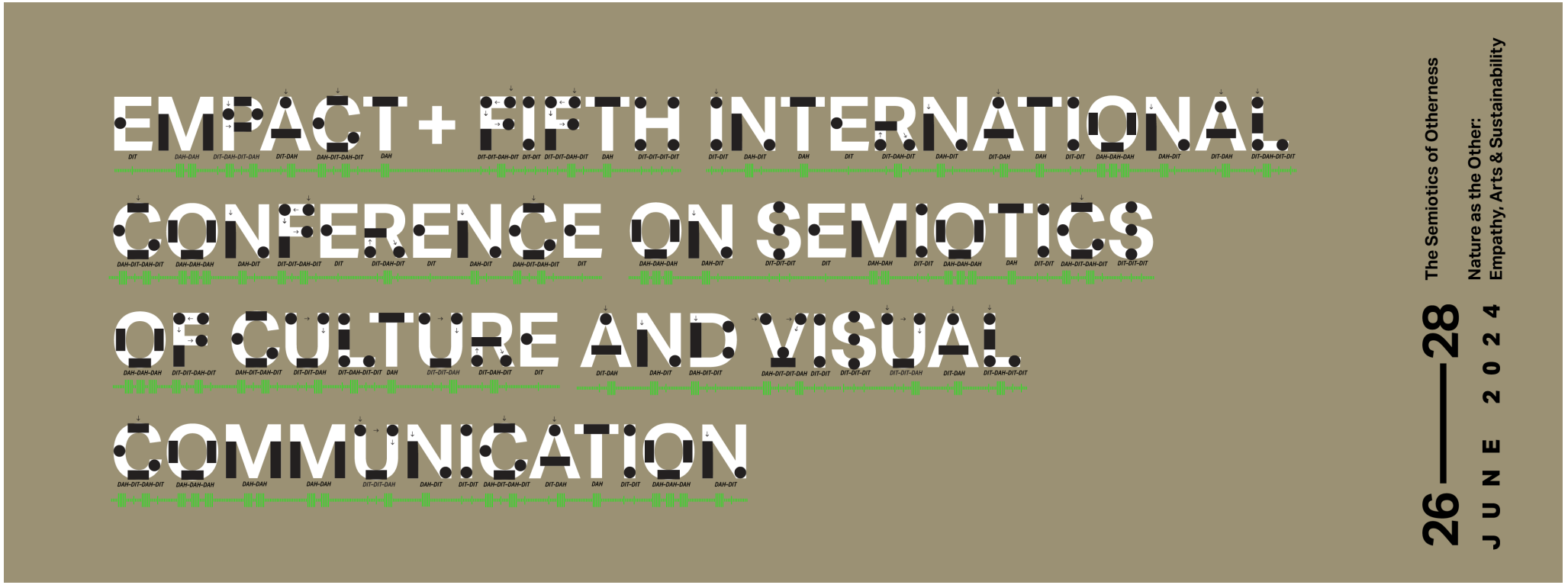
Optional trip to Collective Sound Improvisation: Intuitive Practices, Sound Semantics and Ecology at Agios Ioannis Pitsilias in the Limassol District
Bus departs on Friday 28/6 at 17+15 from:
here https://maps.app.goo.gl/pYzHbNDR89s1PxdP7

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Room computer access:
Username: cutguest3
Pass: P@ss24!3

+

Wifi:
Cutevents
Pass: Tpk1234!



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