# Program Schedule

## Wednesday, September 28, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00-5:00 pm</td>
<td>Registration and Information [Outside Salon D]</td>
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<tr>
<td>1:00-7:00 pm</td>
<td>Book Exhibit [Outside Salon D]</td>
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<tr>
<td>5:00-7:00 pm</td>
<td>Meet and Greet [The Lobby or O’Grady’s across from reception]</td>
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## Thursday, September 29, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30-6:30 pm</td>
<td>Registration [Outside Salon D]</td>
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<tr>
<td>9:30-6:30 pm</td>
<td>Book Exhibit [Outside Salon D]</td>
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<tr>
<td>9:30-11:30</td>
<td>Coffee and Tea [Seacrest Foyer]</td>
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<tr>
<td>12:00-2:00</td>
<td>Luncheon and Opening Ceremony [Salons EF]</td>
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<tr>
<td>2:15:4:15</td>
<td>Concurrent Sessions</td>
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<tr>
<td>[Salon B]</td>
<td>Biosemiotics (Chair William Dougherty)</td>
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<tr>
<td>Kevin Cummings and James Stanescu</td>
<td>Eco Semiotics and the Question of Invasive Species</td>
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<tr>
<td>Geoffrey Beattie and Laura McGuire</td>
<td>The Semiotics of Climate Change: How Optimism Bias Affects Message Recall and Behavior</td>
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<tr>
<td>Sacha Franklin Jeune</td>
<td>Food Buzzwords: Understanding How Schemas of Proper Dieting are Formed</td>
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<tr>
<td>[Salon C]</td>
<td>Symbolic Anthropology (Chair Jamin Pelkey)</td>
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<tr>
<td>Geoffrey Owens</td>
<td>The Ever-Moving Signposts of Indigenousness</td>
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<tr>
<td>Genevieve Vaughan Gift-Giving, Communication and the Source of Meaning</td>
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<tr>
<td>Jamin Pelkey</td>
<td>Through the Hourglass: Cross-Cultural Evidence for a Transcultural Diagram in the Semiotics of Movement</td>
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<tr>
<td>Victor Alabi</td>
<td>Symbols of the Dreams of Leaders in Ahmed Yerima's Mojagbe and Ajagumale</td>
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<tr>
<td>[Salon D]</td>
<td>Semiotic Communities of Interpretation (Chair David Pfeifer)</td>
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<tr>
<td>David Pfeifer</td>
<td>Charles Peirce and Josiah Royce’s Semiotic Turn</td>
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<tr>
<td>Iris Fischer</td>
<td>Semiotics in Genevieve Stebbins’ System of Culture</td>
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<tr>
<td>Sean Epstein-Corbin</td>
<td>Pragmatism and Sentiment: Jane Addams, Lydia Sigourney, and the Duty to Care</td>
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<tr>
<td>Xiaofang Yan</td>
<td>From Structure to Subject: Study on Greimas’s Semiotics of Subject</td>
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<tr>
<td>[Palm Breeze]</td>
<td>The Bible (Chair Gilad Elbom)</td>
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<tr>
<td>Gilad Elbom Judges 9: Toward an Early Hebrew Semiotics</td>
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<tr>
<td>Kathryn Hamm</td>
<td>Symbolic Responses to Gospel Examples of Guilt, Shame and Shaming</td>
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<tr>
<td>Tomas Lopez</td>
<td>Signs of the Philistines</td>
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<tr>
<td>Laura Manzo</td>
<td>Understanding the Mystery of God Through Wisdom and Its Sign Values in Sir 24:1-27</td>
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<tr>
<td>4:15-4:30</td>
<td>Coffee Break [Seacrest Foyer]</td>
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<tr>
<td>4:30-5:30</td>
<td>Concurrent Sessions</td>
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<tr>
<td>[Salon B]</td>
<td>Semioethics</td>
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<tr>
<td>Matt Mancino</td>
<td>College-Style Prank or Crime Against the State: Semioethics and Otto Frederick Warmbier</td>
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<tr>
<td>Vasile Stanescu</td>
<td>“Voice for the Voiceless:” Love and Speech in our Connection with Nonhuman Animals</td>
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<tr>
<td>[Salon C]</td>
<td>Film</td>
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<tr>
<td>Gila Safran Naveh</td>
<td>‘A Black Hole Burrowed Within Us’: Semiotics at Work in Laszlo Nemes’ Holocaust Film</td>
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<td>Son of Saul</td>
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<tr>
<td>Liana Hakobyan</td>
<td>Semiotics of Shock and Land Without Bread</td>
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<tr>
<td>[Salon D]</td>
<td>Education and Literacy</td>
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<tr>
<td>Hongbing Yu</td>
<td>Semiotic Modeling and Education</td>
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<tr>
<td>John Loo</td>
<td>Embodied Writing in Second Language Writing (SLW) Contexts: Inspiring Linguistically Diverse Students Who Struggle with Writing</td>
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<tr>
<td>[Palm Breeze]</td>
<td>The Self</td>
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<tr>
<td>Peter Heinze</td>
<td>Teleology and the Objective Unconscious</td>
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<tr>
<td>Eric Hamm</td>
<td>A New Look at Peircean Construction of Self through an Existential Lens</td>
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Friday, September 30, 2016

8:00-6:30 pm  Registration [Outside Salon D]
8:00-6:30 pm  Book Exhibit [Outside Salon D]
8:00-9:45  All American Breakfast [Seacrest Foyer]

10:00-12:00  Concurrent Sessions
[Salon B]  Theology (Chair Michael Raposa)
- J. Raymond Zimmer Looking at Nature in de Lubac’s Catechesis on Nature and Grace
- Steven Meyer Symbol and Model in the Theological Epistemology of Cardinal Avery Dulles, S.J.
- Michael Raposa Rules for Discernment: An Exercise in Theosemiotic

[Salon C]  Imaginings II—The (Un)Reality of Virtual Worlds: Chaos-Hallucination-Creativity (1) (Chairs Myrdene Anderson and Donna West)
- Myrdene Anderson and Donna West Imaginings
- Donna West The Emergence of Creative Hallucinations Through Virtual Habit: Peircean and Gibsonian Perspectives
- Myrdene Anderson and Katja Pettinen Before, Below, Behind, Beyond—Seeking Consciousnesses
- Adam A. Ferguson Gerard Manley Hopkins’ Inscape and Peirce’s Inner World: Individuality and Haecceity

[Salon D]  Modeling Systems Theory (Chair Javier Clavere)
- Dora Ivonne Alvarez Tamayo The Secrets Behind Memes Production. A Semiotic Perspective
- Maria Asuncion Magsino A Pierce-Sebeok Framework for Language
- Javier Clavere Diversity, Multiculturalism, and Inclusion: Toward a Modeling System Theory and the Creation of Meaning
- Gulmira A. Turgunova and Gulsaira Ibraimova Semiotic Analyses of Kyrgyz Culture Values through Translation of Literary Text

[Palm Breeze]  Genders
- Sabine Kergel The Special Feature of Female Existence and Forms of Activity as a Mode of Atypical Employment
- Mary Latham Modeling, The Media, and the Female Body: A Semiotic Analysis
- Chia-Yi Wu She Spins and She Sighs: The Spinning-Wheel Topic and Female Misery in the Nineteenth Century
- Rachel Paul The ‘Bra-Burning’ Feminists: Exploring Semiotic Relationships Within the Feminism Movements

12:15-2:00  Luncheon and Keynote Address [Seacrest Foyer & Salons EF]
Anthony Julian Tamburri, Dean, John D. Calandra Italian/American Institute, NY
Signing Italian/American Cinema, Book Making in the City: What Does Scorsese Mean in Mean Streets?

2:15-4:15  Concurrent Sessions
[Salon B]  Virtual Reality and Artificial Intelligence (Chair Martin Irvine)
- Kyle Davidson Can A Semiotic Approach to Neural-Network Designs Allow A.I. to Get Closer to Human Consciousness?
- Martin Irvine Peirce, Semiotic Technologies, and Computation as Automated Semiosis
- John Reid Perkins-Buzo Real Games: A Semiotic-Realist Electronic-Game Theory

[Salon C]  Consciousness and Cognition (Chair Deborah Smith-Shank)
- Svitlana Volkova Cognitive Semiotic Approach to the Syntactic Analysis of Prosaic Text
- Kyra Landzelius The Perfect Monster, or Trips into Autistic (and Otherwise) Selves
- Deborah Smith-Shank Snowy White Sheets, Ruby Red Feathers & Muddy Black Boots: Fairy Tales and Material Culture
- Baranna Baker Fact Versus Fiction and Memory: A Semiotic View

[Salon D]  Peirce (Chair Richard Gilmore)
- Richard Gilmore Sorites Semiotics
- Aida Kasieva Kyrgyzstan: A Study of the Kyrgyz Cultural Paradoxes (Symbolicity in the Kyrgyz Culture)
- Priscilla Borges and Juliana Franco Peirce's Metaphysics and the System of 66 Sign Classes
- Michal Karl’a Peirce’s 1865 “Proofs” of Symbolization

[Palm Breeze]  Music (Chair William Dougherty)
- William Dougherty The Formative Power: Six Settings of Mignon’s Requiem
- Lanlan Kuang Imagining the Silk Road: The Dunhuang Mural Music and Dance
- Brandi Neal Sampling in Golden-Age Rap: A Case Study of Intertextuality and Transformation
- Steven Rahn The Troping of Preexisting Music in the Films of Terrence Malick

4:15-4:30  Coffee Break [Seacrest Foyer]
4:30-6:00 Concurrent Sessions  
[Salon B] Art (Chair Christopher Collins)  
Lian Duan: Charles Morris’ Pragmatics and the Paradigm Shift in Chinese Art History  
Silvia Barbotto: Cultural Heritage and Personhood: The Breath and its Process of Signification  
Christopher Collins: Nothing’s Something: A Semiotic Analysis of Conveyance, Content and Comprehension  
[Salon C] Workshop: The Semiotics of Murder  
Marcel Danesi and Mike Arntfield  
[Salon D] Visual Semiotics (Chair John Coletta)  
John Coletta: “AI See,” I See: What In-Sights Does Peircean Semiotics Offer the AI Community?  
Steven Skaggs: Immaculate Deception: Why Completely Virtuous Information Design is Impossible  
Christopher Collins: Nothing’s Something: A Semiotic Analysis of Conveyance, Content and Comprehension  
Daina Teters: Beginnings and Preconditions of Theoria  
[Salon D] Visual Semiotics (Chair Martin Švantner)  
Martin Švantner: Nietzsche and C. S. Peirce: Two Radical Interpretations of Aristotelian Rhetoric  
Štěpán Pudlák: Metaphors and Metacommunication in Schizophrenia  
Mary J. Eberhardinger: Adulting, I Just Can’t, and That Feeling When: Modern Meme Myths Unveiled  

6:00 Dinner (on your own. See list of Local Restaurants)  
7:30-9:00 Executive Board Meeting [Salon D]  

Saturday, October 1, 2016

8:00-6:30pm Registration [Outside Salon D]  
8:00-6:30pm Book Exhibit [Outside Salon D]  
8:00-9:45 Seacrest Breakfast [Seacrest Foyer]  
10:00-12:00 Concurrent Sessions  
[Salon B] Communicology and Epistemology 1 (Chair Isaac E. Catt)  
Isaac E. Catt: The What, How and Why of Epistemology in Communicology: A Philosophical Recursion  
Deborah Eicher-Catt: Toward an Epistemology of Enchantment: Learning about Self, Other, and World Relations  
Garnet C. Butchart: Language, Bodies, Meaning: Regarding Exscription  
[Salon C] Imaginings II—The (Un)Reality of Virtual Worlds: Chaos-Hallucination-Creativity (2) (Chairs Myrdene Anderson and Donna West)  
Phyllis Passariello: Magical Realism as Ethnographic Truth in the Amazon Rainforest  
Sugata Bhattacharya: Deconstructing Meaning in Artisanal and Industrial Goods in the Contemporary Era  
Gillian Richards-Greaves: Bringing them Forward, Taking us Backward: Orality, Place, and Memory in Black Perspectives on Slavery  
Mirisen Ozpek: Queering Cinderella through Idio-narration  
[Salon D] Literature and Language (Chair Frank Nuessel)  
Dyanne Martin: Sign, Syntax, and Syntagm: A Duplicitous Double Bind in The Human Stain  
Frank Nuessel: Sensory Representation in Literature  
Shoshana Benjamin: Double Closure in Beckett's Novel Murphy  
[Salon D] Literature and Language (Chair Frank Nuessel)  
Scott Murphy: Nuances of Embodiment and Meaning in Recent Film Music’s Asymmetrical Meters  
Juan Chattah: Perception and Embodiment of Temporality in Film Music  
Janet Bourne: Beethoven’s Middle Earth: Embodiment and Hearing Film Music Topics in Eighteenth-Century Music  
Yayoi U. Everett: Opera as Film: Multimodal Narrative and Embodiment  

12:15-2:00 Luncheon and Presidential Address [Seacrest Foyer and Salons EF]  
Fr. Ted Baenziger, CSB, University of St. Thomas  
Why are we Semioticians Ignored?  
2:15-4:15 Concurrent Sessions  
[Salon B] Communicology and Epistemology 2 (Chair Isaac E. Catt)  
Susan Mancino and Hannah Karolak: Phenomenological Epistemology: Coming to Know through a Communicological Analysis of the National September 11th Memorial  
Ronald C. Arnett: The Things Themselves  
Richard Lanigan: John N. Deely: A Thomistic Voice for Semiotics  
[Salon C] Greimas (Chair Stéphanie Walsh Matthews)  
Elisa de Souza Martinez: Gallery of Lost Art: A Play of the Unreachable in Virtual Space  
Vicente Martinez Barrios: Materiality and Meaning  
Jordan Stokes: Musical Humor: A Greimasiian Approach  
Stéphanie Walsh Matthews: Evolutionary Semiotics and Homo Culturalis
[Salon D]  Marketing (Chair Elliot Gaines)
    Farouk Y. Seif Mirabile Dictu: Telling the Truth by Lying!
    Elliot Gaines Multiple Categories of Signs in Media: Overcoming “Truthiness” with Applied Semiotics
    Laura Mcguire and Geoffrey Beattie Consumer Choice as Social Statement: Does the Presence of Others
    Promote More Sustainable Choice?
    Esra Coskun Maybelline’s Use of Fashion in Personification of Beauty Products

[Salon B]  Music Around the World (Chair Lee Chambers)
    Lee Chambers The Development of Music around the World: Ethnotext, Semiotic Drift, and the Politics of
    Time
    Katherine Shipman Cosmopolitanism in Samuel Barber's Piano Sonata
    Michael Baker Motive and Motivation in Britten’s The Turn of the Screw

4:15-4:30  Coffee Break

4:30-6:00  Concurrent Sessions

[Salon B]  Medicine (Chair Richard Currie Smith)
    Rodrigo Morais and Roberto Chiachiri Avatar Therapy Images: The Avatar Construction Process for the
    Treatment of Schizophrenia
    Winfried Kudszus Semiotics of Hunger: Nietzsche and Microscience
    Maggie Stedman-Smith, Richard Currie Smith, and Diana Kingsbury A Semiotic Exploration of a Health
    Activation and Advocacy Research Tool

[Salon C]  Culture and Identity (Chair Alain Perusset)
    Michael Hildebrandt The Semiotics of Identity: Dysagentic Self-Making
    Rolf Hepp Precarious Conditions Embedded in Society
    Alain Perusset How do Desires and Beliefs Become Powerful?

[Salon D]  Advertising (Chair Hesham Alyousef)
    Hesham Alyousef A Multimodal Discourse Analysis of Textual Cohesion in Tertiary Marketing Texts
    Written by International Undergraduate Students
    Alini Borges The Symbolic Value of Nostalgic Advertising
    Anca Gata Semiotic Acts in Corporate Artifacts: Discursive Practices on Hill's Pet Nutrition Website

[Salon B]  Language and Literature (Chair Barry Stampfl)
    Simon Glynn Iconic and Symbolic Language, and Some Problems of Thought and Communication
    Barry Stampfl Abductive Inference in Michael Chabon’s The Final Solution
    Aida Ssylbekova The Role of Semiotics in Translation of Poetry: Examples of Kyrgyz Poetry

7:00-9:00  Dinner Banquet with Keynote Lecture and Documentary Film [Coral Reef Ballroom]
    Richard Shusterman, Eminent Scholar in the Humanities and Professor of Philosophy at Florida Atlantic
    University
    Philosophy as a Way of Life – On Camera

Sunday, October 2, 2016

8:30-11:30  Breakfast [Seacrest Foyer]
    SSA General Business Meeting and Closing Ceremony [Salons EF]