Detailed Program Schedule
The 43rd Annual Conference of Semiotic Society of America
Berea, Kentucky, October 3–7, 2018

Wednesday, October 3, 2018
1:00–5:00 pm  On-Site Registration, Information Table, and Book Exhibit
6:00–7:30  Dinner for Executive Board and Program Committee
7:30–9:00  Executive Board Meeting (open to all SSA members)

Thursday, October 4, 2018
8:30 am–5:00 pm  On-site Registration (Lobby Area)
8:30 am–5:00 pm  Book Exhibit and Gallery Viewing
8:00–9:00 am  Breakfast (at hotel on your own)
9:15–10:00  Opening Ceremony of the 43rd SSA – Convener: Javier Clavere
Welcome Address: Javier Clavere, SSA Executive Director
Welcome to Berea: Dean Chad Berry and President Lyle Roelofs, Berea College
Opening Remarks: Farouk Y. Seif, Chair, SSA 2018 Program Committee

10:15–12:15 pm  Concurrent Sessions (4 papers/each)

Room 1  Narrative (I): Advancing from Narration Toward Narratology: The Art, the Craft, the Science – Panel I
Chair: Hilary Williams
Donna E. West – “Narrative as Diagram for Problem-solving: Confluence between Peirce’s and Vygotskii’s Semiotic”
Karissa Conrad – “Toward a Theory of Active Silence”
Phyllis Passariello – “A Long and Winding Road: From Neurons to Narrative to Ethnographic Semiosis”
Barry Stampfl – “Identity Theme as Gatekeeper”

Room 2  Communicology Panel I: Phenomenological Qualities of Immediacy
Chair: Isaac E. Catt
Isaac E. Catt – “The Plasticity of Immediacy: Being and Having a Cultural Body”
Vincent Colapietro – “Qualitative Immediacy and Mediated Feelings: Several Paradoxes of Firstness”
Igor E. Klyukanov – “Immediacy as Madness of the Fourth Kind”
Frank J. Macke – “A Communicology of Laughing and Crying: Limits of Experience and the Borders of the Human”

Room 3  Signs of Resilience and Graphic Notations
Chair: John Reid Perkins-Buzo
Adriana Gómez-Aiza – “Imaginary Findings”
Ron Paul Baum – “Meaning Making and the Art of Subjective Objects”
John Reid Perkins-Buzo – “Signs of Resilience in ‘Le Rayon vert’: the Anthroposemiosis of Eric Rohmer”
Tristan McKay – “Graphic Notations as Creative Resilience in Will Redman’s Book (2006)”
12:30–2:15 pm **Luncheon and Keynote Lecture**  
Convener: Steven Skaggs  
**Ivo Ibri**, Professor of Philosophy, PUCSP, Brazil  
“The Semiotic Resilient Mind – Conflictual and Agapic Relationship between Logic and Emotional Interpretants”

2:30–4:00 **Concurrent Sessions** (3 papers/each)  
**Room 1** **Theology Panel 1: New Semiotics: Equal Exchange, Interpretation, and Theological Alternatives**  
Chair: Gilad Elbom  
Chris Morrissey – “The Logic of Samson (Judges 13-16)”  
Gila Safran Naveh – “‘She Is Holier Than I’: Language, Interpretation, and Meaning Production in the Biblical Story of Tamar and Judah”  
Fredrick J. Long – “Recovering the Agonistic Sense of Ἀποκρίνομαι (‘I answer (back)’) in the Greek New Testament”

**Room 2** **Resilience and Semiosis: Metamorphosis and Sustainability**  
Chair: Jamin Pelkey  
Svitlana Volkova – “Semiotic Interpretation of the Concept Resilience in Contemporary Prosaic Texts”  
Kermit Snelson – “Resilience and Semiosis: Same Subject?”  
Maria Alejandra Madi – “Minds, markets and resilience: a realistic semiotic approach to the economics of sustainability”

**Room 3** **Anthropology, Conservation, and Ecology**  
Chair: Richard Currie Smith  
Samuel Sharp and Richard Currie Smith – “Fostering a Semiotic Framework Towards the Conservation of the Mexican Gray Wolf”  
Josef Scheidt – “The Chemical Ecology Crisis: An Anthropogenic Perspective”  
Samuel Thomas and Richard Currie Smith – “Integrating Indigenous Knowledge into Modern Conservation: An Ecosemiotic Case Study of the Australian Aborigines”

4:00–4:15 Coffee Break

4:15–5:15 **Plenary Lecture**  
Convener: Javier Clavere  
**Farouk Y. Seif**, Professor Emeritus, Antioch University Seattle  
“The Audacity of Design and the Resilience of Signs”

6:00–8:00 Dinner (on your own, list of suggested restaurants will be provided)

8:00–10:00 **Reception: Hosted Bar and Entertainment**  
Convener: Javier Clavere

**Friday October 5, 2018**

8:00–9:00 am **Breakfast** (updates and information)

9:15–10:45 am **Concurrent Sessions** (3 papers/each)
Room 1  **Musical Topoi, Sensuality, Spirituality, and Metalanguage**
Chair: Taylor A. Greer
Gregory Decker – “The Role of Topoi in the Broadway Musical: Two Brief Case Studies”
Sean Gower – “Godard’s ‘Lost Letter’: Music and Metalanguage in Pierrot le fou”
Taylor A. Greer – “Celtic Nostalgia and Spiritual Yearning in Charles Griffes's Songs”

Room 2  **Resilience, Existentialism, and Phenomenology**
Chair: Andre De Tienne
Andre De Tienne – “Peirce on the Power of Ideas: A Semioethical Argument with Metaphysical Ramifications”

Room 3  **Peirce, Cognitive Semiotics, and Truth**
Chair: Martin Irvine
Martin Macháček – “The Peircean Interpretation of Probability in Quantum Mechanics”
Michal Karfa – “Peirce’s Early Theory of Truth and the Origins of Semiotic”
Martin Irvine – “A Peircean Redescription of Computing: All Computing is Humanistic Computing”

10:45–11:00  Coffee Break

11:00–12:30 pm  **Concurrent Sessions (3 papers/each)**

Room 1  **Virtual Agency and Multidimensional Meaning**
Chair: Robert Hatten
Lindsay Clavere – “Emergent Meaning in Fanny Hensel's Piano Cycle Das Jahr”
Javier Clavere – “Multimodality to Multidimensional Semiosis: An Interpretative Calibration”
Robert Hatten – “Agency and Emotion in Schubert’s Four-Hand Sonata in B-flat Major, D. 617”

Room 2  **Meaningfulness: Charles Bukowski, William James, and Jacques Maritain**
Chair: Chris Martin
J. Raymond Zimmer – “Maritain's Three Degrees of Visualization and the Triadic Structure of Judgment”
David Pfeifer – “Signs, Signs Everywhere, and Only Signs: William James on Pure Experience”
Chris Martin – “Flowers at Last: A Social Semiotic Analysis of Charles Bukowski”

Room 3  **Theology Panel 1: New Semiotics: Equal Exchange, Interpretation, and Theological Alternatives**
Chair: Gilad Elbom
Gilad Elbom – “Recombination Semiotics”
12:30–2:15  **Luncheon and Presidential Address**  
Convener: Dora Ivonne Alvarez Tamayo  
**Deborah Eicher-Catt**, Professor of Communication Arts and Sciences, Pennsylvania State University  
“The Resilience of Enchantment in the Semiotic Resonance of Voice”

2:30–4:30  **Concurrent Sessions (4 papers/each)**

Room 1  **Visual Interpretations: Emoji and Punctuated Semiotic Concerns**  
Chair: Steven Skaggs  
Kyle Davidson and Jennifer Blair – “Semiotic Analysis of the “Raised Fist” Emoji as a Sign of Resilience”  
Elzbieta Kazmierczak and Peter Storkerson – “Peirce, Naturalistic Thinking, Heuristics, and Visual Interpretation”  
Steven Skaggs – “Taking a Pause: Do Commas have Dynamic Objects and Other Punctuated Semiotic Concerns”

Room 2  **Communicology Panel II: Semiotic Mediations of Immediacy**  
Chair: Isaac E. Catt  
Richard L. Lanigan – “Thematic Immediacy in Discourse Method”  
Ronald C. Arnett – “Reifying Immediacy: The Storytelling of Sir Walter Scott”  
Galina Sinekopova – “Mediated Immediacy: Creating Closeness in Distant Learning”  

Room 3  **Narrative (I): Advancing from Narration Toward Narratology: The Art, the Craft, the Science – Panel II**  
Chair: Hilary Williams  
Anthony K Webster – “Poetics, Resilience, and Iconicity”  
Adam A. Ferguson – “The Queer Art and Act of Satire”  
Chia-Yi Wu – “Human Utterances as a Transgressive Voice: Resistance and Transcendence in the Regime of Instrumental Music”  
Aimee Jean Hosemann – “The Archive as Site of Resistance”

Room 4  **Semiosis, Resilience, and Decision-Making in Competitiveness Environments**  
Chair: Dora Ivonne Alvarez Tamayo  
Román Esqueda – “Semiosis in the Mind, the Resilience of Decision Making Processes”  
Ruben Israel Gatica Gómez – “Intra-Persuasion, the Internal Dialogue for Decision-Making”  
Dora Ivonne Alvarez Tamayo – “Back to the Fundamentals: Brand Resilience Semiosis”

4:30–4:45  Coffee Break

4:45–5:45  **Plenary Lecture**  
Convener: Robert Hatten  
**Michael Shapiro**, Professor Emeritus of Slavic and Semiotic Studies, Brown University  
“Language as Semiosis: A Neo-Structuralist Perspective in the Light of Pragmaticism”
6:30–9:00  Dinner Banquet and Sebeok Fellow Award Address  
Convener: Richard L. Lanigan  
Vincent Colapietro, Professor of Philosophy, Pennsylvania State University  
“The Music of Meaning: Gestures, Traces, and Media”

Saturday October 6, 2018

8:00–9:00 am  Breakfast (updates and information)

9:15–10:45  Concurrent Sessions (3 papers/each)

Room 1  Music and Song as Signs of Change and Resilience  
Chair: Susan Rasmussen  
David Lidov – “Notation (and Resilience) in Music”  
Michael Baker – “Strategic Incompletion in Clara Schumann’s Lieder”  
Susan Rasmussen – “Music as a Symbol of Resilience and Change: Reconstructions of Gendered Meanings in Revival of the Anzad, a One-Stringed Bowed Lute, in Tuareg Society”

Room 2  Media Representation and Transvaluation  
Chair: Hong Wang  
Kathryn Hamm and Eric Hamm – “Hashtag Blessed: The Social Media Humblebrag as Religious Signaling and Nietzschean Transvaluation”  
Mayna Ruggiero – “The First-Lady Marcela Temer and her Representations in Brazilian News Media”  
Hong Wang – “‘Time to Wake Up’: The Symbolic Power of Mr. Whitehouse’s Voice”

Room 3  Sensual Semiotics: Grotesques and Aesthetics  
Chair: Javier Clavere  
Cassandra Collier – “Grappling with the Grotesque: Monstrous Performance as an Act of Queer Resiliency”  
Yemi Mahmud – “Aesthetic Study of Female Space and Power in the Igogo Festival of the Owo-Yoruba People of Nigeria: A Semiotics Perspective”  
Desirée Bradford Scarambone – “Sensual Semiotics of Christ’s Body: La Passion de Simone”

10:45–11:00  Coffee Break

11:00–12:30 pm  Concurrent Sessions (3 papers/each)

Room 1  Peirce and Language Evolution  
Chair: Jamin Pelkey  
Stéphanie Walsh Matthews – “Peirce’s Evolutionary Bridge to Greimassian Anthropology: Where the Twain Shall Meet”  
Geoffrey Owens – “The Remarkable Evolution of Stress and Vowel Inflection in Swahili”  
Room 2  **Resilience in Cultural Heritage: Artifacts and Cuisine**  
Chair: Delin Lai  
Catherine Gumarin – “Cookbooks as Black History: A Critical Analysis of Freda DeKnight’s A Date with a Dish”  
Matthew Hughes – “Repatriation and Resilience in Cultural Heritage”  
Delin Lai – “Calligraphic Inscriptions, Ancient Remains and Symbolic Artifacts: the Chinese Garden as a Semiotic System”

Room 3  **Medical Diagnosis and Signs of Health**  
Chair: Sally Ann Ness  
Jose Geraldo Romanello Bueno – “Reflexions on Semiotics of Medical Diagnosis”  
Maryann Kozlowski – “You Can’t Be What You Can’t See: Exploring Fatness as a Symbol in Popular Culture”  
Sally Ann Ness – “Signs of Illness, Signs of Health; the Semiotics of Acupoint Biophoton Emissions Testing”

**12:45–2:15  Luncheon and Keynote Lecture**  
Convener: Farouk Y. Seif  
Wendy Wheeler, Professor Emeritus of English Literature and Cultural Inquiry, London Metropolitan University, UK  
“Resilience in a Time of Semiocide: Against the Murder of Natural and Cultural Meanings”

**2:30–4:30  Concurrent Sessions (4 papers/each)**

Room 1  **Narrative (I): Advancing from Narration Toward Narratology: The Art, the Craft, the Science – Panel III**  
Chair: Hilary Williams  
Rusty Barrett – “Engagement and Resistance in Cross-cultural Co-Constructed Narratives”  
Marian Cardenas-Onate – “Ethnographic Sculptures, Narrative Alternatives to Voice”

Room 2  **Heuristic Tools: Peircean Qualia and Diagrams**  
Chair: Priscila Borges  
Karolina Šedivcová – “Peircean Solution to the Paradox of Introspection”  
Dalibor Lošťák – “C. S. Peirce on Elements and Boundaries of Cognition”  

Room 3  **Media, Politics, Rhetoric, and the Interpretant**  
Chair: Richard L. Lanigan  
Elliot Gaines and Frank J. Macke – “Media and the Interpretant”  
Christopher Fulton – “Milton Rogovin and the Semiotics of Class”  
Mariano Dagatti – “Political Images and a Politics of the Images: A Rhetorical Study of the Political Image in Hypermedia Societies”  
Garnet Butchart – “Communicology: A Report on Knowledge”
4:30–4:45  Coffee Break

4:45–6:15  Concurrent Sessions (3 papers/each)

Room 1  Narrative (I): Advancing from Narration Toward Narratology: The Art, the Craft, the Science – Panel IV
Chair: Hilary Williams
Discussant: Andrew Flachs
Nina Corazzo – “Narrating Gender: The Signification of the Rocking Horse in Robert Peckham’s ‘The Hobby Horse,’ c. 1840”
Kyra Landzelius – “Visual Narratives of Becoming and Going: Swedish Housescapes from Yesteryear”

Room 2  Religious Communities and Resilience in a Complex World
Chair: Deborah Eicher-Catt
Samuel Sarpiya – “Signs of Religious Resilience in a Complex World”
Patrick Walters – “Mathematical Language that Occurs at Semiotic Transitions in Matter, and the Implication for a Higher State of Natural Community”
Penelope Wong – “Mindfulness: A Multi-Faceted Response of Resilience in a Turbulent, Changing and Unpredictable World”

Room 3  Cultural Semiotics: Memory, Relation, and Sustainability
Chair: Richard Currie Smith
Susana Veronica Pliego Perez and Victor Manuel Pineda Santoyo – “Construction of Memory in the Biosemiotic System”
Louis Alec Rezanka – “Cold Iron Trails: The Continuity of Relational Entities from Ancient Fae Myth into Modern Cinema”
Richard Currie Smith and Brooke William Deely – “The Semiotic Age or the Age of Relation: John Deely’s Human Sustainability Legacy”

6:15–8:00  Dinner (on your own, list of suggested restaurants will be provided)

8:00  4-and 8-hand Piano Recital
Javier and Lindsey Clavere with Robert Hatten and Eden Davis

Sunday October 7, 2018

8:00–11:00 am  Breakfast and Closing Event
Deborah Eicher-Catt – SSA Annual General Business Meeting
New President Inauguration
Javier Clavere – A Sneak Peek at Next Year’s Annual Meeting (SSA 44th)
Closing Ceremony and Farewell