4th International Conference on Semiotics and Visual Communication
Conference program 17-19/6 2022 **Myths**Today

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

šemiotíçs ånd visuāl çõmmünìcatíoñ läb

Cyprus Semiotic Circle

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

LASER
OFFSET PRINTERS

IASS-AIS
International Association for Semiotic Studies

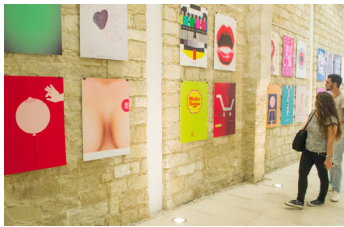hellenic semiotics society

ΕΓ ΕΚ ένωση γραφιστών και εικονογράφων κύπρου

+DESIGN

WELCOME
TO THE FOURTH CONFERENCE
ON SEMIOTICS AND VISUAL COMMUNICATION
JUNE 2022

Welcome to the 4th International Conference & Exhibition on Semiotics and Visual Communication 2022. The event is organised by the *Cyprus Semiotics Circle* together with the *Semiotics and Visual Communication Research Lab* and the Department of Multimedia and Graphic Arts of Cyprus University Technology.

The conference aims to investigate the broad subject fields of Semiotics and Visual Communication in a widest context, celebrating the exploration of connections, tensions, contradictions and complementarity between the diversity of research outputs under the subject of 'Myths Today'.

The conference is organised under the auspices of *International Association for Semiotic Studies* (IASS-AIS) and the *Hellenic Semiotics Society* (HSS).
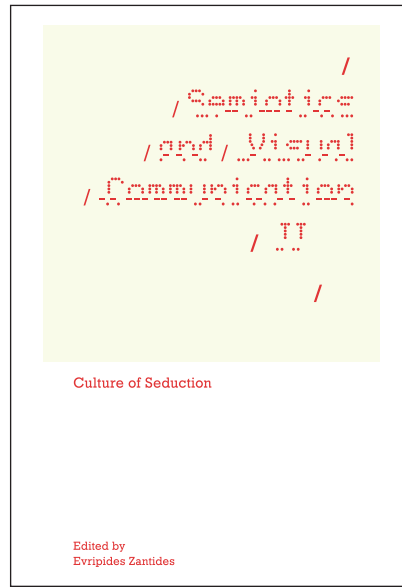
The event brings together researchers, scholars and practitioners who study, evaluate and reflect upon the means by which semiotic theories can be analysed, perceived and articulated within the context of the various forms of theoretical and practice based visual communication.

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* and 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].*

Moreover, we welcome you to Aphrodite's island, and we are delighted to host you in the city of Lemesos. 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

Concepts and Practices

Edited by
Evripides Zantides

/Semiotics and /Visual /Communication / II

Culture of Seduction

Edited by
Evripides Zantides

SEMIOTICS AND VISUAL COMMUNICATION III: CULTURES OF BRANDING

Edited by
Evripides Zantides

2nd International Conference and Exhibition on Semiotics and Visual Communication

21 Posters

3RD INTERNATIONAL CONFERENCE AND EXHIBITION ON SEMIOTICS AND VISUAL COMMUNICATION: 21 POSTERS ON EXPLOSION[S]

MYTHSTODAY
CALL FOR PAPERS

The notion of myth as defined by Roland Barthes in the late 1950's, provided a theoretical framework under which daily habits, as well as consumer practices can be examined as socially constructed signs, idealized through verbal narratives. While 'myth is a type of speech', it is also a type of image, typeface, cinema, photography, sports, online network, cyber space, politics, TV show, sound, fashion, since all these can serve as a groundwork to mythical discourses. Myth is a mode of signification that is 'not defined by the object of its message, but by the way in which it utters this message...' Whether verbal or nonverbal, when signs become meaningful they enter the mythical sphere and communicate culturally constructed messages. Under this framework, the current conference builds on the enduring significance of this concept, and aims to explore myths today, in the context of global networks, globalisation, visual and mass communication.

What types of myths are constructed and chosen, nowadays? How does official culture, oppositional and/or popular culture, constructs powerful new myths? How are these myths communicated through, or symbolically reflected, verbally as well as audio-visually, for example on advertisements, social networks, logos, tourism campaigns, multimedia, the internet, films, or mass media? Whilst these are macro-examples, we might also look at micro-examples, such as music co-opted into myth; the meaning of tourism memorabilia; the sub-texts of advertisements drawing on nostalgic images of the past; branding; the typography on holiday brochures; political speeches and gestures (for example how Presidents wave from planes, their guiding hand on a fellow leader's back as they step into a summit); social networking; self-branding ideologies; the significance of a Monarch's headwear, the myths of the fashion system, celebrity, gaming and entertainment culture, popularity and online recognition, typo-myths, etc.

Under the scope of uncovering and investigating myths today, we invite papers that examine the Conference's theme through macro and/or micro examples, during a quite socio-politically unstable era where comprehending these phenomena and providing effective readings becomes not only increasingly important, but sometimes vital for survival.

The Conference seeks to bring together scholars, researchers and practitioners who share a common interest in Semiotics and Visual Communication.

The Conference accepts papers in English and Greek language. Only accepted authors with physical presence at the conference will be legible to publish their work in the selected proceedings. We welcome proposals for individual papers (approximately 20 minutes long plus 10 minutes for discussion), related (but not limited) to one of the following main themes:

> *Signs and the Rhetoric of Myths*
> *Myths and Political Communication*
> *Myths of Identity*
> *Visual Arts and Images of Myths*
> *Myths in Social, Political or Commercial Advertising*
> *Myths in Architecture or Applied Design (*
  Graphic-Interior-Product-Fashion-Landscape)
> *Myths in Lifestyles and Branding*
> *Myths in Mass Media Communication*
  (Newspaper-Magazines-Television-Cinema)
> *Myths in Interactive Media and Social Networks*
> *Memes-Myths*

4TH INTERNATIONAL CONFERENCE
ON SEMIOTICS AND VISUAL COMMUNICATION// MYTHSTODAY//
17–19 JUNE 2022 AT CYPRUS UNIVERSITY OF TECHNOLOGY//
25 COUNTRIES//**70 PRESENTATIONS**//

AUSTRALIA//ARGENTINA//**ARMENIA**//BRAZIL//**BULGARIA**//
CANADA//**CYPRUS**//DENMARK//**DUBAI**//ESTONIA//**FRANCE**//
GERMANY//**GREECE**//HONG KONG//**INDIA**//ITALY//**KUWAIT**//
LEBANON//**LITHUANIA**//POLAND//**RUSSIA**//SAUDI ARABIA//
SPAIN//UNITED KINGDOM//**UNITED STATES OF AMERICA**//

> FRIDAY-17 JUNE 2022

15+30	**REGISTRATIONS RECEPTION**-TASSOS PAPADOPOULOS BUILDING FOYER
16+15	**OPENING OF THE CONFERENCE**-Amphitheatre 1-[001]/Ground floor
16+30	**1. KEYNOTE SPEAKER**-Amphitheatre 1-[001]: **Gregory Paschalidis:** Ideas in motion: The political mythology of the protest march *Chair: Evripides Zantides*
17+30	*COFFEE BREAK*

	ROOM 1-[101]/1ST FLOOR	ROOM 2-[102]/1ST FLOOR	ROOM 3-[104]/1ST FLOOR
	Chair: Aspasia Papadima	*Chair: Aekaterini Mavri*	*Chair: Panagiotis Ferentinos*
18+00	**2. Suren T. Zolyan** On mythologization of the history: The semantics and pragmatics of "the same" historical event	**5. Danae Ioannou** Fashioning the mythical monsters: A semiological interpretation of Alexander McQueen's Plato's Atlantis	**8. Mariem Ben Smida** Hhe Myth of Winston Churchill in the Brexit Referendum Rhetoric
18+30	**3. Benjamin Richards** The subcultural myths of postfascism	**6. Georgios Liamadis, Tatiana Altini and Ifigenia Vamvakidou** Rolling Stories: Deconstructing the Myth of the Toy-Car	**9. Imke Henkel** Naturally alien: The depoliticization of Euroscepticism through a British identity myth.
19+00	**4. Carl W. Jones** Decolonizing advertising through the analysis of tools and techniques appropriated to design myths	**7. Eirini Papadaki** Myths of the Greek Tourism Industry: The Case Study of the Greek Rustic Shoe "Tsarouchi"	**10. Evagoria Dapola** Killing me softly: Building myths of true killers–from Serial to Tiger King and beyond

19+30	**11. ERC PRESENTATION**-Amphitheatre 1-[001]: **Prof. Massimo Leone,** Professor of Communication, Cultural Semiotics, and Visual Semiotics, University of Turin; *Chair: Dr. Andri Ioannou* ERC Consolidator grant holder (project FACETS: Face Aesthetics in Contemporary E-Technological Societies). **Dr Aneta Krzemien Barkley,** Scientific Officer, European Research Council Executive Agency (ERCEA). Since 15 years, the European Research Council (ERC) has been supporting excellent, investigator-driven frontier research across all fields through a competitive peer review process based on scientific excellence as the only selection criterion. The ERC calls for proposals are open to researchers from around the world who plan to carry out their research project at a host institution in an EU Member State or in a country associated to the current EU Framework Programme for Research and Innovation. The session will provide an overview of the ERC funding, the evaluation procedure and criteria, as well as general guidance on how to prepare a proposal. The session participants will also gain practical insights into the application process, project implementation as well as the impact an ERC grant can have on one's academic career from the perspective of Professor Leone, an ERC grantee conducting research in the area of semiotics and visual communication.
20+30	*END OF DAY 1*

> SATURDAY-18 JUNE 2022

08+30	**REGISTRATIONS RECEPTION**-TASSOS PAPADOPOULOS BUILDING FOYER
09+00	**12. KEYNOTE SPEAKER**-Amphitheatre 2-[002]/Ground floor: **Massimo Leone:** Faces and Myths: The Visual Semiotics of Prosopopoeia *Chair: Efi Kyprianidou*
10+00	*COFFEE BREAK*

	ROOM 1-[101]/1ST FLOOR	ROOM 2-[102]/1ST FLOOR	ROOM 3-[104]/1ST FLOOR
	Chair: Efi Kyprianidou-Massimo Leone	*Chair: Vasilis Vamvakas*	*Chair: Evripides Zantides*
10+30	**13. Evangelos Kourdis** Transmute cinema mythologies: the foot popping kiss	**18. Randall Johnson** Ready-to-wear patriotism: A visual analysis of the Warsaw Uprising defeat myth and its consumers	**23. Panagiotis Ferentinos** Athens in crisis: De-mapping the map of a mythical city
11+00	**14. Gabriele Marino** By Means of Memes: Deconstructing the Myth of Online Virality	**19. Auli Viidalepp** Intelligent technologies as human's Other: the myth of machine semiosis.	**24. Iokasti Foundouka** Ambiguous female identities: women in arms in Greece during the 1940's
11+30	**15. Silvia Barbotto** Atlas and Ganesha: Old Myths Nowadays	**20. Maryam Hosseinnia** The Green Sleepers of Tehran Park Bench Semiotics	**25. George Damaskinidis and Eirini Aspridou** Conceptualizing and Sculpturing Food: A multimodal semiotics approach to culinary statements
12+00	**16. Remo Gramigna** Faces, Mirrors, and the Riddle of Asymmetry	**21. Maria G. Moschou** A woman artist's long engagement with fashion: Frida Kahlo's iconic branding across the art world	**26. Karolina Glowka** Artistic Advertisements as Myths
12+30	**71. Elsa Soro** From Chernobyl to Raves: the divergent visual dystopias around the myth of the gas mask	**22. John David Storment** Going [plane icon]Lexicon: Visual Elements as Lexical Items in Social Media	**27. Muteb Alqarni** The Strategies of Evil Eye in Bani Buhair Tribe
13+00	*LUNCH BREAK*		

> SATURDAY-18 JUNE 2022

13+30	**REGISTRATIONS RECEPTION**-TASSOS PAPADOPOULOS BUILDING FOYER		
14+00	**28. KEYNOTE SPEAKER**-Amphitheatre 2-[002]/Ground floor: **Dina Faour:** Females of Arabia, an Identity Lost Between the Mythical and the Real: A study on the Repercussions of Stereotypical Identity Myths in TV Advertising. *Chair: Sonia Andreou*		
15+00	*COFFEE BREAK*		
	ROOM 1-[101]/1ST FLOOR	**ROOM 2-[102]/1ST FLOOR**	**ROOM 3-[104]/1ST FLOOR**
15+30	*Chair: Efi Kyprianidou-Massimo Leone*	*Chair: Evangelos Kourdis*	*Chair: Konstantinos Argianas*
	29. Bruno Surace Semiotics of a Meta-Myth: The Selfie in the Cinema	**33. Vassilis Vamvakas** The destabilized myth of the Greek genius in TV comedies	**37. Μαλαματή Χριστοδούλου (GR language)** Η ελληνικότητα ως μύθος στις δίγλωσσες διαφημίσεις του περιοδικού πτήσης Blue της Aegean (2013-2015)
16+00	**30. Cristina Voto** Tentacular Faciality. Cthulhu, Medusa, and the Borders of the Semiosphere of the Face	**34. Charitini Tsikoura** Medea related myths:illustrating and performing women's identity today	**38. Θωμάς Μπαρδάκης (GR language)** Η μυθολογία των ονομάτων των Ελλήνων επαρχιωτών στις σειρές της σύγχρονης ελληνικής τηλεόρασης
16+30	**31. Simona Stano** Myth Between the Past and the Present: Knowledge, (Meta-)Language, Communication	**35. Elpida Chochliourou** The Role of the Trickster as an Analytic Tool of Interpretation of Transgender Images Calls for the Need of New Lexises	**39. Μυροφόρα Ευσταθιάδου (GR language)** Αμαζόνες: ένα ζωντανό αφήγημα του παρελθόντος ως στοιχείο ταυτότητας σήμερα
17+00	**32. Μαρία Σιδηροπούλου και Στέλλα Χριστοφή (GR language)** Μυθολογίες της ανάγνωσης: αναγνώστες, αναγνώσεις και αναγνώσματα στην τέχνη	**36. Andrew Mark Creighton** Myths in Social, Political or Commercial Advertising	**40. Στυλιανή Μπάρτζου (GR language)** Ο μύθος του Πυγμαλίωνα ως συμβόλου της καλλιτεχνικής αυτοαναφορικότητας
17+30	**41. KEYNOTE SPEAKER**-Amphitheatre 2-[002]/Ground floor: **Rikke Hansen:** De-Imagining myth possibilities through mechanisms from Critical design *Chair: Evripides Zantides*		
19+00	*OPENING OF THE FINAL YEAR EXHIBITION OF THE DEPARTMENT OF MULTIMEDIA AND GRAPHIC ARTS-CUT OUT 2022, Graphic Design Studios Platia Iroon*		
20+30	*CONFERENCE DINNER*		

> SUNDAY-19 JUNE 2022

8+30	**REGISTRATIONS RECEPTION**-TASSOS PAPADOPOULOS BUILDING FOYER
09+00	**42. KEYNOTE SPEAKER**-Amphitheatre 2-[002]/Ground floor: **Kristian Bankov:** Populism, Memes and the Semiotic Paradox of the Myth "джендър-gender" *Chair: Gregory Paschalidis*
10+00	*COFFEE BREAK*

	ROOM 1-[101]/1ST FLOOR	ROOM 2-[102]/1ST FLOOR	ROOM 3-[104]/1ST FLOOR
	Chair: Aspasia Papadima	*Chair: Sonia Andreou*	*Chair: Savvas Xinaris*
10+30	**43. Matthew Caley** Garbo's Facebook re-exploring Roland Barthes's mythologies for the Facebook era	**47. Aluminé Rosso** Mythologies of the modern museum: Collector-philanthropists, the first influencers in history?	**51. Joumana Ibrahim** Nostalgia and myths as an emotional trigger in Lebanese adverts
11+00	**44. Lyudmyla Zaporozhtseva** Mythologeme of Catastrophe: Representations in Social Media during Pandemic	**48. Jacqueline Hill** "How can we know the dancer from the dance?" The role of myth within contemporary branding strategies	**52. Esterina Nervino and Francisco O. D. Veloso** Love in the 21st century: a social semiotic analysis of 'About Love' by Tiffany & Co.
11+30	**45. Ewa Kozik** Myths in Social Network: about self-healing in Polish popular discoursesy	**49. Anna Fotiadou and Maria Christoforou** Theater, performance, technology and semiotics: The interaction of technological innovation/video technology, in constructing narrative plots and deconstructing myths, in theatre and performing arts.	**53. Silvia Ramírez Gelbes** Chains or tattoos on the neck as a mythical form: The stereotype of the hitman in the series about the mafia
12+00	**46. Costis Dallas and Rimvydas Laužikas** The message is the Agent: Art Nexus and semiospheres in Social media communication	**50. Nicholas Qyll** Polymythical branding: Madonna as 'cultural material girl'	**54. Maria Papanthymou** The semiotic conflicts between city and countryside and the ways of solving them
12+30	*LUNCH BREAK*		

13+30	**REGISTRATIONS RECEPTION**-TASSOS PAPADOPOULOS BUILDING FOYER		
14+00	**55. KEYNOTE SPEAKER**-Amphitheatre 2-[002]/Ground floor: **Lia Yoka:** Pictures of the unborn, myths of reproduction *Chair: Yiannis Skarpelos*		
15+00	*COFFEE BREAK*		
	ROOM 1-[101]/1ST FLOOR	**ROOM 2-[102]/1ST FLOOR**	**ROOM 3-[104]/1ST FLOOR**
	Chair: Maria Christoforou	*Chair: Efi Kyprianidou*	*Chair: Matthew Caley*
15+30	**56. Eleni Alexandri** The Myth in K-Pop	**61. Βασίλειος Καντάς (GR language)** Ηδυπάθεια και προσδοκία: αναπαραστάσεις του μύθου των φιλήδονων χειλιών στην σύγχρονη φωτογραφική πρακτική	**66. Yannis Skarpelos and Sophia Messini** Mythologies of viruses and pandemics
16+00	**57. Jacopo Castaldi** Keeping the myth of the British Empire alive: combining a multi-semiotic analysis of two BBC travel documentaries with audience research	**62. Κωνσταντίνος Αργιανάς (GR language)** Διασταυρούμενες μυθολογίες: Η νεώτερη ευρωπαϊκή τέχνη και ο σύγχρονος αμερικανικός οπτικός πολιτισμός	**67. Irene Gerogianni** Learning from Dionysus: Performance Art and Performances of The Bacchae since the 1960s
16+30	**17. Georgios Liamadis** Automotive Design in the Early Age of Electrification -in search of a New Myth	**63. Ελένη Λαζαρίδου (GR language)** Ο σύγχρονος αστικός μύθος του καφέ μέσα από την διαφήμιση	**68. Anna Zieba** The myth of authenticity in media images: the case of visual representation of a world health crisis
17+00	**59. Tiit Remm** Making the future in the city–from myths to cultural facts	**64. Αγγελική-Σοφία Μαντίκου (GR language)** Μετασχηματισμοί του ενδιάμεσου: Χαρτογραφήσεις μιας ιδιοσυγκρασιακής συνάρτησης σχεδιασμού	**69. Sonia Andreou and Stelios A. Andreou** Representing people with special needs in the process of constructing official culture repertoires through postage stamp imagery
17+30	**60. Δώρα Παπίδου (GR language)** Από τη μυθογραφία στην ψηφιακή γραφή. Η αρχιτεκτονική σκέψη στη μετα-αλφαβητική εποχή	**65. Ασπασία Παπαδήμα (GR language)** Το κόκκινο κραγιόν: η διεκδίκηση του μύθου μέσω της διαφήμισης	**70. Amparo Latorre Romero** The cultural construction of the myth in the visual art through Cavafis's work: Σαλώμη
18+00	*CLOSING SESSION OF THE CONFERENCE*		

4th International Conference on
Semiotics and Visual Communication

mythstoday

17–19 June 2022
Cyprus University of Technology
www.cyprus-semiotics.org

CONFERENCE Abstracts at

https://cyprus-semiotics.org/csa-conferences/2020-2/downloads2/

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CONFERENCE Dinner on Saturday 18/6 at
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