



The 41st Annual Meeting of the Semiotic Society of America
 Delray Beach Marriott Hotel, Florida, September 28-October 2, 2016

Program Schedule

Wednesday, September 28, 2016

1:00-5:00 pm	Registration and Information [Outside Salon D]
1:00-7:00 pm	Book Exhibit [Outside Salon D]
5:00-7:00 pm	Meet and Greet [The Lobby or O'Grady's across from reception]

Thursday, September 29, 2016

8:00-6:30 pm	Registration [Outside Salon D]
8:00-6:30 pm	Book Exhibit [Outside Salon D]
9:30-11:30	Coffee and Tea [Seacrest Foyer]
10:00-11:45	Pre-Conference Workshop [Salon D] The Semiotics of Murder: Marcel Danesi and Mike Arntfield
12:00-2:00	Luncheon and Opening Ceremony [Salons EF] Welcome Address Marcel Danesi , University of Toronto Honoring Umberto Eco
2:15-4:15	Concurrent Sessions
[Room 1]	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
[Room 2]	Symbolic Anthropology (Chair Jamin Pelkey) Geoffrey Owens The Ever-Moving Signposts of Indigenoussness Genevieve Vaughan Gift-Giving, Communication and the Source of Meaning Jamin Pelkey Through the Hourglass: Cross-Cultural Evidence for a Transcultural Diagram in the Semiotics of Movement Victor Alabi Symbols of the Dreams of Leaders in Ahmed Yerima's Mojagbe and Ajagunmale
[Room 3]	Semiotic Theory (Chair Christopher Morrissey) Daina Teters Beginnings and Preconditions of Theoria Xiaofang Yan From Structure to Subject: Study on Greimas's Semiotics of Subject Christopher Morrissey Logic as a Liberal Art: Logic within Semiotics
[Room 4]	The Bible (Chair Gilad Elbom) Gilad Elbom Judges 9: Toward an Early Hebrew Semiotics Kathryn Hamm Symbolic Responses to Gospel Examples of Guilt, Shame and Shaming Tomas Lopez Signs of the Philistines Laura Manzo Understanding the Mystery of God Through Wisdom and Its Sign Values in Sir 24:1-27
4:15-4:30	Coffee Break [Seacrest Foyer]
4:30-5:30	Concurrent Sessions
[Room 1]	Semioethics Matt Mancino College-Style Prank or Crime Against the State: Semioethics and Otto Frederick Warmbier Vasile Stanescu "Voice for the Voiceless:" Love and Speech in our Connection with Nonhuman Animals
[Room 2]	Film Gila Safran Naveh 'A Black Hole Burrowed Within Us': Semiotics at Work in Laszlo Nemes' Holocaust Film Son of Saul Liana Hakobyan Semiotics of Shock and Land Without Bread
[Room 3]	Education and Literacy Hongbing Yu Semiotic Modeling and Education John Loo Embodied Writing in Second Language Writing (SLW) Contexts: Inspiring Linguistically Diverse Students Who Struggle with Writing
[Room 4]	The Self Peter Heinze Teleology and the Objective Unconscious Eric Hamm A New Look at Peircean Construction of Self through an Existential Lens

- 5:45-6:45 **Round Table Discussion: A Tribute to John Deely** (Chair Farouk Y. Seif) [Salons EF]
Myrdene Anderson, Ted Baenziger, John Coletta, Christopher Morrissey, Jamin Pelkey, Farouk Y. Seif,
and **Stephanie Walsh-Matthews**
- 7:00-9:00 **Welcome Reception** [Seacrest Foyer & Salons EF]
Michael Horswell, Dean of Graduate Studies and Research in the Dorothy F. Schmidt, College of Arts and
Letters at Florida Atlantic University

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**
- [Room 1] **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
- Room 2] **Imaginations II—The (Un)Reality of Virtual Worlds: Chaos-Hallucination-Creativity (1)** (Chairs Myrdene
Anderson and Donna West)
Myrdene Anderson and **Donna West** Imaginations
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' Inscapes and Peirce's Inner World: Individuality and
Haecceity
- [Room 3] **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
- [Room 4] **Genders**
Sabine Kergel The Special Feature of Female Existence and Forms of Activity as a Mode of Atypical
Employment
Mary Lathem 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**
- [Room 1] **Biosemiotics** (Chair William Dougherty)
Kevin Cummings and **James Stanesco** Eco Semiotics and the Question of Invasive Species
Geoffrey Beattie and **Laura McGuire** The Semiotics of Climate Change: How Optimism Bias Affects
Message Recall and Behavior
Sacha Franklin Jeune Food Buzzwords: Understanding How Schemas of Proper Dieting are Formed
- [Room 2] **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
- [Room 3] **Peirce** (Chair Richard Gilmore)
Richard Gilmore Sorites Semiotics
Aida Kasieva Kyrgyzstan: A Study of the Kyrgyz Cultural Paradoxes (Symbolicity in the Kyrgyz Culture)
Priscila Borges and **Juliana Franco** Peirce's Metaphysics and the System of 66 Sign Classes
Michal Karľa Peirce's 1865 "Proofs" of Symbolization
- [Room 4] **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
Janet Bourne Beethoven's Middle Earth: Embodiment and Hearing Film Music Topics in Eighteenth-
Century Music
- 4:15-4:30 **Coffee Break** [Seacrest Foyer]
- 4:30-6:00 **Concurrent Sessions**

- [Room 1] **Medicine** (Chair Richard Currie Smith)
Rodrigo Morais and **Roberto Chiachiri** Avatar Therapy Images: The Avatar Construction Process for the Treatment of Schizophrenia
Winfried Kudzusz 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
- [Room 2] **Semiotic Communities of Interpretation** (Chair Iris Fischer)
David Pfeifer Charles Peirce and Josiah Royce's Semiotic Turn
Iris Fischer Semiotics in Genevieve Stebbins' System of Culture
Sean Epstein-Corbin Pragmatism and Sentiment: Jane Addams, Lydia Sigourney, and the Duty to Care
- [Room 3] **Visual Semiotics** (Chair John Colletta)
Wm. Keith Heimann The Long, Glorious Grind: "The Road to Success" From the Etude Music Magazine
John Colletta "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
- [Room 4] **Metaphor** (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)
- 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**
- [Room 1] **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
Frank J. Macke A Communicology of Semiotics: Evidence, Judgment, and the Ambiguity of Lived-Experience
- [Room 2] **Imagings 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 Idionarration
- [Room 3] **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
- [Room 4] **Embodied Cognition and Music** (Chair Juan Chattah)
Scott Murphy Nuances of Embodiment and Meaning in Recent Film Music's Asymmetrical Meters
Juan Chattah Perception and Embodiment of Temporality in Film Music
Steven Rahn The Troping of Preexisting Music in the Films of Terrence Malick
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**
- [Room 1] **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
- [Room 2] **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 Greimasian Approach
Stéphanie Walsh-Matthews Evolutionary Semiotics and Homo Culturalis
- [Room 3] **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
- [Room 4] **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**
- [Room 1] **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
- [Room 2] **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?
- [Room 3] **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
- [Room 4] **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 Ssylybekova 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]