



Signs and Realities

Abstracts • Ed. by Zdzisław Wąsik

16th World Congress of **IASS-AIS**

University of Warsaw • 2-6.09.2024

UNIVERSITY OF WARSAW, FACULTY OF APPLIED
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EASTERN EUROPE LABORATORY

**The Book of Abstracts
from the 16th Word Congress
of Semiotics, “Signs and Realities”,
Warsaw, 2–6 September 2024**

edited by ZDZISŁAW WĄSIK

WARSAW 2024

DESCRIPTIVE SUMMARY. *The Book of Abstracts from the 16th World Congress of Semiotics, "Signs and Realities", Warsaw, September 2–6 2024.*, edited by Zdzisław Wąsik, has been prepared in the camera-ready form based on a guaranteed typescript. DTP: Zdzisław Wąsik. Special thanks should be given to Joanna Kozłowska, the coordinator for editorial matters, who has specially ordered covers from an artist preparing projects for publication. Added to this book, cover designs authored by Maria Loks have been graciously granted to the editor both in PDF and JPG versions.

Worth admitting is the fact that the project related to the organization of the IASS-AIS congress has been financed by funds from the state budget allocated by the Minister of Education and Science within the framework of the "Excellent Science II" Programme under the patronage of the Rector of the University of Warsaw. It should be added that the 2024 Congress of Semiotics. has been given the right to use the name of functioning under the auspices of the International Communication Institute, Washington, DC, USA by Zdzisław Wąsik, the ICI Laureate Fellow, Member of Bureau and Director of Regional Coordinators for Europe, Poznań, Poland.

The following booklet consists of six parts, among which, the first part informs about organizational data on committees and welcome words. The second includes plenary sessions, in which invited keynote speakers and worldwide known scholars as authors of master lectures will deliver their talks. A separate part number three constitutes the titles and texts of abstracts with keywords making up a group of panel proposals. They came from a competition announced during the two-month process. Out of 60 proposals, there were 51 who could convene proponents of papers to be delivered at panel meetings. Apart from panels, there was a possibility to submit abstracts proposing presentations to announced groups of thematic topics only. Within the period exceeding four months, more than five hundred abstracts were submitted. As a result of reviews conducted by panel conveners and invited opinion-givers, and finally following the unsuccessful applications for grants, the number of prospective participants lowered to about four hundred fifteen.

The abstracts of those who will deliver their talks have been collected in two subsequent parts, number four of chaired sessions, which include accepted proposals for topic presentations, and convened sessions, which include accepted proposals for panel presentations. The quality of the submitted abstracts has been evaluated from a linguistic and substantive point of view. Accordingly, there was a need to introduce some editorial changes in the texts of abstracts which did not comply with the metatextual or impersonal style of a reported narration using the third-person account of content. The critical elaboration of several abstracts was necessary to unify the impact of the whole book for abstracts on those who will learn something in the future and mostly to satisfy those authors who submitted their texts, that complied with expected standards. The editorial work on reading and sometimes also polishing the style and form, done also in the name of conveners and reviewers, was enormous and time-consuming too. To reduce redundancy by repeating the same information, it was necessary to add the index which informs about authors of abstracts and their affiliations both in institutions and types of sessions.

Academic and Technical Supervising

Zdzisław Wąsik, WSB Merito University in Wrocław
& Research Federation of WSB–DSW Merito, Poland

Cover Design

Maria Loks

Coordinator for Editorial Matters

Joanna Kozłowska, University of Warsaw

Congress Organizing Executives

Olga Lesicka, University of Warsaw

Elena Janchuk, University of Warsaw

Robert Borocho, University of Warsaw

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**Prof. Titular Dr. habil. Zdzisław Wąsik,
ICI Laureate Fellow, Member of Bureau and Director
of Regional Coordinators for Europe, Poznań, Poland**

czwartek, 20 kwietnia 2023
Thursday, April 20, 2023

Stosownie do posiadanych uprawnień niniejszym nadaję ŚWIATOWEMU KONGRESOWI SEMIOTYCZNEMU, IASS-AIS, poświęconego tematowi "Znaki i Rzeczywistości", który odbędzie się w Warszawie, 2-6 września 2024 roku, prawo do używania miana występowania pod auspicjami Instytutu Komunikologii z Waszyngtonu, DC, USA.

According to my possessed entitlements, I hereby bestow on the 16TH WORLD CONGRESS OF SEMIOTICS, IASS-AIS, devoted to the theme "Signs and Realities", which will be held in Warsaw, on September 2-6 2024, the right to use the name of occurring under the auspices of the International Communicology Institute, Washington, DC, USA.



Z poważaniem
With regards

Zdzisław Wąsik

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Chaired Sessions

produced does not remain isolated, but rather interrelates with others, an interaction is established between two or more semiospheres when a translation process takes place through alosemiotic texts, encouraging greater dynamism and a changing scenario where users transform their thinking and environment, creating increasingly complex texts on which Interaction Design must focus to understand the production and reproduction of discursive semiotic processes. In conclusion, the proposal is to adopt a semiotic perspective during Interaction Design processes to see users as agents of change that influence the production of design discourses. Furthermore, this perspective lets to know and to deeply understand the semiosis that develops between the user and the design to create texts that promote sociocultural diversity.

KEYWORDS: Discourse, Semiotics, Interaction Design, Users

Semiotic Landscapes: Exploring the Sociopolitical Dimensions of Alternative Names (submitted by JANA JAVORČÍKOVÁ)

ABSTRACT: The study presented herewith is based on three years of research conducted as part of a national grant scheme entitled “Cultural Memory of European Cities” (2012–2023). The authors build upon the research of selected practitioners of science, focusing on social semiotics and socio-onomastics. Specifically, they analyze the social and political contexts of alternative regional names (such as sobriquets, nicknames, aliases, abbreviations, and selected mottos) for 100 European destinations, which reveal the cultural memory of the city or region and communicate various alternative semiotic meanings, including real or projected emotions, attitudes, and statuses. Among these are adopted identities of a more significant counterpart (e.g., Little Italy, Venice of the North), megalomania (e.g., New Jerusalem), inferiority complexes related to certain imperfections (e.g., The City that is never ready), and many others. On the other hand, the absence of alternative name(s) may carry an important semiotic message of the so-called ‘non-identity.’ As such it may indicate the ‘silenced’ and ‘suppressed identity’ of locations with ‘unspeakable’ histories, for example, Auschwitz and Waterloo, which are beyond easily graspable linguistic notions. The study presented herewith will examine the diverse ways in which informal regional names and naming shape, and are shaped by, words and worlds-in-the-making, and how they reflect and

Accepted Proposals for Topic Presentations

affect the identity or identities of the respective region. Research results will help to define a taxonomy of various semiotic approaches to expressing diverse attitudes towards collective identities for the preservation of collective memory, as well as region branding.

KEYWORDS: Socio-Onomastics, Cultural Memory, Inferiority Complexes, Suppressed Identity, Informal Regional Names

**Cultural Resilience and Semiotic Analysis
of Mashhad's Historic Alleys
(submitted by SAMANEH ESHRAGHI IVARI)**

ABSTRACT: Stories shape the human environment, and one can easily see cultural narratives reflected in the alleys of Mashhad, Iran. These alleys inspire art and literature in Iran, acting as a canvas where cultural stories can be read like a book. This research investigates the cultural resilience and sustainability of the old alleys in Mashhad. Employing a methodological approach that involves walking through the alleys to gather data and analyzing it through Peirce's semiotic theory, specifically his third sign trichotomy—icon, index, and symbol—and his doctrine of pragmatism, the study explores the cultural significance embedded within these historic spaces and their role in preserving cultural heritage. The structural alterations in these alleys pose challenges to Mashhad's cultural stability, impacting the identities of its residents. Focused on Mashhad's old city, the research aims to identify and interpret ornamental signs present on the edges of the alleys. Drawing from primary data, historical sources, and documents, the study emphasizes the importance of visual communication in conveying the richness of urban heritage and fostering continuity. Through a detailed exploration of Eidgah Alley, Siyabon Alley, and Hamam Bagh Alley, the research identifies challenges and opportunities for cultural sustainability within Mashhad's old city. It underscores the importance of preserving cultural heritage and recognizing cultural symbols and practices that contribute to the identity of the city's residents. By acknowledging the dynamic nature of cultural interpretation and the evolving significance of cultural signs, the paper offers insights into strategies for safeguarding cultural resilience amid urban transition.

KEYWORDS: Cultural Resilience, Mashhad City, Peircean Semiotics, Urban Heritage



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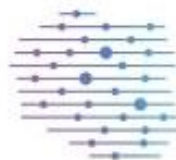
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