INTERNATIONAL CONFERENCE

SEMIOSIS IN COMMUNICATION

Medical Humanities: Bridges between Embodiment of Signs and Embodied AI

Târgu-Mureș, May 21-23, 2026

Conference description

The fifth (5) edition of the International Conference ***Semiosis in Communication: Medical Humanities: Bridges between Embodiment of Signs and Embodied AI*** will be organized by the by the **Petru Maior Faculty of Science and Letters**, **George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș** (UMFST) - in participation with:

- ***Balkan Association for Semiotic Studies*** (BASS);
- ***SemioLab*** - Semiotics Laboratory affiliated with Aristotle University in Thessaloniki (Greece);
- ***Southeast European Center for Semiotic Studies*** (SEECSS) at New Bulgarian University (NBU), Sofia (Bulgaria);
- ***Semiotics and Visual Communication Research Lab*** at Cyprus University of Technology;
- ***The Department Department of Sciences and Letters*** *from the Petru Maior Faculty of Science and Letters, Târgu-Mureș (RO)*;
- *The* ***Babeş-Bolyai University in Cluj-Napoca*** (RO) and

under the auspices of the ***International Association for Semiotic Studies*** (IASS-AIS). The event will be held in Târgu Mureș, a picturesque, multicultural city in the heart of Transylvania, one of the oldest, most famous and beautiful historical regions of Romania, from the **21th to the 23th of May, 2026**.

This conference explores the role of semiosis in communication. Objects of interdisciplinary knowledge par excellence, semiotics and communication are complementary ways of world mastery, of the *big game*, just like Solomon Marcus (2011) would say. The main objective of the International Conference *Semiosis in Communication* is to emphasize the importance of semiotic type queries in the communication sciences and to stimulate the exchange of ideas in these fields and areas of academic research. The main theme proposed for this fifth edition of the international conference Semiosis in Communication is *Medical Humanities: Bridges between Embodiment of Signs and Embodied AI*.

Basically, we propose to participants a return to the origins of the discipline, to the ancient roots of semiotics, to explore and have insightful exchanges of ideas about the new practices of meaning construction that the digital revolution offers us. This allows us to explore how the human capacity to produce signs is rooted in perceptual, affective, and intersubjective experience (Violi 2008, Sonesson 2007, Nöth 2006). Meaning emerges only from this foundation? Are semiosis and cognition grounded in embodied experiences, resulting from the position of the human body at the center of the world of common sense? In the digital age, new practices of meaning-making brought by AI challenge us to reflect (Leone 2022). We must consider whether, and how, AI can participate in semiosis or only emulate its observable outputs through computational embodiment.

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The conference is organized in several panels, which will address specific topics, that explore how digital transformations and AI shape the interdisciplinary dialogue between medicine and the humanities, but also with other complementary fields, such as:

- *Semiotic of Culture/Cultural Semiotics;*
- *Semiotics and Communication;*
- *Semiotics, Cultural Diversity & Intercultural Dialogue;*
- *Medical Humanities;*
- *Social Semiotics & Multimodality;*
- *Visual Semiotics and AI Imagery;*
- *Mediation and Multimodal Meaning Making in Digital Environments;*
- *Semiotic approach of Fake News and Digital Disinformation*;
- *Political Semiotics;*
- *Semiotic Approaches to the Role of Information and Social Influence in Strategic Competition;*
- *Semiotics of Artificial Intelligence;*
- *Meaning-Making Practices and Creativity in the Digital Age;*
- *Semiotics, Culture & Brand Communications;*
- *Applied Semiotics,* etc.

In the tradition of previous Semiosis in Communication (SC) editions, keynote speakers will be some internationally recognized experts in their fields of activity.

Keynote Speakers confirmed:

- **Paul Cobley**, Former President of IASS-AIS, International Association for Semiotic Studies (2014-2024), Deputy Dean Research & Knowledge Exchange at Middlesex University (U.K.) – **Paul Cobley** is ***Honorary Guest*** of the event - https://www.mdx.ac.uk/about-us/our-people/staff-directory/profile/cobley-paul;
- **Julieta Haidar** – National School of Anthropology and History (ENAH), Postgraduate Division in Social Anthropology, Director of the permanent seminar and the research line in discourse analysis and semiotics of culture at ENAH, Mexico City, Mexico – **Julieta Haidar** is ***Honorary Guest*** of the event - www.tercercongresomundialtransdisciplinariedad.mx;
- **Tiziana Migliore** – Secretary General of IASS-AIS, International Association for Semiotic Studies – Associate Professor of Semiotics at the University of Urbino Carlo Bo (Italy) and member of the Umberto Eco International Centre of Semiotic Sciences based there - https://www.uniurb.it/persone/tiziana-migliore;
- **Massimo Leone** – Full Tenured Professor ("Professore Ordinario") of Philosophy of Communication and Cultural Semiotics at the Department of Philosophy and Educational Sciences, University of Turin, Italy, Permanent Part-Time Visiting Full Professor of Semiotics in the Department of Chinese Language and Literature, University of Shanghai, China, Associate Member of Cambridge Digital Humanities, Cambridge University, and Director of the Center for Religious Studies, "Bruno Kessler Foundation", Trento, Italy - https://www.unito.it/persone/maleone;
- **Fernando Andacht** – Full Professor in the Department of Theory of Communication, Facultad de Información & Comunicación, at the Universidad de la República in Montevideo, Uruguay - https://grokipedia.com/page/fernando_andacht;

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- **Maria Giulia Dondero** – Professor Research Director of the National Belgian Fund for Scientific Research (F.R.S.-FNRS) and Professor at the University of Liège - https://www.uliege.be/cms/c_9054334/en/directory?uid=u203304;
- **Kristian Bankov** – Professor of Semiotics at New Bulgarian University and Department Chair of the Southeast European Center for Semiotic Studies; Former Secretary General of IASS-AIS, International Association for Semiotic Studies (2014-2024) - https://semiotics.nbu.bg/en/academic-staff/prof-kristian-bankov-ph-d;

Academic sessions / workshops organized during the event (*the list is open*)

- **Transdisciplinary Studies, Cultural Semiotics & Digital Culture** - coordinator Prof. Julieta HAIDAR;
- **New Meaning-Making Practices in AI Semiotics** - coordinator Prof. Massimo LEONE, and Prof. Maria Giulia DONDERO;
- **Semiotic Foundations of Communication in the Era of Digital Memory** - coordinator Prof. Nicolae-Sorin DRĂGAN;
- **Semiotic Guerrilla as the Cultural Dimension of Cognitive Warfare: Communication, Information Integrity, and Countering FIMI** - coordinator Dr. Marius-Viorel POȘA.

Important deadlines

Submissions open: **November 22, 2025**

Deadline for submission of Abstracts: ~~February 16th, 2026,~~ **April 17th, 2026** (you will receive an acknowledgment by email)

Notification of Acceptance: **As soon as you send us the abstract, within a day or two at the most**

Deadline for participation fee: ~~March 10th, 2026,~~ **April 24th, 2026**

Conference: **May 21-23, 2026**

Paper submission

Applications for presentations consist in only one document:

- Title and abstract (max. 300 words followed by 3-5 keywords) with short and relevant *bionote* (do not exceed 150 words, please) in MS Word format (.doc, .docx). We highly appreciate short, schematic texts.

Co-authored papers are welcome.

Papers are delivered in 30 minutes presentations (20 minutes talk followed by 10 minutes of debate).

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Please, submit your proposal to dragan.nicolaesorin@gmail.com, or sorin.dragan@umfst.ro, within ~~February 16th, 2026,~~ **April 17th, 2026**. Only one paper for each participant (as a first author) will be accepted.

The official language of the conference is English, but there will also be sessions in which the papers can be presented in Spanish.

The authors will receive confirmation via e-mail.

Registration & Conference fee

Early bird registration - by **March 10th, 2026**:

Delegates should pay the conference fee - **90 Euro/participant** - after the notification of abstract acceptance.

For delegates only attending the conference (without presenting), the fee is **40 Euro/participant**.

Late registration - after **March 10th, 2026**:

Delegates should pay the conference fee - **120 Euro/participant** - after the notification of abstract acceptance.

Members of the IASS-AIS will pay **70 Euro/participant**.

Also, for delegates from the **Americas, the participation fee is 70 euros**.

For delegates only attending the conference (without presenting), the fee is **40 Euro/participant**.

The fee includes:

- Conference access to all lectures, workshops, seminars and round tables,
- Lunch - respectively two lunches, each day of the event,
- Refreshments during coffee breaks (at least 2-3/day),
- Conference badge and materials,
- A *Welcoming Reception* on **May 21, evening (*free for all participants and guests*)**.
- Participation in cultural-artistic events offered by the organizers during the conference,
- Publication in conference proceedings, as well as in other international academic journals with which we have partnerships - such as, for example, *New Explorations: Studies in Culture and Communication*, *Journal of Media Research, TAMGA-Journal of Turkish Semiotic Studies,* or *Technium Social Sciences Journal* (selected papers only), respectively in the collective volume from an internationally prestigious publishing house.

The conference fee may be paid by direct bank transfer in the following bank accounts:

RO75BTRLRONCRT0CP1112902 – RON
Bank Name: Banca Transilvania S.A.
Bank address: Banca Transilvania S.A., Calea Dorobantilor No. 30-36, Cluj-Napoca 400117, Romania
Account owner: "Petru Maior" University Alumni Association – UMFST
Fiscal code (CIF): 16088808
SWIFT: BTRLRO22XXX
Reason for Payment: Conference Fee UMFST SemiosisComm

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or

RO22BTRLEURCRT0CP1112902 – EURO
Bank Name: Banca Transilvania S.A.
Bank address: Banca Transilvania S.A., Calea Dorobantilor No. 30-36, Cluj-Napoca 400117, Romania
Account owner: "Petru Maior" University Alumni Association – UMFST
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IMPORTANT TO REMEMBER

1. Speakers and participants are invited to become members of IASS-AIS, and to formalize their membership when registering for the event - their membership fee for 2026 (€25) is paid at the same time as the conference registration.
2. The conference organizers and IASS-AIS facilitate the participation of researchers who are part of the Early Career Researchers ECR program (reduced fees, percentage of ERCs communications, scholarship). The number, amount, and respective contributions of the conference organizers and the IASS will be decided and specified later.

Also, as we have already accustomed the participants of our events, we will offer other surprises, for example, immediately after the end of the conference, on May 23 or 24, 2026, we will organize a trip to the surroundings - either to the famous Sovata resort, or to the Medieval Citadel of Sighișoara, or to the residence of King Charles of Great Britain in the picturesque village of Viscri, or to the fortresses and castles in the surroundings, for which we will return with additional information in due time, in subsequent messages.

After the payment delegates are required to send the payment confirmation to: dragan.nicolaesorin@gmail.com or sorin.dragan@umfst.ro in order to register for the conference.

Publication

For conference delegates, we offer more publishing possibilities. In all instances your papers are subject to a double-blind peer review. Each journal has its own peer review process that will be followed. If you have committed your paper for other venues, you may just present your paper at the conference. Please note that only the papers that have been presented at the conference will be published.

Selected papers that will undergo the journal's peer-review process will be published in:

- Turkish Journal *Acta INFOLOGICA* (ACIN), started its publication life in June 2017 as a peer-reviewed scientific journal under the management of the Informatics Department of the Istanbul University – indexed in *Web of Science Core Collection – Emerging Sources Citation Index* (ESCI) – https://iupress.istanbul.edu.tr/journal/acin/home.
- Canadian Journal *New Explorations: Studies in Culture and Communication*, a revival of the journal *Explorations: Studies in Culture and Communication*, created in 1953 by

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Marshall McLuhan and Ted Carpenter, indexed by: ROAD, MIRABEL, CROSSREF - https://jps.library.utoronto.ca/index.php/nexj/index.

- *Journal of Media Research* (http://mrjournal.ro/). The Journal of Media Research is a scientific research journal focusing on the field of media and communication. It is a peer reviewed academic publication for interdisciplinary quantitative and qualitative research in the social sciences. Carefully read the guidelines for authors. The journal is indexed in the following international databases: EBSCO, ProQuest, and CEEOL.
- TAMGA - *Journal of Turkish Semiotic Studies*, a peer-reviewed, periodic, international Open-Access journal making publications twice a year in Spring (June) and Fall (December) - www.e-tamga.com.
- The *Technium Social Sciences Journal* (https://techniumscience.com/index.php/socialsciences), an academic journal indexed in the following research data-bases: Google Scholar, Index Copernicus, Directory of Open Access Scholarly Resources, Directory of Research Journals Indexing, RePEc, Econpapers, Ideas, SCIPIO, Elektronische Zeitschriftenbibliothek (EZB) and Ulrich's Periodical Directory.
- A volume with the best papers presented at the conference that will be published at a prestigious international publishing house - the first volume of the event in Bucharest, which contains a selection of articles presented in the second edition of the international conference **Semiosis in Communication II**, from June 2018, it already appeared in 2021 (https://www.degruyter.com/document/doi/10.1515/9783110662900/html).

Conference venue

George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Petru Maior Faculty of Science and Letters, Gheorghe Marinescu Street, No 38, Târgu Mureș, Mureș County, 540142, România - https://umfst.ro/stiinte-si-litere/en/.

Institutional Partners

George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (Romania) - https://umfst.ro/en/;
International Association for Semiotic Studies (IASS-AIS) - https://iass-ais.org/;
Balkan Association for Semiotic Studies (BASS);
SemioLab - Semiotics Laboratory affiliated with Aristotle University in Thessaloniki (Greece) - https://semiolab.frl.auth.gr/index.php/en/;
Southeast European Center for Semiotic Studies (SEECSS) at New Bulgarian University (NBU), Sofia (Bulgaria) - https://semiotics.nbu.bg/en/;
Semiotics and Visual Communication Research Lab at Cyprus University of Technology - https://www.svclab.com/;
The Department of Sciences and Letters from the Petru Maior Faculty of Science and Letters, Târgu-Mureș (RO) - https://umfst.ro/stiinte-si-litere/en/;
The Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University in Cluj-Napoca (RO) - https://fspac.ubbcluj.ro/en.

Media & Entrepreneurship Partners

Alumni Association of Petru Maior University – Logistics Partner
The Mureș publication Zi de Zi (local partner) - https://www.zi-de-zi.ro.
Transilvania Business (national and regional partner) - https://www.transilvaniabusiness.ro/
Veridica.ro (national partner) - https://www.veridica.ro/en;
Cim Market Consulting SRL - https://cimmarket.ro/

Honorary President of Conference

Solomon Marcus, member of the Mathematical Section of the Romanian Academy and Emeritus Professor of the University of Bucharest's Faculty of Mathematics.

Scientific committee

Leonard Azamfirei, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Jacques Fontanille, President of IASS-AIS, emeritus professor of semiotics at the University of Limoges, and at the Institut Universitaire de France (FR);
Tiziana Migliore, Secretary General of IASS-AIS, International Association for Semiotic Studies, University of Urbino Carlo Bo (IT);
Giordano Altarozzi, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Kristian Bankov, New Bulgarian University, Sofia (BG);
Luis Emilio Bruni, Aalborg University Copenhagen (DK);
Paul Cobley, Middlesex University (U.K.);
Maria Giulia Dondero, University of Liège (BE);
Nicolae-Sorin Drăgan, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Didier Tsala Effa, Université de Limoges (FR);
Carl W. Jones, Westminster University (UK);
Seema Khanwalkar, Jawaharlal Nehru University (IN);
Jean-Marie Klinkenberg, University of Liège (BE);
Evangelos Kourdis, Aristotle University of Thessaloniki, Department of French Language and Literature (GR);
Massimo Leone, Department of Philosophy, University of Turin (IT);
Constantin Popescu, University of Bucharest (RO);
Everardo Reyes, Université Paris 8 (FR);
Daniela Rovența-Frumușani, University of Bucharest (RO);
Corneliu-Cezar Sigmirean, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);

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Daniela Ștefănescu, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Peeter Torop, University of Tartu, Department of Semiotics (EE);
Andreas Ventsel, University of Tartu, Department of Semiotics (EE);
Hongbing Yu, Toronto Metropolitan University (CA);
Evripides Zantides, Department of Multimedia and Graphic Arts, Cyprus University of Technology (CY).

Organizing committee

Nicolae-Sorin Drăgan, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO) - General Chair for the International Conference ***Semiosis in Communication***

Marius-Viorel Poșa, State Secretary at the Ministry of Energy, Government of Romania, Bucharest (RO);
Liviu Ciucan-Rusu, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Corneliu-Cezar Sigmirean, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Paula Drăgan, National University of Political Studies and Public Administration (RO);
Sonia Maloș, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
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Alex Cistelecan, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);
Emil-Marius Pașcan, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO).

For questions and details concerning the conference ***Semiosis in Communication: Medical Humanities: Bridges between Embodiment of Signs and Embodied AI***, please write to Nicolae-Sorin Drăgan at: dragan.nicolaesorin@gmail.com; or sorin.dragan@umfst.ro.

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