INTERNATIONAL CONFERENCE

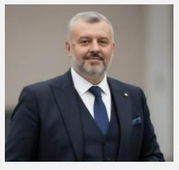
SEMIOSIS IN COMMUNICATION

Medical Humanities: Bridges between Embodiment of Signs and Embodied AI

Târgu-Mureș, May 21-23, 2026

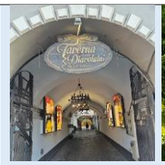
CONFERENCE PROGRAM

THURSDAY, May 21, 2026

08:00-09:00	**REGISTRATION – George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST) – Gheorghe Marinescu Street, No 38, Târgu Mureș, Mureș County**, second floor / https://umfst.ro/medicina-engleza/contact/
09:00-09:30	**OPENING REMARKS – SENATE HALL** - second floor / *five (5) minutes for each speaker*
	Local Speakers:  **Nicolae-Sorin DRĂGAN** – *General Chair of Event*, Petru Maior Faculty of Sciences and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu Mureș, Romania  **Leonard AZAMFIREI** – *Rector*, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu Mureș, Romania
09:00-09:30	 **Marius-Viorel POȘA** – *Secretary of State - Government of Romania,* Romania's representative within the NATO Innovation Fund, Bucharest, Romania
	Invited Speakers:  **Paul COBLEY** - *Former President of IASS-AIS*, International Association for Semiotic Studies (2014-2024), Deputy Dean Research & Knowledge Exchange at Middlesex University, U.K.  **Tiziana MIGLIORE** – *Secretary General of IASS-AIS*, International Association for Semiotic Studies – Associate Professor of Semiotics at the University of Urbino Carlo Bo, Italy

	 **Julieta HAIDAR** – *Representative of Latin America and Mexico* **/ Moderator**: **Nicolae-Sorin DRĂGAN** - *General Chair of Event*, Petru Maior Faculty of Sciences and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu Mureș, Romania
09:30-10:30	 **KEYNOTE LECTURE –** Prof. **PAUL COBLEY:** *The semiotics of black magic: Wheatley, witchcraft and the occult* **/ Moderator**: **Tiziana MIGLIORE** / **SENATE HALL** - *second floor*
10:30-11:00	**COFEE BREAK**
11:00-12:00	 **KEYNOTE LECTURE –** Prof. **Massimo LEONE**: *The Diagnostic Face: Toward a Semiotics of Sensors in Contemporary Medicine* **/ Moderator**: **Fernando ANDACHT** / **SENATE HALL** - *second floor*
12:00-13:00	 **KEYNOTE LECTURE –** Prof. **Fernando ANDACHT**: *On the comparison of two matchless theories of the generation of meaning: Peirce's semiotic and Goffman's frame analysis* **/ Moderator**: **Maria Giulia DONDERO** / **SENATE HALL** - *second floor*
13:00-14:30	**LUNCH BREAK / UMFST- Botanical Garden Pavilion** - https://gradinabotanica.umfst.ro/

	SESSION 1		
14:30-17:30	**PANEL 1 – New Meaning-Making Practices in AI Semiotics** **/ SENATE HALL** - *second floor* Coordinator: Nicolae-Sorin DRĂGAN Moderator: Nicolae-Sorin DRĂGAN		
	Nicolae-Sorin DRĂGAN Cognitive Transmission, Perceptual Semiosis, and Meaning-Making Practices Across Cultural and AI Systems		
	Tõnu VIIK Affective Meaning-Making in the Age of Technological Personalities: A Phenomenological and Semiotic Perspective on Human-AI Relationships		
	Katarzyna MACHTYL Semiotics of Culture, Then of What? Rethinking the Notion of Culture in the Framework of Contemporary Semiotics		
	Calin-Adrian COMES Transformer-Based Sentiment Modeling and Computational Semiotics of Medical Migration Intentions among Romanian Medical Students		
	Didier TSALA EFFA Medical Humanities as a Critical Space of Translation in Caregiving Contexts: Between Narrative, Interpretation, and Algorithmic Mediation		

19:00-23:00	  **GALA DINNER – Târgu-Mureș City Center / Restaurant terrace Devil's Tavern** / 55 Rose Square Street, Târgu-Mureș - https://www.ladiavolorestaurants.ro/taverna-diavolului/

FRIDAY, MAY 22, 2026

SESSION 2

10:00-11:00	 **KEYNOTE LECTURE** – **Julieta HAIDAR**: *FROM THE SEMIOTICS OF CULTURE ANALOGICAL TO DIGITAL CULTURE* **/ Moderator**: **Fernando ANDACHT** / **Amphitheater 33 - *ground floor***		
11:00-13:00	**PANEL 1 – Meaning-Making Practices and Creativity in the Digital Age** / **Amphitheater 33 - *ground floor*** Coordinator: Ramona Pistol Moderator: Ramona Pistol	**PANEL 2 – SEMIOTICS OF CULTURE IN PURÉPECHA CULTURE** / **Amphitheater 42 - *ground floor*** Coordinator: Pedro Reygadas Robles Gil Moderator: Pedro Reygadas Robles Gil	**PANEL 3 – Semiotics, Cultural Diversity & Intercultural Dialogue** / **Amphitheater 144 - *first floor*** Coordinators: Tigran Simyan & Florinela Floria Moderators: Tigran Simyan & Florinela Floria
	Ramona Pistol Embodied Novelty and Computational Creativity: Metaphor as a Test Case for AI Semiosis	**Pedro Reygadas Reygadas Robles Gil & Juan Manuel Contreras Colín** Intercultural Philosophy and Semiotics of Culture: The Case of *Abya Yala* and the Purépecha Culture	**Sergei Kruk** Cognitivist and Phenomenologist Approaches to Dancing Bodies: A Four-Century-Long Discussion
	Lorenzo L. D. Incardona Ethics without Bodies. Some Considerations on *Claude*'s *Constitution* from a Semiotic Perspective	**Kevin Sánchez Sánchez** Semiotics of Being Irecha and the Ontology of Purépecha People	**Tigran Simyan** Visualization of epic material in urban space (based on the materials of Yerevan/Dilijan, Riga, and Tallinn)
	Sorina-Mihaela Bălan & Liliana Bălan From White Space to Latent Space: Visual Semiosis, Artificial Intelligence, and the Psychology of AI-Generated Images	**Brandon Sánchez Sánchez** *Purépecha* Epistemology: Semiotics Materializes and Transmits Epistemology to Perceive Reality and Develop Life (*Tsípekua*)	**Florinela Floria** Visual Storytelling – A Dispositive of Communication in City Branding
	Lyudmyla Zaporozhtseva Semiosis as Existential Practice: Meaning, Choice, and Love in Conditions of Crisis	**Ildefonso Sánchez Velázquez** Semiotics of Juchari Juramukua, Governance in Cheran K'eri	**Vytautas Tumėnas** Heritage Hypertextuality in Lithuanian Emblematics: Issues in Tradition Actualisation
	Alina Therese Lettner Semiosis and Cognition in Tibetan Buddhist Medicine and Tantric Yoga: Rediscovering the Subtle Body as an Instrument of Spiritual Transhumanism	**Tashchenko Anna** AI and the Future of Business English: Language, Embodiment, and Meaning-Making	**Sonia Maloș** Constructing Cultural Identity on a Global Stage: An Analysis of Bad Bunny's Super Bowl Performance
13:00-14:30	**LUNCH BREAK**		
14:30-15:30	 **KEYNOTE LECTURE** – **Tiziana MIGLIORE**: *"Cell Worlds": Meaning-Making of the Inner Microscopic Biodiversity* **/ Moderator**: **Massimo LEONE** / **Amphitheater 33 - *ground floor***		
	SESSION 3		
15:30-17:30	**PANEL 1 – Translation, Mediation and Multimodal Meaning Making in Digital Environments** / **Amphitheater 33 - *ground floor*** Coordinators: George Tsonev & Maria-Ana Georgescu Moderators: George Tsonev & Maria-Ana Georgescu	**PANEL 2 – ANCESTRAL MEDICINE, VISUAL SEMIOTICS AND DECOLONIAL ART** / **Amphitheater 42 - *ground floor*** Coordinator: David Terrazas Tello Moderator: David Terrazas Tello	**PANEL 3 – Medical Humanities** / **Amphitheater 144 - *first floor*** Coordinator: Sevinç GÜLSEÇEN Moderators: Vasfiye ARSLAN, Sevinç GÜLSEÇEN, & Füsun Deniz ÖZDEN
	George Tsonev Towards Semiotics of Punctuation: A Kressian approach to Punctuation in Dyslexic Writing	**David Terrazas Tello** The Level of Sacred Reality in Ancestral Mesoamerican Medicine: The Return of the Soul to the Body	**Frédéric BALMONT** The Semiotic Transformation of the Medicalized Body in the Age of AI
	Andrada Georgescu & Maria-Ana Georgescu	**Aldo Rodrigo Márquez Sánchez**	**Vasfiye ARSLAN, Sevinç GÜLSEÇEN, & Füsun Deniz ÖZDEN**

	DISABILITY AS A SIGN – THE COLLOQUIAL SEAL	The Image of the Maguey in Mexican Photography: A semiotic-visual study of a magical-symbolic plant from a decolonial perspective	Graduate Students' Perceptions and Experiences Regarding the Use of AI Technologies in Healthcare: *A Phenomenological Study from Turkey*
	Lauri Linask Crib Speech and Juri Lotman's Concept of Autocommunication	**Karen Miladys Cárdenas Almanza & Nino Angelo Rosanía Maza** Visual Semiotics, Identity and Culture: A Case Study on the Practice of Flagellation in Santo Tomás, Atlántico (Colombia)	**Ana Delia Rogobete** Who Speaks for Pregnancy? Medical Semiosis, Social Media, and Trust
	Ionuț Niculescu From Prompts to Meaning. Operationalizing Communication Context in GenAI	**Rafael Ángel Mendoza García** Unveiling Identities: The Corporal and The Virtual Punishments by Inquisition and AI	**Diana Petronela BUGACIU, Lăcrămioara MOCANU, & Carolina CERNEI** Narrativity, Disease, and Algorithm: The Semiotics of Patient Experience in The Age of Artificial Intelligence
	Banu DÜNDAR KARA An Evaluation on the Use of Mental Verbs in Artificial Intelligence-Generated Texts	**Martha Celina Arvizu Mendoza** The Evolution of the Reader: Reconfiguring the Transmedia Reader in Contemporary Narratives	**Mohamed Abdelhamid Maleky & Laylay Mohamed Alshitshati** Embodied Cognition and Quantum biosemiotics: How Consciousness (Abstraction) is Produced and Illusions Are Made

SATURDAY, MAY 23, 2026

	SESSION 4		
09:00-10:00	 **KEYNOTE LECTURE – Maria Giulia DONDERO**: *For a Semiotics of Stereotypes. Visual Styles put to the test of Generative AI* **/ Moderator: Kristian BANKOV** **/ Amphitheater 33 - *ground floor***		
10:00-10:30	**COFEE BREAK**		
10:30-12:30	**PANEL 1 – SEMIOTICS. SPACE AND TIME. IN MEMORY OF PIERRE PELLEGRINO** **/ Amphitheater 33 - *ground floor*** Coordinators: Mustafa ÖZSARI & Gheorghe-Ilie FÂRTE Moderators: Mustafa ÖZSARI & Gheorghe-Ilie FÂRTE	**PANEL 2 – SEMIOTIC OF CULTURE/CULTURAL SEMIOTICS: THE MEMORY OF CULTURE, IDEOLOGY AND POWER** **/ Amphitheater 42 - *ground floor*** Coordinator: Josefina Guzmán Díaz Moderator: Josefina Guzmán Díaz	**PANEL 3 – Varia / New Meaning-Making Practices in AI Semiotics** **/ Amphitheater 43 - *ground floor*** Coordinator: Sonia MALOȘ Moderator: Sonia MALOȘ
	Mustafa ÖZSARI Body, Laughter, and Resistance: The Semiosis of "Sovereignist Humor" between Perceptual Rooting and Digital Disruptiveness	**Minerva Guzmán Díaz / Ana Marica** Discrimination and Stigma. Discursive Semiotic Analysis of The Sociocultural Construction of The "Poor Subject"	**Eric Gilder / remote - online** On the Disappearance of Human Speakers, Audiences, and Communities in the Age of AI/AGI: Practical and Ethical Implications of Pervasive Ghost-Writing via Unembodied Algorithms
	Gheorghe-Ilie FÂRTE Rituals of Deference and Respect: A Semiotic Approach to Senior–Junior Interactions in Healthcare	**José Luis Valencia González** *Aztlan*, The Power of a Chronotope. The Identity Strength of The '*Xicanos*' in The USA	**Viktoriia Yermolaieva / remote - online** Lack of Knowledge and a Doubt in Research Process: Towards the Problem of Authenticity and Integrity of Research using ChatGPT
	Reyhan ÖZSARI An Evaluation on the Language, Aesthetic and Perceptual Effects of Artificial Intelligence Literary Texts on University Students	**Graciela Sánchez Guevara & José Cortés Zorrilla** Biosemiotics of *Amaranth*: Semiosphere, Magic and Nutrition in Mexican Culture	**Rodrigo Morais & Roberto Chiachiri / remote - online** Designing Voices: Intersemiotic Translation and Semiotic Mediation in Avatar Therapy
	Eugen Istodor Body, Laughter, and Resistance: The Semiosis of "Sovereignist Humor" between Perceptual Rooting and Digital Disruptiveness	**Josefina Guzmán Díaz** The Culture of *Buen Vivir* (*Sesi Irekani*). Semiotic-Discursive Analysis of *Kosmovivencia* with Health in *The P'urhé Culture* within The Daily Practice of "*El Costumbre*"	**Fatima Zoubair EL Gazzar / remote - online** Semiotics of the «Medical Avatar» and the Challenge of Embodied Identity: A Phenomenological Approach to the Transformations of Pain Semiosis in the Era of Embodied AI
	Hamid El Idrissi Medicine, Body, and Healthy: Semiotics of Production, Prescription, and Consumption	**Vera Kuznetsova, Sergey Chebanov / remote - online** The Embodiment of Meaning as a Communicative Imperative: A Statistical Approach to Concepts in Poetic Texts - *The Case of Antonin Artaud*	**Sophia Messini - *remote – online / live* (TBA)** Visual Myth and Embodied Political Identity: Far-Right Communication on Instagram
12:30-13:30	 **KEYNOTE LECTURE – Kristian BANKOV**: *Naming and branding diseases from a semiotic perspective* **/ Moderator: Paul COBLEY** **/ Amphitheater 33 - *ground floor***		
13:30-13:45	**FAREWELL ADDRESS & GROUP PHOTO OF EVENT - Amphitheater 33 - *ground floor***		

SOCIAL EVENT

SUNDAY, MAY 24, 2026

08:30 -17:00	**Social Event** **A short trip to The Medieval Citadel of Sighisoara and surroundings -** https://visitmures.com/en/blog/the-medieval-citadel-of-sighisoara# **/ for survivors**

ORGANIZERS:

Hosted by: **George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST)**, Romania

Organizing division:

Under the auspices of: **International Association for Semiotic Studies** (IASS-AIS)

GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TARGU MURES

IASS-AIS
International Association for Semiotic Studies
Association International de Sémiotique
Asóciation Internacional de Semiótica
Internationale Vereinigung für Semiotik

In cooperation with:

- **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 Babeş-Bolyai University in Cluj-Napoca (RO)**

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