



Detailed Program Schedule

Intentionality and Semiotic Labyrinths

The 46th Annual Conference of the Semiotic Society of America (Virtual)
October 12–16, 2022 (Eastern Standard Time)

Wednesday October 12, 2022

- 11:00-11:30 Welcome to the 46th SSA Annual Conference
Michael L. Raposa, *Lehigh University* (Vice President, Program Committee Chair)
Javier Clavere, *University of the Incarnate Word* (Executive Director)
- 12:00-13:00 Opening Keynote Lecture
Chair: Michael L. Raposa, *Lehigh University* (Vice President, Program Committee Chair)
Navigating the Labyrinth of De-sign: The Immateriality of Intentionality and the Indeterminacy of Outcomes
Farouk Y. Seif, Professor Emeritus, *Antioch University Seattle*
- 13:15-14:45 Session 1
De-sign and Intentionality Across Disciplines
Chair: Mauricio Neubern, *Universidade de Brasilia*
- De-sign and the Issue of Intentionality: The In-Between of the Living and the Non-Living**
Arthur Araujo, *Universidade Federal do Espírito Santo*
- Understanding Hypnosis Through Intentionality and De-sign**
Mauricio Neubern, *Universidade de Brasilia*
- De-sign Inquiry Into the Lost Architectural Signs in Social Spaces: Intentional State in Ornamental Signs Influenced by Socio-Political Changes in Pahlavi Era**
Samaneh Eshraghi Ivari, *Faculty of Architecture, Nicosia, TRNC*
- The Degrees of Nature for Immersive Virtual Environments and the Intentionality of Semiotic Components**
Alec Kozicki, *University of Tartu*
- 15:00-16:30 Session 2
Intentionality, Imagination, Freedom, and Playfulness
Chair: Tiago da Costa E Silva, *Independent Scholar*
- Intentionally Going through Percolating Mazes: Weaving Together ‘Play of Musement’ and the Logic of Abduction within Processes of Creation**
Tiago da Costa E Silva, *Independent Scholar*
- The Dark Forest, Intentionality and Semiotic Labyrinths in the Comedy by Dante Alighieri**
Rosina Martucci, *University of Salerno, Campus of Fisciano*
- The Intentionality of Freedom**
Aannd Raja, *Rajendra Singh University*
- “Imagined Worlds”: The Story of One Painted Text of Culture**
Nadiia Andreichuk, *Ivan Franko National University of Lviv*

16:45-18:15 Session 3
Intentionality, Cultures, and Semioethics
Chair: Susan Rasmussen, *University of Houston*

Unconscious Lostness: Misdirected Intentionality in a Culture of Untruth
Brian Kemple, *Lyceum Institute*

Interpreting Intentionality in Cross-Cultural Perspective: Responses to Obligations Fulfilled and Obligations Ignored in Changing Social Hierarchies among the Saharan Tuareg
Susan Rasmussen, *University of Houston*

Isotopic Analysis and Intentionality
Dimitra Sarakatsianou, *University of Macedonia*
Nikolaos Myridis, *Aristotle University of Thessaloniki*

From Intentionality to the Existential Aspect of Suhrawardi's Philosophy
Saman Rezaei, *University of Alberta*

Thursday October 13, 2022

11:00-12:00 Plenary Lecture
Chair: Svitlana Volkova, *Kharkiv Humanitarian University "People's Ukrainian Academy"*

Lost in the Labyrinth: Finding the Cognitive Thread
Margaret Freeman, *Myrifield Institute for Cognition and the Arts*

12:15-13:45 Session 4
Hypertextuality, Poetry, and Human Existence
Chair: Vincent Colapietro, *University of Rhode Island*

Hermeneutics and Hypertextuality: Sign in *The Name of the Rose* and *Laurus*
Natalia Wohar, *Duquesne University*

The Semioethics of Ethnographic Persona Poems
Tara Westmor, *University of California, Riverside*

Absurd Memes as Sisyphian Rebellion
Eric Hamm, *Lynn University*

Susanne K. Langer's Account of Ritual: A Critique
Vincent Colapietro, *University of Rhode Island*

14:00-15:30 Session 5: Panel
Communicology and the Aesthetics of Truth and Identity in Everyday and Imagined Lives
Chair: Thaddeus D. Martin, *Modesto Junior College*

The Aesthetics of Communication: Poetic Iconicity, the Voice of Enunciation, and the Art of Conversation
Deborah Eicher-Catt, *Pennsylvania State University*

Semiotics as a Discipline of Lying: Communicology and Eco's Semiotic Literary Praxis in *Baudolino*
Susan Mancino, *Saint Mary's College*

Existence, Relationship, and the Pervasive Feeling that Something is Missing: A Reflection on Jakobson and Jaspers
Frank J. Macke, *Mercer University*

The Good Lie: Karl Jaspers on Comedy, Tragedy, Love, and Existential Elucidation
Thaddeus D. Martin, *Modesto Junior College*

15:45-17:15 Session 6
Intentionality, Peircean Signs, Political Ideology, and Objective Reality
Chair: Martin Macháček, *Univerzita Karlova*

Shaping Political Ideologies via Signs: Comparing the Semiosis of “Nation” between East and West

I-Ying Lin and Rangalu Tjaugadu, *National Chengchi University*

Peircean View on Einstein’s Dualism

Martin Macháček, *Univerzita Karlova*

Visualizing that “Somebody” in Peirce’s Sign Trichotomy

Hong Wang, *Shippensburg University of Pennsylvania*

The Definition of Qualisign as a Key Concept in the Aesthetics Field

Gilmar Hermes, *Universidade Federal de Pelotas*

17:30-18:30 Presidential Address
Chair: Javier Clavere, *University of the Incarnate Word*

Signifying *the* Human Person in Communicology and Against the Culture of Reductionism in Contemporary Psychiatry

Isaac E. Catt, *Duquesne University*

Friday October 14, 2022

11:00-12:00 Plenary Lecture
Chair: Martin Macháček, *Univerzita Karlova*

A Cognitive and Interpretative Semiotics’ Point of View on Intentionality

Claudio Paolucci, *University of Bologna*

12:15-19:00 **NARRATIVE (VI): Stories About Stories: Within and Without Us**
(4 sessions)

A Symposium for the 47th Annual Conference of the Semiotic Society of America (virtual),
12-16 October 2022

Co-organized by:

Myrdene Anderson, *Purdue University*

Donna E. West, *State University of New York, Cortland*

12:15-13:45 Session 7: Symposium
NARRATIVE (VI): Stories about Stories: Within and Without Us (I of 4)
Chair: Myrdene Anderson, *Purdue University*

The Emergence of Explanatory Inferencing in Spoken Narratives: When Icons and Indices Collide

Donna E. West, *State University of New York, Cortland*

The Contribution of Affordance to Teleological Textual Analysis

Susan Britsch, *Purdue University*

Translation, Semiosis, and Interpretation

Jamila Farajova, *University of Santiago de Compostela*

Biblical Narrative as Infinite Semiosis

Gilad Elbom, *Oregon State University*

- 14:00-15:30 Session 8: Symposium
NARRATIVE (VI): Stories about Stories: Within and Without Us (2 of 4)
 Chair: Myrdene Anderson, *Purdue University*
- The Logic of Sacrifice: Existential Graphs for Analysis of Sacrifice in Narrative**
 Christopher S. Morrissey, *Trinity Western University*
- Exposing the Intentionality behind Russian Communist Actions: Narrative and Mathematical Symbolization in Zamyatin's *Dystopic Novel We***
 Gila Safran Naveh, *University of Cincinnati*
- Changing Narratives of Violence by Re-defining Symbols: How a Peaceful Civil Resistance Won the War against the Nuclear Industry***
 Burkhard Bisanz, *Ruhr-University Bochum*
 Elize Bisanz, *Texas Tech University*
- Male Gays and the (Fe)male Gaze: The Semiotics of Queer Identity Versus Queer Tourism**
 Adam Hamilton-Ferguson, *State University of New York, Cortland*
- 15:45-17:15 Session 9: Symposium
NARRATIVE (VI): Stories about Stories: Within and Without Us (3 of 4)
 Chair: Myrdene Anderson, *Purdue University*
- Media and the People: An Intentionality Apocalypse**
 Papia Bawa, *SUNY, Brockport*
- German Shitstorm**
 Prisca Augustyn, *Florida Atlantic University*
- Habits of Inhabitation in Designed Environments**
 Barbara Young, *Purdue University*
- Altars in Ubuntu, a Semiotic of Imaginaries**
 Marisol Cardenas O., *Mayor University of San Andres, Bolivia*
- 17:30-19:00 Session 10: Symposium
NARRATIVE (VI): Stories about Stories: Within and Without Us (4 of 4)
 Chair: Myrdene Anderson, *Purdue University*
- About Rats: A Conjunction of Trauma Narrative and Biosemiotics**
 Phyllis Passariello, *Centre College*
- Gapping, Grasping and Gasping (for) Sense: NeuroAutistic Encounters with Category and its Meta-Narrative Longing**
 Kyra Landzelius, *Northern Arizona University*
- Science Stumbles into-unto-onto Synechism**
 Myrdene Anderson, *Purdue University*
- Imitate Socrates and Jesus: Maieutic Methods of Philosophical Protagonists**
 Kathryn Elizabeth Cook, *Lynn University*

Saturday October 15, 2022

- 11:00-12:15 Session 11
Musicology, Typographical Representations, and Visual Identity
Chair: Taylor Greer, *Pennsylvania State University*
- The Parallel Evolution of Identity and Font as Symbolic Representation**
Brett Shanley, *Columbia University*
- Reconsidering Wittgenstein: The Ambivalent Pastoral in Charles Griffes's Music**
Taylor Greer, *Pennsylvania State University*
- Face is a face is a face is....**
Silvia Barbotto, *University of Turin, University of Yucatan*
- 12:30-14:00 Session 12
Intentionality, Environments, Digital Media, and Agency
Chair: Alexei Sharov, *Elixirgen Scientific*
- The Shape of the Semiotic Space: The Interplay of Intention, Media, and Genre**
Justin Bonanno, *Ave Maria University*
- The Cultural Garden as Semiotic Labyrinth: A Case Study of the Montreal Botanical Garden's Japanese Garden**
Allison Peacock, *Concordia University*
- Digital-Wellbeing Technology Through a Social Semiotic Multimodal Lens: A Case Study**
Omar Sosa-Tzec, *San Francisco State University*
- Semiotic Agency: Extending the Notion of Organism**
Alexei Sharov, *Elixirgen Scientific*
- 14:15-15:30 Session 13
Education: Artificial Intelligence, Images and Narratives
Chair: Elvira Katic, *Ramapo College of New Jersey*
- Teacher Images as Reflections of Student Perceptions of the Profession**
Elvira Katic, *Ramapo College of New Jersey*
- Making Semiotics Elementary for Teachers**
Ruth Gannon Cook, *DePaul University*
Kathryn Ley, *University of Houston Clear Lake*
- Machine Writing, Learning, and the Disappearance of the Pen**
Andrew Digh, *Mercer University*
Kevin Cummings, *Mercer University*
- 15:45-17:15 Session 14
Consciousness, Quantum Physics, and Scientific Conceptualizations
Chair: Geoffrey Owens, *Wright State University*
- Feeling, Willing and Knowing: Wundt's Theory of Mind and the Roots of Collective Consciousness**
Geoffrey Owens, *Wright State University*
- A Semiotic Inquiry into the Superstring Theory of Everything**
Baranna Baker, *Independent Researcher*
- Semiotic Panpsychism, 'Semiotic Freedom' and a Proposed Solution to the 'Combination Problem'**
Gary Goldberg, *Virginia Commonwealth University*
- Transferences / Shifts: On the Ambiguity of Scientific Conceptualizations**
Rolf Hepp, *Free University Berlin*

17:30-18:45 Session 15
Intentionality: The Value of Devotion and Labyrinths of Significance
Chair: Jaix Chaix, *Liberty University*

Signs of Worship: A Semiotic Analysis of Catholic Devotion and Self-Designation as Devotee in the Philippines

Sunshine Blanco, *University of California, Riverside*

A Labyrinth of Compositional Significance: Neo-Pythagorean Intersemiotic Complementarity in the Revelation

Jaix Chaix, *Liberty University*

Martin Luther: Friend and Foe of Medieval Nominalism

Michael Kearney, *Duquesne University*

Sunday October 16, 2022

11:00-12:30 Session 16: Panel
Designare: Semiotics, Design, and Cognition
Chair: Dora Ivonne Alvarez Tamayo, *UPAEP University*

Semio-Cognitive Operations in Visual Communication Design Processes

Dora Ivonne Alvarez Tamayo, *UPAEP University*

Design as Persuasive Semiosis from a Cognitive Semiotic Perspective

Román Esqueda Atayde, *Universidad Autónoma Metropolitana*

How Your Font Selection Changes Your Life

Steven Skaggs, *University of Louisville*

Left is Right: Reciprocal Alteroception in Visual/Spatial Design

Jamin Pelkey, *Toronto Metropolitan University*

12:45-13:15 Closing Ceremony and Farewell
A Sneak Peek at Next Year's SSA Conference
Javier Clavere, *University of the Incarnate Word* (Executive Director)
Kevelson Award Announcement
Javier Clavere, *University of the Incarnate Word* (Executive Director)
New President Inauguration and Closing Remarks
Michael L. Raposa, *Lehigh University* (President)

13:30-14:30 SSA General Business Meeting
Presiding
Javier Clavere, *University of the Incarnate Word* (Executive Director)

Farewell Friends and Colleagues
We look forward to seeing you next year in person...!

2022 Program Committee

Michael Raposa (Chair) – USA
Dora Ivonne Alvarez Tamayo – Mexico
Lindsay Clavere – USA
Joseph DeChicchis – USA
Deborah Eicher-Catt – USA
Martin Macháček – Czechia
Farouk Y. Seif – USA
Svitlana Volkova – Ukraine

