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, Universidad de Brasilia
   De-sign and the Issue of Intentionality: The In-Between of the Living and the Non-Living
   Arthur Araujo, Universidade Federal do Espirito Santo
   Understanding Hypnosis Through Intentionality and De-sign
   Mauricio Neubern, Universidad 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
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

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

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 Sisyphean Rebellion
  Eric Hamm, Lynn University

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

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
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

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
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

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

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 Gasing (for) Sense: NeuroAutistic Encounters with Category and its Meta-Narrative Longing
Kyra Landzelius, Northern Arizona University

Science Stumbles into-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