



INTERNATIONAL CONFERENCE

SEMIOSIS IN COMMUNICATION

*Medical Humanities: Bridges between Embodiment of Signs and Embodied AI*





Târgu-Mureş, May 21-23, 2026

CONFERENCE PROGRAM



THURSDAY, May 21, 2026

08:00-09:00	<b>REGISTRATION</b> – George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureş (UMFST) – Gheorghe Marinescu Street, No 38, Târgu Mureş, Mureş County, second floor / <a href="https://umfst.ro/medicina-engleza/contact/">https://umfst.ro/medicina-engleza/contact/</a>
09:00-09:30	<b>OPENING REMARKS</b> – SENATE HALL - second floor / five (5) minutes for each speaker
09:00-09:30	<p><b>Local Speakers:</b></p> <div data-bbox="320 863 498 1041"> </div> <p><b>Nicolae-Sorin DRĂGAN</b> – General Chair of Event, Petru Maior Faculty of Sciences and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureş (UMFST), Târgu Mureş, Romania</p> <div data-bbox="320 1056 498 1234"> </div> <p><b>Leonard AZAMFIREI</b> – Rector, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureş (UMFST), Târgu Mureş, Romania</p> <div data-bbox="320 1249 498 1428"> </div> <p><b>Marius-Viorel POŞA</b> – Secretary of State - Government of Romania, Romania's representative within the NATO Innovation Fund, Bucharest, Romania</p>
	<p><b>Invited Speakers:</b></p> <div data-bbox="320 1488 498 1667"> </div> <p><b>Paul COBLEY</b> - Former President of IASS-AIS, International Association for Semiotic Studies (2014-2024), Deputy Dean Research &amp; Knowledge Exchange at Middlesex University, U.K.</p> <div data-bbox="320 1682 498 1860"> </div> <p><b>Tiziana MIGLIORE</b> – Secretary General of IASS-AIS, International Association for Semiotic Studies – Associate Professor of Semiotics at the University of Urbino Carlo Bo, Italy</p>





		<p><b>Julieta Haidar</b> – <i>Representative of Latin America and Mexico</i></p> <p><b>/ Moderator: Nicolae-Sorin DRĂGAN</b> - <i>General Chair of Event, Petru Maior Faculty of Sciences and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureş (UMFST), Târgu Mureş, Romania</i></p>
<p>09:30-10:30</p>		<p><b>KEYNOTE LECTURE</b> – Prof. <b>PAUL COBLEY</b>: <i>The semiotics of black magic: Wheatley, witchcraft and the occult</i></p> <p><b>/ Moderator: Tiziana MIGLIORE</b> <b>/ SENATE HALL - second floor</b></p>
<p>10:30-11:00</p>	<p><b>COFFEE BREAK</b></p>	
<p>11:00-12:00</p>		<p><b>KEYNOTE LECTURE</b> – Prof. <b>Massimo LEONE</b>: <i>The Diagnostic Face: Toward a Semiotics of Sensors in Contemporary Medicine</i></p> <p><b>/ Moderator: Fernando ANDACHT</b> <b>/ SENATE HALL - second floor</b></p>
<p>12:00-13:00</p>		<p><b>KEYNOTE LECTURE</b> – Prof. <b>Fernando ANDACHT</b>: <i>On the comparison of two matchless theories of the generation of meaning: Peirce’s semiotic and Goffman’s frame analysis</i></p> <p><b>/ Moderator: Maria Giulia DONDERO</b> <b>/ SENATE HALL - second floor</b></p>
<p>13:00-14:30</p>	<p><b>LUNCH BREAK / UMFST- Botanical Garden Pavilion - <a href="https://gradinabotanica.umfst.ro/">https://gradinabotanica.umfst.ro/</a></b></p>	
<p><b>SESSION 1</b></p>		
<p>14:30-17:30</p>	<p><b>PANEL 1 – New Meaning-Making Practices in AI Semiotics</b> <b>/ SENATE HALL - second floor</b> Coordinator: Nicolae-Sorin DRĂGAN Moderator: Nicolae-Sorin DRĂGAN</p>	
	<p><b>Nicolae-Sorin DRĂGAN</b> Cognitive Transmission, Perceptual Semiosis, and Meaning-Making Practices Across Cultural and AI Systems</p>	
	<p><b>Tõnu VIK</b> Affective Meaning-Making in the Age of Technological Personalities: A Phenomenological and Semiotic Perspective on Human-AI Relationships</p>	
	<p><b>Katarzyna MACHTYL</b> Semiotics of Culture, Then of What? Rethinking the Notion of Culture in the Framework of Contemporary Semiotics</p>	
	<p><b>Calin-Adrian COMES</b> Transformer-Based Sentiment Modeling and Computational Semiotics of Medical Migration Intentions among Romanian Medical Students</p>	
	<p><b>Didier TSALA EFFA</b> Medical Humanities as a Critical Space of Translation in Caregiving Contexts: Between Narrative, Interpretation, and Algorithmic Mediation</p>	
<p><b>SESSION 2</b></p>		



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



**FRIDAY, MAY 22, 2026**

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



	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
	<b>Lauri Linask</b> Crib Speech and Juri Lotman’s Concept of Autocommunication	<b>Karen Miladys Cárdenas Almanza &amp; Nino Angelo Rosanía Maza</b> Visual Semiotics, Identity and Culture: A Case Study on the Practice of Flagellation in Santo Tomás, Atlántico (Colombia)	<b>Ana Delia Rogobete</b> Who Speaks for Pregnancy? Medical Semiosis, Social Media, and Trust
	<b>Ionuț Niculescu</b> From Prompts to Meaning. Operationalizing Communication Context in GenAI	<b>Rafael Ángel Mendoza García</b> Unveiling Identities: The Corporal and The Virtual Punishments by Inquisition and AI	<b>Diana Petronela BUGACIU, Lăcrămioara MOCANU, &amp; Carolina CERNEI</b> Narrativity, Disease, and Algorithm: The Semiotics of Patient Experience in The Age of Artificial Intelligence
	<b>Banu DÜNDAR KARA</b> An Evaluation on the Use of Mental Verbs in Artificial Intelligence-Generated Texts	<b>Martha Celina Arvizu Mendoza</b> The Evolution of the Reader: Reconfiguring the Transmedia Reader in Contemporary Narratives	<b>Mohamed Abdelhamid Maleky &amp; Laylay Mohamed Alshitshati</b> Embodied Cognition and Quantum biosemiotics: How Consciousness (Abstraction) is Produced and Illusions Are Made

SATURDAY, MAY 23, 2026

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



## SOCIAL EVENT

SUNDAY, MAY 24, 2026

08:30 -17:00	<p><b>Social Event</b></p> <hr/> <p><b>A short trip to The Medieval Citadel of Sighisoara and surroundings - <a href="https://visitmures.com/en/blog/the-medieval-citadel-of-sighisoara#">https://visitmures.com/en/blog/the-medieval-citadel-of-sighisoara#</a> / for survivors</b></p>
--------------	--

### ORGANIZERS:

Hosted by: **George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureş (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  
Asociación 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)**





**Sponsored by:**

---



**Logistics Partner:**

**Alumni Association  
of  
Petru Maior University**

---

