

CALL FOR PARTICIPATION
EFSS XXIX 6-9 SEPTEMBER 2025
SOZOPOL, BULGARIA

ARTIFICIAL VS. NATURAL CREATIVITY:

SEMIOTIC AND INTERDISCIPLINARY PERSPECTIVES



Invited speakers

Maria Giulia Donder
Brussels/Paris

Stylistic and cultural stereotypes in multimodal translation: the cases of Midjourney and DALL-E

Paul Cobley
London

Scale, closeness and distance in technology-assisted (creative) interpretation

Everardo Reyes
Paris

Your sledgehammer: Generative Media, Agents, and Creative Semiotics

Riku Haapaniemi
Tampere

Intersemiotic exchanges in human creative practices and Generative AI: a translational perspective

Momchil Alexiev
Sofia

Workshop XR - Naturally artificial or Artificially natural?

Alin Olteanu
Shanghai

Creativity in new sociotechnical imaginaries: Technology without Nature and mind without reason

We invite scholars, researchers, and students to an interdisciplinary academic forum exploring the evolving landscape of creativity and creative labor in the age of Artificial Intelligence.

This event will address two key perspectives:

- first, the **semiotic analysis of creativity** as a textual strategy for AI-driven content generation,
- and second, the **practical implications** for current and future professionals.

As AI technologies permeate creative industries — from content creation to design and media production — creative workers face growing anxieties about their roles and economic security. The trend of AI replacing human creativity, rather than augmenting, raises urgent ethical, social, and legal concerns. We encourage a critical examination of a central contemporary question: *the irreplaceability of human creativity*.

Can machines truly replicate the nuanced, context-dependent, and deeply human aspects of creative expression?

What is lost when artistic labor is devalued or displaced by automated systems?

How can we champion human creativity as an essential element of a democratic cultural sphere?

We seek contributions that assess the intrinsic and societal value of creative work, investigate the transformative impact of AI on labor markets, and propose policy and legislative frameworks to safeguard creative labor against unchecked corporate automation. Our aim is to foster a dialogue that upholds equal opportunity in cultural participation and employment and envisions a future where human creativity is not only preserved but prioritized amidst technological advancement.



At this semiotic and interdisciplinary forum, we welcome participants to address, but are not limited to, the following key topics:

Theoretical Foundations of Creativity

- Semiotic, Philosophical, and Theoretical Perspectives

Creative Practice and Reflection:

- Practice and Autoethnography of Creativity

AI and Creative Processes

- AI-Assisted Creativity
- Creativity from the Perspective of AI Design and Computer Science

Legal and Ethical Dimensions

- AI and Intellectual Property Rights
- Ethical Aspects of AI-Generated Work

Business and Social Impact

- Implications for Management and Business
- Implications for Social and Creative Business Entrepreneurship

AI in Education and Analysis

- AI for Creative Education and Research
- Semiotic Analysis of AI-Created Texts

In order to enrich the interdisciplinary perspective, we are negotiating with more **keynote speakers** who are leading researchers in AI and the Creative industries.

Selected papers will be published in the 9th issue of the journal **Digital Age in Semiotics and Communication** (ISSN, DOI, CEEOL)

[Registration form](#) (Deadline for registrations: 15 July)

Registration fee: **40 Euro** (50€ for non IASS members, **Free** for participants from ERUA partner universities). All payments are made before the School or at the registration desk in cash. The fee includes:

- access to all lectures, workshops, seminars and round tables,
- badge and materials,
- 5-6 coffee breaks,
- A welcoming reception on 7 September

EFSS 2025 is organized by the **Southeast European Center for Semiotic Studies** and the team of WP3 of **European Reform University Alliance (ERUA2)**,

with the support of the **STRATEGIC DEVELOPMENT FUND** of New Bulgarian University

The **XXIX EFSS** is an event under the auspices of the **International Association for Semiotic Studies (IASS)**



Co-funded by the
Erasmus+ Programme
of the European Union