

CALL FOR PAPERS CALL FOR PAPERS CALL FOR PAPERS



***Digital Age in Semiotics and
Communication, Vol. IX (2026)***

**ARTIFICIAL VS NATURAL
CREATIVITY: SEMIOTIC AND
INTERDISCIPLINARY
PERSPECTIVE**

We invite researchers and practitioners to contribute to the ninth issue of *Digital Age in Semiotics and Communication*, devoted to the theme **AI vs Natural Creativity**

This volume aims to explore the rapidly evolving landscape of creativity and creative labor in the age

of Artificial Intelligence from both **theoretical-semiotic** and **interdisciplinary-**

applied perspectives.

Two primary directions frame the call:

1. **The semiotic analysis of creativity** — examining how creativity functions as a textual and cultural strategy in AI-driven content interpretation and generation.
2. **The implications for creative practice and labor** — considering how automation reshapes the professional and existential realities of creative workers.

As AI technologies increasingly permeate artistic and cultural production — from writing and visual arts to design, media, and performance — creative professionals face unprecedented challenges to their roles and technique. The tendency of AI systems to **replace rather than augment** human creativity raises pressing ethical, social, and legal questions.

We invite critical and interdisciplinary contributions that engage with the following questions:

- Can machines replicate the nuanced, context-dependent, and affective dimensions of human creativity?
- What is lost when artistic and intellectual labor is devalued or displaced by automated systems?
- How can we reaffirm the irreplaceability of human creativity as a cornerstone of a democratic and pluralistic cultural sphere?

We particularly welcome papers that study AI creativity, assess the intrinsic and societal value of creative work, explore the transformation of labor markets under AI-driven automation, and propose conceptual, ethical, or policy frameworks to **safeguard and empower human creativity** in the digital era.

Suggested Topics

Contributions may address, but are not limited to, the following areas:

Theoretical Foundations of Creativity

- Semiotic, philosophical, and epistemological perspectives on creativity
- Creativity as interpretation, innovation, and cultural mediation

Creative Practice and Reflection

- Practice-based and autoethnographic studies of creativity
- Case studies of artistic collaboration with AI

AI and Creative Processes

- AI-assisted creativity and human–machine co-authorship
- Creativity from the perspectives of AI design, data, and computer science

Legal and Ethical Dimensions

- Intellectual property and authorship in AI-generated works
- Ethical implications of automated creativity and cultural production

Business and Social Impact

- Management and innovation in creative industries
- AI, entrepreneurship, and the transformation of creative labor

AI in Education and Analysis

- AI for creative learning, research, and pedagogy
- Semiotic analysis of AI-created texts, images, and performances



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This call is aligned with the activities of the ERUA Research cluster “Artificial Intelligence and Creative Industry Employment Disruption (AICIED)”

Deadline for the abstracts (200-300 words): **31 December 2025**;

Deadline for full papers: **30 May 2026**;

Deadline for the final revised papers: 1 October 2026;

Publication: December 2026

For more information and submission of abstracts and papers: DigitASC@nbu.bg

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