

## INTERNATIONAL CONFERENCE

### SEMIOSIS IN COMMUNICATION

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

Târgu-Mureș, May 21-23, 2026

#### Conference description

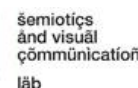
The fifth (5) edition of the International Conference *Semiosis in Communication: Medical Humanities: Bridges between Embodiment of Signs and Embodied AI* will be organized by the by the **Petru Maior Faculty of Science and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST)** - in participation with:

- **Balkan Association for Semiotic Studies (BASS);**
- **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 Department of Sciences and Letters from the Petru Maior Faculty of Science and Letters, Târgu-Mureș (RO);**
- **The Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University in Cluj-Napoca (RO)** and

under the auspices of the **International Association for Semiotic Studies (IASS-AIS)**. The event will be held in Târgu Mureș, a picturesque, multicultural city in the heart of Transylvania, one of the oldest, most famous and beautiful historical regions of Romania, from the **21<sup>th</sup> to the 23<sup>th</sup> of May, 2026**.

This conference explores the role of semiosis in communication. Objects of interdisciplinary knowledge par excellence, semiotics and communication are complementary ways of world mastery, of the *big game*, just like Solomon Marcus (2011) would say. The main objective of the International Conference *Semiosis in Communication* is to emphasize the importance of semiotic type queries in the communication sciences and to stimulate the exchange of ideas in these fields and areas of academic research. The main theme proposed for this fourth edition of the international conference *Semiosis in Communication* is *Medical Humanities: Bridges between Embodiment of Signs and Embodied AI*.

Basically, we propose to participants a return to the origins of the discipline, to the ancient roots of semiotics, to explore and have insightful exchanges of ideas about the new practices of meaning construction that the digital revolution offers us. This allows us to explore how the human capacity to produce signs is rooted in perceptual, affective, and intersubjective experience (Violi 2008, Sonesson 2007, Nöth 2006). Meaning emerges only from this foundation? Are semiosis and cognition grounded in embodied experiences, resulting from the position of the human body at the center of the world of common sense? In the digital age, new practices of meaning-making brought by AI challenge us to reflect (Leone 2022). We must consider whether, and how, AI can participate in semiosis or only emulate its observable outputs through computational embodiment.



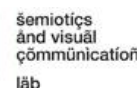
The conference is organized in several panels, which will address specific topics, that explore how digital transformations and AI shape the interdisciplinary dialogue between medicine and the humanities, but also with other complementary fields, such as:

- *Semiotic of Culture/Cultural Semiotics;*
- *Semiotics and Communication;*
- *Semiotics, Cultural Diversity & Intercultural Dialogue;*
- *Medical Humanities;*
- *Social Semiotics & Multimodality;*
- *Visual Semiotics and AI Imagery;*
- *Mediation and Multimodal Meaning Making in Digital Environments;*
- *Semiotic approach of Fake News and Digital Disinformation;*
- *Political Semiotics;*
- *Semiotic Approaches to the Role of Information and Social Influence in Strategic Competition;*
- *Semiotics of Artificial Intelligence;*
- *Meaning-Making Practices and Creativity in the Digital Age;*
- *Semiotics, Culture & Brand Communications;*
- *Applied Semiotics, etc.*

In the tradition of previous Semiosis in Communication (SC) editions, keynote speakers will be some internationally recognized experts in their fields of activity.

### Keynote Speakers confirmed:

- **Paul Cobley**, President of IASS-AIS, International Association for Semiotic Studies, Deputy Dean Research & Knowledge Exchange at Middlesex University (U.K.) – **Paul Cobley** is *Honorary Guest* of the event - <https://www.mdx.ac.uk/about-us/our-people/staff-directory/profile/cobley-paul>;
- **Julieta Haidar** – National School of Anthropology and History (ENAH), Division of Postgraduate Education, Director of the permanent seminar and the research line in discourse analysis and semiotics of culture at ENAH, Mexico City, Mexico – **Julieta Haidar** is *Honorary Guest* of the event;
- **Massimo Leone** – Full Tenured Professor (“Professore Ordinario”) of Philosophy of Communication and Cultural Semiotics at the Department of Philosophy and Educational Sciences, University of Turin, Italy, Permanent Part-Time Visiting Full Professor of Semiotics in the Department of Chinese Language and Literature, University of Shanghai, China, Associate Member of Cambridge Digital Humanities, Cambridge University, and Director of the Center for Religious Studies, “Bruno Kessler Foundation”, Trento, Italy - <https://www.unito.it/persona/maleone>;
- **Maria Giulia Dondero** – Professor Research Director of the National Belgian Fund for Scientific Research (F.R.S.-FNRS) and Professor at the University of Liège - [https://www.uliege.be/cms/c\\_9054334/en/directory?uid=u203304](https://www.uliege.be/cms/c_9054334/en/directory?uid=u203304);
- **Kristian Bankov** – Professor of Semiotics at New Bulgarian University and Department Chair of the Southeast European Center for Semiotic Studies; Secretary General of IASS-AIS, International Association for Semiotic Studies - <https://semiotics.nbu.bg/en/academic-staff/prof-kristian-bankov-ph-d>;



## Important deadlines

Submissions open: **November 22, 2025**

Deadline for submission of Abstracts: **February 16<sup>th</sup>, 2026** (you will receive an acknowledgment by email)

Notification of Acceptance: **As soon as you send us the abstract, within a day or two at the most**

Deadline for participation fee: **March 10<sup>th</sup>, 2026**

Conference: **May 21-23, 2026**

## Paper submission

Applications for presentations consist in only one document:

- Title and abstract (max. 300 words followed by 3-5 keywords) with short and relevant *bionote* (do not exceed 150 words, please) in MS Word format (.doc, .docx). We highly appreciate short, schematic texts.

Co-authored papers are welcome.

Papers are delivered in 30 minutes presentations (20 minutes talk followed by 10 minutes of debate).

Please, submit your proposal to [dragan.nicolaesorin@gmail.com](mailto:dragan.nicolaesorin@gmail.com), or [sorin.dragan@umfst.ro](mailto:sorin.dragan@umfst.ro), within **February 16<sup>th</sup>, 2026**. Only one paper for each participant (as a first author) will be accepted.

The official language of the conference is English, but there will also be sessions in which the papers can be presented in Spanish.

The authors will receive confirmation via e-mail.

## Registration & Conference fee

**Early bird registration** - by **February 06<sup>th</sup>, 2026**:

Delegates should pay the conference fee - **70 Euro/participant** - after the notification of abstract acceptance. For delegates only attending the conference (without presenting), the fee is **40 Euro/participant**.

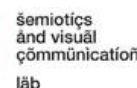
**Late registration** - after **March 10<sup>th</sup>, 2026**:

Delegates should pay the conference fee - **90 Euro/participant** - after the notification of abstract acceptance. Members of the IASS-AIS will pay **70 Euro/participant**. Also, for delegates from the **Americas, the participation fee is 70 euros**.

For delegates only attending the conference (without presenting), the fee is **40 Euro/participant**.

The fee includes:

- Conference access to all lectures, workshops, seminars and round tables,
- Lunch - respectively two lunches, each day of the event,
- Refreshments during coffee breaks (at least 2-3/day),



- Conference badge and materials,
- A *Welcoming Reception* on May 22,
- Participation in cultural-artistic events offered by the organizers during the conference,
- Publication in conference proceedings, as well as in other international academic journals with which we have partnerships - such as, for example, *New Explorations: Studies in Culture and Communication*, *Journal of Media Research*, *TAMGA-Journal of Turkish Semiotic Studies*, or *Technium Social Sciences Journal* (selected papers only), respectively in the collective volume from an internationally prestigious publishing house.

Also, as we have already accustomed the participants of our events, we will offer other surprises, for example, immediately after the end of the conference, on May 23 or 24, 2026, we will organize a trip to the surroundings - either to the famous Sovata resort, or to the Medieval Citadel of Sighişoara, or to the residence of King Charles of Great Britain in the picturesque village of Viscri, or to the fortresses and castles in the surroundings, for which we will return with additional information in due time, in subsequent messages.

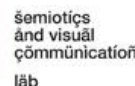
After the payment delegates are required to send the payment confirmation to: [dragan.nicolaesorin@gmail.com](mailto:dragan.nicolaesorin@gmail.com) or [sorin.dragan@umfst.ro](mailto:sorin.dragan@umfst.ro) in order to register for the conference.

## Publication

For conference delegates, we offer more publishing possibilities. In all instances your papers are subject to a double-blind peer review. Each journal has its own peer review process that will be followed. If you have committed your paper for other venues, you may just present your paper at the conference. Please note that only the papers that have been presented at the conference will be published.

Selected papers that will undergo the journal's peer-review process will be published in:

- Canadian Journal *New Explorations: Studies in Culture and Communication*, a revival of the journal *Explorations: Studies in Culture and Communication*, created in 1953 by Marshall McLuhan and Ted Carpenter, indexed by: ROAD, MIRABEL, CROSSREF - <https://jps.library.utoronto.ca/index.php/nexj/index>.
- *Journal of Media Research* (<http://mrjournal.ro/>). The Journal of Media Research is a scientific research journal focusing on the field of media and communication. It is a peer reviewed academic publication for interdisciplinary quantitative and qualitative research in the social sciences. Carefully read the guidelines for authors. The journal is indexed in the following international databases: EBSCO, ProQuest, and CEEOL.
- TAMGA - *Journal of Turkish Semiotic Studies*, a peer-reviewed, periodic, international Open-Access journal making publications twice a year in Spring (June) and Fall (December) - [www.e-tamga.com](http://www.e-tamga.com).
- The *Technium Social Sciences Journal* (<https://techniumscience.com/index.php/socialsciences>), an academic journal indexed in the following research data-bases: Google Scholar, Index Copernicus, Directory of Open Access Scholarly Resources, Directory of Research Journals Indexing, RePEc, Econpapers, Ideas, SCPIO, Elektronische Zeitschriftenbibliothek (EZB) and Ulrich's Periodical Directory.



- A volume with the best papers presented at the conference that will be published at a prestigious international publishing house - the first volume of the event in Bucharest, which contains a selection of articles presented in the second edition of the international conference **Semiosis in Communication II**, from June 2018, it already appeared in 2021 (<https://www.degruyter.com/document/doi/10.1515/9783110662900/html>).

### Conference venue

George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Petru Maior Faculty of Science and Letters, Gheorghe Marinescu Street, No 38, Târgu Mureș, Mureș County, 540142, România - <https://umfst.ro/stiinte-si-litere/en/>.

### Institutional Partners

**George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST)**, Târgu-Mureș (Romania) - <https://umfst.ro/en/>;

**International Association for Semiotic Studies (IASS-AIS)** - <https://iass-ais.org/>;

**Balkan Association for Semiotic Studies (BASS)**;

**SemioLab** - Semiotics Laboratory affiliated with Aristotle University in Thessaloniki (Greece) - <https://semiolab.frl.auth.gr/index.php/en/>;

**Southeast European Center for Semiotic Studies (SEECSS)** at New Bulgarian University (NBU), Sofia (Bulgaria) - <https://semiotics.nbu.bg/en/>;

**Semiotics and Visual Communication Research Lab** at Cyprus University of Technology - <https://www.svclab.com/>;

**The Department of Sciences and Letters from the Petru Maior Faculty of Science and Letters**, Târgu-Mureș (RO) - <https://umfst.ro/stiinte-si-litere/en/>;

**The Faculty of Political, Administrative and Communication Sciences, Babeș-Bolyai University** in Cluj-Napoca (RO) - <https://fspac.ubbcluj.ro/en>.

### Media & Entrepreneurship Partners

**Veridica.ro** - <https://www.veridica.ro/en/>;

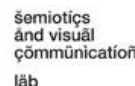
**The Mureș publication Zi de Zi** - <https://www.zi-de-zi.ro>.

**Cim Market Consulting SRL** - <https://cimmarket.ro/>

### Honorary President of Conference

**Solomon Marcus**, member of the Mathematical Section of the Romanian Academy and Emeritus Professor of the University of Bucharest's Faculty of Mathematics.





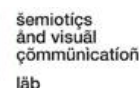
## Scientific committee

**Giordano Altarozzi**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Leonard Azamfirei**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Kristian Bankov**, New Bulgarian University, Sofia (BG);  
**Luis Emilio Bruni**, Aalborg University Copenhagen (DK);  
**Paul Cobley**, Middlesex University (U.K.);  
**Maria Giulia Dondero**, University of Liège (BE);  
**Nicolae-Sorin Drăgan**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Didier Tsala Effa**, Université de Limoges (FR);  
**Carl W. Jones**, Westminster University (UK);  
**Seema Khanwalkar**, Jawaharlal Nehru University (IN);  
**Jean-Marie Klinkenberg**, University of Liège (BE);  
**Evangelos Kourdis**, Aristotle University of Thessaloniki, Department of French Language and Literature (GR);  
**Massimo Leone**, Department of Philosophy, University of Turin (IT);  
**Constantin Popescu**, University of Bucharest (RO);  
**Everardo Reyes**, Université Paris 8 (FR);  
**Daniela Roventă-Frumușani**, University of Bucharest (RO);  
**Corneliu-Cezar Sigmirean**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Peeter Torop**, University of Tartu, Department of Semiotics (EE);  
**Andreas Ventsel**, University of Tartu, Department of Semiotics (EE);  
**Hongbing Yu**, Toronto Metropolitan University (CA);  
**Evipides Zantides**, Department of Multimedia and Graphic Arts, Cyprus University of Technology (CY).

## Organizing committee

**Nicolae-Sorin Drăgan**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO) - General Chair for the International Conference *Semiosis in Communication*

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**Paula Drăgan**, National University of Political Studies and Public Administration (RO);  
**Szabó-Csifó Barna**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Sonia Maloș**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);  
**Radu Morutan**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);



**Alex Cistelecan**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO);

**Emil-Marius Pașcan**, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu-Mureș (RO).

For questions and details concerning the conference *Semiosis in Communication: Medical Humanities: Bridges between Embodiment of Signs and Embodied AI*, please write to Nicolae-Sorin Drăgan at: [dragan.nicolaesorin@gmail.com](mailto:dragan.nicolaesorin@gmail.com); or [sorin.dragan@umfst.ro](mailto:sorin.dragan@umfst.ro).

