



INTERNATIONAL CONFERENCE






SEMIOSIS IN COMMUNICATION

Medical Humanities: Bridges between Embodiment of Signs and Embodied AI





Târgu-Mureș, May 21-23, 2026

CONFERENCE PROGRAM

THURSDAY, May 21, 2026

08:00-09:00	REGISTRATION – George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST) – Gheorghe Marinescu Street, No 38, Târgu Mureș, Mureș County, second floor / https://umfst.ro/medicina-engleza/contact/
09:00-09:30	OPENING REMARKS – SENATE HALL - second floor / <i>five (5) minutes for each speaker</i>
09:00-09:30	<p>Local Speakers:</p> <div data-bbox="320 863 498 1041">  </div> <p data-bbox="498 1016 2665 1052">Nicolae-Sorin DRĂGAN – <i>General Chair of Event</i>, Petru Maior Faculty of Sciences and Letters, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu Mureș, Romania</p> <div data-bbox="320 1056 498 1234">  </div> <p data-bbox="498 1209 2056 1245">Leonard AZAMFIREI – <i>Rector</i>, George Emil Palade University of Medicine, Pharmacy, Science and Technologies of Târgu-Mureș (UMFST), Târgu Mureș, Romania</p> <div data-bbox="320 1249 498 1428">  </div> <p data-bbox="498 1402 1976 1438">Marius-Viorel POȘA – <i>Secretary of State - Government of Romania</i>, Romania's representative within the NATO Innovation Fund, Bucharest, Romania</p>
	<p>Invited Speakers:</p> <div data-bbox="320 1488 498 1667">  </div> <p data-bbox="498 1642 2249 1677">Paul COBLEY - <i>Former President of IASS-AIS</i>, International Association for Semiotic Studies (2014-2024), Deputy Dean Research & Knowledge Exchange at Middlesex University, U.K.</p> <div data-bbox="320 1682 498 1860">  </div> <p data-bbox="498 1835 2415 1871">Tiziana MIGLIORE – <i>Secretary General of IASS-AIS</i>, International Association for Semiotic Studies – Associate Professor of Semiotics at the University of Urbino Carlo Bo, Italy</p>



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

10:00-11:00		<p>KEYNOTE LECTURE – Julieta Haidar: FROM THE SEMIOTICS OF CULTURE ANALOGICAL TO DIGITAL CULTURE / Moderator: Fernando ANDACHT / Amphitheater 33 - ground floor</p>
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11:00-13:00	<p>PANEL 1 – Meaning-Making Practices and Creativity in the Digital Age / Amphitheater 33 - ground floor Coordinator: Ramona Pistol Moderator: Ramona Pistol</p>	<p>PANEL 2 – SEMIOTICS OF CULTURE IN PURÉPECHA CULTURE / Amphitheater 42 - ground floor Coordinator: Pedro Reygadas Robles Gil Moderator: Pedro Reygadas Robles Gil</p>	<p>PANEL 3 – Semiotics, Cultural Diversity & Intercultural Dialogue / Amphitheater 144 - first floor Coordinators: Tigran Simyan & Florinela Floria Moderators: Tigran Simyan & Florinela Floria</p>
	<p>Ramona Pistol Embodied Novelty and Computational Creativity: Metaphor as a Test Case for AI Semiosis</p>	<p>Pedro Reygadas Reygadas Robles Gil & Juan Manuel Contreras Colín Intercultural Philosophy and Semiotics of Culture: The Case of <i>Abya Yala</i> and the Purépecha Culture</p>	<p>Sergei Kruk Cognitivist and Phenomenologist Approaches to Dancing Bodies: A Four-Century-Long Discussion</p>
	<p>Lorenzo L. D. Incardona Ethics without Bodies. Some Considerations on <i>Claude's Constitution</i> from a Semiotic Perspective</p>	<p>Kevin Sánchez Sánchez Semiotics of Being Irecha and the Ontology of Purépecha People</p>	<p>Tigran Simyan Visualization of epic material in urban space (based on the materials of Yerevan/Dilijan, Riga, and Tallinn)</p>
	<p>Sorina-Mihaela Bălan & Liliana Bălan From White Space to Latent Space: Visual Semiosis, Artificial Intelligence, and the Psychology of AI-Generated Images</p>	<p>Brandon Sánchez Sánchez <i>Purépecha</i> Epistemology: Semiotics Materializes and Transmits Epistemology to Perceive Reality and Develop Life (<i>Tsípekua</i>)</p>	<p>Florinela Floria Visual Storytelling – A Dispositive of Communication in City Branding</p>
	<p>Lyudmyla Zaporozhtseva Semiosis as Existential Practice: Meaning, Choice, and Love in Conditions of Crisis</p>	<p>Ildefonso Sánchez Velázquez Semiotics of Juchari Juramukua, Governance in Cheran K'eri</p>	<p>Vytautas Tumėnas Heritage Hypertextuality in Lithuanian Emblems: Issues in Tradition Actualisation</p>
	<p>Alina Therese Lettner Semiosis and Cognition in Tibetan Buddhist Medicine and Tantric Yoga: Rediscovering the Subtle Body as an Instrument of Spiritual Transhumanism</p>	<p>Tashchenko Anna AI and the Future of Business English: Language, Embodiment, and Meaning-Making</p>	<p>Sonia Maloş Constructing Cultural Identity on a Global Stage: An Analysis of Bad Bunny's Super Bowl Performance</p>

13:00-14:30 LUNCH BREAK

14:30-15:30		<p>KEYNOTE LECTURE – Tiziana MIGLIORE: "Cell Worlds": Meaning-Making of the Inner Microscopic Biodiversity / Moderator: Massimo LEONE / Amphitheater 33 - ground floor</p>
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SESSION 3

15:30-17:30	<p>PANEL 1 – Translation, Mediation and Multimodal Meaning Making in Digital Environments / Amphitheater 33 - ground floor Coordinators: George Tsonev & Maria-Ana Georgescu Moderators: George Tsonev & Maria-Ana Georgescu</p>	<p>PANEL 2 – ANCESTRAL MEDICINE, VISUAL SEMIOTICS AND DECOLONIAL ART / Amphitheater 42 - ground floor Coordinator: David Terrazas Tello Moderator: David Terrazas Tello</p>	<p>PANEL 3 – Medical Humanities / Amphitheater 144 - first floor Coordinator: Sevinç GÜLSEÇEN Moderators: Vasfiye ARSLAN, Sevinç GÜLSEÇEN, & Füsün Deniz ÖZDEN</p>
	<p>George Tsonev Towards Semiotics of Punctuation: A Kressian approach to Punctuation in Dyslexic Writing</p>	<p>David Terrazas Tello The Level of Sacred Reality in Ancestral Mesoamerican Medicine: The Return of the Soul to the Body</p>	<p>Frédéric BALMONT The Semiotic Transformation of the Medicalized Body in the Age of AI</p>
	<p>Andrada Georgescu & Maria-Ana Georgescu</p>	<p>Aldo Rodrigo Márquez Sánchez</p>	<p>Vasfiye ARSLAN, Sevinç GÜLSEÇEN, & Füsün Deniz ÖZDEN</p>



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

SATURDAY, MAY 23, 2026

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



SOCIAL EVENT

SUNDAY, MAY 24, 2026

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





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