



# semiotic theories and advertising practices

erasmus  
intensive program

8th–20th  
june 2014  
cyprus

## program timetable

### Coordinator

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### Partners

Evangelos Kourdis, Assistant Professor  
Aristotle University of Thessaloniki, Greece  
Department of French Language and Literature

Kristian Bankov, Professor  
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Massimo Leone, Professor  
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Department of Philosophy

Ifigeneia Vamvakidou, Associate Professor  
University of West Macedonia, Greece  
Department of Preschool Education

### Endorsed by

Cyprus Semiotic Association  
Hellenic Semiotics Society

[www.semiotics-erasmus.com](http://www.semiotics-erasmus.com)



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ānd vīsuāl  
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	Monday 09/06/2014	Tuesday 10/06/2014	Wednesday 11/06/2014	Thursday 12/06/2014	Friday 13/06/2014	Saturday 14/06/2014	Sunday 15/06/2014	Monday 16/06/2014	Tuesday 17/06/2014	Wednesday 18/06/2014	Thursday 19/06/2014	Friday 20/06/2014
	Day 01	Day 02	Day 03	Day 04	Day 05	Day 06	Day 07	Day 08	Day 09	Day 10	Day 11	Departure
08:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Lefkosia	Room Pefkios Georgiades	....	....
08:45	Opening	....	....	....	....	....	....	....	....	....	....	....
09:00 until 12:00	<b>Coordinator</b> Cyprus University of Technology	<b>Coordinator</b> Cyprus University of Technology	<b>Partner 2</b> New Bulgarian University	<b>Partner 3</b> University of Western Macedonia	<b>Partner 4</b> University of Turin	<b>Partner 1</b> Aristotle University of Thessaloniki	<b>Partner 1</b> Aristotle University of Thessaloniki	<b>Partner 4</b> University of Turin	<b>Partner 3</b> University of Western Macedonia	<b>Study Break</b> Exam Preparation	<b>Extracurricular Activities</b> Correction of exams	....
	<b>Ervipides Zantides</b> Semiotics of typography & advertising design	<b>Aspasia Papadima</b> Advertising & Postcards	<b>Mony Almalech</b> Semiotics of Colors	<b>Ifigeneia Vamvakidou</b> 'Keep her where she belongs': Gendered codes and sexist representations of the female figure in advertisements	<b>Ugo Volli</b> Images and Propaganda	<b>Gregory Paschalidis</b> Copywriting: disambiguation device or mind game?	<b>Gregory Paschalidis</b> Images of/for the people: advertising images as interfaces	<b>Massimo Leone</b> Encoding and decoding texts in global culture	<b>Ifigeneia Vamvakidou</b> Historic and ideological representations in images and captions	....	....	....
12:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	....
14:00 until 17:00	<b>Partner 2</b> New Bulgarian University	<b>Partner 3</b> University of Western Macedonia	<b>Coordinator</b> Cyprus University of Technology	<b>Partner 4</b> University of Turin	<b>Partner 1</b> Aristotle University of Thessaloniki	<b>Partner 2</b> New Bulgarian University	<b>Partner 3</b> University of Western Macedonia	<b>Partner 2</b> New Bulgarian University	<b>Partner 4</b> University of Turin	<b>Partner 1</b> Aristotle University of Thessaloniki	<b>Extracurricular Activities</b> Correction of exams	....
	<b>Kristian Bankov</b> Semiotic perspective on the evolution of brand communication: from image to experience	<b>Nikos Fotopoulos</b> Ideology, cultural industries, Advertising & Consumption: Sociological Approaches 1	<b>Aspasia Papadima</b> Greetings from the IP with the use of i-pads	<b>Ugo Volli</b> Agency of images and seduction	<b>Evangelos Kourdis</b> Intersemiotic translation in advertising discourse: Plastic visual signs in primary function in communication	<b>Mony Almalech</b> Manipulative power of colors in advertisements	<b>Nikos Fotopoulos</b> Ideology, cultural industries, Advertising & Consumption: Sociological Approaches 2	<b>Kristian Bankov</b> Semiotic approaches to the analysis of the corporate websites	<b>Massimo Leone</b> Verbal texts, visual artifacts, and digital convergence	14:00-16:00 <b>Exams</b>	....	....
19:00	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	....
22:00	Welcoming Party	....	....	....	....	....	....	....	....	....	22:00 Farewell Party and Results	....