



SIGN  
THOUGHT  
WORD  
WORK

## INTERNATIONAL SEMIOTIC CONFERENCE

SIGN – THOUGHT – WORD – WORK



Semiotica2015  
[www.semiotica.uni.lodz.pl](http://www.semiotica.uni.lodz.pl)

**University of Lodz**  
**24-27 May 2015**

GUEST OF HONOUR  
**Prof. Umberto Eco**

UNIwersytet Łódzki  
UNIVERSITY OF ŁÓDŹ  
[www.uni.lodz.pl](http://www.uni.lodz.pl)

ISTITUTO ITALIANO DI CULTURA DI VARSAVIA  
[www.iicvarsavia.esteri.it](http://www.iicvarsavia.esteri.it)

WYDZIAŁ FILOLOGICZNY UŁ  
FACULTY OF PHILOLOGY OF THE UNIVERSITY OF ŁÓDŹ  
[www.filolog.uni.lodz.pl](http://www.filolog.uni.lodz.pl)

ZAKŁAD ITALIANISTYKI KATEDRY FILOLOGII ROMAŃSKIEJ UŁ  
DEPARTMENT OF ITALIAN STUDIES, INSTITUTE OF ROMANCE STUDIES,  
UNIVERSITY OF ŁÓDŹ  
[www.italianistyka.uni.lodz.pl](http://www.italianistyka.uni.lodz.pl)

ZAKŁAD PRAGMATYKI JĘZYKOWEJ INSTYTUTU ANGLISTYKI UŁ  
DEPARTMENT OF PRAGMATICS, INSTITUTE OF ENGLISH STUDIES,  
UNIVERSITY OF ŁÓDŹ  
[www.anglistyka.uni.lodz.pl/ZPJ?department](http://www.anglistyka.uni.lodz.pl/ZPJ?department)

INTERDYSCYPLINARNE CENTRUM BADAŃ HUMANISTYCZNYCH UŁ  
INTERDISCIPLINARY CENTER OF HUMANISTIC SCIENCES, UNIVERSITY OF ŁÓDŹ  
[www.centrumhumanistyczne.uni.lodz.pl](http://www.centrumhumanistyczne.uni.lodz.pl)

**CONFERENCE VENUE****Faculty of Philology**

University of Łódź  
Pomorska 171/173  
90-236 Łódź

**Conference Center**

of the University of Łódź  
Kopcińskiego 16/18  
90-232 Łódź

**UNDER THE AUSPICES OF**

Embassy of Italy in Poland  
President of the University of Łódź  
Faculty of Philology, University of Łódź  
Istituto Italiano di Cultura di Varsavia  
Centro Internazionale di Scienze Semiotiche  
Polish Pragmatics Association  
Polish Semiotic Association  
Linguistics Committee, Polish Academy of Sciences, Łódź  
Committee of Slavic Onomastics, c/o International Slavic Committee

**PUBLISHING PARTNERS**

John Benjamins Publishing  
Company  
Cambridge University Press  
Brill  
Mouton de Gruyter

**ORGANIZERS**

Department of Italian Studies, University of Lodz  
[www.italianistyka.uni.lodz.pl](http://www.italianistyka.uni.lodz.pl)  
Department of Pragmatics, University of Lodz  
[anglistyka.uni.lodz.pl/ZPJ?department](http://anglistyka.uni.lodz.pl/ZPJ?department)  
Interdisciplinary Center of Humanistic Sciences  
[centrumhumanistyczne.uni.lodz.pl](http://centrumhumanistyczne.uni.lodz.pl)

**CO-ORGANIZER**

Istituto Italiano di Cultura di Varsavia  
[www.iicvarsavia.esteri.it/IIC\\_Varsaviaces](http://www.iicvarsavia.esteri.it/IIC_Varsaviaces)

**ORGANIZING COMMITTEE**

Prof. Dr. Artur Gałkowski, Prof. Dr. Piotr Cap, Prof. Dr. Krystyna Pietrych, Dr. Paola Ciccolella (Conference Co-Chairs)

Dr. Monika Kopytowska, Dr. Joanna Ciesielka, Dr. Tamara Roszak, Ms. Joanna Ozimska, Dr. Sebastian Zacharow (Conference Secretaries)

Prof. Dr. Jadwiga Czerwińska, Prof. Dr. Tomasz Cieślak, Dr. Anna Miller-Klejsa, Ms. Aleksandra Sowińska, Ms. Diana Dąbrowska, dott. Ilario Cola, dott. Stefano Cavallo (Conference Team)



## CONFERENCE SCOPE AND THEMES

*„The print does not always have the same shape as the body that impressed it, and it doesn't always derive from the pressure of a body. At times it reproduces the impression a body has left in our mind: it is the print of an idea. The idea is a sign of things, and the image is a sign of the idea, the sign of a sign. But from the image I reconstruct, if not the body, the idea that others had of it.“*

Umberto Eco, *The Name of the Rose*

A sign is what we perceive and realize. It comprises a whole range of phenomena, objects, and beings, as well as ideas within our mental maps. Each fragment of material and immaterial reality perceived by our mind and senses has to be processed by human thought, which becomes the first and most basic tool we use to harness knowledge expressed by various types of signs. It is thus not a truism to say that, seen from this perspective, human thought is boundless. Can it, however, encompass the totality of the world? Individually, it certainly cannot; socially and historically, depending on the accessibility of the surrounding world – both real and fictional – and depending on the language used to assign meanings to things once they are perceived, it can strive to reach the limits of its potential. And here is where a word comes into play. Being a sign itself, it can be used to indicate, describe and conceptualize a selected fragment of any material, spiritual, or imagined space. A sign and an idea give life to words. Is the reverse process possible? There are spheres where words, as parts of larger structures, describe and create the world. They are endowed with agency and performative potential. Merged with a sign by the thought, a word creates meaning for both the creator herself and the addressee. The “matter” of the word is thus constituted by acts of speaking and acts of encoding its meaning in writing. What emerges as a result of these two processes is work, the totality of what is communicated. Understood in this way, the work can be situated within the frames of various discourses, within the sphere of both everyday or specialized communication, and, last but not least, within the realm of literature. Hence, it should be viewed in the widest perspective possible, allowing for new interpretations and understandings.

Such a multidimensional perspective will be encouraged, explored and implemented in conference presentations and discussions on the dynamic nature of and relationships between four interrelated concepts: sign, thought, word, and work. The notions which are at the core of both domain-oriented and interdisciplinary semiotic research will become the focus of academic investigations and critical reflections in which we invite all those who are interested in semiotics to engage: linguists concentrating on the theory of language and its social function, philosophers, literary scholars and critics, translators rendering the work in another language, and humanists open to knowledge about the world and the signs present in it.

**MAIN THEMES**

- semiotics of communication and culture
- cognitive semiotics
- semiotics of art.
- literary semiotics
- media and film semiotics
- semiotics of advertising
- forms and functions of signs
- signs in discourse
- sign aesthetics
- words and signs
- from thoughts to signs and works
- pragmatic perspective on sign/word/work
- semiotics of lexis
- semiotics of onymy
- semiotics of visual design
- rhetoric of sign-oriented discourse
- defining literary, artistic and applied works
- text typology
- semiotic strategy and stylistic convention of text/work
- intentio operis, intentio auctoris and intentio lectoris in text reading and interpretation
- palimpsest story: the role of history in literary work

**SCIENTIFIC COMMITTEE**

Prof. Patrizia Bertini Malgarini, Libera Università Maria Ss. Assunta LUMSA, Italy

Prof. Ingeborga Beszterda, Adam Mickiewicz University, Poland

Prof. Orazio Antonio Bologna, Università Pontificia Salesiana, Italy

Prof. Paolo Bosisio, Università Statale di Milano, Italy

Prof. Piotr Cap, University of Łódź, Poland

Prof. Paul Chilton, Lancaster University, UK

Prof. Tomasz Cieślak, University of Łódź, Poland

Prof. Aleksandra Cieślakowa, Polish Academy of Sciences, Poland

Prof. Jadwiga Czerwińska, University of Łódź, Poland

Prof. Paolo D'Achille, Università degli Studi Roma Tre, Italy

Prof. Paolo Fabbri, Libera Università Internazionale di Studi Sociali LUISS, Centro Internazionale di Scienze Semiotiche CiSS dell'Università di Urbino, Italy

Prof. Mieczysław Gajos, University of Łódź, Poland

Prof. Artur Gałkowski, University of Łódź, Poland

Prof. Giovanni Gobber, Università del Sacro Cuore, Italy

Prof. Jean-Pierre Goudaillier, Université René Descartes Paris 5 Nouvelle Sorbonne, France

Prof. Bob Hodge, University of Western Sidney, Australia

Prof. Elżbieta Jamrozik, University of Warsaw, Poland

Prof. Alicja Kacprzak, University of Łódź, Poland

Prof. Barbara Lewandowska-Tomaszczyk, University of Łódź, Poland

Prof. Mirosław Loba, Adam Mickiewicz University, Poland

Prof. Justyna Łukaszewicz, University of Wrocław, Poland

Prof. Jadwiga Miszańska, Jagiellonian University, Poland



Prof. Joanna Odrowąż-Sypniewska, University of Warsaw, Poland  
Prof. Jerzy Pelc, University of Warsaw, Poland  
Prof. Krystyna Pietrych, University of Łódź, Poland  
Prof. Steven Pinker, Harvard University, USA  
Prof. Jarosław Płuciennik, University of Łódź, Poland  
Prof. Paolo Poccetti, Università degli Studi di Roma Tor Vergata, Italy  
Prof. Piotr Salwa, University of Warsaw, Poland; Polish Academy of Sciences in Rome  
Prof. John R. Searle, University of California, Berkeley, USA  
Prof. Hanna Serkowska, University of Warsaw, Poland  
Prof. Tadeusz Sławek, University of Silesia, Poland  
Dr Marcin Sobieszczkański, Université de Nice – Sophia Antipolis, France  
Prof. Roman Sosnowski, Jagiellonian University, Poland  
Prof. Piotr Stalmaszczyk, University of Łódź, Poland  
Prof. Rudolf Šrámek, Masaryk University, Czech Republic  
Prof. Ugo Vignuzzi, Università di Roma La Sapienza, Italy  
Prof. Maria Patrizia Violi, Università di Bologna, Italy  
Prof. Ugo Volli, Università degli Studi di Torino, Italy  
Prof. Stanisław Widlak, Jagiellonian University, Poland  
Prof. Monika Woźniak, Università di Roma La Sapienza, Italy  
Prof. Krzysztof Żaboklicki, University of Warsaw, Poland

### CONFERENCE LANGUAGES

English, Italian, French, Polish

### SUBMISSIONS

Regular paper presentations will be allocated 20 minutes plus 10 minutes for questions. Abstracts of max. 400 words should be sent by email as a Word attachment to [semiotica2015@uni.lodz.pl](mailto:semiotica2015@uni.lodz.pl) by **28 February 2015**. Please include name, academic title, affiliation, email address and paper title in the body of the email. Abstracts will be accepted subject to review by an International Scientific Committee. Notification of acceptance decisions will be communicated via email by **31 March 2015**. Laptops, PPT projectors and Internet access will be provided by the organizers.

### REGISTRATION

Registration fee, **160 EUR (640 PLN)**, payable by **20 April 2015**, covers all conference materials, 3 lunches (on the 25th, 26th, 27th) and coffee breaks, access to internet facilities, and publication. Participation without paper is possible but does not change the fee.

Fees, paid in EURO or Polish Zloty (PLN), should be transferred to the account below with the reference "**Semiotica2015**", **participant's name**.

Please instruct your bank to apply exchange rates as on the transfer date, and make sure the amount transferred is clear of bank charges.

Uniwersytet Łódzki  
Bank PKO S.A., II O/Łódź  
ul. Piotrkowska 270, 90-959 Łódź, Poland  
Acc. no. (IBAN): PL 96 1240 3028 1111 0010 2943 1767  
BIC/SWIFT: PKOPPLPW  
Reference: Semiotica2015, participant's name



## PROGRAM AND BOOK OF ABSTRACTS

An electronic version of the program will be e-mailed to registered participants **by 30 April 2015**. An e-book of abstracts will be uploaded to the conference website by **10 May 2015**. Hard copies of both the program and book of abstracts will be included in your conference pack.



## PUBLICATION

A peer-reviewed selection of conference papers will be published in a monographic collection produced by a reputable international publisher. Some papers may also be published as a special issue of an international journal: *Lodz Papers in Pragmatics* (<http://www.degruyter.com/view/j/lpp>), in printed and electronic formats.



## ACCOMMODATION

The Conference Center (the conference venue) offers 60 rooms for participants. Services and amenities include free breakfast, private bathroom, satellite TV, radio, telephone, refrigerator and free internet access. The Conference Center houses its own restaurant and bar and is located about 2 kilometers from the downtown of Łódź, which is famous for its variety of restaurants, bars and vibrant nightlife.

The rooms are priced as follows:

<b>Single room</b>	from 120 PLN to 140 PLN (c. 30-35 EUR)
<b>Double room</b>	from 180 PLN to 210 PLN (c. 45-50 EUR per room)
<b>Double room for 1 person</b>	from 140 PLN to 155 PLN (c. 35-40 EUR)

Early bookings by participants are strongly recommended. To book your room, please send an e-mail to [cskul@uni.lodz.pl](mailto:cskul@uni.lodz.pl), writing "Semiotica2015" in the subject line. Alternatively, bookings can be made by phone (+48 42 6355490) or fax (+48 42 6355460), or by sending an email to [semiotica2015@uni.lodz.pl](mailto:semiotica2015@uni.lodz.pl). Payment can be made upon arrival, by cash or credit card. Invoices are issued upon request.

Organizers regret that they cannot arrange accommodation outside the Center on your behalf. However, the list of recommended places will be provided on conference website at a later date.



## TRAVEL

Łódź Airport operates only a small number of flights. Please see [www.airport.lodz.pl/en](http://www.airport.lodz.pl/en) for schedules. Most visitors arrive at Warsaw Chopin Airport ([www.lotnisko-chopina.pl/en/passenger?cl=en&set\\_language=en](http://www.lotnisko-chopina.pl/en/passenger?cl=en&set_language=en)) and take a train from Warsaw Central Railway Station to Łódź Widzew Station (journey time: 1.5 hours; frequency: every hour). There is an efficient train connection between Warsaw Chopin Airport and Warsaw Central Railway Station (journey time: 15 min.; frequency: every 20 min.). Train times can be looked up at [rozkład-pkp.pl/bin/query.exe/en](http://rozkład-pkp.pl/bin/query.exe/en).



Łódź is internationally known for its nightlife and offers a range of sightseeing opportunities. Most sites can be found walking along Piotrkowska Street ([www.lodz-online.eu/13,What\\_to\\_See\\_Walking\\_along\\_Piotr.htm](http://www.lodz-online.eu/13,What_to_See_Walking_along_Piotr.htm)), which is also home to a host of restaurants, bars and clubs. The new Manufaktura Culture-Trade-Entertainment Centre ([www.lodz-online.eu/5,Manufaktura\\_Culture-Trade-Enter.htm](http://www.lodz-online.eu/5,Manufaktura_Culture-Trade-Enter.htm)) boasts a large number of shops, cafes, restaurants and bars. General tourist information is available at [www.lodz-online.eu](http://www.lodz-online.eu).



### IMPORTANT DATES

28

February  
2015

abstract deadline

31

March  
2015

notification of acceptance

20

April  
2015

registration deadline

30

April  
2015

conference program sent to participants

24-27

May  
2015

conference

30

September  
2015

deadline for article submission



### CONTACT

Queries should be directed to:  
[semiotica2015@uni.lodz.pl](mailto:semiotica2015@uni.lodz.pl)

Prof. Dr. Artur Gałkowski (Conference Chair)  
Department of Italian Studies  
University of Łódź  
Pomorska 171/173  
90-236 Łódź  
tel./fax + 48 – 42 6655150  
e-mail: [artgal@interia.pl](mailto:artgal@interia.pl)



Uniwersytet  
**ŁÓDZKI**



*Ambasciata d'Italia  
Varsavia*



**ZAKŁAD ITALIANISTYKI KATEDRY FILOLOGII ROMAŃSKIEJ UŁ**  
**DEPARTMENT OF ITALIAN STUDIES, INSTITUTE OF ROMANCE STUDIES,**  
**UNIVERSITY OF ŁÓDŹ**  
[www.italianistyka.uni.lodz.pl](http://www.italianistyka.uni.lodz.pl)

**ZAKŁAD PRAGMATYKI JĘZYKOWEJ INSTYTUTU ANGLISTYKI UŁ**  
**DEPARTMENT OF PRAGMATICS, INSTITUTE OF ENGLISH STUDIES,**  
**UNIVERSITY OF ŁÓDŹ**  
[www.anglistyka.uni.lodz.pl/ZPJ?department](http://www.anglistyka.uni.lodz.pl/ZPJ?department)



**INTERDYSCYPLINARNE CENTRUM**  
**BADAŃ HUMANISTYCZNYCH**  
UNIwersytet ŁÓDZKI