

# IMAGE AS TOPIC OF COMMUNICATION THEORY, CULTURAL ANTHROPOLOGY AND TEXT SEMIOTICS

University of Warmia and Mazury in Olsztyn (Poland)  
Center of Human Sciences  
26-28 VI 2019



## Conference Organizers:

- Centrum Badań Europy Wschodniej UWM (Olsztyn)
- Instytut Dziennikarstwa i Komunikacji Społecznej UWM (Olsztyn)
- Johannes Gutenberg Universität Mainz, Fachbereich Translations-, Sprach- und Kulturwissenschaft (Germersheim)

## ORGANIZING COMMITTEE:

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dr ANNA PAVLOVA  
dr hab. ARKADIUSZ DUDZIAK  
dr hab. ANITA FRANKOWIAK  
dr JOLANTA PIWOWAR  
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## WORKING LANGUAGES:

**Polish and other Slavic languages, English, German**

## CONFERENCE MAIN TOPICS:

The phenomenon of image and Image Category has recently gained popularity. This interest is due to the intensification of research in the area of "Human Cognition", especially the cognitive ways of processing/perceiving information. Image belongs to the sphere of the so called Immaterial Resources which play a crucial role in the functioning of an object in its environment. This is reflected by several psychologic features, e.g. by the so called "Priming". The validity of Immaterial Resources rises, and this is a reason why new science disciplines such as "Imagology" and "Image making research" have already been included into programs of several universities.

The conference aims to provide specialists with the opportunity to present their research and exchange ideas as well as to support group discussions on the topic of Imagology from different points of view: from the Communication Theory perspective, from that of Social Psychology, of Cultural Anthropology, of Text and Discourse Linguistics, of Literature studies (incl Cognition of Poetry), of Culture Linguistics etc. Here we provide an open list of current issues as a proposal for your presentations and discussions:

- status, object and functions of image in culture studies and in the theory of communication
- the object of image in social communication science
- image as issue an of human and social sciences
- image as an element of cultural programming
- tools for creating an Image in the literature and in the mass media
- image in marketing communication, in particular in the promotion area and in public relations
- phenomenology, anthropology and sociology of image; iconization of the semiosphere; vizualization of public communication
- image – presentation – stereotype – reputation – prestige – group concept
- psychological (cognition) aspects of image
- tools for creation and areas of cultivation of negative campaigning
- imagology and Image making research as new human scientific disciplines
- image analysis
- image as a text content element and as a result of content analysis
- discourses about and around Images: functions, features, classification, methods of analyzing etc.
- image in different cultural groups; culture-oriented marking of images
- social and cultural impacts of an image
- axiological aspects of imagology

Publications in a Journal of SCOPUS-database are planned

**Conference fees are covered by the participants. Fees for the Conference participation is 490 Zloty (= 120 Euro). It includes the cost of: lunches and coffee-brakes on 26-28.06.2019, banquet, reception, conference materials, and publication fees.**

*The conference will take place in the polish town Olsztyn, in the campus of the University of Warmia and Mazury named „Kortowo“. This is the largest and the most beautiful campus in Poland. Besides University buildings, there are a large library, two lakes, a forest park, a football stadium, a swimming pool, a stable and a field for horseback riding, shops, clubs etc. You have the option to book a living room on the campus terrain.*

Please send your registration form by 30.12.2018. **Fill out the form of request as below.**

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Uniwersytet Warmińsko-Mazurski w Olsztynie  
Centrum Nauk Humanistycznych  
10-725 Olsztyn, ul. Kurta Orbitza 1

## REGISTRATION FORM

NAME, SURNAME, DEGREE, POSITION:

IN YOUR NATIVE LANGUAGE: .....

IN ENGLISH TRANSLATION (THE WAY IT IS WRITTEN IN YOUR PASSPORT): .....

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PASSPORT NUMBER AND SERIES (DO YOU NEED A POLISH VISA?): .....

INSTITUTION (PLACE OF WORK OR EDUCATION): .....

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TOPIC OF YOUR PRESENTATION: .....

IN THE LANGUAGE OF THE PRESENTATION: .....

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IN ENGLISH: .....

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SHORT SUMMARY (CA. 500 SIGNS): .....

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ELECTRONIC ADDRESS: .....

DATA FOR THE INVOICE (IF NECESSARY):

PAYER (PHYSICAL PERSON OR NAME OF ORGANIZATION): .....

.....

ADDRESS: .....

TAX IDENTIFICATION NUMBER: .....