

Cultural Studies in Business Project

Erasmus+

Multiplier Event

"Re-orienting Cross Cultural Studies in Business: a European analysis"

CSB Project presentation. K2 Strategic Partnership in the field of Higher Education

Presentation of results of the international research

"CULTURAL STUDIES IN BUSINESS. IN-DEPTH ANALYSIS OF THE STATUS QUO OF ECONOMICAL STUDIES IN EUROPE"

Vilnius

25-26 April 2019

**Vilnius Gediminas Technical University
Faculty of Creative Industries
Department of Philosophy and Cultural Studies**

Multiplier event / International Conference

VISUALITY 2019: CREATIVE COMMUNICATION IN THE EMERGING CONSTELLATIONS

THURSDAY, APRIL 25

09:00-09:45 Registration of participants

09:45-10:00 Opening of conference

10:00-13:50 (SNR-I 4.3 a.)

PLENARY SESSION WITH INTERNATIONAL EXPERTS

Chairman: Tomas Kačerauskas / Vytis Valatka

10:00-10:30 Algis Mickūnas, Ohio University, USA

Vision, visuality and images

10:30-11:00 Joseph J. Pilotta, Ohio State University, USA

Visuality, kinesthetics and health communication

11:00-11:30 Richard L. Lanigan, Southern Illinois University at Carbondale; International Communicology institute, USA

Semiotic confusion in the phenomenology of perception: West meets East, one actuality becomes two realities

11:30-12:10 Discussion

12:10-12:30 Coffee break

12:30-13:00 Audrius Martinkus. JSC "Mokomieji filmai", Lithuania

Innovation is a competitor of visuality

13:00-13:30 John Murphy, University of Miami, USA

Community-based Budgeting and Social Change: Philosophical and Practical Considerations (ONLINE)

13:30-13:50 Discussion

13:50-15:00 LUNCH (*Bobutės virtuvė Trakų g. 9*)

THURSDAY, APRIL 25

15:00-17:40 ATLANTŲ SALĖ

PRESENTATIONS OF CSB PARTNER UNIVERSITIES

Chairman: Tomas Kačerauskas

15:00-15:20 Tomas Kačerauskas, Jolanta Saldukaitytė, Ljubisha Petrushevski , Luís Moreira Pinto, VGTU, Lithuania

Presentation of results of the international research

15:20 - 15:40 Luís Moreira Pinto, Tiago Rodrigues, Emilian Gwiadzinski, CITAD Research Center, Lusiada University of Lisbon, University of Beira Interior, Portugal;
University of Lodz, Poland

City shapes vs mood

15:40 - 16:00 Jolanta Saldukaitytė VGTU, Lithuania

What is uncanny about visualizing the face?

16:00 – 16:20 Loreta Axhami Zela, Mirdaim Axhami, University of Tirana, Albania

Visual communication and cultural diversity in advertising

16:20 - 16:40 Ljubisha Petrushevski, Euro College Kumanovo, Republic Of Macedonia

Political order of the false

16:40 - 17:00 Miglė Černikovaitė, Vilnius University, Lithuania

Visual elements efficiency performance evaluation in e-commerce projects in Lithuania

17:00 – 17:20 Tomas Kačerauskas, VGTU, Lithuania

Urban (un)creative constellations: cases of Vilnius's illegal settings from semiotic point of view

17:20-17:40 Discussion

18:15 RECEPTION at the restaurant Le Bon Jour

THURSDAY, APRIL 25
PRESENTATIONS OF INTERNATIONAL AND LOCAL EXPERTS

15:00-16:00 SNR-III 222

SECTION 1a: VISUALITY, ARTS AND TECHNOLOGIES

Chairman: Alexey Timashkov

15:00-15:20 Raimondas Kavaliauskas, Creative Studio „Wide Wings“, Lithuania

How to encode subliminal messages in video storytelling?

15:20-15:40 Svitlana Pryshchenko, National Academy of Culture and Arts Management, Ukraine

Creative technologies in advertising design: socio-cultural meridians (ONLINE)

15:40-16:00 Viktorija Žilinskaitė–Vytienė, Živilė Sederevičiūtė–Pačiauskienė, VGTU, Lithuania

VR, AR and Visuality: image, perspective, interactivity and senses in perception

16:00-16:10 Discussion

16:10-17:10 SNR-III 222

SECTION 1b: VISUALITY, ARTS AND TECHNOLOGIES

Chairman: Ron Ringer

16:10-16:30 Alexey Timashkov, Petersburg State Transport University, Russia

Creativity of destructiveness in visual arts

16:30-16:50 Yong Liu, University Brunei Darussalam, Brunei

Stereoscopic 3d ontology and narrative engagement

16:50-17:10 Leonardas Rinkevičius, KTU, Lithuania

Visual dimension in the public diffusion of innovations: historical evidence and contemporary controversies

17:10-17:20 Discussion

15:00-16:00 SNR-III 119

SECTION 2a: CHALLENGES OF COMMUNICATION FOR CREATIVE INDUSTRIES

Chairman: Aistė Ptakauskė

15:00-15:20 Marina Zagidullina, Chelyabinsk State University, Russia
Creating “atmosphere”: media aesthetic analysis of journalism projects

15:20-15:40 Malgorzata Bogunia-Borowska, Jagiellonian University, Poland

Dualistic vision of society: a visual analysis based on front covers of two Polish sociopolitical magazines: „W sieci“ and „Newsweek“

15:40-16:00 Eglė Jaškūnienė, VGTU, Lithuania

Concept of visual communication: theory - research – practice

16:00-16:10 Discussion

16:10-17:10 SNR-III 119

SECTION 2b: CHALLENGES OF COMMUNICATION FOR CREATIVE INDUSTRIES

Chairman: Eglė Jaškūnienė

16:10-16:30 Anna Sarzyńska, Jagiellonian University, Poland
Sightseeing, shooting, showing. Socio-cultural aspects of tourist photography

16:30-16:50 Larisa Piskunova, Igor Yankov, Akbar Tengku Oki Al, Yekaterinburg, Ural Federal University, Russia
Architectural avant-garde: social historical experience in the context of colonial and postcolonial practices

16:50-17:10 Aistė Ptakauskė, VGTU, Lithuania

The hero's journey in a converging world

17:10-17:20 Discussion

15:00-18:00 SNR-I 4.3 a.

SECTION 3: SEARCHING FOR THE 25TH FRAME (THE REVIEW AND INTERPRETATIONS OF FILMS)

Chairman: Yiorgis Sakellariou

Yiorgis Sakellariou, Composer, Greece

Composing (with) Silence: Music for Stan Brakhage's „Dog Star Man - Part 1“ (presentation of film „Dog Star Man“)

Ignas Staškevičius, Audrius Lelkaitis, Independent producer, Vilnius University, Lithuania

Two Irresistible Forces: Creativity vs. Gravity (presentation of film „A Universal Attraction“)

Skaistė Jauraitė, Freelancer Video director and editor, Lithuania

In Praise of Action. Stunt-people in Film Industry (presentation of film „In Praise of Action“)

Kirk Johnson, Roberta Jablonskyte, The Animation Workshop, VIA University College, Denmark

Cine-iversity

Discussion

18:15 RECEPTION at the restaurant Le Bon Jour

FRIDAY, APRIL 26

8:30-10:00

EXCURSION TO VGTU CREATIVITY AND INNOVATION CENTER “LINKMENU FABRIKAS”

PRESENTATIONS OF INTERNATIONAL AND LOCAL EXPERTS

10:15-11:15 **SNR-III 222**

**SECTION 4a: VISUALITY AND PHILOSOPHY OF
COMMUNICATION**

Chairman: Richard L.Lanigan

10:15-10:35 Eric M. Kramer, University of Oklahoma, USA
Visiocentrism and Ontogenesis: The Threat to Truth (ONLINE)

10:35-10:55 Kristina Stankevičiūtė, VGTU, Lithuania
The new social ethos for creativity, or will morality beat talent?

10:55-11:15 Dalia Marija Stančienė, Andrejus Larionovas,
Klaipėda University, Lithuania
*Communication of the human and the world: Maurice
Merleau-Ponty, Eugen Fink, Vincentas Vyčinas*

11:15-11:25 Discussion

10:15-11:45 **SNR-III 119**

SECTION 5a: VISUALITY IN EDUCATION

Chairman: Sharaf Rehman

10:15-10:35 Stanislavas Dadelo, Aleksandras Krylovas ,
Natalija Kosareva VGTU, Lithuania
Training management evaluation by visualization

10:35-10:55 Sharaf Rehman, Parminder Sandhu, University of
Texas Rio Grande Valley, USA
Leveraging visuals in instructional materials

10:55-11:15 Virginijus Valentinavičius, Gintarė Žemaitaitienė,
Mykolas Romeris University, Lithuania
*Marketing to generation Z: a case study of the latest
recruitment to communication studies at Mykolas Romeris
university*

11:15-11:35 Lina Stasiūnaitė, Oksana Jankuvienė, Donatas
Kriukas, Vilniaus Salomeja Neris gymnasium, Lithuania
*Media: to understand and to create (the implementation of
the media education in schools)*

11:35-11:45 Discussion

10:15-11:45 **SNR-I 4.3 a.**

SECTION 6a: VISUALITY IN ENTERTAINMENT INDUSTRIES

Chairman: Nuno Amaral Jerónimo

10:15-10:35 Nuno Amaral Jerónimo, Benilde Reis, University of
Beira Interior, Portugal
The eternal sunshine of the spotless kind

10:35-10:55 Irena Darginavičienė, Indrė Ignotaitė, VGTU,
Lithuania
Code-switching in digital communication

10:55-11:15 Mateusz Malarczyk, University of Warsaw,
Poland
*“Young pope” as a metaphor of modern society and catholic
church*

11:15-11:35 Liudmila Starostova, The Boris Yeltsin Presidential
Center, Russia
New visuality as a challenge to understanding museum

11:35-11:45 Discussion

11:45-12:05 Coffee break (SNR-I 4.3 a. and SNR-III 223)

FRIDAY, APRIL 26
PRESENTATIONS OF INTERNATIONAL AND LOCAL EXPERTS

12:05-13:25 **SNR-III 222**

**SECTION 4b: VISUALITY AND PHILOSOPHY OF
COMMUNICATION**

Chairman: Algis Mickūnas

12:05-12:25 Žilvinė Gaižutytė-Filipavičienė, Lithuanian Culture
Research Institute

From visuality to visibility: media regime and capital

12:25-12:45 Nerijus Stasiulis, VGTU, Lithuania

Wittgenstein: picture and happy communication

12:45-13:05 Nuno Amaral Jerónimo, Angelė Tamulevičiūtė,
University of Beira Interior, VGTU, Lithuania

The assault of laughter: A Powerful Communication Tool

13:05-13:25 Paulius Jevsejevas, Vilnius University, Lithuania

The animal face in social media

13:25 -13:35 Discussion

12:05-13:25 **SNR-III 119**

SECTION 5b: VISUALITY IN EDUCATION

Chairman: Vilija Grincevičienė

12:05-12:25 Vilija Grincevičienė, VGTU, Lithuania

Visuality in the educational space: historiographic approach

12:25-12:45 Ilona Valantinaitė, Živilė Sederevičiūtė–
Pačiauskienė, VGTU, Lithuania

Visual communication in divergent thinking

12:45-13:05 Vaidotas Grigas, VGTU, Lithuania

Photography in the educational process

13:05-13:25 Elena Kocai, Vaida Asakavičiūtė, VGTU, Lithuania

*Laughing and learning? The use of humour in university
teaching*

13:25 -13:35 Discussion

12:05-13:05 **SNR-I 4.3 a.**

SECTION 6b: VISUALITY IN ENTERTAINMENT INDUSTRIES

Chairman: Liudmila Starostova

12:05-12:25 Irina Poleshchuk, European Humanities
University, Republic of Belarus

*Aestheticization of everyday life in digital world: between
selfies and social act*

12:25-12:45 Sharaf Rehman, University of Texas Rio Grande
valley, USA

Display rules, emoticons, and emoji in intimate communication

12:45-13:05 Tomas Mitkus, Vaida Nedzinskaitė-Mitkė, VGTU,
Lithuania

Filmmakers' perceptions of higher education: Lithuanian case

13:05 -13:15 Discussion

13:35-14:40 LUNCH (*Bobutės virtuvė, Trakų g. 9*)

FRIDAY, APRIL 26
PRESENTATIONS OF INTERNATIONAL AND LOCAL EXPERTS

14:40-16:20 **SNR-III 222**

SECTION 7: VISUALITY, MEDIA, AND POLITICS

Chairman: Joseph J. Pilotta

14:40-15:00 Aušra Kaziliūnaitė, Vilnius University, Lithuania
Power and surveillance in 21st century: Algorithm in the tower of Panopticon?

15:00-15:20 Viktor Denisenko, Vilnius University, Lithuania
Message and visibility: political advertising in Lithuanian periodical press before municipal elections 2019

15:20 -15:40 Kiryl Kascian, International Centre for Ethnic and Linguistic Diversity Studies, Prague, Czechia
Between political message and national identity: performances of Belarusian fans at the games of the national football team

15:40-16:00 Basia Nikiforova, Lithuanian Culture Research Institute
Visibility of radical "other" in the fortress Europe: image and rhetoric in media

16:00-16:20 Sabahudin Hadžialić, Dorota Siemieniecka, University Nicolaus Copernicus, Torun, Poland
Visibility and education - social media and violence (ONLINE)

16:20-16:30 Discussion

14:40-16:30 **SNR-III 119**

SECTION 8: VISUALITY AND SEMIOTICS ANALYSIS

Chairman: Dario Martinelli

14:40-15:00 Natasa Lackovic, Lancaster University, UK
Visual semiotic analysis in comics: the case of Dylan Dog

15:00-15:20 Dario Martinelli, VGTU, Lithuania
Visual Veganism vs. Visual Carnism: a semiotic confrontation

15:20 -15:40 Almira Ousmanova, European Humanities University, Republic of Belarus
Film Language in the Age of Media Convergence

15:40-16:00 Ulrika Varankaitė, VGTU, KTU Lithuania
Visibility in music listening

16:00-16:20 Alin Olteanu, University of Tartu, Estonia
The ecological opportunity of digitalization

16:20-16:30 Discussion

14:40-16:50 **SNR-I 4.3 a.**

SECTION 9: VISUALITY AND CREATIVITY IN EMERGING CONSTELLATIONS

Chairman: Jolanta Saldukaitytė

14:40-15:00 Jekaterina Lavrinec, VGTU, Lithuania
Participatory Development of Urban Spaces: Visual Tools

15:00-15:20 Rytė Žiūrienė, Ignas Pansevičius, VGTU, Lithuania
Application of Surreal Photomontage for City Identity Creation. The Case of Druskininkai.

15:20 -15:40 Andrew C. Jones, Anastasiia Synhaivska, LCC International University, Lithuania
Who's nose: preemptive image restoration in the face of manmade ecological disasters

15:40-16:00 Liutauras Labanauskas, VGTU, Lithuania
Integrating theories and practices to advance understanding of social innovation as a new paradigm of innovation

16:20-16:40 Ron Ringer, VGTU, Lithuania
The Material City: urban density and design in contemporary Australian architecture.

16:40-16:50 Discussion

16:50-17:00 Coffee break (SNR-I 4.3 a.)

17:00 CONFERENCE CLOSING (SNR-I 4.3 a.)

18:00 EXCURSION TO MO MUSEUM