Saturday 8.06.2019
Hall A, Institute of Political Sciences (Wroclaw, Koszarowa street, 3)

20 minutes of speech or presentation and 10 minutes for discussion

I. Image and communication

8.00 – 9.00 registration
9.00 – 9.20 welcoming of the guests

What is an image?
Chair: M. Kostyszak

<table>
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<tr>
<th>Time</th>
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</table>
| 9.20 – 10.00 | World of Order  
Borys Sokolov                                                  |
| 10.00 – 10.30 | Urbild, or Primeval Image - archetypical thinking in German thought  
Leon Miodoński |
| 10.30 – 11.00 | Archetype and image. Matrix images  
Ilona Błocian                                                   |
| 10.40 – 11.10 | Discoursive characteristics of the communicative image  
Larisa Morina                                                   |
| 11.10 – 11.40 | coffee break                                                          |
### The understanding of an image

**Chair:** Boris Sokolov

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<th>Time</th>
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| 11.40 – 12.10 | **Hermeneutical Reason as the "art of understanding"**  
*Leszek Kleszcz*                                                    |
| 12.00 – 12.30 | **Body / Image / Text: analysis of forms of biographical in culture**  
*Ludmila Artamoshkina*                                                       |
| 12.30 – 13.00 | **Modern museum as a translator of the imaginary: practices of cultural memory representation in regional museums of Russia**  
*Julia Zherdeva*                                                            |
| 13.00 – 14.30 | **lunch break**                                                                                   |

### Image – power – media

**Chair:** Ludmila Artamoshkina

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<thead>
<tr>
<th>Time</th>
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| 14.30 – 15.00 | **Visual communication in modern daily life and the aesthetics of the human image**  
*Danil Dorofeev*                                                    |
| 15.00 – 15.30 | **Image and hegemony. Some (critical) remarks about Habermas' theory of communication**  
*Karol Morawski*                                                        |
| 15.30 – 16.00 | **coffee break**                                                                                    |
| 16.00 – 16.30 | **Image of touch and noise: toward new dimensions of media aesthetics**  
*Marina Zagidullina*                                                   |
| 16.30 – 17.00 | **Stereotyping and misinterpretation of the images and symbols in the culture, history and mass-media as a main cause of misunderstanding in communication**  
*Anna Belikova*                                                        |
### II. Culture and communication

#### The image of the contemporary world

**Chair: Ilona Błocian**

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>9.00 – 9.30</td>
<td><strong>Globalization and the post-industrial world</strong></td>
<td>Victor Guykin</td>
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<tr>
<td>9.30 – 10.00</td>
<td><strong>Pornculture - modern redefinition of eroticism</strong></td>
<td>Eligiusz Lelo</td>
</tr>
<tr>
<td>10.00 – 10.30</td>
<td><strong>Transformation of the visual component of the media content in social networks</strong></td>
<td>Svetlana Simakova, Irina Topchii</td>
</tr>
<tr>
<td>10.30 – 11.00</td>
<td><strong>The development of the biographical method in the Humanities by using the approaches of the digital humanities</strong></td>
<td>Dmitry Prokudin, Liudmila Artamoshkina, Karol Morawski</td>
</tr>
<tr>
<td>11.00-11.40</td>
<td><strong>coffee break</strong></td>
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#### Image – language – media

**Chair: Dmitry Prokudin**

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<tr>
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<tr>
<td>11.40-12.10</td>
<td><strong>Multimedia as a basis for the convergence of various languages of communication</strong></td>
<td>Svetlana Simakova</td>
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<tr>
<td>12.10-12.40</td>
<td><strong>On the distinction between the terms 'dysphemism', 'slang', 'vulgarism' and 'invective'</strong></td>
<td>Mariia Cheporukhina</td>
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</table>
12.40-13.10 | Speech manipulation in mass media and its language instruments (as exemplified by the online version of ‘The Sun’ newspaper)  
*Ekaterina Shaporina*

13.10-14.40 | coffee break

**Culture – art – communication**

Chair: Leszek Kleszcz

14.40-15.10 | How does artistic cinema build ecological meanings?  
*Maria Kostyszak*

15.10-15.40 | There is culture to the problem of teaching. A role of artistic advance-guard is in a world culture  
*Margarita Simonova, Ludmiła Nakhova, Stanislava Butyrina*

15.40-16.10 | coffee break

16.10-16.40 | Integration of the European theatrical culture into the Crimean society: the historical experience  
*Snizhana Shendrikova*

16.40-17.10 | Fashion as a communication tool in the modern city  
*Yulia Maltseva, Larisa Morina*

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**Monday, 10.06.2019**

Room 144, Institute of International Relations (Wroclaw, Koszarowa street, 3)

**Image – man – communication**

Chair: Karol Morawski

9.00-9.30 | Gaston Bachelard’s theory of four poetic temperaments. On the affinity of the poet  
*Kamila Morawska*

10.00-10.30 | Visual anthropology and intercultural communication: Korean anthropological films about northern indigenous
10.30-11.00  Paradoxes of the Russian avant-garde: Utopian strategies of social communications
            Taisia Paniotova, Maxim Romanenko,

11.00 – transfer to the center; a trip around the old center of Wroclaw;

The end of the conference

Contacts:

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**Ilona Blocian**, co-chair of the Organizing Committee, hab. dr., professor, University of Wroclaw, Wroclaw (Poland)
e-mail: ilbl@wp.pl