

Conference Program

	Room A: "Felőlvásó terem"	Room B: "Kisterem"	Room C: "Elnöki tanácsterem"	Room D: "Képes-terem"	Room E: "Bolyai terem"	
THU, Apr. 26						
12:00–13:00 REGISTRATION						
13:00–13:40	<i>Opening addresses:</i> 1) LOVASZ, László , President of the Hungarian Academy of Sciences 2) JÓZSA, János , Rector, Budapest University of Technology and Economics 3) BENEDEK, András (Budapest University of Technology and Economics) 4) NYÍRI, Kristóf (Hungarian Academy of Sciences / Budapest University of Technology and Economics)					Room A
13:50–14:25	Plenary talk ACZEL, Petra: " A New Rhetoric Again? Consolidating the Paradigm "		Chair: CSEPE, Valéria		Room A	
14:25–15:00	Plenary talk BUCY, Erik P.: " People in Need: How Visual Portrayals of the Refugee Crisis Shape Understanding, Evoke Emotion, and Influence Support for Humanitarian Aid "		Chair: FALUS, András		Room A	
15:00–15:35	Plenary talk BENCZES, Réka: " Visual Metonymy and Framing in Political Communication "		Chair: PLEH, Csaba			
Coffee break						
16:05–16:40	Plenary talk TURNER, Graham H.: " I Sign the Body Electric: Accomplishing the Mission of Sign Language Studies "		Chair: NYÍRI, Kristóf		Room A	
16:40–17:15	Plenary talk KÖVECSES, Zoltán: " New Extensions of Conceptual Metaphor Theory: How They Apply to Visual Metaphors "		Chair: BENCZES, Réka		Room A	
17:15–17:50	Plenary talk STOELLGER, Philipp: " As Turns Go By: New Challenges after the Iconic Turn "		Chair: FABINY, Tamás		Room A	
18:00–18:50	<i>Book presentation:</i> Series VISUAL LEARNING, vol. 7, ed. by András BENEDEK and Ágnes VESZELSZKI					Room A
FRI, Apr. 27						
	Scientific Visualization Chair: KONDOR, Zsuzsanna Assistant Chair: NEUMAN, Péter	Multimedia Content Development Chair: KOLTAI, Tamás Assistant Chair: BIRÓ, Kinga	Visual Culture Chair: PATAKI, Gyöngyvér Assistant Chair: DANKA, István	The Visual Mind Chair: KÉDRA, Joanna Assistant Chair: GOLDEN, Daniel L.	Educational Theory and Practice in the Visual Age / Art Education Chair: ENDRÓDY-NAGY, Orsolya	
10:00–10:30	SZABÓ, György – JANKÓ, József Attila: " Visualization of Demographic Facts "	MOLNÁR, György: " How Mobile Smart Devices, Multimedia, as well as Specific Content Development Support the Learning Process and Influence Learning Outcomes "		HORVÁTH, Gyöngyvér: " Narrative Image and the Visual Mind "	FITZPATRICK, Colleen: " Crowther on Drawing and Painting: Implications for Education "	
10:35–11:05	HUG, Theo: " Visualizing Archival Material and Discursive Structures "	HORVÁTH CZ., János: " Microcontents – Visual Content Management in a Networked World "	VELLA, Rita Lisa – SABATINO, Anna Chiara: " The New Body of Medial Images in the Urban Space: Audio-Visual Techniques, Virtual and Augmented Reality "	GOLDEN, Daniel L.: " Narrative Knowledge beyond the Pictorial Turn "	CONTINI, Annamaria – MANERA, Lorenzo: " Visual Metaphors, Art Education and Pedagogical Practices in the Visual Age "	
11:10–11:40	PAUWELS, Luc: " A Systematic Approach to Producing and Assessing Visual Representations for Scientific Discovery and Communication "	BIRÓ, Kinga: " New Dimensions of Learning "	PUŠKAREVIC, Irma: " The Culture of Typography: Combining Rhetorical Resources with Typeface Design "	PUTZ, Orsolya: " Which Mind Is More Visual: Hungarian or English? "	DARVAS, György: " Cerebral Antisymmetries and Visual Perception "	
Coffee break						
	New Vistas in Cognitive Metaphor Theory Chair: KIMBLE, James J. Assistant Chair: PUTZ, Orsolya	Visual Culture Chair: DIEDRICHSEN, Elke Assistant Chair: BIRÓ, Kinga	Scientific Visualization Chair: KOZAK, Piotr Assistant Chair: NEUMAN, Péter	The Visual Mind Chair: DI PIZZO, Béatrice Assistant Chair: ENGELHARDT, Szilárd	Reform and Continuity	
12:00–12:30	WEN, Xu – LIU, Jin: " Visual Metaphor in Political Cartoons "	ILLES, Anikó – BODOR, Péter: " Victory of Pictures of Pictures over Original Pictures? "	ALLAMEL-RAFFIN, Catherine – GANGLOFF, Jean-Luc: " How to Classify Images Produced in Natural Sciences? "	NEZER, Orly: " Enhancing Subject Matter through Art "	DANKA, István: " Gamification: Old Wine in New Bottles "	

12:35–13:05	HETMANSKI, Marek: “ Conceptual and Blending Structures of Metaphorical Painting and Their Communicative Functions ”	GROSVENOR, Ian – PATAKI, Gyöngyvér: “‘ Look at me ’: The Enigma and Value of ‘Found’ Photographs for the History of Education”	VASS, Vilmos: “ The Coherency between Visualization and Creative Knowledge Transfer ”	GERSTENHABER, Tamar: “ Gilded Echoes of Grey in Oscar Wilde’s Picture of Dorian Gray ”	NYIRI, Kristóf: “ A Hundred Years On: Dewey’s Democracy and Education Revisited ”	
Lunch break						
	Film Theory Chair: DELI, Eszter	Visual Culture Chair: BARROMI-PERLMAN, Edna Assistant Chair: DANKA, István	Scientific Visualization Chair: DEMEY, Lorenz Assistant Chair: NEUMAN, Péter	The Visual Mind Chair: TRYBULEC, Marcin Assistant Chair: GOLDEN, Daniel L.	New Vistas in Cognitive Metaphor Theory Chair: JÁVOR-SZELID, Veronika Assistant Chair: PUTZ, Orsolya	
14:00–14:30	BRANCO, Pedro: “ For Experimental Ethnographic Films That Think and Feel: Lessons from Tim Asch’s ‘The Ax Fight’ and Robert Gardner’s ‘Forest of Bliss’ ”	GREXA, Izabella: “ Photography and Autobiography ”	NEUMAN, Péter: “ The Surprising Usefulness of an Intuitive, Visual Approach to Quantum Field Theory ”	FINTA, Szilvia: “ Language of the Heart: Forms of God’s Communication with Man by Pictures in the Hebrew Scriptures and the Usage of Pictures in the Rabbinic Reasoning ”		
14:35–15:05	CONWAY, Daniel: “ Visualizing the Alien Other: Science Fiction and Genocide Studies ”	VESZELSZKI, Ágnes: “‘ Vision Fulfills by Emptying the Mind ’: On Online Motivational Messages”	KOZAK, Piotr: “ What Is an Image? ”	ZISKA, Jens Dam: “ Depiction and Instantiation ”	SUÁREZ, Gerard Martin C.: “ Metaphors Made Live: Multimodality in Animation ”	
15:10–15:40	VAUGHAN, Connell: “ The Changing Image of Learning and Imperial Space: The Jungle Book 1897–2016 ”	DIEDRICHSEN, Elke: “ On the Semiotic Potential of Internet Memes ”		DI PIZZO, Béatrice: “ The Aesthetic Dimension of Vocational Training ”	CAVAZZANA, Alessandro: “ Imagining. The Role of Mental Images in the Interpretation of Visual Metaphors ”	
15:45–16:20	Plenary talk FORCEVILLE, Charles: “ The Affordances and Constraints of Genre: Visuals and Visuals-and-Words in Unusual Traffic Signs and ‘Traffic Signs’ ”	Chair: KÓVECSES, Zoltán		Room A		
Coffee break						
16:45–17:20	Plenary talk MOKTEFI, Amirouche: “ Diagrammatic Reasoning: The End of Skepticism? ”	Chair: PALLO, Gábor		Room A		
17:20–17:55	Plenary talk BEKE, László: “ The Concepts of Image and Idea: A Comparative Terminological Study in the Field of Art Theory ”	Chair: HORÁNYI, Attila		Room A		
17:55–18:30	Plenary talk BENEDEK, András: “ A New Paradigm in Education: The Priority of the Image ”	Chair: KATZ, James E.		Room A		
Conference dinner						
SAT, Apr. 28						
	Visual Rhetoric Chair: VESZELSZKI, Ágnes Assistant Chair: DELI, Eszter	Educational Theory and Practice in the Visual Age Chair: BENEDEK, András Assistant Chair: ENDRÓDY-NAGY, Orsolya	Scientific Visualization Chair: LAPAIRE, Jean-Rémi Assistant Chair: NEUMAN, Péter	Film Theory Chair: BRANCO, Pedro Assistant Chair: GOLDEN, Daniel L.	New Vistas in Cognitive Metaphor Theory Chair: WEN, Xu Assistant Chair: PUTZ, Orsolya	
10:00–10:30	GOODNOW, Trischa: “ Omission as Silence: Extending a Theory of Invisuality ”	ZARKA, Dénes: “ Online Collaborational Practice for Active Learning in the Visual Age ”	SOMFAI, Anna: “ Déjà Vu? Visual Thinking and Imaging the Unimaginable ”	CRIPPEN, Matthew: “ Existentialism Cinematized and Emotionalized: Practice and Theory in a Visual Age ”	VIRAG, Ágnes: “ Human Buildings ”	
10:35–11:05	KIMBLE, James J.: “ Vectors, Propaganda Imagery, and the Problem of Left-Right Directionality: An Exploratory Analysis ”	ENDRÓDY-NAGY, Orsolya: “ The Victory of Images in Childhood Studies ”	LOGET, François: “ Shaping Operations Like Images: Operation Diagrams in Ramus’s Algebra ”	BOTALOVA, Anna: “ Philosophy through Arts: Visual Perception of the Haunting Philosophy of Jacques Derrida ”	DENGYEL, Dóra Boglárka: “ Hungary from a Hungarian Perspective – A Country’s Metaphorical Conceptualizations Based on the Hungarian National Corpus ”	
11:10–11:40		HORTOVÁNYI, Judit: “ Free-hand Drawings as Self-expression: What Are the Messages of Adolescents’ Drawings? ”	GAL, Michalle: “ Visual Metaphors and Cognition: Revisiting the Non-Conceptual ”	POLIKARPOVA, Darina: “ Towards a Cognitive Approach to Viewers’ Perception in New American Film Theory: ‘Basic Levels’ and Their Limits ”	JÁVOR-SZELID, Veronika: “ Visual Metaphors in Folk Poetry ”	
Coffee break						

	Educational Theory and Practice / Visual Culture Chair: PATKÓS, András Assistant Chair: DANKA, István	Visual Culture Chair: LIU, Jin Assistant Chair: KOMÁR, Zita	Scientific Visualization Chair: MOKTEFL, Amirouche Assistant Chair: NEUMAN, Péter	Sign Languages Chair: TURNER, Graham H. Assistant Chair: ENGELHARDT, Szilárd	Visual Rhetoric Chair: KARAISSKOU, Vicky Assistant Chair: DELI, Eszter	
12:00–12:30	KÁRPÁTI, Andrea: “ Education through Art or Communication through Visual Culture: Co-Creation of the Language and Pedagogy of Vision in Contemporary Schools and Beyond ”	NOLAN, Brian: “ On the Complicated Relationship between (Irish) Culture and Language ”	DEMEY, Lorenz: “ The Role of Aristotelian Diagrams in Scientific Communication ”	BARTHA, Csilla – ROMANEK, Péter Zalán: “ Rethinking the Linguistic Patterns of the Hungarian Sign Language: What Do the Deaf’s Viewpoints Tell Us about Their Perception? ”	MONTANARI, Giulia – TOSCANO, Javier: “ Towards a Critical Visual Rhetoric: On the Politics of Visual Genres and Image Typologies ”	
12:35–13:05	LAPAIRE, Jean-Rémi: “ Performativity as Understanding: Building the Case for a Visual-Kinetic Pedagogy of Grammar and Literature ”		BURTON, Jim: “ Iconicity and Diagrams for Navva-Nyava ”	ENGELHARDT, Szilárd: “ A Way Out of Scientific Dualism: Lessons from Sign-Spoken Bilingualism Research ”	KAMBE, Naoki: “ Accumulating Affect: The Case of ‘I am Kenji’ Movement ”	
Lunch break						
	The Visual Mind Chair: HETMANŠKI, Marek Assistant Chair: DANKA, István	Visual Culture / Educational Theory and Practice in the Visual Age Chair: KÁRPÁTI, Andrea Assistant Chair: KOMÁR, Zita	Educational Theory and Practice in the Visual Age Chair: ILLÉS, Anikó Assistant Chair: GOLDEN, Daniel L.	Visual Semiotics Chair: CONWAY, Daniel Assistant Chair: ENDRÓDY-NAGY, Orsolya	Visual Rhetoric Chair: GOODNOW, Trischa Assistant Chair: DELI, Eszter	
13:55–14:25	CZIGLER, István: “ A Non-Conscious Visual Memory and Its Role in Environmental Changes ”	HORVÁTH, Dóra – COSOVAN, Attila – KOMÁR, Zita: “ #Visual #Communication #Development: Visual Communication Project Integrated into the Education of Future Economists ”	PELLE, Veronika: “ From Paper to Screen: Bringing the Video Essay into Education ”	BARÁNY, Tibor: “ Visibility and Depictive Content – What Is Shown and What Is Implicated? ”	KARAISSKOU, Vicky: “ Visuality and Emotional Governance in the Public Sphere ”	
14:30–15:00	TRYBULEC, Marcin: “ Picture Perception beyond Symbolic Consciousness ”	KEĐRA, Joanna: “ Towards Assessment of Visual Literacy Skills in Higher Education ”	JARECKA, Urszula: “ Managing Visual Overflow and Media Education ”	LORINI, Giuseppe: “ Three Kinds of Normative Drawings ”	DELI, Eszter: “ Product, Process, Procedure – A New Perspective on Visual Rhetoric ”	
15:05–15:35	KONDOR, Zsuzsanna: “ Perceiving and Organizing the World ”	GALANTI, Yossi: “ Art vs. Design ”	JANNASCH, Emanuel: “ Visual Tools for Nuanced Thinking ”		LU, Wei-lun: “ Souls, Comrades and Puppets: A Critical Metaphor Analysis of Chiang Kai-shek’s Early Wartime Rhetoric ”	
15:40–16:10	SOULEZ, Antonia: “ Applying Concepts: The Technical Background of Perceiving Meaning ”	BESSENYEI, István: “ Curriculum Innovation and Visual Learning ”		BARROMI-PERLMAN, Edna: “ Socio-Semiotic Analysis of Photographs of Kibbutz Youth Hikes in Israel between 1939–1959 ”		
Coffee break						
16:35–17:10	Plenary talk KATZ, James E.: “ The Visual Turn in Mobile Communication: Notes from the Travel Experience as Seen through American Eyes ” Chair: ACZEL, Petra				Room A	
17:10–17:50	Concluding discussion BENEDEK, András / NYÍRI, Kristóf				Room A	
Farewell drinks						