THE CULTURAL EXPLOSION OF AI

Navigating the Intersection of Artificial Intelligence, Society, and Culture from a Semiotic and Interdisciplinary Perspective

XXVIII EFSS' 2024, 9-12 SEPTEMBER, SOZOPOL, BULGARIA

SPEAKERS:

Antonio Santangelo (Turin)
Visual Semiotics and Artificial Intelligence: on Image Recognition

Everardo Reyes (Paris)
Recipes for an AI-Assisted Semiotics

Paul Cobley (London)
AI can write; but can it read?

Lamberto Ferrara (London)
From Fiction to Reality: pop-cultural impact on AI

Momchil Alexiev (Sofia)
Artificial storytelling? Questions and possibilities at the crosspoint of AI and XR.

ERUA
European Reform
University Alliance

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the European Union**

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The rise of AI is one of the major societal challenges that have been the motivation for the second phase of the ERUA. The impact of AI has grown exponentially since the project was conceived, and it would not be an exaggeration to say that it is the leading socio-cultural transformation with a transversal impact on all the thematic priorities envisaged by the Alliance. The evolving impact of AI is both an opportunity and a threat for the affirmation of European values. On the one hand, we see how quickly AI has been used to improve the creation of deep fakes, supporting the spread of fake news and anti-democratic political manipulation; how it has improved the efficiency of automated cyber-attacks on democratic institutions during elections; how it has distorted student performance and knowledge sharing in education; how it has enhanced unfair commercial advertising and over-consumption. On the other hand, the proper use of AI can strengthen innovation and inclusiveness in education, raise the level of scientific research, design, and artistic creativity, and open new communicative horizons for multicultural and multilingual integration, gender and human rights issues.

EFSS is a traditional event for NBU, organized every year since 1995. It has always been a platform for innovative forms of scholarly exchange and teaching, bringing together leading scholars, early career researchers, graduate students, and undergraduates. This XXVIII edition will consist of at least three parts:

1) A scientific part with invited experts in the field of AI (mostly with semiotic orientation) with an interdisciplinary call for papers.
2) A workshop on Transforming social entrepreneurship in the AI era - research and educational aspects (WP6, see separate call)
3) Student-centred workshops, experimenting with innovative forms of bottom-up, participatory processes of co-creation.

The confirmed **plenary speakers** are:
Prof. **Antonio Santangelo** (Turin): Visual Semiotics and Artificial Intelligence: on Image Recognition
Prof. **Everardo Reyes** (Paris 8): Recipes for an AI-Assisted Semiotics
Prof. **Paul Cobley** (London): AI can write; but can it read?
Dr **Lamberto Ferrara** (London): From Fiction to Reality: pop-cultural impact on AI
Workshop:
Momchil Alexiev (Sofia): Artificial storytelling? Questions and possibilities at the crosspoint of AI and XR.

The call for papers hopefully will attract researchers from the ERUA partner universities with the potential to form or enhance **research clusters for WP3**. Possible topics include (but are not limited to):
- AI in research and education innovation
- AI research as a bridge between STEM, social sciences, and humanities
- AI for Smarter Green Transition
- AI for neutralizing hate speech and social polarization
- Critical thought and AI
- Socio-cultural consequences of AI's advent
- AI for a new level of creativity in the arts and design

- AI in creative practices in marketing and advertising
- Cultural-economic implications of AI
- AI in pop culture
- AI in videogames and XR

At the Workshop on **Transforming social entrepreneurship in the AI era - research and educational aspects** (WP6):

1) Will be presented the results of a recent survey conducted by New Bulgarian University within the ERUA network in collaboration with 7 partner university institutions, focusing on identifying relevant social challenges and business opportunities within three thematic areas: 1) Democracy, human Rights, inclusion and gender equality; 2) Green Transition, and 3) Arts and Edges, incl. edges in perspectives of AI Integration in our modernity.

2) We will share our efforts to develop training materials and an online course for social entrepreneurship. These materials will support both content- and process-based approaches to social entrepreneurship education for building the contemporary AI entrepreneur.

3) We will host a brainstorming session to explore the future of social entrepreneurship education in the context of Digital and Green Transitions. This session aims to address how training methods are evolving due to these transitions and propose modifications to accommodate contemporary challenges.

In order to enrich the interdisciplinary perspective we are negotiating with **more keynote speakers** who are leading researchers in AI and Digital Culture.

Selected papers will be published in the 8th issue of the journal **Digital Age in Semiotics and Communication** (ISSN, DOI, CEEOL)

[REGISTRATION FORM](#) (Deadline for registrations: 31 July)

EFSS' 2024 is organized by the **Southeast European Center for Semiotic Studies** and the NBU team of **WP3** of European Reform University Alliance (ERUA2), with the support of the **STRATEGIC DEVELOPMENT FUND** of New Bulgarian University

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