

Joint event of
New Media and Communication (Turkish),
New Media and Communication (English),
Journalism Departments.

As part of University Culture course.

Rethinking Creativity and Artificiality: A Multidisciplinary Approach to AI Studies

30TH APRIL 2025
11:30 (UTC + 3)

<https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97991323001>

Join the event via Zoom by scanning the QR code.



30th April 2025

11:30

(Turkish Time Zone, GMT + 3)

Opening Remarks

Assoc. Prof. Gül Esra Atalay

Head of the New Media and Communication Department
Üsküdar University

Assoc. Prof. Bahar Muratoğlu Pehlivan

Head of the New Media and Communication Department (English)
Üsküdar University



Session One

From Symbols to Stories: Shaping Visual
Communication and Storytelling in the Digital Age

11:40 - 13:30

(Turkish Time Zone, GMT + 3)

Moderator: Ester Cristaldi

11:40-12:00

Felice Cimatti (University of Calabria)
“Peirce, AI, and the concept of Mind: Exploring the Intersection of Semiotics and Artificial Intelligence”

12:00-12:20

Giusy Gallo (University of Calabria)
“Visual languages and Artificial Intelligence: the manipulation of photographic images”

12:20-12:40

Melis Özbek (Bahçeşehir University) & Mustafa Gökcan Kösen (Istanbul Bilgi University)
“Visual Disinformation, Emotion Norms, and Coping Mechanisms in the Age of AI: The Case of the Israel-Gaza War (2023–2024)”

12:40-13:00

Lemi Baruh (Queensland University/Koç University) & Mihaela Popescu (University of California)
“AI Narratives and Temporal Agency: Privacy Beyond Data Protection”

13:00-13:30

Discussion



Session Two

From Cognition to Corporeality: AI, Language
Models, and Linguistic Analysis

14:30 - 16:30

(Turkish Time Zone, GMT + 3)

Moderator: Ester Cristaldi

14:30-14:50

Filomena Diodato (University of Rome “La Sapienza”)
“Models of Language Behind Large Language Models”

14:50-15:10

Elisabetta Gola (University of Cagliari)
“Machine Learning and Meaning: Artificial Intelligence and the
Comprehension of Language”

15:10-15:30

Elisa Ramazzina (University of Insubria)
“Healing Traditions and Linguistic Evolution: The Role of AI in
Analysing Historical Medical Texts and Their Linguistic Impact on
English”

15:30-15:50

Simona Stano (University of Turin)
“AI and Corporeality: A Semiocultural Perspective”

16:00-16:30

Discussion
Conclusive Remarks

