International Conference
VISUALITY 2021: MEDIA AND COMMUNICATION
April 22 – 23th, 2021
Vilnius Gediminas Technical University
Faculty of Creative Industries
Vilnius, Lithuania

The conference will be held on-line on MICROSOFT TEAMS platform

THURSDAY, APRIL 22

N.B. Vilnius Time (CET + 1) is applied in the conference program.

09:30-10:00 OPENING OF CONFERENCE

10:00-13:50 PLENARY SESSION

Moderator: Aistė Ptakauskė

10:00-10:30 Ten Links between Creativity and Visuality. Prof. dr. John Howkins, University of Lincoln (UK), Shanghai Theater Academy, China.

10:30-11:00 Discursive-material Struggles over the Environment. The Documentary Film „Kiruna - A Brand New World” as an Audio-visual Intervention. Prof. dr. Nico Carpentier, Charles University (Prague, Czech Republic), Free University of Brussels (Belgium).

11:00-11:30 SHAPING THE FUTURE of Immersive Gigapixel Exhibits. Prof. Franz Fischnaller, Albertina Academy of Fine Arts, Italy.

11:30-11:50 COFFEE BREAK

11:50-12:20 Reflection: Visuality and Vision. Prof. dr. Algis Mickūnas, Ohio University, USA

12:20-12:50 Social Media and its Glocal Relativism for Mass Media Innovation. Prof. dr. Asta Zelenkauskaitė, Drexel University (USA), Vilnius Gediminas Technical University, Lithuania.

12:50-13:20 How do Media Work? Prof. dr. Joseph J. Pilotta, Ohio State University, USA

13:20-14:20 DISCUSSION

14:20-15:00 LUNCH BREAK

15:00-18:00 WORK IN SECTIONS
15:00-18:00 SECTION 1: VISUALITY, ENTERTAINMENT AND FUN
Moderator: Viktorija Žilinskaitė-Vytė


15:40-16:00 Laugh in the Time of Cholera. Nuno Amaral Jerónimo, University of Beira Interior, Portugal; José Carlos Alexandre, Polytechnic Institute of Guarda, Portugal; Angelė Tamulevičiūtė, Vilnius Gediminas Technical University, Lithuania.

16:00-16:20 Humour in a Time of COVID. Ron Ernest Ringer, Joint Stock Company “Syntax writing”, Australia.


16:40-17:00 Adult Animation: an Overview of Censorship and Self-censorship in Western Countries. Tomas Mitkus, Vilnius Gediminas Technical University, Lithuania.

17:00-17:20 Communicating Science for School Children with Comics as a Learning Tool. Judita Kasperiūniene, Donata Bocullo, Vytautas Magnus University, Lithuania.

17:20-17:40 Presentation of „Little Incidents”, an Award-winning web series produced by Vilnius Tech Creative Industries Television, followed by q&a with the creator of the series. Aistė Ptakauskė, Vilnius Gediminas Technical University, Lithuania.

N.B. The web series will not be screened during the presentation. Thus, all conference participants are encouraged to watch it on their own time before the presentation. All episodes of the web series are available with English subtitles online at the link here.

17:40 – 18:00 DISCUSSION
18:00 – 18:20 COFFEE BREAK

15:00-18:00 SECTION 2: VISUALITY, SOCIETY AND ETHICS
Moderator: Jolanta Saldukaitytė

15:00-15:20 I Pledge Allegiance to the Flag – The Political Meaning of American Flag in Visual Arts. Ewa Wylezek-Targosz, University of Silesia, Poland.

15:20-15:40 Hartmut Rosa’s Resonance Theory from an Ethical Perspective. Bojan Žalec, University of Ljubljana, Slovenia.

15:40-16:00 Framing Borders: Visual Images from Migration Crisis to Pandemic. Basia Nikoforova, Lithuanian Culture Research Institute, Lithuania.

16:00-16:20 Managing the Interaction of Communication, Knowledge and Creativity for Fostering Innovation in the Creative Organizations. Zenona Atkočiūnienė, Vilnius Gediminas Technical University, Lithuania; Daiva Siudikiienė, Vilnius University, Lithuania.


16:40-17:00 Prolegomena to an Ethic for Digital Manipulation and Ontogenesis. Eric Mark Kramer, Oklahoma University, USA.

17:00-17:20 How do Internal Control Environments Connect to Sustainable Development to Curb Fraud? Joshua Onome Imoniana, Debora Kobayashi, University of Sao Paulo, Brazil.

17:20-17:40 Social Media in the 21st Century: Social Networks and the Perspectives for Digitalization. Vadim Strielkowski, University of California, Berkeley, USA; Elena Korneeva, Prague Business School, Czech Republic.

17:40 – 18:00 DISCUSSION
18:00 – 18:20 COFFEE BREAK
15:00–18:20 SECTION 3: VISUALITY, URBANISM AND ARCHITECTURE
Moderator: Tomas Kačerauskas

15:00–15:20 New Methods of Speaking about the Avant-garde Architecture Heritage: the Analysis of the Competition „My Avant-garde“. Liudmila Starostova, Boris Yeltsin Presidential Center, Russia.


16:40–17:00 Photographic Abstraction in ‘Huerta y Ciudad’: A Case Study. Zsolt Batori, Kodolányi Janos University; Budapest University of Technology and Economics, Hungary.

17:00–17:20 City as an Encoded Message of the Civilization’s Values – Lewis Mumford and his Philosophy of City. Gábor Kovács, Institute of Philosophy, Hungary.


17:40–18:00 Towards a More Creative City - Promoting the Street after Covid-19. Luís Moreira Pinto, Claudia Beato, Lusiada University in Lisbon, Portugal; Beira Interior University, Portugal.

18:00 – 18:20 DISCUSSION

18:20 – 18:30 COFFEE BREAK

15:00–18:00 SECTION 4: VISUALITY, LANGUAGE AND EDUCATION
Moderator: Irena Darginavičienè


15:20–15:40 The Communication Forms and Networks of Lithuanian Scientists at the Beginning of the 19th Century. Dr. Daiva Milinkevičiūtė, Vilnius University, Lithuania.

15:40–16:00 Analysis of Educational Information Services Offered by the Social Network Visuality: Case of Youtube and Dailymotion. Omar Larouk, University of Lyon, France; Marina Garanovich, Perm State National Research University, Russia.

16:00–16:20 Visual Rhetorical Literacy: Recommendations from a Study of an Instagram-based Election Campaign. Katarzyna Molek-Kozakowska, University of Opole, Poland; Vilnius Gediminas Technical University, Lithuania; Agnieszka Kampka, Warsaw University of Life Sciences, Poland.


16:40–17:00 The Use of the Term Covid-19 and the Formation of Total and Partial English Blends. Irena Darginavičienè, Vilnius Gediminas Technical University, Lithuania; Indrė Ignataitė, Klaipėda University, Lithuania.

17:00–17:20 Visual Culture in Modern Catholic Church: New Media – New Perspective. Karolina Ferreira Fernandes, University of Bialystok, Poland.

17:20–17:40 Visual Mediated Dialogue in Distance Education. Živilė Sederevičiūtė- Pačiauskienė, Vaida Asakavičiūtė, Ilona Valantinaitė, Vilnius Gediminas Technical University, Lithuania.

18:00–18:20 DISCUSSION

18:30 – 20:00 ON-LINE WELCOME PROGRAM
FRIDAY, APRIL 23

09:30-13:30 SECTION 5: VISUALITY, MEDIA AND PERCEPTION
Moderator: Nuno Amaral Jerônimo


09:50-10:10 From Virtual to Real: two Creative Book Projects. Rozália Klára Bakó, Sapientia Hungarian University of Transylvania, Romania; Gizela Horváth, Partium Christian University, Romania.


10:30-10:50 The Lies That We Don’t See. Carlos Dias, Bruno Reis, Paula Lopes, Autonomous University of Lisbon, Portugal.


11:10-11:30 COFFEE BREAK

11:30-11:50 The Role of Socio-perceptual Stereotypes in the Process of Human Perception by a Person: an Experimental Socio-psycholinguistic Study. Marina Garanovich, Perm State National Research University, Russia; Omar Larouk, University of Lyon, France.

11:50-12:10 The Impact and Response of Visuality, Media and Education Under Lockdown (Case Studies from Eco-design). Marina Valentukevičienė, Vytaus Valatka, Vilnius Gediminas Technical University, Lithuania.

12:10-12:30 The Importance of Visual Elements in Digital Communication. Miglė Eleonora Černikovaitytė, Vilnius Gediminas Technical University, Lithuania.


13:10-13:30 DISCUSSION

09:30-13:30 SECTION 6: VISUALITY, COMMUNICATION AND PHILOSOPHY
Moderator: Nerijus Stasiulis

09:30-09:50 Good Will and Spontaneity in Communication. Nerijus Stasiulis, Vilnius Gediminas Technical University, Lithuania.

09:50-10:10 Concept Creation in Action: Internet Space as a Meteorological Pressure System. Gytius Dovydaitis, Vytautas Magnus University, Lithuania.


10:30-10:50 On the Creativity of Everyday Language. Ina Nalivaika, Katsiaryna Zhuk, Belarusian State University, Republic of Belarus.


11:10-11:30 COFFEE BREAK


11:50-12:10 How Virtual Reality is Enabling Visual Art to be Used as a Healthcare Intervention. Lucy Baxter, Queen's University Belfast, Northern Ireland.


13:10-13:30 DISCUSSION

13:30-14:10 LUNCH BREAK
14:10-17:40  SECTION 7: VISUALITY, CINEMA AND THEATRE

Moderator: Vytis Valatka

14:10-14:30  Searching for Truth in a Fusion of Visual Communication: Presentation of the Film „Absolute Truth“. Ignas Staškevičius, Audrius Lelkaitis, independent producers, Lithuania.  
N.B. The film will not be screened during the presentation. But all conference participants will be given exclusive access to the film with English subtitles from 2021 April 14 to 2021 April 26 at the link here

14:30-14:50  The Negotiation between the Predominated Sacredness and the Secular Popular Culture. Liu Yong, University Brunei Darussalam, Brunei.


15:10-15:30  Euro-pudding: European Destination and Identity Formation through Film Co-productions. Donata Bocullo, Vytautas Magnus University, Lithuania.

15:30-15:50  COFFEE BREAK

15:50-16:10  VISUALITY: Communicating Time through Film Image. Jonas Miklavčič, University of Ljubljana, Slovenia.


16:50-17:10  Creature Cinema: Guillermo del Toro’s „Shape of Water“ and its Amphibian Man. Viktorija Lankauskaitė Kaunas University of Technology, Lithuania.


17:30-17:50  DISCUSSION

17:50-18:00  COFFEE BREAK

18:00  CLOSING OF CONFERENCE

19:00 VIRTUAL EXCURSION TO THE MUSEUM OF MODERN ART (MO MUSEUM)