

**International Conference  
VISUALITY 2021: MEDIA AND COMMUNICATION**

**April 22 – 23<sup>th</sup>, 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*

**15:00-15:20** *The Methodology Combining Visual and Textual Representations for Evaluating the Performance of Serious Games on the Urban Environment Related Topics.* Viktorija Priļenska, EKA University of Applied Sciences, Latvia.

**15:20-15:40** *Historical Comics' superpowers.* Vaida Nedzinskaitė-Mitkė, Vilnius Gediminas Technical University, Lithuania.

**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.

**16:20-16:40** *Funny in Pink: Visual Irony in Fashion Memes.* Kristina Stankevičiūtė, Vilnius Gediminas Technical University, Lithuania; Catarina Moura, Nuno Amaral Jerónimo, University of Beira Interior, Portugal.

**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 Kasperišienė, 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 Saldukaitė*

**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 Nikofova, 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 Siudikienė, Vilnius University, Lithuania.

**16:20-16:40** *Media Influence on Listeners' Visual Imagery.* Ulrika Varankaitė, Vilnius Gediminas Technical University, Kaunas University of Technology, 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.* Wadim 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.

**15:20-15:40** *Visual Communication and Representation in Architecture.* Borbála JÁSZ, Institute of Philosophy, Hungary; Budapest University of Technology and Economics, Hungary.

**15:40-16:00** *Reinventing the Façade: Visual Communication in Architectural Design and Urban Planning.* Vilmos Katona, University of Pécs, Hungary.

**16:00-16:20** *Urban Anthropology: Visual Aspects of the Vilnius Saints.* Tomas Kačerauskas, Vilnius Gediminas Technical University, Lithuania.

**16:20-16:40** *From Conservative to Explosive Unsanctioned Visuality of the Urban Space: three Decades of Changing Vilnius Graffiti Landscape.* Veronika Urbonaitė-Barkauskienė, Vilnius University, Lithuania.

**16:40-17:00** *Photographic Abstraction in ‘Huerta y Ciudad’: A Case Study.* Zsolt Batori, Kodolanyi 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.

**17:20-17:40** *Visual Representation of the Intellectuals and Philosophers in the Hungarian Reform Era (1825–1848).* Béla Mester, Institute of Philosophy, Hungary.

**17:40-18:00** *Towards a More Creative City - Promoting the Street after Covid-19.* Luis 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 Darginavičienė*

**15:00-15:20** *Visual Language of Colour in Advertising Communications: Stereotype vs. Creativity.* Svitlana Pryshchenko, National Academy of Culture and Arts Management, Ukraine.

**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.

**16:20-16:40** *Visual Language of Cultural Institutions During a Covid-19 Pandemic: The case of Institutions from the Podlaskie Voivodeship.* Maciej Białous, University of Białystok, Poland.

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

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

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

**17:40-18:00 DISCUSSION**

**18:00-18:20 COFFEE BREAK**

**18:30 – 20:00 ON-LINE WELCOME PROGRAM**

**FRIDAY, APRIL 23****09:30-13:30 SECTION 5: VISUALITY,  
MEDIA AND PERCEPTION**

*Moderator: Nuno Amaral Jerónimo*

**09:30-09:50** *Covid-19 Quarantine's Influence on Perceptions of Boundaries between Reality and Virtuality.* Viktorija Žilinskaitė-Vytė, Vilniaus Gediminas Technical University.

**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.

**10:10-10:30** *Analysing ISO 9001:2015 Based on a Visuality and Communication Approach.* Enriko Ceko, WBAF Business School, Albania.

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

**10:50-11:10** *Visuality of Emotional Information in Fake News.* Alexey Timashkov, Saint-Petersburg University of the Humanities and Social Sciences, Russia.

**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 Sociopsycholinguistic 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, Vytis Valatka, Vilnius Gediminas Technical University, Lithuania.

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

**12:30-12:50** *Communication of Stereotypes about Childlessness: Content Analysis of News Portal Comments.* Margarita Gedvilaitė-Kordušienė, Vilnius Gediminas Technical University, Lithuania.

**12:50-13:10** *The Seduction in the Age of Virtuality: a Look from Kierkegaard.* Fabio Bartoli, Pontifical Xavierian University in Bogota, Colombia.

**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.* Gytis Dovydaitis, Vytautas Magnus University, Lithuania.

**10:10-10:30** *On Philosophy of Communication.* Arto Mutanen, Finnish Naval Academy; Finnish National Defence University, Finland.

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

**10:50-11:10** *The Paradoxical Visuality: the Paradigm of the Visible in Times of Blindness.* Paulo Alexandre e Castro, Polytechnic Institute of Viseu, Portugal.

**11:10-11:30 COFFEE BREAK**

**11:30-11:50** *On, Through and In-Between: On the Notion of „Screen“ in Audiovisual Communication.* Dario Martinelli, Kaunas University of Technology, Lithuania.

**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.

**12:10-12:30** *Visual Communication: Object and Research Field.* Eglė Jaškūnienė, Vilnius Gediminas Technical University, Lithuania.

**12:30-12:50** *Visual Sketches, Using Cultural Probes Method, in Co-Design.* Jūratė Černevičiūtė, Vilnius Gediminas Technical University Lithuania; Lina Liebutė, Vilnius Academy of Arts, Lithuania.

**12:50-13:10** *Peter Sloterdijk's Mediaphilosophy: Spherical Universalization and the Social Bubbles of COVID-19.* Dalia Stančienė, Klaipėda University, Lithuania.

**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.

**14:50-15:10** *Lithuanian Popular Cinema and Construction of Neoliberal Identity.* Ilona Vitkauskaitė, Vilnius University, Lithuania.

**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 of Time: Communicating Time through Film Image.* Jonas Miklavčič, University of Ljubljana, Slovenia.

**16:10-16:30** *Theatre and Communication during Covid-19: the Case of Kaunas National Drama Theatre.* Ina Pukelytė, Vytautas Magnus University, Lithuania.

**16:30-16:50** *Changes in Lithuanian Theatre Industry in the Context of the Covid-19 Pandemic.* Asta Petrikienė, Lithuanian Culture Research Institute; Vilnius Gediminas Technical University, Lithuania.

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

**17:10-17:30** *Eurydice's sight: Balkan 'Feminine' and Theo Angelopolous' Ulysses' Gaze.* Nikolina Lazetic University of Minnesota – Twin Cities.

**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)**