

2024 HUMANITES WEEK

International Conference on New Culture of Signs and Media

A New Culture of Signs and Media

Date

November 2, 2024,
09:00-18:10

Venue

Cyber Building,
Hankuk University
of Foreign Studies
(Seoul campus)

Organizers

The Semiosis Research
Center at Hankuk University
of Foreign Studies,
The Discourse and
Cognitive Linguistics
Society of Korea,
The Korean Association for
Semiotic Studies,
The English Linguistics
Society of Korea

Sponsors

Hankuk University of
Foreign Studies,
National Research
Foundation of Korea



Cyber Building 3 rd Floor, Auditorium #303						
09:00-09:30	Registration Moderator: Ji Young LEE (Inha Technical College)					
09:30-09:40	Opening Address: Mikyung AHN (President of the Discourse and Cognitive Linguistics Society of Korea, Hankuk University of Foreign Studies) Welcoming Address: Chi-Man SONG (President of the Korean Association for Semiotic Studies, Konkuk University) Jina LEE (President of the English Linguistics Society of Korea, Sangmyung University)					
Plenary Session						
09:40-10:20	[Online] Using Learner Corpora for SLA Research and Language Pedagogy					Moderator: Younghee Cheri LEE (Mokpo National University) Ute RÖMER-BARRON (Georgia State University)
10:20-11:00	Where There is Suffering, There is Sharing: A Diachronic Study of Sharing Discourse by Chinese Cancer Patients on Social Media					Moderator: Hyun Sook LEE (Jangan University) Yansheng MAO (Harbin Engineering University)
11:00-11:10	Coffee Break					
11:10-11:50	[Online] Language Data for Language Learning? From Corpora and Data-Driven Learning to Generative AI					Moderator: Jungsoo KIM (Incheon National University) Peter CROSTHWAITE (The University of Queensland)
11:50-12:30	Emergence of Text-Genre as Interplay between Social-Systems, Pragmatics and Technology					Moderator: Yong Ho CHOI (Hankuk University of Foreign Studies) Yo-Song PARK (Jeju National University)
12:30-13:40	Lunch / * Poster Session (13:10-13:40)					
General Session						
	Cyber Building 3 rd Floor Auditorium #303	Cyber Building 3 rd Floor #301	Cyber Building 3 rd Floor #302	Cyber Building 3 rd Floor #310	Cyber Building 3 rd Floor #311	Cyber Building 4 th Floor #402
	Session 1 [AI & Human Machine Communication I]	Session 2 [AI Language Learning & Teaching]	Session 3 [New Media I]	Session 4 [Multimodal Discourse & Cultural Narratives]	Session 5 [Cultural Phenomenon in the Digital Age I]	Session 6 [Digital Semiotics I]
	Moderator: Eunyong PARK (Methodist Theological University)	Moderator: Yunju NAM (Hanyang University)	Moderator: Junung KIM (Kyungpook National University)	Moderator: Soyeon YOON (Incheon National University)	Moderator: Kyongyeong HA (Sangmyung University)	Moderator: Soo Hwan KIM (Hankuk University of Foreign Studies)
13:40-14:05	Distant Reading of Max Weber Collected Works Part 1 Using AI: Topic Network Analysis, Text Mining and Data Visualization Youngsue HAN (The Catholic University of Korea)	Exploring the Potential of ChatGPT for Automated Essay Scoring: Rating L2 Argumentative Essays on the CEFR Scale Sanghyo GOH & Tae Hyung KIM (Seoul National University)	Masking Persuasion: The Use of Manipulative Tools in Written Advertising Daria SERGIENKO & Eugene CHUNG (Korea University)	Keywords for Clickbait: Convergence Culture from a Linguistic Perspective Zhuo JING-SCHMIDT & Jun LANG (University of Oregon)	Mashups and Reels: Exploring Korean Pop Culture Consumption on India's Social Media Platform Anubha SARKAR (City, University of London)	Exploring Digital Semiosis: A Case of 'Memetic Intelligence' Minhyoung KIM (Hankuk University of Foreign Studies)
14:05-14:30	How Do Machine Translation and Human Translation Differ in Conveying the Cultural Nuances of "Almond" from Korean to English? Shinyoung KIM (Yonsei University)	Using an AI-Chatbot in Korean as a Foreign Language Instruction: A Comparison between Proficiency Levels and Task Types Ji-young SHIN (University of Toronto Mississauga) & Yujeong CHOI (University of Toronto)	A Study on Government's Emotional Management in New Media Public Opinion Response during Social Incidents: A Critical Pragmatic Perspective Xueheng MA & Yanping CHEN (Dalian University of Foreign Languages)	'Well, it's a clever initiative, but is it art?': Mediatization and Voice in Andres Serrano's Sign of the Times John Scott DALY (The Hong Kong Polytechnic University) & Adam JAWORSKI (University of Hong Kong)	[Online] Exploring the 'Nisu' Culture in Chinese Fan Works Yuanyi ZANG & Yinuo DAI (The Chinese University of Hong Kong)	Semiosis in the Digital Age with Nature: Rethinking Human-Nonhuman Coexistence in the Artwork Halo Gyejeon PARK (Korea University)
14:30-14:55	Artificial Intelligence with Algorithm Improvement: Rethinking Users' Autonomy on Digital Platforms Chiao-An WANG (University of Westminster)	[Online] A Study of Utilizing Artificial Intelligence Technology to Enhance the Effectiveness of Second Language Chinese Teaching and Learning Pu MENG (George Mason University)	[Online] New Media, Culture and Society Aaqib DANISH (Guru Nanak Dev University)	[Online] Feminist Multimodal Critical Discourse Analysis: The Case Study of North Korean Migrant Women's Self-Mediated Femininities in South Korean Digital Culture Haelin JUN	Fake News in Post-Truth Societies: Policy Response to Disinformation in Thailand and Singapore Alex LEW (Chulalongkorn University)	Semiotic Capitalism in the Digital Age: Commodification of Signs and Production of Value Jin Young LEE (Korea University)
	Session 7 [AI & Linguistics]	Session 8 [Narrative & Beyond]	Session 9 [Social Media I]	Session 10 [Interactive Linguistics]	Session 11 [Cultural Phenomenon in the Digital Age II]	Session 12 [Digital Semiotics II]
	Moderator: Haegwon JEONG (Chosun University)	Moderator: Yunhee LEE (Hankuk University of Foreign Studies)	Moderator: Jaehyeok CHOI (Mokpo National University)	Moderator: Jhu Hyoung YOUN (Hankuk University of Foreign Studies)	Moderator: Ahrim KIM (Myongji University)	Moderator: Minhyoung KIM (Hankuk University of Foreign Studies)
14:55-15:20	[Online] In the Age of Artificial Intelligence, What We, Linguists, Should Do? Heesook KIM (Cheongju University)	Sound Design, Sonic Realism and Subjectivity through the Soundscapes of Popular War Films Soumaya SNOUSSI (Pukyong National University)	Feminist Translation Practices on Chinese Social Media Xiaoyi CHENG (University of Turku)	From the Perspective of Interactive Linguistics, the Expression of Honorifics in Tongwen Huikao Yanping CHEN & Juan CHEN (Dalian University of Foreign Languages)	ICTS and Indian Culture: The Changing Dynamic Manushi (Indian Institute of Mass Communication) & Prakash Chandra DILARE (Gautam Buddha University)	AI-Assisted 'Génération' and Post-representation: Focusing on Parallel Echoes (2023) Nara YOON (Inha University)
15:20-15:45	Assessing AI's Use of Key Auxiliary Verbs in Natural Language Generation Da Hyeon HAN (Cyber Hankuk University of Foreign Studies)	Sungsil and Integrity as Depicted in the Average Person's Understanding and in TV Shows Hyun Jeong KANG (Chonnam National University)	Alternative Naming and Names over Salmon Chaos on Facebook: A Case Study in Taiwan Jennifer M. WEI (Soochow University)	Visual Framing of Poverty in Advocacy Discourse of Non-Profit Organizations: A Comparative Study Mohamed Ben MOUSSA & Jairo Alfonso LUGO-OCANDO (University of Sharjah)	YouTube Vlogs and Political Identity: Analyzing Politicians' Representations by Social Influencers in the 2022 Philippine Elections Gizelle MANSOS & Joelle Nadine del ROSARIO (University of the Philippines Diliman)	Interactive Grounding: Semiotics of Musical Resilience Hong-June PARK (Dankook University)
15:45-15:55	Coffee Break					
	Session 13 [AI & Human Machine Communication II]	Session 14 [AI-Enhanced Language Education in Digital Contexts]	Session 15 [Cognitive Semiotics in the New Media]	Session 16 [Linguistics I]	Session 17 [Metaphor in the Digital Age]	Session 18 [Cultural Phenomenon in the Digital Age III (Session in Korean)]
	Moderator: Dongjin SHIN (Jeonju University)	Moderator: Donghyun KIM (Kyungpook National University)	Moderator: Kyonghwa LIM (Hankuk University of Foreign Studies)	Moderator: Sunhee YAE (Chung-Ang University)	Moderator: Iksoo KWON (Hankuk University of Foreign Studies)	Moderator: Eunjeong KIM (Hankuk University of Foreign Studies)
15:55-16:20	Efficient Communication in the Digital Realm: Anaphoric Marker Selection by Humans Sarah PARK & Sang-Geun LEE (Korea University)	Generative AI-Integrated Task-Based Instruction to Improve English for Refugees in Canada: A Mixed-Methods Quasi-Experimental Study Ji-young SHIN & Elizabeth COULSON (University of Toronto Mississauga)	[Online] From 'Thai Mung' to 'Tour Long': The Evolution of Bystander Effect and Its Business Implications in the Digital Age Jinawat KAENMUANG & Punthumadee KATAWANDEE (Chulalongkorn University)	An Alternative Syntactic Structure and a Backup Approach to Passivization Keeseok CHO (Cyber Hankuk University of Foreign Studies)	Multimodal Metaphoric Creativity, Framing, and Recontextualization in Education Discourse: University Advertisements in South Korea Ebru TÜRKER (Arizona State University) & Jae Hyun PARK (Sangmyung University)	The Temporality of Semiotics in Transmedia Worldview Music Video Jiyoung LEE (Hankuk University of Foreign Studies)
16:20-16:45	An Empirical Study on the Literary Pragmatic Competence of ChatGPT: A Case Study of the Second-Person Pronoun "You" Kaihang ZHAO & Yansheng MAO (Harbin Engineering University)	A Qualitative Analysis and Learning Model of Artificial Intelligence-Based Korean Spoken Language Learning Effect Jiahui HAN (Dalian University of Foreign Languages)	Evidence for a Shared Semiotics of Attenuation in Non-Standard Allomorph Minuscules Sophia BURNETT (CY Cergy Paris University)	Semantic Characteristics and Structural Analysis of Verbs in There-Constructions Eunyong KIM (Cyber Hankuk University of Foreign Studies)	Visual Metaphor as Evolutionary Older form of Expression: Analyzing Examples of Traditional East Asian Religious and Power Symbols in the Digital Age Michal SCHWARZ (Masaryk University)	The Wardrobe and Its Role in Sánchez Piñol and Millás's Works Selgie KOH (Hankuk University of Foreign Studies)
16:45-17:10	[Online] Language and Localization: The Role of Online Communication in Glocal Cultural Exchange Mehak JONJUA (Sharda University)	Cyborg Tools and Centaur Signs: Digital Technologies as Cybernetic and Semiotic Systems for Initial Teacher Education David KELLOGG (Seoul Vygotsky Community)	The Body and Virtual Reality: The Importance of Being in Between Martin LÁTAL (Palacký University Olomouc)	A Study on Inter-Physio Constructions in English: UG Approach Hyun JEE (Cyber Hankuk University of Foreign Studies)	Algorithm is a God: Metaphorical Constructions of the Algorithm by Content Creator and Viewers Huijae YU (Yonsei University)	Make-Believe in the Age of AI: Philosophical Explorations of Emotion in Human-Robot Interaction Cheul KANG (Yonsei University Graduate School of Public Health)
	Session 19 [The Diverse Social Impacts of AI]	Session 20 [Social Media II]	Session 21 [New Media II]	Session 22 [Linguistics II]	Session 23 [Language & Identity in the Digital Age]	Session 24 [Digital Semiotics III]
	Moderator: Junghye BAIK (Sahmyook University)	Moderator: Yeonseob LEE (University of California, Los Angeles)	Moderator: Jin Young LEE (Korea University)	Moderator: Haeil PARK (Kyung Hee University)	Moderator: Sujin PARK (Hankuk University of Foreign Studies)	Moderator: Gyejeon PARK (Korea University)
17:10-17:35	[Online] NOTHING TO SEE HERE: Generative AI as Intensified Counterinsurgency Grayson RICHARDS (York University)	#BuyCut or Boycott? Reflecting on the Online Activism of Indonesian Boycott Campaigners through a Critical Phenomenology Approach Durratul MASUDAH (Sunan Kalijaga State Islamic University)	Revealing the Unseen: Semiotic Analysis of the Multi Conflict on Gaza's Journalist Instagram Hidayatun NAFIAH & Silvy DIAN (Gadjah Mada University)	Investigating Pseudogapping with Mismatching Antecedents: Evidence from Acceptability Judgments and Self-Paced Reading Sang-Hee PARK (Hanbat National University) & Jungsoo KIM (Incheon National University)	Discount(ed) Native Speakers: Platform Hierarchies in the Online Language Tutoring Industry Nate Ming CURRAN & Joanna CHEN (The Hong Kong Polytechnic University)	Theorising and Challenging Digital Semiotics in Crisis Communication: The Case of COVID-19 in Botswana Keogale Basetana TLHOBOGANG (Newcastle University)
17:35-18:00	[Online] A Study on the Effects of Artificial Intelligence on the Management of Human Resources Aaqib DANISH & Vikram SANDHU (Guru Nanak Dev University)	Rebel Selfies and Queer Cultures on Social Media Dawn WOOLLEY (Leeds Arts University)	Digital Media Production in the Time of COVID: New Media Modes of Popular Culture Contents in Bangladesh Zakir Hossain Raju (Independent University, Bangladesh)	A Diachronic Syntactic Studies on Wycliffe's English Sungkyun SHIN (Kangwon National University)	[Online] Migration Activism and Social Media Clusters in the UK: Collectives Identification in a Neoliberal Landscape Jess WILEMAN (Nottingham Trent University)	Digital Semiotics in Practice: Educating on Social Network Interfaces Caroline ROBBEETS (UCLouvain)
Cyber Building 3rd Floor, Auditorium #303						
18:00-18:10	Moderator: Seryun LEE (Hankuk University of Foreign Studies) Closing Address: Jong-Seok SOH (Director of the Semiosis Research Center at Hankuk University of Foreign Studies, Hankuk University of Foreign Studies)					

* Poster Session (13:10-13:40)

Cyber Building 3 rd Floor, Lobby of the Auditorium #303		
A Corpus-Based Contrastive Study of Dietary Vocabulary Used as Metaphor in Korean, Chinese, and English	Fan ZHANG (Korea University)	
A Study of Media Literacy-Facilitated Class Model to Improve Korean Undergraduates' Critical Thinking and English Writing: Focusing on Modern Satiric Grotesque and Metaphor	Kwang-Soon LEE (Mokpo National University)	
Content Creators and Sports Podcasts: Exploring the Motives Influencing the Creation of Sports Podcasts in Kenya	Nashon OWANO (Seoul National University)	
Paylye 'Caring' from the Perspective of Positioning Theory	Ki-tae KIM (Keimyung University)	