

CONTENTS

CONCEPTUALIZING DIGITAL REALITY THROUGH METAPHORS: SEMIOTIC AND INTERDISCIPLINARY PERSPECTIVE Kristian Bankov and Federico Biggio	7
THE BLUE BRAIN METAPHOR FOR AI Bent Sørensen and Martin Thellefsen	21
CONCEPTUALIZING VISUAL METAPHORS IN HIGH TECH PRODUCTS ADVERTISING: RESULTS AND CONCLUSIONS FROM AN EMPIRICAL RESEARCH Sevim Asimova Taneva	46
GENERATIVE MEDIA: SIGN, METAPHOR, AND EXPERIENCE Everardo Reyes	62
SEMIOTIC MEDIATION FOR THE SUSTAINABLE DIGITAL EMPOWERMENT OF OLDER ADULTS Alyse Yilmaz and Khaldoun Zreik	80
METAPHOR OF THE DATABASE: A TASTE CONSTRUCTION Karina Astrid Abdala Moreira	91
METAPHORS OF SUBVERSION IN SURVEILLANCE ART PHOTOGRAPHY Raluca Vârlan-Bondor	108
THE MYTHICAL AND TECHNOMAGIC AQUATIC METAPHORS OF DIGITAL AESTHETICS AS A SEMIOTIC EMPOWERMENT OF THE FEMALE, ONEIRIC, AND TRANSLUCENT IMAGINARY IN THE TECHNO-ART Paulo da Silva Quadros	122

CONCEPTUALIZING DIGITAL REALITY THROUGH
METAPHORS IN PUBLIC SERVICE ANNOUNCEMENTS:
A SEMIOTIC PERSPECTIVE

Nataliya Lysa 139

ENHANCING CITY IDENTITY THROUGH
DIGITAL METAPHORS

Konstantinos Digkas 153

DIGITAL REALITIES AND METAPHORICAL CONSTRUCTS:
A MULTIMODAL SEMIOTIC AND INTERMEDIAL
ANALYSIS OF *BLADE RUNNER 2049*

Maria Ilia Katsaridou and Loukia Kostopoulou 164

NOTES FOR CONTRIBUTORS 183

