Title of Session: Semiotics of Verbal and Non-verbal Behaviour in Global Context

Name of Session Convener(s): Nino Daraselia
University/Organization incl. City: Ivane Javakhishvili Tbilisi State University
Chair: Nino Daraselia
University/Organization incl. City: Ivane Javakhishvili Tbilisi State University

I) Title of Selected Paper: The Dragoon’s Shoptainment Experience. A Study on Atmospheres, Sensations, Emotions, Relations, Values…(i.e. on Non-verbal Communication) Chinese Shops Offer in Italy
Name/s of Author/s: Ada Cattaneo
University/Organization incl. City: Life-Health University St.Raphael Milan

II) Title of Selected Paper: The Interpretation of Silence
Name/s of Author/s: Gudrun Dahl
University/Organization incl. City: Stockholm University

III) Title of Selected Paper: Semiotics of Silence and Multiple Intelligences
Name/s of Author/s: Nino Daraselia
University/Organization incl. City: Ivane Javakhishvili Tbilisi State University

IV) Title of Selected Paper: Global and Local Codes in Advertising
Name/s of Author/s: Izabella Petriashvili
University/Organization incl. City: Ivane Javakhishvili Tbilisi State University

V) Title of Selected Paper: An Attempt to Prove that the Changes in Different Language Systems is of a Global Nature
Name/s of Author/s: Natia Nemsadze
University/Organization incl. City: Ivane Javakhishvili Tbilisi State University