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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