

POLITEHNICA UNIVERSITY OF TIMISOARA
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

***PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES***

INTERNATIONAL CONFERENCE
10TH EDITION

***LANGUAGE AND COMMUNICATION:
THE DIGITAL CHALLENGE***

CONFERENCE PROGRAMME and BOOK OF ABSTRACTS

30-31 March 2017
TIMIȘOARA, ROMANIA

Overall conference coordination: Daniel Dejica
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Chair of the Organizing committee: Vasile Gherheș

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University of Timișoara, Romania

**An anniversary conference:
10 editions of encounters on
Professional Communication and Translation Studies!**

*The 10th anniversary edition of the **Professional Communication and Translation Studies** conference is organized by the Department of Communication and Foreign Languages from Politehnica University of Timișoara. The conference sets out to continue the exchange of ideas launched in 2015 on the impact new technologies have on communication and to highlight the evolution of humanities and social sciences in conjunction with technological innovation in the post-web 2.0 era. Hence, PCTS10 focuses on **LANGUAGE AND COMMUNICATION: THE DIGITAL CHALLENGE**.*

The PCTS conference series started in 2001 as a national scientific event and then, right from the second edition, got international. PCTS soon became a brand, growing constantly both in number of participants and in visibility within the academic community. The international Scientific Committee of the conference consists of prominent scholars from Europe (Denmark, France, Romania, Russian Federation, Spain, Slovenia and Ukraine) and the United States. In addition, the conference benefits from the support of the Romanian Academy of Scientists since 2013. Multilingualism is one of the distinctive features of the conference. PCTS is one of the few events whose working languages are Romanian, English, French and German, and whose proceedings are published in the three international languages mentioned.

As the Programme and the Book of Abstracts already anticipate, this new edition of the conference will be an exciting and intense event, with several keynote sessions, multiple parallel tracks on the four topics of the conference, i.e. professional communication; linguistics and communication; translation studies and foreign language pedagogy, a workshop on translation studies and two round tables, one on institutional communication and the other on PhD research. With more than 100 participants from 31 universities (12 from Romania and the others from Europe, USA, Asia and Africa), we expect the debates to be rich and generate interesting results, which will be further published in our already traditional Proceedings volume, indexed in several relevant international data bases, such as EBSCO, Index Copernicus, CEEOL, Fabula, Google Scholar, or WorldCat. Since 2005, 140 papers have been published in the PCTS proceedings, the volume having the h-index 6. The citation rate of the papers published in the volume highlights the impact of the conference in the fields of communication and translation studies.

Last, but not least, we welcome our participants to Timișoara, the city recently designated the European Capital of Culture in 2021. Under the slogan Shine your light. Light up your city, Timișoara entered the competition with an ambitious programme of stimulating intercultural exchanges, digital presentations of the city, and an opening towards global interchange of ideas. The academic and social programme of the conference will attempt to offer a glimpse into this world.

CONFERENCE PROGRAMME

PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES
INTERNATIONAL CONFERENCE, 10TH EDITION, 30-31 March 2017

March 30, 2017

08.00 – 09.00	Welcome and registration <i>Politehnica</i> University of Timișoara Rectorate Building, Senate Room 2 Victory Square [Piața Victoriei nr. 2], Timișoara
09.00 - 09.30	Official opening
09.30 - 11.30	Keynote presentations
12.00 – 13.00	Lunch break
13.30 – 15.30	Paper presentations
15.30 – 15.45	Coffee break
15.45 – 17.15	Paper presentations
17.15 – 17.30	Coffee break
17.30 – 19.00	Keynote presentation Paper presentations
19.30	Cocktail

March 31, 2017

08.30– 10.30	Keynote presentation Round table
10.30 – 11.00	Coffee break
11.00 – 12.45	Paper presentations
12.45 – 13.00	Coffee break
13.00 – 14.00	Round table
14.00	Closing of the Conference

CONFERENCE PROGRAMME

Keynote presentations

March 30, 2017, 09.30 - 11.30

Politehnica University of Timișoara, Rectorate Building, Senate Room
Piața Victoriei nr. 2, 300006 Timisoara, <http://www.upt.ro/>

*Political Communication, Digital Technology
and the Pursuit of Common Interests*

John Ryder, American University of Malta, Malta

Perspectives of Teaching Audio-Translation

**Josef Stefcik, Constantine the Philosopher University,
Nitra, Slovakia**

*Gradience versus Appropriateness in Translation:
Is the link between Translation and Linguistics
still strong, or is it ready to expand to new areas
of humanities?*

**Carmen Ardelean, Technical University of Civil Engineering,
Bucharest, Romania**

March 30, 2017, 17.30-18.15

Politehnica University of Timișoara, Department of Communication and Foreign
Languages, Str. Petre Râmneanțu (Oltul) nr.2, A204, 300596 Timișoara,
<http://www.upt.ro/>

*Herausforderungen der Translation im Lichte der
Informationstechnologie*

Vlasta Kučič, University of Maribor, Slovenia

March 31, 2017, 08.30 – 09.15

Politehnica University of Timișoara, *Politehnica* University Library
Str. Vasile Pârvan nr.2 B, 300223 Timișoara, <http://www.library.upt.ro/>

Intelectualul în fața provocărilor digitale

**Petru Andea, Ministry of National Education, Academy of
Romanian Scientists**

CONFERENCE PROGRAMME

Paper presentations

March 30, 2017



Politehnica University of Timișoara
Dept. of Communication and Foreign Languages
Str. Petre Râmneantu, nr. 2, 300596 Timișoara
www.cls.upt.ro

Communication and Public Relations	Translation Studies	Foreign Language Pedagogy	Linguistics and Communication
Time: 13.30-15.30 Room: A203 Moderators: Igor Charskykh Mariana Cernicova-Bucă	Time: 13.30-15.30 Room: A225 Moderators: Dana Percec Simona Șimon	Time: 13.30-15.30 Room: A208 Moderators: Gyde Hansen Claudia Icobescu	Time: 13.30-15.30 Room: A210 Moderators: Lelia Achouri Alexandra Ilie
Developing Communication and Public Relations Skills through Value-Based Mentorship: A Phenomenological Study in the European Parliament Theresa Creel	Managing Human-to-human Approach with no Humans Present: A Look into Polite Forms of Address in Software Localization Tijana Parezanović	Der Student(inn)en freie Wahl. Die digitale Mediennutzung im selbstständigen DaF- und RaF-Erwerb der Studierenden an der Medizinischen und Pharmazeutischen Universität „Victor Babeș“ Timișoara Daniela Kohn	Réflexion critique sur l'utilisation des TICE dans l'enseignement / apprentissage de la littérature en Roumanie Iuliana Florina Pandelică
The Fake News – New Challenges for the Virtual Social Space Bogdan Nadolu, Delia Nadolu	The Literary Translator. Working beyond the Text Dana Percec, Loredana Pungă	Das Internet im studienbegleitenden DaF-Unterricht Anca Dejica-Carțiș	Le phénomène de la traduction entre tradition et évolution Alexandra Ilie
Corporate Language in Romanian Business Environment Monica Condruz-Băcescu	The Web-based Study Guides in English – a Key to Successful Internationalization Ioana Carmen Păștinaru	Ansätze zur Landeskunde im DaF-Unterricht Ana-Maria Dascălu-Romițan	La collection de contenus adéquats aux besoins langagiers des étudiants universitaires. Cas des filières techniques Abdelhalim Tebib
Face to Face Communication in the Digital Era Mihaela Popuța	Approaching the EU: Terminology and Translation Digital Resources Andrijana Đordan	Deutsch als Fremdsprache im Banat: Unterricht zwischen Tradition und praktischem Nutzen Sabina De Carlo	La vidéo et le web Anamaria Filimon-Benea
EMI on the March Igor Charskykh	Translation and Interpreting Scenarios in a Digital World Simona Șimon, Daniel Dejica	Innovative Mittel bei der Förderung des kommunikativen Fremdsprachenunterrichts Sabina Homănă	Le rôle des unités dérivationnelles dans l'organisation du discours en Ancien français Svitlana Kremzykova
The Impact of the Mobile Phone on Young Adult Communication Carol Cooper	Exotic PR Terms and their Translation in Romanian Andreea Pele	Fachsprachenunterricht im Hochschulbereich Anca-Raluca Maghețiu	L'apport du numérique ambiant dans l'apprentissage du FLE Lelia Achouri

CONFERENCE PROGRAMME

March 30, 2017

Paper presentations

Communication and Public Relations	Linguistics and Communication	Linguistics and Communication	Foreign Language Pedagogy
Time: 15.45-17.15 Room: A203 Moderators: Adina Palea Felix Nicolau	Time: 15.45-17.15 Room: A225 Moderators: Sorin Ciutacu Claudia Elena Stoian	Time: 15.45-17.15 Room: A208 Moderators: Vlasta Kučič Sabina De Carlo	Time: 15.45-17.15 Room: A210 Moderators: Jasmina Radin Valentina Budinčić
Feminist Rhetoric in Barack Obama and Hillary Clinton's Discourses Ada-Maria Țirlea, Andreea Nicoleta Voina	The Suprasegmental Features in Iraqi English: A Phonetic Study Ahmed Hussein	Vor und nach der digitalen Wende. Sprachen, Multikulturalität, Kommunikation und Translation Gyde Hansen	German-English Translation and Interpreting: The Writing of a Textbook Iulia Pittman
A Communicational Analysis of the Evolution of Symbolic Language — Case Study: Emojis Adina Palea, Adina Violeta Bischoff	Linguistic Representation and Context Dependency in Tourism Webpages Claudia Elena Stoian	Zum Einsatz von Vorgehensmodellen der Softwareentwicklung in Übersetzungsprojekten Karla Lușșan	Web-based Teaching Resources for Business English Classes Valentina Budinčić
The Convergence of the Theory of Discourse with the Theory of Performance in Posthumanist Contexts Felix Nicolau	The Discursive Construction of Romanian Care Workers' Identity in the Ethnic Media: Between Vulnerability and Empowerment Irina Diana Mădroane	Besonderheiten des Übersetzens von Online-Navigationsportalen Claudia Icobescu	Mobile Assisted Language Learning: Advantages and Use among Different Age Groups Jasmina Radin
Selfie, Relfie and Other Means of Self-Portrait in the Virtual World Mariana Cernicova-Bucă	Translingual borrowing in Romanian Social Media Terminology Annamaria Kilyeni	Die digitale Textverarbeitung und die Textrevison Anca Dejica-Carțiș	Teaching and Learning Communicative English through TED Videos Laura-Rebeca Stiegelbauer
A Divided Space of Mediatization: Romanian Children and the Internet Ileana Rotaru	Contronyms. Two Possible Explanations for "the Same Form and Opposite Meanings" Phenomenon Sorin Ciutacu	Diskursive Aspekte der Migration und Integration Ruxandra Buglea	Techno-CLIL and Student Motivation Alexandra Gavrilă-Jic

CONFERENCE PROGRAMME

March 30, 2017

Paper presentations

Communication and Public Relations	Translation Studies	Linguistics and Communication	Foreign Language Pedagogy
Time: 17.30-19.00 Room: A203 Moderators: Sorin Suci Raluca Tudor	Time: 17.30-19.00 Room: A225 Moderators: Jozef Štefčík Daniel Dejica	Time: 17.30-19.00 Room: A208 Moderator: Vlasta Kučič Karla Luššan	Time: 17.30-19.00 Room: 210 Moderator: Luiza Caraivan Valentina Mureșan
Exemple de bună practică în incluziunea socială: studiu de caz DGASPC Arad Marius Vasiliuță-Ștefănescu	<p>Workshop</p> <p><i>Cons-sim interpreting without notes</i> Jozef Štefčík, Constantine the Philosopher University, Nitra, Slovakia</p>	Keynote presentation <i>Herausforderungen der Translation im Lichte der Informationstechnologie</i> Vlasta Kučič, University of Maribor, Slovenia	Anglicisms in Teaching Medical Informatics and Biostatistics in French: on the Horns of a Dilemma Mirela Frandez, Adrian Voicu, Diana Lungeanu
Procese de socializare pe platforma socio-digitală Facebook Raluca Tudor		Die Bedeutung des Fachsprachenunterrichts und seine Rolle zur Verbesserung und Unterstützung der Unternehmenskommunikation Maria-Dana Grossec	Implementing Blended Learning in Legal English Teaching Luiza Caraivan
Servicii comunitare inovative pentru persoanele cu dizabilități intelectuale în regiunea de Vest, studiu de caz "Pentru Voi" ONG, Timișoara Marius Vasiliuță-Ștefănescu		Die Gründung eines Mythos: Eugen von Savoyen, der Befreier Temeswars Ștefana-Oana Ciortea-Neamțiu	A Contrastive Approach to Italian and English Proverbs about Body Parts (Teaching Activities) Silvia Madincea Pașcu
Prezența în Social Media a administrației publice din România Vasile Gherheș, Liliana Cismariu		Die Unsicherheitsvermeidung in der deutschen und in der rumänischen Werbung Patrick Lavrits	Digitally Literate as a Teacher Valentina Mureșan
Imaginea UPT din perspectiva elevilor de liceu Gabriel-Mugurel Dragomir		Provocări ale comunicării sustenabilității Sorin Suci	Effectiveness of the Discourse in Technical Documentation from an Intercultural Perspective Voichița Alexandra Ghenghea
<i>Framing</i> -ul protestului Daniel Ciurel		Realia in Subtitling – An Intercultural Encounter Elena Violeta Tănase	Learning Aviation English – from Theory to Practice Vlad Mărăzan

CONFERENCE PROGRAMME

March 31, 2017

Paper presentations

Communication and Public Relations	Communication and Public Relations	Linguistics and Communication	Linguistics and communication
Time: 11.00-12.45 Room: A203 Moderators: Vasile Gherheș Daniela Gheltofan	Time: 11.00-12.45 Room: A208 Moderators: Daniel Ciurel Adrian Păcurar	Time: 11.00-12.45 Room: A225 Moderators: Annamaria Kilyeni Andrea Kriston	Time: 11.00-12.45 Room: A210 Moderators: Iulia Para Sebastian Chirimbu
Jurnalismul de calitate și alte provocări Lucian-Vasile Szabo, Iasmina Petrovici	Public Relations and Basketball in Romania – a Synthesis of Social Media Strategies Laura-Maria-Andrada Blaj	Ethical Issues in Audiovisual Translation into Arabic Ahmed Ali	Grammatical Synonymy with Tense and Aspect in English and Romanian Anca Florina Lipan
Centrul de activități locale-model de bune practici în implicarea copiilor și tinerilor în viața comunității Laurențiu- Gabriel Țiru, Gabriel-Mugurel Dragomir	The New Wooden Language – Romania`s Transition and the New Face of Public Communication Adrian Păcurar, Lia Lucia Epure	Contrastive Linguistics Analysis: Errors in Arabic Texts Machine Translated to English vs Native Arabic Speaker Texts in English Betty Lanteigne, Husni Ronak	Challenges in Foreign Language Teaching and Teachers Sebastian Chirimbu, Adina Mihaela Chirimbu
Retorica post-adevărului Sorin Suci	Digital Journalism: Between Spin and Spam Daniel Ciurel	The Concept of Metaphor in English-Arabic Translation Khalid Rokan Mansoor	Adapting Materials for Teaching Business English Iulia Para
Construirea imaginii organizațiilor Ioana Vid	The Local Media – Building the Local Community by Public Communication Lia Lucia Epure, Adrian Păcurar	Using Google Translate in Translating English Naval Architecture Texts by 1st Year Naval Architecture Students- A Case Study Anca Trișcă (Ionescu)	European Trends in Foreign Language Teaching and Learning Sebastian Chirimbu
Câteva observații despre enantiosemie în limbile rusă și română Daniela Gheltofan	Digital Communication Strategies in HoReCa Industry. Case Study - Marty Restaurants, Cluj-Napoca Veronica Ioana Ilieș	Machine Translation in Translating Business Texts: Myth Versus Reality Andrea Kriston	The Pronunciation of English Diphthongs by Iraqi Learners Raad Aljomaely
Frazeologisme numerologice în limbile rusă și sârbă Mața Țaran Andreici			

CONFERENCE PROGRAMME

March 31, 2017

Round Tables

March 31, 2017, 09.15-10.30

Politehnica University of Timișoara, *Politehnica* University Library
Str. Vasile Pârvan nr.2 B, 300223 Timișoara, <http://www.library.utt.ro/>

Comunicarea instituțională în fața provocărilor erei digitale

Mariana Cernicova-Bucă – *Politehnica* University of Timișoara, Romania
Adina Palea – *Politehnica* University of Timișoara, Romania
Maria Ciorba – Centrul Europe Direct Timișoara, Romania
Silviu Vert – Organizația Open Knowledge, Romania
Corina Sîrb – Asociația Ctrl-D, Romania

March 31, 2017, 13.00-14.00

Politehnica University of Timișoara
Dept. of Communication and Foreign Languages
Str. Petre Râmneanțu, nr. 2, Timișoara, <http://www.upt.ro/>

Doing PhD research in Translation Studies: trends and perspectives

Daniel Dejica – *Politehnica* University of Timișoara, Romania
Gyde Hansen – Copenhagen Business School, Denmark
Vlasta Kučič – University of Maribor, Slovenia
Felix Nicolau – Technical University of Civil Engineering, Bucharest, Romania
Loredana Pungă – University of the West, Timișoara, Romania

ABSTRACTS

KEYNOTE PRESENTATIONS

Petru Andea - Petru Andea, Ministry of National Education, Academy of Romanian Scientists

Intellectualul în fața provocărilor digitale

Lucrarea analizează misiunea și condiția intelectualului în secolul XXI, obligat să țină pasul cu provocările erei informaționale ce se instalează și cuprinde în mare viteză societatea umană. Principala provocare analizată este supraîncărcarea informațională, datorită căreia intelectualul trebuie să concesioneze tot mai mult tehnologiilor digitale atât activitatea, cât și imaginea și chiar viața sa.

Carmen Ardelean - Technical University of Civil Engineering, Bucharest, Romania

Gradience versus Appropriateness in Translation: Is the link between Translation and Linguistics still strong, or is it ready to expand to new areas of humanities?

For a long time, translation was perceived as a sub-category of linguistics and it took several centuries and the contribution of many passionate theorists to break away from this lock. Now, new developments in linguistics, among which the concept of Gradience, are stepping into the realm of translation by attempting to adopt acceptability and accuracy as its own. At the same time, translation studies continue to expand their interest towards other areas of humanities, such as sociology or cultural diplomacy. Is there a border line between these two conjoint domains? Can we predict their development for the future?

Vlasta Kučič - University of Maribor, Slovenia

Herausforderungen der Translation im Lichte der Informationstechnologie

Der Einsatz von elektronischen Hilfsmitteln hat den Arbeitsablauf des Übersetzens und sein Produkt, die Übersetzung, stark verändert. Der Beitrag analysiert die rasante Entwicklung der Informations- und Kommunikationstechnologie, die Übersetzern den Zugriff auf mehrsprachige Online-Wörterbücher, Glossare, terminologische Datenbanken, Translation-Memory-Systeme, Enzyklopädien und andere computergestützte Hilfsmittel (translation tools) ermöglicht, die als integraler Bestandteil des Übersetzungsprozesses aufzufassen sind, um translatorische Qualität, Effizienz und Rentabilität zu sichern. Die Translation wird im 21. Jahrhundert nicht mehr als linguistischer Umkodierungsprozess, sondern vielmehr als textfunktionaler, adressaten- und kulturspezifisch gesteuerter Prozess verstanden. Computergestützte Terminologiearbeit gehört heute zum Alltag eines auf Qualität und Zeitoptimierung bedachten Übersetzers. Computerunterstütztes Übersetzen (eng. CAT = Computer-Assisted/Aided Translation) und maschinelle Translation (eng. MT = Machine Translation) gehören zum Bestandteil der translatorischen Praxis, obwohl sie wegen der schnellen technologischen Entwicklung und der relativ langsamen Implementierung in den translatorischen Ausbildungsprozess zu wenig beachtet werden. Anhand einer Untersuchung wird im Beitrag der Versuch unternommen, die Hypothese zu überprüfen, ob elektronische Hilfsmittel zur Qualität und Konsistenz von Übersetzungen beitragen, wozu EU-Texte herangezogen werden. Es handelt sich um eine Umfrage unter den Studierenden der Universität Maribor und professionellen Übersetzern in slowenischen Übersetzungsagenturen bezüglich des Einsatzes und der Bedeutung von Übersetzungstechnologie. Die Autorin betont das neue, globale und technologisch bedingte Paradigma auf dem translatorischen Markt.

John Ryder - American University of Malta, Malta

Political Communication, Digital Technology and the Pursuit of Common Interests

The topic of this talk is the role of digital technology in political communication, specifically in relation to the importance of the pursuit of common interests in political activity. In his recent Farewell Address US, President Barack Obama remarked that if we want to improve our political environment and accomplish significant political ends we need to stop attacking one another on Twitter and on-line, and converse with one another face-to-face. We here explore the implication of Obama's comment that technology is currently an obstacle in political communication. We will further explore a position I have for some years supported, which is that the strongest ground for political activity, especially democratic political activity, is the identification and pursuit of common interests within one's community and across borders. In the end, we will conclude that there is no reason to think that digital technology is necessarily detrimental to useful political engagement and communication with one another. That we often use it detrimentally contributes to misunderstanding and social divisions. More genuine communication in the sense of engagement through shared meanings is critical and, it turns out, a necessary condition of experience and growth, both individual and social. Such communication, digital or otherwise, is enhanced through the pursuit of common interests.

Jozef Štefčík - Constantine the Philosopher University Nitra, Slovakia

Perspectives of Teaching Audio-Translation

Audiovisual translation has become an inseparable part in teaching programmes for translation studies all over the world. The prognoses related to the recent technological development say that in the next three years over 90 percent of all Internet traffic will be video-based. In the presentation we try to deal with the issue of how to implement the necessary linguistic and translation skills into acquisition of computer- and software based work. What should be the focus in teaching AVT, how to distinguish its parts and what competencies with the would be translators should be trained and developed. Who should be the teacher and how to apply the rules based on theoretical and empirical research? At the end an educational pilot project related to audiovisual translation for Nitra Museum that has been developed and launched as multilingual audio guide mobile application for smartphones will be presented. The presentation will focus on process-specific features that are associated with the implementation and development of mobile application from translation and technical perspectives, with an emphasis on particular challenges related to language-audio contents of the product.

WORKSHOP

Cons-sim interpreting without notes

March 30, 2017, 17.30 - 19.00, A225

Jozef Štefčík - Constantine the Philosopher University Nitra, Slovakia

The workshop focuses on the use of recording technology in interpreting practice. It advocates to improve the interpreter training through the use of contemporary technology and the possible development of a hybrid mode of interpreting that uses traditional modes of interpreting – consecutive and simultaneous. Cons-sim enables immediate recording and play-back functions that the voice recording technology offers. This development could be applied not only in interpreting performance but also in interpreting training. Cons-sim without notes expects a higher level of performance in this mode and strives for further research with adequate implementation in training institutions.

ROUND TABLES

Comunicarea instituțională în fața provocărilor erei digitale

March 31, 2017, 09.15-10.30

Politehnica University of Timișoara,
Politehnica University Library
Str. Vasile Pârvan nr.2 B, 300223 Timișoara, <http://www.library.utt.ro/>

Mariana Cernicova - *Politehnica* University of Timișoara, Romania
Adina Palea - *Politehnica* University of Timișoara, Romania
Maria Ciorba - Centrul Europe Direct Timișoara, Romania
Silviu Vert - Organizația Open Knowledge
Corina Sîrb - Asociația Ctrl-D

Tehnologiile informaționale de ultimă generație sunt disponibile publicului larg. Instituțiile dezvoltă platforme de comunicare, cu speranța că informația va ajunge mai repede și mai corect la public, că punctele de vedere și argumentele instituționale vor fi mai ușor împărtășite grație oferirii lor în regim de open source. Reușesc noile tehnologii să răspundă problemelor concrete ce există în cadrul comunităților din România? Sunt instituțiile românești capabile să facă față sofisticării competențelor digitale, existente la utilizatori, cu reacții adecvate și mesaje care să răspundă așteptărilor publicului? Iată câteva dintre întrebările la care participanții vor căuta să le ofere răspunsuri și să formuleze prognoze.

Doing PhD research in Translation Studies: trends and perspectives

March 31, 2017, 13.00-14.00

Politehnica University of Timisoara
Dept. of Communication and Foreign Languages
Str. Petre Râmneanțu, nr. 2, Timisoara

Daniel Dejica - *Politehnica* University of Timișoara, Romania
Gyde Hansen – Copenhagen Business School, Denmark
Vlasta Kučič – University of Maribor, Slovenia
Felix Nicolau – Technical University of Civil Engineering, Bucharest, Romania
Loredana Pungă – University of the West, Timisoara, Romania

All conference participants are invited to join this round table to discuss and find answers to a series of issues related to doing PhD research in translation studies, including, but not restricted to national/European research priorities in TS, various approaches to doing PhD research in TS, publication and dissemination of PhD research results, or quality standards (recruitment of PhD students, assessment and public defense of the PhD thesis).

ABSTRACTS

PAPER PRESENTATIONS

PAPERS IN ENGLISH

Ahmed Ali - American University of Sharjah, UAE
Ethical Issues in Audiovisual Translation into Arabic

For decades, Arabic-speaking TV in the Arab world was characterized as being conservative in its handling of issues related to translation into Arabic of foreign programs such as films, documentaries, entertainment shows, etc. With globalization and more exposure to the rest of the world as a result of the widespread use of the internet, a shift is noticed in the topics presented to the viewers as well as the language used by way of translation/subtitling/dubbing. The shift could be ascribed to ideological factors, but remains ethical at heart. This paper is mainly concerned with the shift related to the “translation” act and how it is responding in a more aggressive manner to the requirements of the topics presented. The impact is not related only to obvious changes from MSA to local dialects and colloquialism, but also to vulgarity and un-called for misrepresentation of political and religious references bringing the issue of translation ethics to the front of the debate: how to balance what is culturally acceptable in the ST with the norms of acceptability in the receiving target culture; what role does the ethics of the profession play in determining the choice of words and register; how are the current trends in the show business sector impacting the cultural norms and morality of the society? This paper suggests that in spite of the fact that there does not seem to be concerted organized efforts to effect certain changes on the societies concerned, there is enough evidence that there is an agenda being pushed forward resulting in what may be considered a tug of war between two influential forces.

Raad Aljomaely - University of the West, Timișoara, Romania
The Pronunciation of English Diphthongs by Iraqi Learners

The study examines the phonetic problems that Iraqi speakers encounter when learning and speaking English. The analyses of collected data revealed that Iraqi learners face difficulty in the production of most English diphthongs. The comparative analysis between Iraqi English (IE) and standard British English (BE) helps in determining which similarities and differences either facilitate or hinder communication. The study offers a phonetic description and analysis of IE as English language spoken by 5 Iraqis in order to: First, it explores the problems that these speakers face in the pronunciation of English. Second, it compares their spoken English with BE. Third, it reveals the pedagogical implications that result from the comparison.

Laura-Maria-Andrada Blaj - Babeș-Bolyai University, Cluj-Napoca, Romania
Public Relations and Basketball in Romania – a Synthesis of Social Media Strategies

Watching sports has become a meaningful and important habit which takes place in an individual's life and day schedule. Benefiting from a wide media coverage, team sports have gained momentum and have turned into an independent industry in almost every country around the globe. The focus will be on one of the most viewed team sports in the world, the game of basketball, a sport that gains every day more and more fans in our country. The current paper aims to emphasize the connection between public relations and

basketball in Romania and it will analyze how social media can create strong communication bridges between the game with the orange ball and its admireres.

Valentina Budinčić - Alfa BK University, Serbia

Web-based Teaching Resources for Business English Classes

In recent years the use of web-based resources for English language learning and teaching has become an integrative part of most English language courses worldwide. Since the advent of ESP, numerous specialized online resources have been created in order to facilitate the process of English language learning and teaching in different specialized fields. The aim of our paper is to carry out a descriptive analysis of some particular online resources for ESP in the business field, highlight their advantages and provide some ideas for ESP teachers on how to use them for different purposes in Business English courses.

Luiza Caraivan – Tibiscus University of Timisoara, Romania

Implementing Blended Learning in Legal English Teaching

The paper presents the implementation of a blended learning course in legal English for students in Law. Due to the great amount of vocabulary that students need to learn, this method provides better results than traditional ones. The results of the study aim to prove that students learn to deal with the problem of relevance and applicability.

Mariana Cernicova-Bucă – Politehnica University of Timișoara, Romania

Selfie, Relfie and Other Means of Self-Portrait in the Virtual World

The virtual world is vastly populated by projections of the self in a new, daring and yet familiar representation of the “real” social constructs. The myth of Narcissus is rediscovered, viewers being wooed to “like”, love, adore, vote for and re-distribute the built image of the selfie promoters. The study looks into the phenomenon, especially into the varieties of selfies and their link to the self-portrait as an intellectual and artistic journey into one’s self.

Igor Charskykh – Vasyl’ Stus Donetsk National University, Vinnytsia, Ukraine

EMI on the March

Many observers assess the prevalence of English as the lingua franca medium of instruction (EMI) at universities all over the world as the sign of our times. Ukraine fits in the trend, especially when it comes to the specific domain of teaching International Relations to native and in-coming students. EMI helps to learn the specific language of the discipline, contributes greatly to collaboration between language and subject teachers, and gives access to the worldwide market of educational services. Students’ and teaching staff English proficiency is by far not a solitary condition of success. Knowledge of the subject and possession of teaching methods are equally important components. Besides, methodology must be special: much more interactive, with thorough instructional technologies and numerous visual aids. The internet is the best helper on this way with plentiful possibilities of visualization, several influential online courses platforms and free open-source software learning management systems for distance learning.

Sebastian Chirimbu - Spiru Haret University, Bucharest, Romania

European Trends in Foreign Language Teaching and Learning

Knowledge of a foreign language has become almost mandatory in a globalizing world. Most schools in the world include at least one foreign language in the curriculum, and at least one course that is taught in a foreign language in many schools. In most countries, education programs require the first foreign language to be taught in the primary or secondary school. In some countries, foreign language courses begin in parallel with

primary education, at the age of 6. Although the number of people studying foreign languages in school is very high, those who manage to master the languages studied are relatively few. The present paper aims to discuss the present situation and identify the European trends in foreign language teaching and learning.

Sebastian Chirimbu, Adina Mihaela Chirimbu - Spiru Haret University, Bucharest, Romania

Challenges in Foreign Language Teaching and Teachers

21st century language classes enjoy numerous aids and ways of increasing exposure to the foreign language and yet the role of the teacher remains a dominant one, as it is the foreign language teacher who has the task to act as facilitator between students and their target – acquiring communication skills in a foreign language. The modern educational means and the unprecedented development of technology have greatly shaped and changed the role of the teacher within the foreign language class and the present paper aims at pointing out his or her new roles in the process of foreign language teaching and learning process.

Daniel Ciurel - Politehnica University of Timișoara, Romania

Digital Journalism: Between Spin and Spam

In the volatile digital era, journalism faces, apart from economic challenges, new professional risks. The long respected journalistic model of factual reporting, accuracy and balance is giving way, more and more, to less rigorous versions of media messages. There are two main threats to professional journalism. The first danger is represented by the partial, partisan or even deliberately distorted views of the events (spin). The last one involves a mix of unverified facts, wild speculations, conspiracy theories and sheer nonsense, along with fabricated data (spam). This paper argues that there is still a strong need for professional journalism in democratic societies.

Sorin Ciutacu - University of the West, Timișoara, Romania

Contronyms. Two Possible Explanations for “the Same Form and Opposite Meanings” Phenomenon

We set out to discuss two semantic cases yielding contronyms, i.e. the lexemes displaying one form and two opposite meanings present at the same time like: oversight, left, help, stick, sanction, etc. They seem to stem either from polysemy or from homonymy. That is why our recourse to etymology will shed light on the maze of semantic changes undergone by these baffling contronyms. Each lexeme fares its own course and benefits from ad-hoc explanations, which are only partially amenable to general rules of change.

Monica Condruz-Băcescu - University of Economic Studies, Bucharest, Romania

Corporate Language in Romanian Business Environment

The paper focuses on the corporate language used in the business environment in Romania. English exerts the strongest influence on the Romanian vocabulary, influence appreciated by some politicians and businesspersons as beneficial, but at the same time, blamed by many linguists and cultural personalities. Corporate language is not a negative phenomenon by definition. But it becomes negative when used in excess or for no reason. In some cases, linguistic clichés turn into automatic formulas that limit thinking, while in others their use is not necessary. Corporate language manifests as a reality today both in terms of economic and social context in which organization evolves and as a distinct activity field of the organization. To meet the requirements imposed once with the internationalization of economic relations, sound professional training and a good grasp of

specialized knowledge are just as important as communication skills in foreign languages, intercultural adaptation being a natural consequence.

Carol Cooper - Rochester College, Michigan, USA

The Impact of the Mobile Phone on Young Adult Communication

The convergence of media technology can now be held in one's hand. It offers new ways to communicate, unrestricted by location, mostly related to free choice and autonomy. Its portability has made possible the co-presence of synchronous and asynchronous communication, and has contributed to the popular notion that young adults are proficient multi-taskers. The ubiquitous use of the mobile phone by young adults serves as a vehicle for self-expression and collective identity, often through the use of social media. This paper will explore some of the kinds of communication that are afforded via the mobile phone, and will then question some of the potential strengths and weaknesses in communicating this way.

Theresa Creel – Regent University, Virginia Beach, Virginia, USA

Developing Communication and Public Relations Skills through Value-Based Mentorship: A Phenomenological Study in the European Parliament

This phenomenological study examined how communication and public relations skills are developed through value-based mentorship. An exemplary leader with more than ten years of experience in politics and in mentoring others was purposively selected from one political party in the European Parliament. Primary themes determined from coding analysis included: effective path in mentoring others, ineffective and negative path in mentoring others, and promoting values by mentoring others to communicate more effectively. This study provides value to NGOs seeking legislative support, to organizations and politicians committed to mentorship in the political realm, and to politicians engaged in effective communication and public relations based on values within the European Parliament and other legislatures.

Andrijana Đordan - Alfa BK University, Belgrade, Serbia

Approaching the EU: Terminology and Translation Digital Resources

The Republic of Serbia applied for the European Union membership in 2009, received full candidate status in 2012 and started the membership negotiations in 2014. The accession process constantly keeps showing a need for high quality translation of the extensive EU documentation. This paper deals with the existing digital resources created from the beginning of the accession process. It focuses on two main projects, developed translating EU legislation (*acquis communautaire*) into Serbian: *Evronim* – multilingual termbase and *Evrotekta* - bilingual English-Serbian corpus of EU legislation texts. The paper will also bring some reflections on the perspectives of similar digital language resources.

Lia Lucia Epure, Adrian Păcurar - Vasile Goldiș Western University of Arad, Romania

The Local Media – Building the Local Community by Public Communication

The paper tries to disclose and to describe a set of theoretical elements regarding the role of the local media within the general process of building and consolidating the local community by public communication in all of its forms. The study reveals some structural and formal elements which play an important role in constructing the public communication by the media at the level of local communities. An additional perspective is developed within this study about the role of the institutional communication at the level of a local community, but also a distinct analysis is made especially upon the type of relation, in different forms, between different public and local institutions and the local

media, relation established through the system of institutional communication. The paper also contains some general and relevant historical elements about the way in which the process of public communication had been developed in time between some local and public institutions and the local media. It is important to underline the fact that this section of the study is centered on the city of Timisoara, on the way in which the process of public communication, in relatively many different ways, could be seen and analyzed after the collapse of communism in December 1989. In the end, we make some recommendations about the way in which the public communication between some local public institutions and the local media could be improved in order to build a strong positive image for the City of Timisoara for the great event scheduled for 2021, the year in which this city will be the European Capital of Culture.

Mirela Frandez, Adrian Voicu, Diana Lungeanu – University of Medicine and Pharmacy Timișoara, Romania

Anglicisms in Teaching Medical Informatics and Biostatistics in French: On the Horns of a Dilemma

Over the last decades, the University of Medicine and Pharmacy Timisoara has developed two educational programmes in French, namely for pharmacy and general medicine. Medical courses can be translated in French in a natural manner, most terms having established corresponding French words or phrases. In contrast, informatics and biostatistics usually employ Anglicisms, or we rather tend to do so in our regular courses. On the other hand, the students enrolled in these programmes come from a French-oriented cultural environment, so their expectations are also French-oriented. At the same time, there is an increasing pressure from the software industry towards employing English-borrowed terms. Very few applications have French versions, e.g. Microsoft products, Yahoo, Mozilla, or Facebook, most of them either not available or not so popular in Romania. In addition, the graduates should be professionals able to function in an international context, so be aware of the internationally accepted terms for the concepts we teach. Taking all these into account, avoiding Anglicisms in our teaching is not only challenging, but also a professional dilemma.

Alexandra Gavrilă-Jic - University of the West, Timișoara, Romania

Techno-CLIL and Student Motivation

The purpose of the paper is to examine the impact that the use of new technologies might have on students' motivation and performance in CLIL (Content and Language Integrated Learning) programmes. The paper will start from discussing the importance of CLIL programmes all over Europe and particularly within the Romanian education system. Then, the paper will outline the language and learning skills that a student learning a subject through the medium of English as a second language may need. Moreover, the paper will give a brief overview of students' perceptions of learning a subject through a foreign language as opposed to learning the subject in their own mother tongue. In order to do this, the paper will analyse the findings of a survey carried out in several high schools at the beginning of 2017 on both teachers and learners, regarding the advantages and drawbacks of teaching and learning a subject through a foreign language.

Voichița Alexandra Ghenghea - Politehnica University of Bucharest, Romania

Effectiveness of the Discourse in Technical Documentation from an Intercultural Perspective

In today's globalized society the role of knowledge transfer from professionals to laymen is becoming more and more important. Taking into account that each professional group has

its own code of solving domain-specific problems, the expertise-knowledge is often not efficiently understood by non-specialists/laymen. How easy is technical documentation to understand by the enduser? What is the difference between user manuals in different languages? Why is the inclusion of a new course offer, e.g. Introduction to Technical Communication/Technical Documentation, in the curriculum of engineering students a timely requirement? All these questions will be addressed in the present paper.

Ahmed Hussein - University of the West, Timișoara, Romania
The Suprasegmental Features in Iraqi English: A Phonetic Study

The main goal of this paper is to study the suprasegmental aspects of Iraqi English with reference to word accent patterns and intonation system. The study has three dimensions to it. First, it examines the various word accent patterns in the English spoken by Iraqis and see to what extent are they similar to or different from those of (Received Pronunciation) RP English. Second, it explores the intonation system of IE as produced by 8 speakers under the framework set by the British School of Intonation. Third, it intends to draw comparisons between IE and RP English and see if L1 factors affect L2 word accent and intonation patterns.

Veronica Ioana Ilieș - Babeș-Bolyai University, Cluj-Napoca, Romania
Digital Communication Strategies in HoReCa Industry. Case Study - Marty Restaurants, Cluj-Napoca

Generally speaking, the digital communication era works with easier mechanisms for generating, collecting and sharing information and content. This is way communication specialists changed their perspectives in the relationship of the company with the public. Today we speak about digital PR, digital marketing, digital branding, digital all. This study aims to analyze the digital implications of communication strategies in HoReCa industry. Previous researchers showed that the digitization of the communication strategies of restaurants around the world had a direct and positive influence in the consumer-brand relationship (Shixiao *et al.*, 2015; Zhang *et. al.*, 2014; Chen *et.al.*, 2014; Ariyasriwatana *et.al.*, 2016; Needles *et.al.*, 2013; Petrovici, 2014). Our research is based on the relationship that Marty Restaurants from Cluj-Napoca, Romania, builds in online platforms with its customers. We intend to provide a twofold approach. On one hand, we analyze the theoretical framework regarding the digitization of the communication strategies in restaurant industry. On the other hand, we shall design an empirical research, based on interviews and content analysis that shall provide information about the way Marty Restaurants are communicating and establishing consumer-brand relationship using digital tools.

Annamaria Kilyeni - Politehnica University of Timișoara, Romania
Translingual borrowing in Romanian Social Media Terminology

The main goal of the present paper is to increase terminology awareness in the field of social media – a new and extremely dynamic domain that has quickly become central to a variety of other domains as well as to our daily lives. More specifically, the paper centers on social media terminology in Romanian and focuses on the ways in which some popular social media terms have been created through direct or/and indirect translingual borrowing from English, with special emphasis on the occurrence of synonymous terms.

Andrea Kriston - Politehnica University of Timișoara, Romania
Machine Translation in Translating Business Texts: Myth versus Reality

The translation of various types of texts is not a challenge anymore nowadays since the

market offers several types of machine translation. But how reliable is it compared to human translation? In the present article we focus on a business article issued by a Romanian financial newspaper and we translate it into English with the help of Google translate, SDL Free Translator and Microsoft Bing. Then, we analyze the differences provided by these three tools and observe the advantages and drawbacks of machine translation compared to human translation.

Betty Lanteigne, Husni Ronak – American University of Sharjah, UAE

Contrastive Linguistics Analysis: Errors in Arabic Texts Machine Translated to English vs Native Arabic Speaker Texts in English

This presentation identifies characteristics of Arabic texts Google Translated to English, which may assist English teachers of native-Arabic-speaking students in recognizing plagiarism via Google Translate. Error analysis of several Google Translated texts, compared with findings from cross-linguistics error analysis research, revealed recognizable characteristics of Arabic text Google Translated to English and typical Arabic first language transfer errors. Notably, the Google Translated texts included few or no spelling, grammar, capitalization, or punctuation errors, markedly in contrast to typical English writing influenced by Arabic. On the other hand, the Translated texts revealed transliteration resulting in “new terms” as well as extremely sophisticated vocabulary yet basic sentence structure.

Anca Florina Lipan – University of Galati, Romania

Grammatical Synonymy with Tense and Aspect in English and Romanian

An important source of grammatical synonymy is represented by the various ways of expressing the same meaning by using different tenses. Time, tense and aspect play an important role within the linguistic expression of meaning. Present Tenses, Past Tenses, Future Tenses as well as other constructions can be used to convey similar or almost similar meaning. The fact that there seems to be no change in meaning between such constructions as “I have never been learning English for 6 years” and “I started studying English six years ago” or between “to be about to” and “to be on the point of” or “be going to” in utterances such as “They are about to leave”, “They are on the point of leaving” and “They are just going to leave” makes linguists speak about equivalence of meaning. However, the difference is the grammatical regimen of the constructions as well as the different nuances of meaning suggested. Considering that synonymy implies both a degree of similarity as well as difference between synonymous terms, the present paper will give a brief account of the similarities and differences between the constructions having different time reference both in English and Romanian. The matter of grammatical synonymy will be further applied to the translation process with a view to show that there is both contrast and similarity between language systems.

Silvia Madincea Paşcu – Tibiscus University, Timișoara, Romania

A Contrastive Approach to Italian and English Proverbs about Body Parts (Teaching Activities)

The richness and frequency of Italian and English proverbs containing terms as *testa*, *capo* - head, *occhio* - eye, *fronte* - forehead, *naso* - nose, *bocca* - mouth, *mano* - hand, *braccio* - arm, *piede* - leg, etc. all referring to different parts of the body, are well-known. The aim of the present paper is to make a detailed contrastive analysis of the proverbs containing these terms as a dominant term in the two languages, based on their semantic classification. Moreover, the second part of the paper makes some useful suggestions for teaching and learning such proverbs.

Khalid Rokan Mansoor – University of the West, Timișoara, Romania

The Concept of Metaphor in English-Arabic Translation

The present study is part of the vast area of translation studies. Its main purpose is to discuss the concept of metaphor and its role in the translation in process from a linguistic point of view. The use of metaphors allows people to convey special meanings when communicating, regardless if they express themselves verbally or in writing, in all aspects of their lives (religious, creative writing, linguistics, science, etc.). The use of metaphor has been rarely captured in the translation field and is often considered not useful; therefore, this paper will focus on the importance of metaphor in translation, as a means of rendering the poetic meaning of a word in a literary text and also as a manner of achieving linguistic and semantic equivalence.

Irina Diana Mădroane - University of the West, Timișoara, Romania

The Discursive Construction of Romanian Care Workers' Identity in the Ethnic Media: Between Vulnerability and Empowerment

The ethnic media often provide a space for awareness raising and social change among the communities of migrants that constitute their main publics. Many such publications make use of online platforms and the social media in order to reach out to audiences who lead transnational lives. The study looks into the ethnic media construction of Romanian care workers in Italy, generally women migrants known as *badanti*. It uses qualitative methods (content analysis, discourse analysis) to examine the role of two Romanian ethnic publications (online news portals, Facebook) in (dis)empowering women from this vulnerable social category.

Vlad Mărăzan - Aircraft Owners and Pilots Association of Romania

Learning Aviation English – From Theory to Practice

The lack of English language competence has led to many general, but also commercial aviation accidents. Although examinations are being conducted in order to ensure that every pilot has received enough training, the absence of qualified staff is too high to reject candidates. The aim of this presentation is to highlight the importance of the knowledge of ESP (English for specialized purposes) for civil aviation pilots. A pilot must understand and be understood while communicating with the air traffic control unit. More and more flight schools use high-tech interactive tools to help pilots for a proficient learning of English. Considering this, the research team developed a new system based on advice received from retired airline pilots. This system focuses more on the spoken language rather than the written one. By listening to live ATC conversations, we expect to increase the capability of airline pilots to better understand the English language.

Valentina Mureșan - University of the West, Timișoara, Romania

Digitally Literate as a Teacher

Starting from recent comments in a teaching methodology class with second year BA students, the present paper is a small scale research, which aims to shed more light upon the relation between the digital competencies expected from teachers of English in our country and actual classroom experiences. As the students in the present group of participants come from different schools and cities in the country, the results may be considered to reflect common practice. The aim of this study is to determine whether teachers in secondary education aim to develop digital competence along with linguistic competence, and also to look at the attitudes of both teachers and students towards ICT.

Bogdan Nadolu, Delia Nadolu - University of the West, Timișoara, Romania

The Fake News – New Challenges for the Virtual Social Space

Due to the Brexit campaign from UK and the election campaign from USA in 2016, a lot of promoted subjects were proved post factum that they actually were fake news. Not random generated, not based on confusions but very coherent and consistent aggregated messages that generate a huge manipulation of public opinion and affect the final results. By this paper, we will follow to analyze how is facilitated by the computer mediated social space the contents that are explicitly different from reality. Can this be considered new virus – the fake news – a new challenge for the social resources developed into the internet? Are there any capabilities to filter in time this kind of messages?

Felix Nicolau – Technical University of Civil Engineering, Bucharest, Romania

The Convergence of the Theory of Discourse with the Theory of Performance in Posthumanist Contexts

In recent times, pragmatics has made more and more room for the theory of discourse. The switch in emphasis was triggered, amid other phenomena and theories, by the flourishing of the communication theory, with its tenet that the process of communication is quite unstable and unpredictable. It is not only the context the one which distorts the transmission of messages, but also the mood of those involved in the process of communication, or what is called subtle communication. In my article I am especially interested in the repercussions of the theory of discourse on another blooming theory, namely the theory of the performative acts, or the theory of performance. Thus, my research is inter-theoretical but it does not trespasses the borders of other paradigms. It will maintain itself within the frontiers of this versatile and morphotic paradigm: the paradigm of discourses with its intersemiotic skeleton.

Adina Palea, Adina Violeta Bischoff - Politehnica University of Timișoara, Romania, Vasile Goldiș Western University of Arad, Romania

A Communicational Analysis of the Evolution of Symbolic Language - Case Study: Emojis

The following paper tackles the issues of the evolution of symbolic language, more precisely, it focuses on a novel form of digital communication known as *emojis*. It has been commonly accepted that in the post 2.0 web era few concepts have been so richly delineated, have become so visible and have spread so rapidly in both mainstream and niche culture. The aim of this study is to highlight intrinsic and extrinsic characteristics which led to the mass popularization and use of emojis, as well as communicational implications pertaining to this phenomenon. From the standpoint of communication studies, the emergence of the concept has brought about valuable and interesting changes in both global etymology and semantics, thus identifying an inherent necessity to examine it. Therefore, the present paper focuses on the impact this new way of communicating has had on teenagers, ages 14 to 18. The research is also based on a questionnaire which seeks to establish the specific aspects which shape the way teenagers interact among themselves and outside the dynamic of their preferred group.

Iulia Para - University of the West, Timișoara, Romania

Adapting Materials for Teaching Business English

Selecting materials for teaching Business English is a crucial act, but the aim of this paper is not that of discussing whether we should use authentic or "doctored" texts. It presents several ideas, which have emerged, from personal experience and from the literature on the subject. The findings are suggestions and comments, rather than solutions. The article is intended to provide information regarding the steps of this so called "trip" of any

Business English teacher, to the final destination of providing appropriate materials for students who study different fields of business. According to the field of business they study, it is in their interest for the Business English teacher to develop their linguistic and communicational skills and competencies.

Tijana Parezanović - Alfa BK University, Belgrade, Serbia

Managing Human-to-human Approach with no Humans Present: A Look into Polite Forms of Address in Software Localization

Using examples extracted from the author's work on software localization in the field of automobile industry (English translated into Serbian-Serbia locale), this presentation centres on the issue of polite forms of address. Since software localization relies on the resources from linguistics, business and marketing, and information technologies, politeness is considered in relation to all three aspects: 1) as an important element of human-to-human approach to marketing, whereby 2) the use of personal pronouns has to be taken into account considering the differences between English and Serbian, and contextualized within 3) the largely impersonal process of localization itself. The analysis of the examples aims at defining certain patterns which could potentially facilitate practical work in this branch of translation studies.

Adrian Păcurar, Lia Lucia Epure - Vasile Goldiș Western University of Arad, Romania

The New Wooden Language – Romania's Transition and the New Face of Public Communication

The paper is aiming to describe a set of theoretical and concrete elements regarding some aspects of contemporary public discourse, at different levels, from within contemporary Romania's public and media space. Within this paper, some theoretical elements are combined with empirical elements in order to see in which measure is possible to disclose and to prove the symbolic existence of a wooden language in Romanian media from the so called "period of transition". Our thesis is that, within the contemporary Romanian public space and public communication, this wooden language really exists regardless if we speak about the media or about the public communication, at institutional level, in general. The results of our endeavor could be used in our opinion in order to visualize, and to prove in this manner, some general causal connections and relations between the present concrete and symbolic status, in different and various forms, of this so called "wooden language" and *the origins* of this situation from different perspectives: cultural, educational, economic and political. To our knowledge until now there are no similar, substantial and serious studies upon this topic in Romania's scientific community from within the field of sciences of communication in general even if some studies, which in different forms are indeed connected with our theme, were published in recent years.

Ioana Carmen Păștinaru - Alexandru Ioan Cuza University of Iași, Romania

The Web-based Study Guides in English – a Key to Successful Internationalization

The scarce academic offer in English available on many universities' webpages comes to contradict their internationalization strategy which views first and foremost the increase in the number of international students (either exchange or full-degree). The main goal of this paper is to raise awareness of the direct relation between the two by providing facts and numbers from several European universities. Furthermore, the objective is to bring to light a critical dimension of the translations from Romanian into English of the *Translation Studies* and *American Studies* degrees and course descriptions available on the Romanian universities' webpages. The outputs are meant to highlight the importance and necessity of both the Study Guides in English and the specialized translations of these academic texts.

Andreea Pele - Politehnica University of Timișoara, Romania

Exotic PR Terms and their Translation in Romanian

This paper would like to discuss the situation of what I call "exotic" terms in PR due to their inherent problems when adapting/adopting them in Romanian. For instance, "think tank," "spin doctor" or even the Instagram "follower" have proven especially challenging to translate into Romanian because it is almost impossible to preserve their original meaning intact while, at the same time, respect the principles of term formation, such as transparency, conciseness, appropriateness or preference for the native language.

Dana Percec, Loredana Pungă – University of the West, Timișoara, Romania

The Literary Translator. Working beyond the Text

Just as one's foreign language skills may be assessed on the basis of the Common European Framework of Reference, so may literary translators' competences be evaluated following the criteria listed in the PETRA-E Framework of Reference for the Education and Training of Literary Translators. The paper reports on the results obtained on the basis of a small-scale investigation aimed at diagnosing the competences of 1st year Translation Studies MA students at the West University of Timișoara, where the authors teach. The investigation covered one month of the fall semester, during which the students were asked to translate a short story (O. Henry's *The Gift of the Magi*, 1906) and perform a number of other tasks set in accordance with the PETRA-E descriptors for early career translators' competences. The paper rounds off with the conclusions of the investigation, which may prove useful in outlining directions in literary translators' training.

Iulia Pittman - Auburn University, Alabama, USA

German-English Translation and Interpreting: The Writing of a Textbook

Translation and interpreting are excellent tools for developing written and oral communication skills in foreign language learners. The goal of this study is to create a textbook for German-English translation and interpreting to be used with American students of German. This conference presentation will discuss details regarding the need in the market for such a textbook, the resources available for writing the textbook, and the writing process itself. Furthermore, a discussion of the challenges of authoring a textbook and ways to overcome them will hopefully inspire and offer insightful information for others who have similar endeavors.

Mihaela Popuța - Politehnica University of Timișoara, Romania

Face to Face Communication in the Digital Era

We have been digitalized. From our personal data to our everyday interactions, technology has taken over our lives. While the digitalization of information is undeniably innovative, efficient and captivating, its rapid development inevitably underlines issues partaking to the lack of traditional communication within daily practices. The present paper aims at acknowledging these issues and analyses the importance of face to face communication in the workplace.

Jasmina Radin – University of Graz, Austria

Mobile Assisted Language Learning: Advantages and Use among Different Age Groups

Mobile assisted language learning (MALL) facilitates situated, authentic, context-aware, contingent and personalized learning. These and more advantages of MALL are explained and related to suggestions for practical uses of MALL. Papers on the use of mobile devices in the educational sector have been published for the last thirty years, taking into consideration the cutting edge technology and how it could be used by language learners

and students. However, little literature is available on the topic of elderly people and MALL, which is what this presentation also focuses on, as well as the similarities between teaching young learners and the elderly with mobile technologies.

Ileana Rotaru – Tibiscus University, Timișoara, Romania

A Divided Space of Mediatization: Romanian Children and the Internet

Media culture, stimulating the “fabrication of identities” – under the conditions where common people, dangling between globalisation and atomisation, are afflicted by a “transfer of anxiety” – asks for an efficient media pedagogy, understood as a new policy of media culture that maintains the distinction between popular and elite cultures, but demolishes the distinction between culture and communication: culture cannot be but communicational. In this framework, the present paper analyses the divided cultural space of the Romanian child who is caught between the internet society and the lack of simple and bare competencies of using the internet in its best ways. We draw the attention to the excessive interest of the internet use in the mediatized world and the receiver’s ignoring mediations aiming at practices, relations and social, cultural/ educational institutions. For the critical positioning in front of this socio-cultural phenomenon, media pedagogy is needed, understood as a critical theory of society in the context where communication became a phenomenon of total civilisation (Rachieru, 2001, 12).

Laura-Rebeca Stiegelbauer - Vasile Goldiș Western University of Arad, Romania

Teaching and Learning Communicative English through TED Videos

The presentation intends to introduce TED Videos as a modern means of teaching communicative English. It is planned to emphasize the importance of operating with a modern teaching approach making use of all the technological means available nowadays. Moreover, it will also be presented a hands-on way of teaching translations through TED talks for English for Specific Purposes classes. In this presentation, it is considered of an utmost importance the connection students need to have with the real spoken English and more important than that with subjects of great interest to their generation.

Claudia Elena Stoian - Politehnica University of Timișoara, Romania

Linguistic Representation and Context Dependency in Tourism Webpages

This paper focuses on three tourism webpages belonging to different tourist entities. Its aim is to analyse them from a linguistic point of view within the framework proposed by Systemic Functional Linguistics. Particularly, it looks at the way tourist entities use language to present heritage monuments worldwide by means of online media. The findings are then compared and, further, interpreted from the cultural perspective of context dependency.

Simona Șimon, Daniel Dejica - Politehnica University of Timișoara, Romania

Translation and Interpreting Scenarios in a Digital World

The digital world in which we are all living has reshaped the entire contemporary society, among other things the personal and professional relationships, the expectations of the target audience, the parameters describing the translation and interpreting situations. Present-day translation and interpreting scenarios require that translators and interpreters, no matter how multi-skilled they may be, work in large projects as part of a team, where sharing responsibility becomes the key factor that may contribute to the success of the translation and/or interpreting project. The paper highlights and exemplifies the roles and responsibilities of various translation and interpreting team-members who interact in different interactive translation and interpreting scenarios.

Elena Violeta Tănase - Alexandru Ioan Cuza University of Iași, Romania
Realia in Subtitling – An Intercultural Encounter

The present study aims at providing an analysis of various translation strategies used by subtitlers in the translation of *realia* or culture-specific references. The corpus consists of excerpts from Series 8 of the American sitcom *Friends*. Culture-specific references are analyzed in terms of their degree of transculturality and are classified into: proper names, names of places, objects, food and drinks, institutions, units of measurement, sports and games, holidays and religious allusions, extratextual references to books, movies, TV shows, etc. The analysis indicates, on the one hand, that the degree of transculturality of culture-specific references varies according to the profile of the target audience and, on the other hand, that in audiovisual translation the main purpose of foreignizing and domesticating strategies is to mediate an intercultural encounter.

Anca Trișcă (Ionescu) - Dunărea de Jos University of Galați, Romania
Using Google Translate in Translating English Naval Architecture Texts by 1st Year Naval Architecture Students - A Case Study

The present article aims at presenting the most common errors encountered in naval architecture students' translation using google as well as the most common difficulties encountered in translating a naval architecture text. Our study was conducted on 131 volunteers out of which 35 used google translate. We have gathered the results and analyzed them according to the language level (lexis, grammar, e.s.o.) and translation strategies.

Ada-Maria Țirlea, Andreea Nicoleta Voina – Babeș-Bolyai University, Cluj-Napoca, Romania

Feminist Rhetoric in Barack Obama and Hillary Clinton's Discourses

8th of November 2016 marked the beginning of a new era on the American political scene. Or better yet, was it the end of an era? The change is even bigger as it was not only an ideological change, but a change of perspective. On a discursive level, the paradigm is taking a nationalist approach. The Obama era was known as a period of great opening, minority-friendly approach and liberal vision. Of the two candidates that were running for office in 2016, Hillary Clinton seemed to have the most similar approach to the now former president of the USA, Barack Obama; Clinton was framed as the *de facto* carrier and enforcer of Obama's legacy. Feminist approaches are not gender-determined; Barack Obama himself has made a mark as a feminist leader. On the other hand, Hillary Clinton ran for the highest office as a pioneer of women's representation in politics, through the historical endorsement from the DNC, while she arguably enforced a masculine leadership model. The tactful linguistic style, the strong liberal views, and a strong support for women's issues were only few of the elements that created the "*obamite*" style. The aim of this paper is to discover the similarities between Obama's discursive style and Hillary's approach. Through critical discourse analysis, we launch this research in order to emphasize gender negotiations and feminist rhetoric, in terms of both content and style. One of our objectives is to emphasize whether and how women's issues are approached, as markers of their ideological perspectives. Furthermore, we aim to weigh the feminine and masculine styles employed throughout the discourses, by analysing the use of gender-related metaphors: sports and war metaphors associated with the masculine style, and care and affection metaphors correlated to the feminine style.

PAPERS IN FRENCH

Lelia Achouri - University of the West, Timișoara, Romania

L'apport du numérique ambiant dans l'apprentissage du FLE

Notre proposition de communication traite de l'influence des nouvelles technologies sur l'enseignement-apprentissage des langues, en l'occurrence du français langue étrangère, dans un contexte arabophone. Les technologies de l'information et de la communication (TIC) se manifestent comme un dispositif très important de notre vie quotidienne qui se poursuit à un rythme effréné, parallèlement avec le développement technologique et électronique de notre siècle. L'essor vertigineux des TIC bouleverse tous les domaines du savoir, que ce soit social, commercial, culturel, y compris le secteur de l'enseignement-apprentissage des langues. Notre recherche tentera d'étudier l'apport du numérique ambiant sur l'apprentissage des langues étrangères, du FLE, dans notre cas, à savoir, la manière dont les TIC peuvent influencer sur la motivation des apprenants à étudier une langue étrangère et à améliorer leurs compétences langagières.

Anamaria Filimon-Benea – University of the West, Timișoara, Romania

La vidéo et le web

Les matériaux vidéo sont une composante multimédia spectaculaire qui attire beaucoup d'utilisateurs. La technologie web 2.0 apporte un changement en ce qui concerne la relation entre l'homme et la séquence vidéo. Le changement est produit par la distribution des séquences vidéo sur les réseaux de socialisation, ce qui représente une alternative importante dans la production vidéo tv. La séquence vidéo se retrouve sous différentes formes sur le web, à partir de la publicité en ligne et jusqu'à des formats d'émissions pour l'Internet (Le Point Rouge, par exemple, réalisé par Jean Lepers pour latelelibre.fr) ou des vidéos qui deviennent virales. Tous ces éléments donnent une autre dimension et une autre approche de la vidéo, au niveau global.

Alexandra Ilie - Alexandru Ioan Cuza University of Iași, Romania

Le phénomène de la traduction entre tradition et évolution

À nos jours, les discussions sur la traduction ont dépassé, depuis longtemps déjà, les barrières imposées par les premiers théoriciens de la Traductologie. Si avant on soutenait la thèse contre la traduction, en apportant des arguments sur ses impossibilités, aujourd'hui on considère que la tradition peut être effectuée même par un moteur automatique. Dans cet article nous nous proposons de présenter ce domaine si controversé dans une perspective évolutive, le point visé étant de montrer les plus importantes étapes dans son évolution jusqu'à nos jours. Nous allons également mettre en évidence les plus notables découvertes dans l'histoire de la Traduction et de la Traduction automatique.

Svitlana Kremzykova – Donetsk National University, Kyev, Ukraine

Le rôle des unités dérivationnelles dans l'organisation du discours en Ancien français

L'objet de communication est l'analyse des unités dérivationnelles, des particularités de leur réalisation comme verbalisateurs des situations actionnelles dans le discours de l'ancien français. Le but de notre contribution est de concevoir les principes méthodologiques du modèle linguistique de la situation actionnelle comme unité cognitive et linguale, qui, reflétant une situation ontologique, trouve son incarnation, d'un côté, dans les phénomènes purement linguistiques – lexicaux, grammaticaux, dérivationnels, et de l'autre, représente quelque structure cognitive comme frame, scénario, prototype.

(Kremzykova 2010). Le modèle cognitif d'une situation actionnelle du discours représente quelque image mentale d'une situation ontologique qui, en activisant les connaissances, reflète la successivité structurée des actes, des personnages et des objets concernés.

Iuliana Florina Pandelică – University of Craiova, Romania

Réflexion critique sur l'utilisation des TICE dans l'enseignement / apprentissage de la littérature en Roumanie

L'enseignement de la littérature a beaucoup changé depuis le début de la réforme de l'éducation en Roumanie. Avant 1989, les contenus d'enseignement étaient structurés chronologiquement. On enseignait la littérature roumaine à travers des commentaires littéraires faits par des spécialistes, transmis d'une génération à l'autre. Après la Révolution, on a mis l'accent sur les éléments de langue et communication, on l'a déplacé de la mémorisation vers le créatif. À présent, l'élève se situe entre les œuvres littéraires qu'il considère parfois trop éloignées de son univers actuel et les nouvelles technologies, dont le professeur moderne devrait se servir pour motiver les apprenants de tout âge.

Abdelhalim Tebib - University of the West, Timișoara, Romania

La collection de contenus adéquats aux besoins langagiers des étudiants universitaires.

Cas des filières techniques

Notre proposition traite d'un des grands problèmes rencontrés par les étudiants d'Algérie qui continuent leurs études au niveau supérieur dans l'une des branches scientifiques et techniques dispensées et enseignées en langue française. Ces derniers arrivent à l'université avec un bagage de connaissances et un niveau faible de langue française, dans la plupart des cas, ce qui empêche le progrès dans leurs études et la réussite de leur parcours de formation. À partir d'une recherche sur le terrain, notre communication focalise sur les compétences langagières des étudiants et leurs besoins langagiers, ainsi que sur la proposition de pistes pédagogiques répondant aux besoins langagiers de la compréhension des cours magistraux (compréhension orale) et des textes spécialisés (compréhension écrite).

PAPERS IN GERMAN

Ruxandra Buglea – Politehnica University of Timișoara, Romania

Diskursive Aspekte der Migration und Integration

Migration und Integration sind zwei politische, aber auch terminologische Schwerpunkte unserer Zeit. Dabei ist die Problematik so alt wie die Menschheit selbst und oft scheitert Integration an mangelnden Kenntnissen über die Kultur und Zivilisation des anderen. Diese Studie nimmt sich vor diese Problematik anhand von Film-Beispielen zu veranschaulichen.

Ștefana-Oana Ciortea-Neamțiu – University of the West, Timișoara, Romania

Die Gründung eines Mythos: Eugen von Savoyen, der Befreier Temeswars

Die Stadt Temeswar hat im Vorjahr 300 Jahre seit ihrer Befreiung von der osmanischen Herrschaft durch den Prinzen Eugen von Savoyen gefeiert. Eine Reihe von Veranstaltungen hat dieses bedeutende Ereignis in der Geschichte der Stadt hervorgehoben. Diese wissenschaftliche Arbeit geht der Frage nach, ob der Prinz Eugen von Savoyen ähnlich wie in Österreich auch in Temeswar zu einem Mythos wird und ob man diesbezüglich nur die Events oder auch einen Diskurs im Web verwendet und wie viel letzterem zukommt. Dabei wird die ethnographische Methode mit der Diskursanalyse verbunden.

Ana-Maria Dascălu-Romițan - Politehnica University of Timișoara, Romania

Ansätze zur Landeskunde im DaF-Unterricht

Ausgehend von der Tatsache, dass die Landeskunde ein wesentlicher Bereich der Fremdsprachendidaktik darstellt, nimmt sich dieser Beitrag vor, die Rolle der Landeskunde innerhalb des DaF-Unterrichts hervorzuheben und auf die Ansätze landeskundlicher Vermittlung einzugehen. In den letzten Jahrzehnten haben die Konzepte und Theorien zur Landeskunde eine bedeutende Entwicklung erlebt, von der Vermittlung des informativen Faktenwissens bis hin zu kommunikativen, interkulturellen und kulturwissenschaftlichen Ansätzen. Dabei stellt sich die Frage wie Landeskunde im Zeitalter der Globalisierung zu definieren ist und welche Funktionen sie innerhalb des DaF-Unterrichts einnehmen sollte.

Sabina De Carlo – Politehnica University of Timișoara, Romania

Deutsch als Fremdsprache im Banat: Unterricht zwischen Tradition und praktischem Nutzen

Das historische Erbe des Banat ist mit einer sprachlich kulturellen Vielfalt verbunden. Die wechselnden politischen Verhältnisse hatten immer auch Auswirkungen darauf, welchen Status Sprachen hatten sowie wo und wie sie verwendet wurden. Auch die deutsche Sprache unterlag und unterliegt diesen wechselnden Verhältnissen. Gegenwärtig wird Deutsch an Schulen und Universitäten gelernt und gelehrt, in kulturellen Einrichtungen und Medien genutzt und gefördert. Die dahinter stehenden Motivationen reichen von der Pflege einer sprachlichen Tradition über die Internationalisierung durch sprachliche Vielfalt bis zur Notwendigkeit für die regionale Wirtschaft. Der Beitrag wirft einen Blick auf die unterschiedlichen Argumentationen für den Erhalt und die Vermittlung der deutschen Sprache und zieht Folgerungen für eine Sprachvermittlung im Kontext gesellschaftlichen Wandels.

Anca Dejica-Carțiș - Politehnica University of Timișoara, Romania

Das Internet im studienbegleitenden DaF-Unterricht

Das Internet wird als ein entscheidendes audiovisuelles Medium im studienbegleitenden DaF-Unterricht eingesetzt, mit dem Ziel das Lernmaterial zu visualisieren und zu festigen. Anhand von verschiedenen Internetangeboten werden Lehrmateriale hergestellt und Lernportale gebraucht. Beim Einsatz des Internets im DaF-Unterricht unterscheidet man zwischen computergestütztes Lernen anhand von Programmen, die das autonome Lernen bevorzugen oder man unterscheidet zwischen computergestützte Lehrprogramme, die das Erstellen von Arbeitsblätter oder von Übungen erlauben. Dementsprechend ist das Nutzen des Internets im studienbegleitenden DaF-Unterricht zweidimensional. Das Nutzen des Internets hat neben Vorteile auch Nachteile. Man kommt zu der Schlussfolgerung, dass das Internet seine Rolle im Unterrichtprozess hat und dass es gezielt eingesetzt wird.

Anca Dejica-Carțiș - Politehnica University of Timișoara, Romania

Die digitale Textverarbeitung und die Textrevision

Die Textverarbeitung bringt mit sich die Ersetzung, die Verbesserung der Ausdrücke, die Umstellung und die Reformulierung. Die digitale Textverarbeitung setzt eine lexikalische und eine grammatische Verarbeitung in den Vordergrund. Mit der digitalen Textverarbeitung werden verschiedene Quellen wie: Online-Wörterbücher, Terminologiedatenbanken, Paralleltexte benutzt, um erfolgreich und zielgemäß eine Übersetzung durchzuführen. Die Textrevision ist die Endphase des Schreibprozesses und sie bedeutet, die Korrektur eines Textes. Während dieser Phase werden neben Grammatik auch Rechtschreibung, Satzzeichen und Wortwahl überprüft.

Maria-Dana Grosseck - Politehnica University of Timișoara, Romania

Die Bedeutung des Fachsprachenunterrichts und seine Rolle zur Verbesserung und Unterstützung der Unternehmenskommunikation

Die Kommunikation eines Unternehmens verläuft grundsätzlich in zwei Richtungen, nach innen und nach aussen. Diese, den neuen Anforderungen angepasste Kommunikation, ist umfangreich und auch fachspezifisch. Zu Beginn der Fachsprachenforschung untersuchte man die verschiedenen Fachsprachen vorwiegend unter dem Blickwinkel der Terminologie. Diese Sichtweise gilt heute als verengt. Es stellen sich nun Fragen nach Notwendigkeit und Verzichtbarkeit von Fachsprachen, nach ihrer Rolle, ihrer Effizienz und der Zugehörigkeit zu einer Gemeinschaft. Fachsprachen werden in geschlossenen Kommunikationsgemeinschaften verwendet und sind gut gefestigt. Der Begriff der Unternehmenskommunikation ist nicht eindeutig abgegrenzt, umsoweniger jenes der fachlichen Unternehmenskommunikation.

Gyde Hansen - Copenhagen Business School, Denmark

Vor und nach der digitalen Wende. Sprachen, Multikulturalität, Kommunikation und Translation

In meinem Beitrag möchte ich einige Veränderungen und Herausforderungen durch die digitale Wende diskutieren – und zwar aus der Perspektive eines Landes, in dem Englisch in Wirtschaft und Forschung schon die dominierende Rolle spielt. Besprochen werden Vor- und Nachteile der Digitalisierung für das Erlernen von Fremdsprachen, die Multikulturalität, den Austausch von Kultur und Wissen, sowie die Rolle und neuen Möglichkeiten von Translation und Revision.

Sabina Homăniță – Transilvania University of Brașov, Romania

Innovative Mittel bei der Förderung des kommunikativen Fremdsprachenunterrichts

Der moderne Fremdsprachenunterricht soll heutzutage in erster Linie die Kommunikation berücksichtigen – daher auch der Begriff kommunikativer Fremdsprachenunterricht. Wie erfolgt aber ein solcher Unterricht bzw. mit welchen Mitteln kann er konkret umgesetzt werden? Diese Mittel beziehen einerseits die Anwendungen der digitalisierten Welt ein, wie z. B. multimediale Lehrwerke, Lernplattformen, Lernerfahrungen mit dem Internet; andererseits sind sie infolge der Erkenntnisse der Suggestopädie entstanden und werden seit längerer Zeit in den Fremdsprachenunterricht eingesetzt: Partnerübungen und Rollenspiele, Brett- und Kartenspiele oder didaktisierte Lieder. Diese alle tragen dazu bei, dass die Lernprozesse im modernen Fremdsprachenunterricht erheblich beschleunigt werden und die Fremdsprachen mit allen Sinnen gelernt werden.

Claudia-Alina Icobescu - Politehnica University of Timișoara, Romania

Besonderheiten des Übersetzens von Online-Navigationsportalen

Online-Navigationsportale sind heutzutage nicht mehr wegzudenken, wenn es um Management von Fahrzeugflotten oder Urlaub-, Freizeit- und Business-Routenplanen geht. Ein Vorteil dieser ist, dass bei Eingabe des Standortes dem Fahrer viele Vorschläge von möglichen Routen zum Erreichen des erwünschten Zielortes angezeigt werden. Um ihr Produkt zugänglich für je mehr Benutzer zu machen, lassen Portaldesigner und –verwalter dieses in eine große Anzahl von Sprachen übersetzen. Der Beitrag versucht auf Grund einer persönlichen Erfahrung mit dem Übersetzen eines solchen Navigationsportals, die Besonderheiten bei diesem Vorhaben zu behandeln. Das Übersetzen von Wordstrings, das Fehlen des Kon- und Kotextes, die restriktive Layout der Felder, die Fachterminologie und nicht zuletzt die Forderungen des Portalverwalters sind nur einige der Übersetzungsprobleme und -schwierigkeiten mit denen ÜbersetzerInnen zurechtkommen müssen.

Daniela Kohn - Victor Babeş University of Medicine and Pharmacy, Timișoara, Romania
Der Student(inn)en freie Wahl. Die digitale Mediennutzung im selbstständigen Daf- und Raf-Erwerb der Studierenden an der Medizinischen und Pharmazeutischen Universität „Victor Babeş“ Timișoara

Sowohl im formellen Klassenzimmerunterricht, als auch in informellen Kontexten wird beim Spracherwerb auf digitale Medien zurückgegriffen. Wann, worauf, wo oder wie oft greifen die Studierenden beim Fremdsprachenlernen selbstständig auf diese Medien zurück, ohne vom Lehrenden etwa darauf extra hingewiesen zu werden? Eine Umfrage soll Einblick in die Lerngewohnheiten der MedizinstudentInnen der „Victor Babeş“ Universität verschaffen, sowohl auf die der rumänischen, die Deutsch als Fremdsprache lernen, als auch auf die der ausländischen StudentInnen, die Rumänisch lernen. Die Ergebnisse könnten teilweise heterogene Lernerfahrungen erkennbar machen, aber auch eine Tendenz der „Net Generation“ anzeigen, mit den digitalen Medien umzugehen.

Patrick Lavrits - University of the West, Timișoara, Romania
Die Unsicherheitsvermeidung in der deutschen und in der rumänischen Werbung

Die Dimension der Unsicherheitsvermeidung ist ein Ausdruck für die Toleranz bzw. Akzeptanz von allgemein bestehender Unsicherheit. Sie bringt zum Ausdruck, in welchem Maße Regelungen und Sicherheitsvorkehrungen erwünscht sind. Im Falle einer hohen Ausprägung der Unsicherheitsvermeidung werden genaue Regelungen und strikte Verhaltensvorgaben gefordert, um Unsicherheiten zu vermeiden. Hingegen ist eine niedrige Unsicherheitsvermeidung Zeichen für Akzeptanz von mehr Unsicherheit in unbekanntem Situationen. Wenn die Gesellschaft in Bezug auf Ungewisses und Unbekanntes tolerant ist, dann bestehen wenige explizite Regeln und Richtlinien. Die Unsicherheitsvermeidung kann auch an der Ausführung der Werbung, der Interaktionen zwischen den Personen und der Art der dargestellten Personen erkannt werden, wie auch an der Art und Weise der Übermittlung der Botschaft und der Beeinflussung und Erreichung der Zielgruppe in den unterschiedlichen Kulturen.

Karla Lupșan – University of the West, Timișoara, Romania
Zum Einsatz von Vorgehensmodellen der Softwareentwicklung in Übersetzungsprojekten
Vorgehensmodelle sind als Vorlagen für Projekte zu verstehen. Sie beschreiben die einzelnen Phasen und die dazugehörigen Aufgaben, die von den Mitarbeitern kooperativ zu bearbeiten sind. Die Vorgehensweisen der Softwareentwicklung haben sich im Zeitalter der Digitalisierung immer mehr auch in Projekten außerhalb der IT etabliert. Der vorliegende Beitrag untersucht, ob und wie unterschiedliche Modelle des Entwicklungsprozesses an die Übersetzungsprojekte angepasst werden könnten.

Anca-Raluca Maghețiu - University of the West, Timișoara, Romania
Fachsprachenunterricht im Hochschulbereich

Die Einsicht, dass alle Studierenden Fremdsprachenkenntnisse brauchen, ist nicht neu. Die Welt als global village ist polyglott und multikulturell, Wirtschaft und akademische Berufsfelder werden immer internationaler. In dieser Welt müssen die heutigen Studentengenerationen bestehen können, und darauf müssen sie, als Führungskräfte von morgen, vorbereiten werden. Es sollte sich nicht die Frage stellen, ob Studierende - gleich welcher Fachrichtungen - anwendungsbereite Fremdsprachenkenntnisse brauchen, sondern höchstens wieviel - Eine Fremdsprache? Zwei? Drei? - Welche Fremdsprache: eine, die alle können? Eine, die nur wenige können? - Bis zu welchem Grad der Sprachbeherrschung? usw. Wenn anwendungsbereite Fremdsprachenkenntnisse zum Profil eines Akademikers gehören, ist es Aufgabe der Universitäten und Hochschulen,

angemessene Sprachlernmöglichkeiten bereitzustellen, damit ihre Studierenden dieses Profil erwerben können.

PAPERS IN ROMANIAN

Daniel Ciurel - Politehnica University of Timișoara, Romania

Framing-ul protestului

Framing-ul constituie procesul de selectare a unor aspecte din realitatea percepută și plasarea proeminentă a acestora în cadrul mesajelor, în vederea promovării unei anumite definiții a situației, a unei anumite interpretări cauzale, a unei anumite evaluări morale și a recomandării unor anumite remedii. În Relațiile publice, în situațiile de criză și de protest popular, mai ales într-o eră a post-adevărului, a faptelor alternative și a știrilor false, *framing-ul* își dovedește relevanța în diversele modalități de construire și de negociere a semnificației / interpretare a mesajelor. Mediul online (rețele sociale, bloguri etc.) influențează procesele de aliniere a *frame*-urilor din mesajele mișcărilor sociale.

Gabriel-Mugurel Dragomir - Politehnica University of Timișoara, Romania

Imaginea UPT din perspectiva elevilor de liceu

În contextul educațional actual, imaginea instituției educaționale se constituie într-o importanță resursă organizațională care poate fi activată pentru a obține un avantaj competițional. Serviciile educaționale sunt servicii cu utilizare îndelungată (4-6 ani) și cu implicații în întreaga viață profesională, iar în această ecuație a alegerii parcursului educațional (universitate, facultate și specializare) imaginea instituției educaționale poate influența decizia absolventului de liceu. Articolul prezintă rezultatele unui studiu de teren realizat în rândul elevilor din câteva licee din județele Arad, Hunedoara și Gorj. Studiul a fost realizat folosind un chestionar ce viza următoarele aspecte: motivele generale de care țin cont elevii la alegerea facultății; sursele din care se informează la alegerea universității/facultății în momentul admiterii; modul de percepere al UPT prin intermediul afirmațiilor propuse în chestionar. Cercetarea face parte dintr-un studiu mai amplu legat de imaginea UPT în rândul studenților și angajaților, iar pe de altă parte în rândul persoanelor externe universității.

Daniela Gheltofan – University of the West, Timișoara, Romania

Câteva observații despre enantiosemie în limbile rusă și română

În scopul definirii conceptului de *enantiosemie* adoptăm punctul de vedere al lingvistului Ivan Evseev care susține că acest fenomen este echivalentul *ambivalenței* în lingvistică, constând în „contopirea contrariilor” în cadrul aceleiași termen sau aceleiași sintagme. Avându-se în vedere structura polisemică a cuvântului sau a sintagmelor, ne putem confrunta cu dispuneri semantice de tip axiologic sau de tip antonimic, de pildă: Ro. *în vecii vecilor*; Ru. *вовек и вовеки*, care în funcție de context și/sau de anumiți parametri verbali, paraverbali sau nonverbali va însemna fie *întotdeauna*, fie *niciodată*. Acest fenomen lingvistico-stilistic a fost multă vreme considerat ca fiind periferic, dar se pare că aria sa de răspândire este destul de largă în limbile naturale. Bunăoară, în literatura de specialitate rusă există o tipologie a enantiosemiei (parțială, totală, implicită, explicită etc.), iar unii dintre cercetători afirmă că, în cazul enantiosemiei, se poate vorbi de o categorie semantică de sine stătătoare (Bulachovskij). În lucrare, ne propunem să identificăm unele particularități ale enantiosemiei în limbile rusă și română, în vederea surprinderii potențialului său discursiv.

Vasile Gherheș, Liliana Cismariu - Politehnica University of Timișoara, Romania
Prezența în Social Media a administrației publice din România

Social media a transformat modul în care oamenii din întreaga lume comunică, iar utilizarea acestora în diferite sectoare ale vieții sociale a crescut în mod constant. Datorită succesului de care se bucură în rândul populației în general, există un potențial ridicat de utilizare a social media și în administrația publică. Platforme precum Facebook, Twitter, LinkedIn, YouTube, bloguri și multe altele au început să fie folosite ca instrumente de comunicare cu cetățenii, scopul fiind, pe de o parte, acela de a o crește gradul de informare și interacțiune și, pe de altă parte, de transparentizare a actului de guvernare. Studiul de față își propune să ofere o evaluare a modului în care instituțiile administrației locale utilizează ca suport social media pentru a-și comunica acțiunile.

Sorin Suciu - Politehnica University of Timișoara, Romania
Provocări ale comunicării sustenabilității

Din ce în ce mai multe studii au ca obiect impactul activităților economice asupra mediului. Aplicat diferitelor sectoare ale producției de bunuri și servicii sau având ca obiect consumul, acestea converg toate către același rezultat: activitățile economice nereglementate, orientate doar de criterii strict economice, cum ar fi profitul și rentabilitatea, afectează mediul într-un mod grav și ireversibil. Aceste evidențe implică o responsabilitate crescută din partea companiilor, atât față de consumatori și de public în general, cât și față de generațiile viitoare. Articolul meu își propune să reliefeze importanța comunicării sustenabilității și să ofere o serie de repere care să asigure creșterea eficienței acesteia.

Sorin Suciu - Politehnica University of Timișoara, Romania
Retorica post-adevărului

Există credința, larg răspândită, că democrațiile moderne, datorită alcătuirii lor, au mecanisme instituționale care, precum un sistem imunitar, sunt capabile să elimine disfuncționalitățile, sincopile și chiar pericolele care ar putea să le amenințe existența. Accesul la comunicare și libertatea de expresie constituie aliați importanți ai democrațiilor dar, în același timp, aceste valori pot fi deturnate în scopuri care vizează altceva decât interesul general. Confecționarea unor știri alarmiste, a unor mesaje care “dezvăluie” conspirații sau a unor narațiuni care nu au nimic în comun cu realitatea reprezintă instrumentele celor care alimentează, în scopuri politice, valorile de naționalism. Lucrarea mea realizează o analiză a fenomenului post-adevărului și a implicațiilor sale nefaste pentru sistemele democratice.

Lucian-Vasile Szabo, Iasmina Petrovici – University of the West, Timișoara, Romania
Jurnalismul de calitate și alte provocări

Provocările la adresa jurnalismului de calitate sunt multe, iar efectele sunt evidente în societate, atunci când consumul de informație din diverse surse este tot mai mare, însă doar unii dintre utilizatori fiind calificați în a prelua și analiza date și conținuturi publicistice. Există numeroase presiuni la adresa jurnalismului profesionist, așa cum realizarea de conținuturi publicistice conform regulilor meseriei poate însemna o încercare dificilă pentru autorii din afara profesiei. O primă formă de presiune a fost generată în 2008 de criza economică, care a impus restructurarea organizațiilor media. O altă dificultate o reprezintă neadaptarea ori adaptarea greoaie a jurnaliștilor în activitate la rigorile mediei digitale. Foarte important este fenomenul re-tabloizării presei românești și mondiale, pe toate canalele: în presa scrisă, radio, televiziune ori pe platformele online. Evoluția tehnologică a favorizat avalanșa de posturi comerciale, mai puțin riguroase în privința

deontologiei. A urmat ofensiva citizen journalismului, cu practicieni diversi, extrem de activi. Studiul de față urmărește relația complicată dintre mass media și citizen journalism, precum și provocările la adresa jurnalismului de calitate.

Raluca Tudor - Hyperion University, Bucharest, Romania

Procese de socializare pe platforma socio-digitală Facebook

Noile tehnologii digitale de comunicare au înscris încă din faza de concepție limitări ale utilizărilor. În plus, deținătorii sau administratorii platformelor digitale își asumă anumite drepturi prin care stabilesc limite și reglementează utilizările, în acord cu legislația și propriile interese. Pe de altă parte, rețeaua digitală Facebook facilitează întreținerea relațiilor sociale cu cunoscuți din spațiul real și crearea unor noi legături cu necunoscuți, ceea ce implică existența unor reguli de funcționare socială în comunitatea virtuală. Acest articol își propune să răspundă la întrebarea: Este Facebook numai o rețea socio-digitală sau este și o rețea de socializare?

Mața Țaran Andreici - University of the West, Timișoara, Romania

Frazeologisme numerologice în limbile rusă și sârbă

În lucrare, se urmărește investigarea unui număr important de *expresii frazeologice* cu valoare numerică sau cu component numerologic din limbile rusă și sârbă, de tipul: *книга за семью печатями* – Srb. *књига за седам печата* [a closed book, lit. “a book with seven seals”]; Rus. *за семью запорами* – Srb. *иза седам брава/катанаца* [under lock and key, lit. “well guarded”]; Rus. *семь смертных грехов* – Srb. *седам смртних греха* [capital sins, lit. “seven deadly sins”]; Rus. *за тридевять земель* – Srb. *преко седам/девет брда/планина* [at (to) the other end of the world, lit. “very far away”]; Rus. *чувствовать себя на седьмом небе* – Srb. *бити на седмом/деветом/десетом небу* [(be) in seventh heaven, lit. “(to be, feel) boundlessly happy”]; Rus. *в трех шагах от кого, от чего* – Srb. *два три корака* [within a stoned throw of, lit. “very close (to s.o. or sth.), very near”]. Studiul confruntativ al expresiilor frazeologice care au în componența lor numere propriu-zise sau derivatele lor, respectiv cuvinte cu valoare numerică din limbile rusă și sârbă, va scoate în evidență modul în care interacționează lingvistic și culturalul.

Laurențiu-Gabriel Țiru, Gabriel-Mugurel Dragomir - University of the West, Timișoara, Romania, Politehnica University of Timișoara, Romania

Centrul de activități locale – model de bune practici în implicarea copiilor și tinerilor în viața comunității

Centrul de activități locale este o structură înființată în cadrul proiectului “Centrul de activități locale (CAL) - Model de integrare prin implicare a copiilor și tinerilor în viața comunității” finanțat în cadrul programului COERENT (FRDS CAL PEH087). Acest centru a fost dezvoltat cu scopul de a îmbunătăți situația copiilor și tinerilor aflați în situații de risc din Comuna Mașloc, județul Timiș, prin implicarea activă a acestora la nivelul comunității. În cadrul proiectului, Centrul de activități locale a acoperit cinci dimensiuni ale activării comunitare: 1) dezvoltarea diferitelor competențe ale copiilor și tinerilor implicați; 2) implicarea tinerilor în planificarea activităților centrului; 3) integrarea grupurilor vulnerabile aflate în situație de risc, prin implicarea lor în servicii sociale mutuale, sau în rezolvarea unor probleme ale comunității; 4) derularea de activități cu rezultate imediate în cadrul centrului; 5) oferirea cadrului pentru întâlnirile formale și informale necesare în planificarea strategică a dezvoltării comunității Mașloc. Conturarea Modelului de bune practici s-a realizat în urma unui demers longitudinal de 10 luni, timp în care a fost realizată o cercetare calitativă prin observație, interviuri individuale și interviuri de grup. La acestea

s-a adăugat analiza de documente puse la dispoziție de Primăria comunei Mașloc. Pe parcursul proiectului au fost realizate activități de facilitare participativă pentru tinerii membri ai grupului țintă. Studiul diagnostic realizat, acțiunile de facilitare participativă cât și planurile de acțiune dezvoltate în Centrul de activități locale au constituit modelul de bune practici în implicarea copiilor și tinerilor în viața comunității.

Marius Vasiliuță-Ștefănescu - University of the West, Timișoara, Romania

Exemple de buna practică în incluziunea socială: studiu de caz DGASPC Arad

Direcția Generală de Asistență Socială și Protecția Copilului Arad este instituție publică de interes județean cu personalitate juridică, înființată în subordinea Consiliului Județean și realizează la nivel județean măsurile de asistență socială în domeniul protecției copilului, familiei, persoanelor vârstnice, persoanelor cu handicap, precum și a oricăror persoane aflate în nevoie. Prezentarea noastră se bazează pe datele unei cercetări mai ample, de factură calitativă, metoda utilizată fiind cea a interviului prin aplicarea ghidului de interviu semistructurat. Principalul obiectiv a fost reprezentat de replicarea modelelor de succes prin integrarea la nivelul politicilor și practicilor din domeniu, a factorilor care generează intervențiile de succes în procesul de integrare ocupațională a grupurilor vulnerabile. Principala concluzie vizează domeniul inovării, D.G.A.S.P.C. Arad înființând în premieră la nivel național Compartimentele de Evaluare inițială, extinsă, pregătire și formare prevocațională, respectiv Angajare Asistată și Incluziune Socială, odată cu încetarea finanțării din partea Consiliului Județean, reușind să asigure sustenabilitatea intervenției prin resurse proprii.

Marius Vasiliuță-Ștefănescu - University of the West, Timișoara, Romania

Servicii comunitare inovative pentru persoanele cu dizabilități intelectuale în regiunea de Vest, studiu de caz "Pentru Voi" ONG, Timișoara

Fundația "Pentru Voi" este o organizație neguvernamentală care oferă servicii comunitare în parteneriat cu Consiliul Local și Primăria Municipiului Timișoara și militează pentru drepturile persoanelor cu dizabilități de dezvoltare. Prezentarea noastră se bazează pe datele unei cercetări mai ample, de factură calitativă, metoda utilizată fiind cea a interviului prin aplicarea ghidului de interviu semistructurat. Principalul obiectiv a fost reprezentat de replicarea modelelor de succes prin integrarea la nivelul politicilor și practicilor din domeniu, a factorilor care generează intervențiile de succes în procesul de integrare ocupațională a grupurilor vulnerabile. Principala concluzie se referă la integrarea socială și profesională a beneficiarilor și ajutorul acordat acestora pentru a reuși să aibă o viață cât mai normală, angajații fundației "Pentru Voi" menționând în primul rând reușita investiției în oameni, urmate de dezvoltarea organizațională și construirea unei infrastructuri care deservește intervenția și în prezent.

Ioana Vid - University of the West, Timișoara, Romania

Construirea imaginii organizațiilor

Construirea unei imagini începe să devină tot mai importantă în viața unei organizații, menținerea unei imagini pozitive este strâns legată de menținerea longevității organizației. Dacă ar fi să căutăm o definiție pentru termenul de imagine a organizației, gândul ne-ar duce la percepția pe care publicul o are față de ea. De fapt, imaginea organizației constituie afirmarea culturii și a structurii acesteia, cuprinzând toate elementele verbale, vizuale și de comportament care țin de organizație. Kenneth Boulding, reputat economist englez, afirmă existența unei legături a priori între imaginea unui individ față de o instituție și comportamentul acestuia față de ea.

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