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DEPARTMENT OF COMMUNICATION AND  
FOREIGN LANGUAGES**

# **professional communication and translation studies**

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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

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## *Foreword: Digital Culture, Communication and Translation*

Two decades after its first edition, the international conference on Professional Communication and Translation Studies (PCTS) was organized in the spring of 2021 in a new virtual format, adapted to the specific conditions imposed by the world-wide health crisis generated by the Covid-19 pandemic. The focus of the conference, *Digital Culture, Communication and Translation*, proved to be an inspired choice: 170 participants from 23 countries, from North America to Asia and from Northern Europe to Africa registered and attended the 12<sup>th</sup> edition of the conference. The organizers of the conference, the Department of Communication and Foreign Languages, Faculty of Communication Sciences at the Politehnica University Timișoara, benefited from the support of two academies, three professional associations and four major research centres. The program of the conference was rich and diversified, and consisted of a series of events, including plenary speeches, paper presentations, panel discussions, a book launch and networking sessions. The paper presentations revolved around the major tracks of the conference – professional communication, linguistics and communication, translation studies, and foreign language pedagogy.

The current volume of proceedings offers a glimpse into the atmosphere, scientific focus and scope of the conference, and includes a selection of 29 papers, which underwent a double peer-review process. A similar number of papers presented at the conference will be published in the 2022 issue of the PCTS proceedings. The traditional multilingual character of the conference and of the proceedings is preserved; the current volume includes papers in English, German and French. To facilitate the flow of ideas and the access to scientific information, and to promote networking among scholars sharing similar research interests, the editors have also included a full list of all abstracts in English in the final section of the volume. As soon as it is published, the volume will be abstracted and indexed in international databases including CEEOL, EBSCO – Communication and mass media complete, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio and WorldCat.

The focus of the PCTS12 conference – digital culture, communication, and translation – resonates perfectly with the realities in the third decade of the third millennium, challenged by the disruptive processes in all personal, social or professional contexts brought by the COVID-19 pandemic, which seemed to hinder the rapid, digitally-enforced globalization. The health crisis highlighted beyond controversy that digital technologies are the ally of societies, which need to preserve their cohesive character to survive and develop, despite all challenges and difficulties. It is no surprise that many of the papers in this volume are dedicated to the multifaceted teaching, research, and practical activities in a variety of academic, economic or social sectors during the pandemic times, carried out mainly using internet-based, digital solutions.

Given that digital technologies are at the heart of most activities performed in our times, we should all contribute to making technology more accessible and user-friendly in all cultures and languages. In this context, the readers will find in this volume innovative ideas, relevant suggestions, and hands-on solutions, which will certainly make their journey exciting and thought-provoking.

*Timișoara, October 2021*

*The editors*

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## LIST OF ABSTRACTS IN ENGLISH

### REMOTE TEACHING: USING VIDEO RESOURCES FOR CLASS INTERACTION

Carmen ARDELEAN

**Abstract:** The pandemic-biased restrictions of 2020 imposed a new approach from teachers, in the context of online teaching. While a remote relationship with students has broken the communicative basis we were all taking for granted, the new need-based system required adaptation at both ends, as well as an increased level of creativity meant to maintain interaction and the students' interest alive.

**Keywords:** remote teaching; interaction; video support; adaptation; digitization.

### THE COMMUNICATIVE APPROACH IN TEACHING ENGLISH TO STUDENTS IN AUTOMATICS

Adrian-Florin BUȘU

**Abstract:** The Communicative Approach is a modern teaching approach based on the concept of learning a language through having to communicate real meaning. In the Communicative Approach, real communication is both the objective in learning and the means through which it takes place. This approach was initiated during the 1970's and quickly became prominent, as it proposed an alternative to the previous systems-oriented approaches. In other words, instead of focusing on the acquisition of grammar and vocabulary, the Communicative Approach aims at developing students' competence to communicate in the target language with an enhanced focus on real-life situations. To put it in a nutshell, the Communicative Approach considers *using* the language to be just as important as actually *learning* the language.

**Keywords:** communication; approach; linguistic competence; knowledge.

### INTEGRATING INTERCULTURAL COMPETENCE IN TEACHING BUSINESS ENGLISH: A CASE STUDY

Luiza CARAIVAN

**Abstract:** Intercultural competence and diversity are two essential themes that should be integrated in foreign language teaching when designing a professional English course. The paper explores how intercultural competence can be transferred to university students who are studying Business English. In this respect, the present study introduces some definitions of the intercultural competence, focusing on modalities the latter can be integrated in education and in the Business English curricula.

**Keywords:** Business English; diversity; intercultural competence.

### A SEMIOTIC ANALYSIS OF POLITICAL CARTOONS; CASE STUDY: THE ROMANIAN PRESIDENTIAL ELECTIONS IN 2014 AND 2019

Veronica CÂMPIAN

**Abstract:** The paper entitled "A Semiotic Analysis of Political Cartoons; Case study: the Romanian Presidential Elections in 2014 and 2019" offers a reflection on political cartoons published in the quality newspaper *Evenimentul Zilei* during the two election campaigns. The corpus of the analysis consists of 50 examples (35 examples on the 2014 elections and 15 on the 2019 elections) and pursues the answering of the following research questions: What are the main themes depicted in the cartoons? What are the linguistic and visual characteristics of the cartoons? What semiotic messages are encoded in the selected cartoons? What differences can be identified between the cartoons of the two election campaigns? The chosen analysis model is derived from Roland Barthes' theory on denotation and connotation and the cartoons are analysed according to the following three types of messages: the linguistic, the visual and the symbolic message.

**Keywords:** political caricature; *Evenimentul Zilei*; visual semiotics; denotation and connotation; Roland Barthes.

### PUBLIC ENGAGEMENT STRATEGIES IN THE AUTOMOTIVE INDUSTRY: THE CASE OF ROMANIA

Mariana CERNICOVA-BUCA, Eugen COCEA

**Abstract:** The generalized crisis triggered by the COVID-19 pandemic crisis forced an accelerated adoption of online communication and virtual formats for events, replacing the traditional flow of social, economic, and political life. The automotive industry as a major driver of innovation in the economic field was among the first sectors to replace the old way tactics of offline engagement with customers with social media solutions,



promoted via multiple channels. The paper aims to provide an overview of the public engagement strategies employed by Romanian automotive industry in 2020-2021. Data are collected through content analysis of the major automotive retailers and are supplemented with information obtained from communication strategists in the field. The experience of virtual engagement is here to stay, and there are signs that the strategy will carry out in the "new normal" period, once the restrictions on in-person contact are over.

**Keywords:** engagement strategy; automotive industry; COVID-19; dialogic communication; social media.

#### **ONLINE-THEATER: RECEPTION AND THEATER REVIEW IN THE PANDEMIC / A PERSPECTIVE FROM TIMISOARA**

Stefana CIORTEA-NEAMȚIU

**Abstract:** The cultural sectors are among the most affected in the pandemic. This has led to major changes for both the artists and the public. One of the changes was the migration of the theater on YouTube, Zoom or Vimeo. However, this creates a different experience, a different reception of the theater. The present paper deals with the phenomenon of online-theater during the COVID19-pandemic in Timisoara: How did the National Theater Timisoara keep in touch with its audience, but also how the audience adjusted and what theater reception arose.

**Keywords:** theater; COVID 19-pandemic; reception; theater review; National Theater Timisoara.

#### **DIGITAL ADVERTISING AS MEMETIC PROPAGANDA**

Daniel CIUREL

**Abstract:** This paper aims to show the link between rhetoric and memes in advertising discourse. Digital advertising uses memes as availability cascade tools for commercial propaganda. In contemporary economies of attention, it is critical to capture the interest of consumers and memes can help. Memes are cultural units that are passed on to another person or group. Memes have become extremely valuable assets for brands, since they have built-in audiences that recognize and resonate with them. Not only memes can serve as rhetorical loci: repositories of largely shared ideas and beliefs, but also, they can be used as genuine rhetorical concepts.

**Keywords:** advertising; rhetoric; propaganda; memes; digital participatory culture; availability cascades.

#### **E-LEARNING IN THE UNIVERSITY ENVIRONMENT**

Monica CONDRUZ-BACESCU

**Abstract:** The paper focuses on the issue of e-learning in the university environment. Developments in IT have led to the emergence of new ways of working and training for students. Thus, in recent years, in order to increase the recruitment of students, the academic environment has implemented in educational offers online teaching and learning methodologies, less expensive. Distance learning has gained a special rise in the university environment, through the prism of new technologies, being approached the notions of e-learning, virtual library or virtual university. In recent years, an educational boom has been launched through Massive Online Open Courses (MOOCs), a concept that offers anyone the opportunity to study anywhere and anytime. MOOCs are essentially an online phenomenon, integrating the connectivity offered by social networking, with facilitating access to recognized experts in a field of study, as well as to collections of online resources with free access.

**Keywords:** E-learning; university; online platforms; massive online open courses; communication.

#### **PERSPECTIVES IN COMMUNICATION: UNIVERSITY STUDENTS ONLINE DURING THE COVID- 19 PANDEMIC**

Carol COOPER

**Abstract:** In March 2020, Rochester University went online within 72-hours due to the COVID-19 pandemic. By necessity, the focus was on pedagogy rather than being student-centric initially. Several issues arose among students in the mass communication department. First, it became apparent that our "digital natives" did not have some of the presumed skills necessary for online success. A digital divide emerged between students equipped for online learning at home and those students who only had smartphones on which to write their papers and others who had no Internet access at home. Cases of anxiety seemed widespread among students. Faculty in the mass communication department became student-focused and prioritized student engagement and collaborative learning as ways to reduce stress and empower them for online learning.

**Keywords:** COVID-19; pandemic; online teaching; virtual communication; virtual learning.

### A TERMINOLOGICAL PERSPECTIVE ON LEGAL TRANSLATION

Andreea Maria COSMULESCU

**Abstract:** Translation studies have gained considerable importance in terms of their practical utility in various fields of activity. Translation studies, coupled with terminology, can be said to focus on the accurate transfer of meaning between different languages, cultures and systems. The analysis of legal terms in different languages (English, French and Romanian) aims to provide a new perspective upon a highly controversial subject – the interpretation of laws, legislative texts, jurisprudential cases, etc. in accordance with the European Union principles and pragmatic ways of organizing ideas and securing the intended meaning, impacting heavily on legal translators and legal practitioners alike.

**Keywords:** legal translation, legal terminology, jurilinguistics, translation process.

### GERMAN FOR THE WORKPLACE. DEVELOPMENT OF LANGUAGE SKILLS

Anca DEJICA-CARȚIȘ

**Abstract:** The curriculum for German as a foreign language, and in particular German for the workplace, focuses on the development of language, communication, and social skills in students, so that they may communicate successfully in everyday professional settings. competence. The labour market needs to adapt constantly due to the challenges imposed by globalization, and communication has an essential role in mapping the needs of all professionals who need to adapt rapidly to new professional and social situations. This paper presents different useful teaching scenarios which can be used during *German for the workplace* classes, aiming to develop both oral and written communication skills needed for future professionals.

**Key words:** language skills; speech acts; professional communication; social skills; linguistic skills; cultural context; speaking situations.

### TEACHING TRANSLATION IN LEGALESE

Corina DOBROTĂ

**Abstract:** The present paper focuses on the main translation mistakes that Romanian students in Law make when faced with original texts in legalese. Taking into account all the features that characterize legal English in comparison to plain English (Tiersma 2008), i.e. specific vocabulary, verbosity, lengthy convoluted structures, complex syntax, conjoined phrases, redundancy and repetition, negation, impersonal constructions, vagueness, ritualization, etc, the subject of our analysis bears on how these difficulties are usually tackled in specialized translation seminars. The paper also proposes various repair work strategies materialized in different types of exercises specifically aimed at the study of legalese.

**Keywords:** legal English; adaptation; communicative competence; methods; analysis.

### ZOOMING INTO THE LANGUAGE OF EU DOCUMENTS

Teodora FLORICĂ DRAGOTĂ

**Abstract:** Translation is a process which has been in a continuous evolution and change of paradigm ever since the *Tower of Babel* and up to *Google translate* means. It has made its steps forward in accordance with the evolution of society and culture. Nowadays, European institutions are producing multiple documents: legislation, political speeches, declarations, directives, administration forms. This paper is zooming into the progress of translation and its present state in European documents texts, how challenging or more trouble-free than other types of translation it is and the difficulties encountered by the translator in the process of translating from the source language into the target language.

**Keywords:** discourse, EU language, interdisciplinary

### THE IMAGE OF AN EDUCATIONAL INSTITUTION – WEST UNIVERSITY OF TIMISOARA

Anamaria FILIMON-BENEA, Ioana VID

**Abstract:** The goal of this paper is to analyse the image, a public relation perspective, of an educational institution - West University of Timisoara. The image concept is a key concept in public relations and the sociology of mass communication. The image of an organization is based on creating elements that characterize identity that gives the uniqueness factor. These are the goals, objectives, structure, the staff and organizational culture and their translation into the external environment. The external environment is the general public, clients/customers, suppliers, partners, and not least by the media (Vid 2016, p.29). The image is the representation: "which was formed as a sum of beliefs, attitudes, opinions, prejudices, experiences and expectations to groups of people or within the public opinion on a natural or legal person, institution or organization" (Iorgu 2011). According to Roger Mucchielli picture is "a representation or an idea which is formed by individuals of an environment or of a segment of the public – due to reception of

information about a social object. In the image case, it is about an opinion or an attitude whose roots are mostly irrational" (Iorgu 2011). We analyse the current image of West University of Timisoara. The overall objective of the analysis is to identify all the instruments that UVT uses to communicate with its public. The adequate tools for studying such an approach are the following: observation and content analysis.

**Keywords:** image; public relations; education; institution; digital communication.

#### **DYNAMICS OF QUANTIFYING EXPRESSIONS, A ROMANIAN-ENGLISH CONTRASTIVE ANALYSIS**

Laura IONICĂ

**Abstract:** Quantity can be expressed through a series of specific structures both in Romanian and English. Apart from their standard connotations, they include a rich register of stylistic nuances which can be found in verbal and written language alike. Whether they refer to small, medium or large quantity, the expressions acquire suggestive value, giving expressiveness to the language. Their main role is to enrich communication through their metaphorical variety.

The present work aims at a comparative analysis of the quantifying structures and their role in shaping Romanian and English language.

**Keywords:** connotation; stylistic nuances; quantifying structures; communication.

#### **'PURE EVIL!': FRAMING BY DEVIL TERMS AND THE MAGA INSURRECTION**

David Erland ISAKSEN, Tamar DOLIDZE

**Abstract:** The article concerns the impact framing by devil terms in social media has on democratic deliberation. Daniel Kahneman and Richard Weaver have shown how terms with powerful emotional connections, what Weaver calls god-terms and devil-terms, give the readers/audience cues as to how to react to any given situation. We have applied this theoretical framework to discourses in communities supportive of Donald Trump's election fraud narrative. Our results show how powerful framing terms were used in order to convince supporters that they faced existential threat from a de-facto coup perpetrated by a powerful and evil elite. We also discuss how such strategies may be countered in order to preserve democracies.

**Keywords:** rhetorical analysis; election fraud narrative; god-terms; democratic deliberation.

#### **CHANGING ASSESSMENT DESIGN. OFF-LINE/ON-LINE ASSESSMENT IN GERMAN AS L2 LANGUAGE. A CASE STUDY**

Daniela KOHN

**Abstract:** The last years brought changes in the field of German as a Foreign Language, which became visible in the teaching and learning of the foreign language as well as in the field of testing and assessment of language competences. On the one hand, the expansion of the CEFR/CV in 2020 brought the introduction of descriptors for mediation, as well as an expansion of descriptors for other competencies. These are slowly finding their place in the new exam formats as well. On the other hand, the Corona pandemic in 2020/21 has affected the field of education and not only fundamentally, the teaching and examination mode has been switched to distance mode for a long time and minimizing the risk of infection has been considered a major concern in universities and colleges. To these factors, for the design of the examination formats must be added the specifics of each university, in our case the Medical and Pharmaceutical University "Victor Babeş" Timișoara.

**Keywords:** second language acquisition; assessment on-line/off-line; new descriptors; distance learning; computer based test.

#### **DRIVEN BY A MUTUAL LANGUAGE? BRITISH VERSUS AMERICAN ENGLISH**

Daniel LEOTESCU, Georgiana LEOTESCU

**Abstract:** The development of the English language is regarded as a continuous process in which its daily usage plays an essential role. The historical events are also considered a contributing factor since their impact on the everyday lives of ordinary people inevitably includes the language used by each speaker. With the geographical expansion and the colonization of different parts of the world, local language varieties have been superseded, and the English language spectrum has widened significantly. Our study focuses on the differences between American English and British English, as there are approximately 4,000 words that make up their core lexical identity.

**Keywords:** differences, variation, spelling, vocabulary, British English, American English.

### **SCAFFOLDING AND SIOP AS DIDACTICAL CONCEPTS IN TEACHING LSP**

Anca-Raluca MAGHEȚIU

**Abstract:** Today's society faces new challenges on the linguistic and cultural level due to its international mobility. Globalized economic structures are changing the need for communication in a foreign language. In the context of teaching LSP, different languages and cultures are often spoken of, as more and more learners belong to different cultural worlds and should learn the respective language for their job. The phenomenon of LSP didactics is important not only from the perspective of the mother tongue, but also from the perspective of the foreign language, and it undoubtedly also plays an important role in everyday life. The present paper aims to present Scaffolding and SIOP, two concepts in LSP didactics, and to find out to what extent these should be included more in teaching LSP.

**Keywords:** German as a foreign language; LSP; Business German; Scaffolding; SIOP.

### **CHALLENGES OF ONLINE LANGUAGE TEACHING - USEFUL APPLICATIONS AND PLATFORMS**

Silvia Laura MADINCEA PASCU

**Abstract:** Even though online teaching is not a novelty, the year of 2020 with the Covid-19 pandemic has brought numerous challenges to the educational system of many countries. Online teaching has turned from a variant into the main way of teaching. Every teacher had to face different changes in the educational process, methods, techniques, and tools. The paper discusses the main challenges of teachers, especially of language teachers, such as the switch from face-to-face classes to online classes with different ways of keeping the attention of students and turning the cameras on, computer literacy, knowledge and access to different platforms and applications, as well as lack of proper equipment. All these aspects as well as others were taken into consideration through a questionnaire consisting of nine questions administered to 62 teachers of various subject matters, 40 of them being language teachers. The questionnaire resulted into various useful suggestions for online classes and revealed numerous effective platforms and applications, with a brief description of their main features.

**Keywords:** online teaching; applications; platform.

### **DIGITALIZATION OF TEACHING ROMANIAN LANGUAGE AND CULTURE IN SWEDEN**

Felix NICOLAU

**Abstract:** Sweden has already had an established experience in e-learning, so that the burst of worldwide pandemic restrictions and reformulations did not emerge as a stressful surprise. Despite the fact that Sweden did not impose facemasks and plenty of restrictions common in EU, the educational system reacted promptly to the online transfer where the case was. At Lund University there is the only Romanian Chair left in Scandinavia. For more than twenty years now, there have been used on-line platforms in teaching Romanian and they cover both e-learning and m-learning. I had the opportunity to teach using all three of them: Luvit, live@lund, and Canvas. There has been a crescendo in the communicational and IT facilities secured by these platforms. Finally, Canvas came up with numerous educational resources. Students and teachers have the possibility to generate videos and audio content, to inscribe videos with their own message, and to use this platform for unmediated communication instead of Zoom, for instance. Under these technical circumstances, communicative approach, mentoring, and negotiation were more feasible and the educational input experienced a high degree of resonance and impetus.

**Keywords:** E-learning; educational platforms; negotiation; content generation; Swedish education; Romanian studies.

### **CHARTING SUSTAINABLE TOURISM IN ROMANIA. AN OPPORTUNITY RELEVANT AUTHORITIES MIGHT BE MISSING**

Adina PALEA, Paula-Diana PEEV-OTIMAN

**Abstract:** The unprecedented crisis humanity has been facing for almost two years now has had tremendous impact on the entire tourism ecosystem. The dramatic decline in the international tourism economy must be addressed both at an international and national level, with recovery strategies that can provide solutions for structural transformation. Particularly convenient for the Romanian landscape is the development of sustainable domestic tourism, which could quickly prove profitable for the entire HoReCa sector. The current paper focuses on The Ministry of Economy, Entrepreneurship and Tourism, the measures taken to encourage domestic tourism and its communication efforts, as seen online by the stay-at-home Romanians.

**Keywords:** Sustainable tourism; domestic tourism; marketing strategy; Covid-19 crisis; public communication.

### **SOCIOCULTURAL ELEMENTS IN THE TRANSLATION OF OFFICIAL FRENCH LANGUAGE DOCUMENTS**

Mirela-Cristina POP

**Abstract:** The translation of official documents differs from other types of translation given the constraints to which the translator is required to respond to: objective, imposed by the social environment where the translated text will serve as a communication tool, updated by legal, moral and cultural standards, and subjective, imposed by the beneficiary. Starting from the premise that socio-cultural elements are likely to pose a problem for the translator, we consider it useful to inventory the categories of potential sociocultural problems for the Romanian translator using French as a source language when translating official documents.

**Keywords:** translation problems, official documents relating to people, sociocultural elements, genres, sub-genres

### **CHALLENGES OF LEGAL TRANSLATION: SPECIFIC PROBLEMS AND STRATEGIES IDENTIFIED THROUGH A VIRTUAL WORKSHOP**

Andreea-Maria SĂRMAȘIU

**Abstract:** This paper proposes to highlight the challenges encountered by students in Translation studies and/ or (legal) translators in translating legal texts relating to Civil law (Family law) as a direct result of investigating specific problems and strategies. The content focuses on the identification and the analysis of the pragmatic, linguistic, cultural and text-specific problems and their replication in strategies used in an interdisciplinary translation approach through a virtual legal translation workshop. Furthermore, this paper intends to outline the expected findings of the above-mentioned virtual legal translation workshop: the academic and professional validation of theoretical ideas brought in different practices usable in legal translation activities.

**Keywords:** Legal translation, challenges, problems, strategies, virtual workshop.

### **RESEARCH METHODS IN DISCOURSE ANALYSIS: QUANTITATIVE, QUALITATIVE AND MIXED-METHODS APPROACHES**

Ana SCALCĂU

**Abstract:** This paper presents three different research methods: the quantitative research, the qualitative research and the mixed-method research, showing the advantages and the limitations of each of them. It also provides a brief historical overview of the three methods, their main characteristics and strategies, the worldviews to which they are usually associated as well as several other factors that might affect the researcher's choice of approach. Understanding these various aspects helps the researcher when deciding upon the best method to be used in a particular situation.

**Keywords:** quantitative research; qualitative research; mixed-methods research; worldview.

### **TYPES OF TOURISM IN ALBANIAN TRAVEL GUIDEBOOKS: A CORPUS-BASED ANALYSIS**

Irena SKËNDO

**Abstract:** Taking into consideration the tourism phenomenon in Albania, from few numbers of tourists in the past to large numbers of foreigners visiting the country and, thus, contributing to the improvement of the economy, this paper aims to investigate the diverse types of tourism offered to the foreigners. Therefore, a corpus of tourism travel guidebooks published in Albania in the English language used for the country's promotion in the world was analyzed to throw light on what kind of tourism is promoted in the texts and how. The approach utilized here is corpus linguistics and it is both quantitative and qualitative. The results indicate that tourism is not only intended for the summer holidays, but it is offered in various forms. There are several choices provided to visitors such as coastal, green, historical, cultural, winter and adventure tourism. The diverse types of tourism presented through this data analysis led us to the belief and thought that this text is trying to attract future visitors of all ages and a range of personal interests. In other words, there is anything for anyone and, so, one is not restricted to visiting Albania only in the summer but all year round.

**Keywords:** tourism; Albania; promotion; types of tourism; corpus-analysis.

### **APPROACHES TO HATE SPEECH IN CYBERSPACE. A METADISCURSIVE ANALYSIS**

Lavinia SUCIU, Muguras MOCOFAN

**Abstract:** The new communication technologies, which are in constant evolution, overwhelm the current communication interaction, from the enunciation level and the overlapping of interactive roles to the multi-modality of the message and the proliferation of forms of representation and signification. This is the context in which researchers' concerns focus not only on the changes in communication but also on the new trends

in its evolution. At this level, we include the study of verbal and non-verbal behaviours, the ways of conceptualization and of alternative representation of content. From this perspective, the present paper focuses on analysing the results of a project aimed at creating an education campaign on intolerance in the cyberspace that was conducted by first year students at the master's degree specialization *Communication, public relations and digital media*. The articles reflect the students' attitude towards the phenomenon known as cyberbullying, they are targeted at young people and are transmitted in the digital environment. Our study proposes a metadiscursive analysis of the 47 papers, aiming at revealing the way in which students build and transmit a message about a serious problem that is currently taking place in the digital environment. The approach taken allowed us to identify certain particularities in the communication of the young people, and, as a result, some benchmarks can be drawn regarding the achievement of the desired effect in the communication targeted at the youth.

**Keywords:** hate speech; multi-modality; metadiscursive approach; markers; effect.

#### PHILOSOPHY AND ENGINEERING

Sorin SUCIU

**Abstract:** The divorce of technical education from philosophy and humanism leads to the loss of critical thinking and the edification of the one-dimensional man. My article aims to indicate the main points of connection between these two spheres and to outline the fertile, organic way in which the work of the engineer could be integrated in a value-oriented approach and put in the service of humanity.

**Keywords:** philosophy; engineering; critical thinking; one-dimensional; technological rationality.

#### ADAPTATION PROBLEMS OF ROMANIAN STUDENTS TO TECHNICAL HIGHER EDUCATION

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**Abstract:** The current study underlines the main problems students deal with in the first academic year at University POLITEHNICA of Timișoara (UPT) while adjusting to the higher education environment. The adaptation challenges were investigated through 14 panel discussions. The topic assigned was „Students' adaptation problems in Romanian higher education”. The target group included students in their first academic year, studying at the Faculty of Computer Science (CS), Electrical Engineering and Power Engineering (EE&PE); Electronics, Telecommunications and Information Technology (ETIT); Industrial Chemistry and Environment Engineering (ICEE); Mechanics (ME); Production Management and Transport (PMT); Architecture and Urbanism (AU), also doing the Psychological and Pedagogical Training Program. Each panel discussion was made up of 20 students, all 14 panel discussions summing up 280 students, out of which 158 female and 122 male students. The outcomes of the research show that students face different adaptation challenges that may result in a poor insertion into the academic system and education dropout. The adaptation problems identified by the students were diverse: accommodation and food; financial problems; school timetables and calendars (seminars, courses, laboratories and other instructional activities); teacher-student relationship; the teaching-learning-evaluation process, location of study; education for students with special needs and disabilities; administration and secretariats. The present study analyses these queries in order to facilitate the smooth insertion of students into the academic environment and increase student retention.

**Keywords:** adaptation problems of students to higher education; challenges of higher education; insertion into higher education; higher education dropout.



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