

**POLITEHNICA UNIVERSITY OF TIMISOARA
DEPARTMENT OF COMMUNICATION AND
FOREIGN LANGUAGES**

professional communication and translation studies

Volume 16, 2023



Editura POLITEHNICA

Act
Go t

CONFERENCE SERIES

**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

EDITORS

DANIEL DEJICA – *Politehnica University of Timișoara, Romania*
MARIANA CERNICOVA-BUCĂ – *Politehnica University of Timișoara, Romania*

ASSISTANT EDITORS

SIMONA ȘIMON – *Politehnica University of Timișoara, Romania*
CLAUDIA E. STOIAN – *Politehnica University of Timișoara, Romania*

ADVISORY BOARD

ȘTEFAN BRATOSIN – *Paul Valéry University of Montpellier 3, France*
MARIANA CERNICOVA-BUCĂ – *Politehnica University of Timișoara, Romania*
IGOR CHARSKYKH – *Donetsk National University, Ukraine*
SORINA CHIPER – *Alexandru Ioan Cuza University of Iași, Romania*
SEBASTIAN CHIRIMBU – *Spiru Haret University, Romania*
ROGER CRAIK – *Kent State University, USA*
DANIEL DEJICA – *Politehnica University of Timișoara, Romania*
TAMARI DOLIDZE, *Batumi State Maritime Academy, Georgia*
JAN ENGBERG – *Aarhus University, Denmark*
CARLO EUGENI – *University of Leeds, UK*
VASILE GHERHEȘ – *Politehnica University of Timișoara, Romania*
WALTER GIORDANO – *Università degli Studi di Napoli Federico II, Italy*
GYDE HANSEN – *Copenhagen Business School, Denmark*
LETICIA HERRERO – *Autonomous University of Madrid, Spain*
DAVID ERLAND ISAKSEN – *University of South-Eastern Norway*
DEBRA JOURNET – *University of Louisville, USA*
JEFFREY KILLMAN – *University of North Carolina at Charlotte, USA*
VLASTA KUČIŠ – *University of Maribor, Slovenia*
MARIANNE MARKI – *West University of Timișoara, Romania*
ARSENIO JESUS MOYA GUIJARRO – *University of Castilla-La Mancha, Spain*
IOAN LUCIAN POPA – *Vasile Alecsandri University of Bacău, Romania*
LOREDANA PUNGĂ – *West University of Timișoara, Romania*
ILIE RAD – *Babes-Bolyai University, Cluj- Napoca, Romania*
KIRK ST.AMANT – *Louisiana Tech University, USA*
KLAUS SCHUBERT – *Hildesheim University, Germany*
JOZEF ŠTEFČÍK – *Constantine the Philosopher University in Nitra, Slovakia*
SLÁVKA TOMAŠČÍKOVÁ – *Pavol Jozef Šafárik University in Košice, Slovakia*
MIHAELA ALEXANDRA TUDOR – *Paul Valéry University of Montpellier 3, France*
MARIA ȚENCHEA – *West University of Timișoara, Romania*
TITELA VÎLCEANU – *University of Craiova, Romania*

PUBLISHER

DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES
POLITHENICA UNIVERSITY OF TIMIȘOARA

EDITORIAL ADDRESS

Professional Communication and Translation Studies
Department of Communication and Foreign Languages, *Politehnica University of Timișoara*
Str. Petre Ramneantu 2, Room 204, 300596 Timisoara, Romania
Email: pcts@upt.ro

Professional Communication and Translation Studies is indexed in
EBSCO - Communication & Mass Media Complete™ (CMMC), CEEOL, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio & WorldCat

DISCLAIMER: The authors are solely responsible for the content of their articles.

PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES, VOL 16 / 2023, ISSN 2065 – 099X

POLITEHNICA UNIVERSITY OF TIMIȘOARA

DEPARTMENT OF COMMUNICATION
AND FOREIGN LANGUAGES

**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

Volume 16, 2023

Proceedings of the 13th International Conference

30-31 March 2023
TIMIȘOARA, ROMANIA

EDITURA POLITEHNICA
TIMIȘOARA – 2023

Copyright © Editura Politehnica, 2023

No reproduction, copy or transmission of this publication may be made without written permission.

EDITURA POLITEHNICA

Bd. Republicii nr. 9
300159 Timișoara, Romania

Tel./Fax. 0256/403.822

E-mail: editura@upt.ro

Redactor: Claudia MIHALI

Printing date: 18.12.2023

Printing paper: 13,5

ISSN 2065-099X

Printed in Romania

Printing order: 43

Printing center, Politehnica University Timișoara

Foreword:
Digitally competent in social sciences and humanities

The latest edition of the international scientific conference *Professional Communication and Translation Studies*, held in March 2023 in Timișoara connected the city, once again, with the world, through technology and passion for the fields of communication sciences and philology. It took place against the background of Timișoara's running its European Capital of Culture program, adding thus an academic extension to the vibrant cultural life of the city. Moreover, the Faculty of Communication Studies, celebrated its 30th anniversary of teaching and research programs in social sciences and humanities at Politehnica University of Timișoara.

The novelty of the 13th edition of the conference is that it inaugurated a new, hybrid format, hosting live online and on-site presentations, workshops and networking events around the topic *Digital Culture, Communication and Translation (DIGITAL CULTURE, COMMUNICATION AND TRANSLATION)*. It attracted over 130 participants from 18 countries. The organising scientific committee benefitted from prestigious scientific partnerships: two academies, three professional associations and six important research centers from Romania and Belgium. It is worth highlighting that this was the very first cooperation between the established scientific committee and the two research centers created at Politehnica University of Timișoara, namely the Politehnica Center for Advanced Translation Studies (PoliCAT) and the Interdisciplinary Research Center for Communication and Sustainability (PoliCom). The latter ones research digital media as broadly as possible, bringing together work from different disciplines, with different foci and theoretical frameworks. The conference maintains its commitment to celebrating multilingualism, its working languages being English, French, German, and Romanian. This proceedings volume publishes 11 articles in English, five in German and two articles in French, covering the whole spectrum of the axes proposed by the conference: professional communication, linguistics, translation and pedagogy of foreign languages.

The present volume invites reflections and debates on media and communication theories, approaches, research methods that are challenged by digital culture and require new (or maybe renewed) methods of investigation. It also contributes to building and strengthening digital humanities and it offers food for thought on educational sciences, oriented towards digitally competent audiences. The titles of the papers, included in this volume after peer review, reflect the diversity in topics, methodological approaches, scientific inquiry interests in the vast realm of social sciences and humanities, reunited under the

roof of genuine passion for science, teaching and knowledge sharing. The keywords used to grasp the essence of the presentations reflect the contribution brought mainly by European scholars to investigate the topics included in the volume (Figure 1 below).



Figure 1. Research interests reflected by the keywords, at a glance.

It is often said that implementing and living digital culture makes organisations better, stronger, more resilient. Among the main features of digital culture there are free, instantaneous circulation of ideas, open access and collaborative attitudes. This volume provides instances of these features in action. The results are accessible openly, free of charge, and very close to the scientific event where they were first brought to the attention of the academic community. Moreover, once the volume has been published, the editors will work towards allocating DOI numbers to each paper in order to enhance the reach of a consolidated public of researchers, as it is already the case with the papers published in the previous editions of *Professional Communication and Translation Studies* (issues 14 and 15).

Timișoara, December 2023

The editors

CONTENTS

PREFACE	v
CONTENTS	vii
EDITORIAL BOARD	ix
CONTRIBUTORS	xv

I. PROFESSIONAL COMMUNICATION

DIGITAL DIPLOMACY IN THE POST WEB 2.0 ERA	3
Diana STRÎMBEANU	
NATIVE ADVERTISING AS RHETORICAL CAMOUFLAGE	13
Daniel CIUREL	
SPRACHLICHE BESONDERHEITEN UND POLITISCHE HALTUNGEN IN DER AKTUELLEN RUMÄNIENDEUTSCHEN PRESSE. EINE ANALYSE DER RESSORTS <i>LOKALES</i> UND <i>INLANDSPOLITIK</i>	20
Meda MUCUNDORFEANU, Marius MAUER	
NEUE PR-INSTRUMENTE: INSTITUTIONELLE KULTURBLOGS	31
Ștefana CIORTEA-NEAMȚIU	
NEUE MEDIENKOMPETENZ: DIE JUGENDLICHEN IN DER WELT DES DIGITALEN	42
Sonia MALOȘ, Denisa LĂCĂTUȘ	

II. LINGUISTICS AND COMMUNICATION

EU ENGLISH CURRENT STATUS WITHIN EU BODIES, ITS IMPACT AND SPREAD IN EUROPE	57
Teodora FLORICĂ DRAGOTĂ	
A CASE STUDY ON CANCEL CULTURE DISCOURSE: THE THEATRE OF THE ABSURD	64
Ana SCALCĂU	
D'UNE CRISE À L'AUTRE. REMARQUES SUR LA CONCEPTUALISATION MÉTAPHORIQUE DE LA (PERMA)CRISE	74
Luciana PENTELIUC-COTOȘMAN	

III. TRANSLATION STUDIES

AUDIO DESCRIPTION GUIDELINES: UNE 153020 STANDARD AND NETFLIX STYLE GUIDE	89
Aida TORRE LÓPEZ	

ARE EASY-TO-READ TRAINING AND STANDARDS IN SYNC?.....	101
Rocío BERNABÉ, Óscar GARCÍA	
MENTAL TRANSLATION AND ITS CONTRIBUTION TO COMMUNICATIVE LANGUAGE LEARNING AND TEACHING.....	120
Adriana TOMA, Daniel DEJICA	
TRANSLATORS AS PROFESSIONAL COMMUNICATORS.....	128
Andreea PELE	
WIE METAPHERN FACHPRACHEN UND -ÜBERSETZUNGEN ANGENEHMER MACHEN KÖNNEN.....	134
Maria-Dana GROSSECK	

IV. FOREIGN LANGUAGE PEDAGOGY

THE EDUCATIONAL CHALLENGES OF DIGITAL TECHNOLOGIES.....	145
Monica CONDRUZ-BACESCU	
TEACHING EFL TO THE DIGITAL-BORN GENERATION. CHALLENGES AND EXPECTATIONS.....	160
Cornelia-Patricia GRIGORAȘ, Daniel DEJICA	
LISTENING AND SPEAKING. THEIR IMPORTANCE IN LEARNING FOREIGN LANGUAGES. THE CASE OF ITALIAN LANGUAGE.....	167
Eliona NAQO	
PROFESSIONAL ISSUES IN LANGUAGE TEACHING.....	175
Angelica Daniela BERCIAN	
LES SITES COMPAGNONS DANS L'ENSEIGNEMENT/APPRENTISSAGE DU FRANÇAIS PROFESSIONNEL.....	182
Mihaela POPESCU	
DIE VERMITTLUNG VON INTERKULTURELLER KOMPETENZ IM UNTERRICHT: STEREOTYPE, VORURTEILE UND KLISCHEES.....	191
Anca MAGHEȚIU, Patrick LAVRITS	
LIST OF ABSTRACTS IN ENGLISH.....	204

EDITORIAL BOARD

Ștefan BRATOSIN, PhD, is full professor in Communication Sciences at Paul Valéry University of Montpellier 3, France. He is the founder and editor-in-chief of *Essachess – Journal for Communication Studies* (covered in 14 international databases) and President of *SUERS – Société des Universitaires Editeurs des Revues Scientifiques* from France. Ștefan Bratosin is the director of the international open research centre ORC IARSIC and the director of the Communication and social intervention team of CORHIS, the university centre for communication, human resources management and sociology at Paul Valéry University. His research interests include: public sphere, media, religion, organisational communication, and symbolic communication. He has published many articles and books, including *La concertation dans le paradigme du mythe* (Peter Lang, 2007). E-mail: sbratosin.univ.montp3@gmail.com

Mariana CERNICOVA-BUCĂ, PhD, is reader in the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara. Author of 14 books on stylistics, journalism and modern history and co-author of 4 professional dictionaries, her focus is on applied linguistics, communication sciences and political science. Her professional experience includes translation, counselling in public relations, academic management (provost of a private university, 2004-2008), and political journalism. She is distinguished with the National Order for Merit in Education (2004). She is a member of the European Communication and Research Association, vice-president of the Alliance of Universities for Democracy, vice-president of the Association for Romanian Media History, vice-president of the Centre for Ethical Resources and Initiatives and a member of the Association for Professors in Journalism and Communication. She is a book reviewer and editor for the *AUDEM: International Journal of Higher Education and Democracy* and co-editor of *Professional Communication and Translation Studies*. E-mail: mcernicova@gmail.com

Igor CHARSKYKH, PhD, is reader in the Department of International Relations and Foreign Policy, Donetsk National University, Ukraine. He teaches *IR Theory* and *International Communication* and publishes intensively analyses and forecasts on international media relations. Igor Charskykh is the President of Donetsk Association of International Researchers (DAIR) and supervisor of international projects in research and translation. He is an editor-in-chief of two scientific annuals *Conflicts* and *Eastern Europe & World Community*. E-mail: icharsk@gmail.com

Sorina CHIPER, PhD, is associate professor of English for Business, Business Communication, Legal English, Intercultural Communication and Academic Writing at "Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration. Her research interests fall under the umbrella of Discourse Studies, Applied Linguistics, Intercultural Communication, Professional Communication and Life-Writing. She has edited more than 12 conference volumes and is a co-editor of the journal *Language Culture and Change* published by Alexandru Ioan Cuza University Press. E-mail: sorina.chiper@uaic.ro.

Sebastian CHIRIMBU, PhD, is associate professor in the Department of Specialized Languages, Faculty of Letters, *Spiru Haret* University, Bucharest, Romania, and mentor-trainer in management and European affairs. He is the author of 20 textbooks and university courses in institutional and diplomatic discourse, translation studies, globalization studies, and terminology. He has published more than 25 articles on globalization, organizational management, economic welfare, EU integration process and Eurolect/ Eurojargon. E-mail: sebastian_chirumbu@yahoo.com

Roger CRAIK, PhD, is associate professor in English literature, college writing, and creative writing. He has written 3 books on literature (including an edition of John Donne, with his father,

T. W. Craik), a host of academic articles and scholarly notes, and 6 books of poetry, one of which, *Those Years*, was translated into Bulgarian and nominated for a Pushcart Prize. His poetry has appeared in journals in the U.S., the UK, Belgium and Romania. In 2008, he was awarded a Fulbright Scholarship to Sofia University, Bulgaria, and gave poetry readings in Bulgarian universities. In 2011 and 2012, he was poet-in-residence at the University of Abu Dhabi at Al Ain, in the United Arab Emirates. During the academic year 2013-14, he was a Fulbright Scholar in English at Oradea University, Romania. E-mail: rcraik@kent.edu

Daniel DEJICA, PhD, phil. hab., Head of Department (2012-2015), Dean (2016-present), is professor in translation studies at Politehnica University of Timișoara, Romania. His research interests include translation theory and methodology, LSP translation, and discourse analysis for translation purposes. Daniel Dejica was a member of the Advanced Translation Research Center (ATRC) team at the University of Saarbrücken, Germany and a member of the Doctoral Studies Committee of the European Society for Translation Studies. He has been co-editing the Proceedings of the Professional Communication and Translation Studies conference, organized at Politehnica University of Timișoara since 2001; he has also been a member in the editorial boards of other international peer reviewed journals including *conneXions: international professional communication journal* (New Mexico Tech), *MuTra Journal* (University of Saarbrücken), or *The European English Messenger* (ESSE - European Society for the Study of English). In 2016 he co-edited with Gyde Hansen, Peter Sandrini and Iulia Para the volume *Language in the Digital Era*, published by De Gruyter. He is also the coordinator of the *Translation Studies* book series at Politehnica Publishing House, and together with Muguraș Constantinescu and Ela Vilceanu, coordinates the publication of *A History of Translations into the Romanian Language*, at the Publishing House of the Romanian Academy. E-mail: daniel.dejica@upt.ro

Tamari DOLIDZE, PhD, has been a Lecturer/Assistant Professor of EFL/ESP at BSU since 2004. From 2017 she has been elected as an Associate Professor of Batumi State Maritime Academy, 2019 - Adjunct Professor of GRUNI and 2020 - Associate Professor of Pegaso International University. She is a member of the Editorial Board of the International Journal of Linguistics, Literature, and Culture of ESC and often invited as a Foreign Guest Lecturer of ESP. Tamari Dolidze is an author of a number of scientific articles/publications, being a member of Professional Associations, among them IATEFL, research groups and international projects, involved in International Scientific Conferences as an organizer, speaker/keynote speaker. Her research interests include: ESP; ELF; EAP; Communication and Language Philosophy; Business Communication; Communication and Social Media; Intercultural Communication; Legal Communication. E-mail: tm.doldize@bsma.edu.ge

Jan ENGBERG, PhD, is professor of Knowledge Communication at Aarhus University, Department of Business Communication. His research interests include different aspects of specialised discourse, especially legal communication and multimodal mediation of scientific knowledge. His research focuses on the interplay between meaning and knowledge as individual and collective entities. Between 2000 and 2012, he was co-head of the section of Specialised Communication of the German association for Applied Linguistics (GAL). He is one of the editors of the international journal *Fachsprache* and member of a number of editorial boards of international journals. E-mail: je@asb.dk

Carlo EUGENI, PhD, is parliamentary live subtitler at the Rome Capitol and chairman of the Scientific Committee of INTERSTENO. He has launched the International Symposium on Live Subtitling; wrote the first book and Ph.D. thesis on respeaking, founded the International Association of Respeaking on A.I.R.; and co-founded the scientific journal CoMe. Carlo teaches translation and interpreting at the universities of Parma, Macerata, and for Foreigners of Perugia. He has published in the fields of live subtitling and deafness and has been participating in numerous national and international research projects on accessibility, subtitling and linguistics. In 2018 Carlo received an honorary award by the Italian Association of Cochlear Implant Users APIC for his commitment in empowering deaf people through live and pre-recorded subtitling. He

is currently Intellectual Output leader in the Erasmus+ project LTA, in charge of the curriculum design for the training of real-time intralingual subtitlers through respeaking and velotyping. E-mail: carloeu geni@gmail.com

Vasile GHERHEȘ, PhD, is professor and chair of the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara. His teaching and research interests include sociology, communication, Corporate Social Responsibility (CSR), fields in which he has published three books and more than 30 scientific articles. As researcher, with more than 20 years of practical experience, Vasile Gherheș has competences in social research methodology and statistical data analysis and was involved in the development of local and regional studies whose purpose was to surprise socio-economic issues in the area investigated. He was involved in research projects with administrative institutions, NGOs, local and multinational companies. E-mail: vasile.gherhes@upt.ro

Walter GIORDANO, PhD, is a senior lecturer of English Language at the Università degli Studi di Napoli "Federico II", Italy, where he has held the chair of Business English since 2007. His main research interests are LSP (business communication, translation studies, discourse analysis and genre variation). His most recent publications focus on the discourse of financial reporting, advertising and on the analysis of car ads: *Ethics and accessibility to knowledge in prescription drug commercials in the USA* (2020), *Communication strategies and crisis management in 2015 - 2016 Volkswagen CEO Letters to Shareholders* (2019), *Genre Hybridization In Annual Reports: The Case Of Walmart* (2018), "Dissociative identities: a multi-modal discourse analysis of TV commercials of Italian products in Italy and in the USA", Palgrave Macmillan (2016). He is also a business consultant and he is specialized in training business professionals and corporate personnel. E-mail: walter.giordano@unina.it

Gyde HANSEN, PhD, Prof. Dr. Habil., has taught at the Copenhagen Business School since 1978 in the disciplines: comparative linguistics, intercultural communication, semiotics and marketing, translation theory and practice, textual analysis and revision, philosophy of science and empirical research methods. Between 2004 and 2010, she was the Vice President of EST (European Society for Translation Studies). Her research projects include: TRAP (Translation processes), the Copenhagen Retrospection Project, a longitudinal study From Student to Expert and TraREdit, an investigation of quality in translation and revision. E-mail: gh.isv@cbs.dk

Leticia HERRERO, PhD in English Studies by the University of Alicante, studied a MA in Translation Studies at Warwick University (United Kingdom). She has been a lecturer at Universidad Autónoma de Madrid in the degree of Translation and Interpreting since 2000, where she is responsible for teaching both general and economic translation at both undergraduate and postgraduate levels. Moreover, she has been a lecturer in other universities' postgraduate programmes. Her research covers a wide range of subjects, such as translation theory, literary translation and economic translation. She has written papers on translation and gender, translation theory as an interdisciplinary field of study, and translation and power, and more recently, on issues related to the practice of economic and financial translation. She is a member of several advisory boards of journals and research centres, both national and international. Moreover, she has been working as a translator of economic and financial texts for over 13 years now for Spanish, as well as international, institutions. E-mail: leticia.herrero@uam.es

David Erland ISAKSEN, PhD, is associate professor of Business Communication at University of South-Eastern Norway. He earned his Ph.D. in Rhetoric and Composition with a dissertation on the paradigms and arguments among the Manhattan Project scientists. He is an expert on Kenneth Burke and New Rhetoric, and his research interests include rhetoric of science, democratic decision-making, organizational behaviour, and organizational culture. He teaches courses in Academic Writing, Speaking for Business, Writing for Business, Cross Cultural Communication, Organization and Leadership, and doctoral seminars in Political Culture and

Rhetoric. His published dissertation is titled *Visions of Nuclear Weapons: Kenneth Burke's Consummation Principle and the Manhattan Project*. E-mail: david.e.isaksen@usn.no

Debra JOURNET, PhD, is distinguished teaching professor and PhD supervisor at the University of Louisville, USA. Her research interests include rhetoric of science, narrative theory, technical and scientific communication, multimodal composition, and research methodologies in rhetoric and composition. In 2006 and 2008, she was Director of the *Thomas R. Watson Conference in Rhetoric and Composition*. E-mail: debra.journet@louisville.edu

Jeffrey KILLMAN, PhD, is assistant professor of Spanish in the Department of Languages and Culture Studies at the University of North Carolina at Charlotte, USA, where he teaches a range of topics including translation practice, translation technologies, translation theory and Spanish grammar and composition. He holds a PhD in Translation and Interpreting from the University of Malaga, Spain and his research centres on legal translation and translation technologies. E-mail: jkillman@uncc.edu

Vlasta KUČIŠ, PhD, is assistant professor in translation studies and head of the Department of Translation Studies at the University of Maribor. She is coordinator of the CEEPUS-network TRANS (*TRANS*cultural Communication and TRANSlation) and has experience in intercultural communication and foreign language adult education. Vlasta Kučič is a member of several international associations including EST (European Society for Translation Studies), IFCA (International Federation of Communication Associations) and SOEGV (Südosteuropäischer Germanistenverband). She is editor-in-chief of the scientific journal *Translatologia*. Her research areas include translation and communication studies, intercultural communication, translation theory and translation tools. E-mail: vlasta.kucis@um.si

Marianne MARKI, PhD, is reader in German at the University of the West, Timișoara. Her research interests focus on German linguistics, comparative linguistics, languages in contact and German grammar. She teaches courses of German morphology and syntax. She is the author and the co-author of numerous articles and several books: *Schwerpunkte der deutschen Grammatik: Die Präposition* (1999), *Grammatik im Überblick* (2000), *Das Verb* (2001), *Das Adjektiv* (2001), *Das Substantiv* (2003), *Lustiges/Listiges Deutsch* (2006), *ABC der deutschen Rechtschreibung* (2008), *Der Artikel* (2009), *Syntax. Der Satz* (2011). Marianne Marki is a member of several national and international associations including *Gesellschaft der Germanisten Rumäniens* and *Deutsch-Rumänische Akademie-Internationales Forum für Wissenschaften, Ethik, Theologie, Literatur und Kunst* (Mainz, Germany). E-mail: eva.marki@yahoo.com

Arsenio Jesús MOYA GUIJARRO, PhD, is professor of language and linguistics at the University of Castilla-La Mancha, Spain. He does research in Systemic Functional Linguistics and has published several articles on information, thematicity and picture books, etc. in international journals such as *Word, Text, Functions of Language, Journal of Pragmatics, Text and Talk, Review of Cognitive Linguistics, Atlantis and Perspectives: Studies in Translatology*. His research interests are also in Applied Linguistics. He is co-editor of *The Teaching and Learning of Foreign Languages within the European Framework*, published by the University of Castilla-La Mancha (Spain, 2003). In addition, together with Eija Ventola, he has co-edited *The World Told and The World Shown: Multisemiotic Issues* (Palgrave Macmillan, 2009). Finally, he is also author of the book, *A Multimodal Analysis of Picture Books for Children. A Systemic Functional Approach* (Equinox, 2014). E-mail: arsenio.mguijarro@uclm.es

Ioan Lucian POPA, PhD, is reader in English at the English Department, Faculty of Letters, *Vasile Alexandri* University of Bacău, where he teaches English phonetics and phonology, morphology, the history of the English language and translation studies. He is a member of the European Association for Lexicography, of the European Society for Translation Studies, and of the International Association for Translation and Intercultural Studies. He is the author of several bilingual dictionaries (*Dictionar englez-român de afaceri*, 2007) and books on translation studies

(*Translation Theories of the 20th Century*, 2008; *An Introduction to Translation Studies*, 2009). Ioan Lucian Popa is the Editor-in-Chief of *LiBRI – Linguistic and Literary Broad Research and Innovation*. E-mail: i.l.popa@hotmail.com

Loredana PUNGĂ, PhD, is professor in the Department of Foreign Languages and Literatures at the West University of Timișoara, Romania. Her domains of expertise are English lexicology, applied and cognitive linguistics and translation studies. She holds an MA in British and American Studies and a PhD in Philology from the university where she currently teaches. Her publications include books such as *On Language and Ecology* (2006) and *Words about Words: An Introduction to English Lexicology* (2011) and book chapters in thematic volumes, most of them published abroad. Loredana Pungă is (co)-editor of three volumes published by Cambridge Scholars Publishing (the most recent of which is *Language in Use. Metaphors in Non-Literary Contexts*) and member of the editorial board of two academic journals – *Translationes* and *British and American Studies*, both indexed in a number of important international databases. She has published over thirty-five articles in her areas of research and has attended over thirty conferences both in Romania and abroad. Loredana Pungă has been a PhD supervisor in philology since 2016. She has filled various university management positions – head of the English Department (2008-2012), head of the Department of Modern Languages and Literatures (2012-2016) and Vice-dean of the Faculty of Letters, History and Theology of the West University, Timișoara, Romania (since April 2016). E-mail: loredana.punga@e-uvt.ro

Ilie RAD, PhD, is professor in the Department of Journalism, Faculty of Political, Administrative and Communication Studies of the *Babes-Bolyai* University in Cluj-Napoca, Romania and a leader of a doctoral school in communication sciences at the same university. He is an accomplished writer, member of the Writers' Union of Romania. At the same time, as researcher and organizer, he is president of the Romanian Association for the History of Media, member of the Professional Journalists Union, member of the Romanian Association for compared literature, corresponding member of the Romanian-American Academy and others. He is the author of the following volumes (selection): *Wanderer in Europe. Log File: Vienna, Prague, Warsaw, Budapest* (1998), *Memoirs of the war in Romanian culture* (1999), *How to write a scientific text*, 2008, *Insights into the Romanian media history*, 2009. He initiated and organized seven national journalism conferences, some with international participation, whose works he edited and/ or prefaced: *Trends and tendencies in contemporary journalism* (2003), *Changes in Europe, changes in the media* (2004), *Trends in Cultural journalism* (2005), *Sequences in the history of Romanian press* (2007), *Media style and language media in Romania* (2007), *Manipulation of public opinion* (2007), *Wooden Language in the media - Yesterday and Today* (2008), *Romanian journalism in exile and diaspora* (2009), *Documentation in journalism* (2010), *Censorship in the media* (2011), *Objectivity in Journalism* (2012). E-mail: ilierad@yahoo.com

Kirk ST.AMANT, PhD, is a professor and the Eunice C. Williamson Chair in Technical Communication at Louisiana Tech University where he serves as the Director of Louisiana Tech's Center for Health and Medical Communication (CHMC). He is also a member of the University's Center for Biomedical Engineering and Rehabilitation Science (CBERS) and is a co-director of the University's Technology and Society Research Lab. Additionally, Kirk is an Adjunct Professor of Health and Medical Communication with the University of Limerick in Ireland and a Research Fellow in User Experience Design with the University of Strasbourg in France. E-mail: kirk.stamant@gmail.com

Klaus SCHUBERT, PhD, phil. hab., is professor at the Institute of Translation Studies and Technical Communication, University of Hildesheim, Germany. His main areas of research include applied linguistics, communication science, translation science, interlinguistics and language technology. He has published many articles and books, including *Knowledge, Language, Media, Work. An integrative Model of a Multilingual and Professional Communication* (2007) and *Metataxis. Contrastive Dependency Syntax for machine Translation* (1987). [our translations]. Professor Klaus Schubert is also the co-editor of *trans-kom*, a scientific journal of

translation studies and technical communication, and of the book series *TransUD*. E-mail: klaus.schubert@uni-hildesheim.de

Claudia E. STOIAN, PhD, received her doctoral degree in Applied Linguistics from the University *Autónoma* of Madrid, Spain. She is currently a lecturer in the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara, and she teaches Translation, Discourse Analysis, and English as a Foreign Language. Claudia Stoian also works as a translator of English, Spanish and Romanian. She has published a book on the discourse of tourism websites, several papers on discourse analysis and cultural differences, and some translations. She has also co-authored four dictionaries. E-mail: claudia.stoian@upt.ro

Simona ȘIMON, PhD, is reader in the Department of Communication and Foreign Languages at the *Politehnica* University of Timișoara, where she teaches Interpreting, Pragmatics, Oral Communication Skills in English, and Advertising. She holds a doctoral degree in Philology from the West University of Timișoara. She is the author of the book *The Persuasive Function of Written Advertisements* and of several scientific articles, published both in Romania and abroad. She has also co-authored four dictionaries and published several translations. Her research interests are in the field of applied linguistics, genre studies, interpreting, advertising and teaching. E-mail: simon_cristina@hotmail.com, simona.simon@upt.ro

Jozef ŠTEFČÍK, PhD, is associate professor in translation studies at the Constantine the Philosopher University in Nitra, Slovakia. His main areas of research are specific didactic issues of translation and interpreting, community interpreting and translation of commercial texts. Jozef Štefčík is vice-chairman of The Slovak Society of Translators of Scientific and Technical Literature, associate editor and co-founder of a new online journal *TRANSLATOLOGIA* and a member of the Education Task Force of FIT. He is also involved in projects dedicated to terminology work. E-mail: jstefcik@ukf.sk

Slávka TOMAŠČÍKOVÁ, PhD, is associate professor in the field of British Studies at the Faculty of Arts, Pavol Jozef Šafárik University in Košice, Slovakia, the head of the Department of British and American Studies, and the guarantor of the B.A. study programme in Gender Studies and Culture. Her current research focuses on food narratives in media discourses and she teaches courses in British studies, British media, and interpretation of media texts. She has been a President of the Slovak Association for the Study of English since 2003, the Secretary of the European Society for the Study of English between 2008-2013, the Deputy-Chair of the Academic Senate of Pavol Jozef Šafárik University in Košice between 2007-2011 and the Vice-Rector for International Relations of Pavol Jozef Šafárik University in Košice between 2011-2015. E-mail: slavka.tomascikova@upjs.sk

Mihaela Alexandra TUDOR, PhD, hab., is associate professor in Communication Sciences at Paul Valéry University of Montpellier 3, France. She is the executive editor of *Essachess – Journal for Communication Studies* (covered in 14 international databases). Her research interests include epistemology of communication, scientific journalism, symbolic communication, organizational communication. She has published many articles and books, including *Epistémologie de la communication: science, sens et métaphore*, Paris, l'Harmattan, 2013. E-mail: mihaela.tudor.com@gmail.com

Maria ȚENCHEA, PhD, is professor in French at the Romance Languages Department, West University of Timișoara. She teaches French linguistics and translation and her research interests include French and Romance linguistics, contrastive analysis, and translation theory and methodology. She is the author of *L'expression des relations temporelles dans le système des prépositions du français. Préposition et verbe; Études contrastives (domaine français-roumain); Le subjonctif dans les phrases indépendantes. Syntaxe et pragmatique; Noms, verbes, prépositions; (coord.) Etudes de traductologie; (coord.) Dicționar contextual de termeni traductologici (franceză-română)* [Contextual Dictionary of Translation Terms]. Maria Tenchea is

a member of the SEPTET (Société d'Études des Pratiques et Théories en Traduction). E-mail: mtenchea@yahoo.com

Titela VILCEANU PhD, phil. hab., Director of the Department of Publications and Media (2012-2016), Director of the *Translatio* Centre for Translation, Communication and Interpretation (2012-present), is professor at the University of Craiova, Romania. Her main research interests lie in translation studies, pragmatics and intercultural communication. Titela Vilceanu is President of the Romanian Society for English and American Studies (RSEAS) and member of the European Society for the Study of English (ESSE) (2017-present). She has been a member in the editorial board of *The Scientific Bulletin of the Politehnica University of Timișoara – Transactions of Modern Languages*, a reviewer with *Swedish Journal of Romanian Studies*, University of Lund, Sweden, a member of the Scientific Council of Universitaria and Prouniversitaria publishing houses; she is also the head of the *Translation, Terminology and Corpus Analysis (CoTraT)* research laboratory, Faculty of Letters, University of Craiova. E-mail: vilceanu.titela@ucv.ro

CONTRIBUTORS

Daniela Angelica BERCIAN, PhD, is a PhD English teacher at West University of Timisoara. Mrs Bercian is also a teacher with 1st degree in education at National Banat College in Timisoara. As a PhD the main interest is the research based on the efficiency of online teaching and the impact on English teachers and students development. Mrs Bercian has joined a lot of teachers training during pandemic and after, graduated with 10 Postgraduate studies Education Sciences; specialization: UVT TEACHING & LEARNING BRAND and Postgraduate studies Teacher XXI - a model of lifelong learning. She took part at trainings offered by the Ministry of Education, during the pandemic: Quality management of education to achieve performance in pre-university education; CRED – Relevant curriculum, education open to all. She also participated with the presentation at the 31st and 32nd CONFERENCE ON BRITISH AND AMERICAN STUDIES TIMIȘOARA, ROMANIA E-mail: daniela.bercian@e-uvt.ro

Rocio BERNABÉ holds a professorship in barrier-free communication at the International University of Applied Science of the SDI München. She has a MA in Translation (UGR) and a MA in Accessible Documents, Technologies, and Applications (UNIR). The topic of her PhD was easy audiovisual media services for all (UAB). She is Deputy Head of the Professional College of Translation and Interpreting of the SDI in Munich (Germany). She was the project leader of the Erasmus+ project Live Text Access, about real-time intralingual subtitling. She was the accessibility manager and Intellectual Output 2 leader in EASIT. She is quality manager and IO leader in TRAIN2VALIDATE. Her newest research focuses on easy Internet. E-mail:

Ștefana CIORTEA-NEAMȚIU, PhD, is lecturer at the Faculty of Political Sciences, Philosophy and Communication Sciences of the West University of Timisoara, Romania. Her research is on media genres, media history, with a focus on media in the Banat, and Timisoara area, and the journalistic style. She is the author of the books *Souvenirs. Reisereportagen, Altfel despre reportaj și portret, Eine Stadt vermittelt sich: Temeswar – Kandidat für den Titel einer Kulturhauptstadt Europas*, the interview-book *Dialogues on Journalism and Media: Peter Gross Interviewed by Ștefana Ciortea-Neamțiu* and coordinated with prof. Paolo Magagnotti *On Open Journalism: Academic Talks and a Case-Study on Timișoara Media*. E-mail: stefana.ciortea@e-uvt.ro

Daniel CIUREL, PhD, is a lecturer and a researcher in communication studies at the Communication and Foreign Languages Department at the Politehnica University of Timișoara. He teaches courses and seminars in advertising, media, communication, and public relations. He holds two PhDs (in philology and in communication sciences) and has two published books and several articles in specialized publications. His research interests include rhetoric,

journalism, media communication, persuasive communication, advertising, and public relations. E-mail: daniel.ciurel@upt.ro

Monica CONDRUZ-BACESCU, PhD, is an associate professor of Business Communication in English at the Bucharest University of Economic Studies, where she teaches Business English. She holds a Master degree and a PhD in economics and has taken part in many conferences and symposia with contributions on communication in business english, english literature and economics. She is the author of more than 80 articles and 7 books and co-author of 4 textbooks for students of Cybernetics. E-mail: monicabacescu@yahoo.com

Teodora FLORICĂ DRAGOTA, is a doctoral student at the University of Craiova, Faculty of Letters and also teaches English at "Tudor Vladimirescu" National College. Her main research areas are linguistics, and also teaching English as a foreign language. She is the author/co-author of different articles, studies and books such as *:English, step by step(2003)*, *Curs de Limba engleză(2002)*. She has been teaching English to students from the first grade up to high school for over 23 years. E-mail: teodragota.cntv@yahoo.com

Óscar GARCÍA is the accessibility project manager at Plena Inclusión Madrid, an NGO that supports the rights of persons with intellectual disabilities. He has a degree in Journalism and a postgraduate degree in Design for All. Author of handbooks on Easy Read, he is a trainer and external lecturer in postgraduate programmes on Accessibility. He has extensive experience adapting documents. He was also part of the committee that discussed the Spanish Easy-to-Read standard and he leads the European Erasmus+ project TRAIN2VALIDATE. E-mail: oscardgarcia@plenamadrid.org

Cornelia-Patricia GRIGORAŞ is a Ph.D. student at the Doctoral School of Humanities of the West University of Timișoara, Romania. She graduated BA, in Romanian and English Languages and Literatures program, and Theory and Practice of Translation MA at the same university. She prepares for Cambridge exams and the field of her research is related to digital teaching methods and translation. She was part of an audio-visual terminology project for the EU conducted by the West University of Timișoara. She also teaches English for the Faculty of Arts and Design from Timișoara. Her email is: patricia.grigoras@e-uvt.ro

Maria-Dana GROSSECK, PhD, is Lecturer at the Politehnica University of Timisoara, Romania, Faculty of Communication Sciences, Department of Communication and Foreign Languages. Areas of Expertise: Linguistics - Didactics - Translation - Communication - German as a foreign language. Areas of Research: technical languages and terminology, LSP, communication studies, commercial correspondence, written expression, intercultural communication. A selection of essays and contributions: *Die Bedeutung des Fachsprachenunterrichts und seine Rolle zur Verbesserung und Unterstützung der Unternehmenskommunikation in Professional Communication and Translation Studies*, 45-52, 2017, *Cultural and Historical Aspects as the Reason for the Presence of German Terms in the Romanian Vocabulary in Procedia-Social and Behavioral Sciences* 197, 214-221, 2015, „Virtuelle“ oder „Face to Face“ Kommunikation, welche spielt den Entscheidungsfaktor in der Beziehung Lehrer/Student in *Professional Communication and Translation Studies*, 63-70, 2020. E-mail: dana.grosseck@upt.ro.

Patrick LAVRITS, PhD, is lecturer at the West University of Timisoara, Faculty of Economics and Business Administration, Department of Marketing and International Business Relations. He delivers courses and seminars on intercultural communication in business and on business correspondence in English and German and published books and textbooks in German and Romanian to related topics: intercultural perception, German business correspondence, and Romanian regional history. E-mail: patricklavritys@yahoo.com

Denisa LĂCĂTUȘ, is a PhD student at the doctoral school of Communication, PR & Advertising, at the Babeș-Bolyai University. Alongside her studies, she is also an associate teacher at the Faculty of Political, Administrative and Communication Sciences, where she imparts her knowledge and expertise to the next generation of communication professionals. Denisa's

research interests primarily lie in social media, education, and teenagers, and she is deeply passionate about exploring the impact of these areas on society. E-mail: denisa.lacatus@fspac.ro

Anca-Raluca MAGHEȚIU, PhD, is lecturer at the West-University of Timisoara, Faculty of Economics and Business Administration, Department of Marketing and International Business Relations, where she is currently teaching the courses on Business German, Business English and Intercultural Communication. Her research interests cover areas like didactics, LSP, cross-cultural communication. She has published three books so far, all related to LSP-teaching: Maghețiu, Anca (2015): *Zur Didaktik der Fachsprachen - mit besonderer Berücksichtigung des Deutschen als Wirtschaftssprache*, Hamburg: Dr. Kovac. Maghețiu, Anca (2014): *Wirtschaftsdeutsch im Unterricht, Unterrichtsmodelle für die deutsche Wirtschaftssprache*, Timișoara: Eurostampa. Lavrits, Patrick / Maghețiu, Anca (2012): *Schriftverkehr im Wirtschaftsbereich*, Timișoara: Eurostampa. E-mail: anca.maghetiu@gmail.com

Sonia MALOȘ, has obtained a bachelor's degree in Communication, PR, and Advertising from the Faculty of Political, Administrative, and Communication Sciences (FSPAC) of Babeș-Bolyai University. Following this, she pursued a master's degree in PR and Advertising and is currently enrolled as a PhD student at the Doctoral School of Communication, Public Relations, and Advertising at FSPAC. She also serves as an associate professor at the same university's faculty, where she teaches seminars on advertising communication, media communication, and intercultural communication. Her research interests include media literacy, parasocial relations, social media, social media influencers and AR-filter usage among adolescents. E-mail: sonia.malos@fspac.ro

Marius MAUER is a PhD Candidate at the Doctoral School for Communication, Public Relations, and Advertising, at the Faculty for Political, Administrative, and Communication Sciences, within the Babes-Bolyai University, Cluj-Napoca, Romania. His research interests include media language, advertising, and social media influencer marketing. E-mail: marius.mauer@ubbcluj.ro

Meda MUCUNDORFEANU, PhD, is an associate professor at the German study line of the Department for Communication, Public Relations, and Advertising, at the Faculty for Political, Administrative, and Communication Sciences, within the Babes-Bolyai University, Cluj-Napoca, Romania. Her research interests include media language, media effects, advertising, branding, social media influencer marketing and online political communication. E-mail: mucundorfeanu@fspac.ro

Eliona NAQO, PhD.C., is an Italian Language Professor. She is working at *Ismail Qemali University* since the year 2000. She studied Italian language and literature and completed two masters programs degree in Italy, Professional Master in Didactics of Italian as FL-Perugia University for Foreigners-Italy and Master Executive in Venice, Cà Foscari-University for Advanced Teaching of Italian Language to foreigners). Currently, she is a Ph.D. Candidate at the University of Tirana (Albania). She has published many articles on Teaching the Italian language as FL Her research interest lies in research on didactics and new teaching methods for learning Italian as a foreign language. E-mail: elionanaqo2022@gmail.com

Andreea PELE, PhD., is an Assistant at the Faculty of Communication Sciences, within the "Politehnica" University of Timișoara. She teaches a variety of courses ranging from ESP to Morphology, Syntax, British Culture and Civilization, and Professional Communication. Email: andreea.pele@upt.ro

Luciana PENTELIUC-COTOȘMAN, PhD, is a teaching assistant in French Language, Terminology and Specialised Languages at the Polytechnic University of Timisoara (Romania). She holds a Ph.D. in philology, with a thesis on the Structures of the Imaginary in the Works of Michel Tournier. Her research interests lie at the confluence of several fields: terminology, translation, the imaginary, mythocriticism, advertising semiotics. She is the author of a number of

academic articles covering a wide range of topics. Among the most recent are: Identité et diversité dans le(s) discours français : une approche socioterminologique; Le langage du secteur de la beauté: un défi pour le traducteur spécialisé; La communication spécialisée du domaine automobile: technicité et imaginaire. E-mail : luciana.penteliuc-cotosman@upt.ro

Mihaela POPESCU, PhD, is assistant at Politehnica University of Timișoara. Her research areas are professional French, French for Specific Purposes, French as a specialized language and technical translation. Mrs. Popescu has published a book (*Le français langue professionnelle: mise en pratique dans le milieu francophone roumain*, 2022) and several articles that analyse how the French language is used in Romanian professional milieu. Mail: mihaela.popescu@upt.ro.

Ana SCALCĂU, PhD, is an independent researcher. She studied English and French at the West University of Timișoara and did a master in translation studies and a PhD in discourse analysis at the same university. She teaches English and French and has also translated several books from English and French into Romanian (*Left of the Dial, Identity Theft, The Collected Ghost Stories of M.R. James, The Stories of Ambrose Bierce, La perfection absolu du crime, Maximilien Heller*). She is interested in linguistics, especially in pragmatics and semantics. She published several articles on political correctness and language (*Introduction to Political Correctness and Political Discourse, The Evolution of Political Correctness, The Paradoxes of Political Correctness, A Historical Perspective on Political Correctness*). Email: ana.scalcau80@e-uvt.ro

Diana STRÎMBEANU is a doctoral student at the National School of Political and Administrative Studies (SNSPA) in Bucharest. She holds a Master's degree in international relations – “Ovidius” University of Constanta. She also holds a Bachelor's degree in Military Studies – “Mihai Viteazul” National Intelligence Academy. Her research focuses on the digitalization of diplomacy, cyber diplomacy, government communication on social media and the main elements of diplomatic strategies. As part of her scientific activity, she has participated at the 13TH International Conference on Professional Communication and Translation Studies - *Digital Culture, Communication and Translation*. E-mail: diana.strimbeanu.21@drd.snspa.ro

Adriana TOMA, is a doctoral student at the West University of Timisoara, Faculty of Letters and also teaches English at “Stefan Hell” High School in Arad. Her main research areas are linguistics and Teaching English as a Foreign Language. She is the author/co-author of different articles and studies such as: *The Teaching System in the European Union*, *Seria de studii de traductologie si integritate europeană, The European Union through the eyes of the Romanian Youth*, 2021, *Teorii și bune practici în educația pozitivă în contextul incluziunii sociale*, 2023, *Mental Translation and Communicative School Activities*, 2023. She has been teaching English to students from the first grade up to high school for more than 26 years. E-mail: adrianatoma33@yahoo.com

Aida TORRE LÓPEZ is an audiovisual translator who is currently enrolled in a PhD in Translation Studies, Professional and Audiovisual Translation at the University of Valladolid (Spain). She studied Translation and Interpreting and a master's degree in Translation in Multilingual Digital Environments at the same university. Furthermore, she also completed a Master's degree in Audiovisual Translation at the Universidad Autónoma de Barcelona (Spain). At the moment, her research focuses especially on media accessibility, more specifically in the field of audio description. E-mail: aidatorrelop@gmail.com

LIST OF ABSTRACTS IN ENGLISH

PROFESSIONAL ISSUES IN LANGUAGE TEACHING

Angelica Daniela BERCIAN

Abstract: The theme of the knowledge project refers to the analysis of the efficiency on e-learning platforms and the impact exerted on the levels of pre-university education, with emphasis on opportunities for professional and personal development of both teachers and educable. Interviews with the involved parts, questionnaires applied to teachers, students, parents and leading staff, individual observation information about the topic in discussion in articles gathered by other researchers and study cases will bring an important amount of data that will be analysed and interpreted in order to answer the hypothesis of the academic research.

Keywords: challenge; e-learning platform; online teaching; performance; teacher training, methods; progress.

ARE EASY-TO-READ TRAINING AND STANDARDS IN SYNC?

Rocio BERNABÉ, Óscar GARCÍA

Abstract: After two Erasmus+ projects researching the competencies of Easy-to-Read professionals and two standards published - one international and one national, the question arises whether training and requirements are developing in sync. This article explores standards and skills cards that describe the competencies creators, facilitators, and validators of Easy-to-Read content have or should acquire during training. Specifically, this case study seeks to identify whether the skills cards created during the Erasmus+ projects EASIT and TRAIN2VALIDATE account for the competencies set out in the international standard ISO/IEC DIS 23859-1 Guidance on making written text easy to read and the Spanish standard UNE 153101 EX Easy to read. Firstly, the study uses primary and secondary data to determine the comparability of the standards and training programmes in terms of goals, processes, and professional roles. Secondly, the content is annotated to identify whether there is a common understanding of the knowledge, skills, and attitudes that professionals should demonstrate. The results show that standards and training programmes are developing in sync with training programmes showing a more comprehensive range of competencies, including working contexts and cross-functional areas, such as safety and hygiene.

Keywords: Easy-to-Read; skills cards; standards; training.

NEW PR TOOLS: INSTITUTIONAL CULTURAL BLOGS

Ștefana CIORTEA-NEAMȚIU

Abstract: Blogs began as individual online journals; however, they are now increasingly used by institutions as well and have thus become institutional blogs, instruments of marketing and public relations. As such, they have lost their original character. What content do they offer? How is the institutional blog used to tell stories and increase public interest in the institution, build communities of interest around it, and solidify relationships between people? These questions will be explored through examples of blogs from cultural institutions, with a focus on museums.

Keywords: institutional blog; cultural institution; museum; content; storytelling.

NATIVE ADVERTISING AS RHETORICAL CAMOUFLAGE

Daniel CIUREL

Abstract: This paper aims to identify the rhetorical strategies of the paid covert advertising that matches the aspect and function of the digital media environment in which it appears. With an expanding use of new formats on different platforms and devices, native advertising is a creative alternative to traditional digital ads. The disguised advertisements can effectively avoid both ad blockers and consumer resistance to persuasion, as they are less intrusive forms of commercial content. Native advertising is a hybrid genre, which tends to blur the boundaries between promotional and editorial content, digital news outlets and advertising agencies, publishers and marketers, because of its use of rhetorical camouflage.

Keywords: native advertising; rhetoric; digital media, news; stealth marketing; deception; persuasion knowledge.

THE EDUCATIONAL CHALLENGES OF DIGITAL TECHNOLOGIES

Monica CONDRUZ-BACESCU

Abstract: The paper focuses on the educational challenges of digital technologies. The emergence of easier-to-use and more accessible mobile devices and services, along with the desire to adapt education to the generation of digital children, with completely new expectations regarding the education process, has led to a significant change in the way that the act of learning is understood and practiced at school. In the field of education, as in others, the reflection on the development of modern means of communication would only gain from the teachings of the theory of cultural industries, but also of the sociology of technical innovation or the history of communication' means. Major changes are predicted to take place, some actually happen and are part of everyday life. New concepts became common words in the nowadays vocabulary: blended learning, e-learning, distance education, online education. In conclusion, the transformation of the educational process and the evolution towards the digital school involve ensuring access to administrative solutions for management and teachers, transparency for parents and digital study tools for students and teaching staff, in an environment that allows collaboration and effective communication between all parties involved.

Keywords: digital technologies; blended learning; e-learning; educational challenges; knowledge; platforms.

EU ENGLISH CURRENT STATUS WITHIN EU BODIES, ITS IMPACT AND SPREAD IN EUROPE

Teodora FLORICĂ DRAGOTĂ

Abstract: While "Englishes" have continuously developed around the world with their own vocabulary and grammar particularities, Euro-English has made no exception. English is no longer the property of the traditional "natives" while the role of English as the continent's lingua franca meets the need for effective and efficient communication in and out the EU bodies. Although some (Eurosceptics) have predicted that Brexit would mark the decline of its use in EU institutions, EU English has also been subject to some pejorative labels such as Brussels language, Eurolegalese or Eurish. Others claim that communications in the EU is fairer in English, shaping into a more and more neutral language that serves as a catalyst one and that it has the chance to become everyone's second language.

Keywords: EU English; lingua franca; impact; spread.

TEACHING EFL TO THE DIGITAL-BORN GENERATION. CHALLENGES AND EXPECTATIONS

Cornelia-Patricia GRIGORAȘ, Daniel DEJICA

Abstract: This paper is part of a wider research and targets the present demand for using technology in teaching English. The relevance of the study is justified not only by the pandemic and post-pandemic backgrounds regarding the use of technology in teaching EFL, but also by the needs and expectations of the new generation we teach. One of our main objectives is to come up with tangible digital solutions, which may complement existing teaching methods and facilitate the teaching and learning processes. Some of the advantages of using technology in EFL classes include, but are not limited to a better learning process, more interactive lessons, reduction of time spent by teachers preparing the lessons, improvement of the students' learning quality, decrease in dependence on the teacher, increase towards the positive attitude upon EFL and access to the information available on learning platforms.

Keywords: teaching EFL; communicative language teaching, communicative approach, digital-born generation, language and technology, Z-generation; digital platforms.

HOW METAPHORS CAN MAKE TERMS AND TRANSLATIONS MORE ENJOYABLE

Maria-Dana GROSSECK

Abstract: In a technologically advanced society focused on innovation and development of cutting-edge products, the future translator must have written and oral communication skills in the technical field in both Romanian and German. Recognizing the peculiarities of technical texts in a foreign language, consulting technical material written in a foreign language (reports, technical specifications, projects, specifications, etc.), developing the ability to use technical terminology in a foreign language are a must. Robots are an integral part of our everyday life. Whether they can help older people to maintain their mobility and independence for as long as possible, or whether they replace human labor in the automotive industry, or both at the same time, almost nothing is impossible anymore. Machines make a decisive contribution to maintaining the quality of life and thus they have also made room for themselves in everyday life. Their description, their components, their functionality is transferred to us humans, shape our actions and speech. The means they use, technology, industrialization and medicine, are to be explained in this article.

Keywords: technical translation, technology, vocabulary, lexicology, metaphor, terminology, language for special purposes.

TEACHING INTERCULTURAL COMPETENCE: STEREOTYPES, PREJUDICES AND CLICHÉS

Anca MAGHEȚIU, Patrick LAVRITS

Abstract: Stereotyping is a phenomenon found in all human societies. We encounter clichés and prejudices all the time: in advertising, in the news, in the tabloid media. Dealing with negative and positive stereotypes is essential in teaching intercultural competence, as both stem from our selective perception and are associated with feelings. Such a discussion is therefore mostly affective, i.e. own experiences, experiences and perspectives are included. This paper aims to show how stereotypes are taught in the subject German – Intercultural Communication, how students are made aware of cultural differences and how this promotes intercultural competence. Clichés about people, countries and facts can also have a communicative function: they are a shortcut to understanding.

Keywords: German as a foreign language; intercultural communication; stereotypes; prejudices.

NEW MEDIA LITERACY: YOUTH IN THE DIGITAL WORLD

Sonia MALOȘ, Denisa LĂCĂTUȘ

Abstract: In today's world of information and communication technology, the Generation Z, also known as digital natives, has found itself. In 2021, 95% of young people in the EU used the internet daily (Eurostat, 2022). To navigate the overwhelming amount of information, teenagers need to demonstrate media literacy. The progress of media and technology requires an increasing number of digital skills, and media literacy has taken on many forms and shapes in recent years. In this context, this literature review focuses on the transition from media literacy of the 1990s (Aufderheide, 1993) to the new, digital media literacy. Our primary results indicate that new media literacy is a cornerstone in the ongoing development and education of young people.

Keywords: media literacy; literacy; digital natives; digital media; media consumption.

LINGUISTIC PECULIARITIES AND POLITICAL ATTITUDES IN THE CURRENT ROMANIAN GERMAN PRESS. AN ANALYSIS OF THE SECTIONS LOCAL AND DOMESTIC POLITICS

Meda MUCUNDORFEANU, Marius MAUER

Abstract: The foreign German press has hardly been studied scientifically so far, although it offers a considerable amount of potential, especially due to its intercultural profile. The diverse linguistic-cultural background constellations that appear in this type of press language are rather unexplored and can offer numerous insights into the culture and identity of their target group. Consequently, this paper offers a small insight into the press language used and the linguistic peculiarities of the Romanian-German press using the example of the daily newspaper Allgemeine Deutsche Zeitung für Rumänien, which has been in existence for more than seventy years.

Keywords: press language; Romanian-German press; coverage; linguistic peculiarities.

LISTENING AND SPEAKING. THEIR IMPORTANCE IN LEARNING FOREIGN LANGUAGES. THE CASE OF ITALIAN LANGUAGE

Eliona NAQO

Abstract: This paper aims to present the importance of speaking and listening and to improve the art of communication in Italian language. *Listening* is an immediate and spontaneous activity, exercised by the man from the first moments of life. Furthermore, in the modern world, oral communication is the most widespread form of information transmission, so it is very important to refine our ability in listening and to be able to understand the various types of information that we receive. *Speaking* is a daily activity. *Listening and speaking skills* allow us to communicate effectively with others. Communication involves more than the ability to simply talk and hear other people. It is essential to have good listening and speaking skills, as this will allow us to adapt our language to suit certain situations and improve our ability to successfully share our thoughts while also considering the views of others.

Keywords: listening; speaking; Italian language; skills.

TRANSLATORS AS PROFESSIONAL COMMUNICATORS

Andreea PELE

Abstract: Effective communication is necessary for successful translation and translation work. The ability to successfully communicate across a variety of contexts and languages is vital for translators given the growing significance of information globalization. Translators are essential in promoting global dialogue because they help people from different cultures and countries understand one another. Professional communication skills are essential for translators since accurate translations are the cornerstone of

successful translation services and satisfied clients. This paper will focus on the value of effective communication in the translation industry and provide practical advice for developing these skills.

Keywords: professional communication; translation.

FROM ONE CRISIS TO THE NEXT: TERMINOLOGY CREATION AND METAPHORICAL CONCEPTUALISATION. REFLECTIONS ON THE DYNAMICS OF PERMACRISIS LANGUAGE

Luciana PENTELIUC-COTOȘMAN

Abstract: Abstract: As part of the linguistic preoccupations aroused for some time by the various manifestations of the permacrisis, our research focuses essentially on the metaphorical expressions linked to the economic crisis, the pandemic and the war, which it approaches from a diachronic and comparative, socio-cultural and transdisciplinary perspective, making it possible to shed light on the exchanges and inter-domain migrations, as well as on the recurrence and durability of certain conceptual metaphors firmly anchored in the collective imaginary of the crisis. Based on a corpus drawn from the French press, both general and specialised, from the nineteenth century to the present day, our research follows this line of thought and leads to some observations on the dynamics of the language of crisis, combining change and permanence, short and long time, terminological neology and metaphorical conceptualisation.

Keywords: crisis; metaphor; conceptual metaphor; diachrony; transdisciplinarity; imaginary.

COMPANION WEBSITES IN PROFESSIONAL FRENCH TEACHING AND LEARNING

Mihaela POPESCU

Abstract: Digital resources currently represent essential tools in the teaching/learning of professional French. The methods used in language classes or in autonomous learning are often accompanied by numerous digital resources such as CDs, DVDs, e-books, etc. In this article we analyse the companion websites designed by editors for the teaching/learning of professional French. Our analysis focuses on two types of companion websites: those which integrate the method in digital format and those which offer numerous activities for learners to work on independently.

Keywords: professional French, digital resources, companion sites, professional French methods

A CASE STUDY ON CANCEL CULTURE DISCOURSE: THE THEATRE OF THE ABSURD

Ana SCALCĂU

Abstract: The present paper has two main objectives: one is to explore the ways in which political correctness may affect the world of the theatre, the other is to observe the characteristics of the cancel culture discourse. I define cancel culture as one of the many manifestations of political correctness which refers either to promoting or boycotting people and their work for politically correct reasons. The paper is divided into three parts: a presentation of the immediate context in which the discourse was created, a description of the linguistic features of discourse and an analysis of these characteristics from a pragmatic, rhetorical and logical perspective.

Keywords: cancel culture/call-out culture; political correctness; amplified pathos; binary structures.

DIGITAL DIPLOMACY IN THE POST WEB 2.0 ERA

Diana STRÎMBEANU

Abstract: Media platforms are being increasingly used in the communication between states. Nowadays, Twitter is one of the platforms that state representatives rely on to communicate with their counterparts abroad. At the same time, we are witnessing an information revolution that allows the emergence of new social media platforms that facilitate communication between various entities, also offering total transparency. This new dynamic allowed the emergence of new research methods that adapted to the new technologies. This paper will indicate how the sentiment analysis method successfully identified trends and patterns in China's discourse on Twitter. Furthermore, we will demonstrate the importance of digital diplomacy and which methods are best suited for the Twitter platform in order to assess the diplomatic strategy of a state.

Keywords: digital diplomacy; e-diplomacy; Twitter; social media; wolf warrior diplomacy.

MENTAL TRANSLATION AND ITS CONTRIBUTION TO COMMUNICATIVE LANGUAGE TEACHING AND LEARNING

Adriana TOMA, Daniel DEJICA

Abstract: The aim of this article is to present a series of analytical considerations concerning the use of mental translation in communicative teaching and learning English as a foreign language. The main part of the article focuses on the literature review concerning the impact of mental translation method on students'

language acquisition level during their English learning practice. The existing research on this topic has shown that learners use mental translation as a strategy to compare and establish similarities and differences between their first language and the foreign language. Learners create a translational field where they store the results of the similarities and differences between their native language and the foreign language. These mental translation results become some procedural knowledge, stored in their long-term memory. While communicating in a foreign language, learners automatically reuse the information previously stored in their translational field. The last part of the article contains some directions of research in relation to the use of mental translation in communicative language learning and teaching.

Keywords: mental translation, translational zone, foreign language acquisition, communicative language teaching strategies, communicative language learning strategies

AUDIO DESCRIPTION GUIDELINES: UNE 153020 STANDARD AND NETFLIX STYLE GUIDE

Aida TORRE LÓPEZ

Abstract: The rise of streaming platforms has led to an increase in the number of products in the audiovisual sector. A large amount of information is transmitted through this type of products, which at the same time are a popular source of entertainment, so it is essential that everyone can have access to them. This article presents a study focused on one of the most popular media accessibility services: audio description (AD). It provides a classification of different aspects to be considered when providing AD in accordance with different international guides, as well as a comparison between the AD standard applicable in Spain, the UNE 153020, and the guidelines of one of today's streaming giants, Netflix. The final aim of this study is to determine whether the two guides could be compatible when it comes to developing an AD in Spain.

Keywords: audio description; audio description guidelines; media accessibility; audiovisual translation; UNE 153020; Netflix.



ISSN 2065-099X