

**POLITEHNICA UNIVERSITY OF TIMISOARA  
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: Language and communication in the digital age – challenges for researchers, teachers and practitioners*

The 12<sup>th</sup> issue of *Professional Communication and Translation Studies* (PCTS) goes to print in a Shakespearian inspiration, close to Christmas holidays, and could be called a feast of Epiphany occasioned by the advent of a new world: one in which humans, human actions and communication are accompanied by technology in all walks of life. Hence the focus of the PCTS conference, organised at Politehnica University Timisoara on 4-5 April 2019 by the Department of Communication and Foreign Languages, with the support of the Faculty of Communication Sciences: *Language and communication in the digital age: challenges for researchers, teachers and practitioners*. The conference attracted over 100 participants from 15 countries on four continents. The organisation of the 11<sup>th</sup> edition of this international conference expanded the scientific partnerships: two academies, three professional associations and four major research centres joined the organising committee, thus contributing to the scientific prestige of the event. Besides paper presentations, the conference included two workshops on computer-assisted translation and television subtitling and a roundtable on the contemporary priorities and trends in translation. In its long-established tradition, the conference has showcased the interest in humanities and social sciences along four axes, which represent also the sections in this proceedings volume: professional communication, linguistics, translation studies and foreign language pedagogy.

A distinctive feature of the conference and of the proceedings volume is the multilingualism. Although English dominates the scientific communication, one third of this volume reflects other schools of thought and expression, one paper being written in French and five - presented and published in German. The English abstracts help identify the areas of interest and support the inclusion of these papers in major databases. As with the previous editions, the volume is submitted to be included in EBSCO, CEEOL, Index Copernicus, Ulrich's, WorldCat and Google Scholar, thus contributing to the global scientific dialogue and disseminating the research results to major audiences. So far, the h-index for the PCTS volumes is 8 and rising, the average citations per year being 26,45. These are solid arguments in favour of participating in the conference and publishing in the accompanying volume.

The first section of the current volume, **Professional communication**, contains six papers, reflecting overarching topics such as the interest in critical analysis of media and the need for media literacy, and specific instances of new media uses, such as self-expression via blogs, sensitive issues such as religious propaganda, and immersions in the regional folk traditions, projected in the virtual world.

The five articles in the second section, **Linguistics and communication**, explore the impact of technology on verbal messages. The reader is guided through the technological Eden and challenged to identify algorithmic rationality, s/he is drawn to understanding the visual power of emojis, is invited to retake the steps in accepting

new forms of cultural phenomena and acknowledge new channels of interaction between text and reader. Technology shapes also the legal language and legalists make use of science and IT to improve the quality of their work. And since we invoked the Shakespearian mood of the Twelfth Night, the last paper in this section discusses humor and its forms in today's culture. The paper is written in German and offers a text analysis, highlighting the types of humor employed to advertise food, toys and household items.

The **Translation studies** section contains three articles, two in English and one in German, dealing with consolidating the Romanian community of practice in this area of expertise. Each paper indicates a specific direction worth following in-depth: the economic discourse, technical English, the educational vocabulary and the required translation procedures and competencies.

In the **Foreign language pedagogy** section, three out of the four papers deal, again, with the revolution produced by the digitalisation of the educational processes: flipped/blended learning, virtual examination rooms, internet and media supported teaching and learning are crucial to this discussion. But this section also reflects the interest in multilingualism, the students' motivations to acquire German and the teaching methods used to develop intercultural communicative competence in the classroom.

We hope that this is an exciting volume, and we actively encourage the authors to consider re-visiting *Professional Communication and Translation Studies* Conference in 2021. At this point, still many papers presented at the conference in 2019 and submitted for publication are under review, being prepared - pending acceptance - for the next volume, to be published in 2020.

*Mariana Cernicova-Bucă & Daniel Dejica*  
*Timișoara, December 2019*

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## LIST OF ABSTRACTS IN ENGLISH

### ROMANIAN ONLINE MEDIA HEADING TOWARDS A FIGHT PARADIGM: A QUALITATIVE ANALYSIS

Simona BADER, Corina SÎRB

**Abstract:** A study we conducted in 2018 revealed that Romanian digital media is migrating towards catastrophism and fight paradigm, as far as its content is concerned. We made a quantitative analysis of almost a half a million headlines published in the first months of 2018 that showed the dominance of fight paradigm and catastrophic headlines versus common, old-school sensationalistic ones, appealing to excitement. We concluded that this tendency towards fight and catastrophism is a specific kind of sensationalism, that could either reflect the inner conflicts and tensions of the Romanian nowadays society or/and function as clickbait tactics to generate more views. The present paper is a follow-up to the above-mentioned study that has three main purposes: a) to observe and analyze the tendencies in digital media after one year; b) to see which areas of the society are more frequently presented as scandalous and dramatic by the media; and c) to see if there is a connection between this tendency and social and political events.

**Keywords:** fight paradigm, catastrophism, online media, clickbait journalism

### A COMMUNICATIONAL ANALYSIS OF THE EVOLUTION OF SYMBOLIC LANGUAGE. CASE STUDY: EMOJIS

Anca Violeta BISCHOFF, Adina PALEA

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

**Keywords:** digital communication, symbolic language, emoji, emoticon, information richness, social media, teenagers

### TRANSLATION AS A COMMUNICATIVE ACTIVITY IN TEACHING TECHNICAL ENGLISH

Andreea BAN

**Abstract:** This paper intends to demonstrate that translation combines both form and meaning, both proficiency and performance. Due to this aspect, we can say that translation is an ideal exercise in a language teaching environment, supporting, as a consequence, the communicative method to compensate for its failure to concentrate on form, despite the fact that it remains a communicative activity by definition. It will also be determined that engineering students use translation so as to be able to manage the new information in technical field while also considering that it simplifies their learning.

**Keywords:** vocabulary, foreign, acquisition, methods, experience

### RATIONALITY IN THE TECHNOLOGICAL EDEN

Adrian-Florin BUSU

**Abstract:** In the postmodern world, the transition from the unconditional trust in human reason and power to the hope in moral responsibility is justified by the criteria that have been more and more insistently formulated over the past two decades. Rationality, underlying the understanding of the phenomenological world, can be seen as an expression of the will of power, with an emphasis on its instrumental and technical side. According to this approach, reason is a threat to mankind, its aggressive function being felt not only by the instruments of technique, by machines, but by the fact that technique separates the being from its essence. Algorithmic rationality is radicalized in a powerful irrational sense, being represented as the most stubborn opponent of thought. Reasoning, like science, is based on concepts.

**Keywords:** rationality, technique, approach, knowledge, essence

### IS THIS FOR LAUGHS? THE USE OF HUMOR AS A STRATEGY IN ADVERTISEMENTS

Veronica CĂMPIAN

**Abstract:** The article "Is this for Laughs?!? The Use of Humor as a Strategy in Advertisements" deals with the phenomenon of humor in advertising and focuses on the connection between the two areas. The characteristics and peculiarities of humor, its manifestations and the pros and cons of using it in advertisements will be examined. The corpus used for analysis consists of ads for food, toys and household items. The research aims to clarify how the implementation of the forms of humor in the advertisements for the selected product categories is done. The research method is not a classic qualitative content analysis according to certain criteria, but an interpretation of the advertisements from the perspective of the use of humor as a key component of the advertising message.

**Key words:** the concept of humor, forms of humor, theories of humor, low-involvement-products, advertisements

### THE TRANSLATION OF EDUCATIONAL LANGUAGE: ROMANIAN-GERMAN

Anca DEJICA-CARTIS

**Abstract:** The present article, which is part of a wider research project (*PCD-TC No. 16183/21.11.2017-2018, code 30*), aims at identifying the translation procedures used in the translation of the language of education from Romanian into German. From our perspective, in the translation process, the translator focuses on a series of peculiarities related to language in use, contextual and linguistic aspects, equivalence procedures, of which most problematic are terminological and cultural equivalences. The article highlights some aspects and offers several examples related to the translation of the language of education and the academic language in multicultural contexts.

**Keywords:** educational language, academic language, terminology, language in educational environment, equivalence, linguistic aspects, lexical units, language style, verbalisation

### GOING DIGITAL: FLIPPING THE FOREIGN LANGUAGE CLASSROOM

Andrijana ĐORDAN

**Abstract:** The Flipped Classroom approach was suggested by the chemistry teachers, Jon Bergmann and Aaron Sams (Bergmann & Sams, 2012) and, as a component of blended learning, it has spread throughout educational disciplines. The Flipped Classroom is an approach to teaching and learning activities where students watch a video lesson outside the class and do practical activities in the class – basically, the approach has made homework and classroom activities reversed, with the idea to make learning more individual and to transform a classroom into a dynamic and interactive learning environment, with high level of learners' engagement. The aim of this paper is to offer an overview of the flipped classroom approach and to explore its benefits and challenges for both, foreign language learners and educators.

**Keywords:** flipped classroom, flipped learning, blended learning, digitalization, foreign language teaching/learning

### THE VIRTUAL EXAMINATION ROOM. ONLINE INTERACTION IN TEACHING OF MEDICAL GERMAN

Daniela KOHN

**Abstract:** Digital communication opens up new possibilities for contemporary, action-oriented teaching in German as a Foreign Language, confronting it with further challenges and focusing on less-treated topics. The new descriptors for interactive online communication, developed due to the extension of the CEFR (2018), born of the need to respond to a changing reality, have a creative and motivating effect on the actual language training. In order to make the GFL lessons for medical practitioners as realistic as possible, the development of tailored exercise types for interactive online communication is necessary. Future physicians should be prepared for the doctor-patient interaction and other similar situations not only in the virtual examination room, but also during their general language training

**Key words:** foreign language acquisition, digital media, new descriptors, online interaction, medical language

### GOOD REASONS TO LEARN GERMAN - THE MOTIVATION OF ECONOMICS AND BUSINESS STUDENTS AT THE WEST UNIVERSITY OF TIMISOARA FOR LANGUAGE LEARNING

Anca MAGHETIU

**Abstract:** "Whatever plans you have for your future, with German language skills you can create endless possibilities. Learning German means acquiring skills that can improve your professional and personal quality of life. "- this is how the Goethe Institut promotes German language learning. But what does the

language learning reality look like? How useful is German language learning for students of the Faculty of Economics and Business Administration, West-University of Timisoara? What advantages and in which areas do they hope for? What motivates them to learn a foreign language? The present paper deals with these questions and tries to present a real picture of their perception of German as a technical, business and common language by analysing the results of 100 questionnaires filled out by students.

**Key words:** motivation, German as a foreign language, LSP, business German

#### **REVIVAL OF THE TRADITIONAL CULTURE OF BANAT IN THE DIGITAL ERA – CADE STUDY: THE DOWRY CHEST FESTIVAL**

Adela MARINCU POPA

**Abstract:** In the modern era and in the context of globalization, communities are rediscovering the value and importance of traditional anchors offered by local tradition. In the specific case of popular culture, it manages to combine the fundamental elements that give sense of community and belonging, overcrowded living conditions of information and influence because of the accessibility offered online. This paper addresses the ways "Dowry Chest" Festival in Timis county showcase traditional cultural heritage of Banat and its projection in cyberspace through digital communication channels.

**Keywords:** tradition, cultural heritage, Banat, folklore, festival

#### **LEGAL LANGUAGE AND TECHNOLOGY: ENHANCING THE DELIVERY OF LINGUISTIC MESSAGES?**

Isabella-Alice MATIEȘ-VERBUNCU

**Abstract:** While law requires language, legal experts need to communicate through words which are fundamental devices for delivering linguistic messages. Communication in this area represents the key for a successful outcome of any legal proceeding or particular case. Over the years, we have witnessed as technology has reached one of its greatest potential of development. The phenomenon of humanity evolution arises while technology innovates and legalists make use of science and IT to improve the quality of their work. But when do we know there is enough technology and how to maintain the balance in favour of humans instead of machines?

**Keywords:** legal, law, technology, communication, balance

#### **ESCHATOLOGICAL THEMES IN ISLAMIC STATE PROPAGANDA**

Mihai MURARIU

**Abstract:** This paper will focus on an important but otherwise underresearched change which gradually occurred in the propaganda efforts of Islamic State – namely its transition from an emphasis on eschatological immediacy to one of generational struggle, whilst pointing to the propaganda magazines Dabiq and Rumiya. By making an effective use of modern communication strategies and eschatological themes, the movement signals its total commitment to its worldview and to the challenge it represents for all those outside of it.

**Keywords:** Islamic State, propaganda, eschatology, radicalism

#### **SELF-EXPRESSION THROUGH WRITING IN THE CONTEXT OF MEDIA VOYEURISM**

Corina OZON

**Abstract:** New media have promoted new communication practices and encouraged approaches based on shifting the boundaries between what is public and private, with public space being invaded by subjects usually associated with privacy. Two well-known women writers of Romanian blogs, who are also contemporary writers, have been chosen as empirical ground and have attracted many readers by self-exposure in their texts: one promotes therapy from its own personal experiences, the other is doing parenting by telling stories about her motherhood.

**Keywords:** self-expression, new media, voyeurism of the media, hearing, writer, blog, public

#### **DIGITAL FICTION AND READING CARTOGRAPHERS OF URBANITY**

Tijana PAREZANOVIĆ

**Abstract:** The interface between literary fiction and digital technologies is creating new forms of cultural phenomena and enabling new channels of interaction between the text and the reader. This paper deals with locative digital fiction and, more particularly, James Attlee's 2017 award-winning work titled *The Cartographer's Confession*, produced as a smartphone application. The work is considered within the context of urban communication and the framework of Walter Benjamin's writings concerning the urban stroller, Robert Tally's literary cartography, and reader-response criticism (Wolfgang Iser). The paper

addresses the issue of gaps, both cartographic and narrative, and examines the potential of digital fiction to overcome them and thus facilitate communication between the text (as map) and its reader, participant in the process of urban communication.

**Keywords:** digital fiction, smartphone application, *The Cartographer's Confession*, literary cartography, flâneur, narrative gaps, blank spaces

#### **MEDIA LITERACY AS A 21<sup>ST</sup> KEY COMPETENCE. A CASE STUDY OF ROMANIA.**

Ileana ROTARU

**Abstract:** This study argues the necessity of implementation of media literacy in schools by interpreting media literacy in relation to 'communication' and knowledge and information society, which are included in the key competences of European Union. In the Romanian educational system, the media literacy competence is not aimed in any educational curriculum. Few efforts have been made in the past ten years, efforts initiated by the civil society experts and not adapted to the national curriculum yet. Based on the literature review and on the content analyses of the national curriculum, this study contrived media literacy strands and standards including performance objectives and basic teaching and learning contents. By theoretically systemizing media literacy, this study is expected to promote the understandings of media literacy in schools and promote its implementations in the classrooms.

**Keywords:** media competence, national curriculum, media literacy, key competence

#### **TRANSLATING ECONOMIC COLOUR IDIOMS AS A WAY OF DEVELOPING CROSS-CULTURAL ECONOMIC DISCOURSE**

Marina-Cristiana ROTARU

**Abstract:** The purpose of this paper is two-fold: first, it aims to investigate to what extent colour idioms in economic language can generate discourse. As metaphorical constructions, economic colour idioms can help conceptualize experience by means of the conceptual metaphor. They also help frame economic reality linguistically, thus developing discourse-generating power. Second, it seeks to indicate the degree to which the translation of these idioms can accommodate the linguistic forms of the reality illustrated by the economic discourse in the target language. The numerous calques used in the translation of economic colour idioms indicate that new cultural forms disseminated by English language worldwide have been linguistically assimilated and accommodated in other languages, contributing to the process of acculturation and the development of cross-cultural discourse.

**Keywords:** economic colour idioms, conceptual metaphor, international calque, schemata, accommodation, assimilation, acculturation, cross-cultural discourse

#### **LANGUAGE TEACHING AND INTERCULTURAL COMMUNICATION BY MEANS OF FACE-TO-FACE CONTACTS, ETHNOGRAPHY, TANDEM LEARNING, INTERNET AND MEDIA SUPPORTED TEACHING AND LEARNING PROCESS AS WELL AS CULTURE APPROACHING METHODS**

Andreea RUTHNER

**Abstract:** Regardless whether the contact to foreign cultural communities takes place by means of direct intercultural encounters during visits abroad (*face-to-face contacts* and *face-to-face tandem learning*) or with the help of virtual interaction in the context of internet and media supported teaching and learning (*videoconferencing*, *video footage* or *e-mail-tandem-learning*), it always produces an intercultural learning process. Nevertheless, most of the mentioned methods are rather in heterogeneous learning groups efficient, while Romanian groups are usually homogeneous. Therefore, intercultural communication methods and patterns are in this case of major importance.

**Keywords:** intercultural foreign language teaching, intercultural communicative competence, digitalized learning process, methodological recommendations

#### **COMMUNICATING THROUGH PHOTOGRAPHIC IMAGES**

Sorin SUCIU

**Abstract:** A number of false ideas circulate at the level of common sense in connection with the photographic image. The most frequent ones are those referring to the so-called photographic language, to the hidden grammar of the photographic image, or to the amount of truth contained in a photograph. The fact that the photography does not have a language in the proper sense of the word, does not have a grammar and does not claim to reveal the truth does not diminish in any way its dignity as a medium of expression. My article aims to demystify the photographic expression in order to clarify its specificity.

**Keywords:** photographic image, universality, interpretation, perspective



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