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DEPARTMENT OF COMMUNICATION AND  
FOREIGN LANGUAGES**

# **professional communication and translation studies**

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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

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*Foreword: Language and communication  
in the digital age – challenges for researchers,  
teachers and practitioners*

The 13<sup>th</sup> issue of *Professional Communication and Translation Studies* (PCTS) goes to print in the vortex of the digital revolution. The PCTS conference, organized at *Politehnica University Timișoara* on 4-5 April 2019 by the Department of Communication and Foreign Languages, with the support of the Faculty of Communication Science took place in a pre-revolutionary setting, with scholars reflecting on *Language and communication in the digital age, challenges for researchers, teachers and practitioners* in a face-to-face format. The preparation of the second volume of the conference is carried out in a predominantly digital environment. The outbreak of the COVID 19 pandemic at the beginning of 2020 changed the world. New concepts came to the fore such as social isolation, mask-wearing in public life, remote office work or accelerated implementation of digital solutions in areas previously presented as futuristic projections – telemedicine or religious services. Libraries can be accessed only remotely. Publishing houses opened access to scientific knowledge in an unprecedented effort to allow research, education and entertainment continue, with the (written) word as a refuge. Literature is read in a new key: the *Decameron* stories or *Love in the times of cholera* teach resilience strategies. Communication plays a major role in keeping communities together, informed, cohesive and functional. Language use reflects new concerns and nuances in wording are deeper understood. Not only linguists, medical doctors, or public communicators, but also the general public learned the differences and contexts that change the meaning for *epidemic* vs. *pandemic*, *quarantine* vs. *isolation*, or *respirators* vs. *ventilators*.

In the summer of our isolation, scientific solidarity and reflection have been needed more than ever. The digital is now the “new normal” and scholarly life not only in Romania, but throughout the world, avoided disruption due to digital literacy. Besides the so-called early adopters of technology, young professionals living in large areas – that are analyzed in many of the papers presented in this volume – the 2020 realities forced a rapid integration into the digital society of the other generations. A recent survey on the “Digital Sentiment in Romania” conducted by McKinsey & Company (May 2020) shows that the use of digital services is now significant across all age groups and geographies. All these provide a new context which gives value to the research presented in this volume. They show early interest in the digital and a foresight on the evolution of society.

This volume of proceedings reflects the structure of the conference sections and gathers papers in the fields of professional communication, linguistics, translation studies and foreign language pedagogy. Also, a distinctive feature of the conference and of the proceedings volume is multilingualism. Although English dominates scientific communication, two thirds of the papers are written in French and German, respectively. The English abstracts help identify the areas of interest and enhance the scientific dialogue between the various schools of thought and expression.

The first section of the current volume, **Professional communication**, contains seven papers, five in English, one in French and one in German, reflecting a variety of interests and approaches. Journalism education, critical thinking, ethical judgement, image building, social engagement and influencing through advertising are tackled by the articles in this section.

The two articles in the second section, **Linguistics and communication**, explore the impact of technology on (non)verbal messages. The reader is invited to witness the engineering students' capacity to understand the signs of nonverbal communication. The second article in the section, in German, explores the face-to-face vs. the technologically mediated communication in university settings, the findings indicating the young people's preference for Facebook, Instagram and digital apps for virtual communication.

The third section of the volume focuses on **Translation studies** and contains four articles, two in English and two in German, which aim at offering translation scholars and professionals new insights into the cultural competence that makes human translation more valuable when compared to other machine translation options, which are faster, but still far from being perfect. Each paper indicates a specific direction worth following in-depth: the intercultural competence of the translator; the specificity of educational terms translated from Romanian into French; the politeness formulas in translation; the transcoding or transcreation strategies in translating advertising texts.

In the last section of the volume, **Foreign language pedagogy**, two out of four papers are published in English. The interests, again, are remarkably diverse, from the digitalization in the educational processes towards digital citizenship to teaching English to naval architecture students in Romania and to communication through immersion and learning a language – German – through children's literature or in professional scenarios.

We sincerely congratulate all the participants in the PCTS conference and all the authors who published in the proceedings. As editors, we take active steps towards promoting the results of the scientific endeavors presented at PCTS. We publish the articles online first, thus ensuring open and immediate access to contents and we notify reviewers, authors, and partners that the papers have been published. All articles are available for download and use free of charge, as long as credit is given to the editor and the research ethics is respected. This volume will also be submitted for inclusion in several international databases such as EBSCO, CEEOL, Index Copernicus, Ulrich's, WorldCat and Google Scholar, thus contributing to the global scientific dialogue and disseminating the research results to a wider audience. The publication of this issue will also be disseminated on Facebook and other digital platforms.

More than ever we encourage authors to complement these efforts to promote their articles via such methods like sharing links to their article(s) on various social networks, such as Twitter, Facebook, LinkedIn; share the article link directly with colleagues and peers; add a link to their article(s) on academic research-sharing platforms, such as Academia.edu, or Google Scholar; update personal and institutional websites by adding the title and a link of the article(s).

We hope that this is an interesting volume to read, study and quote and we actively encourage the authors to consider registering to the upcoming editions of Professional Communication and Translation Studies Conference in the near future, when Timișoara enjoys its status of European Capital of Culture, an event that will definitely have a digital dimension. Hopefully, the 12th edition of the PCTS conference will have at least partially a face-to-face dimension, to allow for the already familiar hospitality and quality recurrent participants are accustomed to. However, pencil in your calendars the spring of 2021 for PCTS, even if the event will be held virtually entirely. Until then, stay safe, healthy, and tuned to the new developments in science, research, and education!

*Mariana Cernicova-Bucă & Daniel Dejica  
Timișoara, August 2020*

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## LIST OF ABSTRACTS IN ENGLISH

### JOURNALISM EDUCATION IN TODAY'S FAST-PACED MEDIA ENVIRONMENT

Adina BAYA

**Abstract:** Political and economic pressures in newsrooms, "fake news" and increasing lack of trust from the part of the audiences are some of the recurring problems professional journalists have to face today, closely linked to the "retreat" in democracy and to the fast-paced media environment pushed by technology advancement. How can journalism education adapt to the accelerated changes affecting the media landscape? Some of the provisional answers to this central question imply encouraging flexibility and adaptability in managing information across different platforms, struggling to highlight relevance and making the best of the up-to-date technological tools, while keeping in mind that "journalism's first obligation is to the truth" and "its first loyalty is to citizens" (Kovach & Rosenstiel 2003). Entrepreneurial and technical skills should empower future journalists to master transmedia storytelling, crowdfunding and crowdsourcing, get used to the mobile status of the profession and envisage their own media business initiatives, as well as stay true to ethical values.

**Keywords:** Journalism education, fake news, media ethics, journalistic skills, media technology

### NON-VERBAL COMMUNICATION – A STUDY ON ENGINEERING STUDENTS

Andreea BAN, Mihaela BUCUR

**Abstract:** Reading or interpreting non-verbal language is a learning skill that requires continuous practice. The present study is conducted on a sample of 100 engineering students and identifies a set of theoretical rules specific to this type of language. Observations have been analysed in interactions with them in different situations, without knowing that they were being evaluated. Thus, the results of the study highlight elements related to how they are attentive to the surrounding environment, whether they are active observers or not, whether they can recognize and decode universal and private nonverbal behaviours. We have also analysed clustered or successive types of behaviours, reasons of behavioural changes that can signal changes in thoughts, emotions, interests or intentions, and their way of identifying by nonverbal communication, detecting untrue or false nonverbal signals.

**Keywords:** Non-verbal language, nonverbal behaviours, interpreting non-verbal language, study, universal non-verbal behaviours, private non-verbal behaviour

### CRITICAL THINKING, ACTIVISM AND APPLIED ETHICS

Cosmin-Constantin BĂIAȘ

**Abstract:** Critical thinking as attitude and current activity is a practice of everyday argumentation. At the same time, critical thinking is a tool for training young people in a democratic society. It is a modality of education in the spirit of individual freedom. We are in favor of choosing some critical themes for which the researcher has a strong implication. The analysis and evaluation of arguments often leads to positive effects insofar as the neutral researcher turns into an informed activist. We argue that the subjects of applied ethics can be an excellent framework of analysis in which critical thinking skills can be developed both for the benefit of the individual and for the benefit of contemporary society.

**Keywords:** Critical thinking, argumentation, education, activism, applied ethics, teaching methods

### CULTURE JAMMING: PERSPECTIVES BY INCONGRUITY AND POLEMICAL INTERTEXTUALITY

Daniel CIUREL

**Abstract:** This paper aims to present culture jamming as a rhetorical practice (semantic activism). Culture jamming is an anticonsumerist resistance strategy, a countercultural tactic and a critical practice consisting in the manipulation of media and other public discourses by artists and activists, in order to challenge the dominant memes, to subvert the mainstream (cultural, political and commercial) messages, using their own discourses and altering them to create alternative meanings. Culture jamming exploits intertextuality and counterframing, in different ways of de-constructing and re-constructing hegemonic messages, using allusion, irony and parody as polemical devices. Also, perspective by incongruity is used: oddly juxtaposed symbols that influence audiences to adopt new perspectives and create new insights. Cultural jammers question the consumerist and corporate worldviews.

**Keywords:** Brandalism, demarketing, memes, Kalle Lasn, media hoaxes, subvertising

### LEARNING IN THE DIGITAL ERA. DIGITAL CITIZENS

Monica CONDRUZ-BACESCU

**Abstract:** The paper focuses on learning in the digital era and digital citizens. The evolution of modern information technologies and the Internet have revolutionized education and traditional forms of training. The development of modern forms of learning has directed the evolution of multimedia and communication technologies to the development of digital infrastructures demanded by today's computerized societies that provide everyone with easy access to the content of massive virtual libraries. Using new technologies, everyone concerned with their professional development can communicate with their field specialists and other colleagues to share information, knowledge and experience. Digital citizens belong to the digital society. They use technology to get involved in the good course of society. Digital citizenship empowers people to harvest the benefits of digital technology in a safe and efficient way. In the world of the 21<sup>st</sup> century, the skills of the digital age cannot be neglected. Once these skills are mastered, trust and autonomy arise. Young people learn not only to master a wide range of digital tools but also to understand how they work and how they are created.

**Keywords:** Digital era, digital citizens, eTwinning, information communication technology, e-learning

### WHAT MAKES A GOOD TRANSLATOR? A FOCUS ON THE INTERCULTURAL DIMENSION OF THE TRANSLATION COMPETENCE

Mihaela COZMA

**Abstract:** In the context of today's globalized market, the success of a translator depends, to a large extent, on a number of skills which make up what is generally described as (inter)cultural competence. The present paper focuses on the complex nature of the translator's intercultural competence, examining it from various perspectives: theoretical, sociolinguistic, textual and interpersonal. The author relies on both theoretical and research evidence, with the ultimate goal of arriving at conclusions of relevance for the field of translator training.

**Keywords:** Cultural ability, intercultural competence, translation competence, intercultural mediators, translator training

### TECHNICAL GERMAN FOR STUDENTS. THE DEVELOPMENT OF LANGUAGE SKILLS

Anca DEJICA-CARTIȘ

**Abstract:** Current trends in foreign language teaching associate language skills with communication skills, specialist knowledge and technical language. When it comes to successful communication, language skills are skills that complement cognitive, cultural, and sociolinguistic skills. In the foreign languages' curriculum, a distinction is made between communication skills needed in everyday scenarios, and technical and communication skills used in specialized and professional scenarios. Accordingly, in this latter scenario, foreign language lessons should be built on key topics based on real, every-day professional scenarios. This puts future engineers in the position to deal with technical terms and topics from professional environments, which will help them develop or improve their language and communication skills.

**Key words:** language and communication skills, applied linguistics, cognitive aspects, technical terms, technical language

### EMOTION - A FACTOR OF MOBILIZATION TO ENSURE INTERACTIVITY

Anamaria FILIMON-BENEA

**Abstract:** Named by sociologists of the mass media "technological determinism" (Petcu, 2002, p. 74), Marshall McLuhan considers that the means of communication - media - has "a decisive impact on the balance of human perceptions" (Ibidem, p. 76). In his work *Understanding mass-media* (1964), he launched the slogan, well known since that time: "the means is the message". The idea, in general, is that the technological means used to communicate are as important as the communicated communication content. The cause of this thing is that the medium used in communication influences perceptions, the balance of the senses. The impact of the message will also be different thanks to the means used. Using the qualitative research method, the article aims to analyze messages transmitted online, in order to determine to what extent the expression of emotion is a mobilizing factor for public engagement.

**Keywords:** Communication, advertising, people, interactivity, emotion

### "VIRTUAL" OR "FACE TO FACE" COMMUNICATION, WHICH PLAYS THE DECISION FACTOR IN THE RELATIONSHIP TEACHER / STUDENT

Maria-Dana GROSSECK

**Abstract:** The article focuses on the role played by face-to-face communication in the general context of communication. The author makes a thorough analysis of the relationships between people. In fact, all the

human characteristics, verbal and non-verbal can create a code, a model, or an interpersonal communication style. The study focuses particularly on communication in a university environment. Different types of communication are analyzed, such as virtual communication, messenger, e-mail, WhatsApp, etc. Some of these types are analyzed and compared considering their advantages and disadvantages. The results indicate that, if the aim is to reach many people, the best communication technique is the use of virtual communication, especially Facebook and Instagram. For fewer people, the best results are obtained by the use of the traditional type of communication, i.e. face-to-face, but with the use of modern technology.

**Keywords:** Communication, virtual communication, written communication, oral communication, interpersonal relationships

#### LEARNING GERMAN THROUGH CHILDREN'S LITERATURE

Sabina HOMANA

**Abstract:** In the post war period, in the mid-fifties, children's books saw a spectacular increase in number. The teaching of foreign languages changed radically as well during those years, so that at the end of the 20<sup>th</sup> century children's books were specifically introduced as a method of learning a foreign language. In the 21<sup>st</sup> century children are not the only ones learning a new language by means of children's literature, adults learn this way, too. These findings can be illustrated with two children's books, the classical novel of Erich Kästner *Erich and the Detectives* and the very popular *Olchi* series by Erhard Dietel.

**Keywords:** Picture books, the *Olchis*, communication through immersion, listening as speaking stimulus, verbal action

#### SOME TRANSLATION DIFFICULTIES OF EDUCATIONAL TERMS FROM ROMANIAN INTO FRENCH

Andrea KRISTON

**Abstract:** The present paper aims at offering some insights into the translation of some educational terms from Romanian into French. The research presented in this paper led to the completion of a dictionary of education destined for educational staff, researchers and students in the educational field. When translating a document, there are several obstacles the translator needs to overcome. The current paper deals with translation problems and strategies for cultural aspects, anglicisms, acronyms and initialisms.

**Keywords:** Translation problems, translation strategies, cultural terms, anglicisms, acronyms, initialisms

#### ACHIEVEMENT VERSUS ASCRIPTION IN ROMANIAN AND GERMAN ADVERTISING

Patrick LAVRITS

**Abstract:** The dimension achievement vs. ascription asks whether status is acquired by a person through individual performance or whether the status is more attributed to it by origin or affiliation. In achievement-oriented cultures, personal commitment and hard work are rewarded and are crucial for the social standing of the individual. A person's worth is determined on the basis of their performances and how well they perform their tasks. Ascription-oriented cultures emphasize the social circumstances in which an individual was born. Characteristics such as origin, age, gender, social connections, education, and work determine this status. When someone from an achievement-oriented culture does business with people from an ascription-oriented culture, it is advisable to deploy older, more experienced people who are familiar with formal customs and manners and who respect established titles. Achievement vs. ascription can also be recognized in the execution of advertisements, the interactions between the characters and the type of persons represented, as well as in the way the message is conveyed and how the target group is influenced and reached in the different cultures.

**Keywords:** Intercultural perception, cultural dimensions, achievement vs. ascription, advertising

#### EFFECTIVE INTERPRETING STRATEGIES OF FORMAL EXPRESSIONS

Maria Larisa NECHITA, Maria Elena MILCU

**Abstract:** Conference interpreting is an activity that goes beyond linguistic transfer. Cultural notions are barriers that must be overcome by the ingenuity of the interpreter in order to make sure that the speaker's message gets to the target audience without producing disagreements. Interpreters do more than finding appropriate linguistic equivalence. They shape the message of the speaker in order to be intelligible in another language but especially accessible for another culture. Politeness formulas are cultural elements that indicate how the inhabitants of a region that belong to a community are used to interact with each other. The purpose of this article is to demonstrate that during the mediation process, the interpreter must pay particular attention to courtesy forms since they represent a criteria worthy of consideration regarding removing cultural differences.

**Keywords:** Conference interpreting, cultural transfer, politeness formulas, public speaking

### **ADVERTISING TRANSLATION IN THE DIGITAL ERA: FROM LINGUISTIC TRANSCODING TO TRANSCREATION**

Luciana PENTELIUC-COTOȘMAN

**Abstract:** In the current civilizational context, defined by the global economy and communication, of which the Internet is the main vector, the advertising translation is growing exponentially and is functioning as one of the key factors of all international marketing strategies. It is the center of a large problem area related to the specificity of the advertising language and to the complexity of the promotional message conceived as a multi-semiotic, heterogeneous and protean system, involved in a multilingual and multimedia communication act. Faced with the rise of online advertising, advertising translation is redefining its strategies and imposing itself as an interdisciplinary and creative practice, open to interculturality, combining global communication and communicational localization. This article aims to illustrate some of the emerging trends in this area, focusing on the translation of the commercial website as one of today's most complex and effective forms of advertising communication.

**Keywords:** Advertising translation, advertising communication, commercial website, loreal, adaptation

### **THE ETHICAL ALTRUISM AND THE SPIRIT OF CAPITALISM**

Sorin SUCIU

**Abstract:** The ethical model of capitalism, which is based on the idea of a so-called rational egoism, has led in practice to unacceptable economic gaps and inequalities. At the same time, this model subordinates human values and global priorities to economic principles and consumerist drives. This leads to environmental pollution, exhaustion of the planet and threatens the future generations to come. My article proposes to replace this model with an ethical altruism that takes into account the urgent needs and the welfare of all parties involved.

**Keywords:** Inequality, gaps, capitalism, selfishness, ethical altruism

### **TEACHING ENGLISH TO NAVAL ARCHITECTURE STUDENTS IN ROMANIA**

Anca TRIȘCĂ (IONESCU)

**Abstract:** Learning English by naval architects is important for a number of reasons. Different people can communicate with one another with the help of English. Secondly, all advanced knowledge in naval architecture is available in English. The results of the latest researches come to Romania through the medium of English. If we give up English, we will lag behind in the higher fields of study. Today, the world has become one family. It is all due to English. English is an international language. English has become a part of Romanian life. In this paper I have tried to mention the problems faced by teachers of English in teaching students of Naval Architecture and Technology, at the same time problems faced by students in learning English. I have also mentioned some suggestions and ways to develop all skills related to English Language that might be useful for both students and teachers.

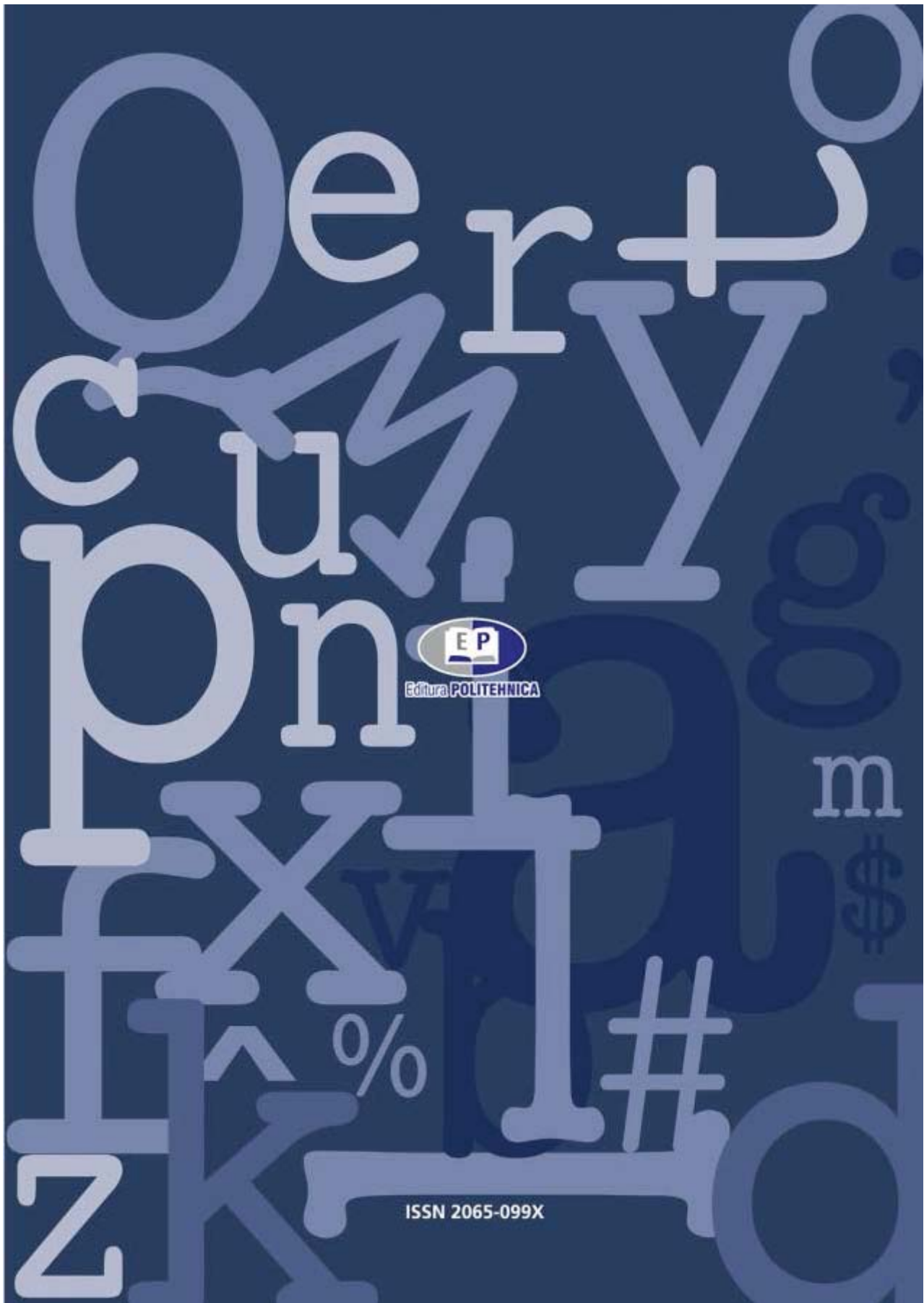
**Keywords:** Naval architecture, language teaching, specialized texts

### **THE IMAGE OF A FINANCIAL INSTITUTION – OTP BANK ROMANIA**

Ioana VID

**Abstract:** Public relations manage the activity of the organization and determine the process of building the image of the organization. The way these relationships are managed can have an overwhelming effect on the current activities and on the success of the company. Public relations have a role within the company, the organization and administration of the complex system of commercial, economic, political, administrative, social, media, cultural relations in which the company evolves. The expectations of all customers are increasing, as competing banks introduce high standards of services. It is becoming increasingly clear to a bank that one of the most important things is to maintain its current clientele, but also to attract new customers, and these things are possible only by building a positive image both inside and outside the organization. The article aims to make a qualitative analysis on the ways in which OTP Bank outlines and creates a positive image using the tools of the public relations activity.

**Keywords:** Communication, public relations, analyse, image, organization, customers



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