



PCTS 13

30-31 MARCH 2023
TIMIȘOARA, ROMANIA

POLITEHNICA UNIVERSITY TIMIȘOARA
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

***PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES***

INTERNATIONAL CONFERENCE
13TH EDITION

***DIGITAL CULTURE, COMMUNICATION
AND TRANSLATION***

CONFERENCE PROGRAMME and BOOK OF ABSTRACTS

Organised by:

**The Department of Communication and Foreign Languages,
Politehnica University Timișoara**

Scientific partners:

AOSR

Academy of Romanian Scientists

ESSE

The European Society for the Study of English

RSEAS

The Romanian Society for English and American Studies

RSAA

The Romanian Studies Association of America

CERM

Centre d'études et de recherches multimédia, Mons University, Belgium

Doctoral School of Humanities,

West University of Timișoara, Romania

ISTRAROM

Translationes Research Center in Translation
and the History of Romanian Translation

PoliCAT

Politehnica Center for Advanced Translation Studies

PoliCOM

Interdisciplinary Research Center for Communication and Sustainability at the
Politehnica University Timișoara

"Titu Maiorescu" Institute of Banat Studies,

Romanian Academy, Timișoara Branch

Research Centre for Specialized Translation and Intercultural Communication,

Technical University of Civil Engineering Bucharest

Overall conference coordination: Daniel Dejica
Chair of the Scientific committee: Mariana Cernicova-Bucă
Chair of the Organising committee: Vasile Gherheș

International Scientific committee

Petru Andea, Academy of Romanian Scientists, Romania
Carmen Ardelean, Technical University of Civil Engineering, Bucharest, Romania
Georgiana Badea, West University of Timișoara, Romania
Ștefan Bratosin, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France
Mariana Cernicova-Bucă, Politehnica University Timișoara, Romania
Igor Charskykh, Vasyl' Stus Donetsk National University, Ukraine
Sebastian Chirimbu, Spiru Haret University, Bucharest, Romania
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Carlo Eugeni, University of Leeds, UK
Vasile Gherheș, Politehnica University Timișoara, Romania
Walter Giordano, University of Naples Federico II, Italy
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Gyde Hansen, Copenhagen Business School, Denmark
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Ioan Lucian Popa, Vasile Alecsandri University of Bacău, Romania
Sam Safar, University of Mons, Belgium
Simona Șimon, Politehnica University Timișoara, Romania
Mihaela-Alexandra Tudor, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France
Radu VasIU, Politehnica University Timișoara, Romania
Titela Vilceanu, University of Craiova, Romania

Local Organising committee, Politehnica University Timișoara, Romania

Mariana Cernicova-Bucă, Liliana Cismariu, Daniel-Liviu Ciurel, Anca Dejica-Carțiș, Daniel Dejica, Gabriel-Mugurel Dragomir, Marcela Fărcașiu, Vasile Gherheș, Maria-Dana Grosseck, Annamaria Kilyeni, Andreea Kriston, Adina Palea, Andreea Pele, Mirela Cristina Pop, Miroslav Stanici, Claudia E. Stoian, Simona Șimon, Andreea Ungureanu-Ruthner

CONFERENCE PROGRAMME

Please note that all conference hours are
in the EET – Eastern European Time zone (UTC+2)

March 30, 2023

08.30 – 09.00	Welcome and Networking (Auditorium)
	Official Opening
	<i>Florin Drăgan, Rector, Politehnica University Timișoara</i>
	<i>Rădu Vasîu, President of the Senate, Politehnica University Timișoara</i>
	<i>Titela Vilceanu, President, Romanian Society for English and American Studies</i>
	<i>Cătălin Hosu, President, Romanian Association of Public Relations</i>
	<i>Daniel Dejica, Dean, Faculty of Communication Sciences, Politehnica University Timișoara</i>
	<i>Mariana Cernicova-Bucă, Moderator, Chair of the Scientific Committee, PCTS</i>
09.00 – 09.30	
09.30 – 11.30	Keynote Presentations
11.30 – 13.00	Paper Presentations
13.00 – 14.00	Break
14.00 – 16.00	Paper Presentations
16.00 – 16.15	Break
16.15 – 17.45	Paper Presentations
17.45 – 18.00	Break
18.00 – 19.00	Keynote Presentation
19.30	Conference dinner

March 31, 2023

09.00 – 11.00	Paper Presentations
11.00 – 11.15	Break
11.15 – 14.30	Paper Presentations
14.30	Closing of the Conference

CONFERENCE PROGRAMME

Keynote Presentations

March 30, 2023

09.30-11.30, EET, Auditorium

Les Self media et la chute dans l'intime : Défis de la digitalisation

Ștefan Bratosin, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France

Médiatisation et culture de la digitalisation : transformations de l'autorité et de la gouvernance

Mihaela Tudor, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France

Audio-visual Translation and Reception: Concepts and Methods

Yves Gambier, University of Turku, Finland

18.00-19.00, EET, Auditorium, *online*

Green Media Accessibility: Let's Join the Green Revolution!

Pilar Orero, Universitat Autònoma de Barcelona, Spain

Workshops

March 30, 2023

11.30-13.00, EET, IT Area

Intralingual Translation – Training and Professional Opportunities

Carlo Eugeni, University of Leeds, UK

14.00-16.00, EET, IT Area

Creating Audio Description: The Basic Tools of the ADEM Technology

Bernd Benecke, Bayerischer Rundfunk, Munich, Germany

16.15-18.00, EET, IT Area

How to Organise and Create Easy-to-Read Contents

Óscar García Muñoz, Plena Inclusión Madrid, Spain

March 31, 2023

11.15-13.15, EET, IT Area

Computer Aided Interpreting (CAI): Theory and Practice

Martin Will, AITReN e. V., Germany

Round Table

March 31, 2023

13.15-14.30, EET, Polivalenta

Tendințe actuale în relații publice și comunicare (în perioada post-pandemie) - New Trends in PR and Communication Sciences - Insights from the Profession (in Romanian)

Organisers: Mariana Cernicova-Buca, Adina Palea

Meet the Authors

March 31, 2023

13.15-14.30, EET, AK2

La traduction intralinguistique : les défis de la diamésie

Timișoara: Editura Politehnica, Seria Studii de Traducere

Carlo Eugeni, Yves Gambier

O istorie a traducerilor în limba română [A History of Translations into the Romanian Language]

București: Editura Academiei Române

Muguraș Constantinescu, Daniel Dejica, Titela Vilceanu (coord.)

CONFERENCE PROGRAMME

Paper Presentations

March 30, 2023 – 11.30-13.00

ONSITE PRESENTATIONS
ONLINE PRESENTATIONS

Language and Communication	Translation Studies	Language and Communication	Translation Studies
Room: Polivalenta	Room: IT Area	Room: AK1	Room: AK2
Moderators: Adina Baya, Mariana Cernicova-Bucă	Moderators: Yves Gambier, Daniel Dejica	Moderators: Óscar García Muñoz, Marcela Fărcașiu	Moderators: Iulia Para, Andreea Pele
	<p>Workshop:</p> <p><i>Intralingual Translation – Research, Training and Professional Opportunities</i></p> <p>Carlo Eugeni</p>		
“So help me God”: Reflections on the Religious Formulae in Current Oath Texts for Civil Servants Mariana Cernicova-Bucă		Can Easy-to-Read Training be Validated with Current Standards? Rocio Bernabé Caro, Óscar García Muñoz	Exploring the Impact and The Role of Effective Translation in Multilingual Information Management Iulia Para
Presidential Communication in Times of Crisis. Case Study: The Facebook Page of the Romanian President, Klaus Iohannis Adina Palea, Ovidiu Filipisan		Designing Curricula for Validators and Facilitators of Easy-To-Read Texts Simona Șimon, Daniel Dejica, Marcela Fărcașiu, Annamaria Kilyeni	Mapping the Gradual Transition from TS Trainee to Successful In-House Translator. Insights into the Relationship Established between the Romanian Academic and Professional Environment Cristina Miutescu
Native Advertising as Rhetorical Camouflage Daniel Ciurel		Evolution and Perspectives of the Easy-to-Read Term Marcela Alina Fărcașiu, Vasile Gherheș, Simona Șimon, Daniel Dejica, Annamaria Kilyeni	Risk Management for Translators: Old Problems, New Challenges Carmen Ardelean
Ethnographic Practices in the Case of Romanian Alternative Journalism Project Recorder.ro Adina Baya		A Case Study on Cancel Culture Discourse: The Theatre of the Absurd Ana Scalcău	Mental Translation in Communicative Language Teaching and Learning Adriana Toma
Visual Rhetoric in City Branding. The Case of Timișoara ECoC 2023 Daniel Ciurel		Communicating Meaning across High- and Low-Context Cultures – A Comparative Analysis Georgiana Silvia Leotescu	Translators as Professional Communicators Andreea Pele
Virtual Influencers’ Debut in Romania: Ana Tobor Mariana Cernicova-Bucă		What’s in a Name? A Terminological Analysis of “Anglo-Saxon” in the French and Romanian Cultures Sorin Ciutacu	EU English Current Status within EU Bodies, Its Impact and Spread in Europe Teodora Florică

CONFERENCE PROGRAMME

Paper Presentations

March 30, 2023 – 14.00-16.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Translation Studies	Translation and Interpreting Studies	Language, Translation and Communication
Room: Polivalenta	Room: IT Area	Room: AK2	Room: AK1
Moderators: Anamaria Filimon-Benea, Gabriel-Mugurel Dragomir	Moderators: Carlo Eugeni, Annamaria Kilyeni	Moderators: Titela Vilceanu, Daniel Dejica	Moderators: Georgiana Badea, Mirela-Cristina Pop
Limbajul și coeziunea socială: Rolul limbii romani în păstrarea tradițiilor și valorilor culturale ale comunităților de romi din județul Brăila Daniel Caraivan	<p>Workshop:</p> <p><i>Creating Audio Description: The Basic Tools of the ADEM Technology</i> Bernd Benecke</p>	A Brief History of Interpreting Simona Șimon, Andrea Kriston, Andreea Ungureanu-Ruthner	L'utilisation de la technologie dans la traduction : option versus nécessité Anca Monica Stanciu
Factori de influență ai învățământului online, respectiv față în față, în timpul și după pandemia de Covid-19 Gabriel-Mugurel Dragomir, Vasile Gherheș, Claudia E. Stoian, Marcela Fărcașiu		Translation Studies, Knowledge Management and Competence Studies. A Case of Boundary-Spanning Collaboration Titela Vilceanu	La traduction spécialisée dans la littérature et dans les pages web professionnelles de traduction de langue française Mirela-Cristina Pop
Explorarea comunicării vizuale prin interacțiunea cu imaginile din mediul online Anamaria Filimon-Benea		Quality Assessment of Human and Automatic Intralingual Live Subtitles Martina Bruno, Carlo Eugeni	Les principales difficultés en interprétation simultanée Andrea Kriston
Impactul inteligenței artificiale asupra creatorilor de conținut. Costuri și beneficii strategice Georgiana Stănescu		Challenges and Complexities of Legal Translation: Aspects of Linguistic and Cultural Mediation Eva-Nicoleta Burdusel	Sur la formation et sur les nouvelles compétences du traducteur professionnel dans une société interculturelle et numérique Georgiana Badea
Timișoara Capitală Europeană a Culturii și vorbitorii de limbă germană. O analiză a ofertei culturale vizibilă online Adina Palea, Ruxandra Buglea		Legal Translation Activities. Intercultural Interfaces and Perspectives Andreea Maria Cosmulescu	Les sites compagnon dans l'enseignement/ apprentissage du français professionnel Mihaela Popescu
Învățământul preuniversitar românesc în fața provocărilor pandemice Ionela Stoicov		Legal Translation Challenges: A Case Study on Quality Assessment Denisa Ungurean-Mitroi	D'une crise à l'autre : création terminologique et conceptualisation métaphorique. Réflexions sur la dynamique du langage de la permacrise Luciana Penteliuc-Cotoșman
		Wholistic Translation Theory Marius Golea	
		Medical Translation and Terminology Issues Mihai Robert Rusu	

CONFERENCE PROGRAMME

Paper Presentations

March 30, 2023 – 16.15-19.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Language and Communication	Translation Studies	Language and Translation Studies	Foreign Language Teaching	
Room: Polivalenta	Room: AK1	Room: IT Area	Room: MR2	Room: AK2	
Moderators: Igor Charskykh, Daniel Ciurel	Moderators: Lucia Lia Epure, Liliana Cismariu	Moderators: Bernd Benecke, Marcela Fărcașiu	Moderators: Gyde Hansen, Anca Dejica-Carțiș	Moderators: Irina-Ana Drobot, Simona Șimon	
		<p>Workshop:</p> <p><i>How to Organise and Create Easy-to-Read Contents</i></p> <p>Óscar García Muñoz</p>			
Political Discourse – Identity and Boundaries Nicoleta Corina Drăgoi	Amatorism și impostură în comunicarea publică Lucia Lia Epure			Das funktionale Übersetzen im Hinblick auf künstliche Intelligenz Anca Dejica-Carțiș	The Importance of Motivation in Foreign Language Learning Laviniu Lăpădat, Maria Lăpădat
PR-isation of International Relations in Wartime Igor Charskykh	Tehnici de comunicare și publicitate în industria de beauty Ioana Vid			Sprachwandel und Gesellschaft. Sprache als Spiegel der Veränderung Ruxandra Oana Buglea	Digital Culture and Using Social Media Posts in Foreign Language Learning Irina-Ana Drobot
Moving Boundaries. Politeness Strategies and the Cyber Reality Radu Stefan Stanescu	Provocări ale comunicării guvernamentale de criză în condițiile pandemiei de Covid-19 din România Marcela Fărcașiu, Mariana Cernicova-Bucă, Vasile Gherheș			Sprachen verbinden – Mehrsprachigkeit, Interkomprehension und Übersetzung Ana-Maria Dascălu-Romițan	Exam, Feedback and Their Importance in the Process of Teaching-Learning English as a Foreign/Second Language in Iraqi Secondary Schools (ISS) Mohamed Hashim
Digital diplomacy in the Post Web 2.0 Era Diana Oana Strimbeanu	Antreprenoriatul social, de la idee la nevoi informaționale pentru implementare Liliana Cismariu			Die Sprache in Herta Müllers Collagen Claudia Tulcan	Professional Issues in Language Teaching Daniela Angelica Bercian
	Fenomenul deepfake și etica media Sorin Suci			Transkreation von digitalen slowenischen Speisekarten am Beispiel des Sprachenpaars Slowenisch-Deutsch Vlasta KUČIŠ	The Use of Sarcasm in ESP Classes Mirela Elena Costeleanu
Professional Competences for Easy-to-Read Validators Annamaria Kilyeni, Daniel Dejica, Simona Șimon, Marcela Fărcașiu	Portavocile Păcii. Impactul noilor tehnologii asupra comunicării pentru pace: un studiu de caz al ONU Alexandru Claudiu Râță			Naturwissenschaftlicher Wissenstransfer aus dem Deutschen ins Lettische: Beitrag von H. Kawall Silga Sviķe	Teaching EFL to the Digital Born Generation. Challenges and Expectations Cornelia-Patricia Grigoraș
	Responsabilitatea socială corporativă. O chestiune de etică? Sorin Suci			COVID-19-bedingte Veränderungen im Einkaufsverhalten: eine empirische Analyse Veronica Cămpian	
	Persuasiunea ca formă de propagandă ascunsă. Limitele comunicării publice în situații de criză. Adrian Păcurar			Wie Metaphern Fachsprachen und -übersetzungen angenehmer machen können Maria-Dana Grosseck	Digital Literacy and Information Dissemination in ESP Classes Laura Ionić

CONFERENCE PROGRAMME

Paper Presentations

March 31, 2023 – 09.00-11.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Translation Studies	Translation Studies	Language, Translation, and Communication
Room: Polivalenta	Room: AK1	Room: AK2	Room: MR2
Moderators: Monica Condruz-Bacescu, Gabriel-Mugurel Dragomir	Moderators: Felix Nicolau, Claudia E. Stoian	Moderators: Cristina Varga, Annamaria Kilyeni	Moderators: Meda Mucundorfeanu, Maria-Dana Grosseck
Open Education, Open Educational Resources, Massive Open Online Courses, Open Educational Practices Monica Condruz-Bacescu	T(Y)ranslators – Agents of Authority and Censorship in Translation Raluca Ghențulescu	All You Wished DeepL Could Do. Postediting as a Fundamental Competence in Translators Training María-José Varela Salinas, Iulia Mihalache	Sprachliche Besonderheiten in der deutschsprachigen Tageszeitung <i>Allgemeine Deutsche Zeitung (ADZ) für Rumänien</i> . Eine Analyse der Ressorts <i>Lokales</i> und <i>Inlandspolitik</i> Meda Mucundorfeanu, Marius Mauer
The Educational Challenges of Digital Technologies Monica Condruz-Bacescu	Equivalence and Qur’anic Terms Translation Adil Lachgar	Machine Translation and Automatic Subtitles in Romance Languages. Comparative Study Cristina Varga	„Is Digital the New Live?“ – Events als Instrumente der Unternehmenskommunikation im digitalen Umfeld. Ein experimenteller Ansatz. Jens Heinrich
Ethnic Jokes in Professional Communication Raluca Ghențulescu	The Epistemological Value of Histories of Translation Felix Nicolau	The Advantages of a Proper Translation Workflow in Companies Raul Pașcalău	Neue PR-Instrumente: institutionelle Kulturblogs Ștefana Ciortea Neamțiu
Students’ Perspective on the Benefits of Online Education Claudia E. Stoian, Marcela Fărcașiu, Gabriel-Mugurel Dragomir, Vasile Gherheș	Translating Culture-Bound Terms. The Case of Ten British Popular Customs and Traditions Marina-Cristiana Rotaru	Creative Translation in Crowdsourced Software Localization Sevda Pekçoşkun Güner	Neue Medienkompetenz: Die Jugendlichen in der Welt des Digitalen Sonia Maloș, Denisa Lăcătuș
A Comparative Study Analysing the Spread of Fake News on Different Social Media Platforms Laria Trușculescu, Vasile Gherheș, Gabriel-Mugurel Dragomir	Culture-Specific Items in Literary Translation - Carriers of Cultural Connotations Iulia Cristina Antonie	Netflix’s Black Friday Is on Wednesday: The Translation of Black Humour Susana Álvarez Álvarez, Veronica Arnáiz Uzquiza	Die Umsetzung der kulturellen Dimension Maskulinität versus Feminität von Geert Hofstede im Unterricht Patrick Lavrits, Anca Maghețiu
Information and Disinformation during the Covid-19 Pandemic in Romania Miroslav Stanici	The Status of the Translation Profession in the New Millennium Oana-Maria Puiu	The Subtitling of Taboo Language. Stand-up standing-up against Russia. Carina Ionela Branzila, Elena Violeta Tanase	Die Vermittlung von interkultureller Kompetenz im Unterricht: Stereotype, Vorurteile und Klischees Anca Maghețiu, Patrick Lavrits

CONFERENCE PROGRAMME

Paper Presentations

March 31, 2023 – 11.15-13.15

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Language and Communication	Language and Communication	Translation Studies	Translation Studies	Foreign Language Teaching
Room: Polivalenta	Room: AK1	Room: IT Area	Room: AK2	Room: MR2
Moderators: Walter Giordano, Adina Palea	Moderators: Simona Constantinovici, Andreea Pele	Moderators: Carlo Eugeni, Simona Şimon	Moderators: Óscar G. Muñoz, Claudia E. Stoian	Moderators: Luiza Caraivan, Andrea Kriston
		<p>Workshop:</p> <p><i>Computer Aided Interpreting (CAI): Theory and Practice</i></p> <p>Martin Will</p>		
Speech Acts, in the Interpretation of Migration Narratives in the US Public Space: A Theoretical Approach Ali Abdulzahrah	Redarea cuvintelor-realia ruseşti în discursul românesc Daniela Gheltofan, Elena Bejan		The Needs and Expectations of a Blind Student in a Translation and Interpretation Department: A Case Study from Samsun University Ebru Cavusoglu	Exploring the Role of Universities in Addressing Ethical Challenges of Incorporating AI in Language Teaching Ramona Bran, Gabriela Grosseck
Framing the Covid-19 Pandemic Crisis in Financial Discourse Walter Giordano, Katerina Mandenaki	Multilingvismul, condiție sine qua non în învățarea limbii române ca limbă străină Anca Floriana Păunescu		IF YOUR EYES COULD SPEAK - Audio Description as Translation: Forty Years of Work with Audio Description Joel Snyder	E-learning as a Modern Tool in the Shifting Landscape of Language Teaching Lavinia Costinel Lăpădat, Maria Magdalena Lăpădat
The Language of Meteorology: Adjectives Used in Weather Forecasts Karina Hauer	Provocări și soluții în comunicarea medic-pacient Diana Elena Motrună		Accessibility to (On-screen) Disability Veronica Arnáiz-Uzquiza	Using Higher Order Thinking Skills in Teaching Academic Writing Luiza Caraivan
Easy-to-Read in Romania: Its Importance for Inclusive Education Marcela Fărcașiu, Daniel Dejica, Simona Şimon, Annamaria Kilyeni	Traducere instituțională și comunicare interculturală Claudia Rodica Stamatescu		Audio Description Guidelines: Une 153020 Standard and Netflix Guide Aida Torre López	Perspectives of English language academics about their needs and requirements for professional development Rozheen Elias Khudhur Alkhader
Exploring Tradition and Meaning Renewal of <i>Bread, Water, Wine and Oil</i> in the Bible Hermina Maria Andreescu	<i>Somelier de apă.</i> Câteva considerații despre lexicul meseriilor noi Simona Constantinovici		What is Special about Translating for Children? An Inquiry from the Perspective of Translator Training Mihaela Cozma	Listening and Speaking. Their Importance in Learning Foreign Languages. The Case of the Italian Language Eliona Naqo
Effectiveness of Integrating Authentic Materials in the ESP Classroom Tamari Dolidze, Natia Vasadze	Tendințe actuale în domeniul frazeologiei Daniela Gheltofan, Elena Bejan		Cultural Awareness in Translating and Foreign Language Learning Andreea Rodica Ruthner, Claudia E. Stoian	Linguistic Accessibility Training in Romania Simona Şimon, Daniel Dejica, Marcela Fărcașiu, Annamaria Kilyeni

March 31, 2023 – 13.15-14.30

ROUND TABLE	MEET THE AUTHORS
Room: Polivalenta	Room: AK2
<p><i>Tendențe actuale în relații publice și comunicare (în perioada post-pandemie) - New trends in PR and Communication Sciences - Insights from the Profession (in Romanian)</i> Organisers: Mariana Cernicova-Buca, Adina Palea</p>	<p><i>La traduction intralinguistique : les défis de la diamésie</i> Timișoara: Editura Politehnica, Seria Studii de Traducere Carlo Eugeni, Yves Gambier</p> <p><i>O istorie a traducerilor în limba română [A History of Translations into the Romanian Language]</i> București: Editura Academiei Române Muguraș Constantinescu, Daniel Dejica, Titela Vilceanu (coord.)</p>

Conference venue and rooms:

Politehnica University Library and Conference Center

Bulevardul Vasile Pârvan 2, Timișoara

<https://goo.gl/maps/BLPgDCeNzGFWhoQK7>

Registration – first floor

Coffee breaks – first floor

Auditorium – first floor

Polivalenta – first floor

AK1 – second floor

AK2 – second floor

MR2 – fourth floor

IT area – fourth floor

ABSTRACTS

KEYNOTE PRESENTATIONS

March 30, 2023, 09.30-10.10, EET, AUDITORIUM

Ștefan Bratosin, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France
Les Self media et la chute dans l'intime : Défis de la digitalisation

La conférence mettra en évidence l'effacement des frontières entre l'espace public et l'espace intime, ainsi que la tension politico-symbolique entre une reconnaissance sociale et une reconnaissance affective au prisme de la self-médiatisation. Elle soulignera les enjeux des dispositifs médiatiques numériques et l'ordre multidimensionnel qui en résulte sur le terrain du pouvoir et de l'autorité politiques où les acteurs en tant que self-media empruntent aux règles et logiques institutionnelles médiatiques dans leurs pratiques individuelles et reconstruisent leur posture par des actes de médiatisation de soi. Des travaux de recherche de l'auteur, empiriques et théoriques, sont mobilisés, notamment : *Comprendre la communication publique et politique. L'échiquier et sa tour de Babel*. Paris : l'Harmattan (2021); *La médiatisation. Nouveaux défis pour les sciences et la société*. Paris : l'Harmattan (2020).

March 30, 2023, 10.10-10.50, EET, AUDITORIUM

Mihaela Tudor, Iarsic-CORHIS UR7400, Université Paul Valéry Montpellier 3, France
Médiatisation et culture de la digitalisation : transformations de l'autorité et de la gouvernance

Cette conférence a une double visée : a) interroger les transformations sociétales en relation avec l'évolution des médias dans le domaine des nouvelles interactions homme-machine, de la culture, des institutions et de leur autorité et modes de gouvernance, autant de mondes sociaux efficients à la lumière des approches de médiatisation et b) d'analyser plusieurs phénomènes - sur la base de la recherche de terrain - tels que l'ubérisation de l'autorité et le leadership médiatisé abordé par le prisme de la médiatisation comme phénomène global caractéristique de nos sociétés contemporaines conquises par l'IA. Plus précisément, il s'agit de fournir un aperçu du développement de nouveaux champs de recherche en construction qui articulent l'étude de la médiatisation avec l'étude des processus socioculturels et des nouvelles technologies de l'information et de la communication en convergence dans le lieu de rencontre de deux des visions contrastées – celle techno-progressiste, bénéfique pour la société et l'humanité, et celle technoconservatrice, menaçante pour la société et l'humanité.

March 30, 2023, 10.50-11.30, EET, AUDITORIUM

Yves Gambier, University of Turku, Finland

Audio-visual Translation and Reception: Concepts and Methods

Reception of translated texts has thus far received relatively scant, uneven attention in Translation Studies (TS), even though reception studies theories have been applied in the last decades, first to literary translation and then touching upon other areas and text types. The paper will tackle reception in audio-visual translation (AVT). After a sketch of the dynamic map of AVT today, we will question the types of viewers, settings, and AV formats. Then, we will consider how accessibility covers a variety of features. The main part of our presentation will discuss the 3 R's, the three dimensions of reception, and the methods used to develop empirical studies, either focussing on the viewers, the translator, or on the output. Finally, we will cope with adjacent concepts such as a language policy, censorship, and quality, all having a bearing on the approach and the methodology in the investigation of reception.

March 30, 2023, 18.00-19.00, EET, AUDITORIUM, online

Pilar Orero, Universitat Autònoma de Barcelona, Spain

Green Media Accessibility: Let's Join the Green Revolution!

Abstract: Environmental Media Studies has for years explored the relationship between the environment, culture, and the media. One missing issue is the fact that culture needs translation to travel through cultures and languages. Translation is now considered as language accessibility (Orero 2022). Hence This Media Accessibility, including translation, as a research discipline, joins the exploration between the environment, culture, and the media, adding yet another field to the intersection of all existing research fields that work today together to understanding the communication of climate crisis and sustainability issues. The objective of this presentation is to place Media Accessibility in the already busy landscape of environmental media studies. It tries to understand where it falls both in theory and applied study. It concludes proposing some lines of applied research towards developing the subfield of Green Media Accessibility as another avenue of inquiry to understand resource use, social justice, and environmental communication.

WORKSHOPS

March 30, 2023, 11.30-13.00, EET, IT Area

*Intralingual Translation – Research, Training
and Professional Opportunities*

Carlo Eugeni, University of Leeds, UK

Intralingual translation plays a marginal role in Translation Studies (TS). However, it has never been ignored by most scholars in Translation Studies, Interpreting Studies, and Audiovisual Translation (AVT) Studies (Jakobson, 1959: 233; Gran, 1999: 169; Eco, 2003: 225; Gottlieb 2005: 4). In recent years, an interest in intralingual translation as a research topic seems to have been boosted, as perspective authors (e.g. Pillière and Berk forth.; Eugeni and Gambier forth.) and international conference calls for contributions witness (e.g. <https://www.aptis-translation-interpreting.org/aptis-2022>, <https://intralingualtranslation.org/>). Especially during the pandemic, intralingual translation modes (live subtitles, live and pre-recorded reports, pre-recorded subtitles for the deaf and the hard of hearing) played a prominent role in allowing accessibility to all sorts of speech-based products (online

conferences and meetings, remote parliamentary sessions, platform-based pre-recorded documentaries, and fictional audiovisual products). This has contributed to the visibility of the profession (Eugeni 2020), and of all the possible applications intralingual translation can offer. And precisely because intralingual translation seems to offer concrete professional opportunities – as is no longer limited to letting students acquire translation and interpreting skills – more and more BA/MA programmes in Translation, Interpreting and AVT have been started considering it as a stand-alone module. With the aim of further contributing to making intralingual translation a full discipline within the wider TS, this workshop will allow participants to gain both theoretical and practical insight into an increasingly multifaceted discipline. More specifically, the first part of the workshop will be devoted to intralingual translation in general, and diamesic translation in particular. Participants will acquire a wider view of diamesic translation theory. During the second part, three products will be discussed: parliamentary reports, during which the professional approach to parliamentary reporting will be reviewed and an extract from a House of Lords session professionally transcribed; live subtitles through respeaking, during which the professional approach to live subtitling will be reviewed and some examples illustrated; and Subtitling for the deaf and the hard of hearing, during which the best practices will be discussed. A final Q&A session will contribute to further detailing the role of intralingual translation within BA/MA programmes in Translation, Interpreting, and AVT.

March 30, 2023, 14.00-16.00, EET, IT Area

Creating Audio Description:

The Basic Tools of the ADEM Technology

Bernd Benecke, Bayerischer Rundfunk, Munich, Germany

People doing Audio Description will face the following questions: When, in what dialogue gap, do I have to describe? How, in which words, do I write my description and above all: What from all the information in the visual do I choose to create a coherent and fulfilling description? This workshop will concentrate on the What and to find a solution we will show, why Audio Description can be seen as „partial translation“ and how important an analysis of the sound is to learn where it helps and where it causes trouble. Then the workshop will introduce the basic tools of the ADEM technology (Benecke 2014). It is mainly about deciding about an „overall context of the original in the view of the describer“ and doing an „atomistic analysis“. This will be demonstrated with the movie „The lives of others“ and trained with a little clip from a German crime series. Participants should therefore bring their own computer with a text editing software (Word, Pages etc.) and download the following clip beforehand: <https://vimeo.com/757898621/c3f3771039>

March 30, 2023, 16.15-18.00, EET, IT Area

How to Organise and Create Easy-to-Read Contents

Óscar García Muñoz, Plena Inclusión Madrid, Spain

Easy-to-read is a methodology with increasing demand and extended research within the last years. The methodology is focused on the satisfaction of reading needs by people with reading difficulties and includes a production process divided in two main steps: the application of a list of guidelines for writing and layout and the validation, to test with the target group if the content is understandable. In the workshop, we are going to learn in a practical way the main guidelines to create easy-to-read contents, highlighting the importance of the structure and the focus on the target. Additionally, we will explain some details about the tests with the target group and how to apply their proposals.

March 31, 2023, 11.15-13.15, EET, IT Area

Computer Aided Interpreting (CAI): Theory and Practice

Martin Will, AIReN e. V., Germany

While the use of a PC for delivering the target text is common practice in written translation, the use of dedicated hard and software within interpreting has entered the profession only during the last decades. While there is a broad consensus in literature that CAI is improving the effectiveness and quality of the interpreter-oriented terminology work (IOT) (cf amongst others: Will 2000, Will 2015, Fantinuoli 2018; for an oversight of underlying studies: Guo, Han & Anacleto (2022), CAI is still not common practice in the industry nor part of many curricula. A systematic use within the profession is also hindered by the fact that there are only a few specifically designed integrated software products available, covering all or most of the different phases of an interpreting assignment. They are also quite heterogeneous and often of limited usability. The aim of the workshop is therefore to spread the knowledge about CAI and to encourage participants in using its possibilities. To this end, the workshop will contain two parts: First, a theoretical introduction with a structured definition of the term "CAI". Then different products/applications - be they specifically designed for interpreting or not - will be presented followed by an explanation on how these tools might be used during the different phases of an interpreting assignment. In the second part of the workshop, several of the presented tools will be used by the participants and applied to a text corpus. At the end of the second part, participants will have the possibility to comment on their experience and to ask specific questions.

Requirements:

- A notebook computer running Windows (10 or later)
- Fast Internet connection
- A spreadsheet program or relational database (libre office calc or base/Microsoft Excel or Access etc)
- Having installed the following software (all freeware/open source or trial versions)

BootCat (via <https://bootcat.dipintra.it/>) - freeware

AntConc (via <https://www.laurenceanthony.net/software/antconcl/>) - freeware

A clipboard manager (f.i. clip angel or CopyQ) (via <https://sourceforge.net/projects/clip-angel/> - <https://hluk.github.io/CopyQ/>) - freeware

Deepl for windows (desktop app): (via <https://www.deepl.com/en/app> + download) - freeware

Synchro Term (via <https://terminotix.com>) - choose "trial version" - slightly restricted freeware

Interpreter's Help (via <https://interpretershelp.com> - sign up for free) - restricted online version after registration

ROUND TABLE

March 31, 2023, 13.15-14.30 EET, Polivalenta

Tendințe actuale în relații publice și comunicare (în perioada post-pandemie) - New Trends in PR and Communication Sciences - Insights from the Profession (in Romanian)

Organisers: Mariana Cernicova-Buca, Adina Palea

Relațiile publice reprezintă un domeniu dinamic, în continuă inovare, cu sensibilitate la nevoile societății și organizațiilor provocate de operarea într-o lume VUCA (volatilă, incertă, complexă și ambiguă). Crizele succesive la care asistăm în acest al treilea deceniu al secolului XXI, progresele tehnologice, extinderea rețelelor sociale, apelul la big data, inteligența artificială, noile modalități de lucru, inclusiv echipe de la distanță și/sau agile, noile modele de afaceri au amplificat și diversificat setul de competențe, preocupări și sarcini în seama departamentelor și/sau agențiilor de relații publice. Masa rotundă, având ca intervenienți profesioniști din domeniu, propune o discuție a acestor provocări și tendințe, în plan local și național.

PAPER PRESENTATIONS

PAPERS IN ENGLISH

Ali Abdulzahrah – West University of Timișoara, Romania

Speech Acts, in the Interpretation of Migration Narratives in the US Public Space: A Theoretical Approach

A speech act is a connection between speech that merely makes a statement or “sayings” and those that create an act or “doings” between a speaker and a hearer (Fogal et al., 2018). Sayings are also known as constatives and can be true or false, while doings are known as performatives and can be infelicitous or felicitous (unsuitable or suitable); however, more studies show that either type can be true or false and suitable or unsuitable (Fogal et al., 2018; Sakai, 2019). Furthermore, to understand linguistics, one must also understand locutionary and illocutionary acts. Locutionary acts are those that allude to an action being performed as a simple statement or mention, while an illocutionary act refers to the strength or force behind that statement, beginning the discussion between what is literally said and what is simply implied with locutionary acts being literal and illocutionary acts being implied (Fogal et al., 2018; Stevani et al., 2023).

Rozheen Elias Khundur Alkhader – Duhok University, Iraq

Perspectives of English Language Academics about Their Needs and Requirements for Professional Development

This research aims to investigate the professional development requirements of English language professors and academics at public higher-education institutions in Middle-Eastern countries. This study also seeks to assess university teachers' professional growth in terms of strengthening their personal and professional careers while teaching English as a foreign language. The research methodologies employed were qualitative, where 150 people, including English language and literature professors from 35 public Middle-Eastern universities, took part in the research. The findings revealed that public institutions lack professional development opportunities and there are little practical trends to implement this as a continuous process of teaching and learning.

Susana Álvarez Álvarez, Veronica Arnáiz Uzquiza – University of Valladolid, Spain

Netflix's Black Friday Is on Wednesday: The Translation of Black Humour

The situation generated by COVID-19 accelerated the presence of streaming platforms and the consumption of on-demand products, which in turn multiplied the production of audiovisual contents. The success of some of the contents in these platforms sometimes becomes a sociological phenomenon that crosses borders, with translation playing an essential role in the process. One of these examples is Tim Burton's *Wednesday* (Netflix, 2022). The combination of teen coming-of-age and murder mystery presented by the smart and sarcastic black humour interventions of its main role, Wednesday Addams, are part of the success of the series and its translated versions. The aim of this paper is to analyse how (black) humour is presented and conveyed in the original and Spanish dubbed and subtitled versions.

Hermína Maria Andreescu (Apostolache) – University of Craiova, Romania

Exploring Tradition and Meaning Renewal of *Bread, Water, Wine and Oil* in the Bible

The analysis of the semantic fields of the terms *bread, water, wine and oil*, as they occur in the Bible, reveal elements of tradition in Judaism and Christian traditions alike. Meaning making is dependent upon not only what is explicit in a text, but also on what is implicit and what is presupposed. The investigation of both denotative and connotative meanings of the terms and idioms in focus highlight elements of social events which have causal effects and bring about changes in our knowledge, beliefs, attitudes and values. Semantic and textual analysis is framed in social analysis, considering idioms in terms of context embeddedness.

Iulia Cristina Antonie (Cotea) – University of Craiova, Romania

Culture-Specific Items in Literary Translation – Carriers of Cultural Connotations

The interplay of culture-specific items and connotations in a literary text as an overlapping space of culture and language may either endow it with a sense-producing energy or beget slippages of meaning that cause dangerous misapprehensions in translation. Under the circumstances, the current paper aims to provide a comparative study of culture-specific items and connotations by bringing into investigation the novel *The Closed Circle* by Jonathan Coe as a source text, and its corresponding translation performed by Radu Paraschivescu. Our approach focuses not only on providing a theoretical framework of the two main concepts – culture-specific items and connotation, but also on determining the degree of their dependence on the broader socio-cultural context as well as their capacity of (re)creating meaning across space and time.

Carmen Ardelean – Freelance translator

Risk Management for Translators: Old Problems, New Challenges

For almost a decade, the author of this presentation has concentrated part of her research on the risks involved in translators' everyday work. While most of them are still valid today, new challenges are now stepping onto the stage of translation, requiring our full attention. This presentation focuses on both old and new challenges, met especially by young translators today.

Veronica Arnáiz-Uzquiza – University of Valladolid, Spain

Accessibility to (On-screen) Disability

In the last years there has been a growing presence of hearing impairment as an integral element in audiovisual products, either through the presence of bimodal or sign language, d/Deaf characters, or plots that present the reality -or unreality- of the hearing-impaired community. A number of titles - films and TV series - have been under study, both in their original versions and in their versions translated into Spanish and, in this paper, we will analyze whether these products are more or less accessible than the average audiovisual contents released, bearing in mind they address accessibility in their subject matter.

Adina Baya – West University of Timișoara, Romania

Ethnographic Practices in the Case of Romanian Alternative Journalism Project *Recorder.ro*

Ethnography and journalism share a long-term connection, as both use direct observation and interviewing for documenting reality. However, they are also traditionally separated by clear normative boundaries. While ethnography implies the researcher's immersion into the investigated social environment, allowing for subjectivity in documenting and interpreting social practices, journalism conventionally requires the reporter's detachment from the investigated subject, usually focusing on verifiable facts and descriptions from multiple types of sources, with a tendency toward balanced reporting. Despite these normative differences, a growing number of social feature stories or reportages published by alternative journalistic projects from Romania use hybrid journalistic data gathering and reporting methods, often borrowing from ethnography. The current research aims to explore the professional and deontological implications of this shift in newsroom culture and practice, focusing on several video investigations on social issues published by the alternative journalism project *Recorder.ro*.

Daniela Angelica Bercian – West University of Timișoara, Romania

Professional Issues in Language Teaching

The theme of the knowledge project refers to the analysis of the efficiency of online education on e-learning platforms and the impact exerted on the levels of pre-university education, with emphasis on the 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 analyzed and interpreted in order to answer the hypothesis of the paper in discussion.

Rocío Bernabé Caro, SDI Munich, Germany

Óscar García Muñoz, Plena Inclusión Madrid, Spain

Can Easy-to-Read Training be Validated with Current Standards?

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 competences that creators, facilitators, and validators of Easy-to-Read content should acquire during training. Specifically, this case study seeks to identify whether the five skills cards created during the Erasmus+ projects EASIT and Train2Validate account for the competences 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, professional roles, and job descriptions. Secondly, the content is compared to identify whether there is a common understanding of the knowledge, skills, and attitudes that training programmes should account for. Overall, it can be said that standards and training programmes are developing in sync, but the training programs show a wider range of competences, which also cover working contexts, safety and hygiene and other working competences.

Ramona Bran, Gabriela Grosseck – West University of Timișoara, Romania

Exploring the Role of Universities in Addressing Ethical Challenges of Incorporating AI in Language Teaching

The problem of plagiarism, copyright infringement, violations of intellectual property, data authenticity, unethical uses of computer programs and multimedia resources, as well as the unreasonable use of resources for educational purposes is becoming ever more complicated with the exponential development of AI tools. Text generators based on artificial intelligence capable of writing coherent papers on any topic already exist. But is AI a tool that violates academic integrity? Will it encourage scientific fraud (Gu et al., 2022)? Is a new definition for plagiarism needed? How could artificial intelligence be used to personalize and differentiate learning in general and second language acquisition in particular? Will educators stop assigning reflective essays and how will this affect the teaching/learning/development of critical thinking? Do we need AI literacy (European Commission, 2022)? As a possible approach to these challenges, Andrews et al. (2022) propose establishing a digital ethics officer. Higher education institutions should provide a secure environment, using platforms protected against data security breaches, ID forgery, tampering, theft, deleted student responses or human error (Kenworthy & Houlden, 2020). But generative AI applications can also be used in ways that support academic learning and achievement, rather than as a substitute for traditional forms of assessment. For example, ChatGPT could provide personalized feedback and support to students, instead of being a mere tool for generating full papers or exams. Alternatively, it could be used to generate a text that can later be analyzed critically by the students. It would become obvious that AI applications do not always provide correct answers, lack factual accuracy, sometimes even present contradictory or repetitive ideas. The purpose of this paper is to explore these issues, with an emphasis on teaching English for specific purposes in higher education institutions.

Carina Ionela Branzila, Elena Violeta Tanase – Al. I. Cuza University, Iași, Romania

The Subtitling of Taboo Language. Stand-up standing-up against Russia.

Translating humour from English into Romanian can be quite a challenge, especially when dealing with stand-up comedy. However, this type of translation is particularly productive: humour is the main component of comedian's routines, which are full of cultural references and also taboo language. These, however, may prove thought-provoking for a translator, especially because of the sensitivity of the audience and the cultural differences. Furthermore, this specific form of humour which is stand-up comedy, despite its fame, is quite poorly represented on the Romanian subtitling market. This conference presentation looks into the do-s and don't-s in translating stand-up comedy and argues there is a gap in translating which need attention from specialists and translators alike.

Martina Bruno – University of Bologna Alma Mater Studiorum, Italy

Carlo Eugeni – University of Leeds, UK

Quality Assessment of Human and Automatic Intralingual Live Subtitles

At the crossroads between simultaneous interpreting and subtitling, respeaking is a technique that enables live events to be accessible to a wide audience, like the deaf and hard of hearing (Eugeni & Zambelli, 2013). Respeakers use a speech recognition software to repeat or paraphrase the original speech, thus producing live subtitles (Marsh, 2006). Inspired by the substantial research in quality assessment of recent years, this paper aims at comparing the quality assessment results of two sets of subtitles: produced by a professional respeaker, and automatically generated. Firstly, the two sets of subtitles will be compared to the transcript through Eugeni and Gambier's taxonomy (2023). Secondly, they will be quantitatively and qualitatively assessed through the IRA taxonomy (Eugeni, 2017). Finally, some results will be derived, thus appreciating the main differences between subtitles produced by a professional and those generated by AI.

Eva Nicoleta Burdusel - Lucian Blaga University of Sibiu, Romania

Challenges and Complexities of Legal Translation: Aspects of Linguistic and Cultural Mediation

The answer to the question “why study legal English?” is twofold: as a prerequisite for legal professionals to master the art of public speaking and effective communication in English in addition to enhanced legal knowledge and expertise. The right mix of skills, both professional and transversal competencies, is essential for the contemporary expert, since the global world demands knowledge of a particular area of study or research, endorsed by accuracy and fluency in a foreign language. Secondly, particular attention and thorough study should be given to the differences between Anglo-American and Continental legal systems emerging from differences in culture, history, socio-political development. The paper aims to highlight the connection between law, language and culture in balancing the power relations worldwide as it is widely acknowledged that language is imbued with cultural connotations in both communication and translation, highlighting the binding and enduring connection between law and culture, particularly by informed understanding of different legal systems accompanied by harmonization of legal terminology endorsed by mutual awareness of cultural diversity.

Luiza Caraivan – Tibiscus University of Timișoara, Romania

Using Higher Order Thinking Skills in Teaching Academic Writing

The paper aims at revising lower order and higher order thinking skills and demonstrating how they contribute to improving writing skills and how they are used in teaching academic writing to university students.

Ebru Cavusoglu – Samsun University, Turkey

The Needs and Expectations of a Blind Student in a Translation and Interpretation Department: A Case Study from Samsun University

This case study aims to investigate the conditions to create an accessible learning environment for a first-year undergraduate blind student in a mainstream university. Given the challenges of being visually impaired, raising awareness in a higher educational setting has great value to provide necessary adjustments. In this qualitative research, the survey will be conducted with the student to find out his needs and expectations from the department. The end-to-end learning model is used as the theoretical framework under three categories: the registration process, courses in the department, and teaching materials. This study allows both the university and the lecturers to seek ways to create an accessible educational environment for students. The data gathered will help in an action plan for future adjustments in the curriculum, physical conditions, and so on.

Mariana Cernicova-Bucă – Politehnica University Timișoara, Romania

“So Help Me God”: Reflections on the Religious Formulae in Current Oath Texts for Civil Servants

Building upon a tradition dating from the ancient times, upon taking office, public officials affirm an oath as evidence of dedication to uphold the new position in concordance with the law. Oath-making is a formal ceremony and a personal pledge to honorable service required of officials in many

countries, as well as state officeholders. Post-Communist countries introduced in the newly drafted texts of the oath of office religious formulae and the Bible as part of the formal ceremonies for elected officials upon starting their mandates. These formulae, among which 'So help me God!' is the most popular one for the European context, bear an ethical load, attempting to recreate the bond between human beings and their values, in a language meant to fulfil normative, aesthetic, and spiritual functions. The analysis is based on the comparison of oath texts from several countries, based on the critique formulated by the Italian philosopher Giorgio Agamben to this apparently declining in power formulae, but which, nevertheless, still fills in the need of the contemporary man to recuperate tradition and reinvent solemnity in public life.

Mariana Cernicova-Bucă – Politehnica University Timișoara, Romania

Virtual influencers' debut in Romania: Ana Tobor

The rise of virtual influencers phenomenon is signalled by reports on social media starting with 2016. By 2019 virtual Computer-Generated Imagery (CGI) influencers counting among them mega and macro-influencers especially in fashion and lifestyle. In Romania the first virtual influencer was presented to the public just before the outbreak of the COVID-19 pandemic: Ana Tobor (an acronym for Robot) said her first "Hello, World" on January 20th, 2020, representing My Simplificated brand. Her presence, colorful, joyful and with strong human-like messages, while saluted with enthusiasm in the media, did not break through, despite the ambition of the creators. Two years later after the first appearance, Ana Tobor remains in the proximity of a nano-influencer status. Besides the Instagram account, where the team behind the virtual influencer makes regular posts and engages with followers, Ana Tobor is present with "interviews" in media, sharing with the public concerns and sorrows (isolation due to COVID-19 restrictions, rejection of bullying and hate speech), aspirations (to befriend the "leader" of virtual influencers, Lilmiquela, to contribute to humanitarian causes), and passions (innovation in fashion, experimenting with colors and textures). Despite this and the "Best innovation" award at 2021 Webstock in Romania obtained by Ana Tobor's creators, the rise is slow and falls behind the brand that this virtual human is designed to promote. The analysis is based on the public presence of Ana Tobor in 2020, via the Instagram account and mentions/interviews in media, aiming to establish the "ground zero" level, allowing for further following the fate of this creation in Romanian social media environment, otherwise in tune with world trends.

Igor Charskykh – Vasyľ Stus Donetsk National University, Ukraine

PR-isation of International Relations in Wartime

Since the end of the 20th century a steady process of PR-isation of international relations was observed for a long time. With the beginning of a large-scale war in Ukraine, which may evolve into a world war, the prospects for PR-isation looked uncertain due to the aggravation of international relations and politicians' and analysts' attention shift from state branding to assessing the chances of actors in a centripower confrontation, the accumulation and use of military force, to strength and shape alliances. It would seem that when guns are talking, the muses should shut up, including the PR muse. But PR-isation as an important trend in world politics did not disappear. Instead, it enforced, forming a powerful trend as public relations in war and public relations for success in war. There are two main explanations for this. First, PR, by its very nature, cannot exist without an event component, at the expense of which it is fed. The war (especially in Europe!) is an extremely important series of events that have attracted the attention of broad sections of the world public for a long time. Second, Ukraine, which found itself at the epicentre of war events, is led by person with experience in show business who knows how to perform, which note to take at the right time, to awake the emotional mood of the audience, and therefore has a wide (worldwide!) resonance. On this wave, Volodymyr Zelensky truly became the main UA evangelist, rallying various, mostly Western, communities around the needs of Ukraine. Not everything works out all the time. There was a double failure to get microphone at the Oscar prize ceremony of 2022 and 2023; the position of Republican Party leadership is unfriendly. But half of Ukraine's budget is provided by external financing; there is an endless stream of visitors to Kyiv from the leaders of states and international organizations, seeking to show up in the rays of Zelensky PR-style, pledging their support. Zelensky's

public speaking techniques are analyzed by world-class PR specialists. IR PR-isation is on the march.

Daniel Ciurel – Politehnica University Timișoara, Romania

Native Advertising as Rhetorical Camouflage

This paper aims to identify the rhetorical moves 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 reactance to persuasion, as they are less intrusive forms of commercial content. Native advertising is a hybrid genre, which tends to blur the boundaries between commercial and editorial content, digital news outlets and ad agencies, publishers, and marketers, because of its use of rhetorical camouflage.

Daniel Ciurel – Politehnica University Timișoara, Romania

Visual Rhetoric in City Branding. The Case of Timișoara ECoc 2023

This paper attempts to pinpoint the visual rhetorical devices of city branding of Timisoara as European Capital of Culture. Visual artifacts related to of Timisoara ECoc 2023 can enhance or hinder the urban branding. The city brand of Timisoara has a rich cultural, industrial, and civic heritage component, with a strong visual dimension. The European Capital of Culture can support the city of Timisoara to rebrand as not only multicultural, open, and inclusive, but also creative, smart, and sustainable. Urban spaces can develop via marketing of destination and place branding, and, in the process, visual rhetoric can prove an essential branding tool in the promotion of the spirit of Timisoara.

Sorin Ciutacu – West University of Timișoara, Romania

What's in a Name? A Terminological Analysis of "Anglo-Saxon" in the French and Romanian Cultures

The paper sets out to uncover the meanings and usage of the term "Anglo-Saxon" and provide sundry relevant contexts in the French and Romanian cultures in the days of yore and today, also touching upon the process of globalization. The author briefly spells out this semantic evolution through several cultural and sociolinguistic models and compares the respective evolution in the French and Romanian languages and cultures.

Monica Condruz-Bacescu – Bucharest University of Economic Studies, Romania

The Educational Challenges of Digital Technologies

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.

Monica Condruz-Bacescu – Bucharest University of Economic Studies, Romania

Open Education, Open Educational Resources, Massive Open Online Courses, Open Educational Practices

The paper focuses on the issues of open education, open educational resources, massive open online courses and open educational practices. Technology introduces fundamental structural changes that may be essential to achieve significant improvements in the growth of knowledge accumulation.

Used to support both teaching and learning, technology infuses classrooms with digital learning tools. In the context of the global situation affected by the covid pandemic, when school became home, while educational institutions had to quickly adapt to this reality and find new ways to ensure continued access to education for all pupils and students, teaching staff started looking for various tools, apps, platforms and online resources that are accessible to everyone. To overcome these challenges, which must be answered by all those who educate and/or train, new didactic approaches and new strategies are needed. In conclusion online education offers unlimited possibilities to the educational act, but the presence of children and teachers face to face in order to achieve permanent feedback, in real time, in an institutionalized environment, remain essential factors in training the future adult.

Andreea Maria Cosmulescu – University of Craiova, Romania

Legal Translation Activities. Intercultural Interfaces and Perspectives

Legal translation has evolved in connection with interculturality, so it possesses high complexity when reproducing culture-related concepts. The cultural identity of any country has multiple effects on the norms established by the national legislation, changing in accordance with cultural transformations that may occur. The interculturality of EU laws may be expressed by the guiding rules applied across national borders, at the same time preserving the cultural heritage of nations. In this article we aim to examine the interplay legal translation – cross-cultural communication having in view the EU terminology, linguistic and cultural diversity.

Mirela Elena Costeleanu – University of Pitești, Romania

The Use of Sarcasm in ESP Classes

Sarcasm can be defined as the use of words that mean the opposite of what the speaker actually says, especially to insult the recipient, to show irritation or to amuse the others. Sarcastic remarks are funny and constructive when they are mutually understood within a genuine relationship. Sarcasm has the potential to catalyze creativity for those who produce and receive it. A positive message delivered in a friendly tone - „You did a great job” and a negative message delivered in a patronizing or deprecating tone - “Your answers are far beyond all expectations” - are congruent. On the other hand, when teachers describe students’ wrong answers as the best they have heard in years, they obviously mean the opposite. Sarcasm is conveyed not only by the message itself, but also by facial expressions, body language, tone of voice or a discrepancy between the words and the context. The word „sarcasm” is derived from the Greek word „sarkasmos”, which means „to tear flesh”, „to bite the lips” or „sneer”. Sarcasm is described as merely thinly veiled meanness. The intention behind a sarcastic comment may be to be playful and humorous, but it may also be associated with anger and hostility.

Mihaela Cozma – West University of Timișoara, Romania

What is Special About Translating for Children? An Inquiry from the Perspective of Translator Training

Just like the genre of children’s literature, translation for children can be regarded as a field in its own right. Due to the fact that literature – both as original text and as translation – affects children’s lives in so many ways, translation research has tried to identify the specific features presented by the translation meant for children. The present paper will discuss these features with a view to arriving at conclusions of relevance for the field of translator training.

Tamari Dolidze, Natia Vasadze – Batumi State Maritime Academy, Georgia

Effectiveness of Integrating Authentic Materials in the ESP Classroom: A Case Study of Business and Maritime English

One of the most challenging tasks faced in ESP education is how to boost learners’ interest around the searched topics through using authentic materials and thus, to motivate them for better learning of ESP. The materials derived from real-life experience should reflect a real language and finally contribute to an effective learning process. ESP teachers indeed have a large amount of the materials available to be integrated into the classroom and to develop the most effective strategies for dealing with real language. Throughout the paper, effective ways of fostering authenticity in ESP classroom is

presented through using audio-visual authentic materials, i.e. authentic News Articles from the Guardian, Financial Times as well as TEDx talks and case studies while teaching Business and Maritime English to the students of Navigation Faculty at Batumi State Maritime Academy. To demonstrate effectiveness of integrating authentic materials in the ESP classroom a small (mixed-type) survey was conducted among the students of English Language Program, which justified that tailored-made activities including all lesson stages, i.e. warm-up, pre-reading; reading; post reading, feedback and homework leads to more effective and meaningful second language acquisition together with a subject matter. In conclusion, building authenticity in BE and ME Classes in the tertiary education finally adds to an increased involvement of ESP teachers and learners, and results in effective mastering of BE/ME based on the resources used in the real world, true-to-life situations, and authentic news background.

Nicoleta Corina Drăgoi (Braloștițianu) – University of Craiova, Romania
Political Discourse – Identity and Boundaries

Mainstream literature highlights that political discourse draws on classical rhetoric, discourse analysis, critical discourse analysis, social semiotics, text linguistics, pragmalinguistics, corpus linguistics, and, more recently, on media studies (mediatic diplomacy). Furthermore, political linguistics, an emerging sub-field in its own right (Blommaert and Bulcaen 1997; Petrenco and Potacova 2014) points out to the hybrid interdisciplinary and complex nature of political language and discourse, as well as to the difficulties of establishing a sustainable conceptual and methodological framework. Admittedly, the current paper aims to discuss disciplinary confines, the evolution and status of the political discourse as a multi-layered category, including war speeches, too.

Irina-Ana Drobot – Technical University of Civil Engineering Bucharest, Romania
Digital Culture and Using Social Media Posts in Foreign Language Learning

The purpose of the paper is to show how technology can be used to make attractive the learning of a foreign language. Social media posts about vocabulary in various foreign languages, for instance, as well as short conversational phrases, could be used to replace the traditional drill types of exercises. Videos that are present could be used to replace the traditional listening exercises. The social media posts could be used as additional material to what is used during class. It is assumed that social media is part of students' lifestyle, and that learning foreign languages is adapted to modern life.

Marcela Fărcașiu, Daniel Dejița, Simona Șimon, Annamaria Kilyeni – Politehnica University Timișoara
Easy-to-Read in Romania: Its Importance for Inclusive Education

The European Union's Strategy for people with disabilities stresses the need for these people's social inclusion, which also comprises their accessibility to different information and documents. Romania, as part of the European Union, has to align its legislation as well as its educational content in order to solve its problems concerning this topic. Providing people with disabilities with educational materials customised for their needs is a must, leading to their integration into the society and facilitating their accession to the labour market. Therefore, this paper focuses on an important aspect of social inclusion, namely Easy-to-Read (E2R) language, which is vital for the disabled people's access to information, culture and education. The need for designing curricula that encompass Easy-to-Read programmes that train educators in the creation of such accessible documents is thus discussed and supported through different examples.

Marcela Fărcașiu, Vasile Gherheș, Simona Șimon, Daniel Dejița, Annamaria Kilyeni – Politehnica University Timișoara
Evolution and Perspectives of the Easy-to-Read Term

As the need for accessible language is gaining ground, the purpose of this paper was to capture the use of the Easy-to-Read term in the international scientific literature chronologically (1978 to 2021) to better understand the evolution of the term as well as its uses or misuses in different fields by the researchers. The bibliometric analysis carried out using the Web of Science database revealed that there is little interest in this field of research from a scientific point of view, but that studies of this

kind are important as they provide insights into the current state of the topic and identify future perspectives related to this term.

Teodora Florică (Dragotă) – University of Craiova, Romania

EU English Current Status within EU Bodies, Its Impact and Spread in Europe

While "Englishes" have continuously developed around the world with their own vocabulary and grammar particularities, Euro-English has made no exception. English is not anymore the property of the traditional "natives". The role of English as the continent's lingua franca is still a need of responses regarding its particularities and individuality. Although some predicted that Brexit marked the decline of its use in EU institutions, others have understood English as the world language which we all accept and suggested that communications in the EU could be fairer in English, as it will be everyone's second language. Regarded as a more and more neutral language it has been subject to pejorative labels such as Brussels language, Eurogalese or Eurish.

Raluca Ghentulescu – Technical University of Civil Engineering of Bucharest, Romania

Ethnic Jokes in Professional Communication

The concept of "ethnic humour" may sound inappropriate, since it implicitly contains the prejudice that an entire nation has the same characteristics, that it is perceived as an entity, not as a group of individuals, each with their own particularities. This concept becomes more awkward when it is used in professional communication, as it implies the existence of two main groups in the same environment: the well-accepted majority and one or several minorities that become the target of the majority's jokes. Some of these ethnic jokes are benign and may lead to a pleasant atmosphere at the office, whereas others are malicious and may create unwanted tensions. The purpose of this article is to analyse various types of ethnic humour used in different professional contexts, with a view to showing the positive or the negative effects it may have on communication in the workplace.

Raluca Ghentulescu – Technical University of Civil Engineering of Bucharest, Romania

T(y)ranslators – Agents of Authority and Censorship in Translation

Depending on the political regime, religious convictions, cultural norms or historical traditions in a certain country, translations, especially the literary ones, from and into that language, have been the subject of censorship. Consciously or not, under the influence of the abovementioned factors, translators have exerted their authority in the choice of texts and perspectives on specific topics, with negative effects on their translations. They have sometimes manipulated both the size and the message of the source text, sacrificing their freedom of expression and creativity for the sake of a certain ideology. This article analyses the impact of censorship on translations and the reasons for which some famous Romanian and foreign translators have decided to become t(y)ranslators

Marius Golea – Independent researcher, Romania

Wholistic Translation Theory

Wholistic Translation Theory aims to inappropriate wholism's philosophical doctrine and to graft it on the stem of the translation studies, so that to build up a Wholistic Metaparadigm on Translation. Wholistic Translation Theory has as bot practical and ethical principle that of taking in account any translation theory and reckon it as a partial view on the translation process. Wholistic Translation Theory is a metatheory for dealing with the Translation Theories. As work method, Wholistic Translation Theory finds theoretically, and it proposes to be constituted and periodically updated, the Translation Theories Matrix / Multitude, so that to provide the researchers and the translators with an efficient tool for developing their Traductological Capacity. Wholistic Theory envisages the need for constituting and setting in work an International Center for Wholism in Translation Studies. Wholistic Translation Theory is a multidisciplinary undertaking, and it aims to establish connections with any scientific domain that can contribute to a better understanding of the Translation Process, amongst which we explicitly mention AI and psychology.

Walter Giordano – Università Degli Studi Di Napoli Federico II, Italy
Katerina Mandenaki – National and Kapodistrian University of Athens, Greece
Framing the Covid-19 Pandemic Crisis in Financial Discourse

This study aims at identifying and interpreting recurrent frames relied on in corporate communication, and in particular in CEO Letters to Shareholders, in the first year of the COVID-19 pandemic crisis. The identification and analysis of discursive frames can shed light on the discourse strategies deployed by companies as a function of their performance in the relevant year and in particular how in their letters CEOs accounted for unexpected profits or losses due to *force majeure* contextual events, i.e. those related to the pandemic, using linguistic resources to convey certain interpretations and evaluations of the situations and issues depicted. Furthermore, the analysis of recurrent frames can contribute to the by now extensive research on the frames and metaphors used in COVID-19 communication (Wicke and Bolognesi, 2020; Garzone 2021), identifying the topics that were selected and made salient in companies' communication effort, thus promoting certain "schemata of interpretation" (Goffman 1974) of the impact of the pandemic on business.

Cornelia-Patricia Grigoraş – West University of Timișoara, Romania
Teaching EFL to the Digital Born Generation. Challenges and Expectations

My paper represents ongoing research and targets the present demand for using technology in teaching English. The importance of this work is given not only by our pandemic background regarding teaching EFL using technology but also by the new generation we teach. I will focus on following specific objectives: coming up with solutions to develop teaching methods for digital learning to streamline and facilitate the teaching process in accordance with students' expectations and understanding teachers' and students' attitudes towards the topic, as well as seeing if they use digital methods during the lessons. For the expected results, I will use a mixed-method design. Under these circumstances, the research will enhance the following benefits: a better learning process, more interactive lessons, a reduction of time spent by teachers preparing the lessons, improvement of the students' learning quality, a decrease in dependence on the teacher, an increase towards the positive attitude upon EFL and unlimited access to the information posted on learning platforms.

Mohamed Hashim – West University of Timișoara, Romania
Exam, Feedback and Their Importance in Process of Teaching-Learning English as a Foreign/Second Language in Iraqi Secondary Schools (ISS)

The main goal of the present paper is to define the importance of exam and feedback during the process of teaching-learning English as a Foreign/Second language in Iraqi Secondary schools (ISS). The process of teaching-learning English is an important, a useful and a challenging task as it is applied by non-native speakers. For that reason, it requires high proficiency, concentration, previous knowledge and planning before joining the class to meet teaching process requirements, such as: lesson plan, textbook, blackboard, content, and classroom management. Finally, it discusses the particularities of oral and written exam, and also the feedback's advantages.

Karina Bianca Ioana Hauer – West University of Timișoara, Romania
The Language of Meteorology: Adjectives Used in Weather Forecasts

Weather forecasts are read and listened by billions of people worldwide. In a world where the focus is on action, let's take a closer look at the substance and description of it, namely the adjectives. Adjectives help us visualize and give meaning to a context. This study aims to investigate the use of different adjectives in weather forecasts, in order to obtain a global view on their use, functionality, and influence on the meteorological discourse.

Laura Ionica – University of Pitești, Romania
Digital Literacy and Information Dissemination in ESP Classes

The printed format of information has been replaced by digital tools which have acquired a particular importance in the 21st century among learners and information users. Developing digital literacy and encouraging information dissemination through various channels (videos, visuals) have also become a relevant part of the teaching environment, especially in higher education. The right selection of the communication content by means of digital tools is equally important to provide a high-quality

teaching act in ESP classes. The present work aims to highlight how digital literacy contributes to a better and more creative educational setting. At the same time, the variety of tools used to disseminate information is even more valuable as it helps to develop critical thinking and contributes to the engagement of students in a more inspiring and motivating learning environment.

Annamaria Kilyeni, Daniel Dejica, Simona Şimon, Marcela Fărcaşu – Politehnica University Timișoara, Romania

Professional Competences for Easy-to-Read Validators

Broadly defined as a text simplification method, easy-to-read (E2R) was developed to primarily foster the social inclusion and empowerment of people with intellectual disabilities. Although E2R practice has been around for many years, there is still a lack of harmonized training in the field, as well as of official recognition of the three main professional profiles involved, namely: writers of E2R content, validators and facilitators. The present study centers on the validation of E2R content and focuses on the main professional competences E2R validators need to effectively perform their job-specific tasks, as established within the *Train2Validate “Professional training for Easy-to-Read facilitators and validators” (T2V)* project. The clear delimitation and definition of competences and corresponding learning outcomes is the first step in the design of a competence-based curriculum for E2R validators, which can be implemented in tertiary education institutions to grant E2R validators official qualification and certification.

Adil Lachgar – Cadi Ayyad University, Marrakech, Morocco

Equivalence and Qur’anic Terms Translation

Equivalence is a very important concept in translation. It has been discussed from different angles and by many linguists and scholars. It has been always an indispensable concept in translation studies and Qur’an translation at all levels. Equivalence in translation can be achieved on a variety of levels, including structural, dynamic, communicative, linguistic, functional, and stylistic. The translator frequently struggles to determine the appropriate level of significance. For this reason, the current study discusses the levels of achievement in translating some Qur’anic terms through an analysis and comparison of four Quran English translations of the Holy Qur’an from English into Arabic. The study follows the analytical and comparative methodology. This study aims also at finding answers to the following questions: which equivalence is applicable for Qur’anic terms translations? To which level the translator of religious texts should give priority in equivalence? The results showed that it is very difficult to achieve the approximate level of equivalence but the translator put his efforts to get the meanings of Quran. The findings also revealed that all of the translators used dynamic or functional equivalence strategies in their translations. Furthermore, due to their religious connotations, some Qur’anic terms cannot be rendered using equivalence typologies. These findings have implications for religious text translators and translation researchers.

Lavinia Costinel Lăpădat, Maria Magdalena Lăpădat – University of Craiova, Romania

The Importance of Motivation in Foreign Language Learning

Motivation is one of the most important factors in foreign language teaching and learning. It can be defined as the driving force that stimulates and sustains an individual's behavior toward a particular goal or objective. Motivation is a complex construct that can be influenced by various factors, such as personality, cultural background, social environment, and personal experiences. It is essential for language teachers to recognize the importance of motivation in language learning and incorporate motivational strategies into their teaching practices. This can lead to more effective and efficient language learning and a greater sense of engagement and ownership over the learning process for learners. In this paper, we will explore the importance of motivation in foreign language teaching and learning from a learner’s perspective, a teacher’s perspective, as well as from an institutional perspective and how that affects language proficiency.

Lavinia Costinel Lăpădat, Maria Magdalena Lăpădat – University of Craiova, Romania

E-learning as a Modern Tool in the Shifting Landscape of Language Teaching

The landscape of language teaching has undergone a significant transformation in recent years with the emergence of e-learning. This modern tool has revolutionized the traditional approach to

language teaching by providing new opportunities for learners to access language learning materials from anywhere in the world. E-learning has gained tremendous popularity due to its flexibility, accessibility, and cost-effectiveness. However, e-learning also poses several challenges, including the lack of face-to-face interaction, motivation and engagement, and technological barriers. To maximize the benefits of e-learning in language teaching, it is essential to address these challenges and ensure that learners have access to the necessary support and resources. This paper aims to explore the role of e-learning in the shifting landscape of language teaching by examining its benefits and challenges.

Georgiana Silvia Leotescu – University of Craiova, Romania

Communicating Meaning across High- and Low-Context Cultures – A Comparative Analysis

Communication involves a host of factors, being embedded in the broad socio-cultural context in which messages are conveyed. Several theoretical frameworks have been proposed concerning patterns of communication and the way(s) they differ according to culture. Our paper draws on Hall's (1976) key notions of *low-context and high-context cultures*, coupled with strategies of explicitation and implicitation. Our analysis focuses on the extent to which communicators rely on "context" to overtly state something in low-context cultures, or to covertly render a message in high-context cultures. Accordingly, we aim to highlight that culture-specific ways of communication are typically reflected in the use of phrases that count as allusions (historical, literary, etc.) or opaque culture-specific items.

Cristina Miutescu – Politehnica University Timișoara, Romania

Mapping the Gradual Transition from TS Trainee to Successful In-house Translator. Insights into the Relationship Established between the Romanian Academic and Professional Environment

Building on the results produced by the recently defended doctoral thesis, this paper aims at providing a brief, yet multilevel analysis of the way postgraduate translation training programmes respond to the demands imposed by the growing industry of Timișoara. Drawing from the perspectives provided by the leading social actors involved (the trainees/ future employees, the trainers/academic staff, and the employers), it points towards the central and subsidiary strengths and weaknesses of the academic curriculum in relation to the manifold challenges posed according to the nature of the sector under scrutiny, i.e. private or public.

Andrei Mohanu – University of Craiova, Romania

Translation Technologies: Where from and where to?

This study focuses on the impact of today's evolving translation technologies and the use of different computer-aided translation software. All these state-of-the-art technological solutions / CAT / translation environment tools have facilitated quality assurance and productivity of translation, however, further awareness of their potential and limits, risk management strategies should, and the still important role of humans needs to be raised. Under the circumstances, the relation between translation and technology should be regarded as dynamically evolving – in Cronin's (2013) terms, translation in the digital age is everywhere.

Eliona Naqo – Universiteti 'Ismail Qemali'- Vlorë, Albania

Listening and Speaking. Their Importance in Learning Foreign Languages. The Case of the Italian Language

The aim of this paper is to present the importance of speaking and listening and to improve the art of communication in the Italian language. *Listening* is an immediate and spontaneous activity, exercised by 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. We speak at school, at home... with friends, parents. The reason is to talk, to discuss and to describe. Therefore, speaking would seem to be a spontaneous activity that often causes difficulties, because of the emotional implications it requires. A good speaker is someone who knows how to say the right things in the right time and for the right reason. *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.

Felix Nicolau – The Doctoral School of "1 Decembrie 1918" University of Alba Iulia, Romania
The Epistemological Value of Histories of Translation

The history of translations in Romania does not have a long track. But owing to the position of the country at the juncture of so many cultures, there are spectacular phases to reckon with. Many indexes and theoretical works have been dedicated to the translational enterprise in Romania, but only in 2021 was published a majestic synthetic and comprehensive at the same time *O istorie a traducerilor în limba română din secolul al XX-lea. Domenii literare și nonliterare*, Editura Academiei, 2021 (*A History of Translations into Romanian in the 20th Century. Literary and Non-literary Fields*). The coordinators of this massive collection of contributions (Muguraș Constantinescu, Daniel Dejica and Titela Vilceanu) made use of chronological and thematic criteria in organizing the scientific content. The intention of this article is to study the critical and valuing approaches the authors displayed in developing their research. How objective and illuminating this synthesis is? What will the Romanian culture benefit of it?

Adina Palea, Ovidiu Filpisan – Politehnica University Timișoara, Romania

Presidential Communication in Times of Crisis. Case Study: The Facebook Page of the Romanian President, Klaus Iohannis

Since the outbreak of the Covid-19 pandemic, crisis communication is no longer a niche preoccupation of public relations specialists and communication researchers, but an everyday reality for most of us. As it is common knowledge, in February 2022 another crisis hit – the war in Ukraine, which has further induced the energy crisis and inflation. Throughout these three years of crisis, the Romanian President, Klaus Iohannis, has been the lead communicator, conveying key messages and recommendations to the general public. We presume that the importance given by the public to the statements of President Iohannis and the willingness to follow the recommendations can be deduced from their reactions to the respective posts. The present paper shares the results of a comparative analysis of social media engagement metrics of all messages posted by the President on his Facebook page, throughout the springs of 2020, 2021 and 2022.

Iulia Para – West University of Timișoara, Romania

Exploring the Impact and The Role of Effective Translation in Multilingual Information Management

This paper explores the influence of digitalization on communication and the critical role of effective translation in managing multilingual information. As digital technologies continue to advance and transform how we communicate, it is increasingly important to address the challenges of multilingual communication and information management. The paper discusses the impact of digitalization on communication and highlights the challenges associated with managing multilingual content in the digital age. The role of effective translation in overcoming these challenges is emphasized, and practical strategies for implementing multilingual communication and information management are suggested. This paper contributes to understanding the evolving communication landscape and offers insights into the importance of effective translation in managing multilingual information in a digital world.

Raul Pașcălu – University of Life Sciences "King Mihai I" from Timișoara, Romania

The Advantages of a Proper Translation Workflow in Companies

A proper translation workflow in companies can offer many advantages, including consistency (a well-defined workflow ensures that translations are consistent across all documents and projects, even if multiple translators are involved), quality (a proper workflow helps ensure that translations are accurate and of high quality, by providing clear guidelines, quality control processes, and review mechanisms), efficiency (a streamlined workflow can save time and reduce costs by minimizing redundant work, automating repetitive tasks, and using translation memory tools to reuse previously translated content), scalability (a well-designed workflow can accommodate a growing volume of content and handle large-scale translation projects efficiently), collaboration (a proper workflow can

facilitate collaboration among translators, editors, project managers, and clients, ensuring that everyone is on the same page and working toward a common goal), adaptability (a well-designed workflow can adapt to the specific needs of different projects, clients, and industries, ensuring that the translation process is tailored to the unique requirements of each situation). Overall, a proper translation workflow can help ensure that translations are accurate, consistent, efficient, and of high quality, ultimately leading to better communication and increased business success.

Andreea Pele – Politehnica University Timișoara, Romania

Translators as Professional Communicators

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.

Sevda Pekçoşkun Güner – Kırklareli University, Turkey

Creative Translation in Crowdsourced Software Localization

Crowdsourced translation is the practice of utilizing volunteers to translate large volumes of content. Although crowdsourced translation activity in software localization is generally considered to fall within the scope of technical translation, some source strings are supposed to be transferred to the target language(s) in a creative and operative way. Especially in the translation of source strings that require creativity, the crowd faces challenges. Including target strings in different languages, locales can support translators in this regard. This study first outlines the role of crowdsourced translation in software localization, and then explains how locales can be used in creative localization.

Oana-Maria Puiu (Niță) – University of Craiova, Romania

The Status of the Translation Profession in the New Millennium

In the third millennium BC, translators conducted their work anonymously, they were not allowed to act independently, and their translations were heavily censored. We take into consideration four parameters, namely salary, education, visibility, and influence, to discuss the status of the translation profession in the new millennium. We note that a high level of proficiency in the source language and target language, the domain of translation and the country where the translator works, affiliation with professional associations, conserving the culture of the target text and adding value to it, are the main factors contributing to a translator's high status.

Andreea Rodica Ruthner, Claudia E. Stoian – Politehnica University Timișoara, Romania

Cultural Awareness in Translating and Foreign Language Learning

The concept of *cultural awareness* has become of considerable importance not only to competent future translators and interpreters, but also to all language learners, who need to find their way in a foreign cultural context of action, blend in successfully with the new cultural orientation system and finally become part of the foreign culture. From a global perspective, cultural awareness is increasingly necessary for an optimal development of modern societies of growing cultural and linguistic diversity, and it can be achieved through *intercultural learning*, a process of self-development, that includes the acquisition of communicative and equally important sociocultural competences, as well. The present paper discusses the importance of cultural awareness for students following translation and interpreting courses or just learning a foreign language. Then, it proposes several activities to make students (more) aware of the importance of culture in their interactions, in their jobs and, generally, in their lives. The focus is on both verbal and non-verbal communication as they can lead to misunderstandings and affect successful interchanges. Students are, thus, offered the opportunity to enrich their learning experiences, by acknowledging, appreciating and capitalizing different cultural and linguistic heritages, hence diversity.

Marina-Cristiana Rotaru – Technical University of Civil Engineering Bucharest, Romania
Translating Culture-Bound Terms. The Case of Ten British Popular Customs and Traditions
Section

This paper deals with the translation of ten British culture-bound terms that refer to British customs and traditions. Taking into consideration the specificity of each culture, translating such terms is a challenge as some of these terms may be opaquer than others. Hence, the degree of translatability varies according to the degree of transparency. The aim of the paper is to try and translate these terms into the target language (Romanian, in this case) and, where possible, offer solutions that may help accommodate the source-culture terms into the target-culture terms.

Mihai Robert Rusu – University of Craiova, Romania
Medical Translation and Terminology Issues

Two broad categories are commonly identified: general translation and specialized translation (notably, Delisle 1980: 25). In this context, medical translation refers to any of the subdivisions of translation service provision in relation to healthcare, medical products, pharmacy, biotechnology, etc. that involve specific terminology, accurate understanding of medical documents and, sometimes, support from the medical specialist. In medical translation, the specific medical language can be analysed along three dimensions: the user, the domain of use and special application of language (Karwacka 2015: 272). In this line of approach, Jóskowska and Grabarczyk (2013: 46ff.) compile provide a comprehensive inventory of “the modern language of medicine”, claiming that it basically “represents the ancient Greek language transcribed into Latin”. Accordingly, the problems that could arise in the translation of words stemming from Greek and Latin roots lie in spelling, parallel forms, switches from Greek to Latin or vice versa, as well as in establishing the right contextual meaning as many medical terms have acquired multiple specialised meanings. Therefore, we can rightly conclude that medical language and translation are on the border between specific language and scientific field.

Ana Scalcău – West University of Timișoara, Romania
A Case Study on Cancel Culture Discourse: The Theatre of the Absurd

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 presentation will be 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.

Joel Snyder – Audio Description Associates, LLC and the Audio Description Project of the American Council of the Blind, USA

If Your Eyes Could Speak – Audio Description as Translation: Forty Years of Work with Audio Description

This presentation will demonstrate how audio description (AD) provides access to the arts for people who are blind. AD makes visual images accessible for people who are blind or have low vision via a translation of visual images to succinct language. Using words that are vivid and imaginative, describers observe, select, and use language to convey the visual image that is not fully accessible to a segment of the population—the American Foundation for the Blind notes that 31 million Americans are blind or “have difficulty seeing even with correction”. In addition to an overview of the history of audio description and a focus on the nature of the audiences for audio description, the program of training for non-professionals to be presented is focused on “The Four Fundamentals of Audio Description” developed by Dr. Snyder throughout the 1990s.

Miroslav Stanici – Politehnica University Timișoara, Romania
Information and Disinformation during the Covid-19 Pandemic in Romania

Disinformation, Fake News during the covid-19 pandemic in Romania is a proposal of qualitative research based on 40 interviews analyzed with grounded theory. The study is constructed around 20

interviews with medical personalities and other 20 with politicians who were active during February 2020-March 2022 in the public space. The objective of the study is to emphasize the vulnerability, difficulties and challenges of communication experienced during the pandemic and to show where they were felt the most, in the sphere of medical staff or the authorities. The research aims to answer the following questions 1. How did politicians perceive the discourse of medical staff during the pandemic? 2. Where was the main disruption of communication in the equation of institution-medical authorities, politicians, and society? 3. Which were the main failures and success of communication during the pandemic? 4. Which was the purpose of misleading information during the pandemic? Grounded theory is an inductive method of analysis which doesn't work with hypothesis, but I start with some premises which are driven from data. My first premise is that the populism of politicians during the pandemic intersected many times with the phenomenon of fake news and generated a confused and dangerous crisis situation. The second premise is that from the perspective of political communication, the privilege of law enforcement in the context of pandemic for urgency of vaccination and to maintain the social tension under control the phenomenon of fake news contributed to relatively significant extent to the symbolic erosion of democracy in Romania. The study has the goal to achieve its objective through the lens of theory of conflict, mirroring the two sets of interviews.

Radu Ștefan Stanescu – University of Craiova, Romania

Moving Boundaries. Politeness Strategies and the Cyber Reality

Establishing a general understanding of how politeness classic theories apply to e-mails is the main goal of this paper. Accordingly, we aim to spotlight the e-mail as the most popular tool used in academic and business environment communication underlying pragmatic mechanisms of meaning generation and inference. Electronic mail (e-mail) has become in the last years a very important medium for interpersonal and institutional communication due to its features, benefits and speed. Whether in a classic letter or an e-mail, positive and negative politeness strategies play a significant role, as substantiated in opening and closing formulas, requests, thanks, etc. The lack of face-to-face interaction does not mean that face saving and/or face threatening acts are transferred / infiltrated to cyber reality. Classical politeness principles and theories have to prove their applicability in a computer-generated reality, while communication reaches new dimensions.

Claudia E. Stoian, Marcela Alina Fărcașiu, Gabriel-Mugurel Dragomir, Vasile Gherheș – Politehnica University Timișoara, Romania

Students' Perspective on the Benefits of Online Education

The COVID-19 pandemic has changed the educational process. Attention needs to be paid to the transition back to face-to-face learning and its implications. Within such context of change, the present research focuses on identifying the students' preferred aspects of online education during the pandemic, in terms of learning, teaching, assessment, and interaction with peers and teachers, with the aim of improving face-to-face education by contextually adapting it to their needs. The results indicate several preferences among students that point out a balance between face-to-face and digital education, probably under the form of blended learning.

Diana Oana Strîmbeanu – SNSPA Romania

Digital Diplomacy in the Post Web 2.0 Era

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.

Simona Şimon, Daniel Dejica, Marcela Fărcaşiu, Annamaria Kilyeni – Politehnica University Timișoara, Romania

Designing Curricula for Validators and Facilitators of Easy-To-Read Texts

Since Europe aims at building an inclusive society for all its citizens, the emergence of a simpler writing style called Easy-to-Read (E2R) has been welcomed by persons with reading difficulties of various origins. Although in some developed countries in Europe validators and facilitators of E2R texts have been working empirically on simplifying texts for several decades, neither has their work been officially and socially recognized yet, nor have they received formal professional training. The present paper puts forth two curricula for formally training validators and facilitators of E2R texts to contribute to the certification of these two new professions.

Simona Şimon, Daniel Dejica, Marcela Alina Fărcaşiu, Annamaria Kilyeni – Politehnica University Timișoara, Romania

Linguistic Accessibility Training in Romania

Linguistic accessibility offers access to knowledge and information to all people, irrespective of age, origin, health status, cultural, social and educational background. Although in the European Union, linguistic accessibility has been fostered through a number of legislative measures, in Romania, a member state, there is still a lot that needs to be done. This analysis aims at identifying the main education providers in the field of linguistic accessibility in Romania, pointing to the scarcity of options available to those who wish to become specialists in linguistic accessibility. As such, it is no wonder that the interlingual and intralingual translation and interpreting services offered to the Romanian citizens are also not very diversified. The concluding remarks are then obvious: in Romania, the educational landscape should be enriched with courses, bachelor's or master's programs that aim at forming specialists in linguistic accessibility that are able to provide the Romanian citizens with linguistic solutions that fit their needs.

Simona Şimon, Andrea Kriston, Andreea Ungureanu-Ruthner – Politehnica University Timișoara, Romania

A Brief History of Interpreting

Once human communities developed from a social, economic and technological point of view, people started to trade goods, to move around, and to get into contact with other cultures and languages. In order to communicate efficiently, the communication partners not mastering a common language and culture needed a linguistic and cultural mediator of their oral exchanges, i.e., an interpreter. Since its first official record in Ancient Times, the interpreter's services have expanded, the interpreting profession has been officially recognised globally, and interpreting has been included into the field of Translation Studies. The present paper aims at giving an overview of the evolution of interpreting in time, pointing to some of the topics that are most relevant to the profession.

Adriana Toma – West University of Timișoara, Romania

Mental Translation in Communicative Language Teaching and Learning

Language is a system of quick mental representations, grammar and human behaviour which can be analysed according to the theories of interaction and thinking. Nonetheless, it can be viewed as a known system of rules and conventions mutually intelligible to all representatives of a civilisation, however being a system, which provides with both freedom and creativity in its achievement. Mental translation plays an important role in foreign language acquisition. It might be regarded as a quick method of information processing with a significant impact on how foreign English speakers process, decode and create messages in English. Closely related to cognitive psychology, it represents the strategy of human cognition, revealing how instant memory functions, how quick information is acquired, analysed and transferred from one language to another, how people learn, communicate and interact by using their previously stored knowledge. This research consists of two parts, the theoretical methodological study and the experimental practice.

Aida Torre López – University of Valladolid, Spain

Audio Description Guidelines: Une 153020 Standard and Netflix Guide

Audio description (AD) is an essential service for visually impaired people to access audiovisual content. In Spain, the UNE 153020 standard establishes the guidelines to be followed when audio describing a product. Nevertheless, when it comes to some streaming platforms such as Netflix, they use their own guidelines for the audio description of the works available on them. Given the differences, this study compares the UNE 153020 standard with the Netflix audio description style guide, in order to analyse their differences and similarities and to determine whether the two guidelines could be complementary when it comes to developing an AD in Spain.

Laria Maria Trușculescu, Vasile Gherheș, Gabriel-Mugurel Dragomir – Politehnica University Timișoara, Romania

A Comparative Study Analysing the Spread of Fake News on Different Social Media Platforms

In recent years, the speed with which fake news spreads has become a major concern all around the world, with social media platforms being a key player in its dissemination. Different social media platforms have become a new source for consuming and sharing news, but the lack of editorial oversight or a journalist, along with the ease and speed of consuming information, have made them a perfect platform for spreading false information. The study aims to analyse the spread of fake news on different social media platforms, namely Facebook, Instagram, WhatsApp, YouTube and Tiktok. The present research looks at both the usage rate and all-around popularity of the web pages and applications; coupling this with the level of fake news that is spread on them and the preventive measures or the solutions chosen by the platforms to combat the phenomenon, in order to help paint a general picture of the fake news problem at hand. The study concludes that, although Facebook is the largest social media platform (2.7 billion active users monthly), respondents prefer to spend more time on Instagram and YouTube. Furthermore, the highest amount of fake news can be found on social media and TV. Also, particularly surprising is the level of trust the respondents keep having in social media for getting news/ information.

María-José Varela Salinas – University of Malaga, Spain

Iulia Mihalache – Université du Québec en Outaouais, Canada

All You Wished DeepL Could Do. Postediting as a Fundamental Competence in Translators Training

Since the first experiments in automatic translation which took place in the early 1950s, machine translation has evolved considerably to the current neural machine translation systems which use neural networks modelled on the human brain and very large datasets to translate texts. While the MT quality improves, new translation workflows make humans and machines converge, while also blurring the boundaries between revision and post-editing, between competences and roles (Koponen et al. 2021; 188). This presentation addresses the following issues: (1) understanding of the human role and human competences involved in the machine translation post-editing (MTPE) process by industry stakeholders; (2) training offer and training objectives from the industry and from the academia; (3) possible use of MTPE as a valuable resource in translation didactics and not only as a way to improve machine translation accuracy.

Denisa Ungurean-Mitroi – West University of Timișoara, Romania

Legal Translation Challenges: A Case Study on Quality Assessment

This paper represents a case study of the translation of a criminal conclusion from Romanian into English. It resorts to the American Translation Association translation evaluation system to detail on the categories/ types of errors made and to evaluate the quality of the translated document, thus demonstrating the usefulness of such a grid for legal translation assessment (so much so that, in Romania, no grid of the kind is available). The interesting result of the proposed analysis is subject to future research in a currently under explored side of legal translation in use.

Cristina Varga – Babeș-Bolyai University, Cluj-Napoca, Romania

Machine Translation and Automatic Subtitles in Romance Languages. A Comparative Study

Our presentation aims to continue a line of studies previously explored in the area of automatic subtitling. Nowadays, most studies on automatic subtitling assess formal and traductological aspects

of automatic subtitling referring to English. We aim in our paper to analyze the reliability of online automatic subtitling platforms in different Romance languages (FR, ES, CAT and RO), according to the features of each virtual platform. To do so, we will analyze automatic subtitling in several Romance languages of an English movie fragment, and we will assess whether it complies with the specific formal parameters. Also the quality of machine translation into languages other than English will be assessed. This study will take into consideration several automatic subtitling platforms and is dedicated to increase the understanding of the strengths and constraints of machine translation in audiovisual contexts.

Titela Vilceanu – University of Craiova, Romania

Translation Studies, Knowledge Management and Competence Studies. A Case of Boundary-Spanning Collaboration

In the dynamic knowledge-based society, it is but obvious that knowledge has become a highly important strategic resource. On the other hand, the complex nature of the interdiscipline of Translation Studies and its fruitful encounters with knowledge management and competence studies have sparked interest in the extent to which and ways in which translation contributes to knowledge sharing. In this framework, the current paper sets out to demonstrate how translation – in its many forms, and, in particular, specialised translation – as well as translators become vectors of change and innovation and can shape knowledge-sharing behaviour patterns.

PAPERS IN FRENCH

Georgiana I. Badea – West University of Timișoara, Romania

Sur la formation et sur les nouvelles compétences du traducteur professionnel dans une société interculturelle et numérique

La productivité en traduction a augmenté depuis l'amélioration de la qualité de la traduction automatique (TA). Cette productivité traductive est atteinte par les systèmes de TA aussi bien dans les domaines généraux que dans les domaines spécialisés, et cela avec des coûts réduits et un volume immense de traductions obtenues dans un laps de temps réduit. Néanmoins, dans les domaines professionnels, la présence d'un traducteur humain est encore nécessaire. Pour faire travailler la TA à son intérêt, le traducteur humain /professionnel est tenu de maîtriser la post-édition traductive, mais aussi d'intégrer dans son activité les logiciels automatiques de post-édition. Dans notre communication, nous nous intéressons à la façon dont les outils d'aide à la traduction et les avancées technologiques sont intégrés dans la formation des traducteurs roumains. La cohérence et la cohésion seront assurées par un traducteur-post-éditeur. A cette fin, le traducteur professionnel sera (devra être) à même de remédier les failles de logiques identifiables dans une TA. Les actuelles filières de formation en traduction devraient-elles s'orienter vers la formation des post-éditeurs ? Les considérations que nous retenons sont issues d'une démarche exploratoire de notre activité didactique ; elles montrent que les étudiants en LEA développent laborieusement des compétences de traduction spécifiques aux outils d'aide à la traduction. La complexité de l'apprentissage et de l'acquis des compétences traductives et de post-édition influent sur le rythme de formation en traduction. Dans ces circonstances, ne faudrait-il pas envisager d'abord la formation de formateurs en traduction ?

Andrea Kriston – Politehnica University Timișoara, Romania

Les principales difficultés en interprétation simultanée

Le processus d'interprétation est un acte très difficile dont le résultat dépend de plusieurs facteurs. L'ouvrage présente et analyse les difficultés principales telles les maladroites, les fautes, les écarts de logique, les omissions ou bien, les faux-sens. Nous partons des modèles d'effort étudiés par Gile pour observer ensuite les types de mémoire sollicités en simultanée. À la fin, le

papier va essayer même d'offrir quelques solutions venant à l'aide des interprètes de conférence (anticipation, reformulation).

Luciana Penteliuc-Cotoșman – Politehnica University Timișoara, Romania

D'une crise à l'autre : création terminologique et conceptualisation métaphorique. Réflexions sur la dynamique du langage de la permacrise

Inscrite dans l'horizon des préoccupations linguistiques suscitées depuis quelque temps par les différentes manifestations de ce phénomène global que l'on désigne désormais par le terme de *permacrise*, notre recherche se focalise essentiellement sur les termes et les expressions métaphoriques liés à la crise économique, à la pandémie et à la guerre, qu'elle approche dans une perspective diachronique et comparative, socio-culturelle et transdisciplinaire, permettant d'éclairer les affinités, les échanges et les migrations inter-domaines, ainsi que la récurrence et la pérennité de quelques métaphores conceptuelles solidement ancrées dans l'imaginaire collectif de la crise.

En s'appuyant sur un corpus tiré de la presse française, généraliste et spécialisée, depuis la seconde moitié du XVIII^e siècle jusqu'à présent, notre recherche suit cette piste de réflexion et débouche sur quelques observations portant sur la dynamique du langage de la crise conjuguant changement et permanence, temps court et temps long, néologie terminologique et conceptualisation métaphorique.

Mirela-Cristina Pop – Politehnica University Timișoara, Romania

La traduction spécialisée dans la littérature et dans les pages web professionnelles de traduction de langue française

L'industrie de la traduction connaît un essor considérable dans tous les domaines du savoir et accompagne l'avancement technologique. La traduction spécialisée est un domaine à part entière dans la pratique professionnelle et un objet d'étude dans la littérature. L'exposé est structuré en deux sections. La première section passe en revue le concept de traduction spécialisée dans la littérature et synthétise les caractéristiques de la traduction spécialisée suivant les approches théoriques de la traduction. La deuxième section résume les acceptions attribuées par les praticiens de la traduction à la notion de traduction spécialisée à travers les pages web professionnelles de traduction de langue française constituant notre corpus.

Mihaela Popescu – Politehnica University Timișoara, Romania

Les sites compagnon dans l'enseignement/apprentissage du français professionnel

Les ressources numériques représentent actuellement des outils incontournables dans l'enseignement/apprentissage du français professionnel. Les méthodes utilisées en classe de langue ou dans l'apprentissage sont souvent accompagnées de nombreuses ressources numériques comme les CD, DVD, les sites compagnon, etc. Dans cet article nous analysons les sites compagnons conçus par les maisons d'édition pour l'enseignement/ apprentissage du français professionnel. Notre analyse porte sur deux types de sites compagnon : ceux qui intègrent la méthode en format digital et ceux qui proposent de nombreuses activités à travailler en autonomie par les apprenants.

Anca Monica Stanciu – University of Craiova, Romania

L'utilisation de la technologie dans la traduction : option versus nécessité

La technologie représente une réalité de nos jours sans laquelle la compétitivité n'est plus possible, quel que soit le domaine dans lequel l'activité professionnelle est exercée. Dans ce contexte, les traducteurs indépendants doivent, volens-nolens, se tourner vers la technologie pour pouvoir faire face à la concurrence. C'est la raison pour laquelle il est essentiel d'identifier tout facteur qui pourrait conduire à une meilleure gestion de l'entreprise. Dans ce contexte, le présent article tente de présenter et de résumer les conclusions de plusieurs directions de recherche, liées au sujet traité, en essayant de répondre aux questions suivantes : Quels sont les principaux avantages apportés par la technologie dans le domaine des traductions ? ; Quelle est la pertinence des études de cas liées à l'utilisation de la technologie dans la traduction juridique et administrative ? ; La technologie est-elle une option professionnelle ou bien une nécessité ?

PAPERS IN GERMAN

Ruxandra Oana Buglea – Politehnica University Timișoara, Romania

Sprachwandel und Gesellschaft. Sprache als Spiegel der Veränderung

Sprache und Kommunikation sind die Grundlagen der modernen Gesellschaft. Jede Form der öffentlichen Präsenz ist eine Form der Kommunikation. Die Gesellschaftsdynamik ermöglicht und determiniert einen stetigen Wandel des öffentlichen Diskurses, welcher sich als Spiegelbild der gesellschaftlichen Veränderungen gestaltet. Dies bringt erneut den Begriff der „kommunikativen Kompetenz“ in den Vordergrund. Kommunikative Kompetenz in einer globalisierte Gesellschaft bedeutet, in erster Linie, interkulturelle Kompetenz.

Veronica Câmpian – Babeș-Bolyai University, Cluj-Napoca, Romania

COVID-19-bedingte Veränderungen im Einkaufsverhalten: eine empirische Analyse

Die COVID 19-Pandemie hat zu einer Veränderung der Erwartungen und des Verhaltens der Verbraucher beim Kauf von Lebensmitteln in Geschäften geführt. Während die Verbraucher es vor den Restriktionen bevorzugten, fast ausschließlich in physischen Geschäften einzukaufen, haben viele Verbraucher ihre Präferenzen, Erwartungen und Konsummuster aufgrund von gesundheitlichen Einschränkungen und sozialer Distanzierung, Angst vor Pandemien, dem Wunsch nach mehr Sicherheit beim Lebensmitteleinkauf und weniger Interaktion mit anderen Verbrauchern geändert. Ziel dieser Studie ist es, die Erwartungen und das Wechsel-/Nicht-Wechsel-Verhalten der Verbraucher zu zwei Zeitpunkten zu untersuchen: während der Pandemie und nach der Pandemie im Hinblick auf ihre Entscheidungen beim Lebensmitteleinkauf aufgrund der Auswirkungen der COVID-19-Pandemie. Die Ergebnisse zeigen, dass das Switching-Verhalten einen signifikanten Einfluss auf die Verbrauchererwartungen während der Pandemie bzw. nach der Pandemie ausübt, aber nicht das Verbraucherverhalten bestimmt. Andererseits beeinflusst das Nicht-Wechselverhalten sowohl die Verbrauchererwartungen als auch das Verhalten in den beiden Situationen. Die Erwartungen der Verbraucher haben keinen Einfluss auf ihr Verhalten während der Pandemie, spielen aber eine bedeutende und relevante Rolle für ihr Verhalten nach der Pandemie. Aus theoretischer Sicht baut die Arbeit auf die Stimulus-Organismus-Reaktionstheorie und auf die Schutzmotivationstheorie, und aus betriebswirtschaftlicher Sicht zielt die Studie darauf ab, Managern ein genaues Bild des Verbraucherverhaltens und des Ausmaßes, in dem die Menschen ihr Konsumverhalten infolge der COVID-19-Pandemie geändert haben, zu vermitteln.

Ștefana Ciortea Neamțiu – West University of Timișoara, Romania

Neue PR-Instrumente: institutionelle Kulturblogs

Blogs haben als individuelle Online-Journale begonnen; sie werden jedoch heute vermehrt auch von Institutionen verwendet und sind dadurch zu institutionellen Blogs geworden, zu Instrumenten des Marketings und der Öffentlichkeitsarbeit. Als solche haben sie ihren ursprünglichen Charakter verloren. Wie sind sie gestaltet und welchen Content bieten sie an, diesen Fragen gilt es nachzugehen anhand von Beispielen von Blogs mehrerer Kulturinstitutionen.

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

Sprachen verbinden – Mehrsprachigkeit, Interkomprehension und Übersetzung

Mehrsprachigkeit, Interkomprehension und Übersetzung spielen im Kontext der Globalisierung eine bedeutende Rolle und sind sowohl im Alltag als auch in allen anderen Bereichen anzutreffen. Fachsprachen bekommen hier auch einen besonderen Stellenwert, zumal fachsprachliche Kompetenzen, neben den interkomprehensiven Kompetenzen und die Kenntnis von Fremdsprachen zu den wichtigsten Fähigkeiten eines Übersetzers gehören. Der Schwerpunkt des Beitrags besteht darin zu zeigen, dass Fremdsprachenkenntnisse die Kommunikation sowohl in der Alltagssprache als auch im Bereich Bildungs- und Fachsprache erleichtern.

Anca Dejica-Carțis – Politehnica University Timișoara, Romania

Das funktionale Übersetzen im Hinblick auf künstliche Intelligenz

Die maschinelle Übersetzung ist heute sehr aktuell. Die Technologie ersetzt heute die menschliche Übersetzung. Erzielt aber die Technologie eine hohe Sprachqualität? Oder lernt die Software Strukturen und sprachliche Zusammenhänge kennen? Online-Tools können aber Hilfestellung einnehmen. Studien haben gezeigt, dass der Einsatz von maschineller Übersetzung nicht immer geeignet ist. Für professionelle Übersetzer ist die maschinelle Übersetzung keine große Hilfe, für die Laien sind Fehler kaum zu erkennen. Die Frage, wie hoch die Akzeptanz der Technologie ist, bleibt offen.

Jens Heinrich – Hochschule Mittweida, Germany

„Is Digital the New Live?“ – Events als Instrumente der Unternehmenskommunikation im digitalen Umfeld. Ein experimenteller Ansatz.

Digitalisierungsprozesse haben sich bereits vor der COVID-19-Pandemie auf Kommunikationsinstrumente, Formate und Konzepte im professionellen Eventmarketing ausgewirkt. Veranstalter, Planer und Zielgruppen haben mittlerweile erkannt, dass die Hybridisierung und Digitalisierung von Events Vorteile bietet. In diesem Umfeld ist es legitim, zu hinterfragen, ob mit digitalen oder hybriden Veranstaltungen die gleichen Kommunikationsziele erreicht werden wie im Präsenzkontext. Was sind Vorteile des digitalen Eventmarketings und welche Aspekte bedeuten Kompromisse? Das Paper beschreibt den Ansatz eines faktoriellen Mischexperiments, mit dem bei einer realen Live-Veranstaltung der Einfluss von Digitalisierungsprozessen untersucht wurde. Die Forschungsfragen lauten: Können digitale Events die gleiche Wirkung wie Live-Events haben? Und welche Faktoren beeinflussen die Wirkung digitaler Events? Die experimentelle Forschung zu diesem Thema ist innovativ und relevant. Denn sie ergänzt die vorliegende Forschung und Literatur zur Rolle von Events in der Unternehmenskommunikation und hat praktische Auswirkungen, da daraus abgeleitet Empfehlungen für zukünftige digitale Veranstaltungen formuliert werden können.

Dana-Maria Grosseck – Politehnica University Timișoara, Romania

Wie Metaphern Fachsprachen und -übersetzungen angenehmer machen können

In einer technologisch fortgeschrittenen Gesellschaft, die sich auf Innovation und Entwicklung von Spitzenprodukten konzentriert, muss der zukünftige Übersetzer über schriftliche und mündliche Kommunikationsfähigkeiten im technischen Bereich sowohl in Rumänisch als auch Deutsch verfügen. Erkennen der Besonderheiten von Fachtexten in einer Fremdsprache, konsultieren von technischem Material, das in einer Fremdsprache verfasst ist (Berichte, technische Spezifikationen, Projekte, Spezifikationen, usw), Entwicklung der Fähigkeit zur Verwendung von Fachterminologie in einer Fremdsprache, sind ein Muss. Roboter sind aus unserem Alltagsleben kaum wegzudenken. Ob sie älteren Menschen helfen können, möglichst lange ihre Mobilität und Unabhängigkeit zu bewahren, oder ob sie in der Automotive-Industrie die menschliche Arbeitskraft ersetzen, oder beides gleichzeitig, fast nichts ist mehr unmöglich. Maschinen tragen entscheidend zum Erhalt der Lebensqualität und somit haben sie sich auch im Alltagsleben Platz geschaffen. Ihre Beschreibung, ihre Bestandteile, ihre Funktionsweise wird auf uns Menschen übertragen, prägen unser Handeln und Sprechen. Die Mittel denen sich diese, Technologie, Industrialisierung und Medizin, bedienen, sollen in diesem Beitrag erläutert werden.

Vlasta Kučič – University of Maribor, Slovenia

Transkreation von digitalen slowenischen Speisekarten am Beispiel des Sprachenpaars Slowenisch-Deutsch

Transkreation ist ein wesentlicher Bestandteil der globalen, vielsprachigen und digitalen Kommunikation im Marketingbereich, da man die beabsichtigte Information an den potenziellen Kunden professionell, interessant und adressatenspezifisch übermitteln soll. Dieser Translations-trend ist auch im Tourismus bemerkbar, wo transkulturelle Kommunikation eine bedeutende Rolle spielt. Slowenien ist eine touristische Destination mit zahlreichen Sehenswürdigkeiten aber auch Gasthäusern, wo den Gästen kulinarische Erlebnisse angeboten werden. Die Qualität und die Originalität des Gastronomieangebots zeichnen sich auch durch eine kreativ übersetzte und entsprechend designierte Speisekarte aus. Die Gestaltung und die Translation

einer Speisekarte soll aufmerksam vorbereitet werden, denn die Esskultur eines jeden Landes ist kulturspezifisch. Die Erstellung einer Speisekarte ist wesentlich mehr als nur eine Auflistung des Speiseangebots oder der Preisangabe. Speisekarten sind Visitenkarten von Gasthäusern und tragen zum Image des Unternehmens bei. Sie dienen den Gästen als Speiseberater, Appetitanreger, manchmal auch als Verführer. In Zeiten der Digitalisierung ist es aber wichtig, dass die Speisekarte auch Online zur Verfügung steht, da sich die meisten Gasthausbesucher und Touristen schon vor dem Besuch einer Lokalität gerne im Smartphone oder im Internet über das Angebot vor Ort informieren. Zweck dieser empirischen Untersuchung ist es, die Qualität der Online-Speisekartenübersetzungen für das Sprachenpaar Slowenisch-Deutsch in 25 ausgewählten Gasthäusern der slowenischen Region Štajerska zu analysieren.

Patrick Lavrits, Anca Maghețiu – West University of Timișoara, Romania

Die Umsetzung der kulturellen Dimension Maskulinität versus Feminität von Geert Hofstede im Unterricht

In der Arbeit „Die Umsetzung der kulturellen Dimension Maskulinität versus Feminität von Geert Hofstede im Unterricht“ geht es um die Anwendung der von Hofstede entwickelten kulturellen Dimension im Kontext des Unterrichts. Die Arbeit untersucht, wie Lehrkräfte diese Dimension im Unterricht vermitteln können, um Studenten für kulturelle Unterschiede zu sensibilisieren und interkulturelle Kompetenz zu fördern. Dabei werden verschiedene didaktische Ansätze, Methoden und Materialien vorgestellt und diskutiert. Die Ergebnisse zeigen, dass eine bewusste Auseinandersetzung mit Hofstedes Kulturdimensionen im Unterricht dazu beitragen kann, kulturelle Vielfalt zu verstehen und Vorurteile abzubauen und dass die Vermittlung von Maskulinität versus Feminität im Unterricht einen wichtigen Beitrag zur interkulturellen Kompetenzbildung von Studenten leisten kann.

Anca Maghețiu, Patrick Lavrits – West University of Timișoara, Romania

Die Vermittlung von interkultureller Kompetenz im Unterricht: Stereotype, Vorurteile und Klischees

Stereotypisierung ist ein in allen menschlichen Gesellschaften anzutreffendes Phänomen. Klischees und Vorurteile begegnen uns ständig: in der Werbung, in den Nachrichten, in den Boulevardmedien. Die Auseinandersetzung mit negativen und positiven Stereotypen ist unerlässlich bei der Vermittlung interkultureller Kompetenz, da beide aus unserer selektiven Wahrnehmung stammen und mit Gefühlen assoziiert werden. Eine solche Auseinandersetzung ist also meistens affektiv geprägt, d.h. eigene Erfahrungen, Erlebnisse und Sichtweisen werden mit einbezogen. Die vorliegende Arbeit nimmt sich vor zu zeigen, wie Stereotype im Fach Deutsch – Interkulturelle Kommunikation unterrichtet werden, wie Studierende auf kulturelle Unterschiede aufmerksam gemacht werden und wie dadurch interkulturelle Kompetenz gefördert wird. Klischees über Menschen, Länder und Sachverhalte können auch eine kommunikative Funktion haben: sie sind eine Abkürzung zum Verstehen.

Sonia Maloș, Denisa Lăcătuș – Babeș-Bolyai University, Cluj-Napoca, Romania

Neue Medienkompetenz: Die Jugendlichen in der Welt des Digitalen

In der heutigen Welt der Informations- und Kommunikationstechnologie hat sich die Generation Z, die Digital Natives, wiedergefunden. Im Jahr 2021 nutzten 95% der jungen Menschen in der EU täglich das Internet (Eurostat, 2022). Um in der überwältigenden Menge an Informationen navigieren zu können, müssen Jugendliche Medienkompetenz beweisen. Der Fortschritt der Medien und Technologien erfordert eine zunehmende Anzahl an digitalen Fähigkeiten, wobei die Medienkompetenz in den letzten Jahren viele Formen und Gestalten gekannt hat. In diesem Zusammenhang befasst sich die vorliegende Literaturübersicht mit dem Übergang von der Medienkompetenz der 90er Jahre (Aufderheide, 1992) zur neuen, digitalen Medienkompetenz. Unsere primären Ergebnisse deuten darauf hin, dass die neue Medienkompetenz ein Grundstein in der fortlaufenden Entwicklung und in der Bildungsphase der Jugendlichen ist.

Meda Mucundorfeanu, Marius Mauer – Babeş-Bolyai University, Cluj-Napoca, Romania
Sprachliche Besonderheiten in der deutschsprachigen Tageszeitung *Allgemeine Deutsche Zeitung (ADZ) für Rumänien*. Eine Analyse der Ressorts *Lokales* und *Inlandspolitik*

Die vorliegende Arbeit bietet einen kleinen Einblick in die verwendete Pressesprache und den sprachlichen Besonderheiten der rumäniendeutschen Presse am Beispiel der mehr als siebenzig Jahre bestehenden Tageszeitung *Allgemeine Deutsche Zeitung für Rumänien*. Die Untersuchung ist in zwei Teilen gegliedert. Im ersten Teil wurden Auffälligkeiten der verwendeten Pressesprache untersucht, typische Ausdrucksweisen oder Satzkonstruktionen, die üblicherweise in deutschsprachigen Publikationen eher selten anzutreffen sind. Im zweiten Teil wurde überwiegend der Ressort *Inlandspolitik* untersucht und analysiert ob und in welchem Maße die Zeitung, durch die verwendete Sprache, bestimmte politische Kandidaten für die Präsidentschaftswahl im Jahr 2019 unterstützt oder kritisiert hat, da in dem Jahr der amtierende Staatspräsident, der der rumänischdeutschen Volksgruppe der Siebenbürger Sachsen angehört, kandidiert hat. Die Analyse hat ergeben, dass sich die ADZ durch kleine Besonderheiten abhebt, wie zum Beispiel durch die Einflüsse der lateinischen, beziehungsweise der rumänischen Sprache im verwendeten Wortschatz, in der Berichterstattung. Die Untersuchung des politischen Teils hat zu der Erkenntnis geführt, dass die sonst sehr sachliche Zeitung eine besonders auffällige Affinität für einen der politischen Kandidaten aufweist, der zufällig oder nicht, rumäniendeutscher Herkunft ist.

Silga Sviķe – Ventspils University of Applied Sciences, Latvia

Naturwissenschaftlicher Wissenstransfer aus dem Deutschen ins Lettische: Beitrag von H. Kawall

Der Vortrag gibt Einsicht in das Leben und Werk des baltisch-deutschen Pastors H. Kawall und ist seinem 224. Geburtstag im Jahre 2023 gewidmet. Im Vortrag wird sein Beitrag zum Wissens- und auch Kulturtransfer auf dem Gebiet der Naturwissenschaften sowie insbesondere zur Entwicklung der lettischen botanischen und entomologischen Terminologie beschrieben. Unter anderem gibt der Vortrag einen Einblick in Kawalls Buch „Dieva radījumi pasaulē“ (Die Geschöpfe Gottes in der Welt) (1860), bei dem es sich um eine Übersetzung aus dem Deutschen handelt. Zudem werden auch die von H. Kawall verfolgten Strategien des Wissenstransfers und des Übersetzens erörtert. Die im Werk von H. Kawall verwendeten lettischen botanischen Termini werden auch in Bezug auf die zeitgenössische botanische Terminologie analysiert. Die Erforschung der älteren Übersetzungen trägt zum Verständnis der Übersetzungsgeschichte bei; die Ergebnisse der der Forschung sind für die zeitgenössische Übersetzungspraxis von Nutzen.

Claudia Tulcan – West University of Timișoara, Romania

Die Sprache in Herta Müllers Collagen

Die Sprache spielt eine wichtige Rolle bei Herta Müller. Dies spiegelt sich am deutlichsten in ihren Collagen wider. Der vorliegende Beitrag nimmt sich vor, die Collagen Herta Müllers unter Berücksichtigung der sprachlichen Aspekte zu untersuchen. Zunächst wird der Collagebegriff erläutert. Danach wird auf die in den Collagen existierenden Verweise auf Termini der Sprachwissenschaft eingegangen. Wichtig sind auch die Wortspiele, die oft anzutreffen sind. Außerdem wird die syntaktische Ebene in Betracht gezogen.

PAPERS IN ROMANIAN

Daniel Caraivan – SNSPA, Romania

Limbajul și coeziunea socială: Rolul limbii romani în păstrarea tradițiilor și valorilor culturale ale comunităților de romi din județul Brăila

Acest articol explorează rolul limbii romani în păstrarea tradițiilor și valorilor culturale ale comunităților de romi și modul în care aceasta contribuie la coeziunea socială. Limba romani este un aspect important al culturii rome, iar utilizarea acesteia continuă este crucială pentru menținerea

identității culturale a comunităților de romi. Prin revizuirea literaturii existente și interviuri cu membri ai comunităților de romi din județul Brăila, acest articol analizează modalitățile în care limba romani funcționează ca instrument de conservare și transmitere a cunoștințelor culturale și modul în care utilizarea acesteia favorizează sentimentul de apartenență și solidaritate între membrii comunităților de romi. Articolul examinează, de asemenea, provocările cu care se confruntă comunitățile de romi în menținerea și promovarea utilizării limbii lor, inclusiv discriminarea și marginalizarea. În cele din urmă, articolul susține că promovarea utilizării și recunoașterii limbii romani este un pas important către construirea unor societăți incluzive care prețuiesc și celebrează diversitatea.

Liliana Cismariu – Politehnica University Timișoara, Romania

Antreprenoriatul social, de la idee la nevoi informaționale pentru implementare

Deschiderea unei afaceri aduce cu ea provocări pe multe planuri, dar când afacerea este de tipul întreprindere socială și când ea se va desfășura în mediul rural, multitudinea provocărilor crește exponențial. Pe lângă identificarea unei idei de afaceri, antreprenoriatul social implică și rezolvarea anumitor probleme de ordin social ale unui grup sau ale unei comunități, ce trebuie inclusă și ea în activitatea antreprenorială. Implementarea planului de afaceri necesită cunoștințe și informații din domeniul legislativ și economic. Ce nevoi informaționale au antreprenorii, ce anume apreciază aceștia ca fiind prioritar pentru implementarea cu succes a propriilor afaceri, sunt doar câteva aspecte pe care lucrarea de față încearcă să le surprindă din răspunsurile primite de la 23 de antreprenori câștigători ai unui concurs de planuri de afaceri lansat pentru obținerea de finanțare.

Simona Constantinovici – West University of Timișoara, Romania

Somelier de apă. Câteva considerații despre lexicul meseriilor noi

Profilul neologic al românei actuale comportă și prezența unui număr considerabil de cuvinte care trimit la câmpul semantic al meseriilor. Pentru lingvist, acest teritoriu, încă foarte puțin studiat, poate deveni fertil și de neignorat într-o abordare plurală. Ne propunem să identificăm și să analizăm acele denumiri inedite, de tipul sintagmei nominale *somelier de apă*, care nu se regăseau, acum câteva decenii, în lexicul românesc. Informațiile de ordin etimologic vor deveni relevante în elucidarea conduitei lor semantice. Vom încerca să observăm cât de mult reușesc dicționarele de cuvinte recente să țină pasul cu aceste transformări, adesea paradoxale, survenite la nivel lexical.

Gabriel-Mugurel Dragomir, Vasile Gherheș, Claudia E. Stoian, Marcela Fărcașiu – Politehnica University Timișoara, Romania

Factori de influență ai învățământului online, respectiv față în față, în timpul și după pandemia de Covid 19

În anul 2022 a fost realizat un studiu în rândul a 368 de studenți proveniți din cele 10 facultăți ale UPT, cu scopul de a identifica perspectiva acestora cu privire la factorii care au influențat derularea activităților educative, atât în mediul online cât și față în față. În urma analizei factoriale realizate asupra 35 de itemi cuprinși în chestionarului aplicat online, s-au conturat patru factori ca fiind determinanți în activitățile educative: rolul profesorilor, cursurile și materialele de instruire, activitățile de evaluare, respectiv activitatea colaborativă între studenți. Studiul evidențiază rolul pe care l-au avut acești patru factori în activitatea educativă și reprezintă jaloanele epistemologice pentru cercetări viitoare în domeniu.

Lucia Lia Epure – “Vasile Goldiș” Western University from Arad, Romania

Amatorism și impostură în comunicarea publică

Studiul de față își propune să ia în discuție câteva elemente specifice unor situații distincte de comunicare publică, situații și contexte în care forma și conținutul comunicării publice devin profund viciate. Astfel, pe de o parte, studiul prezintă câteva dintre aceste situații posibile prin ilustrarea concretă a unor situații particulare. Pe de altă parte, pornind de la prezentarea acestor situații concrete, studiul își propune să identifice elementele prin care, în astfel de cazuri, întregul proces de comunicare publică, atât sub aspect formal cât și sub aspectul conținutului, ajunge să fie profund alterat și chiar disfuncțional. Pornind de la existența unor astfel de cazuri studiul își propune în continuare să identifice cauzele care generează asemenea situații și, în final, să identifice un posibil

set de soluții ce pot contribui decisiv fie la limitarea șanselor de apariție a amatorismului și imposturii în procesul de comunicare publică fie chiar la eliminarea completă a unei asemenea posibilități.

Marcela Alina Fărcașiu, Mariana Cernicova-Bucă, Vasile Gherheș – Politehnica University Timișoara, Romania

Provocări ale comunicării guvernamentale de criză în condițiile pandemiei de Covid-19 din România

Experiența privind comunicarea de criză în condițiile unui fenomen global, cum s-a dovedit a fi pandemia de Covid-19, a reprezentat o piatră de încercare pentru echipa de comunicare formată de Guvernul României în anul 2020. Organizația Mondială a Sănătății a indicat ca unică soluție pentru ieșirea din criză vaccinarea pe scară largă a populației din țările afectate. Scopul cercetării este de a observa dacă această campanie pro-vaccinare din România a fost concepută corect dintr-o perspectivă informativă și comunicativă. Lucrarea prezintă rezultatele obținute în urma analizei calitative a conținutului videoclipurilor difuzate pe canalul de YouTube și pagina de Facebook a Guvernului, și o analiză cantitativă și calitativă a reacției publicului la conținutul video postat. Rezultatele studiului sunt importante pentru înțelegerea modului în care ar trebui transmise mesajele pro-vaccinare, pentru elaborarea unor strategii de comunicare adecvate și eficiente, precum și pentru identificarea soluțiilor pentru viitoarele campanii de vaccinare.

Anamaria Filimon-Benea – West University of Timișoara, Romania

Explorarea comunicării vizuale prin interacțiunea cu imaginile din mediul online

Tehnologia are implicații profunde asupra conținutului și mesajelor transmise în mediul online. Blogurile, vlogurile, podcast-ul, site-urile Web, rețelele de socializare, toate oferă vehicule de distribuire a mesajelor către o mulțime de publicuri. Utilizarea excesivă a fișierelor audio și video – podcast, vlog – reprezintă una dintre tendințele actuale. Mai mult decât atât, aceste media pot chiar influența caracteristicile mesajelor. Mesajele text, însoțite de imagini, distribuite pe rețelele de socializare au devenit un mijloc foarte eficient de a atinge în special tinerii. Datorită specificității acestui mediu de comunicare, mesajele trebuie să se încadreze în anumiți parametri stricți, printre care se numără utilizarea unor mesaje scurte și a multor imagini. Articolul își propune să facă o radiografie a tipurilor de conținut vizual consumate de studenți, în mediul online.

Daniela Gheltofă, Elena Bejan – West University of Timișoara, Romania

Redarea cuvintelor-realia rusești în discursul românesc

În accepțiunea coșeriană, limbile sunt percepute ca obiecte culturale și istorice. În acest context, realia constituie unele dintre cele mai relevante elemente de cultură. De aceea, le-am numit revelatoare (mono)culturale. Având în vedere diferitele tipuri de realia, considerăm că realia de tip onomastic (antroponime, toponime, oronime, hidronime etc.) reprezintă categoria de itemi culturali cea mai ușor identificabilă într-un discurs. Redarea inadecvată a cuvintelor-realia afectează nu numai discursul cultural, ci și discursul actual în ansamblu. În consecință, ne propunem să semnalăm câteva inadvertențe în redarea itemilor culturali rusești de tip onomastic din discursul românesc din ultima vreme.

Daniela Gheltofă, Elena Bejan – West University of Timișoara, Romania

Tendințe actuale în domeniul frazeologiei

Considerăm că domeniul frazeologiei este, în continuare, de actualitate în cercetările de lingvistică datorită noilor direcții de investigație întreprinse fie în maniera cognitivistă din spațiul occidental, fie în maniera cognitiv-semantică din spațiul rus. În spațiul românesc există numeroase studii care abordează una sau alta dintre direcțiile amintite, însă nu am identificat un studiu monografic atribuit frazeologiei de tip cognitiv, deși se pare că sunt cercetări extinse la nivelul tezelor doctorale. Totodată, în cercetarea românească se distinge o importantă monografie a frazeologiei de tip coșerian-integralist (Cristinel Munteanu 2007), fiind inclusă deja în șirul lucrărilor de referință din domeniu. Ne propunem să panoramăm cercetările din domeniul frazeologiei din spațiul românesc pentru a prezenta noile concepții teoretico-științifice.

Diana Elena Motrună – West University of Timișoara, Romania

Provocări si soluții în comunicarea medic-pacient

Articolul prezintă o analiză a comunicării dintre medici și pacienți, cu scopul de a identifica factorii care pot influența calitatea acesteia. Rezultatele au fost obținute în urma aplicării unui chestionar prin intermediul căruia s-au evaluat abilitățile de comunicare ale medicilor, precum și percepția pacienților cu privire la calitatea comunicării și satisfacția lor față de serviciile medicale primite. Studiul arată că o comunicare eficientă între medic și pacient poate îmbunătăți încrederea și respectul reciproc, crește nivelul de satisfacție al pacientului, reduce nivelul de anxietate și stres al acestuia și îmbunătățește rezultatele tratamentului. În concluzii, autorii formulează o serie de recomandări practice pentru îmbunătățirea comunicării medic-pacient, bazate pe feedback-ul primit de la pacienți și medici, și subliniază importanța abordării acestei probleme în îngrijirea medicală modernă.

Nadia Oborocea – West University of Timișoara, Romania

Terminologia jocurilor video în limba română

Emergența recentă a jocurilor video a instaurat o nouă temă de cercetare, abordată cu mare interes de specialiști din varii domenii. Din punct de vedere lingvistic, limbajul jocurilor video jalonează interpretări de factură terminologică, semantică, pragmatică, stilistică etc. Comunicarea de față își propune să prezinte limbajul jocurilor video din perspectivă terminologică, prin descrierea și examinarea unui corpus fundamental de termeni specifici. Miza secundă a cercetării vizează deschiderile inerente ale temei de cercetare, și anume: statutul limbajului jocurilor video în arhitectura limbii române actuale, influența limbii engleze asupra limbii române etc.

Adina Palea, Ruxandra Buglea – Politehnica University Timișoara, Romania

Timișoara Capitală Europeană a Culturii și vorbitorii de limbă germană. O analiză a ofertei culturale vizibilă online

Anul 2023 aduce Timișoara în prim-planul efervescentei culturale europene. Timișoara este un spațiu privilegiat, cu o îndelungată tradiție a utilizării limbii germane în variate zone ale vieții cetății: de la cea economică la cea culturală, gastronomică și turistică. Titlul de Capitală Europeană a Culturii în 2023 pune în evidență caracterul multicultural al Timișoarei și reprezintă o ocazie pentru a studia cum este reflectată și valorificată tradiția limbii și a moștenirii culturale germane în oferta adresată turiștilor, în anul care reunește o serie de manifestări atractive pentru publicul din toată lumea. Analiza vizează oferta culturală pentru vorbitorii de limbă germană, așa cum este ea vizibilă online în prima lună de la deschiderea programului TM 2023.

Adrian Păcurar – “Vasile Goldiș” Western University from Arad, Romania

Persuasiunea ca formă de propagandă ascunsă. Limitele comunicării publice în situații de criză.

Studiul de față vizează identificarea unor contexte de comunicare publică în care elementul persuasiv devine nu doar predominant ci fundamental cu scopul nedeclarat explicit de a convinge publicul nu doar privind justetea propriului mesaj ci, în același timp, de a convinge publicul cu privire la *eroarea de principiu* în care se află orice alt tip de mesaj care nu are același conținut cu cel transmis de propria organizație. Astfel, pentru câteva cazuri concrete de tipul celui indicat, studiul va identifica nu doar componenta exclusiv persuasivă a mesajului unei organizații ci, în același timp, va încerca să pună în evidență elementele prin care sunt escamotate de fapt adevăratele intenții ale emițătorului de mesaj. Pornind de aici studiul inițiază în final o dezbateră teoretică privind limitele fragile ce există în realitatea concretă a comunicării publice dintre un proces autentic de comunicare publică și un proces de comunicare care nu este în fapt decât unul strict de *propagandă*, mai mult sau mai puțin agresivă, proces escamotat sub un tip de mesaj diseminat aparent profesionist și responsabil.

Anca Floriana Păunescu – University of Craiova, Romania

Multilingvismul, condiție sine qua non în învățarea limbii române ca limbă străină

Împrumutul lexical constituie un aspect fundamental al contactului dintre limbi și e întotdeauna un produs al bilingvismului fără de care nu poate fi conceput și se realizează atât pe cale directă (contactul nemijlocit între populații cu limbi diferite), fie pe cale indirectă (adică prin intermediul

cărților și al scrisului). E uimitor cum, în ultimii douăzeci de ani, limba română, promotoarea limbii franceze, limbă romanică înrudită, se îndepărtează tot mai mult de aceasta, apropiindu-se, ca majoritatea limbilor Uniunii Europene, de limba engleză, devenită un fel de "lingua franca" prin intermediul căreia poți comunica mai ușor cu majoritatea statelor europene. În România locul limbilor moderne a fost întotdeauna încurajat oficial, prin studiu instituționalizat, iar în particular cunoașterea cât mai multor limbi, la nivele de performanță avansată, a reprezentat un element de prestigiu social, lucru explicabil în primul rând prin caracterul relativ zonal al utilizării limbii română.

Alexandru Claudiu Râță – West University of Timișoara, Romania

Portavocile Păcii. Impactul noilor tehnologii asupra comunicării pentru pace: un studiu de caz al ONU

Apariția noilor tehnologii a revoluționat modul în care comunicăm și interacționăm. De la platformele de social media la aplicațiile de mesagerie instantanee și instrumentele de videoconferință, aceste instrumente au creat noi oportunități de legătură și comunicare depășind frontierele geografice sau barierele culturale. În contextul consolidării păcii și a rezolvării conflictelor, aceste tehnologii au deschis noi oportunități pentru dialog, colaborare și implicare între indivizi, comunități și organizații. În acest articol, căutăm să explorăm impactul noilor tehnologii asupra comunicării pentru pace. Mai exact, ne propunem să examinăm modurile în care aceste tehnologii facilitează accesul la informații, îmbunătățesc comunicarea, amplifică voci și cresc transparența, reprezentând un instrument deosebit de util – evidențiat într-o analiză a acțiunilor ONU din această perspectivă – pentru atenuarea conflictelor și a susținerii păcii.

Claudia Raluca Stamatescu – University of Craiova, Romania

Traducere instituțională și comunicare interculturală

Importanța competenței lingvistice în contextul larg și complex al pluralității și interculturalității, în legătură directă cu mesajele / textele cu viză instituțională, e recunoscută în literatura de specialitate. Este axiomatic și faptul că limba și cultura constituie un tot indisolubil, ele întreținând o relație de interdependență. În consecință, competența de traducere, fie ea instituțională sau de alt tip, include și competența interculturală, pe lângă cea lingvistică, ceea ce asigură calitatea traducerii, traducătorul acționând ca mediator cultural și gestionând intertraficul cultural. Lucrarea este focalizată pe dezvoltarea competenței de comunicare interculturală în traducere, înțelegând pragmatic ca abilitatea / capacitatea de a reda conținutul și intenționalitatea textului sursă și de a echivala sau adapta funcția acestuia în cultura limbii țintă.

Georgiana Camelia Stănescu – University of Craiova, Romania

Impactul inteligenței artificiale asupra creatorilor de conținut. Costuri și beneficii strategice

Inteligența artificială a revoluționat modul în care creatorii de conținut își desfășoară activitatea. Dacă în trecut petreceau ore în șir pentru a găsi abordarea potrivită pentru un material, acum instrumentele de inteligență artificială pot soluționa anumite cerințe în câteva minute. De la sugerarea unor idei, până la crearea unor scenarii întregi sau generarea imaginilor folosind texte asociate, toate acestea sunt la îndemâna creatorilor de conținut. Articolul de față analizează, prin metoda calitativă, modul în care munca acestor profesioniști se poate ușura cu ajutorul instrumentelor de inteligență artificială, dar și efectele negative. Scopul lucrării este de a oferi o perspectivă asupra avantajelor și dezavantajelor acestei tehnologii emergente în crearea de conținut.

Ionela-Andreea Stoicov - West University of Timișoara, Romania

Învățământul preuniversitar românesc în fața provocărilor pandemice

Creșterea, precum și dezvoltarea unei națiuni depinde de fundamentele educaționale ale forței de muncă. Astfel că profesorii joacă un rol definitoriu în modelarea și formarea indivizilor prin implicarea, interesul și pasiunea pe care o au față de meseria aleasă. Studiul de față își propune să exploreze implicarea în muncă în rândul profesorilor din școlile de stat din regiunea de Vest a țării.

Acest studiu este unul de natură cantitativă, având la bază un chestionar ce presupune o scală predefinită. Populația țintă a studiului a inclus profesori din școlile primare, gimnaziale, liceale și profesionale din regiunea de Vest a României. Eșantionarea este una aleatorie, fiind înregistrate 172 de răspunsuri valide. Studiul reprezintă o contribuție importantă în ceea ce privește angajamentul

cadrelor didactice la locul de muncă.

Sorin Suciu – Politehnica University Timișoara, Romania

Responsabilitatea socială corporativă. O chestiune de etică?

Există o anumită confuzie legată de încadrarea etică a problematicii CSR-ului și filantropiei corporatiste. Optimiștii cred că CSR-ul reprezintă modalitatea etică de implicare a companiilor în viața comunității și de rezolvare a unora dintre problemele sale. Ei speră că prin alocarea unor resurse pentru acțiuni care în cele din urmă se vor răsfrânge pozitiv asupra vânzărilor, corporația dobândește o conștiință etică, remarcându-se în raport cu alte companii care nu favorizează astfel de acțiuni. Lucrarea noastră își propune să ofere un plus de claritate în problema încadrării etice a donațiilor interesate, realizate și etichetate drept acțiuni de responsabilitate socială corporativă.

Sorin Suciu – Politehnica University Timișoara, Romania

Fenomenule deepfake și etica media

Avansul inteligenței artificiale într-o manieră similară evoluționismului din lumea vie prin adaptare la mediul social și supraviețuirea celor mai de succes algoritmi a condus la apariția unor specii de programe care pun probleme modului în care sunt realizate și utilizate produsele media. Însăși structura clasică a comunicării mediate, și o dată cu ea a percepției publicului, este acum alterată prin interpunerea softurilor generative. Se vedește necesară o ecologie a produselor realizate cu ajutorul acestor programe și o etică care să instituie repere pe drumul avansului tehnologic în comunicarea publică.

Ioana Vid – West University of Timișoara, Romania

Tehnici de comunicare și publicitate în industria de beauty

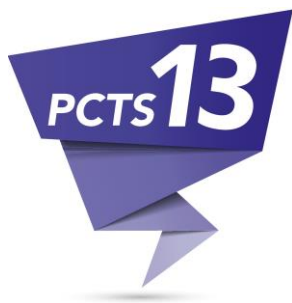
Comunicarea eficientă este esențială pentru construirea unor relații, personale și profesionale, armonioase. Deși aceasta este destul de intuitivă, în realitate tuturor ni se poate întâmpla să încercăm să transmitem un anumit mesaj, însă el să ajungă trunchiat sau, uneori, sub cu totul altă formă, la interlocutorul nostru. Comunicarea eficientă poate influența comportamentul de cumpărare al clienților. În publicitate, în industria de beauty, comunicarea se poate realiza prin două categorii de tehnici: tehnici de comunicare continuă - demersuri menite să asigure o comunicare permanentă cu publicul vizat și tehnici de comunicare promoțională - acțiuni temporare desfășurate în cadrul unor campanii. Prin prezenta lucrare ne propunem o analiză a tehnicilor de comunicare și de publicitate folosite pentru promovarea unor parfumuri

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