



# PCTS 14

03-04 APRIL 2025  
TIMIȘOARA, ROMANIA

*POLITEHNICA UNIVERSITY TIMIȘOARA*  
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

***PROFESSIONAL COMMUNICATION***  
***AND***  
***TRANSLATION STUDIES***

INTERNATIONAL CONFERENCE  
14<sup>TH</sup> EDITION

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

**CONFERENCE PROGRAMME and BOOK OF ABSTRACTS**

03-04 APRIL 2025  
TIMIȘOARA, ROMANIA

**Organised by:**

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

**Scientific partners:**

**AOSR**

Academy of Romanian Scientists

**CERM**

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

**DGÜD**

Deutsche Gesellschaft für Übersetzungs- und Dolmetschwissenschaft

**ESSE**

The European Society for the Study of English

**CESAI**

European Center for Interdisciplinary Research and Applied Sciences

**RSEAS**

The Romanian Society for English and American Studies

**RSAA**

The Romanian Studies Association of America

**Doctoral School of Humanities,**

West University of Timișoara, Romania

**ISTTRAROM**

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 Gherheş**

**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, Donetsk Association of International Researchers, Ukraine  
Ioan David, Romanian Academy, Timișoara Branch, Romania  
Daniel Dejica, Politehnica University Timișoara, Romania  
Gabriel Mugurel Dragomir, Politehnica University Timișoara, Romania  
Carlo Eugeni, Scuola Superiore per Mediatori Linguistici di Pisa, Italy  
Vasile Gherheş, Politehnica University Timișoara, Romania  
Walter Giordano, University of Naples Federico II, Italy  
Najwa Hamaoui, University of Mons, Belgium  
Gyde Hansen, Copenhagen Business School, Denmark  
Vlasta Kučič, University of Maribor, Slovenia  
Debra Journet, University of Louisville, USA  
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Loredana Pungă, West University of Timișoara, Romania  
Iulia Para, West University of Timișoara, Romania  
Mirela Pop, Politehnica University Timișoara, 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  
Titela Vîlceanu, 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 Gherheş, Maria-Dana Grosseck, Annamaria Kilyeni, Andreea Kriston, Adina Palea, Andreea Pele, 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 \(UTC+2\)](#)

## Venue

**Onsite:** Politehnica University Timisoara, [Politehnica Central Library and Conference Center](#)  
(Bulevardul Vasile Pârvan 2, Timișoara)

**Online:** virtual sessions hosted on Microsoft Teams

### April 3, 2025

08.30 – 09.00	<b>Registration, Welcome and Networking</b>
	<b>Official Opening</b>
09.00 – 09.15	<i>Florin Drăgan, Rector, Politehnica University Timișoara</i> <i>Daniel Dejica, Dean, Faculty of Communication Sciences,</i> <i>Politehnica University Timișoara</i> <i>Mariana Cernicova-Bucă, Moderator, Chair of the</i> <i>Scientific Committee, PCTS</i>
09.15 – 11.00	<b>Keynote Presentations</b>
11.00 – 11.30	<b>Break</b>
11.30 – 13.30	<b>Paper Presentations</b>
13.30 – 14.30	<b>Lunch Break</b>
14.30 – 16.30	<b>Paper Presentations</b>
16.30 – 17.00	<b>Break</b>
17.00 – 19.00	<b>Paper Presentations</b>
19.30	<b>Conference dinner</b>

### April 4, 2025

09.00 – 11.00	<b>Paper Presentations</b>
11.00 – 11.15	<b>Break</b>
11.15 – 12.00	<b>Keynote Presentation</b>
12.00 – 14.00	<b>Paper Presentations</b>
15.00 – 17.00	<b>Paper Presentations</b>
17.00	<b>Closing of the Conference</b>

# CONFERENCE PROGRAMME

## Keynote Presentations

April 3, 2025

09.30-11.00, K1 room

*Communicating Europe in the Digital Media Ecosystem*

Cristina Nistor-Beuran, Babeş-Bolyai University, Cluj-Napoca, Romania

*Digital Culture's Impact on Pragmatics:*

*Redefining Communication Norms*

Gabriel-Dan Bărbuleţ, "1 Decembrie 1918" University of Alba-Iulia, Romania

18.00-19.00, Polivalenta

*Sustainable Development, Corruption and Mass Media*

Igor Charskykh, Donetsk Association of International Researchers, Ukraine

April 4, 2025

11.15-12.00, K1 room

*Automated Translation and its Performance with Clear Language:*

*The European Parliament's Case Study*

Valter Mavrič, Directorate-General for Translation (DG TRAD),

European Parliament

## Workshops

April 3, 2025

14.30-15.30, IT area – fourth floor

*Dubbing – Access the Audiovisual World of Wordcraft*

Eliza Claudia Filimon, West University of Timișoara, Romania

15.30-16.30, IT area – fourth floor

*The Power of Storytelling: Engage, Inspire, Connect*

Popan Giorgiana Elena, "Aurel Vlaicu" University of Arad

Ioana Cristina Popescu, Association Workshop of Wors and EduStory Storytelling Company, Romania

17.00-18.00, IT area – fourth floor

*AI-Enhanced Communication:*

*Transforming Professional Interactions in ESP*

Tamari Dolidze, Batumi State Maritime Academy, Georgia

## Round table

April 4, 2025

11.15-14.00, Polivalenta

*Comunicare în sprijinul sustenabilității*

Mariana Cernicova-Bucă, Adina Palea, Vasile Gherheș - Centrul de Cercetări

Interdisciplinare în Comunicare și Dezvoltare Durabilă din Universitatea Politehnica Timișoara (PoliCom), Romania

# CONFERENCE PROGRAMME

## Paper Presentations

April 3, 2025 – 11.30-13.30

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Linguistics	Translation Studies	Linguistics and Translation Studies
<b>Room: Polivalenta</b>	<b>Room: K2</b>	<b>Room: K1</b>	<b>Room: MR1</b>
Moderators: <b>Catalin Hosu, Adina Palea</b>	Moderators: <b>Marina Cristiana Rotaru, Claudia Stoian</b>	Moderators: <b>Ioana-Raluca Vişan, Daniel Dejica</b>	Moderators: <b>Gabriel Kohn, Anca Dejica-Carţiş</b>
			<a href="#"><b>JOIN</b></a>
Communication for sustainability: building bridges between businesses and communities. The case of Heidelberg Cement <b>Adina Palea, Catalin Hosu</b>	Digital Linguistics in International Sign Language Communication. Case Study: Romanian Sign Language Digital <b>Silvestru Iulian Calinciuc</b>	Translating Environmental Sustainability: Challenges and Innovations in Eco-Communication <b>Noemi Maria Sburlea</b>	Die Stimme der (Un)Vernunft. Generative künstliche Intelligenz: ihr Beitrag zum „erweiterten Geist“ des Translators und zur theoretischen übersetzerischen Kompetenz <b>Gabriel Kohn</b>
		Communication and Translation in the Maritime Industry <b>Ioana-Raluca Vişan</b>	
Online accessibility of public institutions for people with disabilities <b>Elena Maria Bochis, Lavinia Elisabeta Popp</b>	The Strategic Integration of Anglicisms in Romanian Intelligence Discourse <b>Iulia Para</b>	Advancing Technical Translation Education in the Digital Era: Insights and Recommendations <b>Patricia Grigoras</b>	Die Dominanz der Anglizismen beim Übersetzen und Dolmetschen. Empirische Untersuchung für Deutsch und Rumänisch <b>Anca Dejica-Carţiş, Simona Şimon</b>
The AI (r)evolution and the modernity challenge: how are Romanian universities coping? <b>Mariana Cernicova, Adina Palea</b>	Towards a Definition of the Royal Genre. A Linguistic Perspective <b>Marina Cristiana Rotaru</b>	Post-editing and Translation Quality Assessment – Possibilities and future research directions <b>Zoltan Janos Kovacs</b>	Maschinelle Übersetzung im Spannungsfeld der Digitalisierung: Eine vergleichende Analyse von DeepL, Google Translate und ChatGPT <b>Ana-Maria Dascălu-Romiţan</b>
	Medical terminology from the history perspective <b>Mihai Robert Rusu</b>		
Leveraging AI in Designing a Curriculum for a Professional Communication Course <b>Corina Barna</b>	Exploring Register through Project-Based Learning <b>Claudia Stoian, Simona Simon</b>	Terminology Management for Technical Translation <b>Annamaria Kilyeni</b>	Translation im Fokus. Aspekte der translatorischen Kompetenz in der Arbeit mit wirtschaftlichen und politischen Texten <b>Ruxandra Buglea</b>
Apocalyptic Rhetoric in Climate Change Communication <b>Daniel Ciurel</b>	The use of foreign terminology in legal documents <b>Romaniţa Delia Adina Jumanca</b>	The Role of technology in modern translation workflows <b>Raul Paşcalău</b>	Sprachspiele in Herta Müllers Collagen und Ernst Jandls Gedichten <b>Claudia Tulcan</b>
	Traditional Wisdom in Online Spaces – Proverbs and Digital Culture <b>Gabriela Corina Santa</b>	Unveiling Localization: Insights into Localization in the Context of Translation Studies <b>Izabella Mali</b>	Zum Einsatz der KI im Übersetzungsunterricht <b>Karla Lupşan</b>

# CONFERENCE PROGRAMME

## Paper Presentations

April 3, 2025 – 14.30-16.30

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Language and Communication	Communication and Public Relations	Translation Studies	Language, Translation, and Communication	Language and Communication
<b>Room: Polivalenta</b>	<b>Room: K2</b>	<b>Room: IT Area</b>	<b>Room: K1</b>	<b>Room: MR1</b>
Moderators: <b>Simona Olaru-Posiar, Daniel Ciurel</b>	Moderators: <b>Ioana Vid, Adina Palea</b>	Moderator: <b>Anamaria Kilyeni</b>	Moderators: <b>Raul Pașcalău, Mihaela Popescu</b>	Moderators: <b>Ștefana-Oana Ciortea-Neamțiu, Maria-Dana Grosseck</b>
<b><a href="#">JOIN</a></b>			<b><a href="#">JOIN</a></b>	<b><a href="#">JOIN</a></b>
Therapeutic Communication in the Digital Era <b>Simona Olaru-Posiar</b>	Jurnalismul în 60 de secunde. Cum platformele sociale rescriu regulile consumului de știri <b>Anamaria Filimon Benea</b>	<b>WORKSHOPS</b>  <i>Dubbing – Access the Audiovisual World of Warcraft</i> <b>Eliza Claudia Filimon</b>  *** <i>The Power of Storytelling: Engage, Inspire, Connect</i> <b>Popan Giorgiana Elena, Ioana Cristina Popescu</b>	L'impact de la technologie sur l'acquisition des langues étrangères dans les universités : tendances et meilleures pratiques <b>Raul Pașcalău</b>	Ist emotionale Intelligenz ein Prädiktor für das Erkennen von Product Displacement und Idea Placement in Musikvideos? <b>Ovidiu Daniel Ciupac, Meda Mucundorfeanu</b>
AI technology as part of the journalistic toolkit: optimizing headline writing <b>Mariana Cernicova-Buca, Marcela Farcasiu, Vasile Gherhes</b>	Implicarea ONG-urilor de grupuri vulnerabile și romi în Strategia de Dezvoltare Locală <b>Daniel Grebeldinger</b>		Réécriture et fidélité : les enjeux de la retraduction littéraire. Une approche critique des versions roumaines de <i>À la recherche du temps perdu</i> <b>Luciana Penteliuc-Cotosman</b>	Social Media als Wissensquelle? Die Nutzung von Instagram und TikTok durch Digital Natives <b>Denisa Lăcătuș</b>
Dumitru Popescu on Romanian National-Communism and the Post-Communist Transition: A Discourse Analysis <b>Miroslav Stanici</b>	Influența presiunilor izomorfe exercitate de programele de finanțare publică asupra întreprinderilor sociale în România <b>Mihaela Vețan</b>		L'IA dans l'enseignement du FLE: analyse de la plateforme interactive Apolearn <b>Mihaela Popescu</b>	<i>Virtuelle Influencers und ihre Wirkung im Rumänien</i> <b>Paul-Valentin Lung, Meda Mucundorfeanu</b>
Newsworthiness in the Social Media Era: Are Canonical Values Still Relevant for Gen Z? <b>Adina Baya</b>	Activismul digital și mișcările sociale. Strategii digitale ale televiziunilor de știri din România <b>Ioana Vid</b>		Approche cognitive et pragmatique sur l'omission en interprétation simultanée - une étude de cas <b>Andrea Kriston</b>	Konsumverhalten nach den Krisen: Ein Mixed-Methods-Ansatz zur Erfassung von Veränderungen im Lebensmitteleinzelhandel <b>Veronica Câmpian</b>
The Dark Side of Digital Advertising <b>Daniel Ciurel</b>	Reclamele la pariuri și jocuri de noroc. O analiză sociologică a conținutului <b>Laura Chiorean</b>		Repérage et traduction des éléments culturels propres au numérique <b>Mirela-Cristina Pop</b>	Nonverbale Kommunikation <b>Adina Săcara-Onița, Andra-Teodora Porumb</b>
<i>Should we stay minimalist? Stylistic trends in online advertising</i> <b>Iasmina Petrovici, Corina Sirb</b>	Rolul televiziunii în destigmatizarea foștilor condamnați: Percepțiile deținuților din Penitenciarul Timișoara <b>Diana Maria Mihai</b>		<i>Triste tigre de Neige Sinno: étude thématique, narratologique et critique</i> <b>Maria-Elena Milcu, Maria Adina Gherghin (Necșoiu)</b>	Tendenzen in der Werbesprache: Eine Analyse deutscher und englischer Werbeslogans <b>Sonia Maloš</b>
<i>About the limits of the AI Act: legal, linguistic, ethical boundaries</i> <b>Delia Stanescu</b>	Identitatea digitală pe Facebook <b>Raluca Iulia Bancoș</b>		<i>Traduction et fragmentation identitaire. Le statut de l'écrivain translingue</i> <b>Ioana Bud</b>	Klimadesinformation – eine Diskursanalyse <b>Ștefana-Oana Ciortea-Neamțiu</b>



# CONFERENCE PROGRAMME

## Paper Presentations

April 3, 2025 – 17.00-19.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Language and Communication	Foreign Language Teaching	Language and Translation Studies	Foreign Language Teaching
<b>Room: Polivalenta</b>	<b>Room: K2</b>	<b>Room: IT Area</b>	<b>Room: K1</b>	<b>Room: MR1</b>
Moderators: <b>Igor Charskykh, Daniel Ciurel</b>	Moderators: <b>Bogdan Mihai Dascălu, Liliana Cismariu</b>	Moderators: <b>Tamari Dolidze, Marcela Fărcașiu</b>	Moderators: <b>Andra Iulia Ursa, Simona Simon</b>	Moderators: <b>Daniela Kohn, Maria-Dana Grosseck</b>
<a href="#"><u>JOIN</u></a>		<a href="#"><u>JOIN</u></a>		<a href="#"><u>JOIN</u></a>
Hashtag Apartheid? Digital discourse, post-Apartheid literature, and the politics of historical representation <b>Andrei Bogdan</b>	Percepția tinerilor din zona de Vest a României din Generația Z asupra utilizării IA în procesul de recrutare și selecție <b>Ovidiu Florin Sendroni</b>	<b>WORKSHOP</b>  AI-Enhanced Communication: Transforming Professional Interactions in ESP <b>Tamari Dolidze</b>	The Impact of Deviating from Naturalness in Literary Translation <b>Andra Iulia Ursa</b>	Deutsch als Fremdsprache. Aktuelle Tendenzen <b>Anca Dejica-Carțiș</b>
Cultural Hubs in Timișoara: Pillars for City Branding and Sustainability <b>Manuela Oana Anghelescu</b>	Percepția elevilor asupra școlii ca mediu incluziv de învățare. Studiu de caz în rândul elevilor majori din județul Mehedinți <b>Oana Amza</b>		The Multifaceted Role of Translators of Tourist Texts <b>Luiza Caraivan</b>	Aktives Zuhören im Arzt-Patienten-Gespräch: Eine Kommunikationsherausforderung für Medizin-studierende im fachbezogenen DaF-Unterricht <b>Daniela Kohn</b>
Media Representations of AI – News Coverage and its Contribution to the Communicative Construction of Emerging Technologies <b>Georgiana Silvia Leotescu</b>	Titluri jurnalistice generate de AI sau de inteligența umană? Incursiune în caracteristicile care generează atractivitatea textelor în media digitală <b>Vasile Gherheș, Marcela Alina Fărcașiu, Mariana Cernicova-Buca</b>		Academics Lost in Machine Translation <b>Alina Rădoi</b>	The impact of technology on language learning and translation practices <b>Karina Hauer</b>
			Proficient translators or tech-savvy all-rounders? <b>Cristina Miulescu</b>	Grammatikalische Herausforderungen beim Erlernen der deutschen Sprache als Fremdsprache: Ein kontrastiver Ansatz und didaktische Strategien <b>Bogdan Mihai Dascălu</b>
	Comunicarea cu un chatbot între eficiență și frustrare <b>Liliana Cismariu</b>		Enhancing Communication Skills in Engineering- a Case Study in ESP. <b>Luminita Todea</b>	Easy-to-Read Translation: Insights from the Academia <b>Annamaria Kilyeni, Daniel Dejica, Simona Simon, Marcela Farcasiu</b>
<b>KEYNOTE SPEECH</b>  Sustainable Development, Corruption and Mass Media <b>Igor Charskykh</b>	Provocările învățării limbii române ca limbă străină <b>Bogdan Mihai Dascălu</b>	Developing digital competences of pupils and students <b>Monica Condruz-Bacescu</b>	The Role of Lexicology and Semantics in Translation and Interpreting Training: Insights from Students <b>Simona Șimon</b>	Der Unterricht der Marketingsprache als Teilbereich der deutschen Wirtschaftssprache <b>Anca Maghețiu, Patrick Lavrits</b>
		Generative AI as a Training Tool for Effective Job Interview <b>Bogdan Urziceanu, Ioana Iancu</b>	Hanging in the Unpleasant Middle? The Aesthetics of Literary Self-translation and Bilingual Texts <b>Sorin Ciutacu</b>	Der Einzelhandel als didaktisches Lehrfeld – Praxisorientierte Ansätze für den Deutschunterricht an Wirtschaftsfakultäten <b>Patrick Lavrits, Anca Maghețiu</b>

# CONFERENCE PROGRAMME

## Paper Presentations

April 4, 2025 – 09.00-11.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Communication and Public Relations	Language and Communication	Translation Studies	Translation Studies	Foreign Language Teaching
<b>Room: Polivalenta</b>	<b>Room: K2</b>	<b>Room: IT Area</b>	<b>Room: MR1</b>	<b>Room: K1</b>
Moderators: <b>Lia Lucia Epure, Gabriel-Mugurel Dragomir</b>	Moderators: <b>Irena Skendo, Claudia Stoian</b>	Moderators: <b>Irina Ana Drobot, Simona Şimon</b>	Moderators: <b>Corina Dobrotă, Marcela Alina Fărcaşiu</b>	Moderators: <b>Valentina Budinčić, Daniel Dejica</b>
<b><u>JOIN</u></b>	<b><u>JOIN</u></b>	<b><u>JOIN</u></b>	<b><u>JOIN</u></b>	
Efectul de burnout în rândul angajaţilor remote în contextul Covid 19 <b>Dragoş-Cristian Munteanu</b>	Beyond Orientalism and Occidentalism: Moroccaness as a Third Space <b>Mohammed Ajrinija</b>	Fast Forward: Navigating the Evolution of Translation Studies through Emerging Trends and Technologies <b>Madalina Pantea, Laura Rebeca Stiegelbauer</b>	Edgar Allan Poe's Multiple Facets in Romania: A Journey Through His Translations and Retranslations <b>Mădălina Gabriela Vălcu</b>	Interdisciplinary strategies for teaching English for Medical Purposes in a digitally enhanced educational landscape. An overview. <b>Florentin-Nicolae Craineanu</b>
Forme ale manipulării în situaţii speciale de comunicare publică <b>Lia Lucia Epure</b>	The Evolution of Political Parties in The United Kingdom <b>Klajdi Mone</b>	Accessibility in Streaming Platforms: Audio Description for Children's Content <b>Raquel Patón García</b>	Essential communication skills for a successful professional interpreter <b>Eva Nicoleta Burduşel</b>	'Self-actualization' and language learning: podcasts as engaging teaching materials <b>Valentina Budinčić, Maja Ćuk</b>
Comunicarea internă-pilon al schimbării organizatoriale: Strategii inovative pentru integrarea angajaţilor post-achiziţie <b>Ramona Alina Creţu</b>	Communication in Advocacy <b>Ana Daniela Farcas</b>	Translating the Future: AI and the Evolution of Language <b>Andrei Mohanu</b>	The Challenges of Legal Translation in the AI Era <b>Corina Dobrotă</b>	Project-based learning in foreign language teaching and assessment: the story of a journey <b>Corina Barna</b>
Război, pace şi reţele sociale. Explorarea rolului comunicării pentru pace în noile media <b>Alexandru Râţă şi Simona Bader</b>	Search the corpus! A language-oriented approach <b>Diana Apostol</b>	AVT and Accessibility Training across Europe <b>Veronica Arnáiz-Uzquiza, Paula Igareda</b>	Recalling jokes embedded in diegetic texts – results from a game localisation reception study <b>Krzysztof Hejduk</b>	From Newspeak to Hashtags: Tracing Orwellian Discourse in Social Media Culture <b>Diana Alexandra Avram</b>
Comunicarea medic-pacient: Percepţiile studenţilor asupra relaţiei terapeutice <b>Diana Elena Motrună, Loredana-Gabriela Stana, Vasile Gherheş</b>	Technical Writing as the Jungian Shadow of the Tech Industry <b>Craig Frayne</b>	Using Chat GPT to Translate Song Lyrics <b>Irina Ana Drobot</b>	An Intercultural Approach to Translating Proper Names <b>Mihaela Cozma</b>	Teaching in the Digital Era. Enhancing Technical Language in Engineering <b>Oana Găianu-Luca</b>
Inteligenţa artificială generativă şi locul de muncă al viitorului <b>Gabriel-Mugurel Dragomir, Liliana-Luminiţa Todorescu</b>	Legitimization of war speeches. Discursive, sociolinguistic and pragmatic approaches <b>Nicoleta Corina Dragoi Bralostitianu</b>	Intersemiotic translation and multimedia storytelling for ESP <b>Iren Boyarkina</b>	The new era of translation: co-evolution of human and machine translation <b>Andreea Maria Sărmaşiu</b>	Project-based English language learning through digital content and games <b>Maja Ćuk, Valentina Budinčić</b>
		Audio Description in the Streaming Era: Ensuring Accessibility for Children <b>Raquel Patón García</b>		

# CONFERENCE PROGRAMME

## Paper Presentations

April 4, 2025 – 11.15-14.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Language and Communication	Language, Translation and Communication	Translation Studies	Language, Translation and Communication	Foreign Language Teaching	
<b>Room: MR2</b>	<b>Room: K2</b>	<b>Room: K1</b>	<b>Room: IT Area</b>	<b>Room: MR2</b>	
Moderators: <b>Iulia Para,</b> <b>Daniel Ciurel</b>	Moderators: <b>Monica Condruz-Bacescu</b> <b>Miroslav Stanici</b>	Moderator: <b>Daniel Dejica</b>	Moderators: <b>Andreea Pele</b> <b>Irina Ana Drobot</b>	Moderators: <b>Alina Elena Romascu,</b> <b>Andrea Kriston</b>	
<b><u>JOIN</u></b>	<b><u>JOIN</u></b>		<b><u>JOIN</u></b>	<b><u>JOIN</u></b>	
Legal Rhetoric in American Political Speeches: A Qualitative Analysis of Persuasion, Governance, and Constitutional Discourse <b>Maria Magdalena Lapadat Faurar</b>	Digital education throughout life <b>Monica Condruz-Bacescu</b>	<b>KEYNOTE SPEECH</b>  <i>Automated Translation and its Performance with Clear Language: The European Parliament's Case Study</i> <b>Valter Mavrič,</b> <b>Directorate-General for Translation (DG TRAD),</b> <b>European Parliament</b>	From Knowledge to Prompts: At the Crossroads Between Traditional Teaching and genAI <b>Ramona-Alice Bran,</b> <b>Gabriela Grosseck</b>	Être critique et responsable : considérations sur l'emploi des outils de l'IA dans le renforcement des compétences en communication scientifique des étudiants en médecine vétérinaire <b>Elena Petrea</b>	
Literary pragmatics in action: exploring Salman Rushdie's "Midnight's Children" <b>Adriana Dragomir</b>	Navigating Linguistic and Cultural Challenges in Audiovisual Translation: Arabic Subtitling of "Exodus: Gods and Kings" as a Case Study <b>Laasri El Houssine</b>		Developing L2 academic listening: the role of digital technologies <b>Alice Peconi</b>	Insights and Considerations in Modern Business English Instruction <b>Carina Ionela Branzila</b>	Les podcasts – mythe et vérité concernant l'approfondissement du français des étudiants <b>Andrea Kriston</b>
Facing Legal English – A Dichromic Perspective from the Common Law Terminology to EU Legal English <b>Andra Simona Diaconu</b>	Challenges in Translation and Contextualization When Teaching English for Psychology to Romanian Students <b>Tania Petcovici, Silvia Pascu</b>		Science Fiction for Teaching English to Military Students <b>Iren Boyarkina</b>	The Impact of Artificial Intelligence Systems on Guest Experience and Satisfaction in Hotels (The Israeli Case) <b>Sapir Levi, Marius Vasiluța-Stefănescu</b>	Patrimoine culturel et institutions publiques : le cas de la communication de la Collectivité de Corse sur les médias numériques <b>Elia Vallecalle</b>
The Role of Intercultural Pragmatics in Digital Business Communication <b>Iulia Para, Mihaela-Elisabeta Proteasa-Poputa</b>	Using English loanwords in computer terminology: bridge or obstacle to effective communication? <b>Simona Veronica Abrudan Caciora, Andrei Sebastian Iaz</b>		The Role of Intercultural Pragmatics in Digital Business Communication <b>Iulia Para, Mihaela-Elisabeta Proteasa-Poputa</b>	Using Online Social Media to Understand Culture <b>Irina Ana Drobot</b>	Représentation de pratiques culturelles de la diaspora roumaine en ligne <b>Alina Elena Romascu, Lavinia Suci</b>
Analysing Metaphors of Forbidden Love and Their Reception Across Literary and Digital Media <b>Karolina Sawa</b>	Specialized translation within Skopos theory <b>Ioana-Mădălina-Dana Lambrache</b>		Analysing Metaphors of Forbidden Love and Their Reception Across Literary and Digital Media <b>Karolina Sawa</b>	Digital "Artificial" Culture <b>Ioan Claudiu Farcas</b>	Mise en discours du patrimoine culturel. L'exemple du riad <b>Andra Teodora Porumb, Săcara-Onița Adina</b>
Is TikTok an Effective Instrument in the Process of Second Language Acquisition? (Perspectives of Romanian Students) <b>Silvia Laura Pascu, Tania Petcovici</b>	The role of context in translation: a comparative study of literary and technical texts <b>Karina Hauer</b>		Is TikTok an Effective Instrument in the Process of Second Language Acquisition? (Perspectives of Romanian Students) <b>Silvia Laura Pascu, Tania Petcovici</b>		L'intelligence artificielle et les défis de la traduction spécialisée <b>Anca Monica Stanciu</b>
	Milestones and Competences in Teaching Romanian as a Second Language <b>Lavinia Lapadat</b>				

# CONFERENCE PROGRAMME

## Paper Presentations

April 4, 2025 – 15.00-17.00

ONSITE PRESENTATIONS

ONLINE PRESENTATIONS

Language and Communication	Language and Communication
<b>Room: MR1</b>	<b>Room: MR2</b>
Moderators: <b>Elena-Laura Vulpoiu</b> <b>Miroslav Stanici</b>	Moderators: <b>Cristina-Mihaela Baidan</b> <b>Andreea Pele</b>
<b><u>JOIN</u></b>	<b><u>JOIN</u></b>
Ambiguitate și control în comunicarea publică. Psihologia și relevanța confuziei în situații atipice de comunicare publică <b>Adrian Păcurar</b>	The United States of America between Rebranding and Brand Suicide: Public Communication in the first Month of Donald Trump's Second Term <b>Andrei Alexandru Achim</b>
Expresivitatea în televiziune: dinamica limbajului vizual și verbal în construirea mesajului <b>Andreea-Gabriela Bărbieru</b>	Food Related Words in Travel Guides: A Corpus-Based Analysis <b>Irena Skendo</b>
Traducătorii audiovizuali în România <b>Elena-Laura Vulpoiu</b>	Decoding Digital Food Advertisements: A Semiotic Approach to Enhancing English Proficiency in Food Engineering <b>Roxana Mihalache</b>
Pledoarie pentru crearea unui dicționar al cuvintelor terminate în <i>-etă</i> <b>Simona Constantinovici</b>	Translating the Term 'ṣāhib' in the Holy Quran: A Linguistic and Contextual Analysis <b>Souad Chtaoui</b>
Filmele, suport academic în studiul unei limbi străine <b>Elena-Laura Vulpoiu, Speranța Sofia Milancovici</b>	New form of communication: Inclusive advertising and its role in social acceptance in Romania <b>Mihai Marcel Marcovici, Meda Mucundorfeanu</b>
Comunicarea cu mass-media: o relație <i>love-hate</i> între organizații și presă <b>Melinda Izabela Achim</b>	Elements of paraverbal communication in social media language <b>Cristina-Mihaela Baidan</b>
	Bridging the Language Gap in Psychology: Challenges in Developing an English-Romanian Dictionary <b>Andreea Pele, Ramona Bran</b>

## 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 – second floor

Polivalenta – first floor

K1 (Amphitheatre K1) – second floor

K2 (Amphitheatre K1) – second floor

MR1 (Multimedia Room 1) – fourth floor

MR2 (Multimedia Room 2) – fourth floor

IT area – fourth floor

# ABSTRACTS

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## KEYNOTE PRESENTATIONS

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**April 3, 2025, 09.15-10.10, EET, K1 Room**

**Cristina Nistor-Beuran, Babeş-Bolyai University, Cluj-Napoca, Romania**

### *Communicating Europe in the Digital Media Ecosystem*

Public communication of the European Union has been constantly evolving during the past more than fifty years in the light of the transformative media environment, as well as for better reaching local and international audiences. Digital technologies brought along innovation and opportunities for consistently transmitting EU's news, but also significant challenges emerged in the current participatory media culture. How is the EU communicating its latest news so that they are encouraging the public debate over European topics in the current digital ecosystem, where rapid technological advancements are shifting media habits and trends in news consumption? What is the role of news media organizations, social media and digital platforms in providing EU news reporting and enhancing the European public sphere? Alongside references to communication strategies and media practices, the EU co-funded educational resource COPE MOOC – Covering Cohesion Policy in Europe will be presented. This multilingual interactive e-learning platform, mainly addressed to students, plans to foster European media coverage providing insights on digital media practices and collaborative reporting.

**April 3, 2025, 10.10-11.00, EET, K1 Room**

**Gabriel-Dan Bărbuleț, "1 Decembrie 1918" University of Alba-Iulia, Romania**

### *Digital Culture's Impact on Pragmatics: Redefining Communication Norms*

Digital communication has significantly reshaped pragmatic conventions, altering how individuals construct meaning, perform speech acts, and manage politeness in online discourse. Without traditional contextual cues such as tone and body language, digital interactions rely on alternative pragmatic markers, including emojis, punctuation, and multimodal elements. This study examines how digital environments challenge or reinforce established pragmatic principles, focusing on politeness strategies, implicature, and discourse coherence. Using a mixed-methods approach, the research analyzes a corpus of online interactions to identify shifts in pragmatic strategies across digital platforms. Findings reveal that directness and informality have become more prevalent, while multimodal elements increasingly function as pragmatic devices to signal intention and mitigate face-threatening acts. Generational and cultural variations further shape digital pragmatic behavior, influencing interpretations of politeness and implicit meaning. Ultimately, this study underscores the evolving nature of pragmatic competence in digital contexts. As online discourse redefines communicative norms, traditional pragmatic frameworks must be reconsidered. Future research should explore how digital pragmatics interacts with sociocultural factors and impacts cross-cultural communication in a globally connected world.

**April 3, 2025, 18.00-19.00, EET, Polivalenta**

**Igor Charskykh, Donetsk Association of International Researchers, Ukraine**

### *Sustainable Development, Corruption and Mass Media*

The author seeks to improve understanding of how media coverage and political dynamics impact sustainable development, particularly regarding corruption. Despite its significance, corruption is often underestimated in discussions of sustainable development. The report examines integrity reform and corruption control through interdisciplinary perspectives, including the case of Ukraine. In key UN documents like the "2030 Agenda," corruption is mentioned briefly. However, it affects not just developing countries but also involves the export of corruption from richer regions, contributing to economic subordination and debt. The author highlights corruption as a factor in international conflicts, using Ukraine as an example. Strengthening international organizations like the UN is crucial for achieving sustainable development goals. However, current trends favor political realism and economic nationalism, which can undermine these efforts. The return to traditional economic approaches prioritizes profit maximization, potentially leading to resource depletion and neglecting long-term sustainability. In analyzing corruption, political realism is seen as a dominant perspective, while constructivism may be relevant in assessing periodic PR campaigns.

**April 4, 2025, 11.15-12.00, EET, K1 Room**

**Valter Mavrič, Directorate-General for Translation (DG TRAD), European Parliament**

### *Automated Translation and its Performance with Clear Language: The European Parliament's Case Study*

Machine translation (MT) is an essential tool for the European Parliament's translation service. MT has become an integral part of a complex environment covering 24 languages. It plays a crucial role in the management of an ever-growing volume of translation requests and allows linguists to focus on the unique value that only humans can bring to the translation process. The MT technology used in the Parliament is a focal point of cooperation between the EU institutions and is constantly evolving. To best harness the benefits, a dedicated team carries out tests to explore the best ways of using MT for Parliament's content. The tests conducted so far have confirmed that, for procedural content, the output of MT is of acceptable quality and a good basis for post-editing. However, Parliament has a clear language policy since 2020, which strives to improve the comprehensibility of Parliament's texts. Moreover, in 2024 clear language guidelines were adopted to contribute to the implementation of this policy. In short, such guidelines prescribe a use of the language characterised by clarity, conciseness, and reduced syntactic complexity. This raises the question of how well MT systems can handle texts adhering to clear language principles. This presentation will analyse and put forward some conclusions of the results of Parliament's tests focused on the potential of MT systems to process clear language pre-edited texts, considering the following aspects: (1) The functional effectiveness of translated texts — Do translations fulfil their communicative purpose? (2) The fidelity to meaning, — Do translations keep the original intent and nuances of the source text? (3) The post-editing effort — What are the needs in terms of time and labour to correct machine-generated translations?

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## WORKSHOPS

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**April 3, 2025, 14.30-15.30, IT Area**

***Dubbing – Access the Audiovisual World of Wordcraft***

**Eliza Claudia Filimon, West University of Timișoara, Romania**

In the realm of audiovisual translation, dubbing stands as one of the most challenging and intricate forms, as it requires a seamless integration of translated dialogue with the visual and auditory layers of an audiovisual product. Dubbing script adapters possess a deep understanding of source and target language grammar and vocabulary, as well as the ability to bridge cultural references. They meticulously identify and transfer the prosodic features of speech to effectively convey the intended meaning and tone while ensuring the translated dialogue is natural and fluent. They masterfully fit a unique blend of linguistic expertise, technical proficiency and creativity within specific constraints to create a harmonious blend between visual and auditory elements, enhancing the viewer's experience. This workshop invites participants to a crash course in dubbing script adaptation, challenging them to take on the multifaceted roles of a dubbing script adapter and harness the power of their native language to make audiovisual content accessible and relatable. A dedicated @software will be used, available within the academic agreement between the West University of Timișoara and ZOOdubs Studios, London. Participants should bring laptops for easier completion of tasks.

**April 3, 2025, 15.30-16.30, IT Area**

***The Power of Storytelling: Engage, Inspire, Connect***

**Popan Giorgiana Elena, "Aurel Vlaicu" University of Arad, Romania**

**Ioana Cristina Popescu, Association Workshop of Wors and EduStory Storytelling Company, Romania**

The art of authentic, persuasive, and engaging communication, which effectively impacts the audience, is always rooted in storytelling. Stories shape our understanding of the world. Since ancient times, humans have realized that the journey from ignorance to knowledge unfolds through narratives. Today, storytelling is widely used in communication, marketing, public relations, and public speaking. It has become an essential tool for selling products, delivering speeches, and sharing the stories of people, communities, objects, or buildings—whether real or fictional. Storytelling remains a powerful way to connect, inform, and inspire.

**April 3, 2025, 17.00-18.00, IT Area**

***AI-Enhanced Communication:  
Transforming Professional Interactions in ESP***

**Tamari Dolidze, Batumi State Maritime Academy, Georgia**

This workshop explores how Artificial Intelligence (AI) is transforming professional communication in English, particularly in global business settings. Participants will learn how AI tools like natural language processing, automated translation, and virtual assistants enhance communication efficiency, clarity, and personalization. The session will highlight AI's role in improving cross-cultural communication, supporting non-native speakers, and streamlining professional interactions. Ethical considerations and potential challenges will also be addressed. By the end, participants will gain practical insights on using AI to optimize communication in English, making their professional exchanges more effective and engaging.

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## ROUND TABLE

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**April 4, 2025, 11.30-14.00, Polivalenta**

***Comunicare în sprijinul sustenabilității***

**Mariana Cernicova-Bucă, Adina Palea, Vasile Gherheș**

**Centrul de Cercetări Interdisciplinare în Comunicare și Dezvoltare Durabilă din Universitatea Politehnica Timișoara (PoliCom)**

Sustenabilitatea a devenit un cuvânt la modă în societatea contemporană, mai ales că Organizația Națiunilor Unite a stabilit 2030 ca țintă până la care statele membre sunt chemate să atingă obiectivele de dezvoltare durabilă. De la deziderat la împlinire, organizațiile și instituțiile secolului 21 se confruntă cu imperativul nu numai de a integra practicile durabile în operațiunile lor, ci și de a-și transmite angajamentul față de sustenabilitate în mod eficient. Masa rotundă pornește de la realitatea că preocupările presante de mediu și creșterea gradului de conștientizare a publicului cu privire la sustenabilitate vizează atât un public global, cât și segmente nișate de public. Comunicarea despre sustenabilitate joacă un rol vital în formarea percepției publice, implicarea părților interesate și catalizarea schimbărilor pozitive semnificative. Prin promovarea eficientă a sustenabilității, o organizație sau instituție se poate diferenția pe piață, abordând preocupările publicului și beneficiind în același timp de stimulente de reglementare. Intervenții din cadrul mesei rotunde provin de la companii și organizații diferite, împărtășind experiențe și opinii pertinente privind obiectivele de sustenabilitate din diverse sectoare de activitate: economică, educațională, civică.

# PAPER PRESENTATIONS

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## PAPERS IN ENGLISH

**Simona Veronica Abrudan Caciora, Andrei Sebastian Iaz - University of Oradea, Romania**

**Using English loanwords in computer terminology: bridge or obstacle to effective communication?**

This study was based on the observation that a group of Computer Science students often use English-loan words instead of Romanian concepts, especially when discussing computer-related topics. We tried to find out whether the same students still used anglicizations for computer-related terms, rather than Romanian words, after they had been taught those specific concepts in Romanian, in an undergraduate degree course, during a previous semester. In order to provide a deeper insight into the dynamics of such language preference among computer science students and the reasoning behind their choice of either English or Romanian words, we collected data based on a survey that included a number of 58 students, enrolled at the Faculty of Electrical Engineering and Information Technology, University of Oradea, in the academic year 2024-2025. The results are presented in the body of this paper.

**Andrei Alexandru Achim - Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania**

**The United States of America between Rebranding and Brand Suicide: Public Communication in the first Month of Donald Trump's Second Term**

The paper analyzes the way the 47<sup>th</sup> president of the United States of America and his team communicated in the first month in office, and the way structures that constituted an informal "brand of the USA" are being changed, in what some may consider a rebranding, but others may consider a brand suicide, reversing more than a century of building an image of "champion of democracy" and "leader of the free world".

**Mohammed Ajrinija - Faculty of Arts and Humanities, Cadi Ayyad University, Marrakech, Morocco**

**Beyond Orientalism and Occidentalism: Moroccaness as a Third Space**

This article proposes Moroccaness as a cultural and existential framework that transcends binary oppositions, such as East versus West, tradition versus modernity, and religion versus secularism, by embracing hybridity, negotiation, and critical liminality. Drawing on Abdelkébir Khatibi's theory of double critique, which simultaneously targets Eurocentric versus Orientalist discourses and ethnocentric local discourses, the article positions Moroccaness as a site of decolonization and desacralization. It integrates insights from prominent Moroccan thinkers such as Abdellah Laroui, Mohamed Abed al-Jabri, and Abdelilah Belakziz, who have critically engaged with issues of modernity, tradition, and identity in the Arab-Islamic context. Through an analysis of novels set in Morocco: *The Sheltering Sky* (Paul Bowles), *Hideous Kinky* (Esther Freud), and *The Forgiven* (Lawrence Osborne). The article demonstrates how Morocco functions as a symbolic space where Western anxieties and desires are reflected, and where existential and moral crises are negotiated. Khatibi's concept of the orphan book, a metaphor for the hybrid and translational nature of Moroccan identity, is central to this exploration. The article also engages with Laroui's critique of historical determinism, al-Jabri's call for a critical Arab reason, and Belakziz's emphasis on cultural authenticity as a dynamic process rather than a fixed essence. By moving beyond essentialist narratives of origin and affiliation, Moroccaness embodies a form of double critique that destabilizes both traditional and modern discourses. It offers a pathway for reimagining identity in a globalized world, where cultural and existential negotiations are increasingly complex and interconnected. This study contributes to postcolonial studies, cultural theory, and literary analysis by highlighting Moroccaness as a model for transcending binary oppositions and embracing the possibilities of hybrid thought and practice.

**Manuela Oana Anghelescu - The West University of Timișoara, Romania**

**Cultural Hubs in Timișoara: Pillars for City Branding and Sustainability**

This study examines the evolution of the "creative city" concept and the role of cultural hubs in promoting urban identity and supporting cultural initiatives. In the literature, the creative city is analyzed from four essential perspectives: as a center for artistic and cultural infrastructure, as a hub of a creative economy, as a home for a strong creative class, and as a space that cultivates a general culture of creativity. Although the global openness of cities encourages diversity and innovation, it can also lead to urban fragmentation and the emergence of localized cultural niches, highlighting the challenge of transforming potential tensions into synergistic energy. In this context, the study analyzes the role of cultural hubs in Timișoara – such as Ambasada, Faber, Balamuc, and Scârț Loc Lejer – in the process of city branding and in supporting cultural initiatives, within a European framework marked by democratic values and urban creativity. The research adopts a qualitative approach, based on semi-structured interviews with hub coordinators and an analysis of the online presence of their Facebook and Instagram pages. Data are presented in frequency tables and analyzed using sentiment analysis techniques, accompanied by discussions of methodological biases and an updated theoretical synthesis that integrates both classic and recent references. The study also discusses the phenomenon of corporatization as a potential threat to the sustainability of these spaces, arguing that cultural hubs are essential for maintaining a democratic public space and for promoting a creative economy in the context of globalization.

**Diana Apostol - University of Craiova, Romania**

**Search the corpus! A language-oriented approach**

Witnessing the ever-increasing scope of digital humanities, forward-looking scholars enforce novel digital applications within the field of linguistics. No longer an offline user, surrounded by lexicons and encyclopaedias, the contemporary linguist needs to come online, banking on web apps and software environments. In line with recent trends on the development of electronic corpora, some even providing their own inbuilt analysis tools, we highlight the applicability of computer-assisted research instruments and web-based tools, aimed at enabling users explore digital corpora with just a single click. In what follows we set out to develop a virtual analysis of a specialised corpus from a language-oriented approach in terms of language patterns and frequency rates.

**Veronica Arnáiz-Uzquiza, Paula Igareda - University of Valladolid & Universitat Pompeu Fabra, Spain**

**AVT and Accessibility Training across Europe**

Technological evolution forces professionals to adapt to new social demands and bridge the gap between market niches and academic training. While technologies and tools are present in Translation and Interpreting programs across Europe, their role in training remains uneven. Academic Institutions try to provide updated curricula and training, and associations and companies urge for up-to-date technologies and practices, mainly in specific fields such as Audiovisual Translation (AVT) and Accessibility, where the integration of technological tools is crucial. This study analyzes how professionals are being trained to address market challenges, focusing on formal and informal programs, training modalities, and the technological aspects of their curricula.

**Diana Alexandra Avram - 1 Decembrie 1918 University of Alba Iulia**

**From Newspeak to Hashtags: Tracing Orwellian Discourse in Social Media Culture**

This research aims to investigate the presence and evolution of Orwellian language in contemporary social media discourse. Drawing from a curated corpus of public posts on platforms such as Twitter and Instagram, it examines how terms rooted in George Orwell's 1984—including *Orwellian*, *Big Brother*, and *Newspeak*—are deployed by users to frame sociopolitical issues, critique power structures, or express collective anxieties. The research explores both the emotional tone and thematic patterns associated with these dystopian references through a combination of computational sentiment analysis and qualitative discourse examination. Preliminary insights suggest that Orwellian language has become a rhetorical device in digital culture, frequently employed to highlight concerns around surveillance, censorship, and the role of technology in governance. The study contributes to broader discussions on the intersection of digital communication, political language, and cultural memory in the age of social media.

**Cristina-Mihaela Baidan - University of Craiova, Romania**

**Elements of paraverbal communication in social media language**

In the present context of online communication, we are confronted with a multitude of technical options found on the Internet, which leads to a dynamic transformation of the boundaries between genres and discourse types, resulting in the idea of the multimodality of modern, digital communication. Expressing emotions and intentions in the electronic environment, in the absence of gestures, facial expressions, intonation specific to face-to-face interaction is completed using nonverbal substitutes such as emoticons, emoji, smiley-faces, GIFs, memes, stickers etc. For the present approach, we are considering the analysis of their functions in the online discourse, focusing on how they can be interpreted from a semiotic point of view and investigating their pragma-discursive role.

**Corina Barna - University of Life Sciences „King Mihai I” from Timisoara, Romania**

**Project-based learning in foreign language teaching and assessment: the story of a journey**

Project-based learning (PBL) has been widely used in education, including foreign language teaching. Our study examines its impact on foreign students studying veterinary medicine at a Romanian life sciences university. These students, mainly from France, take five semesters of compulsory Romanian, including cultural elements. To enhance integration, we designed a PBL assessment focused on preparing for a journey in Romania. Using mixed methods, we found significant improvements in language proficiency, teamwork, problem-solving, and innovation. Results suggest that PBL enhances both linguistic and cognitive skills, fostering holistic development in foreign language learners.

**Corina Barna - University of Life Sciences „King Mihai I” from Timisoara, Romania**

**Leveraging AI in Designing a Curriculum for a Professional Communication Course**

This research explores the integration of Artificial Intelligence (AI) in the design of a Professional Communication course tailored for agricultural students. Spanning 14 weeks, the course combines theoretical lectures with practical seminars to enhance skills in verbal and nonverbal communication, professional writing, argumentation, and public speaking. AI is utilized to create interactive learning environments, personalize learning pathways, and improve assessment methods. The course also emphasizes digital communication, social media, and online professionalism, ensuring students acquire the necessary communication competencies to thrive in the agricultural professional world.

**Adina Baya - West University of Timișoara, Romania**

**Newsworthiness in the Social Media Era: Are Canonical Values Still Relevant for Gen Z?**

Social media has changed the way we define and consume news. The traditional idea of news—carefully curated by journalists and media organizations—has been replaced by a fast-paced, user-driven landscape where anyone can share information instantly. This study looks at how Romanian Gen Z navigates this new reality. What do they consider “news”? How do they decide what is trustworthy and newsworthy? And what are the characteristics of their news consumption habits? To tackle these questions, we conducted a survey among young Romanians aimed at offering a better understanding of the media formats they prefer, how they select the news, what sources they trust and what factors make a story relevant to them. Findings provide relevant insights for media educators, practitioners and consumers, highlighting how Gen Z audiences engage with news content today and how the canonical values connected to newsworthiness are shaped by technology.

**Elena Maria Bochis, Lavinia Elisabeta Popp - West University of Timișoara, UBB Cluj, Romania**

**Online accessibility of public institutions for people with disabilities**

Accessibility to public online space is a right of all citizens and plays an important role in promoting democracy and institutional transparency. People with disabilities continue to face challenges in accessing public information, either due to inappropriate functionality or failure to meet European Union standards, which can significantly limit the exercise of this right. This research aims to analyze the relevant legislative framework alongside international accessibility standards, followed by a practical evaluation of the accessibility level of Romanian public institutions according to WCAG 2.1 and the automated verification tools provided by this standard. The results will provide an up-to-date overview of the current level of digital accessibility, focusing on the technical development of online platforms, thus ensuring the social inclusion of people with disabilities.

**Andrei Bogdan - University of Oradea/University of West Timișoara, Romania**

**Hashtag Apartheid? Digital discourse, post-Apartheid literature, and the politics of historical representation.**

Historical stories are influenced more and more by the online discussion space, which is to social media, digital collections, and search algorithms mediating the collective memory. The main concern of this study is to investigate the way more contemporary South African writers deal with digital platforms to join in the struggle to post-/translate/disenfranchise the historical narrative.



Digital humanities and the center of the study are the two perspectives which are taken on the role of today's South African writers in their online participation—whether social media platforms, blogs, or audiobooks—during the process of reimagining, rewriting, and reception of the apartheid legacies globally in the 21st century. The paper looks at the relationship between fiction, digital activism, and history in the context of the works by Zakes Mda, Mandla Langa, and Lauren Beukes. It assesses how cyber culture both increases and falsifies the historical narratives of retribution and forgiveness and simultaneously problematizes the visibility of algorithms in shaping literary discourse. In addition, the discussion takes the form of the impact of all this on the translation of apartheid-era trauma into digital spaces through hashtags, memes, and online storytelling that led to current perceptions of South Africa's past. By examining the aesthetics of collaboration between post-apartheid literature and digital conversation, this research also sheds light on the manner of the connection between the drama between narration and history and technology in the 21st century. In the paper, I will analyze the relationship between post-apartheid literature and digital discourse, and describe how history writing and technology are in a symbiotic relationship as the latter influences the former by new technological means.

**Iren Boyarkina - University of Rome La Sapienza, Italy**  
**Science Fiction for Teaching English to Military Students**

Science fiction seems to be rather important for the military sector. According to Will Slocombe, "One of the most interesting tools for thinking about future defence technology isn't big data forecasting and the use of synthetic training environments, but narrative and imagination. And we get this from science fiction." Indeed, science fiction can provide military professionals with various future scenarios; for this reason some governmental security councils use the services of famous science fiction writers to study one or another possible future scenario. Given the importance of the science fiction genre for military activities, it seems useful to employ science fiction for language training (English) of the military students. Research has demonstrated that students are interested in reading science fiction and it is possible to employ this fact for teaching. The present paper explores some aspects of teaching English to military students using the genre of science fiction as an effective tool.

**Iren Boyarkina - University of Rome La Sapienza, Italy**  
**Intersemiotic translation and multimedia storytelling for ESP**

The paper explores intersemiotic translation and multimedia storytelling as effective tools of ESP. Nowadays, "Notwithstanding the fact that intersemiotic translation is commonly practised and despite it being theoretically relevant, many scholars point out the lack of studies in this field." Also, it is important to emphasize that "Contemporary multimedia allows teachers and students create their own multimedia content for teaching and learning purposes and it has positive impact on didactics of both Humanities and natural sciences." The present paper analyses some key concepts in intersemiotic translation and multimedia storytelling, emphasizes their positive influence on teaching and learning, as well as points out some difficulties in the field and indicates possibilities to overcome them to make teaching English even more effective. The paper also analyses some practical examples of using intersemiotic translation and multimedia storytelling for teaching English to military cadets and students at the Faculty of medicine.

**Ramona Alice Bran, Gabriela Grossec - West University Timișoara, Romania**  
**From Knowledge to Prompts: At the Crossroads Between Traditional Teaching and genAI**

The paper continues previous work done by the authors in the attempt to investigate current capabilities and limitations of generative AI (genAI) in higher education, with a particular focus on various ethical concerns specific to digital assessment in language teaching. A little more than two years have passed since ChatGPT was released into the world. It has seriously disrupted education since it enables almost anyone to produce passable written work in seconds based on a few basic inputs. Other similar tools are now available and such large language models (LLM) absorb and process vast datasets to generate new material. Hence, genAI is not *just* a tool; it is reshaping how knowledge is demonstrated by students, and it is the "new conveyor belt" of assessment, automating some processes (like grading or feedback) but requiring careful oversight to ensure fairness, equity, and ethical use. What *can* we, as educators, do when (almost) any assignment can be done using genAI? How can we *best* balance its potential to enhance access and equity with its limitations and ethical risks (i.e. it reflects existing biases and can reinforce gender and other types of discrimination)? These are the main issues we will deal with and questions we will try to answer in our current paper.

**Carina Ionela Branzila - Al.I.Cuza University, Romania**  
**Insights and Considerations in Modern Business English Instruction**

This presentation explores contemporary trends and challenges in Business English teaching at tertiary level. In an increasingly globalized market, Business English educators must adapt to evolving professional communication needs. This presentation aims to examine current pedagogical approaches, including the integration of digital tools, authentic materials, and intercultural competence development. It will consider the shift from traditional language acquisition to communicative competence, emphasizing real-world application. This presentation offers practical insights and theoretical considerations for enhancing the effectiveness of modern Business English instruction.

**Valentina Budinčić, Maja Ćuk - Alfa BK university, Belgrade**  
**'Self-actualization' and language learning: podcasts as engaging teaching materials**

Engaging lesson content lays the foundation for effective language learning. Therefore, providing the materials that talk about a specific topic of interest of a student and resonate with him/her on a deeper level, will positively motivate them to learn. According to Abraham Maslow, apart from the four basic needs that must be met first (the need for food, safety, love and self-esteem), people also strive for self-actualization. In light of this, the aim of our paper is to show how podcasts, having the potential to encourage personal fulfilment and self-expression, may be used as motivating teaching material for improving language skills in a fun and informative way.

**Eva Nicoleta Burdușel - Lucian Blaga University of Sibiu, Romania**  
**Essential communication skills for a successful professional interpreter**

In keeping with the major theme of the conference, as well as building upon the most recent theories and concepts in the field of intercultural communication and public speaking, my presentation aims to provide a topical overview of the fundamental skills by tackling the challenges in interpreting. Translation and, particularly, interpreting shall be considered from an interdisciplinary and contemporary perspective.

**Silvestru-Iulian Calinciuc - Babeş-Bolyai University, Romania**

**Digital Linguistics in International Sign Language Communication. Case Study: Romanian Sign Language Digital**

Digital Linguistics in International Sign Language Communication is highly integrated. It has greatly enhanced and facilitated improved accessibility for the Deaf community, fostering more effective, inclusive, detailed, and thorough strategic interactions in Artificial Intelligence on Sign Language video content on prominent social media (Instagram and Facebook) platforms such as Developing online and blended linguistics communities (Gregory et al, p. 54, 2022). By exploring the various aspects of deaf Sign Language in these innovations in technologies. An important role in the scientific highlights the need for Deaf researchers for digital inclusion and several different strategies to communicate across cultures and linguistics.

**Luiza Caravan – West University of Timișoara, Romania**

**The Multifaceted Role of Translators of Tourist Texts**

The study argues that translations aimed at tourists should emphasize the attractiveness of what is promoted, focusing on the target audience's experience rather than on literal accuracy. By integrating translation and tourism theory, the paper underlines the importance of the cultural aspect of tourist texts that should prevail over linguistic accuracy. The paper analyses the translation of tourist texts from Romanian into English using the example of brochures as a form of tourism information published in order to both inform and attract potential travellers to Timișoara – for the European Capital of Culture 2021/ 2023 event.

**Mariana Cernicova-Buca, Marcela Farcasiu, Vasile Gherhes - Politehnica University Timișoara, Romania**

**AI technology as part of the journalistic toolkit: optimizing headline writing**

The study explores possible applications of AI technology in online journalism, given the predictions that speed and adaptation to the new medium will increase the penetration of automation in the production workflow. The research assesses readers' reactions to different headline styles as tested on a sample of 624 students from Timișoara, Romania, asked to evaluate the qualities of a mix of human-written vs AI-generated headlines, on a corpus of 100 headline sets. The results show that AI generated headlines were preferred by the respondents as the most trustworthy and representative of the media content. Also, ethical concerns regarding AI text production are diminished, since headlines summarize the content of already checked journalistic content.

**Mariana Cernicova, Adina Palea – Politehnica University Timișoara, Romania**

**The AI (r)evolution and the modernity challenge: how are Romanian universities coping?**

Artificial intelligence (AI) fuels many heated discussions, being treated with cautious pessimism by some, and greeted with enthusiasm and great hope by others. It revolutionizes all industries and requires new skills for professionals, irrespective of their domain of activity. Universities, in charge of the most ample and coherent education of highly skilled labor force, are challenged to absorb at a swifter pace not only the content for the educational process, but also the strategies to adapt to the AI challenge. AI is not a mere (fashionable) accessory to the academic toolkit; it represents a fundamental transformation of the educational paradigm. The present research aims catch at an early stage what Romanian universities showcase as their effort to address the subject of AI in education, marketing and/or research activities.

**Souad Chtaoui - Cadi Ayyad University, Marrakech, Morocco**

**Translating the Term 'ṣāhib' in the Holy Quran: A Linguistic and Contextual Analysis**

The current study attempts to examine the translation of the term *ṣāhib* in the Holy Qur'an, with an emphasis on attaining both correctness and contextual precision. The study investigates the various meanings that this Qur'anic term have been given by various translators and Holy Qur'anic interpretations. This study employs a qualitative analytical approach. Three English translations are chosen for analysis. Two specialized works on al wujūh wan-naẓāir and three well-known Qur'anic exegeses are used to assess the eight different meanings attributed to this term. The findings show that depending on the context in which it is used, the term *ṣāhib* has different nuanced meanings proving that exegetical knowledge and contextual awareness are both necessary for effective translation. In order to accurately convey the meanings of this Qur'anic term and avoid misunderstandings in the target language, the study emphasizes the significance of including various exegetical viewpoints. The results further indicate several misinterpretations in some verses resulting from flawed strategies in addressing this Qur'anic term with multiple meanings. Thus, in order to effectively communicate intricate and context-specific meanings, the study suggests employing context-sensitive translation techniques and consulting various Qur'anic commentaries.

**Daniel Ciurel – Politehnica University Timișoara, Romania**

**The Dark Side of Digital Advertising**

This paper aims to identify the main tactics of deceptive digital advertising. Misleading digital advertising tricks or lures users to take actions or believe things that they did not intend to or benefit from. Digital advertising offers ample opportunities for both serving and abusing consumers. Advertisements that take advantage of consumers' anxieties, vulnerabilities, or emotions may be controversial, deceptive, and exploitative. The use of big data for personalization and manipulation through targeted marketing is another instance of dark advertising. There is a vast array of unethical digital tactics, from stealth advertising and deceptive content to platforms and algorithms manipulation that subvert or impair the consumers' autonomy, decision or choice.

**Daniel Ciurel – Politehnica University Timișoara, Romania**

**Apocalyptic Rhetoric in Climate Change Communication**

This paper aims to detect the rhetorical moves in climate change debates in digital media environments. Digital media culture is the field of contention concerning climate change discourses of both activists and contrarians. One of the main communication strategies of climate change proponents is apocalyptic rhetoric, using various persuasive appeals, more or less effective (scare tactics, ethotic stances, danger frames, etc.). The opponents of anthropogenic climate change use fallacious arguments, pseudoscience, and conspiracy theories, fueling controversy and public confusion concerning the issue. Ecomedia literacy equips media users to discern correct information and resist various fraudulent tactics.

**Sorin Ciutacu - West University of Timișoara, Romania**

**Hanging in the Unpleasant Middle? The Aesthetics of Literary Self-translation and Bilingual Texts**

The present paper delves into the aesthetic workings of self-translated texts and evaluates the virtues of bilingual texts of the selfsame writers and translators. It represents a plea for reconsidering bilingual texts as possessing a different aesthetics and requiring different conceptual tools for analysis. The topics we set out to analyse include the reasons for self-translation, the manners of self-translation and the common ground relation holding between the bilingual texts. The title is inspired by Friedrich

Schleiermacher's stark Romantic predicament according to which a writer should ONLY write in his / her unique mother tongue, thus sticking to the genius of his / her mother tongue or else, if the selfsame writer should pen his / her work in another language, he /she will do it "in defiance of nature and morality" and hang "in the unpleasant middle" (in unerfreulicher Mitte) (Schleiermacher, 1997).

**Monica Condruz-Băcescu - Bucharest University of Economic Studies, Romania**

**Developing digital competences of pupils and students**

The paper focuses on developing digital competences of pupils and students. In the context of technological development in recent decades, as well as the phenomenon of globalization, determining the key competences necessary for the training of any citizen in order to successfully adapt to a rapidly evolving world, characterized by a high level of interconnection, has become a necessity. Key competences for lifelong learning represent a combination of knowledge, skills, abilities and attitudes appropriate to each context and are necessary for personal fulfillment and development, for social inclusion, active citizenship and employment, guaranteeing more flexibility in the workforce, allowing it to adapt more quickly to changes in today's world. They also represent a major factor in innovation, productivity and competitiveness and contribute to employee motivation and satisfaction, as well as to the quality of work.

**Monica Condruz-Băcescu - Bucharest University of Economic Studies, Romania**

**Digital education throughout life**

The paper focuses on digital education throughout life. Lifelong digital education targets all citizens and is indispensable in a world that is in the midst of a rapid transformation process. Thus, European action plans aim to expand digital skills to advanced ones among as many citizens as possible, especially those involved in education and training. The European Union institutions have made considerable efforts to update the common vision on lifelong learning and training, and in particular the digital component. Digital skills have become indispensable even in areas that, traditionally, had little to do with technology. The spread of technology has a major effect on society and democratic systems, on the labor market and the way work is organized, and, implicitly, on the expectations related to the skills that citizens should have.

**Mihaela Cozma - West University of Timișoara, Romania**

**An Intercultural Approach to Translating Proper Names**

Translation represents an essential bridge in the process of cross-cultural communication, with the translator acting as the messenger who ensures the transfer of meaning between cultures. The strategies used as part of this process are largely influenced by various social, cultural and ideological factors characteristic of the source context, on the one hand, and of the target context, on the other. The present study investigates the strategies used for the translation of a category of lexical items with deep roots in the culture in which they are used, namely the proper names.

**Florentin Nicolae Craineanu - West University of Timișoara, Romania**

**Interdisciplinary strategies for teaching English for Medical Purposes in a digitally enhanced educational landscape. An overview.**

The ascendancy of English as the lingua franca of scientific and medical discourse throughout the twentieth century has resulted in a significant corpus of scholarly literature published in this language. Despite this, English for General Purposes (EGP) and English for Specific Purposes (ESP) within university curricula often rely on conventional pedagogical methodologies. This presentation, derived from a larger research initiative, provides a critical overview of traditional teaching practices in English for Medical Purposes (EMP) and subsequently proposes a series of preliminary hypotheses and recommendations based on interdisciplinary approaches to enhance educational outcomes. These recommendations encompass, but are not limited to, the integration of Content and Language Integrated Learning (CLIL), the implementation of digital pedagogical tools, the incorporation of humanities-based instruction, and the utilization of art-based learning strategies. It is emphasized that these proposed strategies are intended to augment, rather than supplant, existing instructional paradigms.

**Maja Ćuk, Valentina Budinčić - Alfa BK University, Serbia**

**Project-based English language learning through digital content and games**

Digital content and games offer innovative ways to enhance language learning in the English classroom and for that reason they present exciting opportunities for exploration and research in the field of English language teaching. While digital content provides the whole variety of materials and language learning tools, the games, in particular, promote active participation and collaboration, making language acquisition enjoyable. In order to present practical insights and strategies for educators to effectively integrate these tools into their teaching practices, this paper explores the benefits and challenges of incorporating digital content and games into English language instruction through project-based activities.

**Andra Simona Diaconu - University of Craiova, Romania**

**Facing Legal English – A Dichromic Perspective from the Common Law Terminology to EU Legal English**

Under the Common Law umbrella, Legal English has grown and changed since its first instalment in the 14<sup>th</sup> century, adopting its institutions and giving them authority by adorning them with formal language. Beginning in the 19<sup>th</sup> century, as the British Empire grew, legal English was freed from the confines of the Common Law system and expanded internationally, embracing the Civil Law system in multilateral agreements. Legal English has therefore changed on a global scale, adopting new organizations and customs. English has been the most widely spoken language in the world over the past century, and legal English has emerged as the standard language for international treaties and multinational corporations. This paper focuses on EU Legal English, presented not as a register of Legal English, but as an evolving language incorporating and developing its own terminology and specificity. Within European Union the principle for multilingualism prevails, recognizing 24 official languages and 3 procedural languages, in this multicultural space English has gained the position of lingua franca. Through drafting, translation and court interpretation EU Legal English has distanced itself from Legal English creating a new particular terminological space.

**Corina Dobrotă - "Dunărea de Jos" University of Galați, Romania**

**The Challenges of Legal Translation in the AI Era**

The rise of AI-driven translation tools presents new opportunities and challenges for translating Legal English. While AI enhances speed and accessibility, legal translation requires precision, contextual awareness, and cultural sensitivity that automated systems often struggle to achieve. This paper explores the limitations of AI in handling legal ambiguity, jurisdiction-specific terminology, and the nuances of legal drafting. It also examines the role of human expertise in post-editing machine-generated translations to ensure

accuracy and compliance. By assessing AI's impact on legal translation, the study highlights the need for a balanced approach that integrates technology while maintaining linguistic and legal integrity.

**Adriana Dragomir - University of Craiova, Romania**

#### **Literary pragmatics in action: exploring Salman Rushdie's "Midnight's Children"**

This paper explores the role of literary pragmatics as a subdiscipline, arguing that pragmatic approaches are crucial for understanding how translators manage the interplay between literal meaning, cultural subtleties, and contextual intent when working with literary texts. Pragmatics, in the context of literature, focuses on how language is used in communication, taking into account context, the speaker's intention, and the relationship between language and its users. "Midnight's Children" by Salman Rushdie is a fascinating work to examine through the lens of literary pragmatics as the text itself is rich in historical, cultural, and linguistic references. Analysing its pragmatics reveals how Rushdie uses language to engage with political, historical, and postcolonial realities. The paper also seeks to examine the Romanian translation of Salman Rushdie's "Midnight's Children" as a case study.

**Corina Nicoleta Drăgoi (Braloștițianu) - University of Craiova, Romania**

#### **Legitimization of war speeches. Discursive, sociolinguistic and pragmatic approaches**

The legitimization of war speeches, pertaining to the all-encompassing category of political discourse, underpins both semantic and pragmatic strategies to justify military action and secure official acceptance (Chilton and Schäffner 1997/2011). The current paper explores how speakers select a certain linguistic repertoire to craft war narratives that are able to gain public and political support, therefore emphasizing the 'macro' conditions (the wider social context) of the production and distribution of war speeches (van Dijk 1998). Approaching war speeches as discursive practice means that choices and patterns in vocabulary, grammar and textual parameters should be systematically analysed (Blommaert 2005).

**Irina Ana Drobot - Technical University of Civil Engineering Bucharest, Bucharest, Romania**

#### **Using Online Social Media to Understand Culture**

One significant part of Foreign Language Teaching is related to teaching culture and civilization. Culture and civilization notions may be related to history or to present-day culture, and they can help learners better understand the mindset of the culture whose language they are learning and studying. Once we learn a language, we have in mind using it to communicate with members of another country and culture. Online social media facilitates the presentation of cultural aspects, and learners may benefit from following Facebook pages related to various cultures. Pictures and information related to cultures can be used as supplementary materials.

**Irina Ana Drobot - Technical University of Civil Engineering Bucharest, Bucharest, Romania**

#### **Using Chat GPT to Translate Song Lyrics**

Students of foreign languages and not only use, nowadays, technology as part of their everyday lives. This means that they also use it in their learning activities. Once we consider teaching foreign languages with songs, which are also part of their everyday lives, we can allow students to use Chat GPT to translate their song lyrics. This artificial intelligence model has become very performant and students can realize how much they need or not to intervene in the text. They can use this as an exercise to propose new translation variants and realize how they can contribute creatively to translation.

**Ana Daniela Farcaș - Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania**

#### **Communication in Advocacy**

Of all the areas of human activity, some rely more than others on communication. The activities included in the advocacy process have as their purpose the induction of social change and the influence of public policies. In order for the advocacy campaign to achieve its goal, communication is at the forefront, because it is important not only in lobbying, that is, in influencing decision-makers, but also in transmitting the message to the press, so that in the end, it reaches the final target, represented by the public. Due to the specific nature of the advocacy process, the choice of communication strategies can make the difference between success and failure. The presentation will focus on the main factors that must be taken into account for a successful communication process in the advocacy campaign.

**Ioan Claudiu Farcas - Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Humanities**

#### **Digital "Artificial" Culture**

Culture is an evolving expression of human creativity, a common ground for (re)affirming and consolidating human values. AI is a product of human culture, an instrument so advanced that it can generate, on its own, human-like content. Practically, AI is a tool created by humans that, arguably, produces culture by means of emulating the way humans are producing culture. However, it's still a tool that, even if it flexibly creates various types of content (literary text, graphics, music, video), it's based on patterns, data and styles that are human creations. Humans provide the context for AI to work within. Can AI ultimately be regarded, in some respects, as more than an intricate tool, more than a fancy digital "artificial" culture generator, and rather as a culture creator, in its own right?

**Craig Frayne – Independent researcher**

#### **Technical Writing as the Jungian Shadow of the Tech Industry**

The tech industry thrives on innovation, speed, and disruption, often driven by fragmentation and a division of labor that prioritizes specialized tasks over holistic thinking. Yet technical writing demands reflection, precision, and integration. This paper explores technical documentation as the Jungian shadow of the tech sector: an essential but devalued aspect that reveals systemic blind spots. The resistance to documentation mirrors shadow projection, where teams externalize discomfort onto the writing process rather than confronting gaps in their own knowledge. The assumption that technical writers can be replaced with AI reflects an impulse for quick fixes—shortcuts that avoid the deeper work documentation requires. Ignoring documentation leads to fragmentation, inefficiency, and knowledge loss—symptoms of a repressed shadow. By recognizing documentation as a process of individuation, tech organizations can move toward greater maturity, sustainability, and self-awareness.

**Oana Găianu-Luca - Politehnica University Timisoara, Romania**

#### **Teaching in the Digital Era. Enhancing Technical Language in Engineering**

The paper explores the use of digital tools, specifically Kahoot and PowerPoint, in teaching English for Specific Purposes (ESP) to

engineering students. This study examines how these platforms enhance student engagement, support the acquisition of technical vocabulary, and improve grammar mastery. By integrating these tools into lectures and assessments, the study evaluates their impact on student motivation, participation, and comprehension. The paper emphasizes the potential of digital tools in promoting a dynamic and collaborative learning environment, while helping students communicate complex engineering concepts in English and bridging the gap between theory and practice in technical language education.

**Patricia Cornelia Grigoras - West University of Timișoara, Romania**

#### **Advancing Technical Translation Education in the Digital Era: Insights and Recommendations**

This paper provides a concise overview of research into teaching and learning technical translation in the digital age. It begins with a thorough literature review, emphasizing recent trends and innovative approaches to teaching technical translation. Employing both quantitative and qualitative methods, the study offers a detailed analysis of current teaching practices. Ultimately, the integration of mixed methods supports the development of recommendations designed to enhance teaching strategies and curricula, addressing the needs and expectations of both students and the translation industry.

**Karina Hauer - Politehnica University Timișoara, Romania**

#### **The impact of technology on language learning and translation practices**

Technology is shaking up how people learn and translate languages. Researchers dug into the role of machine translation and language apps – tools that many learners and professionals now rely on. They mixed methods, gathering survey responses, interviews and analytics from a rather diverse group of language learners and translators. Generally speaking, their work shows that these digital aids can speed up access to language material and help with quick understanding, yet often, they leave learners with a rather shallow grasp of the language, as retention can drop off with time. Some practitioners even note that the quality of translation varies a lot, and there's a real worry about leaning too heavily on automated systems. In most cases, especially in healthcare where every word counts, it seems wise to blend traditional learning with tech support; this balance is key to ensuring that patients and providers communicate clearly while keeping health information accurate. Overall, the study suggests that educational programs in healthcare should use technology carefully – letting digital tools back up, not take over, the essential language skills needed for effective communication in a multilingual setting.

**Karina Hauer - Politehnica University Timișoara, Romania**

#### **The role of context in translation: a comparative study of literary and technical texts**

Context plays a major role in translation. This dissertation looks into how translation practices shift when cultural backgrounds and situational details come into play, comparing effects seen in literary works versus technical texts. It basically asks if the little cultural quirks and context bits really change the result of a translation. Instead of sticking to a strict order, the research blends both qualitative insights and quantitative data – it examines translated texts, chats with translators, and even reviews the cultural settings of both source and target material. Generally speaking, literary texts seem to call for a more delicate, nuanced handling that really appreciates cultural subtleties, whereas technical texts tend to prioritise clear, accurate communication. The findings suggest that context really shapes translation choices, with effects spilling over into areas such as healthcare communication, where even a small misinterpretation can sometimes lead to serious, if not downright detrimental, outcomes. All in all, this work highlights the need for translators to be trained in navigating these cultural nuances, a focus that could ultimately improve patient outcomes and communication efficiency in healthcare, pointing towards a shift to a more integrative approach in translator education and practice.

**Krzysztof Hejduk - University of Lodz, Poland**

#### **Recalling jokes embedded in diegetic texts – results from a game localisation reception study**

This paper draws upon the case of a comedy game's diegetic texts – e.g. humorous in-game posters, billboards, banners, or any other inscriptions in the game's fictional world. Video games allow for creative solutions when localising such elements, although there is little research on the possible effects of this. My study aimed to fill this gap. A sample of Polish gamers was split into two groups. They played the same game in Polish, but either with or without the translation of diegetic texts. They were then asked to recall the humorous texts during an interview. Their responses are qualitatively compared in this paper.

**Romanița Delia Adina Jumanca – Victor Babeș University of Medicine and Pharmacy Timișoara, Centrul de cercetare lingvistică aplicată și studii culturale comparate (C-CLASC), Romania**

#### **The use of foreign terminology in legal documents**

Legal documents are meant for ordinary citizens, but their real readership includes lawyers and judges who should interpret the texts, so that the ordinary people understand them. When drafting legal documents, legal practitioners make use of foreign legal words to ensure a certain accuracy and avoid any ambiguity. Many legal terms and concepts have their roots in the Latin language. Lawyers have always been among the most eloquent users of the English language. Legislative writing is impersonal and decontextualized. The function is directive, to impose obligations and to confer rights. Members of the legal profession make careful distinctions between words that seem nearly interchangeable to the layman.

**Annamaria Kilyeni - Politehnica University Timișoara, Romania**

#### **Terminology Management for Technical Translation**

In today's globalized world, effective communication of technical information across languages is paramount. One of the biggest challenges in technical translation is the specific terminology it involves. Technical vocabulary needs to be exactly right, as "close enough" may have serious consequences. That is why translating technical content needs particular focus on good terminology management. This presentation will approach translation-oriented terminology management, focusing on the current status of terminology management in translation practice, as well as on some key principles, activities, tools and benefits.

**Annamaria Kilyeni, Daniel Dejica, Simona Simon, Marcela Farcasiu - Politehnica University Timișoara, Romania**

#### **Easy-to-Read Translation: Insights from the Academia**

Current trends in translation studies and practice point to the latest newcomer in the field: Easy-to-read (E2R) translation. As professionalization is essential to meet the considerable increase in demand for E2R translation, extensive research in the field has been conducted in recent years, and several European countries have already included this type of translation in academic programmes. In Romania, however, E2R translation is still in its very early stages, with limited research and no academic training. This study presents the results of a small-scale survey aimed to assess awareness of and familiarity with E2R translation, the status

of E2R translation, and the need for academic training in E2R translation among members of the academia, both students and teachers in Language or Translation Studies at two leading public tertiary education institutions in Timișoara, Romania: West University and Politehnica University.

**Zoltan Janos Kovacs - West University of Timisoara, Romania**

**Post-editing and Translation Quality Assessment – Possibilities and future research directions**

As part of a wider ongoing research that focuses on the *Postediting and Quality Assessment of Medical Translations*, this presentation takes note on the yet uncharted areas of PE and TQA. The aim is to find perspectives and new possibilities for further developing translation and post-translation activities that ensure better quality of the end product while not adding too much complexity to the process. The first part focuses on the existing methods and standards, such as those presented by Juliane House, Christopher Waddington, Kinga Klauudy and Allen Jeffery, that are the groundwork of the field. The second part presents some directions that could, through their pursuit, enhance LSP translations, thus being of interest not just for translation scholars but for professionals as well.

**El Houssine Laasri - Cadi Ayyad University, Marrakech, Morocco**

**Navigating Linguistic and Cultural Challenges in Audiovisual Translation: Arabic Subtitling of "Exodus: Gods and Kings" as a Case Study**

This study examines the challenges of subtitling *Exodus: Gods and Kings*, emphasizing linguistic and cultural disparities affecting translation fidelity. It analyzes cultural references, idiomatic expressions, and accuracy by comparing original Arabic subtitles with machine-generated alternatives (Quillbot Premium Translation). Using a comparative analysis, selected dialogues are systematically evaluated. Findings reveal inconsistencies: original subtitles prioritize literal meaning but overlook cultural nuances, while alternatives enhance cultural and linguistic sensitivity. This study highlights the need for culturally aware translation in audiovisual media, offering insights to improve Arabic subtitling strategies for greater accuracy and viewer comprehension.

**Ioana-Mădălina-Dana Lambrache - University of Craiova, Romania**

**Specialized translation within Skopos theory**

This article is meant to explore how specialized translation within Skopos theory manages to focus on the goal or purpose (Skopos) of the whole translation process, highlighting the way in which the decisions taken by the translator are designed by the deliberate function of the translated text. This perspective draws attention to the necessity of cultural, technical or even a specific competence in a certain field, in order to make sure that the translated message lines up with the assumptions of the aimed audience and also, with the context. Specialized translation underpins a comprehension of both linguistic shades and knowledge of the topic, whatever field we approach, such as scientific, medical or legal. Skopos theory grants for adjustability in translation master plans, sequencing the functional result over a precise adherence to original-text accuracy.

**Maria Magdalena Lapadat Faurar – University of Craiova, Romania**

**Legal Rhetoric in American Political Speeches: A Qualitative Analysis of Persuasion, Governance, and Constitutional Discourse**

Legal rhetoric is a powerful tool in American political discourse, shaping public perception, policy justification, and judicial influence. This qualitative case study examines how U.S. political leaders employ legal language to establish credibility, persuade audiences, and align policies with constitutional principles. Analyzing speeches delivered by historical and contemporary figures, including Lincoln, Roosevelt, King, Reagan, Obama, and Trump, this study identifies key linguistic and rhetorical strategies, such as legal formalism, authoritative tone, and citations of legal texts. The findings highlight the enduring role of legal rhetoric in governance and democracy, with implications for legal discourse, political communication, and English for Specific Purposes (ESP).

**Lavinia Costinel Lapadat - University of Craiova, Romania**

**Milestones and Competences in Teaching Romanian as a Second Language**

Teaching Romanian as a second language (RSL) requires a structured approach that aligns linguistic milestones with key competences. This paper explores the stages of language acquisition in RSL, from basic communication skills to advanced proficiency, highlighting the role of phonetics, grammar, and vocabulary development. It examines the Common European Framework of Reference for Languages (CEFR) as a guideline for curriculum design and assessment. Additionally, it identifies essential competences, such as intercultural awareness, pragmatic communication, and language mediation. The paper also discusses effective teaching strategies, including immersive learning, task-based instruction, and digital tools. Special attention is given to the challenges faced by learners with different linguistic backgrounds and the importance of adaptive teaching methods. By analyzing best practices and pedagogical innovations, this study provides insights into optimizing RSL instruction, ensuring learners progress efficiently through language milestones while acquiring the necessary competences for real-world communication.

**Georgiana Silvia Leotescu - University of Craiova, Romania**

**Media Representations of AI – News Coverage and its Contribution to the Communicative Construction of Emerging Technologies**

Our research is fuelled by the possibility to analyse two months of reporting on artificial intelligence in articles published by one mainstream UK news outlet which is publicly funded. The framework of analysis relies on the “politics of representation/signification” and Stuart Hall’s encoding/decoding model that pinpoints how meanings are negotiated between encoders (media texts producers) and decoders (media texts receivers). By drawing on the three hypothetical positions (dominant-hegemonic, negotiated and oppositional) that might arise when audience decode media texts, thus generating their own “readings”, we aim to explore from a social constructionist perspective how worldviews are put into social practices through technological progress.

**Izabella Mali - West University of Timișoara, Romania**

**Unveiling Localization: Insights into Localization in the Context of Translation Studies**

Localization involves adapting products or services to meet the linguistic, cultural, and technical requirements of specific target markets. It encompasses translation, cultural adaptation, and technical modifications to align with local norms, colloquialisms, and user expectations. This paper is part of a wider research project and explores the interplay between culture, linguistics, and localization. It will contain insights into the evolution of localization, its types, and its multifaceted aspects, including linguistic nuances, cultural sensitivities, and technical optimizations. In addition, it will present the technical elements of localization, its steps, and its challenges. This paper and the whole project aim to investigate cultural and linguistic aspects of website localization, thereby enhancing the overall development of localization and translation studies.

**Mihai Marcel Marcovici, Meda Mucundorfeanu - Babeş-Bolyai University, Romania**

**New form of communication: Inclusive advertising and its role in social acceptance in Romania**

This study examines the role of inclusive advertising in shaping societal perceptions and self-identities within a post-communist Romanian context. Using a mixed-methods approach, we conducted a quantitative survey (N=228) to assess attitudes toward diversity in advertising and two focus groups (N=10) to explore emotional and cognitive responses. The findings reveal that while inclusive advertising is generally well-received, its impact on individual attitudes remains limited, particularly among majority groups. The Spiral of Silence Theory was tested, confirming that social influence affects perceptions of inclusivity. The study highlights the need for authentic, culturally adaptive representation in Romanian advertising to foster meaningful societal change.

**Roxana Mihalache - "Ion Ionescu de la Brad" Iasi University of Life Sciences, Romania**

**Decoding Digital Food Advertisements: A Semiotic Approach to Enhancing English Proficiency in Food Engineering**

This study investigates the impact of digital food advertisements on enhancing English language skills and shaping consumer perceptions among food engineering students. Through an analysis of both linguistic and visual elements in food ads, the research evaluates how these advertisements serve as a tool for language acquisition, cultural awareness, and professional competency. A questionnaire was used to gauge students' interaction with English-language food ads, focusing on areas such as vocabulary learning, pronunciation, and understanding cultural references. The results demonstrate that food advertisements significantly support language development, particularly in pronunciation, vocabulary, and cultural knowledge, while also influencing consumer attitudes towards food quality and safety.

**Cristina Miuțescu - Politehnica University Timisoara, Romania**

**Proficient translators or tech-savvy all-arounders? The modern constitution of translation competence as amended by EU institutions and as reflected in the Romanian industry**

This study delves into a sensitive topic that most students majoring in translation (or similar degrees) are rightfully interested in, i.e. the assessment criteria by which professional translators are recruited, as well as the customary tasks associated with the 21<sup>st</sup>-century reconfiguration of this job. Diachronic parallels will also be drawn between the top sub-competences making up the superordinate concept of translation competence, as suggested in recent decades by TS scholars and EU institutions.

**Andrei Mohanu - University of Craiova, Romania**

**Translating the Future: AI and the Evolution of Language**

The rapid pace of technological progress continues to reshape communication, the humanities and the language industry. This paper analyzes how artificial intelligence-based technologies, particularly machine translation and natural language processing, are reshaping linguistic practices, redefining the role of human translators, and influencing communication strategies. In addition, it explores how automation and technological advances are transforming professional interactions in the post-Web 2.0 era. By analyzing current trends, this study illuminates the intersection between artificial intelligence, communication, and the humanities, offering valuable insights into the future of human-machine collaboration in an increasingly digital world.

**Klajdi Mone - University „Ismail Qemali”, Vlore, Albania**

**The Evolution of Political Parties in The United Kingdom**

This article investigates the political parties as genuine organizations which were created in the 19th century, with the entry of the people into the political scene. This entry took place during revolutionary episodes that questioned the old political order and in particular with the recognition of freedom of expression and the extension of the right to vote. During revolutions, many political groups are created, but they are generally as short-lived as the revolution. Only the establishment of stable democracy can allow the consolidation of parties according to the criteria mentioned above. Modern parties were born in England and the United States, according to different processes and rhythms. Ostrogorski, in his analysis of these experiences, shows well the connections that exist between a type of democratic institution, a type of society and a type of parties. In England, a slow formation of parties is observed, as the expansion of the right to vote occurs. A law of 1832 granted the right to vote to all city residents who had a certain level of income. The registration of voters in the electoral registers was a fundamental challenge. Therefore, we see the emergence of a localized party life thanks to the registration societies.

**Simona Olaru-Poșiar - Victor Babeş University of Medicine and Pharmacy Timișoara, Centrul de cercetare lingvistică aplicată și studii culturale comparate (C-CLASC), Romania**

**Therapeutic Communication in the Digital Era**

Therapeutic journaling refers to a type of communication for therapeutic benefits. In this case, I will refer to the volumes *Soul and Perspectives. Confessions of Young Doctors: a therapeutic journal*, a 4-year project involving the work of 500 students in medicine. The well documented confessions of the students of the *Victor Babeş University of Medicine and Pharmacy* in Timișoara started on-line, using a digital platform and soon became an important therapeutic tool, connecting students from different academic years, with different backgrounds, different experiences, all sharing a common value: the passion for medicine and communication. The journals are written in German, English and Romanian and have become an important evidence of collaboration, inter-cultural dialogue, an important tool in today's fast paced digital era.

**Adina Palea, Catalin Hosu – Politehnica University Timisoara, Romania**

**Communication for sustainability: building bridges between businesses and communities. The case of Heidelberg Cement**

Companies have been aware that they have to be good and reliable neighbours for decades. Their CSR activities have intensified continuously until a few years ago, when the sustainability trend immersed in full force. Nowadays, Corporate Social Responsibility departments are rebranded into Sustainability departments, and the efforts of investing in local communities continue, but by highlighting different aspects of their local or regional involvement. The change is organic and can encompass most of the undergoing projects, since healthy, reliable dialogue with communities lays the foundation of long-time collaboration between companies and local inhabitants. This paper focuses on the good practices of Heidelberg Cement, one of the leading cement producers in Romania, who has been running the "Sfatul Bătrânilor (Elders' Advice)" and "Sfatul Jurnaliștilor (Journalists' Advice)" projects for over 12 years, an initiative that has been ensuring that the needs of different local interest groups are presented and heard, in a structured and respectful manner. Moreover, the projects are a sample of an appreciative and transparent approach to community consultation and guidance of investment decisions.

**Madalina Pantea - University of Oradea, Romania**

**Laura Rebeca Stiegelbauer – Vasile Goldis University Arad, Romania**

**Fast Forward: Navigating the Evolution of Translation Studies through Emerging Trends and Technologies**

This paper provides an in-depth analysis of the recent developments in translation studies over the past five years, focusing on the transformative impact of emerging trends and technologies. It explores how advancements in artificial intelligence, machine learning, and cloud-based platforms have reshaped the translation landscape, influencing both the practice and theory of translation. The paper also examines the rise of specialized translation domains, such as audiovisual and game localization, and discusses the ethical and cultural implications of these changes. By synthesizing current research and industry insights, this study offers a comprehensive overview of the evolving field of translation studies and its future directions.

**Iulia Para - West University of Timișoara, Romania**

**The Strategic Integration of Anglicisms in Romanian Intelligence Discourse**

The integration of Anglicisms into Romanian intelligence terminology represents a dynamic linguistic evolution shaped by globalization, geopolitical alignments, and sector-specific requirements. This study conducts an in-depth examination of the phonological, morphological, syntactic, and semantic adaptation of these borrowings, assessing their role in enhancing professional communication, operational clarity, and linguistic identity. By analyzing patterns of lexical assimilation, the research identifies key areas where Anglicisms facilitate intelligence operations while also evaluating the broader implications for linguistic preservation. The findings contribute to critical discussions on terminology standardization, translation strategies, and the impact of global English on specialized Romanian discourse.

**Iulia Para, Mihaela Elisabeta Proteasa-Poputa - West University of Timișoara, Romania**

**The Role of Intercultural Pragmatics in Digital Business Communication**

This study examines the critical role of intercultural pragmatics in digital business communication, focusing on the principles of politeness, clarity, and context as foundational components of effective global interactions. The paper highlights the unique challenges posed by digital platforms, including the absence of non-verbal cues, cultural variances in communication norms, and the potential for misinterpretation in text-based exchanges. The study concludes with a call for continued research into the evolving dynamics of intercultural pragmatics, particularly in relation to emerging digital tools, and underscores its importance in fostering inclusivity, collaboration, and innovation in an increasingly interconnected world.

**Raul Pașcalău - University of Life Sciences „ King Mihai I” Timișoara, Romania**

**The Role of technology in modern translation workflows**

In a world that is more connected, technology's role in translation work has become very important, changing how fast and accurate language services are. The use of digital tools and software has changed old ways of working, allowing translators to create good translations more quickly than before. Key to this change are computer-assisted translation (CAT) tools, which help the translation process by providing features like translation memories and terminology databases. These tools improve consistency in projects and help handle large amounts of text, leading to a smoother workflow. Additionally, progress in artificial intelligence and machine learning has brought in machine translation systems, which, even with their drawbacks, are useful in initial translation tasks and when quick results are needed. As technology keeps improving, its impact on translation processes grows, showing a major change in how language tasks are done today. The use of technology in today's translation processes has really changed how translation works, making it quicker, more precise, and easier to access.

**Silvia Laura Pascu, Tania Petcovici – Tibiscus University, Timisoara, Romania**

**Is TikTok an Effective Instrument in the Process of Second Language Acquisition? (Perspectives of Romanian Students)**

The transition to online teaching during the COVID-19 pandemic in 2020 has led educators to reconsider their teaching approaches and resources. A wide range of platforms and applications has gained popularity in the educational landscape. In light of its rapid expansion among younger generations, TikTok has the potential to become a valuable instrument for language learning. This paper explores not only the benefits, drawbacks, and challenges associated with the use of TikTok for language acquisition but also examines how Romanian students perceive the app as an educational tool. The research encompassed 50 Romanian nationality individuals who are engaged in the study of different languages, with ages ranging from 15 to 50 years, and come from various professional fields.

**Raquel Patón García - University of Valladolid, Spain**

**Audio Description in the Streaming Era: Ensuring Accessibility for Children**

As an accessibility tool designed to meet the needs of people with visual impairments, audio description (AD) has become a growing field of linguistic and technological research in the last decades. In the aim of ensuring equal access to audiovisual content to a plural audience, many countries have developed AD regulations to facilitate the production of AD scripts for different products, originally designed for – and by – TV stations, and that have also been implemented by streaming platforms. Even though AD regulations are described in general terms, plural audiences present plural and specific needs, and that is the case of children, who have specific requirements. Despite previous research has analyzed the existing AD regulations (Orero, 2005) and has compared them to the new ones proposed by streaming platforms (Torre, 2023), this paper focuses on whether the needs of visual impaired children are considered in this new context.

**Raquel Patón García - University of Valladolid, Spain**

**Accessibility in Streaming Platforms: Audio Description for Children's Content**

Streaming platforms have overtaken TV stations progressively in the last years, providing users with a customized experience, both in the amount of audiovisual content and their on-demand availability. More than 60% of households with internet access in Spain used streaming platforms to watch online content (CNMC, 2024), but while these platforms are available to all audiences, their products are not always accessible. Previous research has already addressed the availability of audiovisual products that include SDH and / or AD on various streaming platforms (Arias-Badia, 2020; Aguirre et al., 2023). This study focuses specifically on the accessibility provided by these platforms on their children contents.

**Alice Peconi - University for Foreigners of Perugia, Italy**

**Developing L2 academic listening: the role of digital technologies**

This work explores the linguistic and communicative competences required by international students to navigate academic study in



a language other than their L1. Special attention is given to the development of L2 listening skills and the role of digital technologies in supporting this process, with practical examples provided. Academic discourse is frequently delivered in monologic formats, requiring learners to sustain prolonged active listening. In this context, listening must be approached as a strategic and goal-oriented activity that facilitates the comprehension and processing of disciplinary content. Digital tools can play a key role in designing pedagogical materials and activities that scaffold learners in developing effective academic listening skills.

**Andreea Pele – Politehnica University of Timișoara, Romania**

**Ramona Bran – West University of Timișoara, Romania**

#### **Bridging the Language Gap in Psychology: Challenges in Developing an English-Romanian Dictionary**

The following paper would like to discuss the challenges of compiling an illustrated English-Romanian Dictionary of psychology terms, from Creative Commons sources with the participation of first and second year Psychology students. The students selected approximately 1200 terms in English which they encounter most often in specialized literature and then proceeded to translate them into Romanian. All the terms and translations were checked and improved by the authors of this paper and verified with the help of clinical psychologists and specialists in open educational resources. The dictionary can be used by anyone with an interest in psychological jargon.

**Tania Petcovici, Silvia Laura Pascu – Tibiscus University, Timisoara, Romania**

#### **Challenges in Translation and Contextualization When Teaching English for Psychology to Romanian Students**

The present paper highlights several challenges that arise when teaching English for Psychology to Romanian students. Contextualisation, false cognates, terminology equivalence are some of the categories that pose certain problems. The study refers to the acquisition of lexical content by Psychology students and analyses the complications involved. These are related to the choice of materials, the use of authentic texts, as well as the student's capacity to recognize and translate accurately the specialized terms, and the teacher's assistance in this regard.

**Iasmina Petrovici, Corina Sirb - West University of Timisoara, Romania**

#### **Should we stay minimalist? Stylistic trends in online advertising**

For over 30 years, minimalism has remained one of the predominant stylistic trends in media products design, including online advertising design. New digital technologies allow the creation of advertisements whose design content is extremely varied from a stylistic point of view. In the current practice of advertising design, stylistic trends are applied to satisfy both the brand's visual identity requirements and the audience's preferences. Recent research, in agreement with practices in the field, confirms the prevalence of minimalism in the creation of design content and in the aesthetic presentation of online advertisements. How can this prevalence be explained from the perspective of advertising design practice? Why is the general public more receptive to advertisements with a minimalist design than to advertisements with a maximalist design? To answer these questions, we will employ a content analysis of a broad sample of online advertisements over the past decade that will help identify the dominant visual characteristics of minimalist designs and how they are strategically used in branding and marketing campaigns. Concepts such as cognitive fluency, the aesthetic-usability effect, and visual hierarchy will be explored to establish a theoretical foundation for why simplicity in design leads to better audience engagement and comprehension. We believe that this research contributes to the broader discussion on advertising effectiveness by providing a deeper understanding of the functional and psychological aspects of minimalist design.

**Alina Rădoi - West University of Timișoara, Romania**

#### **Academics lost in machine translation**

Under the constant threat of "publish (in English!) or perish", academics use public machine translation systems to translate articles intended for publication in international journals. Though free and accessible, MT systems do not always produce high quality output. Target texts can contain errors ranging from minor to very severe. This interdisciplinary paper focuses on the results of a small-scale study. A political science academic text was translated from Romanian into English using three neural MT systems: Bing Microsoft Translator, DeepL and Google Translate. Errors were manually annotated in CATMA, a digital tool, taking into account the fluency, accuracy and fitness for purpose of the target texts

**Mihai Robert Rusu – University of Craiova, Romania**

#### **Medical terminology from the history perspective**

The origins of medical terminology can be traced back to ancient Egyptian medical treatises and the works of early Greek and Roman scientists (McMorrow, 1998). The Hippocratic school was the first to describe diseases based on observation and the development of medical terminology continued through the Hellenistic era and the Roman period, with Greek terms being borrowed and latinized. Medical English has its origins in medieval Latin terminology, which itself was influenced by Greek terminology (Montalt, 2018). During the Middle Ages, French played a significant role in introducing new medical terms. In modern times, English increasingly uses its own language material to create new medical terms.

**Marina Cristiana Rotaru - Technical University of Civil Engineering Bucharest, Romania**

#### **Towards a Definition of the Royal Genre. A Linguistic Perspective**

This paper aims at defining the royal genre with a focus on the British royal tradition. In fulfilling their constitutional and representational roles, British constitutional monarchs have used a broad range of texts delivered as speeches and/or messages: the Speech of the Throne, the annual Christmas Broadcast, speeches delivered on numerous public occasions, speeches to which we can add the Court Circular, an instrument by means of which the Crown presents the public engagements which have been undertaken by the monarch and the working members of the Royal Family. All these speeches and messages represent specific communicative events characterised by particular functions and communicative purposes. Furthermore, they are structured and characterised by specific wording. The key role which these types of texts perform is to support the monarch in performing and fulfilling public duties and responsibilities within the framework established by the Constitution, which imposes certain limitations regarding what the monarchs are allowed to express in their address.

**Gabriela Corina Santa - "1 Decembrie 1918" University of Alba Iulia**

#### **Traditional Wisdom in Online Spaces – Proverbs and Digital Culture**

The paper explores the intersection of traditional wisdom and digital culture by analysing proverbs regarding the concepts of HEALTH and ILLNESS in online spaces, specifically memes and quotes. The aim is to investigate how proverbs, as cultural artifacts, are

reshaped and exploited in digital communication, demonstrating a change in individuals' mindset. Regarding the approach, the study includes qualitative content analysis of memes and quotes containing proverbs and a survey assessing the users' perception of the proverbs. Preliminary results suggest that proverbs serve as a tool for fostering connections and conveying ideas reshaped within digital discourse. Furthermore, they reveal the adaptability of traditional wisdom, enhancing their understanding and reinforcing cultural identity in an increasingly globalised online environment.

**Levi Sapir - West University of Timișoara, Romania**

**Marius Vasiluță-Ștefănescu - West University of Timișoara, Romania**

#### **The Impact of Artificial Intelligence Systems on Guest Experience and Satisfaction in Hotels (The Israeli Case)**

Intelligent systems are transforming the hospitality industry by offering innovative solutions that improve both guest experiences and operational efficiency. This study explores the implementation of artificial intelligence in the hotel sector, with a particular focus on the Israeli market. It highlights how smart technologies facilitate personalized services through preference analysis and tailored recommendations, while also optimizing internal processes. By conducting a qualitative analysis of guest experiences in three leading Israeli hotels, the research uncovers the transformative impact of these technologies, alongside the challenges encountered during implementation. The findings suggest that effective integration of intelligent systems can significantly elevate service quality and offer a strong competitive edge.

**Karolina Sawa - University of Lodz, Poland**

#### **Analysing Metaphors of Forbidden Love and Their Reception Across Literary and Digital Media**

This study conducts a comparative analysis of forbidden love metaphors across three culturally significant works: Shakespeare's *Romeo and Juliet* (1597/2004), the medieval legend of *Tristram and Iseult* (1900/1910), and the video game *Vampire: The Masquerade Redemption* (2000). The research examines how traditional literary expressions of prohibited romance transform when adapted to interactive digital environments. A key focus of this study is to determine whether the transition from literary to electronic format results in increased user reception. Despite employing similar archaized language and religious metaphors as its literary predecessors, the video game format potentially offers different engagement dynamics.

**Andreea Maria Sărmașiu - Babeș-Bolyai University, Cluj, Romania**

#### **The new era of translation: co-evolution of human and machine translation**

The integration of artificial intelligence (AI) in different specialized fields, including specialized translation field, have significantly fostered a dynamic exchange between human and machine expertise. In this study, the author examines the co-evolution of human and machine translation, driven by some essential principles: functionality, optimal translatability, contextually accurate translation across specialized domains. Employing a comparative analysis of translated specialized texts which integrate artificial and human intelligence, this research investigates the evolving role of human translators. The findings indicate that while AI-based translation systems have made substantial progress, human intervention remains indispensable for refining linguistic nuances, preserving cultural context, and managing complex discourse. Furthermore, the study highlights the translator's role from traditional linguistic mediation to post-editing and strategic linguistic decision-making. The author's research interest lies in exploring this evolving synergy to contribute to the development of more effective, ethical, and adaptive translation frameworks.

**Noemi-Maria Sburlea - West University of Timișoara, Romania**

#### **Translating Environmental Sustainability: Challenges and Innovations in Eco-Communication**

Amidst a period of growing climate change and environmental problems across the world, communication is essential to encourage sustainability. The paper examines the critical role of translation in environmental communication, focusing on the challenges posed by specialist terminology, cultural adaptation, and knowledge transfer between disciplines. Rooted in eco-linguistics and eco-translatology, this study discusses measures that have been taken to surmount such challenges, such as the utilization of standardized terminology, co-translating methods, and the application of computer technologies like computer-assisted translation (CAT) tools. Translators, in effectively bridging gaps between languages and cultures, are crucial to the task of ensuring that messages of sustainability reach diverse publics accurately and effectively, thus ultimately generating international ecological awareness and action.

**Irena Skendo - University „Ismail Qemali”, Vlore, Albania**

#### **Food Related Words in Travel Guides: A Corpus-Based Analysis**

The aim of the present study is to determine whether food is of paramount interest to foreign travellers or not. The study analyses food related words through a concordance analysis and their collocates. The corpus-based approach enables inferences about some semantic aspects of the vocabulary of gastronomy where sets of words, which refer to food and drinks, are considered essential to tourists. It is fascinating to see the most frequently occurring collocates in the specialized corpus which are: *traditional dishes, Albanian cuisine, European cuisine, unique cuisine, tasting wine, Kokomani winery, Merlot wine, Kabernet wine, delicious dishes, enjoy dishes, offers, drink raki, taste wine, Italian dishes, rich cuisine, Albanian raki, fish restaurants, organic dishes and different restaurants*. Thus, an examination of the concordance of food-related terms in the specialized corpus offers a better idea of how dishes are presented or the words with which they are patterned.

**Miroslav Stanici - Politehnica University Timișoara, Romania**

#### **Dumitru Popescu on Romanian National-Communism and the Post-Communist Transition: A Discourse Analysis**

As main ideologue of the Ceaușescu regime during the 1970s and a key public figure throughout its entire existence, Dumitru Popescu's reflections on Romanian national-communism, a local brand of national-communism that he foremost helped create in the first place, are not to be overlooked. Neither are his analyses on the post-communist transition. So far, Popescu's political thought was not systematically investigated within scientific endeavors. Moreover, it tended to be overlooked or, best case scenario, considered a sort of appendix of his impressive body of literary works and journals. The main stake of this article is to present and critically discuss how Popescu's national-communism evolved during the 1970s and 1980s and how it endured and recalibrated itself in the first decades after the 1989 anticommunist revolution within a new ideological framework, that of overtly predatory capitalism bent on primitive accumulation despite all costs. It does so by analyzing Popescu's ideas of personality cult, social class and youth, all of them representative for the official socialist discourse. Interestingly enough, youth can be interpreted, in Popescu's political thought, as a form of incipient civil society. However, after 1989, this insight is gradually abandoned, as the capitalist transition with its anticommunist and pro-market ideology become dominant.

**Delia Stănescu – Independent researcher, Romania**

**About the limits of the AI Act: legal, linguistic, ethical boundaries**

Unlike the outcomes of other schools of thinking (USA, Japan), the first-ever legally binding piece of legislation on artificial intelligence (AI) produced by the European Union took the principle stance of defending the fundamental rights. The current paper aims at drafting the profile of the AI Act by highlighting its limits from legal, linguistic and ethical point of view. It also dwells on the policy relevance of these limits and decrypting them into hints about how the European Union assumes its role in the world in respect to the development and use of this new technology.

**Claudia Stoian, Simona Simon - Politehnica University Timișoara, Romania**

**Exploring Register through Project-Based Learning**

Noticing and understanding the discursive nuances dictated by communicative and cultural contexts is crucial for conveying messages both within and across languages. Consequently, the concepts of genre and register are taught from a systemic functional perspective to Translation and Interpreting, and Communication and Public Relations students at Politehnica University of Timișoara, Romania. This study examines their opinions, collected via an anonymous online survey, regarding a final project analyzing the register of a genre-specific text. The survey revealed that project-based learning enhances students' grasp of these concepts and develops crucial professional soft skills.

**Simona Șimon - Politehnica University Timișoara, Romania**

**The Role of Lexicology and Semantics in Translation and Interpreting Training: Insights from Students**

Understanding cultural and contextual nuances in communication is crucial for aspiring translators and interpreters. This study highlights the significance of lexicology and semantics in mastering language intricacies, aiding professionals in selecting appropriate words for various contexts and enhancing intralingual and interlingual meaning. Despite being part of the curriculum for second-year translation and interpreting students, the relevance of these subjects was not explicitly communicated in class on purpose. To evaluate students' perceptions of lexicology and semantics in their training, a 400-word essay assignment was administered. Findings indicated that most students recognize the vital role these academic disciplines play in their future careers as translators and interpreters.

**Luminita Todea - Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania**

**Enhancing Communication Skills in Engineering- a Case Study in ESP.**

Communication skills are essential for engineering students, complementing their technical expertise and increasing their academic and professional growth. Effective communication enhances collaboration, ensures clarity in technical documentation, and enables engineers to articulate ideas persuasively. Therefore, employers value engineers who are able to communicate technical information clearly and collaborate within multinational teams. This paper explores the significance and challenges of developing communication skills in technical writing with an emphasis on teaching English for Specific Purposes to 2nd-year students in Computer Science and Applied Electronics from the Faculty of Engineering, Baia Mare, Technical University of Cluj- Napoca.

**Andra-Iulia Ursu - 1 Decembrie 1918 University of Alba Iulia, Romania**

**The Impact of Deviating from Naturalness in Literary Translation**

This research examines translation errors in the Romanian rendition of *As Long as the Lemon Trees Grow* (2022) by Zoulfa Katouh, focusing on deviations from naturalness in the target text (published by Bookzone in 2023). Naturalness in translation is achieved when the text reads fluently, adheres to the common grammar, idioms, and lexical norms of the target language, and is independent of the source text's structure. By analysing the Romanian translation through the lens of the American Translators Association (ATA) error framework (2017 version), this study identifies specific types of errors that disrupt the readability of the text. To provide a comparative perspective, the paper also examines the French translation published by Éditions Nathan, SEJER (2023), assessing whether similar deviations occur or if the French rendition maintains a higher level of linguistic naturalness. The findings contribute to the broader discussion on translation quality assessment and highlight the challenges of maintaining fluid expression when transferring meaning across languages.

**Bogdan Urziceanu, Ioana Iancu - Babeș-Bolyai University, Cluj-Napoca, Romania**

**Generative AI as a Training Tool for Effective Job Interview Communication**

This research explores whether generative AI can help emerging adults enhance their interpersonal communication skills by generating strategic training scenarios and intrapersonal exercises to improve job interview preparation. Methodologically, the study involves an experimental design where participants use ChatGPT to generate verbal, paraverbal, and nonverbal communication strategies, which they mentally rehearse through imagined interactions before engaging in real-life human interactions. The experiment includes a pre-assessment phase, an AI-based training phase, and a post-assessment phase. In terms of implications, this research supports the CASA paradigm, showcasing AI's role in interpersonal and intrapersonal communication training. Practically, AI-powered tools can improve career counseling, HR training, and recruitment, enhancing job readiness, employability, and professional development through adaptive coaching systems.

**Mădălina Gabriela Vâlcu - University of Craiova, Romania**

**Edgar Allan Poe's Multiple Facets in Romania: A Journey Through His Translations and Retranslations**

As one of the most translated authors worldwide, Poe's works have significantly transformed Romanian literary culture, reflecting the evolving dynamics of literary translation. This paper aims to explore the complexities of translating Poe into Romanian, highlighting how different translators have approached his works. A key focus is placed on the concepts of translation and retranslation, analyzing how Poe's texts have been adapted across time to suit linguistic, cultural, and literary trends. The article presents a timeline of Poe's translations into Romanian, organizing them by historical eras, the works that were translated and key translators all of these playing an essential role in his literary reception in the Romanian cultural space.

**Ioana Raluca Vișan - "Ovidius" University of Constanța, Romania**

**Communication and Translation in the Maritime Industry**

The maritime industry is among the most globally interconnected sectors, with ships, ports, and maritime professionals interacting across vast distances. Communication plays a vital role, as effective onboard and outboard collaboration, safety, and regulatory compliance depend on clear and precise language. English is the global working language of the maritime sector, and seafarers, port authorities, and maritime professionals from diverse linguistic backgrounds must navigate the challenges of multilingual

communication. In this context, translation ensures that safety procedures, legal frameworks, and operational guidelines are accurately understood and implemented across different languages and cultures. This paper examines aspects of communication and translation in the maritime sector, exploring the interplay between the two while highlighting the linguistic and terminological challenges encountered when translating specialized maritime documents, particularly from English into other languages, with a focus on Romanian. Key documents such as the IMO Standard Marine Communication Phrases (SMCP), maritime safety regulations, and port authority guidelines are analysed to illustrate the difficulties posed by technical jargon, maritime discourse, and cultural adaptation.

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## PAPERS IN FRENCH

**Ioana Bud - Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania**

### **Traduction et fragmentation identitaire. Le statut de l'écrivain translingue**

Cette recherche vise les défis de la traduction dans le cas de l'écrivain translingue et la nature palimpsestueuse du texte dans la langue cible. On s'appuyera, dans ce but, sur une création littéraire bilingue, mettant en avant le problème des traductions, mais en même temps celui de l'hétérolinguisme en littérature: *Cuvîntul nisiparniță*, écrit par Dumitru Țepeneag. On étudiera la manière dont le texte qui se fait (en roumain au début, pour arriver qu'il se fasse entièrement en français) devient un milieu multilingue et diglossique. La recherche aura aussi l'intention d'étudier les difficultés de traductions dans le cas des noms intraduisibles et dans la situation des culturèmes.

**Andrea Kriston - Politehnica University Timișoara, Romania**

### **Approche cognitive et pragmatique sur l'omission en interprétation simultanée - une étude de cas**

L'interprétation simultanée est un processus complexe. Il en est courant pour un interprète, de se confronter, lors d'une conférence avec quelques problèmes : la fatigue, les mauvaises conditions de travail, le manque des matériaux fournis en avance, ou bien les défaillances de forme et de fond. Les omissions sont des problèmes de fond qui peuvent affecter la compréhension. Dans notre étude, nous partons des théories cognitives, pragmatiques et contextuelles des omissions. L'article présente la manière dans laquelle quelques étudiants de la spécialisation Traduction et Interprétation de la Faculté de Sciences de la Communication de l'Université Polytechnique Timisoara font l'IS en omettant certains mots et leurs répercussions sur la compréhension.

**Andrea Kriston - Politehnica University Timișoara, Romania**

### **Les podcasts – mythe et vérité concernant l'approfondissement du français des étudiants**

Afin de surmonter quelques difficultés des étudiants en classe de français, nous nous sommes proposés d'exposer les étudiants d'une manière plus intense au français parlé à travers des textes ou vidéos authentiques des podcasts. Ce travail dresse une comparaison entre les résultats obtenus dans la classe et ceux enregistrés en dehors de la classe, dans l'espace privé des étudiants. L'étude se penche aussi sur le cadre et situation d'apprentissage qui obtiennent les meilleurs résultats après avoir écouté des textes authentiques.

**Maria-Elena Milcu, Maria Adina Gherghin (Necșoiu) - "Lucian Blaga" University, Sibiu, Romania**

### **Triste tigre de Neige Sinno: étude thématique, narratologique et critique**

La présente étude vise à explorer les thématiques, la structure narrative et les résonances émotionnelles du roman *Triste tigre*. En s'attachant aux expériences traumatiques de la narratrice, elle analyse les mécanismes de résilience et de survie face aux abus, tout en replaçant l'œuvre dans son contexte littéraire et social. À travers une approche combinant l'analyse textuelle, l'étude contextuelle et la comparaison intertextuelle, la recherche éclaire les dynamiques de la violence, de la quête identitaire et de la fragmentation narrative. Elle intègre des considérations éthiques rigoureuses et vise à enrichir la compréhension critique et littéraire de ce roman.

**Raul Pașcalău – University of Life Sciences „ King Mihai I” from Timișoara, Romania**

### **L'impact de la technologie sur l'acquisition des langues étrangères dans les universités : tendances et meilleures pratiques**

Au cours des dernières années, l'intégration de la technologie dans l'acquisition des langues a révolutionné les approches pédagogiques traditionnelles, particulièrement en milieu universitaire. Alors que les étudiants s'engagent de plus en plus avec les outils numériques, le paysage de l'apprentissage des langues étrangères a évolué vers une expérience plus interactive et personnalisée. La technologie facilite l'accès à un éventail de ressources, telles que des applications d'apprentissage des langues, des cours en ligne et des programmes de réalité virtuelle, qui s'adressent à divers styles et rythmes d'apprentissage. De plus, l'incorporation d'éléments multimédias, tels que des vidéos, des podcasts et des jeux interactifs, améliore la motivation et la rétention des apprenants. Les apprenants en langues sont désormais en mesure de pratiquer leurs compétences d'expression orale et d'écoute grâce à une communication en temps réel avec des locuteurs natifs du monde entier, brisant ainsi les barrières géographiques et favorisant des échanges culturels authentiques. Ce changement technologique reflète non seulement la nature évolutive de l'éducation, mais offre également des stratégies innovantes pour développer efficacement la maîtrise des langues étrangères chez les étudiants universitaires.

**Luciana Penteliuc-Cotosman - Politehnica University Timișoara, Romania**

### **Réécriture et fidélité : les enjeux de la retraduction littéraire. Une approche critique des versions roumaines de *À la recherche du temps perdu***

Le présent article propose une analyse comparative des traductions de l'œuvre de Marcel Proust, *À la recherche du temps perdu*, en roumain, visant à approcher par ce biais le rapport complexe entre réécriture, réinterprétation et fidélité dans la (re)traduction

littéraire. À travers l'examen des choix linguistiques et stylistiques opérés par les traducteurs successifs, nous explorons la manière dont les trois versions roumaines répondent aux exigences spécifiques de l'œuvre à traduire, mais aussi à des exigences culturelles, sociales et esthétiques propres à une certaine période. L'étude se focalise notamment sur les différences dans le traitement de la syntaxe et du vocabulaire, sur les transformations subies par le texte source d'une traduction à l'autre, liées aux évolutions des normes linguistiques, du contexte socioculturel et politique, reflétant des visions différentes sur l'acte de traduire et sur le rôle du traducteur, des pratiques traduisantes différentes, ainsi que des mutations théoriques produites dans le champs de la traduction.

**Elena Petrea - Universitatea pentru Științele Vieții „Ion Ionescu de la Brad” Iași, Romania**

**Être critique et responsable : considérations sur l'emploi des outils de l'IA dans le renforcement des compétences en communication scientifique des étudiants en médecine vétérinaire**

Discipline optionnelle du curriculum universitaire en médecine vétérinaire depuis plus de dix ans, le cursus intitulé « Information, documentation et communication scientifique » (IDCS) a pour objectif principal de permettre aux étudiants d'acquérir les connaissances générales nécessaires à l'utilisation des méthodes modernes de documentation, d'assimiler les notions théoriques applicables à la recherche et les normes ou règles nécessaires à la valorisation des résultats de la recherche. La prolifération récente des outils de l'IA - de l'assistance à l'interrogation de la littérature académique à l'assistance à la rédaction scientifique - demande une réflexion approfondie de la part de l'enseignant sur les nouveaux enjeux de la discipline d'IDCS. Dans ce contexte, notre communication analyse, dans un premier temps, les réponses de nos étudiants au questionnaire d'évaluation initiale concernant leurs connaissances et usages de l'intelligence artificielle pour la recherche documentaire et l'écriture scientifique ; dans un deuxième temps, nous présentons quelques outils de l'IA utilisés avec nos étudiants et nous nous interrogeons sur leurs apports, en termes d'intérêts et de limites, pour les étudiants.

**Mirela-Cristina Pop - Politehnica University of Timișoara, Romania**

**Repérage et traduction des éléments culturels propres au numérique**

Notre communication a pour objet l'analyse et la traduction des éléments culturels propres au domaine du numérique, à partir de textes techniques de presse qui véhiculent des références culturelles. L'exposé propose un parcours possible de traduction par l'interprétation des éléments culturels présents dans les textes constituant notre corpus en vue de leur compréhension et traduction. Le parcours d'interprétation et de traduction est validé par l'application d'un modèle théorique emprunté à la linguistique de l'énonciation, le modèle du repérage énonciatif du linguiste français Antoine Culioli relatif à la mise en relation de deux termes (un terme repère et un terme repéré).

**Mihaela Popescu - Politehnica University Timișoara, Romania**

**L'IA dans l'enseignement du FLE : analyse de la plateforme interactive Apolearn**

L'intelligence artificielle (IA) transforme progressivement l'enseignement du français langue étrangère (FLE) en mettant à disposition des outils interactifs et personnalisés, aussi bien pour les apprenants que pour les enseignants. La plateforme Apolearn, spécialisée dans l'apprentissage en ligne, exploite des technologies basées sur l'IA afin d'optimiser l'expérience pédagogique. Cette présentation met en lumière les avantages d'Apolearn dans l'acquisition du FLE, notamment grâce à l'adaptation des contenus aux besoins spécifiques des apprenants et à l'analyse des progrès. L'IA permet de créer des parcours d'apprentissage sur mesure, favorisant l'autonomie et l'engagement des apprenants. De plus, la plateforme encourage une interaction continue à travers des assistants virtuels et des forums intelligents, renforçant la communication et la pratique de la langue. Néanmoins, certaines limites persistent, notamment la nécessité d'un accompagnement humain pour garantir une approche pédagogique équilibrée et efficace. L'intégration de l'IA sur Apolearn représente toutefois une avancée majeure dans l'enseignement du FLE, ouvrant la voie à un apprentissage plus dynamique et interactif.

**Andra Teodora Porumb, Săcara-Onița Adina - University of Oradea, Romania**

**Mise en discours du patrimoine culturel. L'exemple du riad**

En nous appuyant sur un corpus constitué de sites d'établissements d'hébergement touristique, de sites d'agences de voyage et de plateformes de réservation en ligne, nous allons analyser les stratégies discursives par lesquelles les habitations traditionnelles marocaines transformées en hôtels et maisons d'hôtes sont présentées et promues. Il s'agit d'un type particulier d'espace, empreint d'émotion, de mystère et d'authenticité, un lieu privilégié qui a appartenu à la population autochtone et qui cache entre ses murs des témoignages d'un style de vie exotique et d'une culture particulière, très différente de la culture européenne. Le *riad* est un espace clos situé dans une zone labyrinthique tout aussi énigmatique et exotique, la *médina*. La décision de transformer la maison familiale arabe en espace d'hébergement touristique et d'ouvrir les portes d'un monde inconnu et inaccessible, dont les touristes ne pouvaient que rêver en lisant « Les Mille et Une Nuits », représente une clé permettant de décrypter un univers particulier, une identité culturelle spécifique et la promesse d'un séjour d'exception.

**Elia Vallecalle - Università di Corsica, France**

**Patrimoine culturel et institutions publiques : le cas de la communication de la Collectivité de Corse sur les médias numériques**

Le patrimoine et la culture sont des objets de l'identité corse liés à la communication politique insulaire de ces vingt dernières années. Pourtant le patrimoine reste en retrait dans les discours de la Collectivité De Corse (centre du pouvoir institutionnel de l'île) notamment sur les médias numériques (blogs, sites web, réseaux sociaux numériques, applications mobiles...). La séparation entre les acteurs du patrimoine et les communicants est la principale raison de cette faiblesse, ce qui amène à une communication patrimoniale dépourvue d'objectifs réels de valorisation. Notre communication propose d'explorer les discours ainsi que les outils et dispositifs numériques pouvant redonner sa place au patrimoine dans la communication des institutions publiques en Corse.

**Alina Elena Romascu – Università di Corsica, France**

**Lavinia Suciu - Politehnica University Timișoara, Romania**

**Représentation de pratiques culturelles de la diaspora roumaine en ligne**

Cette étude propose une analyse centrée sur les représentations des pratiques culturelles de la diaspora roumaine. Dans ce cadre nous nous fixons comme objectif de comprendre et d'analyser d'une part, dans quelle mesure l'identité culturelle de la diaspora roumaine est préservée et d'autre part, dans quelle mesure nous pouvons identifier des changements au niveau de l'identité culturelle de la diaspora roumaine sous l'influence du pays d'accueil. En terme méthodologique notre étude propose une analyse d'un corpus en ligne constitué des posts recueillis sur Facebook et sur Tik Tok durant les 12 derniers mois. Nous allons mettre en œuvre une méthodologie quantitative qui se concentrera sur une analyse sémio-pragmatique ainsi qu'une analyse de contenu afin d'identifier les représentations des pratiques culturelles de la diaspora roumaine.

**Anca Monica Stanciu - University of Craiova, Romania**

#### **L'intelligence artificielle et les défis de la traduction spécialisée**

La traduction des langages spécialisés présente plusieurs défis uniques, pour l'intelligence artificielle (IA), principalement liés à la complexité, la précision et l'évolution rapide de ces domaines. La terminologie spécifique, le contexte technique et scientifique, l'ambiguïté des termes, les différences entre les structures syntactiques des langues impliquées et la vitesse d'évolution de la technologie de traduction mettent en difficulté les moteurs de TA. Cet article essaye de répondre aux questions concernant la fiabilité des traductions exécutées par le biais de l'IA sur base des analyses comparées impliquant ChatGPT, DeepSeek, Google Translate, DeepL Translate et Reverso Context.

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## **PAPERS IN GERMAN**

**Ruxandra Buglea - Politehnica University Timișoara, Romania**

#### **Translation im Fokus. Aspekte der translatorischen Kompetenz in der Arbeit mit wirtschaftlichen und politischen Texten**

Jeder Bereich des öffentlichen Lebens bietet heutzutage Spielraum für das Zusammentreffen verschiedener Denk- und Verhaltensweisen und ist aus diesem Grunde im Fokus der neuesten Untersuchungen zu einem bereits klassisch gewordenen Thema, der Kommunikation, mündlich oder schriftlich in einer für mindestens einen der Gesprächspartner fremden Sprache. Einen besonderen Status in der Untersuchung sollte der Tatsache zukommen, dass die Kommunikation unter diesen Umständen, einen Kulturtransfer darstellt, weil diese nicht nur Inhalte, sondern auch Intentionen, spezifische Formeln und nicht zuletzt individuell und kulturell geprägte Verhaltensweisen einschließt.

**Veronica Câmpian - Babeș-Bolyai University, Romania**

#### **Konsumverhalten nach den Krisen: Ein Mixed-Methods-Ansatz zur Erfassung von Veränderungen im Lebensmitteleinzelhandel**

Die Krisen der letzten Jahre haben weltweit zu bemerkenswerten Veränderungen im Konsumverhalten geführt und neue, aber auch bestehende Muster und Praktiken hervorgebracht. Diese Studie analysiert die Veränderungen im Einzelhandel nach den Krisen, wobei ein Mixed-Methods-Ansatz verwendet wird, der qualitative Analysen von Fokusgruppensitzungen mit quantitativen Analysetechniken kombiniert. Durch Hauptkomponentenanalyse (PCA) und Sentiment-Analyse identifiziert die Studie die Schlüsseldimensionen der Veränderungen im Konsumverhalten im Lebensmitteleinzelhandel. Die Ergebnisse zeigen eine beschleunigte Nutzung von Technologie beim Einkaufen, eine Neubewertung der Prioritäten der Konsumenten und veränderte Erwartungen an das Einkaufserlebnis. Die Sentiment-Analyse zeigt deutliche Unterschiede in der Wahrnehmung dieser Veränderungen und bietet eine wichtige Grundlage für die Anpassung der Verbraucher an die neue Lebenssituation nach den Krisenzeiten.

**Ștefana-Oana Ciortea-Neamțiu - West University of Timișoara, Romania**

#### **Klimadesinformation – eine Diskursanalyse**

Der Klimawandel ist eine der großen Herausforderungen der jetzigen wie auch der kommenden Generationen. Es dürfte alle angehen, aber selbst dieses Thema polarisiert das Publikum. Fake news im Zusammenhang mit dem Klimawandel und dem Klimaschutz können bis zu Leugnung und Verschwörungstheorien reichen. Wie sehen diese Narrative unter der Lupe der Diskursanalyse aus? Und was bringt verantwortungsbewusster Journalismus diesen entgegen?

**Ovidiu Daniel Ciupac, Meda Mucundorfeanu – Babeș-Bolyai University, Romania**

#### **Ist emotionale Intelligenz ein Prädiktor für das Erkennen von Product Displacement und Idea Placement in Musikvideos?**

Diese Arbeit richtet sich auf das Sparen notwendiger Ressourcen in der Werbung durch eine bessere Vorausplanung aus. Die Absicht war es, eine relevante Zielgruppencharakteristik zu finden, damit bessere ökonomische Resultate erzielt werden können. Die erste Forschungsmethode errechnete den emotionalen Intelligenzquotienten (EQ-i) durch einen Fragebogen, der auf 60 Teilnehmer/-innen zwischen 17 und 25 Jahren angewendet wurde. Anschließend wurde ein Experiment durchgeführt, wobei erforscht wurde, ob der emotionale Intelligenzquotient (EQ-i) einen Einfluss auf das Erkennen von Product Displacement und Idea Placement in Musikvideos hat.

Die Ergebnisse zeigten keinen direkten Einfluss in Bezug auf Product Displacement, jedoch fand man andere relevante Charakteristiken, die das Erkennen des Idea Placements in Musikvideos beeinflussen.

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

#### **Maschinelle Übersetzung im Spannungsfeld der Digitalisierung: Eine vergleichende Analyse von DeepL, Google Translate und ChatGPT**

In den letzten Jahren hat die maschinelle Übersetzung durch den Einsatz der künstlichen Intelligenz (KI) bedeutsame Fortschritte erzielt. Vorliegender Beitrag untersucht drei führende KI-gestützte Übersetzungssysteme – DeepL, Google Translate und ChatGPT – hinsichtlich ihrer Leistungsfähigkeit, ihrer methodischen Ansätze und ihrer praktischen Anwendbarkeit. Während DeepL für seine hohe Übersetzungsqualität und sein nuanciertes Sprachverständnis bekannt ist, zeichnet sich Google Translate durch eine breite Sprachabdeckung und schnelle Verarbeitung aus. ChatGPT hingegen bietet als generatives Sprachmodell eine kontextabhängige Übersetzung und kann außerdem verschiedene Vorgaben beachten, die über die reine Übersetzung hinausgehen. Neben einer Analyse der Funktionsweise, der Stärken und Schwächen dieser Systeme wird ein empirischer Vergleich anhand verschiedener Fallbeispiele durchgeführt. Die Ergebnisse dieser Untersuchung tragen zu einem besseren Verständnis der aktuellen Möglichkeiten und Grenzen maschineller Übersetzung bei und liefern Impulse für weitere Studien in diesem Bereich sowie für den Einsatz KI-gestützter Übersetzungssysteme im Unterricht.

**Bogdan Mihai Dascălu - Academia Română, Filiala Timișoara, Institutul de Studii Banatice „Titu Maiorescu”, Romania**  
**Grammatikalische Herausforderungen beim Erlernen der deutschen Sprache als Fremdsprache: Ein kontrastiver Ansatz und didaktische Strategien**

Das Erlernen der deutschen Grammatik stellt für nicht-muttersprachliche Lernende eine besondere Herausforderung dar, insbesondere in Bezug auf Deklinationen, Wortstellung und Verbkonstruktionen. Vorliegende Arbeit untersucht die häufigsten grammatikalischen Fehler von Lernenden unterschiedlicher Sprachhintergründe – insbesondere aus romanischen Sprachen – und analysiert die sprachlichen Interferenzen, die zu diesen Fehlern führen. Durch einen kontrastiven Ansatz werden die strukturellen Unterschiede zwischen dem Deutschen und anderen Sprachen herausgearbeitet, um davon ausgehend, effektive didaktische Methoden zur Überwindung grammatikalischer Schwierigkeiten zu entwickeln. Besondere Aufmerksamkeit wird der Wahl zwischen deduktiven und induktiven Lehrmethoden, dem Einsatz von kontrastiven Übungen sowie interaktiven, kontextbasierten Lehrstrategien gewidmet. Vorliegende Arbeit leistet einen Beitrag zur Fremdsprachendidaktik, indem sie neue Perspektiven zum Erwerb der deutschen Grammatik eröffnet und praxisnahe Lösungen für den DaF-Unterricht bietet.

**Anca Dejica-Carțiș - Politehnica University Timișoara, Romania**  
**Deutsch als Fremdsprache. Aktuelle Tendenzen**

Das Lernen von Deutsch als Fremdsprache unterscheidet die Notwendigkeit der Verwendung der Sprache in verschiedenen Lebensbereichen und in beruflichen Kontexten. Im Mittelpunkt stehen Sprachkenntnisse und kommunikative Fähigkeiten. Lehr- und Lernmaterialien, Lehrwerke und das Internet werden gezielt im Unterrichtsprozess eingeführt. Der Einsatz von Medien und der Gemeinsame Europäische Referenzrahmen (GER) ergänzen den Lernprozess, wobei während den Seminaren für Deutsch als Fremdsprache verschiedene Fertigkeiten geübt werden. Zu diesen gehören rezeptive Fertigkeiten (Hören und Lesen) und produktive Fertigkeiten (Sprechen und Schreiben). Der Beitrag gibt einen Überblick über den Umgang mit Lehr- und Lernmaterialien für verschiedene Zwecke.

**Anca Dejica- Carțiș, Simona Șimon - Politehnica University Timișoara, Romania**

**Die Dominanz der Anglizismen beim Übersetzen und Dolmetschen. Empirische Untersuchung für Deutsch und Rumänisch**

Begriffe werden in einem spezifischen Kontext verwendet und gehören einem sprachlichen Register. In vielen Bereichen wird Englisch als Lingua franca im interkulturellen Kontext eingeführt. Vor allem die lexikalische und die semantische Entlehnung hebt Problemstellungen auf. Viele Begriffe werden als direkte Übernahme, als Ersetzungen, als Hybridbildungen oder als Pseudo-Anglizismen berücksichtigt. In diesem Beitrag werden einige Lehrstrategien und Lernaktivitäten präsentiert, mit dem Ziel Anglizismen im Deutschen und Rumänischen zu identifizieren. Der Beitrag ist Teil des Forschungsprojektes: Șimon S./Fărcașiu A. M./Dejica-Carțiș A./Dejica D. 2023. *A Multilingual Dictionary on Translation and Interpreting. English-German-Romanian*, ISBN: 9786062617905.

**Maria Dana Grosseck - Politehnica University Timișoara, Romania**

**Das rumänische Sprachvorbereitungsprogramm für ausländische Staatsbürger: Zwischen Sprachkunst und interkultureller Herausforderung**

Ab dem Studienjahr 2023-2024 organisiert die Politehnica Universität Timișoara Rumänische Sprachkurse für ausländische Staatsbürger im Rahmen des rumänischen Sprachvorbereitungsprogramms für ausländische Staatsbürger in verschiedenen Bereichen. Das Ziel des rumänischen Sprachvorbereitungsprogramms für ausländische Bürger, steht für die Ausbildung von Bürgern im institutionellen universitären Rahmen, Ausländern, die zu Universitäts- oder Aufbaustudiengängen in rumänischer Sprache zugelassen sind, um allgemeine und berufliche Kommunikationskompetenzen zu erwerben. Das Programm hat auch die Mission, die rumänische Sprache und Kultur zu fördern, aber auch ausländische Studierende mit dem rumänischen akademischen Umfeld vertraut zu machen.

**Daniela Kohn - Victor Babeș University of Medicine and Pharmacy, Timișoara, Romania**

**Aktives Zuhören im Arzt-Patienten-Gespräch: Eine Kommunikationsherausforderung für Medizinstudierende im fachbezogenen DaF-Unterricht**

Während des Medizinstudiums entwickeln Studierende kommunikative Kompetenzen, die ihnen helfen sollen, die ärztliche Gesprächsführung patientengerecht zu gestalten, so dass die Zufriedenheit beider Gesprächspartner im Arzt-Patienten-Dialog erhöht und schlussendlich die Adhärenz des Patienten erzielt wird. Die Techniken des aktiven Zuhörens spielen eine bedeutende Rolle in der Qualität der ärztlichen Gesprächsführung und sind im Falle, dass diese in der Fremdsprache erfolgt, intensiver und gezielt zu fördern. Aktives Zuhören wird zum aktiven Handeln, in dem linguistische, soziolinguistische und pragmatische Kommunikationskompetenzen in deutscher Sprache im Fach Medizin gefragt sind. Die Analyse von Anamnesegesprächen der DaF-lernenden Medizinstudierenden mit standardisierten Patienten und die von KI-generierten Arzt-Patienten-Gesprächen kann Eigenheiten betreff des Einsatzes von Methoden des aktiven Zuhörens aufdecken und Aufschluss geben, wie die Entwicklung von kommunikativen Kompetenzen im fachbezogenen DaF-Unterricht nuanciert gesteigert werden kann.

**Gabriel Kohn - West University Timișoara, Romania**

**Die Stimme der (Un)Vernunft. Generative künstliche Intelligenz: ihr Beitrag zum „erweiterten Geist“ des Translators und zur theoretischen Übersetzerischen Kompetenz**

Unbestimmtheit und Mehrdeutigkeit sind für die generative künstliche Intelligenz (GKI) keine gänzlich unüberwindbaren Übersetzungshürden mehr. GKI kann - ausgehend von spezifischen Anweisungen - durchaus funktional adäquate Translate liefern. Die Konturen der traditionell automationsresistenten Übersetzungsbereiche wurden durch diesen „Akteur“ destabilisiert. Im Zusammenhang solcher Entwicklungen wird hier der Frage nachgegangen, inwieweit eine reflektierte Prompting-Praxis nicht nur gültige Translate bewirken, sondern auch translationspädagogische Erträge haben kann. Dabei wird das KI-System nicht lediglich als digitales Werkzeug aufgefasst. Die Technologie sollte in diesem Zusammenhang als „Erweiterung“ (AI Extender) des Übersetzerischen Subjekts begriffen werden.

**Patrick Lavrits, Anca Maghețiu - West University of Timișoara, Romania**

**Der Einzelhandel als didaktisches Lehrfeld – Praxisorientierte Ansätze für den Deutschunterricht an Wirtschaftsfakultäten**

Der Einzelhandel spielt nicht nur als bedeutender Wirtschaftsbereich eine zentrale Rolle, sondern bietet auch vielfältige Anknüpfungspunkte für die sprachliche und kommunikative Förderung von Studierenden an Wirtschaftsfakultäten. Insbesondere im Deutschunterricht für Wirtschaftsstudenten eröffnet der Einzelhandel ein praxisnahes didaktisches Lehrfeld, in dem fachsprachliche, interkulturelle und kommunikative Kompetenzen gezielt gefördert werden können. Dieser Artikel stellt praxisorientierte Ansätze vor, die den Einzelhandel als kontextbezogene Lernumgebung für den Deutschunterricht nutzen. Durch die Verknüpfung von

fachbezogenen Inhalten, authentischer Sprachverwendung und realitätsnahen Aufgabenformaten wird nicht nur die sprachliche Handlungskompetenz der Studierenden gefördert, sondern auch die Motivation gestärkt, da die Lerninhalte unmittelbar an ihre spätere berufliche Praxis anknüpfen.

#### ***Denisa Lăcătuș - Babeș-Bolyai University, Romania***

##### **Social Media als Wissensquelle? Die Nutzung von Instagram und TikTok durch Digital Natives**

Die Forschung untersucht, wie die Generation Z die Social-Media-Plattformen Instagram und TikTok als Informationsquellen nutzt. Vier Fokusgruppen (n=41) mit rumänischen Jugendlichen im Alter von 15-19 Jahren wurden als Voruntersuchung eingesetzt, um ein Verständnis für die Arten von Inhalten, die am häufigsten verfolgten Themen, die Hauptzwecke der Nutzung und deren potenziellen Beitrag zur persönlichen Entwicklung zu gewinnen. Unter Anwendung des Modells der Nutzung sozialer Medien von Brailovskaia et al. (2020) wurden sowohl deduktive als auch induktive thematische Analysen durchgeführt. Die Ergebnisse zeigen, dass neben den Sozialisierungs- und Unterhaltungsaspekten, die Suche nach Informationen und Inspiration als die dominierenden inhaltlichen Prioritäten der TeilnehmerInnen hervorgetreten sind. Zusammen mit der persönlichen Entwicklung und der Stärkung sozialer Beziehungen werden diese als die wichtigsten Resultate der Nutzung sozialer Medien wahrgenommen.

#### ***Karla Lupșan - West-University Timișoara, Romania***

##### **Zum Einsatz der KI im Übersetzungsunterricht**

Zwar werden durch die 2024 veröffentlichte KI-Verordnung (KIVO) der EU und durch das 2025 zuletzt aktualisierte KI-Gesetz der EU bestimmte Sachverhalte geregelt, die den Einsatz der Künstlichen Intelligenz in Studium und Lehre betrifft, gibt es zurzeit immer noch kein einheitliches europäisches Regelungssystem für das Hochschulwesen. Dies bringt Universitäten dazu, eigene Vorschriften zu entwickeln, die den Einsatz der KI im Unterricht regeln sollten. Der Beitrag schlägt ein KI-Kompetenzmodell für den Übersetzungsunterricht, ausgehend von den oben genannten Dokumenten, den von der West-Universität skizzierten Vorschriften des KI-Einsatzes im Unterricht und vom AI-Leadership Kompetenzmodell von Weßels (2024).

#### ***Paul-Valentin Lung, Meda Mucundorfeanu – Babeș-Bolyai University, Romania***

##### **Virtuelle Influencer und ihre Wirkung im Rumänien**

Der rasante Fortschritt der Künstlichen Intelligenz ermöglicht die Erstellung virtueller Influencer, AI-generierter anthropomorpher oder animierter Charaktere, in den sozialen Medien. Tools wie MidJourney erzeugen hochrealistische Bilder und werfen Fragen zur Unterscheidung zwischen realen und AI-generierten Personen im digitalen Raum auf. Diese Studie untersucht die Akzeptanz virtueller Influencer unter jungen Menschen in Rumänien, mit Fokus auf einen männlichen rumänischen virtuellen Influencer. Dazu wurde eine Fokusgruppe mit zehn Social-Media-affinen jungen Erwachsenen durchgeführt. Vor der Diskussion folgten die Teilnehmenden eine Woche lang dem Instagram-Account eines rumänischen AI-generierten Influencers, ohne zu wissen, dass es sich um eine künstliche Figur handelt. Die Diskussionen zeigten, dass besonders Neuheit, ein zentrales Konzept zur Bewertung technologischer Entwicklungen, die Wahrnehmung und Akzeptanz beeinflusst. Zudem spielten Persuasionswissen, Quellenglaubwürdigkeit, Kongruenz und der Uncanny Valley-Effekt eine Rolle bei der Bewertung des virtuellen Influencers.

#### ***Anca Maghețiu, Patrick Lavrits - West University of Timișoara, Romania***

##### **Der Unterricht der Marketingsprache als Teilbereich der deutschen Wirtschaftssprache**

Das Marketing als Teilgebiet der Betriebswirtschaftslehre, gewinnt in den letzten Jahrzehnten immer mehr an Beliebtheit auch unter den Studierenden an rumänischen Wirtschaftsfakultäten. Ausgehend davon wird auch im Unterricht der deutschen Wirtschaftssprache immer mehr auf das Thema und die Fachsprache des Marketing eingegangen. Diese weist nicht nur gewöhnliche Komponenten der Wirtschaftssprache auf, sondern auch Merkmale der wirtschaftlichen Psychologie. Der vorliegende Artikel nimmt sich vor Praxiserfahrungen bei der Vermittlung von Kompetenzen in der Fachsprache des Marketing vorzustellen. Die Zielsetzung besteht in der Vermittlung von mündlichen und schriftlichen Kenntnissen dieser Unterkategorie der Fachsprache der Wirtschaft, wobei entsprechend dem Prinzip der Verwendung authentischer Texte, die Motivation über die Authentizität der Inhalte bei einem Fortschritt im Bereich der Sprachvermittlung geschieht.

#### ***Sonia Maloș - G.E. Palade UMPHST of Târgu Mureș, Romania***

##### **Tendenzen in der Werbesprache: Eine Analyse deutscher und englischer Werbeslogans**

Die Werbung hat einen großen Einfluss auf den sozialen, technischen und wirtschaftlichen Wandel. Da sie auf der Grundlage bestimmter sprachlicher Merkmale erstellt wird und auf das Zielpublikum ausgerichtete Strategien beinhaltet, ist die Werbesprache in diesem Zusammenhang äußerst relevant. In der vorliegenden Arbeit werden daher die sprachlichen Muster in den Slogans verschiedener Marken eingehend untersucht. Da ein Slogan das wichtigste Element einer Werbung ist und das Alleinstellungsmerkmal eines Unternehmens hervorhebt, wurden drei bekannte Branchen - die Bekleidungs-, die Banken- und die Automobilindustrie - unter die Lupe genommen. Lexikalische, syntaktische, rhetorische, pragmatische und interpunktionsspezifische Bestandteile wurden im Rahmen einer Inhaltsanalyse deutscher und englischer Taglines eingehend erforscht.

#### ***Adina Săcara-Onița, Andra-Teodora Porumb - University of Oradea, Romania***

##### **Nonverbale Kommunikation**

Die Arbeit präsentiert Aspekte der nonverbalen Kommunikation im Geschäftsbereich. Kommunikation, sowohl verbal als auch nonverbal, ist eine Eigenschaft lebender Wesen. Sowohl Menschen als auch Tiere können ohne Kommunikation nicht überleben. Wissenschaftlich gesehen wird Kommunikation als ein Prozess des Informationsaustauschs von einem Individuum zum anderen, von einer Gruppe zur anderen betrachtet. Im Laufe der Geschichte haben sich zahlreiche Wissenschaftler mit diesem Thema beschäftigt. Im ersten Teil der Arbeit werde ich die Definitionen der Kommunikation aus verschiedenen Perspektiven präsentieren. Nonverbale Kommunikation macht 55%-65% des Informationsvolumens aus, das wir übermitteln. Durch nonverbale Kommunikation übermittelt der Gesprächspartner vor allem Gefühle, Meinungen und Einstellungen. Im zweiten Teil der Arbeit wird die nonverbale Sprache hervorgehoben. Die nonverbale Sprache wird stark von der kulturellen Funktion beeinflusst, die Körperhaltung, Mimik und Gesten des Sprechers unterscheiden sich je nach Umgebung, aus der der Sprecher stammt oder in der er als Individuum geformt wurde.

#### ***Claudia Tulcan - West University of Timișoara, Romania***

##### **Sprachspiele in Herta Müllers Collagen und Ernst Jandls Gedichten**

In Herta Müllers Collagen und Ernst Jandls Gedichten kann man eine Vorliebe für Sprachspiele bemerken. Zudem äußert sich Herta Müller in ihren Essays zu Ernst Jandl. Der vorliegende Beitrag untersucht, wie Sprachspiele in Müllers Collagen und in Jandls Gedichten realisiert werden. Dabei werden sowohl Ähnlichkeiten als auch Unterschiede auf verschiedenen Sprachebenen analysiert.



## PAPERS IN ROMANIAN

**Melinda Izabela Achim - Technical University of Cluj Napoca, Northern University Center of Baia Mare, Romania**

### **Comunicarea cu mass-media: o relație love-hate între organizații și presă**

Comunicarea organizațiilor cu mass-media presupune procesul de transmitere a informațiilor, mesajelor sau conținutului către un public larg prin diverse canale, cum ar fi televiziunea, radioul, presa scrisă și platformele digitale (site-uri web, rețele sociale). O relație cât mai strânsă cu reprezentanții presei înseamnă crearea, dezvoltarea și diseminarea mesajelor către jurnaliști și instituții media, atât în timpul evenimentelor pozitive, cât și în timpul situațiilor de criză. Sunt situații însă, când organizațiile aleg să nu comunice proactiv cu presa, evitând contactul direct și răspunsul la diferite întrebări incisive. Lucrarea de față își propune să prezinte câteva dintre aspectele pozitive, dar și negative care se regăsesc în această relație de *love-hate* între organizații și reprezentanții presei. O bună colaborare între acești parteneri aduce beneficii de ambele părți, iar o consolidare a relației ar ajuta la îmbunătățirea imaginii organizației în ochii publicului.

**Oana Amza - West University of Timișoara, Romania**

### **Percepția elevilor asupra școlii ca mediu incluziv de învățare. Studiu de caz în rândul elevilor majori din județul Mehedinți**

Acest studiu de caz își propune să analizeze, printr-o abordare cantitativă, percepția elevilor majori din județul Mehedinți asupra școlii în care învață ca mediu incluziv de învățare. Prin aplicarea unui chestionar, cercetarea pune accentul pe factori precum accesul tuturor elevilor la resursele școlii și la o educație incluzivă de calitate, interacțiunile și relațiile de colaborare dintre elevi, nivelul de stare de bine și de siguranță din școală, suportul oferit de cadrele didactice și echipa de incluziune, folosirea instrumentelor digitale în accesibilizarea învățării pentru elevii cu cerințe educaționale speciale (CES), în dezvoltarea unei comunicări organizaționale digitale și în crearea unui climat educațional incluziv.

**Raluca Iulia Bancoș - Technical University of Cluj Napoca, Northern University Center of Baia Mare, Romania**

### **Identitatea digitală pe Facebook**

Prin studiul de față, ne propunem să explorăm câteva elemente de construcție discursivă vizuală a identității digitale în social media, mai precis pe platforma Facebook, pentru persoane publice din România, cu putere de convingere și de influență mare asupra publicului. Ne propunem o abordare critică și teoretică, luând în considerare teoriile ale unor autori precum: Roland Barthes, Gilles Deleuze, Vincent Miller, Alain Grosrey, Geert Lovink, Mihnea Măruță, Delia Cristina Balaban. Caracteristicile identității vizuale au fost, desigur, mult influențate de gamnig și lumile virtuale, însă Facebook pare că a păstrat o oarecare formă tradițională a acesteia. Nu în ultimul rând, vrem să aflăm răspunsul la întrebarea: *este identitatea digitală schimbabilă ori chiar contradictorie?*

**Andreea-Gabriela Bărbieru - „Alexandru Ioan Cuza” University Iași, Romania**

### **Expresivitatea în televiziune: dinamica limbajului vizual și verbal în construirea mesajului**

Expresivitatea în televiziune se construiește prin interacțiunea dintre limbajul vizual și cel verbal, ambele având un rol esențial în transmiterea unui mesaj coerent și impactant. Noile tehnologii au amplificat acest impact prin posibilitatea de a integra elemente vizuale dinamice și interactive, precum grafica digitală și realitatea augmentată. În contextul televiziunii, tehnologiile moderne permit un control mai mare asupra modului în care informațiile sunt prezentate, îmbunătățind experiența publicului. Sinergia dintre limbajul vizual și verbal, influențată de tehnologie, creează un mesaj mai accesibil și mai atrăgător pentru telespectatori, stimulând atât rațiunea, cât și emoțiile acestora.

**Laura Chiorean - West University of Timișoara, Romania**

### **Reclamele la pariuri și jocuri de noroc. O analiză sociologică a conținutului**

Industria pariurilor și jocurilor de noroc a cunoscut o creștere masivă în ultimii ani, iar publicitatea joacă un rol central în promovarea acestora. Studiul analizează conținutul reclamelor la site-urile de pariuri și jocuri de noroc, difuzate la principalele televiziuni din România, examinând frecvența, durata și mesajele transmise. Se urmărește tipologia personajelor publice care apar în aceste reclame, precum și modul în care spoturile portretizează pariurile și jocurile de noroc ca pe o activitate recreativă și lipsită de riscuri. Prin analiza de conținut, cercetarea evidențiază strategiile lingvistice și vizuale utilizate precum și realizează o mica sinteză a tipologiei de mesaje și personalități folosite în aceste reclame

**Liliana Cismariu – Politehnica University Timișoara, Romania**

### **Comunicarea cu un chatbot între eficiență și frustrare**

Emergența tehnologie este resimțită în toate aspectele vieții de zi cu zi, dar mai ales în procesul de comunicare. Comunicarea cu un chatbot în locul unui interlocutor uman începe să fie tot mai frecvent întâlnită în diferite arii de activitate. Aceasta poate genera sentimente mixte în funcție de contextul și subiectul abordat. Pe de o parte rapiditatea și disponibilitatea constantă a chatbotului de a oferi răspunsuri imediate la întrebări poate fi apreciată, pe de altă parte, oamenii pot simți o lipsă de conexiune umană, ceea ce poate genera frustrare sau neîncredere. Atunci când interacțiunea cu un chatbot include și evaluarea subiectului, cum se întâmplă în procesul de recrutare, nuanțele trăirilor sunt și mai vizibile. Lucrarea de față încearcă să surprindă percepția studenților privind comunicarea cu un chatbot în procesul de recrutare și selecție pentru accesarea unui job.

**Simona Constantinovici – West University of Timișoara, Romania**

### **Pledoarie pentru crearea unui dicționar al cuvintelor terminate în -etă**

Vom analiza, în această lucrare, modul în care neologismele terminate în *-etă*, de origine franceză sau italiană, își mențin sau modifică sensul inițial în limba română. În mare parte, aceste substantive feminine, formate prin derivare în limba de proveniență, trimit la diverse limbaje de specialitate. Ideea guvernatoare este de a crea un dicționar al cuvintelor care conțin în structura lor acest sufix. Ceea ce poate atrage este faptul că unitățile vizate, care nu au ajuns încă în sistemul lexical românesc, au toate șansele să fie, la un moment dat, împrumutate. Unele pot fi rod al creativității lingvistice. Doar timpul ne va dovedi dacă acestea vor avea capacitatea de a se integra, prin analogie cu alte cuvinte de acest tip, în rețeaua lexicală deja existentă.

**Ramona Alina Crețu - Profi Rom Food, Romania**

**Comunicarea internă - pilon al schimbării organizationale: Strategii inovative pentru integrarea angajaților post-achiziție**

În contextul globalizării, achizițiile de companii de către grupuri internaționale provoacă schimbări organizaționale majore, generând stres și incertitudine în rândul angajaților. Comunicarea internă eficientă facilitează tranziția, influențând adaptarea și retenția personalului. Această lucrare analizează strategiile inovative de comunicare, precum transparența, canalele bidireționale și personalizarea mesajelor. Se explorează soluții precum platformele digitale, storytelling-ul organizațional și feedback-ul continuu. De asemenea, leadership-ul joacă un rol esențial în reducerea anxietății prin mesaje clare. Studiile de caz evidențiază impactul acestor strategii asupra stabilității și performanței organizaționale

**Bogdan Mihai Dascălu - Academia Română, Filiala Timișoara, Institutul de Studii Banatice „Titu Maiorescu”, Romania**

**Provocările învățării limbii române ca limbă străină**

Lucrarea analizează principalele dificultăți întâmpinate de studenții străini, concentrându-se pe particularitățile articolului hotărât enclitic, structura grupelor verbale și verbele cu sufixe, precum și pe verbele care își modifică rădăcina în timpul conjugării. În plus, sunt abordate alte obstacole semnificative, precum alternanțele vocalice și consonantice, pluralul neregulat al substantivelor, formarea numeralelor, precum și dificultatea determinării valorilor aspectuale ale verbelor. Pentru a evalua impactul acestor dificultăți asupra învățării limbii române, lucrarea include un studiu de caz realizat pe un grup de studenți străini, analizând strategiile didactice utilizate, frecvența erorilor și modalitățile prin care acestea pot fi corectate eficient. Rezultatele obținute evidențiază necesitatea unei abordări pedagogice diferențiate, adaptate atât profilului lingvistic al învățăcelilor, cât și particularităților limbii române, propunând soluții didactice inovatoare pentru facilitarea procesului de învățare.

**Gabriel-Mugurel Dragomir, Liliana-Luminița Todorescu – Politehnica University Timișoara, Romania**

**Inteligența artificială generativă și locul de muncă al viitorului**

Apariția ChatGPT și a altor sisteme de inteligență artificială a generat și va continua să genereze transformări semnificative în diverse domenii ale activității socio-economice. Configurarea locurilor de muncă viitoare va fi profund influențată de aceste evoluții tehnologice. Studiul nostru s-a concentrat pe modul în care studenții Universității Politehnica Timișoara percep inteligența artificială și impactul acesteia asupra caracteristicilor locurilor de muncă viitoare. Datele au fost colectate printr-un chestionar care a analizat percepțiile studenților referitoare la influența AI asupra activităților din locurile de muncă ale viitorului.

**Lia Lucia Epure - “Vasile Goldiș” Western University Arad, Romania**

**Forme ale manipulării în situații speciale de comunicare publică**

Studiul desfășoară o analiză asupra unor situații de comunicare neobisnuite și rar întâlnite în practica obișnuită a specialiștilor în comunicare publică. Astfel, sunt vizate elemente ce pot surveni în comunicarea publică atunci când procesul de comunicare nu mai poate fi gestionat eficient în mod complet folosind doar reguli standard de comunicare din teoria generală a comunicării publice. Analiza pornește de la elementul concret al anularii alegerilor prezidențiale din România în toamna anului 2024 și vizează câteva repere care, pe de o parte, au făcut ca aceasta stare de fapt să constituie în mod real un context cu totul neobisnuit de comunicare publică și, pe de alta parte, expune motivele care au transformat situația creată într-un masiv eșec de comunicare. Unele dintre cauzele eșecului au fost destul de vizibile aici putând fi amintite câteva forme diverse de manipulare mediatică. În mod suplimentar, între anumite limite, au fost prezente și forme de dezinformare realizate de către unele dintre partile direct implicate în contextul respectiv de comunicare. Alte cauze ale eșecului nu au fost inițial evidente dar, totuși, au viciat procesul de comunicare. Pornind de aici studiul dezvoltă anumite recomandări menite să evite eșecul în comunicarea publică în astfel de situații. În final sunt evidențiate limitele aplicabilității teoriei generale a comunicării publice în situațiile neobisnuite de comunicare.

**Anamaria Filimon Benea - West University of Timisoara, Romania**

**Jurnalismul în 60 de secunde. Cum platformele sociale rescriu regulile consumului de știri**

Formatele scurte de știri, precum Geștiri, Știrile Zilei de la Recorder, Presspectiva sau alte formate adaptate pentru platformele sociale, au devenit surse principale de informare ale noii generații. Generațiile Z și Alpha, crescute în ecosistemul TikTok, Instagram Reels și YouTube Shorts, preferă conținut rapid, vizual și interactiv, ceea ce determină presa să-și regândească strategiile editoriale. Acest articol analizează cum aceste formate influențează consumul de știri, avantajele și riscurile lor, precum și impactul asupra jurnalismului clasic. Studiul explorează și provocările legate de dezinformare, superficialitatea informației și retenția scăzută a atenției, oferind perspective asupra felului în care va arăta presa în viitorul nu foarte îndepărtat

**Daniel Grebeldinger - West University of Timișoara, Romania**

**Implicarea ONG-urilor de grupuri vulnerabile și romi în Strategia de Dezvoltare Locală**

Încă din primii ani de funcționare a Grupurilor de Acțiune Locală, GAL-urile au început să aibă un impact pozitiv asupra dezvoltării sociale și economice a zonelor rurale. Prin implicarea grupurilor vulnerabile, implicit a persoanelor de etnie rromă, acestea pot genera efecte pozitive manifestate prin crearea de locuri de muncă noi, modernizarea infrastructurii, îmbunătățirea calității vieții sau chiar conservarea patrimoniului cultural. Pentru a răspunde la întrebarea cercetării, prin care urmărim să verificăm cum contribuie organizațiile GAL, ONG-urile pentru grupuri vulnerabile și comunitățile de romi la dezvoltarea locală prin Strategia de Dezvoltare Locală și ce impact au acțiunile lor asupra comunităților, am desfășurat o cercetare calitativă. Mai exact, am utilizat interviul de tip focus grup. Concluziile obținute demonstrează importanța implicării ONG-urilor formate din grupuri vulnerabile în Grupuri de Acțiune Locală, în timp ce reflectă importanța consolidării parteneriatelor și legăturilor dintre organizații.

**Vasile Gherheș, Marcela Alina Fărcașiu, Mariana Cernicova-Buca - Politehnica University Timișoara, Romania**

**Titluri jurnalistice generate de AI sau de inteligența umană? Incursiune în caracteristicile care generează atractivitatea textelor în media digitală**

Studiul investighează rolul inteligenței artificiale în generarea titlurilor de știri online, analizând percepția cititorilor față de titlurile clickbait și cele informative. Prin intermediul unui sondaj aplicat unui eșantion de peste 600 de studenți, cercetarea a comparat titluri originale de tip clickbait, create de jurnaliști, cu variante generate de ChatGPT. Rezultatele indică o preferință semnificativă pentru titlurile elaborate de AI: peste 70% dintre participanți le-au considerat mai atractive, subliniind influența acestora asupra comportamentului de consum al știrilor. Analiza lingvistică a relevat strategiile de redactare care stimulează curiozitatea cititorilor. Concluziile oferă perspective critice privind integrarea inteligenței artificiale în jurnalismul românesc, subliniind necesitatea unui echilibru între atractivitate și etică. Studiul deschide noi direcții de cercetare privind impactul algoritmilor asupra practicilor media și percepției publice, în contextul transformărilor digitale actuale.

**Diana Maria Mihai - West University of Timișoara, Romania**

**Rolul televiziunii în destigmatizarea foștilor condamnați: Percepțiile deținuților din Penitenciarul Timișoara**

Studiul de față analizează impactul televiziunii asupra procesului de destigmatizare a foștilor condamnați, pornind de la percepțiile deținuților asupra modului în care mass-media poate influența reintegrarea lor socială. Cercetarea se bazează pe aplicarea unui ghid de interviu semistrukturat, compus din 10 întrebări, unui eșantion de 20 de deținuți din Penitenciarul Timișoara, selectați pe criteriul expunerii anterioare la interviuri televizate. Rezultatele sugerează că mass-media poate avea un rol pozitiv în schimbarea percepției publice, dar reintegrarea foștilor condamnați devine posibilă doar dacă societatea este dispusă să le acorde încredere și oportunități reale de muncă.

**Diana Elena Motrună - West University, Timișoara, Romania**

**Loredana-Gabriela Stana - Victor Babes University of Medicine and Pharmacy, Timișoara, Romania**

**Vasile Gherheș - Politehnica University Timișoara, Romania**

**Comunicarea medic-pacient: Percepțiile studenților asupra relației terapeutice**

Prezentul studiu reflectă percepția studenților asupra comunicării dintre medici și pacienți, evidențiind diverse bariere care pot influența calitatea actului medical. Cercetarea a fost realizată pe un eșantion de 233 de respondenți, studenți ai Universității de Medicină și Farmacie „Victor Babeș” din Timișoara. Un procent semnificativ dintre respondenți (peste 85%) au considerat căutarea informațiilor medicale în mediul online de către pacienți ca fiind cea mai importantă barieră de comunicare, acest fapt ducând la apariția confuziilor și nemulțumirilor legate de diagnostic și tratament în urma consultului medical. De asemenea, lipsa educației medicale a pacienților reprezintă o barieră importantă, afectând înțelegerea tratamentelor de către aceștia, peste 80% dintre cei intervievați răspunzând pozitiv. Anxietatea și teama pacienților față de diagnostic sunt considerate obstacole majore, având un impact semnificativ asupra relației medic-pacient (peste 70%). Aceste bariere subliniază necesitatea unei comunicări clare și eficiente între medici și pacienți pentru a optimiza tratamentele și a asigura succesul terapeutic

**Dragoș Cristian Munteanu - West University of Timișoara, Romania**

**Efectul de burnout în rândul angajaților remote în contextul Covid 19**

Prezenta cercetare a utilizat un design corelațional, cu caracter descriptiv, pentru a examina efectul muncii remote asupra apariției sindromului de burnout în rândul angajaților din România, în contextul pandemiei Covid-19. Metodologia a inclus aplicarea unui chestionar online, distribuit între lunile iunie și august 2021, destinat unui eșantion de conveniență alcătuit din 112 angajați cu vârste cuprinse între 19 și 53 de ani. Participanții au fost selectați aleatoriu, iar datele au fost colectate în perioada imediat următoare stării de urgență impuse de autorități.

**Adrian Păcurar - “Vasile Goldiș” Western University Arad, Romania**

**Ambiguitate și control în comunicarea publică. Psihologia și relevanța confuziei în situații atipice de comunicare publică**

Studiul de față dezvoltă o scurtă analiză asupra câtorva elemente caracteristice unor situații de comunicare în care controlul asupra comunicării publice din partea celor care emit mesajul se manifestă în forme radical diferite față de situațiile standard de comunicare asumate prin teoria generală a comunicării publice. Astfel, studiul vizează în mod distinct analiza acelor situații de comunicare publică în care este întreținut în mod deliberat din partea emițătorului un anumit tip de ambiguitate a mesajului. Pornind de aici este vizată identificarea elementelor specifice unui astfel de mod de comunicare publică și, în același timp, dezvoltarea unor implicații posibile ale ambiguității controlate și asumate în comunicare pentru toți participanții la procesul de comunicare. Un plan distinct al analizei are în vedere dimensiunea psihologică a ambiguității ca factor relevant în acest tip de comunicare publică. În final studiul vizează și identificarea unor relații conceptuale decisive între caracteristicile comunicării publice care derivă din asumarea ambiguității în procesul de comunicare publică și elemente generale din teoria standard a comunicării publice.

**Alexandru Claudiu Râță - West University of Timișoara, Romania**

**Simona Bader - West University of Timișoara, Romania**

**Război, pace și rețele sociale. Explorarea rolului comunicării pentru pace în noile media**

Relațiile publice în rezolvarea conflictelor nu sunt o noutate. De la metodele vechi și informale de mediere și organizare a informațiilor menite să genereze dorința de pace în rândul publicului, până la funcțiile formale ale instituțiilor guvernamentale din prezent, relațiile publice au fost constant desemnate și responsabile de dezvoltarea și implementarea strategiilor și politicilor de intervenție publică în situații de conflict sau cu potențial conflictual. Evoluția social media nu doar a revoluționat, ci a influențat decisiv modul în care comunicăm, interacționăm și reacționăm. Platformele de social media au creat noi oportunități de legătură și comunicare depășind frontierele geografice sau barierele culturale. În contextul consolidării păcii și a rezolvării conflictelor, aceste instrumente au deschis noi oportunități pentru dialog, colaborare și implicare între indivizi, comunități și organizații. În acest articol, căutăm să explorăm impactul rețelelor sociale asupra comunicării pentru pace prin intermediul unei analize cantitative a materialelor online, apărute în septembrie 2023 – noiembrie 2024 pe canalele sociale oficiale ale Organizației Națiunilor Unite.

**Ovidiu Florin Sendroni - West University of Timișoara, Romania**

**Percepția tinerilor din zona de Vest a României din Generația Z asupra utilizării IA în procesul de recrutare și selecție**

În ultimele decenii, Inteligența Artificială a cunoscut o dezvoltare semnificativă, care a permis automatizarea a mai multor domenii, inclusiv cel al resurselor umane, schimbând în mod substanțial rolul recrutorilor și al profesioniștilor din domeniu. Cu toate acestea, există puține studii care explorează percepția recrutorilor asupra utilizării tehnologiei bazate pe IA (Horodyski, 2023) și chiar mai puține cercetări în literatura de specialitate care analizează perspectiva candidatului. Astfel, prin studiul de față urmăresc să analizez percepția candidaților față de procesul de recrutare și selecție care utilizează instrumente IA și, mai exact, impactul factorilor care pot să influențeze această percepție. De asemenea, în acest studiu, vizez analizarea exclusivă a percepției persoanelor din generația Z. Această alegere se justifică prin faptul că generația Z este cea mai recentă introdusă pe piața muncii. Întrebarea cercetării vizează în ce măsură sunt tinerii din generația Z dispuși să utilizeze inteligența artificială în procesul de recrutare și selecție, atunci când doresc să se angajeze? Am adoptat o metodă cantitativă, colectând date prin intermediul unui chestionar aplicat prin metoda bulgăreului de zăpadă. Analiza datelor a inclus statistici descriptive, analize corelaționale și teste nonparametrice Mann-Whitney. Rezultatele au demonstrat că utilizarea rețelelor sociale poate fi un factor care poate influența intenția de a participa la un proces de recrutare și selecție bazat pe IA, iar gradul de încredere față de inteligența artificială este cel mai influent factor.

**Mihaela Veșan - West University of Timișoara, Romania**

**Influența presiunilor izomorfe exercitate de programele de finanțare publică asupra întreprinderilor sociale în România**

Această lucrare explorează influența presiunilor izomorfe exercitate de programele de finanțare publică asupra apariției și evoluției întreprinderilor sociale în România. Aplicând cadrul teoretic al izomorfismului instituționalismului dezvoltat de DiMaggio și Powell, studiul analizează modul în care izomorfismul normativ, coercitiv și mimetic modelează ecosistemul întreprinderilor sociale, în special prin criteriile de eligibilitate, mecanismele de alocare a finanțării și prioritățile strategice impuse de finanțarea publică. Utilizând analiza documentară ca metodă principală de cercetare, studiul realizează o evaluare comparativă a cinci programe publice de sprijin pentru sectorul economiei sociale desfășurate între 2009 și 2023.

**Ioana Vid - West University of Timișoara, Romania**

**Activismul digital și mișcările sociale. Strategii digitale ale televiziunilor de știri din România**

Acest articol își propune să analizeze strategiile prin care televiziunile de știri, din România, utilizează rețelele sociale pentru a reflecta mobilizarea electorală în perioada 2024-2025. Studiul analizează distribuția știrilor, migrarea conținutului între mediile tradiționale și digitale, precum și adaptarea narațiunilor jurnalistice pentru publicul online. Printr-o analiză comparativă a canalelor TV Antena 3, Realitatea TV, Digi24 și România TV, cercetarea evidențiază utilizarea conținutului generat de utilizatori, popularitatea formatelor scurte și strategiile de interacțiune cu publicul pe site-urile acestor televiziuni și pe platforma Facebook. Rezultatele oferă o perspectivă detaliată asupra convergenței dintre televiziune și social media, în acoperirea mobilizării electorale și impactul acesteia asupra participării civice în România contemporană.

**Elena-Laura Vulpoi - "Vasile Goldiș" Western University Arad, Romania**

**Traducătorii audiovizuali în România**

Traducătorii audiovizuali reprezintă, în general un grup puțin vizibil în societate, dar din păcate în țara noastră această vizibilitate este aproape inexistentă din diverse motive pe care vom încerca să le expunem în acest studiu. De aceea vom descrie și prezenta activitatea traducătorului în procesul de traducere audiovizuală în România, conturând rolul acestuia în cele două modalități de traducere audiovizuală cele mai utilizate în prezent în această țară: subtitrare și dublaj.

**Elena-Laura Vulpoi, Speranța Sofia Milancovici - "Vasile Goldiș" Western University Arad, Romania**

**Filmele, suport academic în studiul unei limbi străine**

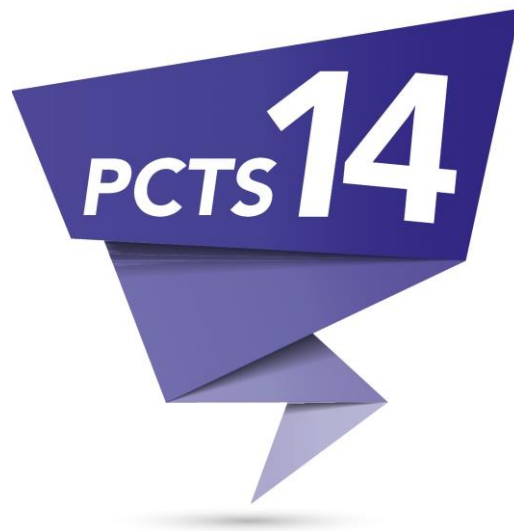
Lumea filmului oferă o abordare mai autentică a comunicării în comparație cu materialele de învățare tradiționale. Filmele sunt o sursă bogată de expresii cotidiene care pot fi folosite în mediul elevilor/studentilor; și, de asemenea, pot crește motivația de a îndeplini o sarcină făcând fluxul lecției mai atractiv și plăcut, generând astfel o participare mai semnificativă și mai comunicativă. Conform unui articol publicat de revista Theory and Practice in Language Studies, studenții care explorează filmele au o motivație mai mare, ceea ce le îmbunătățește învățarea în patru aspecte: abilități lingvistice, autenticitate, învățare autonomă și cultură. Participanții la studiu au demonstrat progrese semnificative în ceea ce privește fluenta, pronunția și vocabularul, inclusiv îmbunătățirea abilităților lor de scriere prin utilizarea subtitrărilor (Albiladi și Abdeen, 2018). Astfel, filmele sunt o reprezentare autentică a modului în care o limbă este folosită în viața reală, deoarece prezintă limba așa cum este vorbită în situațiile cotidiene.

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