

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

# **professional communication and translation studies**

**Volume 17, 2024**



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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

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## PREFACE

The second volume of proceedings of the 2023 *Professional Communication and Translation Studies* conference inaugurates a novelty in academic publishing practices: the presence of the series in the Google Scholar database. We encourage you to check out the profile of the series and follow it, since it is worth reading! With an i10-index of 27 and almost 300 articles published uninterruptedly since 2009, *Professional Communication and Translation Studies* has attracted around 900 citations, ensuring the visibility of research in social sciences and humanities for hundreds of scholars, both early-career researchers and full professors, who chose it as a publication venue. Offering indexing and abstracting in most relevant databases for these two scientific domains, *Professional Communication and Translation Studies* has steadily built its reputation as a reliable resource for information on the latest trends in research in Romania and worldwide. Additionally, our co-operation with the Politehnica University Library has recently brought about a significant feature, to enhance the circulation and visibility of the articles, namely the assignment of individual DOI numbers to each scientific text.

This 17<sup>th</sup> edition retains the multilingual aspect of the volume, featuring articles written in French and German alongside the so-widely used English. The English abstracts enhance the readership of all articles, ensuring access to the core ideas presented in the volume. The sections in the volume correspond to the conference tracks (in order of appearance in the volume): Professional Communication, Linguistics and Communication, Translation Studies, and Foreign Language Pedagogy.

The first section reflects the specific context of research in Timisoara and Politehnica University within the framework of the European Capital of Culture program (2023) as well as the general preoccupation for professional communication issues in a variety of contexts: pedagogical, economic, and travel-related ones. The Linguistics and Communication section focuses on bias (and the need to avoid it) in educational institutions, where objectivity and critical thinking are (and should be) greatly valued. Another aspect dealt with is a type of functional discourse that million-wide audiences take for granted, making them act and react daily: the language of meteorological forecasts. The Translation Studies section explores the emergence of a new field of study, offering possible answers to the question of dealing with the reception of audiovisual translation (AVT), while considering numerous variables and parameters. Finally, the Foreign Language Pedagogy section contains reflections on the issues of open education, open educational resources, massive open online courses and open educational practices required as new pedagogical practices needed in the 21<sup>st</sup>

century. Furthermore, the article discussing the pedagogical use of exams and feedback in foreign language teaching contributes to the body of knowledge on effective educational practices. The volume concludes with a tentative intellectual journey promoting intercultural competence in the classroom through the lenses of Geert Hofstede's cultural model, revealing the masculinity versus femininity features that influence the formulation and reception of messages in a variety of contexts.

All in all, the volume offers multiple paths to deeper (and better) understanding of human communication, assisted or not by technology, in educational, professional or everyday settings. As editors, we hope that these articles will not only fuel the professional debate and close some of the identified research gaps, but also attract numerous views and citations.

*Timișoara, October 2024*

*The editors*

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## LIST OF ABSTRACTS IN ENGLISH

### THE EXPLORATION OF VISUAL COMMUNICATION THROUGH INTERACTION WITH IMAGES IN THE ONLINE ENVIRONMENT

Annamaria FILIMON BENEÀ

**Abstract:** Technology has profound implications for the content and messages conveyed online. Blogs, vlogs, podcasts, websites, and social networks all provide means of delivering messages to a wide audience. The excessive use of audio and video files, such as podcasts and vlogs, represents one of the current trends. Furthermore, these media can even influence the characteristics of messages. Textual messages accompanied by images, disseminated on social networks, have become a very effective way to particularly reach the younger generation. Due to the specificity of this mode of communication, messages must adhere to certain strict parameters, including the use of short messages and numerous images. This article aims to provide an overview of the types of visual content consumed by students in the online environment.

**Keywords:** online communication, visual, Generation Z, social networks, images, video

### VISUAL RHETORIC IN CITY BRANDING: THE CASE OF TIMISOARA ECoC 2023

Daniel CIUREL

**Abstract:** This paper attempts to pinpoint the importance of visual rhetoric in the city branding of Timisoara as European Capital of Culture in 2023. Visual artifacts related to Timisoara ECoC 2023 can enhance or hinder the urban branding. The image of Timisoara includes a rich cultural, industrial and civic heritage component, with a strong visual dimension. Urban spaces can develop via marketing of destination and place branding, and, in the process, visual rhetoric can prove an essential branding tool in the promotion of the spirit of Timisoara. The European Capital of Culture could have supported the city of Timisoara in rebranding as not only multicultural, open, and inclusive, but also creative, smart, and sustainable. The analysis of visual artifacts related to Timisoara ECoC 2023 reveals an insufficient, mediocre branding performance.

**Keywords:** Visual Rhetoric, City Branding, Destination Marketing, Timisoara, ECoC

### OPEN EDUCATION, OPEN EDUCATIONAL RESOURCES, MASSIVE OPEN ONLINE COURSES, OPEN EDUCATIONAL PRACTICES

Monica CONDRUZ-BACESCU

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

**Keywords:** open education, open educational resources, massive open online courses, open educational practices, open educator, online learning

### RECEPTION STUDIES AND AUDIOVISUAL TRANSLATION: CONCEPTS AND METHODS

Yves GAMBIER

**Abstract:** For a long time, the focus in Translation Studies has been on the product (translation) and then on the process (translating). But the production cannot be separated from the distribution and the reception of the output, especially in a target-oriented perspective of translation. How to deal with the reception of audiovisual translation (AVT) when so many variables and parameters must be taken into consideration? Concepts and methodological tools have recently been developed to cope with the diversity of settings and viewers. Different empirical/experimental studies bring new insights in reception, whatever their shortcomings are.

**Keywords:** accessibility, AVT, censorship, quality, reception the 3 Rs.

### ETHNIC JOKES IN PROFESSIONAL COMMUNICATION

Raluca GHENTULESCU

**Abstract:** This article is dedicated to the role of ethnic humour in professional communication, with examples of both funny and harmless jokes and idioms, which can be used as ice breakers or conversation fillers, and, on the contrary, malicious and offensive jokes and idioms, which can ruin communication in the workplace or lead to conflicts. The analysis of various types of humour and the impact they may have on a certain audience, together with the case studies of British and American ethnic jokes, show that there is a thin line between amusement and offense, and precaution is always necessary when using laughter as a communication tool.

**Keywords:** jokes; stereotypes; communication; multicultural professional environment.

### EXAM, FEEDBACK AND THEIR IMPORTANCE IN THE PROCESS OF TEACHING-LEARNING ENGLISH AS A FOREIGN/SECOND LANGUAGE IN IRAQI SECONDARY SCHOOLS (ISS)

Mohamed Ramadhan HASHIM

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

**Keywords:** exam and feedback; teaching-learning process; Iraqi secondary schools; teaching process requirements; oral and written exam; feedback's advantages.

### THE LANGUAGE OF METEOROLOGY: ADJECTIVES USED IN WEATHER FORECASTS

Karina HAUER, Daniel DEJICA

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

**Keywords:** meteorological discourse, meteorology, weather forecasts, linguistics

### THE IMPLEMENTATION OF THE CULTURAL DIMENSION MASCULINITY VERSUS FEMININITY BY GEERT HOFSTEDE IN ACADEMIC ACTIVITIES

Patrick LAVRITS, Anca MAGHEȚIU

**Abstract:** The paper "The implementation of the cultural dimension masculinity versus femininity by Geert Hofstede in academic activities" deals with the application of the cultural dimension developed by Hofstede in the context of academic activities. The paper examines how teachers can convey this dimension in the classroom in order to promote intercultural competence. Various didactic approaches, methods and materials are presented and discussed. The results show that a conscious examination of Hofstede's cultural dimensions in the classroom can help to understand cultural diversity and reduce prejudices and that the

teaching of masculinity versus femininity can make an important contribution to the intercultural competence development of students.

**Keywords:** interculturality; intercultural perception; cultural dimensions; didactic approach; masculinity; femininity

#### **NAVIGATING COMMUNICATION BIAS IN ACADEMIA**

Andreea PELE

**Abstract:** Regarded as a stronghold of knowledge, intellectual pursuits, and meritocracy, the academic space still has to contend with the one of its biggest, and invisible, foes, namely communication bias. Because these spaces are populated by people, communication bias is alive and well even here, behind the walls of educational institutions, where objectivity and critical thinking are greatly valued. This article examines the idea of communication bias in academic settings, emphasizing the different manifestations and effects of the phenomenon. It also suggests measures for reducing bias and creating an atmosphere that supports open discourse and fairness in academic endeavours.

**Keywords:** unconscious/implicit bias, communication bias, academia, professional communication

#### **CORPORATE SOCIAL RESPONSIBILITY. A MATTER OF ETHICS?**

Sorin SUCIU

**Abstract:** There is some confusion about the ethical framework of corporate social responsibility and corporate philanthropy. Optimists believe that CSR represents the ethical way to involve companies in community life and solve some of its problems. They hope that by allocating resources for actions that will ultimately have a positive impact on sales, the corporation becomes ethical unlike other companies that do not favor such actions. Our paper aims to provide more clarity on the issue of the ethical character of interested donations labeled as corporate social responsibility actions.

**Keywords:** strategic philanthropy, profit, corporate social responsibility, altruism, ethical awareness.



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