

POLITEHNICA UNIVERSITY OF TIMISOARA
DEPARTMENT OF COMMUNICATION AND
FOREIGN LANGUAGES

professional communication and translation studies



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**PROFESSIONAL COMMUNICATION
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Foreword

Moto: *When we change the way we communicate, we change society.*
Clay Shirky, *Here Comes Everybody*, 2008

The present volume stems from the international conference 'Professional Communication and Translation Studies' (PCTS) organized uninterruptedly by the Department of Communication and Translation Studies of Politehnica University Timisoara since 2001. The 2025 edition, having as subtitle 'Digital Culture, Communication and Translation Studies', took place on April 3-4 in a hybrid format. The subtitle reflects organizers' interest in keeping pace with societal transformations driven by technological revolution in society, especially the emergence of generative artificial intelligence, which challenges long-standing assumptions about communication and language use in the 21st century.

Marshall McLuhan's words, 'We shape our tools and thereafter our tools shape us' (*Understanding Media: The Extensions of Man*, 1964) seem almost prophetic more than six decades after they were made public. The conference explored how this insight resonates now across communication, linguistics, translation studies and foreign language pedagogy, where networked technologies extend the reach of information while simultaneously reshaping social relations and power, as noted by Manuel Castells (*Communication, power and counter-power in the network society*, 2007). Scientists such as George Steiner (*After Babel*, 1998) or Susan Bassnett (*Translation Studies*, 2013) emphasize that language is inherently interpretative and that translation and interpretation must account for cultural, social and technological contexts. Such perspectives underscore the challenges facing contemporary scholars and educators: technology, interpretation and communication (human-produced or technologically assisted) co-construct knowledge and social interaction.

The conference was a notable success, bringing together 165 participants from 12 countries, fostering prestigious scientific partnerships, attracting for the scientific committee academics, professional associations, doctoral schools and important research centres from Romania, Belgium, Germany and France. Keynote presentations, thematic workshops, roundtable and two-days of paper presentations along the four axes of research, Professional Communication, Linguistics and Communication, Translation Studies and Foreign Language Pedagogy encouraged dialogue and cooperation across disciplinary and cultural boundaries. Traditionally the conference celebrates multilingualism, allowing research to be presented in English, French, German and Romanian languages, and ensuring global exchange through publication in international languages, accompanied by English-language abstracts.

This volume presents the first selection of 31 peer-reviewed papers, submitted to be published in the Proceedings series. Our commitment to facilitate the widest possible international circulation of research is reflected by the fact that 21 of the titles are published in English, 5 in French and 5 in German, illustrating once more the

dynamic and balanced multilingualism that defines PCTS as a well-indexed and circulated publication.

Most of the papers in the current volume explore the profound impact of digital technologies on contemporary practices, educational strategies, linguistic phenomena and translation workflows. The contributions offer nuanced insights into how individuals, institutions and societies negotiate digital transformations. The authors' engagement with these topics underscores the relevance of the conference and the ongoing need for rigorous, interdisciplinary reflection on the role of digital technologies in shaping the humanities and social sciences. The structure of the present volume follows the established thematic organization of the conference, each section offering a multifaceted exploration of its respective field.

The first section, **Professional Communication**, examines the shifting landscapes of communication in professional, institutional and media environments, highlighting how digital platforms and mediated practices influence public discourse. The opening papers investigate the ways in which novelty influences audience perceptions of virtual influencers, a topic situated at the crossroads of marketing, psychology and digital identity. Equally timely is the examination of canonical news values in the context of Gen Z media consumption, a demographic whose relationship to information is profoundly shaped by algorithms and social media ecosystems.

Further contributions analyse the evolving role of peace communication on social networks, illustrating how digital spaces can both facilitate and complicate conflict-related narratives. The theme of social reintegration is explored through a study on the perception of former convicts, demonstrating how television and public media contribute to destigmatization processes. Political communication is addressed in a study on political parties in the United Kingdom, offering insights into the intersection of digital strategies and traditional party politics.

The section also includes investigations into doctor–patient communication, an area in which digitalisation increasingly influences interactional norms, as well as analyses of digital cultural heritage communication on platforms such as Instagram. The final contribution in this section focuses on identity practices among the Romanian diaspora on Facebook, demonstrating how digital platforms foster transnational belonging and collective self-representation. Collectively, these papers reveal how digital environments transform both the content and the dynamics of contemporary communication across professional and public domains.

The second section, **Linguistics and Communication**, shifts the perspective toward the linguistic and pragmatic dimensions of communication, exploring how language evolves and adapts in the age of digital media. The contributions address a broad range of phenomena, beginning with an analysis of educational marketing discourse, where communicative strategies increasingly reflect digital-era expectations regarding clarity, credibility and engagement.

One study presents technical writing as the 'Jungian shadow' of the tech industry, highlighting cultural tensions between innovation and standardisation in technology discourse. Another contribution engages with apocalyptic rhetoric in climate change communication, a theme with direct relevance to contemporary media narratives, policy discussions, and public perceptions of global risk. The section concludes with a linguistic exploration of the royal genre, demonstrating how traditional discursive forms persist yet evolve within modern communicative ecologies. Through these diverse topics, this section underscores how linguistic analysis can illuminate both established and emerging communicative practices in increasingly digitised contexts.

The third section, **Translation Studies**, foregrounds the pivotal role of translation in an era increasingly defined by artificial intelligence, automation and hybrid workflows. The opening paper reflects on the future of AI and its impact on linguistic evolution, raising essential questions about how human and machine-mediated communication may co-evolve. From here, the section moves to an exploration of automatic post-editing and quality assessment in English–Romanian medical translation, highlighting both opportunities and limitations of technologically assisted workflows.

Another contribution addresses the challenges faced by academics relying on machine translation in political science, a domain in which terminological nuance and contextual specificity demand careful human oversight. Literary translation is approached from the perspective of literary pragmatics, offering an analysis of Salman Rushdie's *Midnight's Children* that foregrounds the complex interplay between text, context and interpretive choices.

The section further includes a cognitive and pragmatic study of omission in simultaneous interpreting, providing valuable insights into the mental processes underlying interpreter decision-making. Two German-language contributions analyse the implications of generative AI as a cognitive extension of the translator and offer a comparative examination of leading machine translation systems—DeepL, Google Translate and ChatGPT—within the broader context of digitalisation. Collectively, these papers reveal a field undergoing rapid transformation, one in which human expertise remains essential even as digital tools become increasingly integrated into translation practice.

The fourth and most extensive section, **Foreign Language Pedagogy**, highlights the evolving landscape of language teaching and learning in digitally enriched contexts. It opens with an interdisciplinary exploration of teaching medical English, demonstrating how humanities, art and technology can work together to foster meaningful learning experiences. Studies on the use of film as an instructional tool and on the challenges of teaching English for Psychology underscore the need for pedagogical adaptability in specialised domains.

The development of digital competences among pupils and students is addressed in several contributions, reflecting the growing importance of digital literacy as a core educational objective. Additional papers explore the interplay between technology, translation and language learning, including a semiotic analysis of digital food advertising as a resource for ESP instruction.

The section also examines the challenges faced by learners of Romanian as a foreign language, offering insights relevant to contexts where smaller or less globally dominant languages are taught. Further studies investigate the integration of AI tools in French-language education, the influence of technology on foreign language acquisition in universities, and the role of active listening in medical German courses. The final contributions explore the use of retail environments as a didactic field in German for business faculties and analyse students' multilingual learning experiences during the pandemic—a period that accelerated the adoption of digital tools in unprecedented ways. This section highlights both the opportunities and the pedagogical responsibilities that accompany the integration of digital technologies into language education.

We hope that this brief presentation of the volume motivates readers to engage with the articles, continue the reflection and seek the authors for further dialogue on their interesting research. As editors, we extend our heartfelt thanks to all

contributors, reviewers, conference participants and organisers whose dedication made this volume possible. Their collective efforts reflect a shared commitment to advancing research at the intersection of digital culture, communication and translation. It is our hope that this volume, and the forthcoming 2026 edition will inspire further interdisciplinary dialogue, encourage the continued exploration of digital transformations, and support meaningful collaboration across linguistic and cultural boundaries.

Timișoara, December 2025

The editors

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LIST OF ABSTRACTS IN ENGLISH

LITERARY PRAGMATICS IN ACTION: EXPLORING SALMAN RUSHDIE'S "MIDNIGHT'S CHILDREN"

Adriana Dragomir BARBU

Abstract: 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.

Keywords: pragmatics, cultural context, interpretative choices, literary translation.

ARE CANONICAL NEWS VALUES STILL RELEVANT IN THE SOCIAL MEDIA AGE? AN EXPLORATORY STUDY ON ROMANIAN GEN Z

Adina BAYA

Abstract: The current study explores how Romanian Gen Zers define news values in the age of social media, testing the relevance of canonical frameworks in the context of a changing media ecosystem. As opposed to previous studies that used content analysis to assess news values, the current one employs audience reception methods, specifically focus group discussions with university students enrolled in Communication Science, thus observing how the generation of digital natives perceives newsworthiness. The findings demonstrate a mixture of core journalistic principles – such as impact, relevance, and timeliness – with emerging expectations connected to the digital platform environment, such as visual appeal, emotional resonance, and shareability. Most notably, respondents emphasize credibility, authenticity, and fact-checking, highlighting that misinformation has become a top concern in their media diet. The study points to the exploratory nature of understanding changing definitions of news values and the need to blend legacy media standards and audience-centered characteristics like engagement, interactivity, and accessibility in contemporary journalistic practice.

Keywords: news values, newsworthiness, Gen Z, digital natives, social media, journalism

APOCALYPTIC RHETORIC IN CLIMATE CHANGE COMMUNICATION

Daniel CIUREL

Abstract: 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 rhetoric of ignorance, 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 rhetorical tactics.

Keywords: Apocalyptic rhetoric, Framing, Climate change communication, Rhetoric of ignorance

DEVELOPING DIGITAL COMPETENCES OF PUPILS AND STUDENTS

Monica CONDRUZ-BACESCU

Abstract: 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.

Keywords: digital competences, lifelong learning and training, education system, skills, knowledge

COMMUNICATIVE DIMENSIONS OF EDUCATIONAL MARKETING DISCOURSE: A CONCEPTUAL AND PRAGMATIC EXPLORATION

Irena CIOBANU, Daniel DEJICA

Abstract: This article explores the communicative architecture of educational marketing discourse, focusing on how higher education institutions construct relational proximity, institutional ethos, and audience engagement through strategic language use. Drawing on speech act theory, politeness frameworks, metadiscourse analysis, and multimodal discourse theory, the study examines how universities perform relational work and simulate dialogic exchange in promotional texts. It introduces the concept of promotional interpersonalization to describe the strategic use of conversational tone, inclusive language, and dialogic structures aimed at humanizing institutional voice. The article also considers platform-specific adaptation and the integration of visual-verbal resources in digital environments. By foregrounding the pragmatic and multimodal dimensions of educational marketing, the study proposes a conceptual framework for analyzing promotional discourse as a dynamic act of interaction, persuasion, and identity negotiation.

Keywords: Promotional interpersonalization; educational marketing discourse; speech act theory; multimodal analysis; institutional communication; audience engagement

INTERDISCIPLINARY APPROACHES TO TEACHING MEDICAL ENGLISH: INTEGRATING HUMANITIES, ART, AND TECHNOLOGY

Florentin CRĂINEANU, Daniel DEJICA

Abstract: English for Medical Purposes (EMP) has traditionally emphasized clinical terminology and standardized communication, yet the growing interdisciplinarity of healthcare demands broader pedagogical approaches. This article proposes an exploratory framework for EMP instruction that integrates medical humanities, art-based pedagogy, and technology-enhanced learning. Drawing on models such as Content and Language Integrated Learning (CLIL), Task-Based Learning (TBL), Case-Based Learning (CBL), and Problem-Based Learning (PBL), the study highlights how empathy, ethical reasoning, and intercultural sensitivity can be cultivated alongside linguistic proficiency. While the research remains in progress and its proposals require empirical validation, it contributes to ongoing debates in EMP pedagogy by advocating for a holistic curriculum that prepares learners to communicate effectively, think critically, and engage compassionately in global healthcare contexts. Future directions include empirical testing, corpus-based analysis, and interdisciplinary collaboration to refine and implement the proposed framework.

Keywords: English for Medical Purposes (EMP), Medical humanities, Art-based pedagogy, Educational technology, Interdisciplinary learning, Pedagogical models (CLIL, TBL, CBL, PBL), Research-in-progress, Intercultural competence

MACHINE TRANSLATION IN THE CONTEXT OF DIGITALIZATION: A COMPARATIVE ANALYSIS OF DEEPL, GOOGLE TRANSLATE, AND CHATGPT

Ana-Maria DASCĂLU-ROMIȚAN

Abstract: In recent years, machine translation has made significant advances through the application of artificial intelligence (AI). The present study examines three leading AI-based translation systems DeepL, Google Translate, and ChatGPT regarding their performance, methodological approaches, and practical applicability. In addition to an analysis of the functionality, strengths, and limitations of these systems, an empirical comparison is conducted using a range of case studies. Furthermore, the practical applicability of these translation tools is evaluated through a survey conducted among students in the Translation and Interpreting program at Politehnica University of Timișoara. The findings of this study contribute to a deeper understanding of the current capabilities and limitations of machine translation and provide valuable insights for further research in the field of translation studies as well as for the integration of AI-based translation systems in educational settings.

Keywords: contrastive Artificial Intelligence (AI), Machine Translation, DeepL, Google Translate, ChatGPT, Translation Studies, Politehnica University of Timișoara / Universitatea Politehnica Timișoara.

CHALLENGES OF LEARNING ROMANIAN AS A FOREIGN LANGUAGE

Bogdan Mihai DASCĂLU

Abstract: This paper examines the main difficulties encountered by foreign students when learning Romanian, focusing on the peculiarities of the enclitic definite article, the structure of the verb groups and suffixal verbs, as well as verbs whose root changes during conjugation. In addition, other significant obstacles are addressed, such as vowel and consonant alternations, the irregular plural of nouns, the formation of numerals, and the challenge of determining the aspectual values of verbs. To assess the impact of these difficulties on the process of learning Romanian, the paper includes a case study conducted with a group of foreign students, analysing the teaching strategies employed, the frequency of errors, and the

methods by which these can be effectively corrected. The findings highlight the need for a differentiated pedagogical approach, tailored both to the learners' linguistic profile and to the specific features of the Romanian language, and propose innovative didactic solutions to facilitate the learning process.

Keywords: Romanian as a Foreign Language, grammatical difficulties, teaching methods, contrastive strategy, education

TECHNICAL WRITING AS THE JUNGIAN SHADOW OF THE TECH INDUSTRY

Craig FRAYNE

Abstract: The tech industry thrives on innovation, speed, and disruption, often driven by fragmentation and a division of labour that prioritizes specialized tasks over holistic thinking. Yet technical writing demands reflection 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.

Keywords: documentation, technical writing, Jungian psychology, labour, tech culture, organizational psychology

THE IMPACT OF TECHNOLOGY ON LANGUAGE LEARNING AND TRANSLATION PRACTICES

Karina HAUER, Raul PAȘCALĂU, Gabriel BĂRBULEȚ, Andra URSA

Abstract: 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.

Keywords: language learning, translation, translation practices

ACTIVE LISTENING IN DOCTOR-PATIENT CONVERSATIONS: A COMMUNICATION CHALLENGE FOR MEDICAL STUDENTS LEARNING GERMAN FOR SPECIFIC PURPOSES

Daniela KOHN

Abstract: During medical studies, students develop communicative competencies that help them conduct medical conversations in a patient-centered manner, thereby increasing the satisfaction of both interlocutors in the doctor-patient dialogue and ultimately achieving patient adherence. The techniques of active listening play a significant role in the quality of medical communication and should be promoted more intensively and specifically when conducted in a foreign language. Active listening becomes active engagement, requiring linguistic, sociolinguistic, and pragmatic communication competencies in German within the field of medicine. The analysis of anamnesis interviews conducted by German learning medical students with standardized patients, as well as AI-generated doctor-patient conversations, can reveal specific characteristics in the use of active listening methods. Furthermore, it can provide insights into how the development of communicative competencies in German for Medical Purposes instruction can be refined and enhanced.

Key words: second language acquisition, German for medical purposes, medical communication, active listening, standardized patients, AI.

THE VOICE OF (NON)REASON: GENERATIVE ARTIFICIAL INTELLIGENCE AS AN "EXTENDED MIND" OF THE TRANSLATOR AND ITS CONTRIBUTION TO THEORETICAL TRANSLATION COMPETENCE.

Gabriel KOHN

Abstract: The emergence of generative artificial intelligence (GAI) in translation as a new 'actor' has destabilized the traditional boundaries of automation-resistant areas of translation and the traditional repertoire of translation competences. Against this backdrop, this paper explores the extent to which a

thoughtful prompting practice can not only generate valid translations but also yield didactic benefits in translation training. A concrete translation scenario will illustrate that a creative engagement with GAI can involve theoretical knowledge as an integral part of translational competence. In this context, the AI system is involved not as a merely digital tool. Rather the technology should be understood as participating of the extended mind of the translating subject.

Keywords: generative artificial intelligence (GAI), extended mind, AI extender, translation competence, translation training, translation theory.

FROM STANDARDS TO HYBRID WORKFLOWS: AUTOMATIC POST-EDITING AND TRANSLATION QUALITY ASSESSMENT FOR ENGLISH-ROMANIAN MEDICAL TEXTS

Zoltan KOVACS, Daniel DEJICA

Abstract: Medical translation in high-risk domains such as healthcare requires workflows that combine efficiency with rigorous quality assurance. This article proposes a hybrid model integrating Automatic Post-Editing (APE) and Translation Quality Assessment (TQA) to improve English-Romanian medical translations. Building on ISO 18587 and error taxonomies such as Multidimensional Quality Metrics (MQM) and Dynamic Quality Framework (DQF), the framework introduces APE as an intermediate error-reduction layer and hybrid TQA combining human annotation with automated quality estimation. The study proposes an eight-stage workflow aligned with international standards and tailored to risk-sensitive genres like patient information leaflets and discharge summaries. In addition, a theoretical pilot protocol is presented to validate the workflow and evaluate accuracy, fluency, and efficiency across three translation pipelines: human translation, Neural Machine Translation (NMT) with post-editing, and NMT with APE plus post-editing. By bridging academic research and professional practice, this contribution advances a standards-driven, implementable approach for technology-mediated medical translation, addressing Romanian-specific gaps in resources, training, and workflow design.

Keywords: medical translation; automatic post-editing; ISO 18587; translation quality assessment; neural machine translation.

A COGNITIVE AND PRAGMATIC APPROACH TO OMISSION IN SIMULTANEOUS INTERPRETING - A CASE STUDY

Andrea KRISTON

Abstract: Simultaneous interpreting is a complex process. It is common for an interpreter to encounter several problems during a conference: fatigue, poor working conditions, lack of materials provided in advance, or failures in form and content. Omissions belong to these failures and can seriously affect comprehension. Our study debuts with a theoretical background on cognitive, pragmatic, and contextual theories of omissions. In order to check these theories, we conducted a study on some students majoring in Translation-Interpreting at the Faculty of Communication Sciences, Politehnica University Timișoara whose task was to perform a short simultaneous interpreting. The article aims to analyze the types of omissions encountered and their consequences on comprehension.

Keywords: simultaneous interpreting, omission, cognitive approach, pragmatic approach, context.

RETAIL AS A DIDACTIC LEARNING FIELD – PRACTICE-ORIENTED APPROACHES FOR TEACHING GERMAN IN ECONOMICS FACULTIES

Patrick LAVRITZ, Anca MAGHETIU

Abstract: Retail plays a central role not only as a major economic sector, but also offers numerous opportunities to promote language and communication skills among students in faculties of economics. Especially in German language teaching for business students, retail serves as a practice-oriented didactic learning field in which subject-specific language, intercultural, and communicative competencies can be effectively developed. This article presents practice-oriented approaches that use retail as a context-based learning environment for German teaching. By combining subject-specific content, authentic language use, and realistic task formats, the students' language performance and communicative competence are strengthened. Moreover, their motivation increases, as the learning content directly relates to their future professional practice.

Keywords: retail, subject-specific language competence, practice-oriented didactics, task-based language learning, instructional formats in language education

HOW NOVELTY SHAPES AUDIENCE PERCEPTIONS OF VIRTUAL INFLUENCERS: EVIDENCE FROM A LIMITED-EXPOSURE MARKET

Paul-Valentin LUNG

Abstract: The rapid progress of artificial intelligence enables the creation of virtual influencers, AI-generated anthropomorphic or animated characters, in social media. Tools such as MidJourney create highly realistic

images and raise questions about the distinction between real and AI-generated people in the digital space. This study examines the acceptance of virtual influencers among young people in Romania, with a focus on a male Romanian virtual influencer. For this purpose, two focus groups were conducted, each with ten social media-savvy young adults. Before the discussion, the participants followed the Instagram account of a Romanian AI-generated influencer for a week. The discussions showed that novelty in particular, a key concept for evaluating technological developments, influences perception and acceptance. Persuasive knowledge, source credibility, congruence and the Uncanny Valley effect also played a role in the evaluation of the virtual influencer.

Keywords: Generative Artificial Intelligence, Virtual Influencer, Social Media, Novelty, Focus Group

THE ROLE OF TELEVISION IN THE DESTIGMATIZATION OF FORMER CONVICTS: THE PERCEPTIONS OF INMATES FROM TIMIȘOARA PENITENTIARY

Diana-Maria MIHAI

Abstract: This study analyzes the impact of television on the destigmatization process of former convicts, based on inmates' perceptions of how mass media can influence their social reintegration. The research is grounded in a semi-structured interview guide consisting of 10 questions, applied to a sample of 20 inmates from Timișoara Penitentiary, selected based on their prior participation in televised interviews or their viewing of programs addressing issues faced by former convicts. The findings suggest that the media can play a positive role in changing public perception, but the effectiveness of this process depends on the authenticity of the stories presented and the actual support from the community and employers.

Keywords: destigmatization, social reintegration, former convicts, television, public opinion

DECODING DIGITAL FOOD ADVERTISEMENTS: A SEMIOTIC APPROACH TO ENHANCING ENGLISH PROFICIENCY IN FOOD ENGINEERING

Roxana MIHALACHE

Abstract: 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.

Keywords: food advertisements; English proficiency; language learning; cultural awareness; consumer perception

TRANSLATING THE FUTURE OF AI AND THE EVOLUTION OF LANGUAGE

Andrei MOHANU

Abstract: The rapid pace of technological progress continues to reshape communication, the humanities and the language industry. This paper analyses 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 analysing 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.

Keywords: AI, Language, Humanity, Evolution, Digital Humanities

POLITICAL PARTIES IN THE UNITED KINGDOM

Klajdi MONE

Abstract: 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.

Keywords: political parties, rights, Great Britain, law.

DOCTOR–PATIENT COMMUNICATION: STUDENTS’ PERCEPTIONS OF THE THERAPEUTIC RELATIONSHIP

Diana Elena MOTRUNĂ, Loredana-Gabriela STANA, Ionela-Andreea STOICOV, Laurențiu-Gabriel ȚÎRU, Vasile GHERHEȘ,

Abstract: The present study explores medical students’ perceptions of communication barriers between doctors and patients, with a particular focus on how these barriers influence patient behaviour and, consequently, the quality of medical care. The research was conducted on a convenience sample of 411 students from the “Victor Babeș” University of Medicine and Pharmacy in Timișoara. Data analysis reveals that the communication barriers commonly identified in the literature are directly reflected in patient behaviour: over 82% of respondents highlighted limited health literacy as a major obstacle to correctly understanding diagnoses and prescribed treatments, while 76.8% reported non-adherence to medical recommendations. Moreover, 68% of respondents indicated that patients tend to avoid follow-up consultations, and 67.6% believe that patients frequently seek non-medical alternatives, such as online information or unvalidated treatments, which may exacerbate confusion and dissatisfaction with professional advice. Additionally, 63% highlighted patient anxiety and fear related to diagnosis as major obstacles impacting the doctor–patient relationship. Overall, the findings underline the need to strengthen communication skills within medical education, reinforcing the critical importance of clarity, empathy, and collaboration in fostering effective therapeutic relationships and improving clinical outcomes.

Keywords: medical students, healthcare professionals, patients, doctor–patient communication, perceptions, communication barriers, healthcare system.

CHALLENGES IN TRANSLATION AND CONTEXTUALIZATION WHEN TEACHING ENGLISH FOR PSYCHOLOGY TO ROMANIAN STUDENTS

Tania PETCOVICI, Silvia Laura PASCU

Abstract: 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 challenges pertain to the selection of appropriate instructional materials, the incorporation of authentic texts, the students’ ability to accurately identify and translate specialized terminology, and the critical support provided by the teachers throughout this process.

Key words: contextualisation, false cognates, terminology equivalents

THE IMPACT OF TECHNOLOGY ON FOREIGN LANGUAGE LEARNING IN UNIVERSITIES: TRENDS AND BEST PRACTICES

Raul PAȘCALĂU, Laura ȘMULEAC, Speranța MILANCOVICI

Abstract : The acquisition of foreign languages at university, its technological impact and the role of new tools. We are interested in current trends, best practices also, thanks to a methodology combining qualitative and quantitative. Surveys, interviews, case studies with students and teachers, everything goes through. The results? Technological integration promotes more interactive, more personalized learning, increasing students’ motivation, their ability to engage with the language. Digital tools, applications, online platforms, enhance collaboration between peers, facilitate access to various resources: autonomous learning is possible. The importance of these findings is clear, not only in language education but also in the health sector, where language proficiency is essential for quality intercultural communication. Universities should therefore, according to this research, adopt innovative technological strategies to optimize language teaching and better prepare future professionals for a globalized world. In addition, a redefinition of academic curricula would be beneficial, considering the evolution of technological tools, for more effective and relevant teaching in the face of contemporary challenges; generally speaking.

Keywords: foreign languages, technology, education, students, trends.

AI IN FLE TEACHING: ANALYSIS OF THE INTERACTIVE PLATFORM APOLEARN

Mihaela POPESCU

Abstract: Artificial intelligence (AI) is progressively transforming the teaching of French as a foreign language (FLE) by providing interactive and personalized tools for both learners and teachers. The Apolearn platform, which specializes in both face-to-face and online learning, also integrates AI-based technologies to

optimize the educational experience. This article analyzes the learning path and content generated using AI for a group of A2-level students (CEFR). The study shows that the AI tool enables the creation of a customized learning pathway, promoting learner autonomy and engagement. Furthermore, the AI integrated into the Apolearn platform fosters and strengthens communication and language practice. However, certain limitations remain, notably the need for human guidance and supervision to ensure a balanced and effective pedagogical approach that respects the educational environment and the sociocultural specificities of the learner group.

Keywords: Apolearn, AI, learning pathway, generated content.

FOREIGN LANGUAGE LEARNING AND MULTILINGUALISM: STUDENTS' EXPERIENCES REGARDING FOREIGN LANGUAGE TEACHING DURING THE PANDEMIC

Simona OLARU POSIAR

Abstract: Therapeutic writing refers to a form of communication that is specifically designed to produce therapeutic effects. In this article, I refer to the volumes *Soul and Perspectives. Confessions of Young Doctors: A Therapeutic Journal* (2 volumes), the result of a four-year project involving 500 medical students. The carefully documented contributions of the students at the Victor Babes University of Medicine and Pharmacy in Timisoara were initially created on a digital platform and quickly developed into an important tool for therapeutic practice. At the same time, they opened up a space for intensive exchange between students of different ages, with different cultural backgrounds and individual experiences, all of whom are connected by a common foundation: a passion for medicine and the importance of communication. Another focus of the contribution is devoted to the role of multilingualism and foreign language teaching. The two volumes were written in German, English and Romanian and illustrate the relevance of multilingualism in today's digitalised everyday life. At the same time, they highlight how learning foreign languages not only builds cultural bridges, but also enriches the personal and professional development of students in the long term.

Keywords: soul, empathy, perspectives, diversity, originality.

ACADEMICS LOST IN MACHINE TRANSLATION: ON POLITICAL SCIENCE TEXTS

Alina RĂDOI

Abstract: Being under the constant threat of "publish (in English!) or perish", academics use public machine translation systems in order 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. Translators, MT systems developers and academics alike can profit from these findings by understanding what kind of errors to expect – and eventually –, correct and eliminate when automatically translating academic texts from Romanian into English.

Keywords: academic texts, error annotation, error classification, error typology, neural machine translation, translation assessment, translation quality assessment, Romanian

WAR, PEACE AND SOCIAL NETWORKS. EXPLORING THE ROLE OF PEACE COMMUNICATION IN NEW MEDIA

Alexandru-Claudiu RĂȚĂ, Simona BADER

Abstract: Public relations in conflict resolution is nothing new. From old and informal methods of mediation and information organization aimed at generating a desire for peace among the public, to the formal functions of today's government institutions, public relations have been consistently designated and responsible for developing and implementing strategies and policies for public intervention in situations of conflict or potential conflict. The evolution of social media has not only revolutionized but also decisively influenced the way we communicate, interact, and react. Social media platforms have created new opportunities for connection and communication across geographical boundaries and cultural barriers. In the context of peacebuilding and conflict resolution, these tools have opened up new opportunities for dialogue, collaboration, and engagement between individuals, communities, and organizations. In this article, we seek to explore the impact of social media on communication for peace through a quantitative analysis of online material published between September 2023 and November 2024 on the official social media channels of the United Nations.

Keywords: communication, peace studies, social media, public relations, United Nations

IDENTITY PRACTICES OF THE ROMANIAN DIASPORA ONLINE. AN ANALYSIS OF FACEBOOK GROUPS

Alina Elena ROMASCU, Lavinia SUCIU

Abstract: This study proposes an analysis of the representations of the cultural practices of the Romanian diaspora. In this context, we question to what extent the cultural identity of the Romanian diaspora is preserved and in what way the cultural identity of the Romanian diaspora has been influenced by the host country. In methodological terms, our study proposes an analysis of an online corpus consisting of posts collected on Facebook during the last 12 months. We will implement a quantitative methodology that will focus on a semiopragmatic analysis as well as a content analysis to identify the representations of the cultural practices of the Romanian diaspora.

Keywords: diaspora, diasporic communities, social networks, identities.

TOWARDS A DEFINITION OF THE ROYAL GENRE. A LINGUISTIC PERSPECTIVE

Marina-Cristiana ROTARU

Abstract: 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, messages or broadcasts which represent specific communicative events characterised by particular functions and communicative purposes. Furthermore, they are structured and characterized by specific wording. The key role which these types of texts perform is to support the monarch in fulfilling public duties and responsibilities within the framework established by the Constitution, which imposes certain limitations regarding what and how monarchs are allowed to communicate.

Keywords: genre, royal genre, archive, push forces, pull forces, creative practice, practical consciousness.

CULTURAL HERITAGE AND PUBLIC INSTITUTIONS: THE CASE OF THE REGIONAL AUTHORITY OF CORSICA'S COMMUNICATION ON INSTAGRAM

Elia VALLECALLE

Abstract : Heritage and culture are key elements of Corsican identity, closely intertwined with the island's political communication over the past twenty years. Yet, heritage remains underrepresented in the discourse of the « Collectivité de Corse » —the island's central institutional authority—particularly on digital media platforms such as blogs, websites, social networks, and mobile applications. One of the main reasons for this shortcoming lies in a lack of understanding of the specific challenges related to heritage communication. This paper aims to explore the discourses disseminated by the « Collectivité de Corse » on Instagram—its primary social media platform—and to identify digital tools and devices that could restore heritage to a central place within the communication strategies of public institutions in Corsica.

Keywords : Mediation, Valorization, Heritage, Public Institutions, Collectivité de Corse, Social Media

FILMS, ACADEMIC SUPPORT FOR LANGUAGE LEARNING

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Abstract: The world of movie offers a more authentic approach to communication than traditional learning materials. The movies are a rich source of everyday expressions that can be used in the student/student environment; and they can also increase motivation to complete a task by making the flow of the lesson more engaging and enjoyable, thus generating more meaningful and communicative participation. According to an article published by the journal *Theory and Practice in Language Studies*, students who explore movies are more motivated, which enhances their learning in four aspects: language skills, authenticity, autonomous learning, and culture. Participants in the study demonstrated significant gains in fluency, pronunciation and vocabulary, including improvements in their writing skills through the use of subtitles (Albiladi and Abdeen, 2018). Thus, films are an authentic representation of how a language is used in real life, because they show language as it is spoken in everyday situations.

Keywords: traditional learning, movie, motivation, authenticity, culture



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