

POLITEHNICA UNIVERSITY OF TIMIȘOARA
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

***PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES***

INTERNATIONAL CONFERENCE
11TH EDITION

***LANGUAGE AND COMMUNICATION IN
THE DIGITAL ERA: CHALLENGES FOR
RESEARCHERS, TEACHERS AND PRACTITIONERS***

CONFERENCE PROGRAMME and BOOK OF ABSTRACTS

4-5 APRIL 2019
TIMIȘOARA, ROMANIA

Overall conference coordination: Daniel Dejica
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Chair of the Organizing committee: Vasile Gherheș

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Organized by:

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

Scientific partners:

AOSR

Academy of Romanian Scientists

ESSE

The European Society for the Study of English

RSEAS

The Romanian Society for English and American Studies

RSAA

The Romanian Studies Association of America

CERM

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

Doctoral School of Humanities,

West University of Timișoara, Romania

ISTTRAROM

Translationes Research Center in Translation and the History of Romanian
Translation

"Titu Maiorescu" Institute of Banat Studies,

Romanian Academy, Timișoara Branch

Research Centre for Specialized Translation and Intercultural Communication,
Technical University of Civil Engineering Bucharest

CONFERENCE PROGRAMME

April 4, 2019

08.00 – 09.00

Welcome and Registration

09.00 – 09.30

Official Opening

Viorel-Aurel Șerban, Rector, Politehnica University of Timișoara

Petru Andea, Secretary of State, Ministry of National Education, Romania

Titela Vîlceanu, President, Romanian Society for English and American Studies

Daniel Dejica, Dean, Faculty of Communication Sciences, Politehnica University of Timișoara

09.30 – 12.00

Keynote Presentations

12.00 – 14.00

Lunch Break

14.00 – 16.00

Paper Presentations

16.00 – 16.30

Coffee Break

16.30 – 19.00

Paper Presentations

20.00

Cocktail

April 5, 2019

08.30 – 10.30

Paper Presentations

10.30 – 10.45

Coffee Break

10.45 – 12.30

Paper Presentations

12.30 – 12.45

Coffee Break

12.45 – 13.45

Round Table

14.00

Closing of the Conference

CONFERENCE VENUE

Politehnica University of Timișoara

Central Library <https://library.upt.ro/>

Bulevardul Vasile Pârvan Nr. 2

CONFERENCE ROOMS

Multimedia Room 1 (MR1) – ground floor

Amphitheatre K1 (AK1) – first floor

Amphitheatre K2 (AK2) – first floor

Multimedia Room 2 (MR2) – fourth floor

IT Room (ITR) – fourth floor

CONFERENCE PROGRAMME

April 4, 2019

Keynote presentations

09.30 - 12.00, Amphiteatre K1

*De la tablă la tabletă: digitalizarea
învățământului românesc*

Petru Andea – Ministry of National Education, Academy of
Romanian Scientists

Translation as a translanguaging

Titela Vilceanu, University of Craiova, Romania

*Hyper-numérisation, tradprétation et études
interlinguistiques*

Sam Safar, University of Mons, Belgium

Diamesic Translation

Carlo Eugeni, Scuola Superiore per Mediatori Linguistici di Pisa,
Italy

Intercultural and Technological Mediation

Najwa Hamaoui, University of Mons, Belgium

April 5, 2019

Workshops

*TV live subtitling: Theoretical, technological and
professional aspects*, 08.30-09.30, IT Room

Carlo Eugeni, Scuola Superiore per Mediatori Linguistici di Pisa,
Italy

*Neural Machine Translation – Errors – Post-
Editing*, 10.45-11.45, IT Room

Gyde Hansen, Copenhagen Business School

Round table

Research Priorities and Trends in Translation Studies

12.45-13.45, Multimedia Room 1

Daniel Dejica, Carmen Ardelean, Carlo Eugeni, Gyde Hansen, Najwa
Hamaoui, Roberto Martinez, Loredana Pungă, Sam Safar, Titela
Vilceanu

CONFERENCE PROGRAMME

April 4, 2019

14.00-16.00

Paper presentations

Politehnica University of Timișoara
Central Library <https://library.upt.ro/>
Bulevardul Vasile Pârvan Nr. 2

Rooms

Multimedia Room 1 (MR1) – ground floor

Amphiteatre K1 (AK1) – first floor

Amphiteatre K2 (AK2) – first floor

Multimedia Room 2 (MR2) – fourth floor

Communication and Public Relations	Translation Studies	Foreign Language Teaching	Translation Studies
Time: 14.00-16.00 Room: AK1 Moderators: Vasile Gherheș Mariana Cernicova	Time: 14.00-16.00 Room: AK2 Moderator: Titela Vilceanu Dana Percec	Time: 14.00-16.00 Room: MR1 Moderator: Luiza Caraiwan Andrijana Đordan	Time: 14.00-16.00 Room: MR2 Moderator: Gyde Hansen Karla Lupșan
(Self)entitlement, domination, unbalanced selection of values in communication Felix Nicolau	AI in Translation: Friend or Foe? Carmen Ardelean	The Difficulties of Teaching English through Literature in the Israeli EFL Classroom Amira Asadi	Ist das zum Lachen?!? Der Einsatz von Humor als Strategie in Werbeanzeigen Veronica Cămpian
Journalism in the Fake News Era: Challenges for Students and Educator Adina Baya	Access tomorrow: online translation environments Diana Oțăt	Collaborative Learning Strategies for Blended Business English Courses Luiza Caraiwan	Ähnlichkeiten und Unterschiede in der Ausbildung von Übersetzern und Sprachlehrer Ioana Andrea Diaconu
Communication skills for team leaders in job advertisements. A Romanian experience Mariana Cernicova	A helping tool or tricky deceiver – Google Translate applicability in specialised translation Edyta Żrałka	Computer Orientated Language Learning Environment as a means of developing students' communicative mobility Natalia Fominykh	Didaktische Vorschläge zur Entwicklung der kooperativen und der kollaborativen Arbeitsweise im Übersetzungsunterricht Karla Lupșan
Learning in the digital era. Digital citizens Monica Condruz-Băcescu	Training legal translators in digital environments: UNAM's online legal translation certificate Ioana Cornea	Going Digital: Flipping the Foreign Language Classroom Andrijana Đordan	Einblicke in die Übersetzung der Bildungssprache: Rumänisch-Deutsch Anca Dejița-Carțiș
Romanian online media heading towards a fight paradigm: a qualitative analysis Simona Bader, Corina Sirb	Murder in the letterhead. A translator's perspective on the titles of Agatha Christie's detective stories Dana Percec, Loredana Pungă	Speaking about SPOC: Can a Small Private Online Course (SPOC) Be a Viable Solution for Teaching English? Ramona Bran	Mehrsprachigkeit, Kommunikation und Translation – 25 Jahre Kommunikations- und Translationswissenschaften an der Politehnica Universität Temeswar Ana-Maria Descălu-Romițan
Financial Reporting Disclosure. A Focus on The Interpretation of Ifrs Qualitative Criteria Giordano Walter	Lexical and terminological aspects of IMO SMCP (2001) translation Ioana Raluca Vișan	Integrating the Social Context and Learning Ecologies of Digital Natives in EFL Teaching Approaches Elena Mestereagă	„Virtuelle“ oder „face to face“ Kommunikation, welche spielt den Entscheidungsfaktor in der Beziehung Lehrer/Student Dana Maria Grosseck
Media Advocacy: Online Petitions as Spaces of Citizens' Claim-Making Irina Diana Mădroane	Touring the translation of the advertising discourse Olenka Maria Mănescu		Neuronale Maschinenübersetzung – und was nun? Gyde Hansen

CONFERENCE PROGRAMME

April 4, 2019

16.30-19.00

Paper presentations

Communication and Public Relations	Translation Studies	Language and Communication	Translation and Foreign Language Teaching
Time: 16.30-19.00 Room: AK1 Moderators: Felix Nicolau Lia Lucia Epure	Time: 16.30-19.00 Room: AK2 Moderators: Carmen Ardelean Roberto Martinez	Time: 16.30-19.00 Room: MR1 Moderators: Simona Şimon Đorđe Božović	Time: 16.30-19.00 Room: MR2 Moderators: Patrick Lavrits Bogdan Dascălu
Meaning and Ignorance. How New Technologies in Communication Hinder the Very Communication They are Supposed to Promote Andrei Alexandru Achim	Translating Economic Colour Idioms as a Way of Developing Cross-Cultural Economic Discourse Marina-Cristiana Rotaru	Post-colonialism Discourse: Functionality of Rhetorical Devices in Ngugi wa Thiong'o's <i>I will Marry When I Want</i> Lutfi Abbas	Deutsch lernen mit Kinderliteratur Sabina Homăna Kommunikative Sprachkompetenzen im DaF-Unterricht Anca Dejica-Carţiş
The Need of a Professional Public Communication. Romanian Politics and the Failure of Public Communication. Lia Lucia Epure	The Influence of Imagery in the Translation of Children's Literature: A Postmodern Picture Book Roberto Martinez	The emergence of grammar and meaning in intertextual and interlinguistic practice Đorđe Božović, Borko Kovačević	Zur Sprach- und Kulturvermittlung durch interkulturelle Begegnungen anhand von <i>face-to-face contacts, ethnography</i> , Tandem lernen, netz- und mediengestützten Lehr- und Lernprozessen und kultursensibilisierenden Methoden Andreea Ruthner
Culture Jamming> Perspectives by Incongruity and Polemical Intertextuality Daniel-Liviu Ciurel	Play vs. Screen: An Analysis of Shakespeare's Language in Transmediation Alexandra Ştefania Ţiulescu	The non-verbal communication, a study on engineering students Andreea-Romana Ban	Gute Gründe, um Deutsch zu lernen – zur Motivation der BWL- und VWL-Studierenden an der West-Universität Temeswar für den Fremdsprachenunterricht Anca Magheţiu
The Effect of the Teachers' Training Model "Academy- Class" on the Teacher Students' Professional Development from Students' Perspectives Nabil Assadi	Translating English metaphorical terminology used in economic/financial press articles into Romanian Daniela Dălălău	Preserving and saving Quichua language with software. The value of indigenous laboratory of Quichua-Spanish language in San Lucas (Ecuador) Silvia-Maria Chireac, Anna Devís Arbona	Das Projekt Dhoch3 Sabina De Carlo Leistung vs. Status in der rumänischen und in der deutschen Werbung Patrick Lavrits
Changing Depictions of Eschatological Themes in the Islamic State Magazines Dabiq and Rumiyyah Mihai Murariu	Terminological Challenges in the Field of PR? Andreea Pele	From verbs to discourse: The causality implicit in verbs Sabina Homăna	Im virtuellen Sprechzimmer. Die interaktive Online-Kommunikation im DaF-Unterricht, Fachsprache Medizin Daniela Kohn
Glocalization practices of supermarket chains. Case study: food retailers in Romania Adina Palea	Metaphor Translatability, Untranslatability and In-Betweens Verona-Elena Ciocioi	A new era in language learning Maria Larisa Nechita	Sprache und Gesellschaft. Interkulturelle Kompetenz und gesellschaftliche Dynamik Ruxandra Buglea
Rationality in the Technological Eden Adrian-Florin Busu			

CONFERENCE PROGRAMME

April 5, 2019

08.30-10.30

Paper presentations

Politehnica University of Timișoara
Central Library <https://library.upt.ro/>
Bulevardul Vasile Pârvan Nr. 2

Rooms

Multimedia Room 1 (MR1) – ground floor
Amphitheatre K1 (AK1) – first floor
Amphitheatre K2 (AK2) – first floor
Multimedia Room 2 (MR2) – fourth floor

Communication and Public Relations	Translation Studies	Linguistics	Translation, Communication and Foreign Language Teaching
Time: 08.30-10.30 Room: AK1 Moderators: Lavinia Suci Ileana Rotaru	Time: 08.30-09.30 Moderator: Daniel Deji	Time: 08.30-10.30 Room: MR1 Moderator: Sorin Ciutacu Annamaria Kilyeni	Time: 08.30-10.30 Room: AK2 Moderator: Mariana Pitar Maja Đukanović
Mapping the cultural and literary relations of Romania and China during 1948-1989 Iulia Elena Giță	<p style="text-align: center;">Workshop</p> <p style="text-align: center;"><i>TV live subtitling: Theoretical, technological and professional aspects</i></p> <p style="text-align: center;">Carlo Eugeni</p> <p style="text-align: center;">IT Room, 4th floor</p>	Methods of communicating severe weather alerts Vlad Mărăzan	Etat des lieux des langues en Algérie Lilya Achouri Le rôle du film dans l'enseignement des langues étrangères Maja Đukanović, Vesna Polovina
Media Literacy as 21st century Key Competence: A case of Romania and South Korea Kim Jinhee, Ileana Rotaru		Legal language and technology: enhancing the delivery of linguistic messages? Isabella-Alice Matieș-Verbuncu	La traduction publicitaire à l'ère du digital : du transcodage linguistique à la transcréation Luciana Penteliuc-Cotoșman
Cultural Heritage in the Digital Ecosystem: Matera, 2019 European Capital of Culture Section Maria Cristina Paganoni		Translation as a communicative activity in teaching technical English Andreea-Romana Ban	Les phraséologies dans la formation des traducteurs: types et traitement Mariana Pitar
Digital Fiction and Reading Cartographers of Urbanity Tijana Parezanović		Legal English as plain language? Maria Georgiana Stoenică	Exposition de soi par l'écriture dans le contexte du voyeurisme des médias Corina Ozon
Approaches to hate speech in cyberspace. A metadiscursive analysis Suci Lavinia, Mocofan Muguraș		False Cognates. Friends or Fiends? Sorin Ciutacu	Stratégies efficaces pour bien interpréter les expressions formelles Maria Larisa Nechita
Employer-branding in HR Recruitment practices Florentina-Mihaela Bărbulescu		Molecular Gastronomy: A Terminology Approach Annamaria Kilyeni	Quelques difficultés de traduction des termes de l'éducation du roumain en français Andrea Kriston
			Le numérique dans les méthodes d'enseignement / apprentissage du FLP Mihaela Popescu

CONFERENCE PROGRAMME

April 5, 2019

10.45-12.30

Communication and Public Relations	Translation Studies	Communication and Public Relations	Translation and Foreign Language Teaching
Time: 10.45-12.30 Room: AK1 Moderators: Sorin Suciu Liliana Cismariu	Time: 10.45-11.45 Moderator: Daniel Dejica	Time: 10.45-12.30 Room: MR1 Moderators: Cosmin Băiaș Daniela Gheltofán	Time: 10.45-12.30 Room: AK2 Moderator: Andrea Kriston Claudia Stoian
Etica altruistă și spiritul capitalismului Sorin Suciu	<p style="text-align: center;">Workshop</p> <p style="text-align: center;">Neural Machine Translation – Errors – Post-Editing</p> <p style="text-align: center;">Gyde Hansen</p> <p style="text-align: center;">IT Room, 4th floor</p>	Problema evaluării în criticismul retoric Cosmin Băiaș	On the emotional involvement of the interpreter Ioana Andrea Diaconu
Comunicarea prin intermediul imaginii fotografice Sorin Suciu		Gândirea critică, activismul și etica aplicată Cosmin Băiaș	The Language of Education in the Digital Era Claudia Stoian, Simona Șimon
Imagina unei organizații financiare – banca OTP România Ioana Vid		Câteva observații despre antonimia stilistico-discursivă Daniela Gheltofán	What does it take to be a conference interpreter: school and/or practice? Andrea Kriston
Importanța comunicării într-o epocă a noncomunicării Bogdan Dascălu-Romitan		Discursul publicitar online – o upgradare a discursului publicitar tradițional Melinda Izabela Achim	What Makes A Good Translator? A Focus on the Intercultural Dimension of the Translation Courses Mihaela Cozma
Social media între beneficii și constrângeri Liliana Cismariu, Vasile Gherheș		Emoția - factor mobilizator pentru asigurarea interactivității Anamaria Filimon-Benea	Perspectives on Teaching Interpreting and Translation in the Digital Era Simona Șimon, Claudia Stoian
Locul meu de muncă ideal Liliana Cismariu, Ioan Hosu		Demonstrațiile de luni seara din Estul Germaniei Miroslav-Adrian Stanici	
Revigorarea culturii tradiționale în condițiile erei digitale – Studiu de caz, „Festivalul Lada cu zestre” Adela Popa Marincu		Predarea ca sursă a învățării în Universitatea Politehnica Timișoara – Studiu de caz Liliana Luminița Todorescu, Gabriel Mugurel Dragomir, Anca Greulescu	Problems that Israeli Elementary Teachers Face when Teaching the Required Vocabulary List Underlined in the Revised Israeli English Curriculum Amalia Na’ma
Aspecte economice din viața comunității de rromi. Studiu de caz : Timișoara și Cluj Napoca Marius Imre Parno, Marius Vasiliuță Ștefănescu		Comunicarea evaluării în actul didactic ca parte a unui proces didactic sustenabil Gabriel Mugurel Dragomir, Liliana Luminița Todorescu	Teaching English to Naval Architecture in Romania Anca Trișcă Ionescu

Round table: *Research Priorities and Trends in Translation Studies*

12.45-13.45, Multimedia Room 1

Daniel Dejica, Carmen Ardelean, Carlo Eugeni, Gyde Hansen, Najwa Hamaoui, Roberto Martinez, Loredana Pungă, Sam Safar, Titela Vilceanu

ABSTRACTS

KEYNOTE PRESENTATIONS

Petru Andea – Ministry of National Education, Academy of Romanian Scientists

De la tablă la tabletă: digitalizarea învățământului românesc

Intrarea în era digitală a adus după sine schimbări profunde la nivel structural în toate sferile activității umane. Fenomenul educațional nu face excepție, concepte precum e-learning, competențe digitale, platforme de învățare făcându-și, temeinic, loc în discursul despre cerințele educației, dar și în practica educațională. Școala românească se înscrie în tendințele europene de tranziție la educația 4.0 și pregătire a tinerei generații pentru cerințele economiei colaborative. Potrivit statisticilor europene, suntem pe locul al II-lea în UE ca viteză a internetului, iar elevii români sunt pe locul al V-lea în UE din punct de vedere al dorinței de a folosi tehnologia la școală și în actul de predare, arătându-se interesați să utilizeze dispozitivele inteligente și internet nu doar pentru muzică, jocuri și socializare, ci și pentru învățare. În contextul priorităților României, aflată la președinția Consiliului Uniunii Europene, în domeniul educației pe primul loc se află digitalizarea învățământului, introducerea tablelor interactive și tabletelor în școli, dar și pregătirea resursei umane care să facă față provocărilor educației digitale. Lucrarea prezintă principalele tendințe în domeniul politicilor educaționale din România, evidențiind provocările trecerii de la tabla cu cretă la dispozitivele „inteligente” pentru predare și învățare.

Carlo Eugeni – Scuola Superiore per Mediatori Linguistici di Pisa, Italy

Diamesic Translation

Diamesic Translation is the translation of a text, in its broadest sense, from a communicative channel to another (Gottlieb 2007). More specifically, a text varies diamesically when it moves from the spoken to the written language or vice versa (Mioni 1983). In the world of job in general and in particular in the research fields of Translation Studies and Applied Linguistics, Diamesic Translation encompasses various forms like subtitling (pre-recorded and live), reporting (parliamentary and court), transcription (phonetic and phonological), conference proceedings, etc. (Orletti 2017). In this speech, an overview of Diamesic Translation will be proposed and some of the most cutting-edge research and professional trends will be illustrated, with a particular focus on TV live subtitling, parliamentary reporting, interlingual live subtitling, and easy-to-read subtitling.

Najwa Hamaoui – University of Mons, Belgium

Intercultural and Technological Mediation

The project of using Eye tracking in research on training intercultural and interlinguistic mediators will be realised through the synergy of different partners belonging both to academic and professional world ensuring that the final profile meets multiple market needs and the curriculum will be designed to train future experts in an efficient and of high-quality learning. Besides affecting directly higher education as well as trainees interested in Mediation and technology, the market will be a kind of training which will have a strong long-term impact on a wide spectrum of potential beneficiaries of the mediation sessions produced by the new professionals. We have to include all the target public like the blind and visually impaired, the deaf and the hard of hearing (HOH), the migrants, the refugees and more in general a wide array of persons with disabilities, with age related disabilities and with specific needs. Based on the results attained previously, our training based on the research with Eye tracking marks an important step forward in this field. The aim is to create free-access for all, based on research in this particular domain and to invent didactic materials with new applications to be able to offer a modular service for the mentioned audience. In this training, we aim a professional profile figured with a key role in the field of media accessibility and information. Using Eye-tracking in research on oral interlinguistic mediation as a tool for communication will foster the research on

information and communication. A study of the eye movement would signify that the mediator who is charged of producing an intercultural mediation as for example a verbal description of a film or a piece of theatre for the blind community will choose to audio describe the pertinent information. These descriptions are considered as a form of digital mediation as to use the visual features of a work of art or an audiovisual product in an objective way, the eye movement will help in choosing the most important scenes to be described.

Sam Safar – University of Mons, Belgium

Hyper-numérisation, tradprétation et études interlinguistiques

L'hyper-numérisation ou hyper-digitalisation de la société et des entreprises est un phénomène sociétal de superposition de couches numériques dans lequel le digital est devenu le plus petit dénominateur commun à la totalité d'un processus technologique complexe. Cette forme intrusive de communication et d'interaction entre l'homme et la machine, issue des Technologies de l'Information et de la Communication pourrait déjà atteindre des sphères très profondes de la pensée et de l'intelligence cognitive et affective de l'être humain. Ce dernier se trouve ainsi de plus en plus vulnérable et subit une certaine face à ce vecteur du développement scientifique et technologique. (Exemple présenté: le eye tracking et l'interlinguistique). Dans ce contexte, un Droit spécifique devrait voir le jour (il existe partiellement déjà) pour encadrer cette Data « Visualisation » et son usage car elle comporte un facteur risque indéniable pour l'avenir.

Titela Vilceanu – University of Craiova, Romania

Translation as a translanguaging

The term *translanguaging*, originating in English language teaching, broadly refers to strategic integrated, fluid and dynamic exploitation of multiple linguistic and semiotic resources in order to co-construct meaning (Blommaert, 2010; Canagarajah, 2011; Garcia and Wei, 2014; Creese and Blackledge, 2015). In this climate of opinion, by extension, *translanguaging* can be rightly associated with translation (as theory and practice) as shaping bilingual/multilingual experiences and generating context-embedded meaning in relation to communication repertoires. Therefore, in the "translation age" (Cronin, 2013), *translanguaging* is likely to reveal the complexity of language (ex)changes and the making of cultural identity in "a massively diversifying world" (Rymes, 2014).

WORKSHOPS

TV live subtitling

Theoretical, technological and professional aspects

Carlo Eugeni, Scuola Superiore per Mediatori Linguistici di Pisa, Italy

April 5, 2019, 09.00-10.30, IT Room, 4th floor

This workshop will be about TV live subtitling. After a brief theoretical introduction to Diamesic Translation in general and in particular on Live Subtitling, the focus will immediately shift to practical aspects of TV live subtitling. First, the various techniques to produce TV live subtitles will be illustrated, specifically velotyping, stenotyping, and respeaking. Then, the technological aspects involved in TV live subtitling will be shown as well as the linguistic peculiarities of the many text types a respeaker can be asked to subtitle. Finally, the skills of would-be TV live subtitlers will be explained and some practical exercises in English will be proposed to participants, who will also have the possibility to test an Automatic-Speech-Recognition machine in their native language.

Pre-requisites: Before coming to the workshop make sure that you: possess a good command of spoken English; bring your own laptop equipped with earphones, a USB door, and an mp4 reader; are comfortably dressed; have specified your native language upon registration.

Neural Machine Translation – Errors – Post-Editing

Gyde Hansen, Copenhagen Business School

April 5, 2019, 10.45-12.15, IT Room, 4th floor

In this workshop, we will talk about the recent developments of Machine Translation (MT). Especially Google's Neural MT (GNMT) has improved considerably. We will discuss how this improvement could happen so fast and if we can rely on the machine translated texts. Will we be surprised by future challenges caused by the NMT? Perhaps we will need a new kind of Neural Post-Editing (NPE)?

Disposition of the workshop: introduction to Neural Machine Translation with a short comparison with statistical machine translation (SMT); experiments with machine translation from Romanian into English and German – and vice versa. Future challenges caused by machine translation and perspectives

The languages of the workshop are English and German.

ROUND TABLE

Research Priorities and Trends in Translation Studies

April 5, 2019, 12.30-13.30

Room: MR1

Daniel Dejica – *Politehnica* University of Timișoara, Romania

Co-chairs

Carmen Ardelean – Technical University of Civil Engineering, Bucharest, Romania

Carlo Eugeni – Scuola Superiore per Mediatori Linguistici di Pisa, Italy

Gyde Hansen – Copenhagen Business School, Denmark

Najwa Hamaoui – University of Mons, Belgium

Roberto Martinez – University of Castilla La Mancha, Spain

Loredana Pungă – University of the West, Timișoara, Romania

Sam Safar – University of Mons, Belgium

Titela Vilceanu – University of Craiova, Romania

Influenced by globalization, new technologies and ever-growing market demands, translation has evolved rapidly in the past decades, both as a discipline of research and as a profession. All conference participants are invited to join this round table to discuss and find answers to a series of issues which include, but are not limited to national/European priority areas for research in TS (translation and technology, multimedia translation, genre translation, translation quality assessment, etc.), priorities and trends in TS research (empirical, fact-finding, theory-building, technology-driven, product or process-based, etc.), or cross-country types of academic-based research in TS (undergraduate, graduate and postgraduate levels).

PAPER PRESENTATIONS

PAPERS IN ENGLISH

Lutfi Abbas - University of Craiova, Romania

Post-colonialism Discourse: Functionality of Rhetorical Devices in Ngugi wa Thiong'o's *I will Marry When I Want*

Post-colonial authors intentionally embellished their works (particularly those concerned with identity and marginalization) with the use of rhetorical tools to expose their standpoints and opinions and to convey reasonable and rational predisposition to their cultivated audiences and readers. Furthermore, dramatists employed certain rhetorical devices in order to achieve the prerequisite consequence. *Ngugi wa Thiong'o* in his *I Will Marry When I Want* was one of those Post-colonial dramatists who laid more emphasis on the exploitation of rhetorical devices to achieve many literary dramatic functions, among which is providing audience with persuasive arguments (Mishra and Hodge, 2005: 376). In other words, the exploitation of these devices helps *Ngugi* to make the contents of his play more effective, more understandable, more persuasive or convincing and more emotional. That is, these elements are intended to convince, motivate, unify and drive people in the direction of certain goals.

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

Meaning and Ignorance. How New Technologies in Communication Hinder the Very Communication They are Supposed to Promote

The paper focuses less on the good and more on the bad and the ugly of contemporary forms of technologically mediated communication, with a strong emphasis on the communication that takes place in and through social-media. Seemingly, evolution in (scientific, but not exclusively) knowledge and means of communication should bring about evolution in understanding and communication, but, at least in respect of the general public, through the lens of social media, this does not seem to be the case. This paper takes into account some possible explanations.

Carmen Ardelean - Department of Foreign Languages, Faculty of Engineering in Foreign Languages, UTCB – Bucharest, Romania

AI in Translation: Friend or Foe?

The constant improvement of Machine Translation, as part of the revolutionary AI technology has recently raised questions regarding the role of the translator in the near future. So far, all existing translation management tools and translation databases still need the contribution of the human mind – but how will humans cope with the potential replacement of human logic by the machines? The present paper presents an overview of the existing information on the topic, along with the potential directions for the future, from the point of view of a translator.

Amira Asadi – Israel Ministry of Education, Israel

The Difficulties of Teaching English through Literature in the Israeli EFL Classroom

The teaching of English through literature has become a central component and source of the language curriculum as well as a crucial aim of English instruction. Literature has always been an important element in the Israeli English curriculum emphasizing its importance, highlighting its usage as a tool in teaching English as a second or foreign language and stressing its ability to teach critical thinking. Yet, despite all the updated English Literature Program Reforms, the specific guidelines, the instructions and the strategies on how to teach English through literature, Israeli teachers are still facing difficulties when teaching English literature in class.

Nabil Assadi - Sakhnin College, Israel

The Effect of the Teachers' Training Model "Academy- Class" on the Teacher Students' Professional Development from Students' Perspectives

This study attempts to examine the effect of a new model in teacher education or training, Academy-Class, on teacher students' professional development according to their point of view. The research examines the influence of the new training model on the pre-service teachers' relations with their training teachers, pedagogical instructors and the students of the school. The participants of the study were 32 third year students who study at Sakhnin College and do their training at nearby schools for three days. The instrument of the study was a questionnaire and an interview. The validity and reliability of the study instrument was obtained. The findings of the study were: 1. The student teachers' level of knowledge, skills and qualifications of teaching and learning is higher after the program than before. 2. The teacher students experienced the training more effectively and efficiently after the program. 3. The student teachers are more convinced that they made more professional and correct choice of career after the program than before 4. The student teachers' attitude towards the pedagogical instructor, the training teacher, the school students and the contribution of the training by the program towards strengthening the relationship with the school and its students was higher after the program than before.

Simona Bader & Corina Sirb - West University of Timișoara, Romania

Romanian online media heading towards a fight paradigm: a qualitative analysis

A study we conducted earlier this year revealed that Romanian digital media is migrating towards catastrophism and fight paradigm, as far as its content is concerned. We made a quantitative analysis of almost a half a million headlines published in the first months of 2018 that showed the preponderance of fight paradigm and catastrophic headlines versus common, old-school sensationalistic ones, that appeal to excitement. We concluded that this tendency towards fight and catastrophism is a specific kind of sensationalism that could either reflect the inner conflicts and tensions of the Romanian nowadays society or function as a mere clickbait tactic to generate more views. The present paper is a qualitative follow-up to the above-mentioned study that has two main purposes: firstly, see which areas of the society are more frequently presented as scandalous and dramatic by the media; secondly, see if there is a connection between this discourse and social and political events.

Andreea-Romana Ban - The University of Medicine, Pharmacy, Science and Technology, Faculty of Engineering, Tg. Mures, Romania

Translation as a communicative activity in teaching technical English

This paper intends to demonstrate that translation combines both form and meaning, both proficiency and performance. Due to this aspect, we can say that translation is an ideal exercise in a language teaching environment, supporting, as a consequence, the communicative method to compensate for its failure to concentrate on form, despite the fact that it remains a communicative activity by definition. It will also be determined that engineering students use translation so as to be able to manage the new information in technical field, while also considering that it simplifies their learning.

Andreea-Romana Ban - The University of Medicine, Pharmacy, Science and Technology, Faculty of Engineering, Tg. Mureș, Romania

The non-verbal communication, a study on engineering students

Reading or interpreting non-verbal language is a learning skill which can be acquired, but which involves continuous practice. The present study is based on a sample of 100 engineering students and identifies a number of theoretical rules specific to this type of language. The results are analyzed in interactions with the students in different situations, without knowing that they are evaluated. The results include elements related to the way students are attentive to the surrounding environment, whether they are active observers or not, to what extent they can recognize and decode the universal and private non-verbal behavior.

Adina Baya - West University of Timișoara, Romania

Journalism in the Fake News Era: Challenges for Students and Educators

In the “post-truth” era, when media is plagued by “alternative facts” and “fake news”, what are the analytical tools future journalists should be equipped with in order to gather and report information? What technical skills do they need for data processing, news production and distribution, and how can they be prepared for managing a career which is more-than-often based on freelancing and entrepreneurship? How can they keep up the standards of the profession when faced with increasing economic pressures, political interference and decreasing credibility? The current paper aims to explore the main challenges faced by journalism educators in teaching students to practice a profession experiencing rapid changes from a variety of perspectives.

Florentina Bărbulescu - West University of Timișoara, Romania

Employer-branding in HR Recruitment practices

Having an attractive employer image, organizations can recruit the most talented employees. To win this "war for talent" it is absolutely vital for organizations to build an employer brand. Employer branding should be seen as a recruitment and communication strategy that positions the company in an attractive way and remains at the top of the preferences of potential candidates. This paperwork's objective is to study employer branding practices used by the companies (private and public) in Timisoara, in order to recruit and communicate with the best employees. The overall research hypothesis is that there is a low degree of knowledge and assimilation of employers' branding practices and strategies in organizations for the purpose of attracting, recruiting and retaining talents. The results obtained can be both used in the business environment by implementing new employer branding practices, but also in the academic environment as a reference in developing future analysis tools for employer branding in recruitment.

Đorđe Božović & Borko Kovačević - University of Belgrade Faculty of Philology, Belgrade, Serbia

The emergence of grammar and meaning in intertextual and interlinguistic practice

The paper examines the expression of (non-)specificity in a Serbo-Croatian translation from Albanian, by analyzing the motivation behind translators' choices to diverge from the source expression of nominal morphosemantic categories such as number and degree. We argue that grammatical and semantic features of the target language, that are otherwise morphologically less transparent, in that way emerge through intertextual and interlinguistic practice, such as translation. As a language contact scenario, this allows for a possible explanation of the emergence of common morphosyntactic features in the languages of the Balkans, the so-called *Balkanisms*.

Ramona Bran - West University of Timișoara, Romania

Speaking about SPOC: Can a Small Private Online Course (SPOC) Be a Viable Solution for Teaching English?

Online courses have changed the way in which we study and develop our competencies. Universities have taken up this trend and started creating such courses, integrating them in the curricula, and even giving credits to students who complete an online course. This presentation looks at the process of designing a pilot SPOC (Small Private Online Course) addressed to students from different faculties and majors, interested in improving their English. We have created the first language SPOC in Romania for second- and third-year students from the West University of Timișoara who chose Learning English with Technology (LET) as Transversal Discipline. The course includes various tools and free online apps suitable for practicing English grammar and lexical items. Specialists in technology-based education consider learners' preferences and perspectives as valuable sources of information to improve an online course (Lefevre & Cox, 2016). After running the SPOC on a group of students, we requested their feedback in order to find out how they evaluated their progress and the overall experience, and whether we needed to redesign the course structure and/or modify its content.

Adrian-Florin Busu - Department of Applied Foreign Languages, University of Craiova, Romania
Rationality in the Technological Eden

In the postmodern world, the transition from the unconditional trust in human reason to the hope in moral responsibility is justified by the criteria that have been more and more insistently formulated over the past two decades. Rationality, underlying the understanding of the phenomenological world, can be seen as an expression of the will of power, with an emphasis on its instrumental and technical side. According to this approach, reason is a threat to mankind, its aggressive function being perceived not only because of technique, machines and robots, but by the fact that technique separates the humans from their essence. Algorithmic rationality is radicalized in a powerful irrational sense, being represented as the most stubborn opponent of thought. Reasoning, like science, is based on concepts.

Luiza Caraivan – Tibiscus University, Timișoara, Romania
Collaborative Learning Strategies for Blended Business English Courses

The paper analyses the principles of blended learning, emphasizing the complementarity of the teachers and technology. It also presents two case studies where blended learning was used to teach Business English and the collaborative strategies that created a helpful environment for adult students to acquire Business vocabulary and to improve their communication skills. One of the groups was formed of students who were in their early twenties, whereas the other was formed of mature students who also had some working experience.

Mariana Cernicova-Bucă - Politehnica University of Timișoara, Romania
Communication skills for team leaders in job advertisements. A Romanian experience

The paper analyzes the provisions regarding communication skills, excerpted from job advertisements published in Romania. Through a qualitative content analysis, this study approaches organizational requirement information in order to better understand the communication competence description of the ideal candidate and professionalization for middle management positions, in industrial settings. The results show that communication competences have a variety of descriptors, rarely coinciding with those used in academic programs. Scholars, teachers and practitioners need to constantly check the transformations and requirements on the labor market and showcase the communication competences developed by educational programs. This paper stimulates practitioners to reflect critically on such issues. The key contribution of this paper is to explicate how the image of communication skills and the demands on communication activities present themselves and should be acknowledged for both in job advertisement writing, and in self-assessment practices by candidates that have already started developing their career paths.

Silvia-Maria Chireac & Anna Devis Arbona - University of Valencia, Spain
Preserving and saving Quichua language with software. The value of indigenous laboratory of Quichua-Spanish language in San Lucas (Ecuador)

The paper aims to highlight the benefits of Quichua-Spanish language laboratory in San Lucas (Ecuador). The priority of intercultural bilingual education in Ecuador focuses on the right of indigenous population to receive learning education in their native language with the objective of preserving endangered indigenous languages. The language laboratory was built in 2018 and it is a helpful tool for indigenous students in order to preserve their mother tongue and practice through software implementation a new way of learning. Results of the study revealed that indigenous students and teachers are positively inclined to the use of language laboratory and certain Quichua and Spanish linguistic areas are reinforced, such as the internalization of correct pronunciation and grammatical structures.

Verona-Elena Ciocoi - University of Craiova, Romania

Metaphor Translatability, Untranslatability and In-Betweens

Metaphors were traditionally viewed as powerful rhetorical tools but more recent studies have acknowledged them as cognitive, communicative and cultural elements. Whether linguistic or cognitive, metaphor translation requires metaphor analysis and metaphor analysis entails at least linguistic, communicative, social and cultural competence. Between the totally untranslatable and easily translatable metaphors, there are many other degrees of translatability. The main objective of this paper is to explore some of the techniques of metaphor translation between effortless translatability and total untranslatability by pursuing an inductive approach together with a description of the procedures and strategies used.

Daniel-Liviu Ciurel – Politehnica University of Timișoara, Romania

Culture Jamming> Perspectives by Incongruity and Polemical Intertextuality

This paper aims to present culture jamming as a rhetorical practice (semantic activism). Culture jamming is an anticonsumerist resistance strategy, a countercultural tactic and a critical practice consisting in manipulation of media and other public discourses by artists and activists, in order to challenge the dominant memes, to subvert the mainstream (cultural, political and commercial) messages, using their own discourses and altering them to create alternative meanings.

Culture jamming exploits intertextuality and counterframing, in different ways of de-constructing and re-constructing hegemonic messages, using allusion, irony and parody as polemical devices. Also, perspective by incongruity is used: oddly juxtaposed symbols that influence audiences to adopt new perspectives and create new insights. Cultural jammers are questioning the consumerist and corporate worldviews.

Sorin Ciutacu – West University of Timișoara, Romania

False Cognates. Friends or Fiends?

The paper sets out to define and classify false cognates in a contrastive field pairing of English to German, English to Romanian, English to French and English to Spanish examples. It discusses the etymological underpinning of the cognates and seeks to shed light on the maze of Latin polysemy that gives rise to sundry partial meanings of many loanwords in English and other European languages. The paper draws conclusions on the virtues and downfalls of false cognates in communication.

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

Learning in the digital era. Digital citizens

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

Ioana Cornea – Universidad Nacional Autónoma de México (National Autonomous University of Mexico, UNAM), Mexico

Training legal translators in digital environments: UNAM's online legal translation certificate

The aim of this presentation is to describe how a legal translation certificate was designed for the

National Autonomous University of Mexico (UNAM) to meet the needs of the Mexican legal translation market. Here, students make use of a range of information and communication technologies to carry out translation-related tasks using a specially designed online learning platform. The teaching units found in each module are divided into a variety of tasks that progressively build toward the acquisition of translation competence needed to address these genres. The end goal of the curriculum is to foster the preparation of proficient legal translators in Mexico.

Mihaela Cozma – West University of Timișoara, Romania

What Makes A Good Translator? A Focus on the Intercultural Dimension of the Translation Courses

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

Daniela Dălălu – University of Medicine, Tîrgu Mureș, Romania

Translating English metaphorical terminology used in economic/financial press articles into Romanian

The purpose of this paper is twofold. Firstly, we aim to highlight the evocative power of the English metaphorical terminology used in economic and financial press articles. Secondly, we carry out a qualitative analysis of its translation into Romanian, discussing the extent to which metaphorical terminology is translatable or not into Romanian. Therefore, the paper highlights how much of the evocative metaphorical meaning is lost in the process of translation, and it also analyses how suitable or unsuitable the identified translations are for the Romanian language and reality.

Ioana Andrea Diaconu – University of Brașov, Romania

On the emotional involvement of the interpreter

The paper deals with the instances in which the professional interpreter is required to extend his professional role and participate in the activities which he/she is translating, is put in situations where he has to empathize with one of the sides, is put in situations of discomfort etc. What would be the appropriate attitude, which is the point when the translator ethics is breached? The considerations begin with the practical experiences of German, Chinese and English interpreters from construction sites, teacher trainings and a police murder investigation.

Andrijana Đordan – Faculty of Foreign Languages, ALFA BK University, Belgrade, Serbia

Going Digital: Flipping the Foreign Language Classroom

The Flipped Classroom approach was suggested by chemistry teachers, Jon Bergmann and Aaron Sams (Bergmann & Sams, 2012) and, as an essential component of blended learning, it has spread throughout educational disciplines. The Flipped Classroom is an approach to teaching and learning activities where students watch a video lesson outside the class and do practical activities in the class – basically, the approach has made homework and classroom activities reversed, with the idea to make learning more individual and to transform a classroom into a dynamic and interactive learning environment, with high level of learners' engagement. The aim of this paper is to offer an overview of the flipped classroom approach and to explore its benefits and challenges for both foreign language learners and educators.

Lia Lucia Epure - Vasile Goldiș Western University of Arad, Romania

The Need of a Professional Public Communication. Romanian Politics and the Failure of Public Communication

The study is centered upon the need of having a professional public communication within the field

of the Romanian current political segment. The study is opened by a short general description of the current status of political communication within the actual Romanian public space and it goes further with an analysis on the main frame of causes that generated the current poor condition in the political public communication. Starting from here the study underlines not only the need for a quick improvement of the actual Romanian political communication, but it also discloses the main lines through which this could be done. In the end, the study also underlines the need of having an educated public in order to be able to receive a professional political public communication.

Natalia Fominykh - Plekhanov Russian University of Economics, Russia

Computer Orientated Language Learning Environment as a means of developing students' communicative mobility

Technological development in the world and globalization caused new requirements to the system of higher education to prepare creative, knowledgeable professionals with a wide range of communicative skills, one of them being communicative mobility (CM). We define CM as a synergy, on the one hand, - of professional competence and mobility, on the other hand, - of communicative competence and mobility. Accordingly, in the structure of communicative mobility we have defined the components inherent in all four of the above concepts, namely: the flexibility of the communicative response; tolerance to the situations of uncertainty; readiness for operational search of an effective way out of conflict and problem situations; reflexivity; communicative activity; ability to adapt communicative activities; management of a communicative situation. Thus, educators all around the world are searching the right methods and techniques to develop these qualities in students. And we demonstrate the possibilities of Computer Orientated Language Learning Environment (COLLE) which has been developed in Plekhanov Russian University of Economics to achieve this goal.

Iulia Elena Giță - Lucian Blaga University of Sibiu, Romania

Mapping the cultural and literary relations of Romania and China during 1948-1989

According to the sociological theory of literature, constraints on the creation and share of cultural works can be placed between two extremes: one with a high level of politicization and the other with a high level of commercialization (Sapiro, 2003). The overall objective of the present research is to follow the principles of Sociology of Translation to closely map and analyse the publishing activity of Romania concerning China and Chinese literature during the two stages of Romanian Communism – 1948-1965 and 1965-1989. This paper proposes, thus, an extended approach to literature, to its cultural, political and economic reception. In achieving the proposed objectives, the research expands far beyond the literary text itself, to its macro context, analysing, through quantitative research methods, a statistical database created based on two phases - the first part containing literary and non-fictional works that address and discuss issues related to China; the second part includes literary translations of Chinese literature into Romanian, either by direct translation or by an intermediate language. Throughout this paper we will map not only the number of works, but also the topics approached by writers along the two periods of the political life of Romania.

Sabina Homăniță - Universitatea Transilvania din Brașov, Romania

From verbs to discourse: The causality implicit in verbs

Natural languages display a great variety of devices that may be used to speak of causal relations, ranging from prepositions, sentence connectives (e.g. *because, so*), and verbs such as *impress* or *hit*. The present contribution provides a review of both theoretical and psycholinguistic approaches to causality in language. The focus will be causal relations expressed by verbs (e.g. *impress, hit*). Implicit causality (IC) refers to the observation that certain verbs tend to prefer statistically reliable causal antecedents (Garvey and Caramazza, 1974). These causal biases can affect the likelihood of remention, or the rate of pronominalization in subsequent discourse. Despite the larger amount of studies on implicit causality since the seminal study of Garvey and Caramazza, a number of

questions concerning this phenomenon remained unanswered. For instance, are implicit causality biases attested cross-linguistically? And is the type of causal information that underlines IC biases encoded by the verb, or does it have to be inferred from world knowledge? In this paper, we will discuss these questions in light of the findings from recent literature.

Annamaria Kilyeni - Politehnica University of Timișoara, Romania

Molecular Gastronomy: A Terminology Approach

Molecular gastronomy, the food science concerned with the chemical and physical changes that occur during cooking, has turned into a fashionable culinary movement in recent years. Domain-specific terminology, however, has sparked little interest among food industry professionals and linguists. Given the importance of terminology to specialized communication, the present paper is an attempt at providing a systematic overview of molecular gastronomy terminology with emphasis on the more recent concepts specific to this field, as well as some comments on the terminology of molecular gastronomy in English and in Romanian.

Jinhee Kim - Andong National University, South Korea

Ileana Rotaru - Tibiscus University, Timișoara, Romania

Media Literacy as 21st century Key Competence: A case of Romania and South Korea

In the national curriculum revised in 2015, Korea aims to pursue competency-oriented education. To this end, each school is actively developing education courses for the ability of media teaching and learning resource. This study justifies the implementation of media literacy in schools by interpreting media literacy in relation to 'communication', 'knowledge and information processing', which are included in the key competences that are specified in the 2015 revised national Korean curriculum. In Romanian educational system, the media literacy competence is not aimed in any educational curriculum. Few efforts have been realized in the past ten years, efforts that were initiated by the civil society experts and they have been not yet adapted to the national curriculum. Based on the literature review, in-depth interviews with experts in the field and focus group interviews with teachers, this study contrived media literacy strands and standards including performance objectives and basic teaching and learning contents. By theoretical systemizing media literacy, this study is expected to promote the understandings of media literacy in schools and promote its implementations in the classrooms.

Andrea Kriston - Politehnica University of Timișoara, Romania

What does it take to be a conference interpreter: school and/or practice?

The conference interpreting profession has come a long way since its debut at the Nuremberg trials. Being very complex and intellectual, interpreting is studied nowadays at the university level, thanks mainly to Seleskovitch, the first important interpreting practitioner and theorist. Research on interpreting has proved that the job implies not only language, but also communication skills. The paper focuses on the skills an interpreter needs in order to successfully perform in the contemporary multilingual world, and on the way in which the interpreting classes at the university level provide the necessary framework for building them.

Roberto Martinez - University of Castilla La Mancha, Spain

The Influence of Imagery in the Translation of Children's Literature: A Postmodern Picture Book

This study investigates what is the effect on the final translated text of the interplay maintained by the visual and the textual modes in a postmodern picture book originally written in English and translated into Spanish. *The Stinky Cheese Man and Other Fairly Stupid Tales*¹, a postmodern picture book written by Jon Scieszka and illustrated by Lane Smith is the work at hand. This picture book was translated by Jorge González Batlle for Thule Ediciones (Barcelona, Spain) in 2004 and is included in the Collection entitled *Trampantojos* (from the French Word *trompe l'oeil* which alludes

to a technique which tries to trick or deceive the eye). The title of the Collection was not chosen randomly, but it gives a clear idea of the significance placed in imagery in those picture books compiled under this name. The multimodal nature of illustrated books for children requires a multimodal comparative analysis in order to entangle the relative part played by each of these modes in the final product, the translated text. As a result of this contrastive examination, I have been able to identify the interlingual and intercultural transformations carried out by the translator in order to convey it into Spanish. The translation strategies and the particular verbal choices made by the translator have allowed me to determine the impact of the visual mode in the translation of this picture book.

Isabella-Alice Matieș-Verbuncu – University of Craiova

Legal language and technology: enhancing the delivery of linguistic messages?

While law requires language, legal experts need to communicate through words which are fundamental devices for delivering linguistic messages. Communication in this area represents the key for a successful outcome of any legal proceeding or particular case. Over the years, we have witnessed as technology has reached one of its greatest potentials of development. The phenomenon of humanity evolution arises while technology innovates and legalists make use of science and IT to improve the quality of their work. But when do we know there is enough technology and how to maintain the balance in favour of humans instead of machines?

Irina Diana Mădroane - West University of Timișoara, Romania

Media Advocacy: Online Petitions as Spaces of Citizens' Claim-Making

The study looks into citizens' online comments and claims, posted in response to petitions initiated by mainstream and alternative media, in contexts of advocacy or protest. It analyzes the performance of identities within this frame and the role of the petition dispositives in constituting particular types of claim-making and argumentation among the engaged publics.

Olenka Maria Mănescu - University of Craiova, Romania

Touring the translation of the advertising discourse

Promotional and advertising texts come in different forms and, nowadays, they represent a considerable amount of material on the translation market. Advertisements, brochures, websites, tourist guides, information campaigns, all these aim to achieve one major goal: that of persuading the reader to buy something, either a product or a service. Undoubtedly, their translation requires approaching some techniques, which, although they may vary depending on their typology, are all aimed at maintaining the same persuasive purpose. This often calls for in-depth cultural adaptation and, occasionally, thorough rewriting. Tourism advertising, the focus of our research, is no exception to it, engaging a lot of 'creative translation' of both language and other stimuli.

Vlad Mărăzan - Politehnica University of Timișoara, Romania

Methods of communicating severe weather alerts

The science of correctly communicating severe meteorological events has developed rapidly in the last 5 years. Due to the growing need for correct forecasting and efficient way of communicating the forecast, meteorologists have to develop means of immediate broadcasting of potential severe weather events. An important difficulty that needs to be overcome is the translation of the forecast in a non-specialized manner, such as a common language, free of technical and meteorological terminology. The aim of this paper is to present some strategies for improving the communication of severe meteorological events in a simple and direct manner so that the population has fast access to vital safety information.

Elena Meștereagă - West University of Timișoara, Romania

Integrating the Social Context and Learning Ecologies of Digital Natives in EFL Teaching Approaches

Aiming to develop learning approaches which facilitate a harmonious and spontaneous manner of

relating to EFL learning for the digital natives of the twenty-first century, the teachers' task is to ensure that the relevant factors from learners' contexts are explored to bring contribution to the learning process. The pedagogical reality is determined by the context-specific features on which the methodological choices are grounded: the participants' expectations and assumptions, as well as the teaching *and* learning features. Within the context of an unprecedented exposure and occasions to use English in daily life, the present paper aims at providing pedagogical proposals which integrate learners' experiences and their learning ecologies in EFL teaching approaches.

Mihai Murariu - West University of Timișoara, Romania

Changing Depictions of Eschatological Themes in the Islamic State Magazines Dabiq and Rumiayah

The presentation will focus on an important but otherwise underresearched change which gradually occurred in the propaganda efforts of Islamic State – namely its transition from an emphasis on eschatological immediacy to one of generational struggle. This will be accomplished by tracking the nature of some of the most important eschatological themes in the online propaganda magazines Dabiq and Rumiayah. It will also be shown that these depictions represent the movement's portrayal of the resilience of its ideas, contributing to a change in its overall tone of its propaganda efforts. From the immediacy of a conflict in the settlement of Dabiq, the struggle is moved to the background, with the promised but distant conquest of Rome being a prerequisite for the fulfilment of an eschatological scenario and the movement's final victory. Making an effective use of digital communication and eschatological themes, the movement signals its total commitment to its worldview and to the challenge it represents for all those outside of it.

Amalia Na'ma – Inspector for English Language Education, Haifa, Israel

Problems that Israeli Elementary Teachers Face when Teaching the Required Vocabulary List Underlined in the Revised Israeli English Curriculum.

Vocabulary acquisition has been a major field of research. Since English is an international communication tool, it is important to deal with vocabulary acquisition in the contexts of first language as well as the context of second and foreign language. A major purpose of the Revised Israeli English Curriculum in 2013 was to define specific lexical items that must be taught in different school levels. It is important to notice that foreign language acquisition on the foundation level is practiced in Israel starting from the elementary level (4th grade). However, for the moment, no research has dwelt upon the question of the implementation of the aforementioned vocabulary framework at the elementary level in Israel. It is therefore important to research the problems that Israeli elementary teachers face when teaching the required foundation level vocabulary list underlined in the Revised English Curriculum (2013).

Maria Larisa Nechita - Lucian Blaga University, Sibiu, Romania

A new era in language learning

Speaking new languages is a challenge for anyone willing to gain a new skill no matter the purpose of learning. However, mastering a language in order to become a translator or even an interpreter can be easily considered a double challenge. This paper will analyze Duolingo, an app that promises impressive results once the course is completed. We wonder in this article whether Duolingo is worthwhile only for beginners or it could also be a useful tool for foreign language students at a certain point and to a certain extent in their training. We will be trying to answer a couple of key questions: is Duolingo vocabulary a good starting point for a future language specialist? Is this platform indeed a revelation when it comes to language teaching? The exercises and the learning strategies that the app proposes will be thoroughly examined emphasizing the interaction between today's technology and language acquisition.

Felix Nicolau – University of Lund/Doctoral School of „1 Decembrie 1918” University, Alba Iulia, Romania

(Self)entitlement, domination, unbalanced selection of values in communication

Local and non-didactic canons are more predisposed to ableism, paying significant tribute to social

success. The process of acculturation intervenes periodically and with the merging of cultures canons blend too. Ageism can affect the structuring of the canon. Many works of art become dated and later epochs do not find them irreproachable. For instance, some works can be banned from the canon under the accusation of chauvinism. Canons are informed by political correctness too. Even aesthetic selections are a matter of chronemics, evolving under specific temporalities. This is why the arch-canon needs to be as cosmopolitan as possible. But in spite of the existent *lingua franca* at a certain moment, cultural noise invariably influences the climate of selection. Translations are salient in this case, and they are the result of biased negotiations. Canons develop their own “languages” as they target larger or restricted categories. Lateral canons intently assume different structuring principles in order to highlight injustice and marginalization; but, without aesthetic buttressing, they get outdated sooner than later.

Diana Oșt – University of Craiova, Romania

Access tomorrow: online translation environments

Constantly updating to meet current translation market demands, latest-generation CAT tools have upgraded from computer-aided translation tools to web-based translation environments. Designed to complement mainstream translation software capabilities, online translation environments seem to have solved the contemporary *workplace*-flexibility issue via effective cloud-based translation management. Within this new landscape, we set out to test online translation editors’ versatility applied to an interdisciplinary project. Assigning master’s students to perform and store some specialised translations that can be further perfected and re-used, the project aims at enhancing trainees translation competence and resourcefulness when faced with open corpora processing, i.e. integrated translation memories.

Maria Cristina Paganoni – Università degli Studi di Milano, Department of Studies in Language Mediation and Intercultural Communication, Italy

Cultural Heritage in the Digital Ecosystem: Matera, 2019 European Capital of Culture

The paper intends to reflect on the ways in which European cities brand their cultural heritage in the digital ecosystem. To this purpose, it will focus on Southern Italy and the successful example of the city of Matera – both a UNESCO World Heritage Site since 1993 and now 2019 European Capital of Culture. Among the reasons why the city was awarded the title at the end of an intense competition was its strategic use of new media for citizen engagement (Paganoni 2015).

A multimodal discourse-analytic approach will be applied to investigate the official Matera 2019 website and social networks to observe how the municipality and its stakeholders have managed to embody a convincing narrative of ‘heritage entrepreneurship’ (Pfeilstetter, 2015) with the assistance of digital communication.

Adina Palea – Politehnica University of Timișoara, Romania

Glocalization practices of supermarket chains. Case study: food retailers in Romania

Glocalization has continuously gained popularity over the past 20 years. The rise of nationalism and other trends in political radicalization have strengthened the need for retailers to find local solutions to their globally distributed products. In some cases, the adaptation has happened smoothly and naturally, in other situations it was imposed by the local judicial context. The paper focuses on European supermarket chains, like Kaufland, Lidl or Penny, giving special attention to their glocalization strategies used in Romania. The research has revealed that the retailers have become quite versatile and that they are currently developing products tailored to satisfy Romanians’ expectations regarding traditional tastes, recipes and design.

Tijana Parežanović – Alfa BK University, Belgrade, Serbia

Digital Fiction and Reading Cartographers of Urbanity

The interface between literary fiction and digital technologies is creating new forms of cultural phenomena and enabling new channels of interaction between the text and the reader. This presentation deals with locative digital fiction and, more particularly, James Attlee’s 2017 award-

winning work titled *The Cartographer's Confession*, produced as a smartphone app. The work is considered within the context of urban communication (evoking Walter Benjamin's writings) and the framework of literary cartography (Robert Tally) and reader-response criticism (Wolfgang Iser). The presentation addresses the issue of gaps, both cartographic and narrative, and examines the potential of digital fiction to overcome them, thus facilitating communication between the text (map) and its reader.

Andreea Pele – Politehnica University of Timișoara, Romania
Terminological Challenges in the Field of PR?

This paper illustrates the challenges posed by translating PR terms from English into Romanian, by discussing some of the more problematic terms. Since PR is a relatively new field of both work and science, the challenges that arise are still painfully relevant for teachers, students, and future specialists. Due to the absence of a national entity to manage the input of foreign terms into Romanian, all the groups mentioned above have opted for borrowing heavily from the English language. This paper examines a few terms, explains the reasons lying behind this intense borrowing process, and offers solutions to remedy the situation.

Loredana Pungă & Dana Percec - West University of Timișoara, Romania
Murder in the letterhead. A translator's perspective on the titles of Agatha Christie's detective stories

The paper investigates the process of translating the titles of Agatha Christie's detective novels, which offer fascinating examples of literary allusion, puns, and ambiguities. We look at the relation between the title and the subject of the novels, on the one hand, and, on the other, at the strategies to which Romanian translators of Christie's novels have resorted to, whether these strategies require a morpho-syntactic and semantic solution or imply a degree of cultural awareness.

Marina-Cristiana Rotaru - Technical University Of Civil Engineering Bucharest, Romania
Translating Economic Colour Idioms as a Way of Developing Cross-Cultural Economic Discourse

The purpose of this paper is twofold: first, it aims to investigate to what extent colour idioms in economic language can generate discourse. Economic colour idioms can create lexical fields being thus able to develop discourse-generating power. Second, it seeks to indicate the degree to which the translation of these idioms can accommodate the linguistic forms of the reality illustrated by the economic discourse in the target language. Idiomatic translation can help provide economic discourse with a cross-cultural cohesion. However, not all colour idioms manifest this cross-cultural permeability, a situation which is often caused by cultural gaps.

Maria Georgiana Stoenică - University of Craiova, Romania
Legal English as plain language?

Legal English has been attached ever increased importance recently due to its presence in all the spheres of social life. Undoubtedly, there is need to understand its evolution and dynamic nature, based on the widely accepted definition of *legal language* as the frequent use of common words with uncommon meanings. Furthermore, in recent years legal English seems to have overridden other types of specialised languages, due to its current status alongside legal translation within EU, and the awareness campaigns of "How to write clearly", which should not be oversimplified to delivering messages in plain English.

Claudia Stoian & Simona Șimon - Politehnica University of Timișoara, Romania
The Language of Education in the Digital Era

The Digital Era has affected many aspects of human life, including education. This has become international and global, favouring exchanges and mobilities among countries. As such, people travel frequently to study, teach or do research. In order to achieve their goals successfully, they need to master the language of education. The present paper points out that knowing the language

of education, its terms and concepts, in several international languages, is a must in the present-day society. It also proposes some teaching activities that may be used in translation and interpreting classes to help students to get to know the educational terminology by accessing various resources.

Lavinia Suciu & Muguraş Mocofan - Politehnica University of Timișoara, Romania

Approaches to hate speech in cyberspace. A metadiscursive analysis

The new communication technologies, which are in constant evolution, overwhelm the current communication interaction, from the enunciation level and the overlapping of interactive roles to the multi-modality of the message and the proliferation of forms of representation and signification. It is the context in which researchers' concerns focus not only on the changes in communication but also on the new trends in its evolution. This involves the study of verbal and non-verbal behaviours, of the ways of conceptualization and of alternative representation of content. From this perspective, the present paper focuses on analysing the results of a project aimed at creating an education campaign on intolerance in the cyberspace that was conducted by first year students at the master's specialization Communication, Public Relations and Digital Media (CRPMD). The articles reflect the students' attitude towards the phenomenon known as *cyberbullying*, they are targeted at young people and are transmitted in the digital environment. Our study proposes a metadiscursive analysis of the 47 papers, aiming at revealing the way in which students build and transmit a message about a serious problem that is currently taking place in the digital environment. The approach taken allows us to identify certain particularities in the communication of the young people, and, as a result, some benchmarks can be drawn regarding the achievement of the desired effect in the communication targeted at the youth.

Simona Şimon & Claudia Stoian - Politehnica University of Timișoara, Romania

Perspectives on Teaching Interpreting and Translation in the Digital Era

We are now living in a world that is more dynamic and digitalised than ever before. In order to facilitate the transfer of information from one society to the other, from one culture to the other, and from one language to the other, we need well-trained interpreters and translators, able to bridge the gaps that might exist between the communication partners. In order to achieve this goal, the programmes which train professional interpreters and translators should consider several teaching stages aimed at developing the skills an interpreter and/or translator must possess in today's digital era. Taking this into account, the paper points to some similitudes and differences between the process of training interpreters and that of training translators. Moreover, it proposes several stages, illustrated with teaching activities, derived from the authors' experience of teaching students pursuing a bachelor's degree in *Translation and Interpreting* at the Faculty of Communication Sciences, Politehnica University of Timișoara (Romania).

Anca Trișcă Ionescu - Dunărea de Jos University of Galați, Romania

Teaching English to Naval Architecture in Romania

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

Alexandra Ștefania Țiulescu - University of Craiova, Romania

Play vs. Screen: An Analysis of Shakespeare's Language in Transmediation

The present paper supports the use of visual language as improvement to cover open areas of discussion which go to the very core of Shakespeare's legacy in the postmodern age. The aim of this paper is to invite the reader of Shakespeare's dramatic texts to analyse his language from the "camera" perspective and to get the complex picture of the role of the translator for the screen adaptation. Casting new light on established forms of media translation, this paper presents an analysis of different techniques in which Shakespeare's "Hamlet" is transmitted by Franco Zeffirelli on the screen, looking through various cuts from Act 1, Scene 3 in accordance with the play story.

Ioana Raluca Vișan - Dunărea de Jos University of Galați, Romania

Lexical and terminological aspects of IMO SMCP (2001) translation

The paper deals with some lexical and terminological issues encountered in the process of translating into Romanian an official document published by the International Maritime Organization (IMO) in 2002. The source language text (SLT) under analysis is an institutional text by nature, namely the official issue of Standard Marine Communication Phrases (SMCP 2001), a specialized text consisting of phrases to be used in onboard and outboard communication. The problems involved in translating this text into Romanian can be classified into three categories: (1) contrasting discourse features of SLT and TLT (text function, register, genre); (2) some lexical and terminological issues (e.g. how to tackle neologisms, possible cases of polysemy, to what extent to rely on specialized maritime dictionaries and previous texts of a similar nature, etc.); (3) pragmatic issues, i.e. speech acts which usually occur in adjacent pairs.

Giordano Walter - Università' Degli Studi Di Napoli Federico II

Financial Reporting Disclosure. A Focus on The Interpretation of IFRS Qualitative Criteria

This study focuses on the communicative effects ensuing from a loose or restrictive interpretation of guidelines and principles on financial reporting and the role of language in performing corporate information disclosure. In what ways does the linguistic/discursive approach vary as a function of the strategic decision in favour of a loose or a restrictive interpretation? How does linguistic representation contribute to conveying such a decision? The results are manifold and interesting as the possibilities of shaping reality through language are potentially unlimited. Interdisciplinary research (Linguistics and Accountancy) can generate virtuous patterns of procedures to be provided to businesses, with the aim of setting up their own appropriate communication strategies.

Edyta Żralka - University of Silesia, Katowice, Poland, Institute of Romance Languages and Translatology, Poland

A helping tool or tricky deceiver – Google Translate applicability in specialised translation

Meeting quality standards in specialised translation is a bigger challenge for even a qualified translator than in the case of any ordinary translation, especially regarding time constraints that often accompany translators' work. Having so many aiding tools that are available for translators now, would it be easier and faster to use commonly accessible Google Translate for performing professional translations of specialized texts? How much can GT be trusted when it comes to responsible work and its reliable effects? GT translations will be viewed from the perspective of quality assessment theories (e.g. Basil Hatim 1998, Juliane House 2015) and analysed within specialized terminology, grammar features, spelling and punctuation, and consistency in some English – Polish translations of legal documents, namely court decrees.

PAPERS IN FRENCH

Lilya Achouri - University of the West, Timișoara, Romania

Etat des lieux des langues en Algérie

Le paysage linguistique algérien est le produit de son histoire, de sa modernité, de sa géographie... Ces paramètres constitutifs de l'identité de l'algérien se laissent entrevoir dans ses activités quotidiennes. La dynamique linguistique que nos apprenants adaptent à leurs besoins expressifs fait fluctuer leurs représentations linguistiques. Le rapport symbolique des apprenants à l'arabité et l'islamité qui lui est intrinsèquement liée, à l'arabe algérien et à son lot de représentations négatives, au français et à son statut ambigu: tantôt langue du colon, tantôt langue d'ouverture, fluctue selon les enjeux discursifs. Notre proposition de communication traite un état des lieux des langues en Algérie, le rapport diglossique entre elles, ainsi que le statut du français au sein du processus enseignement/apprentissage.

Maja Đukanović, Vesna Polovina - University of Belgrade, Faculty of Philology, Serbia

Le rôle du film dans l'enseignement des langues étrangères

L'enseignement des langues étrangères implique l'utilisation des films pendant le procès d'apprentissage. Dans cet article, une attention particulière est accordée à l'analyse de l'utilisation des phrases et des locutions caractéristiques des films, qui sont devenus une partie de langue contemporaine. Étant devenus la partie de la mémoire collective des locuteurs natifs et de leur culture générale, ces phrases et locutions peuvent poser un problème particulier dans l'apprentissage d'une langue étrangère. Le film et son application à l'enseignement des langues étrangères sont également abordés du point de vue de la traduction, une attention particulière étant accordée au problème de la traduction des jeux de mots, des proverbes et des noms propres.

Andrea Kriston - Politehnica University of Timișoara, Romania

Quelques difficultés de traduction des termes de l'éducation du roumain en français

Notre communication se propose d'offrir un aperçu de la traduction des termes du domaine éducationnel. Les termes présentés dans cet article ont constitué le corpus de travail d'un dictionnaire polyglotte dont j'ai abordé la partie française. Le dictionnaire est destiné spécialement aux chercheurs, professeurs et étudiants intéressés par ce domaine. Quand on traduit un document, le traducteur est confronté avec plusieurs obstacles qui relèvent des systèmes linguistiques ou sémantiques. Dans l'ouvrage présent, l'auteur traite les problèmes de traduction pour les situations où on observe l'absence de catégories correspondantes dans le domaine de la syntaxe en deuxième langue, ou bien des mots qui n'ont pas d'équivalents dûs aux différences des systèmes éducationnels des deux pays.

Maria Larisa Nechita - Lucian Blaga University, Sibiu, Romania

Stratégies efficaces pour bien interpréter les expressions formelles

L'interprétation de conférence est une activité qui va au-delà du transfert linguistique. Les notions culturelles sont des barrières qui doivent être dépassées par l'ingéniosité de l'interprète afin de s'assurer que le message du conférencier arrive à l'audience cible sans produire des mésententes. Les interprètes font plus que trouver des équivalences linguistiques appropriées. Ils façonnent le message de l'orateur afin d'être intelligible dans une autre langue mais surtout accessible pour une autre culture. Les formules de politesse sont des éléments culturels qui indiquent comment les habitants d'une région qui s'identifient avec une communauté ont l'habitude de relationner entre eux. Le but de cet article est de démontrer que pendant le processus d'interprétation, l'interprète doit accorder une attention particulière aux formules de politesse car celles-ci représentent un critère digne d'être pris en considération en ce qui concerne le dépassement des différences culturelles.

Corina Ozon - Université Paul Valéry de Montpellier 3, France

Exposition de soi par l'écriture dans le contexte du voyeurisme des médias

Les nouveaux médias ont favorisé de nouvelles pratiques de communication et ont encouragé des approches basées sur le déplacement des frontières entre ce qui est public et privé, l'espace public se voyant envahi par des sujets d'habitude associés à la vie privée. On a choisi comme terrain empirique deux femmes auteurs de blogs roumains, très connues, qui sont aussi des écrivaines contemporaines, et qui ont attiré beaucoup de lecteurs par l'exposition de soi dans leurs textes : l'une promeut la thérapie à partir de ses expériences personnelles, l'autre fait une éducation parentale en racontant des histoires sur sa vie de mère.

Luciana Penteliuc-Cotoșman - „Tibiscus” University Timișoara, Romania

La traduction publicitaire à l'ère du digital : du transcodage linguistique à la transcréation

Dans le contexte civilisationnel actuel, défini par la mondialisation de l'économie et de la communication dont l'Internet est le principal vecteur, la traduction publicitaire connaît une progression exponentielle et fonctionne comme l'un des facteurs clés de toutes les stratégies de marketing international. Placée au cœur de ces dynamiques sociales en cours, la traduction de la publicité polarise toute une problématique touchant à la spécificité du langage publicitaire et à la complexité du message promotionnel, conçu comme un système plurisémiotique, hétérogène et protéiforme, impliqué dans un acte de communication multilingue et multimédia. Face à l'évolution du discours publicitaire vers l'internationalisation, avec la diversification des supports et la croissance spectaculaire de la publicité en ligne, la traduction publicitaire se redéfinit sans cesse, en reconfigurant sa visée, son approche et ses stratégies. Le présent article se propose d'éclairer, par le biais de quelques analyses de cas particuliers, certains aspects de cette riche problématique, et d'illustrer les nouvelles tendances s'affirmant dans le domaine de la traduction publicitaire qui s'impose toujours davantage comme une pratique interdisciplinaire et créative, ouverte à l'interculturel, conjuguant la communication globale et la localisation communicationnelle.

Mariana Pitar – West University of Timișoara, Romania

Les phraséologies dans la formation des traducteurs : types et traitement

À côté des termes spécialisés qui forment le vocabulaire d'un domaine, les phraséologies constituent des combinaisons de mots et des tournures qui contribuent au spécifique du langage d'un certain domaine. Elles font d'habitude l'objet d'études linguistiques, mais elles sont le plus souvent ignorées dans le processus didactique qui vise la formation des futurs traducteurs, bien qu'elles constituent des unités de traduction, tout comme les termes. Faute d'une discipline spécifique qui ait comme objet l'étude des phraséologies, celles-ci sont à peine mentionnées dans le processus de traduction. Notre communication se propose d'offrir un aperçu des principales catégories de phraséologies, avec leur définition, leur traitement et les difficultés de traduction.

Mihaela Popescu - Politehnica University of Timișoara, Romania

Le numérique dans les méthodes d'enseignement/apprentissage du FLP

Le Français Langue Professionnelle (FLP) regroupe des connaissances transversales d'un domaine à l'autre s'adressant principalement à des non-natifs exerçant leur métier en français. L'utilisation du numérique devient un outil important pour recréer un environnement de travail similaire à celui d'origine avec l'objectif de mettre l'apprenant dans des situations réelles du monde professionnel. Les manuels du FLP sont équipés actuellement avec des Cd-rom, des DVD-rom, des sites Internet ou d'autres ressources numériques complémentaires nécessaires pour la compréhension des concepts et du contexte du travail en France et surtout pour déterminer l'apprenant d'agir en français dans son métier. Notre objectif est d'analyser les documents numériques qui accompagnent des méthodes du FLP, en vue d'identifier les situations professionnelles authentiques. Nous présenterons le concept du Français Langue Professionnelle, des méthodes d'enseignement/apprentissage et nous analyserons les supports numériques.

PAPERS IN GERMAN

Ruxandra Buglea - Politehnica University of Timișoara, Romania

Sprache und Gesellschaft. Interkulturelle Kompetenz und gesellschaftliche Dynamik.

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

Veronica Câmpian - „Babeș-Bolyai“ University of Cluj-Napoca, Romania

Ist das zum Lachen?!? Der Einsatz von Humor als Strategie in Werbeanzeigen

Der Beitrag „Ist das zum Lachen?!? Der Einsatz von Humor als Strategie in Werbeanzeigen“ nimmt sich vor die Entfaltungsmöglichkeiten von Humor als Komponente gewisser Werbeanzeigen zu untersuchen. Die Arbeit geht von den folgenden Forschungsfragen aus, und zwar, welche Humorformen in den Werbeanzeigen wiederzufinden sind und, ob es Produktkategorien gibt, für welche die humorvolle Werbung geeignet oder sehr unpassend ist. Zusätzlich werden die Vor- und Nachteile des Gebrauchs von Humor in der Werbung skizziert und die Merkmale der effektiven, humorvollen Werbung erläutert. Das Analysekorpus setzt sich aus deutschsprachigen Anzeigen zusammen, die zu den Produktkategorien Lebensmittel (Getränke und Nahrungsmittel), Spielsachen, Haushaltsgeräten, Automobilen und Dienstleistungen gehören.

Sabina De Carlo – Politehnica University of Timișoara, Romania

Das Projekt Dhoch3

Dhoch3 ist ein vom DAAD seit 2018 betriebenes Fortbildungsprogramm mit einer kostenlosen Onlineplattform. Die Zielgruppe sind Hochschullehrende und Studierende auf Masterniveau, die die Plattform flexibel nutzen können. Lehrinhalte sind Methodik und Didaktik, Fach- und Berufskommunikation sowie studienbegleitender DaF-Unterricht. In dem Beitrag wird das Projekt und die Dhoch3-Moodle-Plattform vorgestellt und Möglichkeiten der Nutzung beispielhaft präsentiert.

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

Mehrsprachigkeit, Kommunikation und Translation – 25 Jahre Kommunikations- und Translationswissenschaften an der Politehnica Universität Temeswar

Dieser Beitrag setzt sich mit der Bedeutung des mehrsprachigen Dialogs im Studium der Kommunikations- und Translationswissenschaften sowie mit Fragen zur Übersetzer- und Dolmetscherausbildung auseinander. Den Ausgangspunkt dazu bieten die Studiengänge, die an der Politehnica Universität Temeswar im Rahmen der Fakultät für Kommunikationswissenschaften angeboten werden. Der Fokus des Beitrags liegt auf die Entstehung und Entwicklung der Studiengänge, auf die methodisch-didaktische Gestaltung des Unterrichts, auf die praxisnahe Umsetzung, auf die Aktivitäten und Projekte der Fakultät im Hinblick auf ihr 25-jähriges Bestehen. Zugleich fällt der Schwerpunkt auch auf die Kompetenzen angehender Übersetzer und auf ihre Rolle in der heutigen Gesellschaft.

Anca Dejica-Carțiș – Politehnica University of Timișoara, Romania

Einblicke in die Übersetzung der Bildungssprache: Rumänisch-Deutsch

Der vorliegende Beitrag ist Teil des Forschungsprojektes *PCD-TC nr. 16183/21.11.2017-2018, cod 30* mit dem Ziel, unterschiedliche Übersetzungsmöglichkeiten der Bildungssprache aus dem Rumänischen ins Deutsche hervorzuheben. In seinem Vorhaben wird der Übersetzer hauptsächlich

mit Äquivalenzproblemen als auch mit kontextuellen und sprachlichen Besonderheiten konfrontiert, wobei ihm eine Palette kultureller Bedeutungen offenbart werden. Der Beitrag zeigt einige Problemstellungen beim Übersetzen von Bildungssprache im Schul- und Hochschulwesen auf und gibt Lösungen für den Gebrauch der Bildungssprache im multikulturellen Kontext an.

Anca Dejica-Carțiș – Politehnica University of Timișoara, Romania

Kommunikative Sprachkompetenzen im DaF-Unterricht

Sprachkompetenzen sind wichtige Bestandteile im alltäglichen wie im beruflichen Umfeld. Sprachliche Kompetenzen helfen einer Person sich kommunikativ auszudrücken. Man unterscheidet Vorgaben (z. B. Einzelwörter, Redemittel, informative Inhalte, kommunikative Strategien usw.), die einem dazu verhelfen sollen, sich leichter, adäquat und situationsgemäß zu äußern. Ziel des Beitrags ist es, jene Verfahren hervorzuheben, die zur Entwicklung von kommunikativen Sprachkompetenzen im DaF-Unterricht beitragen können.

Ioana Andrea Diaconu - Transylvania University Brașov, Romania

Ähnlichkeiten und Unterschiede in der Ausbildung von Übersetzern und Sprachlehrer.

Die Untersuchung setzt sich mit den zu übermittelnden Kompetenzen auseinander, die erforderlich sind, um einerseits aus einer Fremdsprache und in eine Fremdsprache zu übersetzen, und andererseits dieselbe Fremdsprache zu unterrichten. Welche Studienfächer sollen an der Universität unterrichtet werden? Ausgangspunkt sind Dokumente vom Unterrichtsministerium zum Thema „zuvermittelnden Kompetenzen“. Der Schwerpunkt liegt auf die Arbeitssprache Deutsch. Gibt es unterschiedliche Ansätze oder nicht?

Dana Maria Grosseck – Politehnica University of Timișoara, Romania

„Virtuelle“ oder „face to face“ Kommunikation, welche spielt den Entscheidungsfaktor in der Beziehung Lehrer/Student.

Die Verhältnisse zwischen den Menschen sind sehr komplex und wichtig; menschliche Eigenschaften und Handlungen, Blicke und Geste - all diese können einen Code, ein Modell, einen interpersonellen Kommunikationsstil erschaffen. Die Kommunikation im weiteren Sinne, als Transaktionsakt, ist grundlegend, sowohl für die persönliche, als auch für die soziale Existenz der Individuen. Daher, Begriffe wie "Kommunikation" und "Sprache" haben eine Mehrzahl von Bedeutungen. Die Kommunikation als Akt, System, Code oder Mittel steht als Grundlage der sozialen Organisation und Entwicklung und beeinflusst die horizontalen und vertikalen Beziehungen zwischen den Menschen; sie beeinträchtigt sogar ihr intimes Bestreben, aber auch die Erkenntnis der Realität.

Gyde Hansen – Copenhagen Business School, Denmark

Neuronale Maschinenübersetzung – und was nun?

In den letzten beiden Jahrzehnten hat sich die Kommunikation weltweit stark verändert. Vieles geschieht heute ganz selbstverständlich über Facebook. Die künstliche Intelligenz (KI) verspricht große Erfolge u.a. in der Medizin, im Online Handel, bei der Entwicklung von selbstfahrenden Autos, mit Spracherkennungssystemen wie Alexa – und besonders auch im Bereich der Translation, wo sich Maschinenübersetzungen ständig verbessern. Werden die Maschinenübersetzungssysteme eine Konkurrenz für die professionellen Humanübersetzer sein? Wird deren Arbeit in Zukunft vielleicht vor allem auf Post-Editing von maschinellen Übersetzungen begrenzt sein? Wie kann man sich auf rasante Veränderungen durch die Digitalisierung einstimmen? In meinem Beitrag möchte ich die ständig neuen Herausforderungen für Forschung und Lehre im Bereich der modernen Translation diskutieren.

Sabina Homăă – Transylvania University of Brașov, Romania

Deutsch lernen mit Kinderliteratur

In der Nachkriegszeit, Mitte der fünfziger Jahre, expandierte der Kinderbuchetat und entwickelte sich fulminant bis heute. Der Fremdsprachenunterricht änderte sich in dieser Zeit ebenso radikal, so dass schon Ende des 20. Jahrhunderts Kinderbücher gezielt im Erlernen einer Fremdsprache eingesetzt

wurden. Im 21. Jahrhundert lernen nicht nur Kinder eine neue Sprache mithilfe von Kinderliteratur, sondern auch Erwachsene. Dieser Erkenntnis wird anhand von zwei Kinderbüchern nachgegangen, dem Kinderklassiker Erich Kästners *Emil und die Detektive* und der aktuellen sehr beliebten *Olchi*-Reihe von Erhard Dietel.

Daniela Kohn – „Victor Babeş“ University of Timișoara, Romania

Im virtuellen Sprechzimmer. Die interaktive Online-Kommunikation im DaF-Unterricht, Fachsprache Medizin

Die digitale Kommunikation öffnet für den zeitgemäßen, handlungsorientierten DaF-Unterricht immer wieder neue Möglichkeiten, stellt ihn vor weiteren Herausforderungen und bringt weniger behandelte Themen in den Fokus. Die mit der Erweiterung des GER (2018) entwickelten neuen Deskriptoren zur interaktiven Online-Kommunikation, geboren aus der Notwendigkeit einer sich ändernden Wirklichkeit gerecht zu werden, wirken sich kreativ und motivierend auf den konkreten Sprachunterricht aus. Um den DaF-Unterricht für Mediziner so realitätsbezogen wie nur möglich zu gestalten, ist die Entwicklung von Übungstypen zur interaktiven Online-Kommunikation angebracht. Auf das Arzt-Patienten-Treffen im virtuellen Sprechzimmer und nicht nur sollen die (angehenden) Mediziner auch im Sprachunterricht vorbereitet werden.

Patrick Lavrits – West University of Timișoara, Romania

Leistung vs. Status in der rumänischen und in der deutschen Werbung

Die Dimension Leistung vs. Status geht der Frage auf den Grund, ob Status von einer Person durch individuelle Leistung erworben wird oder ob ihr der Status eher durch Herkunft bzw. Zugehörigkeit zugeschrieben wird. In leistungsorientierten Kulturen wird persönliches Engagement sowie harte Arbeit belohnt und ist für das gesellschaftliche Ansehen des Einzelnen ausschlaggebend. Statusorientierte Kulturen legen Wert auf die gesellschaftlichen Umstände, in die ein Individuum hineingeboren wurde. Merkmale wie Alter, Geschlecht, soziale Verbindungen, Erziehung und Beruf entscheiden über diesen zugeschriebenen Status.

Leistung vs. Status kann auch an der Ausführung der Werbung, der Interaktionen zwischen den Personen und der Art der dargestellten Personen erkannt werden, wie auch an der Art und Weise der Übermittlung der Botschaft und der Beeinflussung und Erreichung der Zielgruppe in den unterschiedlichen Kulturen.

Karla Lușan – West University of Timișoara, Romania

Didaktische Vorschläge zur Entwicklung der kooperativen und der kollaborativen Arbeitsweise im Übersetzungsunterricht

Der Beitrag geht von den wichtigsten „21st century skills“, also den Kernkompetenzen des 21. Jahrhunderts aus und versucht konkrete Anregungen zur Gestaltung von Unterrichtseinheiten anzugeben, die den Fokus auf die Förderung der Kooperations- bzw. Kollaborationskompetenz im Übersetzungsunterricht setzen.

Anca-Raluca Maghețiu – West-University of Timișoara, Romania

Gute Gründe, um Deutsch zu lernen – zur Motivation der BWL- und VWL- Studierenden an der West-Universität Temeswar für den Fremdsprachenunterricht

"Was immer für Pläne Sie für Ihre Zukunft haben mögen, mit Deutschkenntnissen schaffen Sie sich unendliche Möglichkeiten. Deutsch zu lernen bedeutet Fertigkeiten zu erwerben, mit denen Sie Ihre berufliche und private Lebensqualität verbessern können." – so bewirbt das Goethe Institut das Erlernen der deutschen Sprache. Wie sieht es aber in der Realität aus? Wie nützlich empfinden die Studierenden der Fakultät für Volks- und Betriebswirtschaft, der West-Universität Temeswar das Lernen der deutschen Sprache? Welche Vorteile und in welchen Bereichen erhoffen sie sich davon? Was motiviert sie beim Erlernen einer Fremdsprache? Mit diesen Fragen setzt sich die Arbeit auseinander und versucht durch das Ausarbeiten der Ergebnisse aus 100 von Studierenden ausgefüllten Fragebögen ein reales Bild ihrer Wahrnehmung des Deutschen als Fach-, Wirtschafts- und Verkehrssprache vorzustellen.

Andreea Ruthner – Politehnica University of Timișoara, Romania

Zur Sprach- und Kulturvermittlung durch interkulturelle Begegnungen anhand von face-to-face contacts, ethnography, Tandem lernen, netz- und mediengestützten Lehr- und Lernprozessen und kultursensibilisierenden Methoden

Ob der Kontakt zu fremdkulturellen Gemeinschaften im Rahmen von Auslandsaufenthalten anhand von persönlichen interkulturellen Treffen (*face-to-face contacts* und *face-to-face Tandem Lernen*) aufgenommen wird oder mithilfe virtueller Interaktionsformen, d.h. in virtuellen Klassenräumen und in Internetforen, durch *Videoconferencing*, *Videoarbeit* oder *e-mail-Tandem-Lernen* hergestellt wird, ermöglicht er jedes Mal interkulturelle Lernprozesse. Von den erwähnten methodischen Vorschlägen sind viele eher in heterogenen Gruppen wirksam, in Rumänien arbeiten jedoch Lehrer für gewöhnlich mit kulturell homogenen Lerngruppen, deswegen sind interkulturelle Vermittlungsmodelle in diesem Fall von besonderer Bedeutung.

PAPERS IN ROMANIAN

Melinda Izabela Achim – Technical University of Cluj-Napoca, North University Centre of Baia Mare
Discursul publicitar online – o upgradare a discursului publicitar tradițional

Publicitatea întotdeauna a ținut pasul cu tehnologia: a luat forma machetei (sub diferite forme și mărimi) mai mult sau mai puțin colorată odată cu apariția tiparului, unde radio au impus noi forme de discurs, iar televiziunea a fost boom-ul activității de publicitate prin îmbinarea imaginii în mișcare cu sunetul. Cum era de așteptat, publicitatea a pătruns și în mediul online, încet, dar sigur, astfel încât, în zilele noastre, să devină o prezență nelipsită când pornim device-urile. Lucrarea de față încearcă să surprindă noile aspecte și forme pe care le îmbracă publicitatea în mediul online, cum interacționează cu publicul și, mai ales, cum s-a produs acest upgrade al publicității tradiționale.

Cosmin Băiaș – Politehnica University of Timișoara, Romania
Problema evaluării în criticismul retoric

Domeniul științelor comunicării este un domeniu hibrid cu influențe diverse care se pot observa în metodele de cercetare utilizate: cantitativ-științifice sau statistice, respectiv calitativ-interpretative sau umaniste. În prezent, fiecare abordare generală propune propriile criterii de evaluare. Criticismul retoric, drept cercetare calitativă în domeniul comunicării, reclamă propriile standarde de evaluare. Ne propunem ca printr-o metaanaliză să clarificăm criteriile de evaluare propuse de diferiți autori a standardelor după care un eseu de criticism retoric poate fi apreciat. Susținem că o lucrare de criticism retoric nu este doar un exercițiu de creativitate și originalitate, ci mai ales o modalitate de argumentare riguroasă și persuasivă.

Cosmin Băiaș – Politehnica University of Timișoara, Romania
Gândirea critică, activismul și etica aplicată

Gândirea critică ca atitudine și activitate curentă este o practică a argumentării cotidiene. Totodată, gândirea critică este un instrument de formare a tinerilor într-o societate democratică. Ea este o modalitate de educație în spiritul libertății individuale. Argumentăm în favoarea alegerii unor teme de analiză critică față de care subiectul cercetător are o implicație puternică. De multe ori, analiza și evaluarea argumentelor conduce la efecte pozitive în măsura în care cercetătorul neutru se transformă într-un activist informat. Susținem că subiectele eticii aplicate pot fi un excelent cadru de analiză în care abilitățile de gândire critică pot fi dezvoltate atât spre folosul individului, cât și pentru beneficiul societății contemporane.

Bogdan Mihai Dascălu-Romițan – Romanian Academy, „Titu Maiorescu” Institute of Banat Studies, Timișoara

Importanța comunicării într-o epocă a noncomunicării

Epoca de astăzi se bazează pe tehnologie și, deci, pe o comunicare din ce în ce mai rapidă. Însă paradoxal, această comunicare tinde să se transforme în noncomunicare. Prezentarea de față își propune să cerceteze anumite aspecte ale acestor probleme ale omului modern și încearcă să ofere câteva direcții spre soluționare.

Liliana Cismariu & Vasile Gherheș – Politehnica University of Timișoara, Romania

Social media între beneficii și constrângeri

Evoluția tehnologică își pune amprenta asupra tuturor aspectelor vieții noastre, de la stilul de viață la obiceiuri, atitudini, dorințe sau valori, toate fiind supuse unui proces adaptativ ce adesea arde etape sub presiunea schimbărilor rapide venite din exterior. Tânăra generație este supusă și ea acestor „constrângeri” cărora încearcă să la facă față în manieră proprie. Ca utilizatori ai platformelor media, tinerii sunt primii vizaiți de dezvoltatori și tentați de noi funcții și utilizări ale acestora cu scopul de a-i atrage și a-i păstra cât mai mult în sfera lor de influență. Lucrarea de față este un studiu pilot la nivelul Universității Politehnica Timișoara, al cărui scop este identificarea principalelor platforme social-media utilizate de studenți, a motivelor care stau la baza acestor alegeri și a măsurii în care ei resimt influențele noilor tehnologii asupra propriilor lor decizii. Datele au fost culese prin metoda focus-grup și chestionar aplicate atât în facultăți cu profil tehnic, cât și studenți ai secției de Comunicare și relații publice.

Liliana Cismariu – Politehnica University of Timișoara, Romania

Ioan Hosu – “Babeș-Bolyai” University of Cluj Napoca, Romania

Locul meu de muncă ideal

Percepția tinerilor asupra oportunităților pieței muncii s-a schimbat de la generație la generație sub influența multitudinii de factori externi. Conturarea perspectivei tinerei generații privind viața lor profesională și locul de muncă ideal, face subiectul lucrării de față ca studiu pilot la nivelul Universității Politehnica Timișoara. Datele au fost obținute prin metoda focus grup și chestionar realizată cu studenți din ani terminali ai facultăților cu profil tehnic, precum și ai Facultății de Științe ale Comunicării, totalizând peste 200 de respondenți. Studiul face parte dintr-o cercetare mai amplă ce are ca scop identificarea valorilor culturale și profesionale ale tinerilor din universități tehnice românești.

Gabriel Mugurel Dragomir & Liliana Luminița Todorescu – Politehnica University of Timișoara, Romania

Comunicarea evaluării în actul didactic ca parte a unui proces didactic sustenabil

Lucrarea dorește să prezinte modul în care este percepută evaluarea în Universitatea Politehnica Timișoara de către studenți și, mai ales, a modului în care li se comunică rezultatele. Pentru aceasta am realizat un chestionar adresat la mai bine de 200 studenți din toți anii de studiu de la mai multe specializări. Parametrii analizați fac referire la modul în care sunt percepute funcțiile evaluării și erorile de evaluare din perspectiva comunicării acestora către studenți. Scopul lucrării este acela de a îmbunătăți activitatea de evaluare, relația profesor-student în procesul evaluării și a modului de realizare a feed-back-ului în vederea integrării acestuia într-un proces didactic sustenabil.

Anamaria Filimon-Benea – West University of Timișoara, Romania

Emoția - factor mobilizator pentru asigurarea interactivității

Numit de sociologi „determinism tehnologic” (Petcu, 2002, p.74), Marshall McLuhan consideră că mijloacele de comunicare - media - au „un impact decisiv asupra echilibrului percepției umane” (Idem, pag. 76). În lucrarea sa *Understanding mass-media* (1964), acesta a lansat sloganul bine cunoscut: „mediul este mesajul”. Ideea principală este că mijloacele tehnologice utilizate pentru a comunica sunt la fel de importante ca și conținutul comunicării transmise. Cauza acestui lucru este că mijloacele folosite în comunicare influențează emoția, percepțiile, echilibrul simțurilor. Impactul

mesajului asupra oamenilor va fi diferit și datorită mijloacelor utilizate. Prin metoda de cercetare calitativă, lucrarea își propune să analizeze câteva campanii de relații publice online pentru a stabili în ce măsură exprimarea emoției este factor mobilizator pentru angajarea publicului.

Daniela Gheltofan – West University of Timișoara, Romania

Câteva observații despre antonimia stilistico-discursivă

Latura contextual-discursivă și sintactic-combinatorie a antonimelor canonice și necanonice contribuie la conturarea unui discurs configurat antonimic, precum și la reliefaarea unui impact comunicativ-discursiv orientat antonimic. În studiile noastre anterioare, am considerat că, în plan funcțional-contextual, se poate delimita conceptul-hiperonim *antonimie discursivă* sau *funcțională*, alături de conceptele-hiponim: *antonimie stilistică*, *antonimie frazeologică*, *antonimie paremiologică*, *antonimie aforistică*, *antonimie terminologică*, *antonimie științifică* etc. Totodată, am subliniat că *antonimia contextuală* sau *ocazională* este arondată aceluiași hiperonim conceptual – *antonimia discursivă*, întrucât contextului sau enunțului îi sunt specifice atât antonimele canonice, cât și cele necanonice, deci, ocazionale, contextuale. În studiul de față, ne vom concentra atenția asupra antonimiei stilistice, încercând să reperăm în discursul actual o paradigmă lingvostilistică a termenilor opozabili.

Marius Imre Parno & Marius Vasiliuță Ștefănescu – West University of Timișoara, Romania

Aspecte economice din viața comunității de romi: studiu de caz Timișoara și Cluj Napoca

După o robie de peste 500 de ani și aproximativ 150 de ani de la dezrobirea rromilor, comunitatea rromă este încă în procesul de integrare în societate. De cele mai multe ori comunitățile de rromi sunt poziționate la marginea satelor sau orașelor și trăiesc în condiții de sărăcie maximă și stil de viață precar. Obiectivul pe care ni-l propunem pentru această investigație sociologică este: Identificarea activităților economice tradiționale și netradiționale practicate în comunitățile rome din Timișoara și Cluj-Napoca, iar principala ipoteză fiind: în comunitățile rome din Timișoara și Cluj-Napoca există o gamă largă de activități economice în cadrul cărora activitățile tradiționale tind să aibă o pondere și o dinamica semnificativă în raport cu cele netradiționale.

Adela Popa Marincu – Universitatea Ioan Slavici Timișoara

Revigorarea culturii tradiționale în condițiile erei digitale – Studiu de caz „Festivalul Lada cu zestre”

În epoca modernă și în condițiile globalizării, comunitățile tradiționale redescoperă valoarea și importanța ancorelor pe care le oferă tradiția locului. În cazul concret al culturii populare, aceasta reușește să unească elementele fundamentale care dau sentimentul de comunitate și de apartenență, în condițiile vieții supraaglomerate de informații și influențe, datorită accesibilității oferite de mediul on line. Lucrarea de față abordează modalitățile în care Festivalul „Lada cu zestre” din județul Timiș pune în valoare patrimoniul cultural tradițional bănățean și proiecția acestuia în spațiul virtual prin intermediul canalelor digitale de comunicare.

Miroslav-Adrian Stanici – Politehnica University of Timișoara, Romania

Demonstrațiile de Luni seara din Estul Germaniei

În textul de față îmi propun să urmăresc fenomenul protestelor care au loc în fiecare zi de luni, seara, în orașul Halle din Germania. Această tradiție de a protesta, în estul Germaniei, își are rădăcinile în anul 1989, în orașul Leipzig. Atunci, protestatarii au ieșit pe străzi cu bannere pe care scria „Wir sind das Volk - We are the People” (Noi suntem poporul). Protestul lor avea să fie unul pașnic, dar decisiv în procesul de unificare a Germaniei. Tradiția protestelor de luni seara a revenit în ultimii ani, iar centrul orașului Halle din landul Saxonia-Anhalt este gazda manifestațiilor. De această dată, însă, protestul este organizat de extrema dreaptă germană și participă membri ai Pegida (Patriotische Europäer gegen die Islamisierung des Abendlandes, adică Patrioții Europeni împotriva Islamizării Vestului), dar și diferiți membri ai grupărilor ultra-naționaliste. Acestui tip de protest i se răspunde de fiecare dată cu un contraprotest din partea anti-radicaliștilor. La contramanifestare participă de obicei membri ai platformelor de partid ecologiste, socialiste și tineri independenți, dar simpatizanți ai stângii. Aceste proteste se desfășoară în același loc și în același timp, fiind separate doar de o zonă

tampon de maxim 10 metri. Forțele de ordine preferă să supravegheze din lateral manifestații. În expunerea mea, folosind metoda observației participative, a interviului, dar și evocând elemente din teoria lui Ervin Goffman, îmi propun să dezvolt o analiză a celor două proteste, identificând temele mari de dezbateră din cadrul lor, strategiile abordate de cele două grupuri, și îmi propun să privesc către repertoriul lor de mesaje. Așadar, propun următoarea ipoteză de cercetare: deși cele două grupări sunt antagonice politic și au valori radical opuse, comportamentul lor, repertoriul manifestărilor este similar.

Sorin Suciu – Politehnica University of Timișoara, Romania

Etica altruistă și spiritul capitalismului

Modelul etic al capitalismului, care se fundamentează pe ideea unui egoism așa-zis rațional, a condus în practică la decalaje economice și inechități inacceptabile. În același timp, acest model subordonează valori umane și priorități globale unor principii economice și a unor pulsuni consumeriste. Aceasta conduce la poluarea mediului, epuizarea planetei și amenințarea viitorului generațiilor care vor urma. Articolul meu propune înlocuirea acestui model cu o etică altruistă care ia în considerare nevoile urgente și bunăstarea tuturor părților implicate.

Sorin Suciu – Politehnica University of Timișoara, Romania

Comunicarea prin intermediul imaginii fotografice

În legătură cu imaginea fotografică circulă, la nivelul simțului comun, o serie de idei preconceptuate și, desigur, false. Cele mai întâlnite sunt cele care se referă la așa-zisul limbaj fotografic, la o gramatică ascunsă a imaginii fotografice sau la cantitatea de adevăr cuprinsă într-o fotografie. Faptul că fotografia nu deține un limbaj în sensul propriu al cuvântului, că nu are o gramatică sau că nu pretinde dezvăluirea adevărului, nu îi scade în niciun fel demnitatea ca mediu de exprimare. Articolul meu își propune o demistificare a expresiei fotografice cu scopul de a lămurii specificitatea sa.

Liliana Luminița Todorescu, Gabriel Mugurel Dragomir & Anca Greculescu – Politehnica University of Timișoara, Romania

Predarea ca sursă a învățării în Universitatea Politehnica Timișoara – Studiu de caz

Lucrarea de față, abordează problema predării ca sursă a învățării în cadrul procesului instructiv educativ, desfășurat în Universitatea Politehnica Timișoara (UPT), prin intermediul unui studiu de caz explorativ, bazat pe analiza documentelor instituționale, prin apelul la arhivele, rapoartele periodice și statisticele instituției, existente pe site-ul universității. Studiul urmărește să scoată în evidență, maniera în care predarea este percepută și abordată efectiv de către cadrele didactice, ca sursă a învățării educabililor și ca mijloc de creștere a calității procesului instructiv educativ. Rezultatele studiului de caz efectuat, evidențiază faptul că profesorii din UPT manifestă preocupare constantă pentru creșterea calității procesului instructiv educativ, prin abordarea predării ca sursă a învățării educabililor.

Ioana Vid – West University of Timișoara, Romania

Imaginea unei organizații financiare – banca OTP România

Relațiile publice guvernează activitatea organizației și determină procesul de construire al imaginii organizației. Modul în care sunt administrate aceste relații poate avea un efect covârșitor asupra activităților curente și asupra succesului companiei. Relațiile publice au ca rol, în cadrul organizației, organizarea și administrarea sistemului complex de relații comerciale, economice, politice, administrative, sociale, mediatice, culturale în care evoluează firma. Așteptările tuturor clienților sunt din ce în ce mai mari, fiindcă băncile concurente introduc standarde ridicate ale serviciilor. Devine tot mai clar pentru o bancă faptul că unul din cele mai importante lucruri este să își mențină clientela actuală, dar și să atragă noi clienți, lucruri posibile prin construirea unei imagini pozitive atât în interiorul organizației, cât și în exteriorul său. Articolul își propune să facă o analiză calitativă asupra modalităților prin care Banca OTP își conturează și își creează o imagine pozitivă folosind instrumentele activității de relații publice.

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59. Lavrits, Patrick West University of Timișoara, Romania
60. Lușan, Karla West University of Timișoara, Romania
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62. Martinez, Roberto University of Castilla La Mancha. Spain
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67. Meștereagă Elena West University of Timișoara, Romania
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70. Na'ama, Amalia Ministry of Education, Haifa, Israel
71. Nechita, Maria Larisa *Lucian Blaga* University, Sibiu, Romania
72. Nicolau, Felix University of Lund/Doctoral School of „1
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77. Parezanović, Tijana Alfa BK University, Belgrade, Serbia
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79. Pele, Andreea Politehnica University of Timișoara, Romania
80. Penteliuc-Cotoșman, Luciana Tibiscus University Timișoara, Romania
81. Percec, Dana West University of Timișoara, Romania
82. Pitar, Mariana West University of Timișoara, Romania
83. Polovina, Vesna University of Belgrade, Serbia
84. Popa Marincu, Adela Ioan Slavici University, Timișoara, Romania
85. Popescu, Mihaela Politehnica University of Timișoara, Romania
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87. Rando, Gaetano University of Wollongong, Australia
88. Roșca, Adriana INTERBALKANIC Language Services, Romania, Greece
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97. Suciu, Lavinia Politehnica University of Timișoara, Romania
98. Suciu, Sorin Politehnica University of Timișoara, Romania
99. Șimon, Simona Politehnica University of Timișoara, Romania
100. Todorescu, Liliana Luminița, Politehnica University of Timișoara, Romania
101. Trișcă Ionescu, Anca Dunărea de Jos University of Galați, Romania
102. Țiulescu Alexandra Ștefania University of Craiova, Romania
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