PCTS 12

26-27 MARCH 2021
TIMIȘOARA, ROMANIA

POLITEHNICA UNIVERSITY OF TIMIȘOARA
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES

INTERNATIONAL CONFERENCE
12TH EDITION

DIGITAL CULTURE, COMMUNICATION AND TRANSLATION

VIRTUAL CONFERENCE

CONFERENCE PROGRAMME and BOOK OF ABSTRACTS

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

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CONFERENCE PROGRAMME

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

March 25, 2021

17.00 – 18.00	**Pre-conference Workshop**
18.00 – 19.00	**Pre-conference Keynote Presentation**
19.00 – 20.00	**Pre-conference Workshop**

March 26, 2021

09.30 – 10.00	**Welcome and Networking**
10.00 – 10.30	**Official Opening** *Florin Drăgan, Rector, Politehnica University of Timişoara* *Titela Vîlceanu, President, Romanian Society for English and American Studies* *Daniel Dejica, Dean, Faculty of Communication Sciences, Politehnica University of Timişoara* *Mariana Cernicova-Bucă, Moderator, Chair of the Scientific Committee, PCTS*
10.30 – 12.15	**Keynote Presentations**
12.15 – 12.30	**Break**
12.30 – 14.30	**Paper Presentations**
14.30 – 15.00	**Break**
15.00 – 17.00	**Paper Presentations**
17.00 – 18.00	**Workshop**
18.00 – 19.00	**Keynote Presentations**
19.00 – 20.00	**Meet the editors, networking**

March 27, 2021

09.30 – 10.30	**Panel discussion**
10.30 – 12.30	**Paper Presentations**
12.30 – 12.45	**Break**
12.45 – 14.30	**Paper Presentations**
14.00 – 15.00	**Workshop**
15.00 – 17.00	**Paper Presentations**
17.00	**Closing of the Conference**

CONFERENCE PROGRAMME

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

Keynote presentations

March 25, 2021
18.00-19.00, EET

A Delicate Equilibrium: Finding a New Balance?
Terrence Flynn, McMaster University, Canada

March 26, 2021
10.30-12.15, EET

Audio description research: what next?
Anna Matamala, Universitat Autònoma de Barcelona, Spain

Social Media Communication during COVID-19 Pandemic: Challenges and Perspectives
Delia Balaban, Babeș-Bolyai University, Cluj-Napoca, Romania

18.00-19.00, EET

Global Digitalisation Impacting the Language Industry: The Domino Effect on Professional Profiling and Training Priorities
Anca Greere, Babeș-Bolyai University, Cluj-Napoca, Romania

Workshops

March 25, 2021

17.00-18.00, EET

Audio Description: If Your Eyes Could Speak

Joel Snyder, Audio Description Associates, LLC, USA

19.00-20.00, EET

Mentorship in Publishing: Strategies for Success in Submitting Scholarship for Publication

Noemi Marin, Florida Atlantic University, USA

March 26, 2021

17.00-18.00, EET

The Audiovisual Media Explosion

Pilar Orero, Universitat Autònoma de Barcelona, Spain

March 27, 2021

14.00-15.00, EET

Interpreting for Tomorrow

Martin Will, AITReN e. V., Germany

Panel discussion

March 27, 2021

09.30-10.30, EET

The status of training programs for easy-to-read validators and facilitators in Europe

Daniel Dejica, Simona Şimon, Marcela Fărcaşiu, Annamaria Kilyeni, Oscar García Muñoz, Carlo Eugeni, Rocío Bernabé, Gabriele Sauberer, Angela Cotoară, Tatjana Knapp

Meet the editors

March 26, 2021

19.00-20.00, EET

The Palgrave Handbook of Audiovisual Translation and Media Accessibility

Łukasz Bogucki, **Mikołaj Deckert**

Moderators: Mariana Cernicova-Bucă, Daniel Dejica, Simona Şimon

CONFERENCE PROGRAMME
Paper presentations

March 26, 2021
12.30-14.30

ALL TRACKS ON

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UTC+2 Time Zone

Communication and Public Relations	Translation Studies	Translation Studies	Language, translation, and communication
Moderators: **Ileana Rotaru** **Adina Palea**	Moderators: **Mikołaj Deckert** **Daniel Dejica**	Moderators: **Mariana Pitar** **Mirela Cristina Pop**	Moderators: **Gyde Hansen** **Anca Dejica-Carțiș**
JOIN	**JOIN**	**JOIN**	**JOIN**
YouTube Users versus Content Creators – a qualitative approach of uses and gratifications **Diana-Maria Buf, Oana Stefanita**	Meaningful mismatches: on-screen language and audiovisual translation **Krzysztof Hejduk, Mikołaj Deckert**	Traduire en français le discours religieux roumain en utilisant des outils TAO **Marius-Octavian Munteanu**	MASCHINENÜBERSETZUNG und rumänische Sonderzeichen **Gyde Hansen**
Electioneering for Presidential Elections in the Online Environment **Miroslav Adrian Stanici**	An Online Community for Translators with Visual Impairments: *The Round Table* Mailing List **Burcu Taşkın**	Éléments socioculturels dans la traduction en roumain des documents officiels de langue française **Mirela Cristina Pop**	Gerichtsdolmetschen in Strafverfahren für ausländische Bürger im Rahmen der neuen transkulturellen Law Clinic **Vlasta Kučiš**
Theatre criticism challenges in digital media environment **Juta Zvira**	Subtitling for the Deaf and Hard of Hearing (SDH) as a Didactic AVT Resource in Foreign Language Education **Anca Daniela Frumuselu, Alberto Fernández Costales**	Multiplication et changements de codes dans le sous-titrage de film **Mariana Pitar**	Segmente statt Termini? Zum Einfluss korpuslinguistischer Ansätze auf die Definition von Übersetzungseinheiten im Fachübersetzen **Laurent Gautier**
Digital advertising as memetic propaganda **Daniel Ciurel**	A Functional Perspective on Medical Translation in the European Context **Mihai Robert Rusu**	Le langage du secteur de la beauté : un défi pour le traducteur spécialisé **Luciana Penteliuc-Cotosman**	Mission: Impossible. Untranslatable German Words into Contemporary English **Sorin Ciutacu**
Charting sustainable tourism in Romania. An opportunity relevant authorities might be missing **Adina Palea, Paula Diana Peev-Otiman**	One Mind Translating Another – The Medical Translator and Their Role in Psychopathology: Competence, Knowledge and Responsibility **Carlos Sabena**	La première relance de la TA – une approche « indirecte » **Andreea Ghiță**	Online-Theater: Rezeption und Theaterkritik in der Pandemie – eine Perspektive aus Temeswar **Ştefana Ciortea-Neamţiu**
"Innocent" jokes hurt: antigypsism and the online public space **Ileana Rotaru**	*Tennessee Williams's A Streetcar Named Desire* on screen and on stage **Georgiana-Elena Dilă**	L'apport de la technologie dans la traduction juridique **Anca Monica Stanciu**	Übersetzungswissenschaft heute – Unterricht in Zeiten der Corona-Pandemie **Ana-Maria Dascălu-Romiţan**
	Translation aids for the digital age **Diana Oţăt**		Eine semiotische Analyse politischer Karikaturen **Veronica Câmpian**

CONFERENCE PROGRAMME
Paper presentations

March 26, 2021
15.00-17.00

ALL TRACKS ON (zoom) **ALL HOURS IN EET** **UTC+2 Time Zone**

Communication and Public Relations	Language and Communication	Translation Studies	Foreign Language Teaching
Moderators: **Kirk St.Amant** **Mariana Cernicova-Bucă**	Moderators: **Bledar Toska** **Simona Șimon**	Moderators: **Dana Percec** **Annamaria Kilyeni**	Moderators: **Karla Lupșan** **Anca Dejica-Carțiș**
JOIN	**JOIN**	**JOIN**	**JOIN**
Cognition and Scalable Localization: The Psychology of Communicating with Digital Technologies in Global Contexts **Kirk St.Amant**	Interactional and digital communication with Biden during the presidential campaign **Bledar Toska**	A Case of Intersemiotic Translation: Shakespeare's Plays on Canvas **Dana Percec,** **Loredana Pungă**	Prüfungsinhalte und -formate im Wandel. Kompetenzorientiertes Prüfen im Daf-Bereich off-/ online. Eine Fallstudie **Daniela Kohn**
Perspectives in communication: university students online during the COVID-19 pandemic **Carol Cooper**	Building digital culture. The power of the virtual **Monica Condruz-Băcescu**	Translating Literature Using Machine Translation: Is It Really Possible? **Irina-Ana Drobot**	Deutsch für den Beruf. Entwicklung von Sprachkompetenzen **Anca Dejica-Carțiș**
Effects of exposure to hate speech on Facebook – an experimental research **Diana-Maria Buf,** **Oana Stefanita,** **Elena Negrea-Busuioc**	Every "Was" has a "Warum". German Loanwords into Contemporary English **Sorin Ciutacu**	*Birds in the Mouth*, by Samantha Schweblin, and *Sara*. A study of prospective tools for translation as transaction **María Arrizabalaga**	Zum Einsatz von innovativen Methoden im Unterricht – *Design Thinking* **Karla Lupșan**
From medicalization to aesthetization of face mask during the pandemic: Semiotic implications **Armela Panajoti**	Dynamics of Quantifying Expressions - A Romanian-English Contrastive Analysis **Laura Ionică**	Literary Translation and Rewriting – Challenges and Perspectives **Liana Georgiana Moga**	Die Umsetzung der kulturellen Dimensionen von Edward T. Hall im Unterricht **Patrick Lavrits**
"PURE EVIL!: Framing by Devil Terms in Social Media and the MAGA Insurrection" **David Erland Isaksen,** **Tamar Dolidze**	Language Change in Institutional Discourses. Genre-Based Approaches **Corina Vasile**	The Translation of 20th century British Poets into Romanian **Mihaela Gavrilă**	Scaffolding und SIOP als fachsprachendidaktische Konzepte im fachsprachlichen Fremdsprachenunterricht **Anca-Raluca Maghețiu**
Intergovernmental Organizations Communication leveraged by Business Process Management **Alice Safar**	Riven by a mutual language? British versus American English **Daniel Leotescu**	The postmodern language in Doina Ruști's novel, Homeric **Anca Luminița Eftenie**	Authentische Kommunikation im Fremdsprachenunterricht: ETSU-Studenten befragen deutsche Muttersprachler **Raluca Negrisanu**
Celebrity controversy in live-streaming **Laura-Oana Herțanu**		*Little Women* as a cultural product now and then **Carina Avila**	Die Metapher als Sprachmittler fachsprachlicher Interferenzen **Maria-Dana Grosseck**

CONFERENCE PROGRAMME
Paper presentations

**March 27, 2021
10.30-12.30**

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UTC+2 Time Zone

Communication and Public Relations	Language and Communication	Translation Studies	Foreign Language Teaching
Moderators: **Oleg Shcherbakov** **Daniel Ciurel**	Moderators: **Anna Anselmo** **Simona Șimon**	Moderators: **Titela Vîlceanu** **Daniel Dejica**	Moderators: **Felix Nicolau** **Marcela Fărcașiu**
JOIN	**JOIN**	**JOIN**	**JOIN**
Reflections on the Russian Higher Education in the post-pandemic period **Tatiana Anopchenko**	Research Methods in Discourse Analysis: Quantitative, Qualitative and Mixed-Methods Approaches **Ana Scalcău**	Effectiveness in accounting terms translation. Semantic harmonization from IFRS into Italian **Walter Giordano**	Watching Exercises for Teaching the Terminology of Clinical Procedures in English for Medical Purposes Classes **Iulia Cristina Frînculescu**
Studying Online Linguistic Landscapes During the Pandemic: A Case-study from Russia **Oleg Shcherbakov**	Mixed Method Research. Theoretical Underpinnings **Diana Botosan**	Literary Translation – A Market-Oriented Approach **Titela Vîlceanu**	Digitalization of teaching Romanian language and culture in Sweden **Felix Nicolau**
Digital bovarism: advertising, rhetoric, and identity **Daniel Ciurel**	Travel Blogging about Sicily: The Gipsy Nesters, a Case Study **Anna Anselmo**	The efficient translation flow, a key to successful business **Raul Pașcalău, Daniel Dejica**	Teaching Intralingual Translation to the Romanian EFL Learners in the Digital Age **Liana Muthu**
Public engagement strategies in the automotive industry: the case of Romania **Mariana Cernicova-Bucă, Eugen Cocea**	Types of Tourism in Albanian Travel guidebooks: A Corpus-Based Analysis **Irena Skendo**	The use of technology in official translation in the Spanish-speaking world—building a descriptive methodology **Miguel Duro-Moreno**	Online learning of Romanian as a foreign language and teaching methods used in this approach **Cristina Burtea-Cioroianu**
Memes and copyright: A troubled tango **Gabriela Grosseck, Ramona Bran**	Communication Strategies of Tourism Promotion during the COVID-19 Pandemic **Maria Cristina Paganoni**	A Terminological Perspective on Legal Translation **Andreea Maria Cosmulescu**	The Communicative Approach in Teaching English to Students in Automatics **Adrian-Florin Busu**
Telework and its main determinants. A review of literature **Ionela Andreea Stoicov Laurențiu Gabriel Țîru**	Language and communication approaches to the study of meteorology **Karina Hauer**	Challenges of Legal Translation: Specific Problems and Strategies Identified Through a Virtual Workshop **Andreea-Maria Sărmașiu**	The impact of interlingual equivalence on vocabulary development **Maria-Cristina Miuțescu**
Looking for a job online or offline **Liliana Cismariu**	Acquiring *Pragmatics* through Projects **Simona Șimon, Claudia E. Stoian**	Zooming into the Translation of EU documents **Teodora Florică**	

CONFERENCE PROGRAMME
Paper presentations

ALL TRACKS ON **zoom** ALL HOURS IN EET **UTC+2** Time Zone

Communication and Public Relations	Translation and Interpreting Studies	Language, Translation, and Communication	Foreign Language Teaching
Moderators: **Anamaria Filimon-Benea Liliana Cismariu**	Moderators: **Ovidiu Matiu Claudia Stoian**	Moderators: **Cristina Varga Marcela Fărcașiu**	Moderators: **Luiza Caraivan Andrea Kriston**
JOIN	JOIN	JOIN	JOIN
Instrumente de PR pentru construcția imaginii unei instituții educaționale **Anamaria Filimon-Benea, Ioana Vid**	Audiovisual Translation Today: Subtitling and Technology, or The Human versus the Machine **Ovidiu Matiu**	Traducere automată și subtitrare în limba română. Studiu de corpus **Cristina Varga**	Paradigm Shift: Some Challenges and Opportunities of Online Language Learning and Teaching **Alina-Roxana Popa**
Employer branding-dimensiunile atractivității organizaționale la generațiile Y și Z **Florentina Bărbulescu**	MOBILE LEARNING FOR MOBILE TRANSLATORS? Mobile technologies and translator training **Verónica Arnáiz-Uzquiza, Susana Álvarez-Álvarez**	Traducătorii audiovizuali și competențele necesare acestei profesii **Elena-Laura Vulpoiu**	E-learning in the university environment **Monica Condruz-Băcescu**
Noi tendințe privind comunicarea asistenților sociali în perioada pandemiei de COVID 19 **Loredana Marcela Trancă**	TRADILEX: Audiovisual Translation as a Didactic Resource in Foreign Language Education **Alberto Fernández Costales, Anca Frumușelu**	Traductologia în era digitală: limite și perspective **Sorina-Daniela Căprioară**	Integrating diversity and the intercultural competency in teaching Legal English to university students **Luiza Caraivan**
Supremația vizualului în comunicarea online **Anamaria Filimon-Benea**	Formal and nonformal methods designed for busting the key competences in simultaneous conference interpreting **Maria Larisa Nechita**	Analiza discursului instituțional academic – perspective interdisciplinare **Claudia Raluca Stamatescu**	Teaching Advanced Business English Writing Skills in the Digital Environment **Valentina Budincic**
Filosofie și inginerie **Sorin Suciu** Imaginea organizațiilor **Ioana Vid**	An overview of interpreting **Simona Șimon, Andrea Kriston & Andreea Ungureanu-Ruthner**	Redarea cuvintelor-realia de tip fantastic **Daniela Gheltofan**	Challenges of Online Language Teaching – Useful Applications **Silvia Laura Pascu**
Schimbare de paradigmă în vremuri pandemice: de la carte la e-book **Adela Marincu Popa**	Interpreting takes the stage: Improv Techniques in Translating Cultural Innuendos **Sorin Cazacu**	Despre limbajul jocurilor video **Nadia Obrocea**	Restructuring course design to limit cheating in online evaluation **Olivia Chirobocea-Tudor**
Activități socio-economice din viața comunității de rromi **Marius Parno**	The translation of culture **Claudia E. Stoian, Simona Șimon**		

CONFERENCE PROGRAMME
Paper presentations

March 27, 2021
15.00-17.00

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Communication and Public Relations	Translation Studies	Language, Translation, and Communication	Language and Communication
Moderators: **Gabriel-Mugurel Dragomir** **Vasile Gherheș**	Moderators: **Ana Sofia Saldanha** **Claudia Stoian**	Moderators: **Iulia Mihalache** **Andrea Kriston**	Moderators: **Gabriela Grosseck** **Andreea Ungureanu-Ruthner**
JOIN	**JOIN**	**JOIN**	**JOIN**
Probleme de adaptare ale studenților la solicitările impuse de mediul universitar autohton **Liliana-Luminița Todorescu, Gabriel-Mugurel Dragomir, Anca Greculescu**	Building Translation Competence through Diary Studies: A Reflective Approach **Valentina Mureșan, Andreea Șerban**	Activités de communication langagière et stratégies en français professionnel dans le milieu universitaire francophone de Timișoara **Mihaela Popescu**	Teaching Grammar in Iraqi Secondary Schools by Using the Communicative Approach **Mohamed Ramadhan Hashim**
De ce nu își țin studenții camera video deschisă în timpul orelor online? **Vasile Gherheș, Simona Șimon, Semida Gherheș**	Mentoring as a Pedagogical Tool to Develop a Career in Translation **Ana Sofia Saldanha**	Méthode d'analyse textuelle : le discours de l'entreprise **Andrea Kriston**	Talk to Me in Memes **Ramona Bran, Pele Andreea, Gabriela Grosseck**
Aspecte etice ale comunicării vizuale **Sorin Suciu**	Teaching Translation in Legalese **Corina Dobrotă**	Défis dans la traduction des textes **Raluca-Cristina Dragomir**	An Analysis Framework of Legal Terms **Maria G. Stoenică**
Campania de vaccinare intre informare si persuadare. Elemente ale unei comunicari de criza. **Lucia Lia Epure**	Translation Errors as Instruments for Developing the Students' Competence in Legal Translation **Cozma Mihaela**	La technologie, un objet banal ? Sur la relation des traducteurs humains et des machines **Iulia Mihalache**	An Outline of Biblical Lexical Semantics **Hermina Maria Andreescu**
Opera social-filantropică a Bisericii Ortodoxe Române, între principiile filantropiei sociale creștine și responsabilitatea socială corporativă **Gabriel-Mugurel Dragomir, Adina Palea**	Designing ATC-based curricula: a complex and challenging undertaking. **Maria-Cristina Miuțescu**	Le défi de l'interprète : les noms propres et les fonctions des organisations **Andrea Kriston**	Students' awareness of the cultural heritage of a (future) capital of culture. The case of Timisoara **Mariana Cernicova-Bucă, Maria Pevnaya**
Disuasiune și apel la responsabilite. Despre *limitele* comunicării de criză. **Adrian Păcurar**	Some aspects of translating maritime language **Ioana Raluca Vișan**		
O nouă dimensiune asupra sportului de performanță. Cariera duală și consilierea socio-profesională **Ancuța Milin**	Translatability of Idioms – Getting the Best of Both Texts **Iulia Cristina Antonie**		
Economia socială în Europa: evoluții recente și rolul acesteia în incluziunea grupurilor vulnerabile **Daniel Grebeldinger**	A Translation-Oriented Approach to Person Deixis **Oana-Maria Puiu**		

ABSTRACTS

KEYNOTE PRESENTATIONS

March 25, 2021, 17.00-18.00, EET

Terrence Flynn, McMaster University, Canada
A Delicate Equilibrium: Finding a New Balance?

Before Facebook and Twitter. Before Instagram and TikTok. Before LinkedIn and Zoom. Before all these platforms and apps, Dr. Terry Flynn posited that organizations existed in a dynamic environment that continually required actions and responses to create a delicate equilibrium -- a balance zone – in order to efficiently and effectively achieve their organizational goals and objectives. In that article, written 15 years ago, and before the introduction of interactive social media sites, the communicative actions and responses of organizations reflected a traditional, somewhat linear, strategic management of organizational communications. Today the linear, predictable communicative actions and responses of organizations have been upended by the instant, multi-platformed, chaotic nature of our contemporary business environment. In this keynote address, I will revisit and update my balance zone theory in light of today's chaotic, socially mediated communications environment.

March 26, 2021, 10.30-12.15, EET

Anna Matamala, Universitat Autònoma de Barcelona, Spain
Audio Description Research: What Next?

My presentation aims to present a wide overview of different research approaches to audio description (AD) by looking at some projects developed by TransMedia Catalonia research group at Universitat Autònoma de Barcelona in the last years, and point at possible future investigations. Research on audio description in the specific field of audiovisual translation studies started by trying to understand practices across the globe and by discussing how training should be provided to this access service. These descriptive studies soon expanded to include both case studies and corpus studies and gave way to user-centric research approaches which tested the reception of different AD strategies with end users. More recently, technological research on AD has produced interesting results on the use of text-to-speech technologies, machine translation but also visual captioning. New media formats and environments have also put on the table new challenges for all access services, and AD is not the exception. To illustrate my views, I will refer to various projects: the ALST project, in which we tested technologies for AD. The Visuals into Words (VIW) project (https://pagines.uab.cat/viw/), which allowed us to create a multimodal and multilingual corpus understand how different describers transfer the same visuals into different words. The NEA project (https://pagines.uab.cat/nea/), in which new electrophysiological measures were used to assess user presence. The RAD project (https://pagines.uab.cat/rad/), which is deepening on some underresearched topics such as

prosody. The ImAc project (https://www.imac-project.eu/), which has shed light on new environments such as virtual reality, and the ongoing EASIT project (https://pagines.uab.cat/easit), which proposes new hybrid modalities which merge easy language and access services. At the end of my talk I will try to point at new research venues and engage the audience in a discussion of where relevant research is needed in the field of audio description.

Delia Balaban, Babeș-Bolyai University, Cluj-Napoca, Romania

Social Media Communication during COVID-19 Pandemic: Challenges and Perspectives

The rise of social media use has increased the search for information on networking platforms, especially by the younger generations (Chen & Yuan, 2018; Zhang, Li, & Wang, 2013). It has changed the way entities (e.g. consumers, organizations) interact with each other, and the way they search and receive information (Liu et al., 2015). Social media has an impact on several aspects of our lives and according to communication scholars, this impact grows during the COVID-19 pandemic. The number of social media users is constantly growing alongside the differentiation process of the platforms. In January 2020 there were more than 3.8 billion users worldwide and one year later, the number of users raised to 4.2 billion representing 53.6% of the global population (Digital 2021: Global Overview Report). YouTube and Facebook dominate the social media landscape in the USA and the European Union and Instagram is one of the fastest-growing social network sites (SNS) for early-stage adults. However, Tik Tok undertook the transformation from an emerging network to the market leader in several countries, among them Romania. Under these circumstances, the presentation addresses the following questions: What motivates us to use social networks, especially during lockdown situations? What effect does this use have on our well-being and information-sharing processes?

March 26, 2021, 18.00-19.00, EET

Anca Greere, Babeș-Bolyai University, Cluj-Napoca, Romania

Global Digitalisation Impacting the Language Industry: The Domino Effect on Professional Profiling and Training Priorities.

Even before the Covid-19 pandemic, increased digitalisation was driving important developments in the language industry. CAT tools have been a permanent feature of professional translation for many years now, with machine translation also gaining traction and being able to cater for a growing number of translation tasks focusing on a variety of domains. Activities such as pre- and post-editing MT have become sought after professional services and are shaping into an expectation for specialised translation education. The presentation explores the impact of digitalisation on the language industry highlighting changing professional profiles and the underpinning competencies translators must develop to keep up the pace. Not surprisingly, translation programmes in higher education must follow suit if they are to truly cater for the next generation of language professionals on the market. We discuss the changes necessary for full alignment with the revised 2017 Competence Framework of the European Master's in Translation Network, and consider the lessons learned from emergency online delivery in strategically planning for the post-pandemic future.

WORKSHOPS

March 25, 2021, 17.00-18.00, EET

Audio Description: If Your Eyes Could Speak

Joel Snyder, Audio Description Associates, LLC, USA

In his introduction to the second edition of The Mastery of Movement, Rudolph Laban wrote: "What really happens in the theatre does not occur only on the stage or in the audience, but within the magnetic current between both these poles." He suggests that the performers on stage form the "active pole of this magnetic circuit [and] are responsible for the integrity of purpose" in the performance that determines the quality of the "exciting current between stage and audience." Laban's focus here is on the skill of the performer in communicating with the audience. It is assumed that the audience is able to fully perceive that skill and experience that communication. But what if the exchange is interrupted, not by lack of clarity on stage, but rather by an audience member's lack of access to that full perception. How, for example, can a blind person "see" a dance performance? This presentation will discuss how audio description provides access to the arts for people who are blind or have low vision. Describers observe, select, and then succinctly and vividly use language to convey the visual image that is not fully accessible to a segment of the population—new estimates by the American Foundation for the Blind now put that number at over 30 million Americans alone who are blind or have difficulty seeing even with correction. Effective audio describers strive to offer language that has a foundation in the "The Four Fundamentals of Audio Description" developed by Dr. Snyder: 1) OBSERVATION; 2) EDIT; 3) LANGUAGE; 4) VOCAL SKILLS. In the United States, the principal constituency for audio description has an unemployment rate of about 70%. With greater access to our culture and its resources, people become more informed, more engaged with society and more engaging individuals—more employable.

March 25, 2021, 19.00-20.00, EET

Mentorship in Publishing: Strategies for Success in Submitting Scholarship for Publication

Noemi Marin, Florida Atlantic University, USA

This graduate workshop will address mainly the dos and don'ts of academic publishing strategies for international peer-reviewed publications, focusing mainly on journal article and book proposal submissions. The workshop will cover some of the most important strategies to submit and/or resubmit manuscripts for review and publication, mainly in the United States. Dr. Marin, editor of the Journal of Literacy and Technology for over 15 years and a longstanding editorial board member of some of the most renowned journals in communication and in Eastern European studies will speak to editorial expectations as well as author(s) expectations in receiving feedback from reviewers in blind peer-review processes part of effective academic publishing. A brief description of what to look for when choosing an international journal/press in order to submit a manuscript will be followed by a Q&A portion to complete the workshop.

March 26, 2021, 17.00-18.00, EET

The Audiovisual Media Explosion

Pilar Orero, Universitat Autònoma de Barcelona, Spain

Artificial Intelligence and Internet of Things have joined to offer audiences a personalised interaction with the content they consume. Media distribution used to be linear, following the concept: one size fits all. One movie or TV content was projected, or broadcast, in real time. The audience consumed at the same time the same content, with two possibilities: to change the sound volume or the image

contrast. Digitalisation and convergence changed this uniform viewing practise, allowing for distribution to different terminals such as the phone, PC, tablet or TV. The hybrid ecosystem of broadcast and IP opened the door to personalisation, where the consumer could choose the language, accessibility service combination. New streaming platforms have added Artificial Intelligence to provide a better user experience. Recommendations, and an increasingly number of personalised functions in the media player make the concept of one size fits all something from the past. Only live events such as the Eurovision Sang Contest or the Olympic Games bear any resemblance to the lineal media distribution we had not that long ago. Studying and researching on Media Accessibility is becoming a really interesting field where technology plays an important part. The workshop will analyse the many Audiovisual Media formats and options, and the concept of the Common User Profile.

March 27, 2021, 14.00-15.00, EET

Interpreting for Tommorrow
Martin Will, AITReN e. V., Germany

Remote Simultaneous Interpreting (RSI) with transmitted video and/or audio signals has existed for several decades. Modern ICT has led to an improved usability, while the recent lockdown policies have abruptly led to a sharp increase in demand of RSI. However, many conference interpreters are not familiar with the phenomenon, the resulting problems and opportunities. This workshop will therefore give an introduction to RSI by addressing first general issues such as technical, ergonomical and legal aspects. In a second step, there will be a short improvised RSI-exercise to get a glimpse of the cognitive effort with RSI (participants are invited to use headphones and a speech recording software on their devices). Finally, some of the main ICT-platforms enabling RSI will be presented alongside personal recommendations and a Q&A session.

PANEL DISCUSSION

March 27, 2021, 09.30-10.30, EET

The Status of Training Programs for Easy-to-Read Validators and Facilitators in Europe
Daniel Dejica, Simona Șimon, Marcela Fărcașiu, Annamaria Kilyeni, Oscar García Muñoz, Carlo Eugeni, Rocío Bernabé, Gabriele Sauberer, Angela Cotoară, Tatjana Knapp

Train2Validate is a European project (2020-1-ES01-KA203-082068) funded by the Erasmus+ Programme of the European Commission that aims to create a professional and certified training program for validators and facilitators of texts written in a language which is easy to read. The project will produce skills cards, will develop a curriculum, and will create and test open educational resources for facilitators and validators, so that they can be certified or obtain a degree that can be recognised in Europe. The panellists will share the results of a survey conducted among the partners' countries (Austria, Germany, Italy, Romania, Slovenia, and Spain) and all Europe, which will include information on the current situation of the training for validators and facilitators.

PAPER PRESENTATIONS

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PAPERS IN ENGLISH

Hermina Maria Andreescu - University of Craiova, Romania
An Outline of Biblical Lexical Semantics
The biblical text has a very rich history in the context of lexical semantics, and it seems to be the most translated text of all times. The Bible contains words/phrases acquiring a symbolical meaning, allegorical constructions used in a specific context, etymological interpretations, which give us the possibility to understand the history of terms and their evolution. In our study, we shall attempt to outline the semantic characteristics of the biblical text. In this regard, we shall refer to: etymology, semantic changes, and sense relations. Our corpus will be derived from the official English and Romanian versions of The Bible.

Tatiana Anopchenko - Smolensk State University, Russian Federation
Reflections on the Russian Higher Education in the post-pandemic period
Worldwide there are voices that speak about our time as being fractured by the COVID-19 pandemic, which succeeded to split time into "before" and "after" de crisis. The shift of secondary and higher education in 2020 to a distance format for a period of self-isolation has divided society, including professional groups of teachers and spontaneous associations of parents, into two hostile camps. Radically minded groups ardently advocate a general rejection of traditional forms, which, in their opinion, have outlived their usefulness and are completely ineffective in an era of rapid changes of the modern information world. Their opponents take a conservative stand. They advocate a return to classroom forms of personal contact between the teacher and the student, even upon acknowledging the evolutionary penetration of digital technologies into the field of education. The test of 2020 showed that society is not ready for the transition to a unified digitalization of the educational space. Economy, like nature, does not tolerate vacuum. All niches in demand will be filled with a specific supply. Consequently, the education sector will also change and adapt to the conditions of the „new normal". Forecast scenarios will depend, however, not on the speed of the spread of the epidemic, but on the options chosen by governments, and on the period the undertaken measures will apply.

Anna Anselmo - University of Enna KORE, Italy
Travel Blogging about Sicily: The Gipsy Nesters, a Case Study
This paper explores Sicily through the eyes of the bloggers at *The Gipsy Nesters*. The first part of the paper shows that the *Gipsy Nesters* presents a mixture of authenticity and self-branding (van Neunen 2016). The second part focuses on seven blogs about Sicily and their remarkable generic hybridity (lists of suggestions (Paganoni, 2016), travel reports, food reviews, and Q&A's). *The Gispy Nesters* proves heteroglossic (Bakhtin 1981) in style and genre, and conceptualizes a view of Sicily which meets the cultural needs of the middle-aged American middle class, while at the same time, emerging as an embodiment of the travel blogging paradox (van Neunen 2016).

Iulia Cristina Antonie - University of Craiova, Romania
Translatability of Idioms – Getting the Best of Both Texts
The paper focuses on the use of idiomatic language as epitomizing cultural stereotypes and the problem of fidelity in literary translation. It is common knowledge that idioms are specific to every culture and may lack direct equivalents in the target language. The paper enlarges upon two main

problems associated with the translatability of idioms: how to comprehend the connotation of idioms in the source language, and how to reconstruct conceptually and structurally these idioms in the target language, sometimes changing referents while conveying the same meaning and the writer's stylistic effect.

Veronica Arnáiz-Uzquiza, Susana Álvarez-Álvarez - University of Valladolid, Spain
Mobile Learning For Mobile Translators?: Mobile technologies and translator training
The mobile learning (ML) model has come to be a common practice in most -if not all- educational settings (Gómez Ortega, 2018a, 2018b; Han and Shin, 2016), so it is not surprising that researchers have devoted some much effort to study the implementation of these technologies and their functionalities into the classroom. But maybe it is professional practice where Translation and Interpreting (T&I) professionals rely more significantly on technological advances and mobile technologies, given their role both as professional tools and/or object of the various fields of expertise (specialized and technical translation, localization, etc.). In this context, it seems evident that the training process of translators and interpretersto-be should take this specific aspect into consideration when addressing the professional skills students need to develop (Álvarez-Álvarez & Arnáiz-Uzquiza, 2017; Olalla & Vert, 2015; Valero & Toudic, 2015). This study aims at analyzing how mobile technologies and apps have been implemented in the training process of T&I students. Through a series of questionnaires, the present study identifies the use of devices and apps in the training process –both by students and teachers– and the most common apps used in the teaching-learning process.

Maria Arrizabalaga - Instituto Universitario Patagónico de las Artes [IUPA], Argentina
Birds in the Mouth, by Samantha Schweblin, and Sara. A study of prospective tools for translation as transaction
This presentation argues that Samantha Schweblin's short story *Birds in the Mouth* (originally published in Spanish as *Pájaros en la boca*) and its filmic version *Sara* can be analysed as a case of translation as transaction in at least three senses. In the first place, from the point of view of the modifications in the way that the same argument is told in a literary piece and an audiovisual language one. Secondly, judging from the dealings with verisimilitude and tension as poetic components, which has consequences both on the story's fictional universe and on Schweblin's position about its literary genre. Finally, due to the understanding of web format translation as a product and a result of the current context of production and consume of narratives, demanding *ad hoc* approaches to the connections among translation, communication and digitality.

Carina Avila - Universidad Nacional de Córdoba, Argentina
Little Women as a cultural product now and then
In this presentation, we analyze the 1994 and 2019 film version of Louisa M. Alcott's *Little Women*. The analysis consists of a first part in which we examine the intersemiotic translation of the book into the movies and a second part in which we compare the subtitles into Spanish. The main objective is to explore how these versions have been accepted at the reception end by considering the social-cultural dimension of translation. As theoretical framework, we concentrate on the Theory of Norms (Toury, 2004), mainly the preliminary, operational and initial norms, and on concepts from Systemic-Functional Linguistics (Halliday, 2004; Ghio & Fernández, 2008) for the text analysis.

Diana Botosan - West University of Timișoara, Romania
Mixed Method Research. Theoretical Underpinnings
The research topic of my investigation is the phenomenon of washback which can be defined as the influence on teaching and learning of external high-stakes exams.I conceptualise what I am about to do as a case study of qualitative nature through which I should understand how a number of students and teachers experience washback effects of some important EFL external exams in Romania: the Cambridge exams, from the perspective of teaching and learning grammar structures. My study will be ethnographic in nature but reflexivity and introspection will also be employed.

Ramona Bran, Gabriela Grosseck - West University of Timişoara, Romania
Andreea Pele - Politehnica University of Timisoara, Romania
Talk to Me in Memes
In the age of technology, emojis and stickers were replaced by memes and gifs in the blink of an eye. As teachers, the authors of this paper have asked themselves how these swift changes affect teaching and learning processes. If students communicate more and more through cultural objects such as memes, should we strive to integrate them in our lessons? Since humour is not the sole purpose of memes, could we use them to point out grammar mistakes, for instance? What happens to listening, writing, and in-depth reading in case visual communication becomes the norm in our classrooms? To investigate these issues, we analysed several popular Internet pages dedicated to languages.

Valentina Budincic - Alfa BK University, Belgrade, Serbia
Teaching Advanced Business English Writing Skills in the Digital Environment
Due to the huge increase in written communication over recent decades, improving writing skills in foreign language has become one of the particularly important questions in ELT methodology. This paper elaborates on writing as one of the foremost communication skills in business context and investigates teaching models and techniques which can be efficiently employed in advanced Business English language courses in the digital environment. The aim of this paper is to propose some ideas on how to enhance learning and teaching writing skills particularly focusing on the online platforms which provide a rich variety of tools and resources for all participants in advanced Business English courses.

Diana-Maria Buf, Oana Ştefanita, Elena Negrea-Busuioc - National University of Political Studies and Public Administration, Bucharest, Romania
Effects of exposure to hate speech on Facebook – an experimental research
This study investigates the effects of hate speech against Roma people, one of Romania's largest ethnic minorities – in Romanian online settings. Based on an experimental research, this study sheds light on the effects of exposure to hate speech directed against the Roma ethnic minority in the digital age, with particular reference to engagement, stereotypes and persuasive effects. Participants were exposed to viral Facebook messages containing or not different degrees of hate speech references plus to one type of comments (either positive or negative) related to the initial post. Main results show that exposure to hateful content (neither mild, nor extreme) directed against Roma people does not determine people to engage but diminishes negative stereotypes rather than enhancing them. The findings suggest significant persuasion effects in terms of the impact of negatively vs. positively valenced messages voiced in an online hateful speech context.

Diana-Maria Buf, Oana Ştefanita - National University of Political Studies and Public Administration, Bucharest, Romania
YouTube Users versus Content Creators – a qualitative approach of uses and gratifications
Based on the classic media theory of uses and gratifications, the purpose of the paper is to perform a comparative analysis regarding the uses of YouTube and the rewards obtained by consumers and content creators. Based on a qualitative research method, the paper highlights how YouTube is used from the perspective of consumers and content creators and the types of needs they gratify. The research consists of 20 in-depth interviews with consumers and content creators from Romania. While for content consumers YouTube is mainly a means of relaxation and information, for content creators YouTube becomes a source of recognition and social validation. The study also indicates that vlogging can provide job-specific gratifications. Moreover, the research reveals essential aspects behind the decision to become a content creator.

Cristina Eugenia Burtea-Cioroianu - University of Craiova, Romania
Online learning of Romanian as a foreign language and teaching methods used in this approach
In the context of learning Romanian as a foreign language there is a need to adapt to the requirements of a communicative situation, becoming necessary to adapt the theoretical elements to the specific situation: teaching Romanian as a foreign language in the preparatory year of

Romanian online. The article also offers a systematization of the difficulties faced by foreign students in the effort of understanding and adapting to the conditions of teaching and learning the Romanian language as an online foreign language. Understanding the Romanian language as a foreign language, with certain lexical meanings of the word, with a dynamic structure of functional grammar, with a communication system based on the particularities of logical-verbal thinking of the foreign student solves the problem of teaching Romanian language in this regard. It is necessary to take into account, in fact, in such a process of teaching-learning-online evaluation of the Romanian language as a foreign language and the experience of the teachers involved, but also the interests and needs of foreign students and analyzing the quality of results. process Romanian as a foreign language is not learned overnight and is not the type of foreign language that creates a certain communicative fluency among students belonging to other cultures and other language systems, which is why the weight of approaching such a language online becomes a challenge for both students and teachers involved.

Adrian-Florin Busu - University of Craiova, Romania
The Communicative Approach in Teaching English to Students in Automatics
The Communicative Approach, or Communicative Language Teaching, is a modern teaching approach based on the concept of learning a language through having to communicate real meaning. In the Communicative Approach, real communication is both the objective in learning and the means through which it takes place. This approach was initiated during the 1970's and quickly became prominent, as it proposed an alternative to the previous systems-oriented approaches. In other words, instead of focusing on the acquisition of grammar and vocabulary, the Communicative Approach aims at developing students' competence to communicate in the target language with an enhanced focus on real-life situations. To put it in a nutshell, CLT considers *using* the language to be just as important as actually *learning* the language.

Luiza Caraivan - Tibiscus University of Timisoara, Romania
Integrating diversity and the intercultural competency in teaching Legal English to university students.
Intercultural competency and diversity are two essential themes that should be integrated in foreign language teaching when designing a professional English course. The paper explores how intercultural competency can be transferred to university students who are studying Legal English. In this respect, English literary texts are used to promote a higher level of critical thinking.

Sorin Cazacu - University of Craiova, Romania
Interpreting takes the stage: Improv Techniques in Translating Cultural Innuendos
This paper analyses the way in which the interpreter uses his/her cultural competences and improvisation techniques to translate instances of intimation and insinuation in theatre performances. The research is based on a vast international theatrical project in which interaction between foreign directors and actors was facilitated by interpreters. As the language services were carried out via online platforms, this paper also attempts to evaluate the changing landscape of interpreting in the context of the current technology-mediated communication paradigm.

Mariana Cernicova-Bucă, Eugen Cocea - Politehnica University of Timisoara, Romania
Public engagement strategies in the automotive industry: the case of Romania
In the course of its history, the automotive industry has on several occasions set the paradigms for analyzing industrial organization, including assembly line production (Ford), and – arguably - 'lean production' (Toyota). It is also a forerunner in setting public engagement strategies, integrating traditional (print, radio, and television) and online outlets for marketing purposes. Even before the COVID-19 crisis forced an accelerated adoption of online communication and virtual formats for events, the automotive industry evaluated the impact of "digital gravity" and took measures to tackle the challenges of the digital transformation. The old way tactics of offline engagement such as inviting customers in company's events and telemarketing were put on hold due to the health crisis brought by the COVID-19 pandemic. The new tactic of engagement through online medium such as social media was refined and expanded to strategic means of engaging stakeholders in a dialogic

communication via multiple channels. This paper aims to provide an overview of the public engagement strategies employed by Romanian automotive industry in 2020-2021. Data are collected through content analysis of the major automotive retailers and are supplemented with information obtained from communication strategists in the field. The experience of virtual engagement is here to stay, and signs are that the strategy will carry out in the "new normal" period, after restrictions on in-person contact are over.

Mariana Cernicova-Bucă - Politehnica University of Timișoara, Romania
Maria V. Pevnaya - Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia
Students' awareness of the cultural heritage of a (future) capital of culture. The case of Timisoara
The European Union's project for European Capitals of Culture is considered to be an opportunity for Europeans to meet, to learn about their diversity, but at the same time to enjoy together their common history and values, to experience the feeling of belonging to the same European community. However, the success of the project depends not only on the capacity of authorities to showcase the cultural heritage of the city, but also on the capacity of the locals to preserve and promote the cultural heritage of that city. The study presents the cultural awareness of students in Timisoara, a city selected to be a European Capital of Culture in 2023 (initially in 2021, postponed because of the health crisis in 2020) and their readiness to engage in promotion activities to spread the word about Timisoara's cultural assets. The data were collected using an online questionnaire and the results indicate the potential of appealing to students for volunteering and action in the Capital of Culture project.

Olivia Chirobocea-Tudor - Ovidius University of Constanta, Romania
Restructuring course design to limit cheating in online evaluation
Online education is not a new concept but the abrupt transfer of all activities in the online medium due to the COVID-19 pandemic has caused a myriad of unsolved issues to resurface. Part of the broader concept of blended learning, online classes were only a part of the entire educational process and problems such as assessment could be solved by blending online with face-to-face activities. The compulsory aspect of exclusively online education in the pandemic period meant that the lack of control on the part of the teachers led to the escalation of technology-assisted cheating on the part of the students. My presentation will share some of the solutions I found to limit this phenomenon and ensure my students focus on learning rather than methods of cheating.

Liliana Cismariu - Politehnica University of Timișoara, Romania
Looking for a job online or offline
The beginning of professional life is also part of the challenges posed to the youth. Even in a competitive business market, the local cultural aspects affect their trust towards choosing an online or offline method of being hired. This research highlights some of these aspects to students of five Technical Universities from Timisoara, Cluj-Napoca, Iasi and two from Bucharest. The data was collected a short time before the COVID-19 pandemic in groups of 345 students per University. The results also show some of the perspectives of the students towards the labor market.

Daniel Ciurel - Politehnica University of Timisoara, Romania
Digital advertising as memetic propaganda
This paper aims to show the link between rhetoric and memes in advertising discourse. Digital advertising uses memes as availability cascade tools for commercial propaganda. In contemporary economies of attention it is critical to capture the interest of consumers and memes can help. Memes are cultural units that are passed on to another person or group. Memes have become extremely valuable assets for brands, since they have built-in audiences that recognize and resonate with them. Not only memes can serve as rhetorical *loci*: repositories of largely shared ideas and beliefs, but also they can be used as genuine rhetorical concepts.

Daniel Ciurel - Politehnica University of Timisoara, Romania
Digital bovarism: advertising, rhetoric and identity
This paper aims to show how advertising shapes the identities of the clients. The contemporary advertising industry is defining and cultivating customers identity, using tactics such as mental simulation and narrative transportation, based on data-driven social profiling. The consumers are lured in constructing the types of persona which marketers strive to establish, engaging in what I call digital bovarism: an idealized, glamorized and, ultimately, fictional representation of themselves, developed through alienating rhetorical visions. This rhetorical process can be understood using symbolic convergence theory and fantasy-theme analysis, as the individuals attemps to be unique result in more similarity via mimetic practices of consumption.

Sorin Ciutacu - West University of Timișoara, Romania
Every "Was" has a "Warum". German Loanwords into Contemporary English
The study tackles the motives of German loanwords into Contemporary English and it slots them into sundry categories depending on their degree of usefulness. The author concludes that the World English language is a not only a "universal donor" of lexemes, but it is also a compliant receiver of "linguistic gifts" as this is the case in the present study. For the sake of expressivity, clarity and authenticity the English language imports, accommodates and even integrates German lexemes and the correlation between words and things (Woerter und Sachen) resurfaces here as an idea for a research thread.

Sorin Ciutacu - West University of Timișoara, Romania
Mission: Impossible. Untranslatable German Words into Contemporary English
The present study delves into the intricate and delicate problem of German words that baulk at our strenuous attempts of translating them into English. Words carry an ineffable load of cultural underpinnings and there gapes a void of cultural differences before the keen eyes of a translator. The author reviews the domains where these untranslatable words show up and suggests ways of dealing with these cultural gaps.

Monica Condruz-Bacescu - Bucharest University of Economic Studies, Romania
Building digital culture. The power of the virtual
The paper focuses on the issue of digital culture. Digital culture has been defined as the right culture for the Internet age and this definition refers to the many and varied information available on the Internet that users have access to. Virtual communities are as real as possible and illustrate a particular culture, a culture that involves the valorisation of freedom. The next part of the paper deals with the idea of digital natives, digital literacies and digital abilities that children need to learn. A widespread idea in society is the existence of an inter-generations digital divide that makes young people born in the internet era to be digital natives, translated into a spontaneous knowledge of the use of digital technology. The last part of the paper focuses on the benefits of technology use in English for Specific Purposes. Technology allows ESP learners to collaborate and engage in authentic communication in their professional discourse community, to access up-to-date information relevant to their profession, and to publish their ideas. The conclusion is that the ability to communicate unrestrictedly, to inform and express their opinions, gives citizens a good means of participating in the public debate, becoming active members of the community.

Monica Condruz-Bacescu - Bucharest University of Economic Studies, Romania
E-learning in the university environment
The paper focuses on the issue of e-learning in the university environment. Developments in IT have led to the emergence of new ways of working and training for students. Thus, in recent years, in order to increase the recruitment of students, the academic environment has implemented in educational offers online teaching and learning methodologies, less expensive. Distance learning has gained a special rise in the university environment, through the prism of new technologies, being approached the notions of e-learning, virtual library or virtual university. In recent years, an educational boom has been launched through Massive Online Open Courses (MOOCs), a concept that offers anyone the opportunity to study anywhere and anytime. MOOCs are essentially an online

phenomenon, integrating the connectivity offered by social networking, with facilitating access to recognized experts in a field of study, as well as to collections of online resources with free access.

Carol Cooper - Rochester University, USA
Perspectives in communication: university students online during the COVID- 19 pandemic
In March 2020, Rochester University went 100% online within 72-hours due to the COVID-19 pandemic. By necessity, the focus was on pedagogy rather than being student-centric. Several issues arose. First, without a mandatory media literacy curriculum in a student's pre-university education, it became apparent that our "digital natives" did not have some of the presumed skills necessary for online success. A digital divide emerged between students equipped for online learning at home and those students who only had smartphones on which to write their papers and others who had no Internet access at home. Cases of anxiety seemed widespread among students. Faculty in the mass communication department became student-focused and prioritized student engagement and collaborative learning as ways to reduce stress and empower them for online learning.

Andreea Maria Cosmulescu – University of Craiova, Romania
A Terminological Perspective on Legal Translation
Translation studies have gained considerable importance in terms of their practical utility in various fields of activity. Translation studies, coupled with terminology, can be said to focus on the accurate transfer of meaning between different languages, cultures and systems. The analysis of legal terms in different languages (English, French and Romanian) aims to provide a new perspective upon a highly controversial subject – the interpretation of laws, legislative texts, jurisprudential cases, etc. in accordance with the European Union principles and pragmatic ways of organizing ideas and securing the intended meaning, impacting heavily on legal translators and legal practitioners alike.

Alberto Fernández Costales - University of Oviedo, Spain
Anca Frumuselu - Universitat de Lleida, Spain
TRADILEX: Audiovisual Translation as a Didactic Resource in Foreign Language Education
This paper presents TRADILEX (Audiovisual Translation as a Didactic Resource in Foreign Language Education), a project funded by the Spanish Ministry of Science and Innovation which involves eight Spanish and four international universities. TRADILEX aims to determine the improvement in FLL – mainly English as a Foreign Language – through the use of didactic AVT. In order to enhance learners' communicative competence, as well as reception, production and mediation skills in an integrated manner, a methodological proposal offering a didactic sequence of captioning and revoicing tasks (including subtitling, subtitling for the hard of hearing, narration, free commentary and audiodescription) has been developed.

Mihaela Cozma - West University of Timișoara, Romania
Translation Errors as Instruments for Developing the Students' Competence in Legal Translation
Even if there are categories of translation errors which have a general character, in most of the cases they are specific to the field to which the text to be translated belongs. Starting from the assumption that there is a close relation between translation errors and the concept of translation competence, the paper aims at offering some methodological solutions that are likely to reduce the frequency of these errors and, therefore, to enhance the students' competence in the field of legal translation.

Georgiana-Elena Dilă – University of Craiova, Romania
Tennessee Williams's *A Streetcar Named Desire* on screen and on stage
While living in troubled times governed by the pandemic situation there appeared the opportunity for the National Theatre to bring online the 2014 production of Tennessee Williams's classic *A Streetcar Named Desire* from the Young Vic for the audience to enjoy and review. An instant comparison comes to mind between Elia Kazan's famous film adaptation starring Vivien Leigh and Marlon Brando and Benedict Andrews's outstanding staging of the play. What one discovers is that the performance translates a fresh view of Williams's work creating a show that not only has bold colours and music, but also an incredible Gillian Anderson who spins, both literally and figuratively, in order to bring the audience closer to the extraordinary tour de force Andrews's staging is. The way

Williams's classic play is met by a contemporary audience and the elements that helped bring everything together is worthy of praise. The reviews and the comparisons made with both the text of the play and the film adaptation reveal a language and a body language that speak volumes.

Irina-Ana Drobot - Technical University of Civil Engineering Bucharest, Romania
Translating Literature Using Machine Translation: Is It Really Possible?
The purpose of this paper is to review research regarding the possibilities of using machine translation in order to translate literary texts. Based on previous research, the paper will look at problems that were identified, related to the lexical, structural and pragmatic levels, analysing reasons for these errors. The paper will draw a comparison between machine translation and human translation in terms of cognitive understanding and accuracy of interpretation of literary texts. Features of literary texts will also be taken into account in order to draw the appropriate conclusions of human and machine translator possibilities of understanding these texts.

Corina Dobrotă - Dunărea de Jos University of Galați, Romania
Teaching Translation in Legalese
The present paper focuses on the main translation mistakes that Romanian students in Law make when faced with original texts in legalese. Taking into account all the features that characterize legal English in comparison to plain English (apud Tiersma 2008), i.e. specific vocabulary, verbosity, lengthy convoluted structures, complex syntax, conjoined phrases, redundancy and repetition, negation, impersonal constructions, vagueness, ritualization, etc, the subject of our analysis bears on how these difficulties are usually tackled in specialized translation seminars. The paper also proposes various repair work strategies materialized in different types of exercises specifically aimed at the study of legalese.

Miguel Duro-Moreno - Woolf University, Spain
The use of technology in official translation in the Spanish-speaking world—building a descriptive methodology
Official translation in the Spanish-speaking world is currently offered through, and dealt with in, a variety of ways and solutions which, in most cases, are not entirely coincidental or differ greatly from each other. Describing and mapping it is a challenging task that has become the subject-matter of an ambitious and absorbing research project undertaken by a wide number of scholars and professional translators located in four continents under the direction of two researchers (one from Spain, and the other one, from Peru). This paper tackles the design and implementation of the methodology used for describing the state of the art of official translation in the Spanish-speaking world.

Anca Luminita Eftenie - West University of Timișoara, Romania
The postmodern language in Doina Ruşti's novel, Homeric
The present study aims to identify the elements of postmodern language in Doina Ruşti's novel, Homeric. Postmodern literature presupposes the contingency of language, the awareness of a deadlock of communication and the recognition that the past must be visited with irony, without candor, avoiding false innocence. The novel stages the events of a seventeenth-century Bucharest, noting the ironic tone of the writer, the use of a technique of narrative perspective, the natural combination, in everyday life as in a game of the fabulous with the real (Cotroceni forest appears as a place for characters with supernatural powers), games with the original and imitation (a flower resembles the character Maitreyi) or exploring the forms of intertextuality, respectively transgressing the boundaries between history and fiction. In conclusion, in Doina Ruşti's novel, Homeric, there are various forms of postmodern language.

Teodora Florică - University of Craiova, Romania
Zooming into the Translation of EU documents
Translation is a process which has been in a continuous evolution and change of paradigm ever since the *Tower of Babel* and up to the *Google translate* or other CAT tools. It has made its steps forward in accordance with the evolution of society and culture. The current paper zooms into the progress of translation and its present status in relation to European documents (legislation, political

speeches, declarations, directives, administration forms), with a view to determining how challenging or more trouble-free than other translation types it is, equally highlighting the recurrent problems encountered by the translator of these text types.

Iulia Cristina Frînculescu - "Victor Babeș" University of Medicine and Pharmacy, Timișoara, Romania

Watching Exercises for Teaching the Terminology of Clinical Procedures in English for Medical Purposes Classes

Teaching the terminology of clinical procedures in medical English classes can be a challenge. However, by using video, which is an excellent tool for showing language in operation, medical students are more likely to understand, learn and be able to use words and phrases pertaining to this overspecialized terminology. The present paper gives examples of home-grown exercises for watching purposes that can be used in the course room, with special focus on the language skills developed by each video-based teaching material.

Anca Daniela Frumuselu - Universitat de Lleida, Spain
Alberto Fernández Costales - Universidad de Oviedo, Spain

Subtitling for the Deaf and Hard of Hearing (SDH) as a Didactic AVT Resource in Foreign Language Education

Media in Foreign Language Learning (FLL) have been employed for decades to present examples of oral communication in realistic situations. Over the last twenty years, research and practice involving visual literacy and digital communication has also focused on the active engagement of learners through Audiovisual Translation (AVT) tasks (i.e., the transfer of verbal language in audiovisual media by means of captioning and revoicing). This paper aims to present TRADILEX (Audiovisual Translation as a Didactic Resource in Foreign Language Education), a project funded by the Spanish Ministry of Science and Innovation which involves eight Spanish and four international universities. TRADILEX aims to determine the improvement in FLL – mainly English as a Foreign Language – through the use of didactic AVT. It will also provide an example of a didactic sequence that uses subtitling for the deaf and hard of hearing (SDH) as a didactic AVT resource to enhance learners' communicative competence, as well as reception, production and mediation skills in an integrated manner. Ultimately, TRADILEX aims to consolidate the use of didactic AVT to improve FLL as an innovative line of research and teaching practice in which the benefits of the use of technology, digital communication, and audiovisual media are combined to promote FLL and visual literacy from an integrated perspective.

Mihaela Gavrilă - University of Craiova, Romania

The Translation of 20th century British Poets into Romanian

The present paper aims at offering a general perspective on the translation of the 20th century British poets into Romanian, starting with an analysis at the technical and stylistic level and paying attention to the historical and cultural contexts that set the rhythm of literary translations.

Walter Giordano - Universita' Degli Studi Di Napoli Federico II, Italy

Effectiveness in accounting terms translation. Semantic harmonization from IFRS into Italian

This study investigates the effects on meanings and accounting concepts deriving from IFRS (International Financial Reporting Standards) implementation in the Italian jurisdiction. The research question is: are IFRS terms, principles and concepts faithfully and effectively conveyed by their translation into Italian? Frequently, a concept in a national culture has no exact equivalent in a foreign culture, thus translators must search for analogies and similarities in concepts and terms to explain the meaning (Evans 2018); this often leads to misunderstandings and loss of significance (Evans 2004). Translation theories and strategies are used in this paper to detect possible inconsistencies at interpretative level.

Gabriela Grosseck, Ramona Bran - West University of Timișoara, Romania
Memes and copyright: A troubled tango
Who hasn't seen or even shared a good meme in the past 24 hours? How many of us have also changed the text in those memes, adapting them to our contexts? Daily, Internet memes are widely circulated, imitated, and changed by many users. However, few of us are familiar with aspects connected to copyright. Therefore, this paper looks at copyright issues and ownership in the case of popular Internet memes. It also takes into account originality, purpose and fair use of such cultural objects in educational settings.

Mohamed Ramadhan Hashim - West University of Timișoara, Romania
Teaching Grammar in Iraqi Secondary Schools by Using the Communicative Approach
The aim of the present paper is to describe the teaching grammar process in Iraqi secondary schools based on the Communicative Approach (CA) with reference to teacher's experience and the time of the class as well as the difficulties that the teachers face during teaching the class. We will also bring into discussion that teaching grammar in Iraqi secondary schools is extremely important and essential when learning a foreign language. It is the dominant content in the syllabus and is preferred to other skills. Additionally, we will offer some explanations about teaching grammar in Iraqi secondary schools using other methods, such as: Grammar-Translation method (GTM) which is considered as the principal method, especially nowadays, as learners' grammatical competence and knowledge of vocabulary, syntax, morphology and phonology couldn't enable them to communicate and learn the given subject. In this paper, we will also show why teachers, in addition to Communicative Approach and the Grammar-Translation Method, use extra teaching methods, like 'Direct method' (DM) and 'Indirect method' (IM). The purpose of using these methods is to enable teachers to meet what learners need during learning the grammatical structures.

Karina Bianca Ioana Hauer - West University of Timișoara, Romania
Language and communication approaches to the study of meteorology
Meteorology is an important science which has constantly evolved in the last centuries, as people became more and more aware of the importance of understanding meteorological conditions and predicting the weather, as well. An analysis of existing studies in meteorology reveals that this field received little or no attention from language or communication perspectives, although we believe it is essential for both specialists and different types of audience to send and understand messages easily and take action accordingly. The aim of this paper is to present a state-of-the-art analysis of different language and communication approaches to meteorology, and to come up with a series of recommendations on possible directions of research in the field.

Krzysztof Hejduk, Mikołaj Deckert - University of Łódź, Poland
Meaningful mismatches: on-screen language and audiovisual translation
In this paper we offer a translation-oriented view of on-screen language (OSL) in audiovisual products: films, television series, video games. Our focus is on diegetic instances (cf. Matamala & Orero, 2015), i.e. those that are part of the presented world, such as readable texts on posters or billboards (rather than e.g. the end credits). We wish to argue that OSL is functionally as well as cognitively varied and brings meaning-making potential that is differently realised across languages and cultures. To minimise such cross-cultural/linguistic mismatches in receptor experience, OSL needs attention from scholars and agents ranging from streaming service providers to translation companies and freelancers.

Laura-Oana Herțanu - University of Bucharest, Center of Excellence in Image Study, Romania
Celebrity controversy in live-streaming
This article provides the preliminary findings of an in-progress qualitative study regarding the apologizing patterns identified in prominent streamers coping with their personal online controversies on the platform Twitch.tv. I have done a 12 months long ethnographic observation of several established streamers, who are seen as microcelebrities in the space they activate and who have faced online backlash that led them to create some form of apologetic content. By performing data analysis of their archives and usage of other supporting platforms, as well as analysis of

community reactions on Twitch and other media, their apologizing strategies have been analyzed and defined. This analysis allows the identification of trends that could be attributed either to common practices in this particular digital space or to the affordances of the platforms the streamers are using, namely Twitch.tv and other supporting social media, such as Twitter.

Laura Ionică - University of Pitesti, Romania
Dynamics of Quantifying Expressions - A Romanian-English Contrastive Analysis
Quantity can be expressed through a series of specific structures both in Romanian and English. Apart from their standard connotations, they include a rich register of stylistic nuances which can be found in verbal and written language alike. Whether they refer to small, medium, or large quantity, the expressions acquire suggestive value, giving expressiveness to the language. Their main role is to enrich communication through their metaphorical variety. The present work aims at a comparative analysis of the quantifying structures and their role in shaping Romanian and English language.

David Erland Isaksen - University of South-Eastern Norway
Tamar Dolidze - Batumi State Maritime Academy, Georgia
PURE EVIL!: Framing by Devil Terms in Social Media and the MAGA Insurrection
In this presentation, we will discuss the impact framing by devil terms in written social media has on democratic deliberation. Daniel Kahneman and Richard Weaver have shown how terms with powerful emotional connections, what Weaver calls god-terms and devil-terms, give the readers/audience cues as to how to react to any given situation. We have applied this theoretical framework to discourses in communities supportive of Donald Trump's election fraud narrative. Our results show how powerful framing terms were used in order to convince supporters that they faced existential threat from a de-facto coup perpetrated by a powerful and evil elite. We also discuss how such strategies may be countered in order to preserve democracies.

Daniel Leotescu – University of Craiova, Romania
Riven by a mutual language? British versus American English
The development of the English language is regarded as a continuous process in which its daily usage plays an essential role. The historical events are also considered a contributing factor since their impact on the everyday lives of ordinary people inevitably includes the language used by each speaker. With the geographical expansion and the colonization of different parts of the world, local language varieties have been superseded, and the English language spectrum has widened significantly. Our study focuses on the differences between American English and British English, as there are approximately 4,000 words that make up their core lexical identity.

Ovidiu Matiu - Lucian Blaga University of Sibiu, Romania
Audiovisual Translation Today: Subtitling and Technology, or The Human versus the Machine
This paper looks at the latest advances in audiovisual translation technology in an attempt to show how the (new) digital revolution impacted upon the translation profession and how it irreversibly changed the audiovisual translation practice in the first two decades of the twenty-first century. The research method employed is mainly empirical and involves the analysis of the newest software tools available on the market, of their degree of "user-friendliness" and of the way they are employed today within the context of a constant "democratization" and "deprofessionalization" of the subtitling activity.

Liana Georgiana Moga - University of Craiova, Romania
Literary Translation and Rewriting – Challenges and Perspectives
The need for translation in a world of continuous change and exchange is unquestionable. Literary translation creates global communication and engages the readership's interest in raising cultural awareness. This cultural landscape provides new perspectives on literary translation which might be regarded as a model for all translation types and for conveying messages across cultures and language barriers. Literary translators become professional *rewriters* and mediating agents in an intricate process of mapping literatures and cultures. The paper equally envisages the literary translators' active and dynamic roles as well as the negative consequences of the digitalized era on

translators' profession and professionalization.

Maria-Cristina Miuţescu - West University of Timişoara, Romania
Designing ATC-based curricula: a complex and challenging undertaking. A case study of the most in-demand translation sub-competences required by potential employers on the Romanian translation market (Timişoara, Romania)
In order to keep up with the accelerating market trends, a convergence between the curricula of academic programmes focused on translator nurture and the requirements imposed by potential employers on the market is, if not compulsory, at least preferable as far as academic training is concerned. This study explores the updated profile of the translator in an era of modernization and digitization as highlighted by a number of potential employers in the Romanian translation industry. As the standard profile of the 21st century translator goes beyond the paramount linguistic sub-competence, the need for particular add-ons was also considered. In order to gather precise information, quantitative and qualitative research methods were employed, most notably a questionnaire distributed to several enterprises located in Timişoara. This paper seeks to analyse the emerging results and comment on their significance.

Maria-Cristina Miuţescu - West University of Timişoara, Romania
The impact of interlingual equivalence on vocabulary development. A case study on the acquisition of specialised (technical) lexis
This paper explores the correlation between the use of several types of equivalence (e.g. formal*,* linguistic, paradigmatic) for ELT purposes and the acquisition of terms and concepts pertaining to the fields of science and technology. It builds on previous research concerning the questionable use of interlingual equivalence (namely foreign language – mother tongue) when seeking vocabulary enhancement on the part of ELLs (English language learners). In order to gain significant insight, qualitative research methods were employed, most notably overt observations carried out among four groups of undergraduates (1st and 2nd year, BA in Architecture and Engineering) paired with assessment strategies and systematic self-observation*.*

Valentina Mureşan, Andreea Şerban - West University of Timişoara, Romania
Building Translation Competence through Diary Studies: A Reflective Approach
Our paper tackles a more practical aspect of the translation training process in the context of translation competence acquisition (TCA) by focusing on a group of students of the Applied Modern Languages Programme who were in the first year when our research was initiated. This study represents the second part of a small-scale qualitative research which used diaries as a research instrument to investigate the strategies and tools employed by students as they tried to overcome challenges in translation and to develop good practices for their future career as translators. Participants were asked to reflect on register related issues encountered during the process of learning about and doing translation, since in our teaching experience this is one of the most prominent challenges to overcome. By employing this open-ended tool, we wanted to see whether diary keeping increased students' awareness of register related problems and, moreover, whether students integrated reflection as one of the strategies to develop competency in translation. As a follow-up to our initial research, participants (now close to graduation) were asked to reflect on their current study and translation practices and instruments so as to discuss which of these they retained (compared to the first year), what strategies they make use of now both for learning and for doing translation work, and whether they have discovered any new ones to make translator training more effective.

Liana Muthu - Babeş-Bolyai University, Cluj-Napoca, Romania
Teaching Intralingual Translation to the Romanian EFL Learners in the Digital Age
Starting from Roman Jakobson's premise that intralingual translation involves rewording, this paper aims to analyze how Romanian students are able to adjust English source texts to the Romanian cultural-linguistic environment. Even if nowadays students use computer-assisted translation tools during the translation process they may exercise caution since a computer program cannot replace the translator's work: it cannot detect a word's polysemy, the intentional ambiguity or the stylistic

hybridity given by the language stratification. Computerized tools are becoming an integral part of contemporary society, but they are not about to make the translator's profession redundant. No computer program can perceive the individual's way of thinking.

Maria Larisa Nechita – *Lucian Blaga University of Sibiu, Romania*
Formal and nonformal methods designed for busting the key competences in simultaneous conference interpreting
Conference interpreting has long been considered a spontaneous act, that could be improved by practicing in class or in real life situations. Nowadays, due to the technology era, interpreters can prepare beforehand and have plenty of opportunities to practice from the comfort of their home. The aim of this article is to analyze in detail Speechpool and speech repository, two sites that promise a variety of exercises when it comes to increasing the quality of the interpreted discourse. What key competences can regular practice on these apps improve? Which are the advantages that these online tools offer? Could these sites replace human training in the near future? Is technology able to increase creativity in simultaneous interpreting? These are only a few key points that will be emphasized in this paper, each of them being discussed from multiple perspectives.

Felix Nicolau - *University of Lund, Sweden / Doctoral School of "1 Decembrie 1918" University of Alba Iulia, Romania*
Digitalization of teaching Romanian language and culture in Sweden
Sweden has already had an established experience in e-learning, so that the burst of worldwide pandemic restrictions and reformulations did not emerge as a stressful surprise. Despite the fact that Sweden did not impose facemasks and plenty of restrictions common in EU, the educational system reacted promptly to the online transfer where the case was. At Lund University there is the only Romanian Chair left in Scandinavia. For more than twenty years now there have been used on-line platforms in teaching Romanian and they cover both e-learning and m-learning. I had the opportunity to teach using all three of them: Luvit, live@lund, and Canvas. There has been a crescendo in the communicational and IT facilities secured by these platforms. Finally, Canvas came up with numerous educational resources. Students and teachers have the possibility to generate videos and audio content, to inscribe videos with their own message, and to use this platform for unmediated communication instead of Zoom, for instance. Under these technical circumstances, communicative approach, mentoring, and negotiation were more feasible, and the educational input experienced a high degree of resonance and impetus.

Diana Oțăt - *University of Craiova, Romania*
Translation aids for the digital age
Subscribing to the current networked Corona-culture, we acknowledge how rapidly things upgrade amid an almost entirely virtual environment. The *viral* need to stay connected has opened the door to collaborative strategies that foster professional connection. Within the context of a streaming EU digital policy to boost connectivity, the EMT Network has launched a set of recommendations to equip the translation community for Europe's "Digital Decade". Addressing some key areas of competence and skill sets, we set out to test an web-based training project aimed to develop BA translation trainees digital skills within the context of today's "sneeze-guard" sociolinguistic realities.

Maria Cristina Paganoni - *Università degli Studi di Milano, Italy*
Communication Strategies of Tourism Promotion during the COVID-19 Pandemic
The COVID-19 pandemic has brought the world to a standstill. "Never before in history has international travel been restricted in such an extreme manner," a report by UNWTO in April 2020 claimed. In the face of this crisis, the travel industry, which is now slowly recovering, is reshaping its communication strategies with enhanced creativity in order to attract customers. This paper intends to provide an overview of a few recent linguistic and discursive strategies in tourism communication – from the emphasis on *staycation* in the media to unusual destination branding campaigns – to show possible new directions and values in the world and words of tourism.

Adina Palea - Politehnica University of Timișoara, Romania
Diana Paula Peev-Otiman - Banat University of Agricultural Sciences and Veterinary Medicine of Timisoara
Charting sustainable tourism in Romania. An opportunity relevant authorities might be missing
The unprecedented crisis humanity is facing for over a year now has had tremendous impact on the entire tourism ecosystem. The dramatic decline in the international tourism economy must be addressed both at an international and national level, with recovery strategies that can provide solutions for structural transformation. Particularly convenient for the Romanian landscape is the development of sustainable domestic tourism, which could quickly prove profitable for the entire HoReCa sector. The current paper focuses on The Ministry of Economy, Entrepreneurship and Tourism, the measures taken to encourage domestic tourism and its communication efforts.

Armela Panajoti - University of Vlora „Ismail Qemali", Albania
From medicalization to aesthetization of face mask during the pandemic: Semiotic implications
This paper looks at how the obligatory use of the medical face mask, the main protective and social distancing measure, has affected human communication during the pandemic. Like other forms of human behaviour and communication that have been redefined and readjusted after the 'before the pandemic/during the pandemic' binary, the wearing of face masks, once looked at with wonder, now the new normal, has often led to experimentation with their forms and designs. I will look at the various new meanings the mask has acquired, more precisely, I will try to argue how the semiotic paradigm of face mask has shifted from medicalization to aesthetization and how this affects (inter)cultural communication.

Silvia Laura Pascu - Tibiscus University of Timisoara, Romania
Challenges of Online Language Teaching – Useful Applications
Even though online teaching is not a novelty, the year of 2020 with the Covid-19 pandemic has brought numerous challenges to the educational system of many countries. Online teaching has turned from an alternative into the main way of teaching. Every teacher has had to face different changes in the educational process, methods, techniques and tools. The paper discusses the main challenges of teachers, especially of language teachers, such as the switch from face-to-face classes to online classes with different ways of keeping the attention of students, computer literacy, knowledge and access to different platforms and applications, as well as lack of proper equipment.

Raul Pașcalău - Banat's University of Agricultural Sciences and Veterinary Medicine " King Michael I of Romania" Timisoara, Romania
Daniel Dejica - Politehnica University of Timișoara, Romania
The efficient translation flow, a key to successful business
The language industry, including translation services, grew significantly in the last decade in Romania, as well. To cope with increasing and competing market demands, both independent and in-house translators have to produce quality translations and focus on volume, speed, and efficiency at the same time. This paper is part of a wider research which investigates the translation flow in translation companies and translation departments, with the aim of suggesting a cost-effective, quality translation-flow model, in line with today's market requirements.

Dana Percec, Loredana Pungă - West University of Timișoara, Romania
A Case of Intersemiotic Translation: Shakespeare's Plays on Canvas
This article develops on a specific case of intersemiotic translation – paintings of late 18[th,] mid 19th and early 20th century artists that were inspired by some of Shakespeare's plays. The analysis is based on the idea that the translation process, that which relies on different systems of signs included, is a hermeneutic act that implies the creative interpretation of the source, the form of the target artefact heavily depending on it. At the same time, we seek to highlight the fact that, in obtaining this target artefact, interlingual translation techniques may be resorted to, with a certain degree of intersemiotic translation specificity.

Alina Roxana Popa - University of Craiova, Romania
Paradigm Shift: Some Challenges and Opportunities of Online Language Learning and Teaching
The current pandemic brought about unprecedented change in the way we envision education, which was forced to move online overnight, in the felicitous cases where the infrastructure was available. At least in the more theoretical field of foreign language instruction, the digital education era, whether imposed by lockdown periods or not, is here to stay. Despite its disadvantages, the affordances of online language learning cannot be discounted, nor can the prospect of significantly more people opting for online language instruction in the years to come. Hence adapting pedagogies for the virtual learning environment should be high on the universities' agendas.

Oana-Maria Puiu - University of Craiova, Romania
A translation-oriented approach to person deixis
The paper focuses on the equivalence of person deixis in the translation of the World Health Organization (WHO) institutional discourse in the context of COVID 19. Accordingly, the aim of the paper is twofold: to detect the linguistic and cultural gaps between the source text in English and the target text in Romanian with respect to the conceptualization and grammatical encoding of person deixis, and to determine the optimal, context-sensitive equivalents in translation. Our assumption is that, given the text type and the supranational identity of the text producer (WHO), the optimal equivalents will be based on cultural symmetry.

Ileana Rotaru - West University of Timișoara, Romania
"Innocent" jokes hurt: antigypsism and the online public space
During the last period of pandemia physical isolation (2020-2021), we have been witnessing the exponential raise of the media content and of the online information, the multiplying of the new forms of communication within the virtual space and the effort of maintaining or consolidation the usual social relationship by using various online platforms. At the same time, the increased uses of online media and social platforms manage to proliferate the subversive expressions and more evident manifestation forms of hate speech, the exposal of different socio-categories of persons to xenophobia, discrimination, verbal attacks and other types of online hate speech, especially Roma. One of the most used forms of antigypsism is commonly named „innocent jocks" in the forms of photos, memes and short videos. The case of V. Tismaneanu (a mediatized example in Romania during the lockdown period and afterwards) is a suitable example of how this type of hidden manifestation of racism and negative representation of the Roma happens in the online, respectively on social media platforms. In our research, we use a monitoring tool for content analysis of online hate speech adapted for Facebook platform and applied by Roma youngsters, trained to monitor and to use the tool for online media and personal/ public accounts on Facebook, during the period October 2020-January 2021.

Mihai Robert Rusu - University of Craiova, Romania
A Functional Perspective on Medical Translation in the European Context
Informed Consent and Patient Information Leaflet (*PIL*) became mandatory in 1992 in accordance with the Council Directive 92/27/EEC. Under the circumstances, we consider that it is important to analyze the demand for medical translation, as well as the needs and vested interests of the target readership. Axiomatically, these types of medical texts have to be easily understood by the reader, giving clear information about the patient's health condition and case history, also aiming at optimizing the use of a medicine (Raynor 2007: 60). One of the main challenges relates to how an optimally user-friendly text could be completed irrespective of the function of the translation.

Carlos Sabena - Universidad Nacional de Córdoba, Argentina
One Mind Translating Another – The Medical Translator and Their Role in Psychopathology: Competence, Knowledge and Responsibility
Translation in Psychopathology has led to testing instruments designed in one country being applied in a different one. It seems faster to adapt an existing instrument than to devise a new one in another culture. Knowledge Translation (KT), defined as a process that includes the synthesis, dissemination, exchange and ethically sound application of knowledge to improve health, provides an effective tool for interpreting the role of translator as a cultural mediator. This contrastive study

of a bilingual Suicide Rating Scale seeks to reflect the peculiarities of genre as interface between text and context as well as the translator's ethics at play posited by KT in the field of medical translation.

Alice Safar - Université Paul Valéry Montpellier, France
Intergovernmental Organizations Communication leveraged by Business Process Management
Governmental Organizations implement multiple heterogeneous business processes, influenced by complex organisational culture and complex interdependent international relations. They must ensure that business processes evolve in response to business needs of all stakeholders, that people they serve are being listened to and that they continuously leverage on these experiences. To achieve their missions Governmental Organization are in need of implementing innovative Business Process Management methods like *empathetic business analysis*, *narrative communication*, *storytelling*, use of Social Medias and more. These methods performed through sets of activities involve multiple actors distributed in complex environments with diverse geographic and thematic expertise spread across the globe. This paper aims to elaborate how Business Process Management leverages Governmental Organization Communication by supporting them through adjustments under challenging conditions so that they emerge from adversity strengthened and more resourceful.

Ana Sofia Saldanha - Universidade Autónoma de Lisboa, Portugal ; Universidade de Vigo, Spain
Mentoring as a Pedagogical Tool to Develop a Career in Translation
The professional translation world changes daily, we cannot avoid it. The translation students, in the 21st century, still struggle to find opportunities in the "real" professional world of translation. The professionals and the academia do not have a prolific relationship, and there is light at the end of the tunnel to close this gap. Mentoring can be a solution to close this gap and to help the "newbies" reach the much-wanted career in translation. Mentoring, when professionally delivered, by professional mentors with experience in Translation can help these "lost" students find a career pathway.

Andreea-Maria Sărmașiu - Babeș-Bolyai University, Cluj-Napoca, Romania
Challenges of Legal Translation: Specific Problems and Strategies Identified Through a Virtual Workshop
This presentation proposes to highlight the challenges encountered by students in Translation studies and/ or (legal) translators in translating legal texts relating to Civil law (Family law) as a direct result of investigating specific problems and strategies. The presentation content focuses on the identification and the analysis of the pragmatic, linguistic, cultural and text-specific problems and their replication in strategies used in an interdisciplinary translation approach through a virtual legal translation workshop. Furthermore, this presentation intends to outline the expected findings of the above-mentioned virtual legal translation workshop: the academic and professional validation of theoretical ideas brought in different practices usable in legal translation activities.

Ana Scalcău - West University of Timișoara, Romania
Research Methods in Discourse Analysis: Quantitative, Qualitative and Mixed-Methods Approaches
This paper presents three different research methods: the quantitative research, the qualitative research and the mixed-method research, showing the advantages and the limitations of each of them. It also provides a brief historical overview of the three methods, their main characteristics and strategies, the worldviews which could influence the researcher's selection of approach as well as several other factors that might influence this choice.

Oleg Shcherbakov - Ural Federal University, Russia
Studying Online Linguistic Landscapes During the Pandemic: A Case-study from Russia
In the era of so-called prosuming, when customers participate in co-creating the image of a public space by social media posting and reviewing, online linguistic landscapes are becoming no less important than their offline analogues. With the pandemic shaking the world, researchers stick to new methods. Our study aims to study online linguistic landscapes of cafes and restaurants in Russia

through conducting a content analysis of customers' geotagged social media posts and define the level of language fetishization. We compare the results with our previous studies conducted in Thailand, where café-hoping culture is now trending and has a profound impact on linguistic landscapes of public spaces and cities in general.

Irena Skendo - University of Rome "Sapienza", Italy; University of Silesia in Katowice, Poland
Types of Tourism in Albanian Travel guidebooks: A Corpus-Based Analysis
Taking into consideration the tourism phenomenon in Albania, from few numbers of tourists in the past to large numbers of foreigners visiting the country and, thus, contributing to the improvement of the economy, this paper aims to investigate the diverse types of tourism offered to the foreigners. Therefore, a corpus of tourism travel guidebooks published in Albania in the English language used for the country`s promotion in the world was analyzed to throw light on what kind of tourism is promoted in the texts and how. The approach utilized here is corpus linguistics and it is both quantitative and qualitative. The results indicate that tourism is not only intended for the summer holidays, but it is offered in various forms. There are several choices provided to visitors such as coastal, green, historical, cultural, winter and adventure tourism. The diverse types of tourism presented through this data analysis lead us to the belief and thought that this text is trying to attract future visitors of all ages and a range of personal interests. In other words, there is anything for anyone and, so, one is not restricted to visiting Albania only in the summer but all year round.

Kirk St.Amant - Louisiana Tech University
Cognition and Scalable Localization: The Psychology of Communicating with Digital Technologies in Global Contexts
Different psychological processes affect how we use digital technologies to interact. These processes reflect our experiences of how individuals should communicate with different devices. The psychological (i.e., cognitive) processes we use when communicating with digital media are therefore localized ones that reflect our cultural backgrounds and local contexts. The better we understand these cognitive factors, the more effectively we can research such expectations and develop technologies (and communication practices) that address these dynamics. This presentation examines what these psychological processes are, how they are formed, and how they affect uses of digital technologies to communicate.

Miroslav Adrian Stanici - Politehnica University of Timișoara, Romania
Electioneering for Presidential Elections in the Online Environment
The arguments underlying this research topic are related to both internal and international social factors. It can decisively influence the regional development and reconstruction policy of all the counties in Romania. I set the following objectives for my research: 1. to highlight the increasing importance of political communication in the online field, especially during electioneering; 2. to identify potential stakes of candidates for presidential elections, with reference to regional policy; 3. to look at how candidates relate to the West Region.

Maria Georgiana Stoenică - University of Craiova, Romania
An Analysis Framework of Legal Terms
Legal language and terminology have been raising ever greater interest for the past decades. Linguists, terminologists, translation theorists and translators alike seem to have reached converging points in establishing the recurrent problems of the management of this specialized field. Under the circumstances, the aim of the paper is to provide an analysis framework of legal terms, which, hopefully, might be useful for all the professionals and stakeholders involved. The framework is multilayered, comprising an etymological look at the English legal terms and their Romanian counterparts, considerations regarding their semantic evolution, degree of standardisation, as well as linguistic and cultural gaps.

Claudia Stoian, Simona Şimon - Politehnica University of Timisoara, Romania
The translation of culture
Culture plays an important part in the current global context. Its importance in the process of

translation is becoming more and more obvious. This paper presents an English-Romanian and Romanian-English cultural thematic dictionary which deals with fields such as language, cuisine, holidays, and tradition. It particularly highlights the problems encountered while translating the culturemes from the focused topics and the difficulty of translating culture.

Ionela Andreea Stoicov, Laurențiu Gabriel Țîru - West University of Timișoara, Romania
Telework and its main determinants. A review of literature
Even though home-working and teleworking are very common words used so often nowadays, they do not name a new phenomenon. In the past – in the pre-industrial era working from people's own place was a habit, because a large part of them worked mainly at or close to home in various craft workshops or on local land. For them this normal way of working didn't have a specific name, but because in time the context of work was changed, nowadays the things tent to repeat and more and more people move from a conventional workplace to a home based telework. The name "telework" came into usage in the present context to suggest work remote from the office. Because "telework" is done from home, it is sometimes found under the title of "home-working", but is not the only way it is named in the literature or in daily conversations. The actual context of COVID-19 associated with contact restrictions has influenced many companies to allow their employees to work from home for reducing the possibility of infections, so it can be seen a significant change in this perspective. This literature review explores and highlights some of the benefits and pitfalls of teleworking, the advantages and disadvantages, analizes and describes in what way work from home can be excercised, how teleworking is perceived by employees. Analyzing both new and old studies about the subject it can be seen an evolution of the phenomenon and its most changes during the last period, in addition to provide a comprehensive view on this mode of work. In particular the study examines teleworking impact on effectiveness, attitude toward home based telework and conventional work at workplace, quality of working and family life, hybrid work mechanism and environmental-related benefits.

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

Simona Șimon, Claudia E. Stoian - Politehnica University of Timișoara, Romania
Acquiring *Pragmatics* through Projects
In order to communicate effectively in the workplace, the professional translators, interpreters and public relations specialists make linguistic choices that help them achieve their goals. Therefore, the students pursuing a degree in either *Translation and Interpreting* or *Communication and Public Relations* at Politehnica University of Timișoara study *Pragmatics*, which aims at raising their awareness of the language used on various occasions. One way of acquiring *Pragmatics* is through small-scale research projects conducted by students under the supervision of the teachers. The present paper highlights the students' perception of the project-based acquisition of *Pragmatics*.

Burcu Taşkın - Kırklareli University, Turkey
An Online Community for Translators with Visual Impairments: *The Round Table* Mailing List
With the advancement of information and communication technologies, digital platforms have become a major medium for professionals to establish networks. Thus, professional online communities for translators play a vital role in the form of online asynchronous discussion groups

where they can engage in work-related discussions and ask for assistance from fellow translators, especially during the trying times of the COVID-19 pandemic. Translators with visual impairments and low sight have also established such a unique online community via a mailing list titled The Round Table. Therefore, this study sets out to shed light on the problems and daily endeavors of translators with visual impairments by conducting a qualitative content analysis on The Round Table between March 2020-February 2021.

Bledar Toska - University of Vlora „Ismail Qemali", Albania
Interactional and digital communication with Biden during the presidential campaign
Following Hyland's interpersonal model of metadiscourse (2005), this study seeks to investigate some major aspects of interactional and digital dialogical processes in communication. More concretely, it focuses on Biden's "voice" and messages constructed and conveyed in his Facebook page during the last three months of the presidential campaign. Analyzed metadiscoursal devices, such as hedges, boosters, attitude markers, self mentions and engagement markers in Biden's digital communication with the electorate reveal and confirm my initial hypothesis that these devices are used strategically to enable the alignment between his political stances and those of the voters. A number of limitations of the study in question and some tentative final remarks attempt to propose issues related to digital communication in the realm of verbal linguistic interaction.

Corina Vasile - University of Craiova, Romania
Language Change in Institutional Discourses. Genre-Based Approaches
The paper starts from the basic assumption that genres are socially linked, and shall refer to those circumstances in which language changes due to historical, social and cultural factors, maintaining the need for a structural perspective with sets of rules stressing the right genre interpretations, yet focusing on language functional use in defining discourse in institutional settings. Therefore, we shall discuss elements such as time, space or protagonists which contribute to language change. The paper aims to explain how such controlling factors will connect language-genre-discourse in institutional settings, delimiting specific genres by forcing language change to (re)adapt to new contexts.

Ioana Raluca Vișan – independent researcher
Some aspects of translating maritime language
Despite the prevalence of English as a universal lingua franca, particularly in the maritime field, the demand for maritime language translation has never been so great as it is nowadays. Maritime language translators have to deal with different types of texts whose context and level of specialization can vary greatly and more than that, the specific maritime field in question (i.e., commerce, nautical, engineering) can present a wide range of difficulties to be addressed by the translator. The paper highlights the complexity of maritime language in translation and focus is specifically laid on the linguistic peculiarities of maritime discourse and the difficulties the translator might encounter at the terminological level.

Titela Vîlceanu - University of Craiova, Romania
Literary Translation – A Market-Oriented Approach
Although specialized translation, and more particularly, legal translation, seems to have gained overriding importance on the European and Romanian markets, especially in the context of the EU law enforcement and due to globalization, literary translation has continued to develop. The paper discusses the status of literary translation and of the literary translator on the Romanian market by examining the related challenges, trends and perspectives. On the outset, literary translation has not been affected quantitatively, although, from a qualitative point of view, concerns and worries might be voiced. Therefore, the question of the professionalization of the literary translator is still open.

Juta Zvira - University of Latvia
Theatre criticism challenges in digital media environment
With the development and entry of new technologies into people's daily lives, as well as the growth of Internet consumption, there is more and more research in communication science looking at how

new technologies have changed various areas of communication, daily communication and professional activities. More and more existing media are moving from print to digital format, and the creation of new media is also preferred to the Internet platform. The transition from print to digital media has affected not only journalists but also theater critics.

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PAPERS IN FRENCH

Raluca-Cristina Dragomir - „Dunarea de Jos" University of Galați, Romania
Défis dans la traduction des textes historiques
Notre démarche a comme point de départ un corpus de plus de quatre cents pages traduit du roumain en français, plus précisément, un volume de vingt-six articles qui traitent de l'histoire de la Bessarabie, ayant comme titre « Aux confins des civilisations. La Bessarabie dans le contexte géopolitique, économique, culturel et religieux ».
La présente étude se donne pour tâche d'examiner quelques facteurs de difficulté relevés lors de la traduction en français de ces articles, dont les auteurs, professeurs des Universités de la République de Moldova et de Roumanie, chercheurs, historiens et prêtres ont, certes, des styles très différents.

Andreea Ghiță - Universitatea Transilvania, Brașov, Romania
La première relance de la TA – une approche « indirecte »
Ce papier se propose de dresser les traits de la période de renaissance des recherches en traduction automatique (TA) après le rapport ALPAC (c.-à-d. *Automatic Language Processing Advisory Committee*) de 1966 qui recommande leur arrêt. En fait, ce regain d'intérêt commence à se faire ressentir grâce à l'avènement de la traduction indirecte par « *interlingua* » ainsi que par « transfert ». L'approche par interlangue, comme son nom l'indique, joue d'une représentation syntaxique dans une langue intermédiaire et elle bénéficiera des avancées en intelligence artificielle et linguistique computationnelle (ex. : KBMT – Knowledge-based Machine Translation). Quant au mécanisme d'exploitation par transfert, il faut noter que celui-ci engage plusieurs étapes et que Systran est l'un des projets d'envergure qui vont s'en servir. Ces avancées auront un effet positif sur la poursuite des travaux dans le domaine de la TA à partir des années 70-80 et jusqu'à présent.

Andrea Kriston - Politehnica University of Timisoara
Méthode d'analyse textuelle : le discours de l'entreprise
Cet article envisage une méthodologie d'analyse textuelle et propose l'illustration de cette méthode par une analyse discursive dans une entreprise. Dans un premier temps, nous allons faire une brève incursion dans l'histoire récente de la linguistique et l'analyse d'argumentation, pour nous arrêter dans un deuxième temps sur des aspects textuels, énonciatifs et argumentatifs du texte. La grille de lecture que l'on prend en tant que référence, repose sur certains indicateurs qu'on va analyser : les indices énonciatifs, référentiels et organisationnels, les verbes, les arguments ou les modalisateurs du texte.

Andrea Kriston - Politehnica University of Timisoara
Le défi de l'interprète : les noms propres et les fonctions des organisations
Malgré le fait que toute interprétation comporte des présentations obligatoires au début (les noms des organisateurs, des participants, les fonctions qu'ils ont et les noms des organisations), il a été observé qu'il existe souvent des problèmes liés à cet aspect. L'article se propose d'observer l'approche concernant la perception sur les noms propres et fonctions, l'effort de mémoire et l'équilibre de l'interprétation.

Iulia Mihalache - Université du Québec en Outaouais, Canada
La technologie, un objet banal ? Sur la relation des traducteurs humains et des machines
Avec le développement de l'intelligence artificielle, dont le traitement du langage est le second plus grand domaine d'applications, les traducteurs se posent la question si les machines deviendront plus

intelligentes ou si, au contraire, les machines permettront aux humains de devenir immortels grâce à « une conscience téléchargée dans une machine et poursuivant sa destinée hors du corps » (Monin 2019 : 124). Cette communication abordera la relation entre les traducteurs humains et les technologies, avec une focalisation sur les compétences à développer pour interagir, voire travailler en partenariat ou en synergie avec les non-humains (les applications informatiques), et ainsi améliorer ou « augmenter » la connaissance humaine.

Marius-Octavian Munteanu - „Dunarea de Jos" University of Galaţi, Romania
Traduire en français le discours religieux roumain en utilisant des outils TAO
Les discours religieux français et roumain, à cause de leur différences dogmatiques évidentes, de leur parcours et évolution différents – se revendiquant à deux systèmes culturels distincts – posent des problèmes d'équivalence conceptuelle parfois difficilement surmontables. Cet article se propose de faire l'analyse d'un projet de traduction inédit pour un traducteur technique – traduire un texte scientifique du domaine religieux du roumain en français. L'inédit est représenté aussi par l'utilisation d'une méthode peu « orthodoxe », un instrument de traduction en ligne, Wordfast Anywhere, pour obtenir la traduction brute, à réviser et raffiner ultérieurement par les méthodes classiques. Nous allons cadrer notre analyse dans les théories classiques de la traductologie – traduction sourcière vs cibliste de Ladmiral, théorie du skopos de Reiss et Vermmer, la poétique traductologique de Meschonic, mais aussi dans les pratiques traduisantes informatisées – traduction assistée par l'ordinateur, traduction utilisant l'informatique dématérialisée (*cloud computing*).

Marius Imre Parno - Politehnica University of Timisoara
Activităţi socio-economice din viaţa comunităţii de rromi
Comunitatea rromă din România este organizată pe neamuri datorită meseriilor practicate de aceştia. După dezrobirea rromilor comunitatea rromă a ramas structurată pe neamuri. In prezentarea pe care doresc să o supun atenţiei şi dezbaterii mediului ştiinţific academic este metodologia cercetării aspectelor socio-economie din viaţa comunităţii de rromi datorită faptului că pe acest subiect nu exista cercetări, studii şi bibliografie consistentă. Lucrarea propune o cercetare cantitativă şi calitativă cu următorul obiectiv general: Identificarea activităţilor economice tradiţionale şi netradiţionale practicate în comunităţile rome din Timişoara şi Cluj-Napoca. Obiectivul general al lucrării este: Identificarea activităţilor economice tradiţionale şi netradiţionale practicate în comunităţile rome din Timişoara şi Cluj-Napoca.

Luciana Penteliuc-Cotosman – Universitatea Tibiscus, Timisoara, Romania
Le langage du secteur de la beauté : un défi pour le traducteur spécialisé
Hautement valorisé par la société contemporaine, le secteur de la beauté est en pleine expansion.
Le dynamisme de ce domaine interdisciplinaire, ouvert à la recherche scientifique et tourné toujours davantage vers la médecine, la pharmacologie et la chimie, se reflète également dans son langage spécifique, qui mélange les codes et couvre un registre varié d'usages allant de l'ultra-scientifique à l'ultra-vulgarisé, ainsi que dans sa terminologie composite, épatante, foisonnante, marquée par une néologie incessante. Le présent article se propose d'éclairer les problèmes de traduction spécifiques posés par la variété des textes spécialisés du domaine de l'esthétique et de la cosmétologie, et par ce biais de montrer que la pratique traductive, dans ce secteur notamment, doit être envisagée comme une tâche complexe, exigeant de la part du traducteur spécialisé une approche multi-compétences et des solutions globales, les seules qui puissent couvrir les différents aspects terminologiques, sémantiques, sémiotiques, communicationnels et marketing qui se combinent dans le discours multidimensionnel caractéristique du domaine de la beauté.

Mariana Pitar - Université de l'Ouest, Timisoara, Romania
Multiplication et changements de codes dans le sous-titrage de film
Dans cette communication, nous allons analyser plusieurs aspects du sous-titrage du film.   Nous allons montrer, dans un premier temps, quelles sont les contraintes générales du sous - titrage de film. Dans un deuxième temps, nous allons analyser la multiplication des codes dans le sous-titrage pour les malentendants et sourds-muets. Ensuite, nous allons analyser les formes du sous-titrage spécial en nous interrogeant sur la nécessité de la redondance informationnelle qu'il propose. Enfin,

nous allons mettre en discussion le système UPL (Universal Picture Système) qui propose, comme système d'aide à la compréhension des films en langue étrangère, le langage universel des symboles. Le remplacement de la parole par un code de signes universaux met en question le rôle de la traduction et du langage-même dans la compréhension d'une langue étrangère.

Mirela-Cristina Pop – Universitatea Politehnica Timisoara
Éléments socioculturels dans la traduction en roumain des documents officiels de langue française
La traduction des documents officiels se distingue par rapport à d'autres types de traduction compte tenu des contraintes auxquelles le traducteur est tenu de répondre: objectives, imposées par les milieux sociaux où le texte traduit servira pour instrument de communication, actualisées par des normes juridiques, morales et culturelles, et subjectives, imposées par le bénéficiaire. Partant de la prémisse suivant laquelle les éléments socioculturels sont susceptibles de poser problème au traducteur, nous jugeons utile d'inventorier les catégories d'éléments socioculturels potentiellement problématiques pour le traducteur roumain utilisant comme langue source le français lors de la traduction des documents officiels relatifs aux personnes.

Mihaela Popescu – Universitatea Politehnica Timisoara
Activités de communication langagière et stratégies en français professionnel dans le milieu universitaire francophone de Timișoara
Le français professionnel est un concept de date relative récente qui intègre le champ du français langue étrangère. Celui-ci vise l'acquisition des compétences linguistiques transversales à plusieurs secteurs d'activité par un public situé en début de carrière ou par des professionnels qui cherchent un emploi dans une entreprise francophone. L'objectif de cette présentation est d'analyser les manuels utilisés dans l'enseignement du français dans les filières non-linguistiques des quatre universités de Timișoara pour comprendre si les méthodes visent le français langue professionnelle (FLP) ou d'autres champs du français langue étrangère (FLE).

Anca Monica Stanciu - University of Craiova, Craiova, Romania
L'apport de la technologie dans la traduction juridique
La globalisation, est l'un des phénomènes qui a eu un impact majeur dans le domaine de traduction. L'impact, représenté par un nombre croissant des besoins de traductions, c'est ressenti également dans le secteur des traductions juridiques. Face à ce défi les traducteurs se sont orienté vers la technologie moderne qui offre des nombreuses solutions appropriés, capables de leur faciliter le travail. L'étude va essayer de relever l'importance de la technologie dans cette branche spécifique de la traduction mettant en relief les principaux avantages offertes par les plusieurs catégories d'outils d'assistance à la traduction. Notre attention sera dirigée vers la manière d'utilisation des logiciels informatiques spécialement conçues pour ce but. Pareillement, la recherche va se pencher sur le statut des traductions juridiques au seins des institutions européennes et sur le travail des traducteurs de la CdT (CENTRE DE TRADUCTION DES ORGANES DE L'UE).

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PAPERS IN GERMAN

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Veronica Câmpian - Babes-Bolyai University, Cluj-Napoca, Romania
Eine semiotische Analyse politischer Karikaturen
Der Beitrag betitelt „Eine semiotische Analyse politischer Karikaturen" bietet eine Betrachtung über politische Karikaturen, die während der Wahlkampagne für die Präsidentschaftswahlen 2019 in Rumänien in der Qualitätszeitung *Evenimentul Zilei* veröffentlicht wurden. Das Analysekorpus bestehen aus 15 Beispielen und die Arbeit verfolgt die Beantwortung folgender Forschungsfragen: Welche sind die Hauptthemen, die in Karikaturen dargestellt werden? Welche sprachlichen und bildlichen Besonderheiten weisen die Karikaturen auf? Welche semiotischen Botschaften sind in den ausgewählten Karikaturen kodiert? Es wird ein Analysemodell gewählt, das von Roland Barthes`

Theorie zur Wahrnehmung von Denotation und Konnotation abgeleitet ist. Die Karikaturen werden im Hinblick auf Barthes` Arten von Botschaften analysiert: linguistische Botschaften (Text), bildliche Botschaften (Bild) und symbolische Botschaften (konnotierte Bedeutung).

Ştefana Ciortea-Neamțiu - West University of Timisoara, Romania
Online-Theater: Rezeption und Theaterkritik in der Pandemie – eine Perspektive aus Temeswar
Die Kulturbranchen gehören zu den betroffensten in der Pandemie. Für Theatermacher wie für Theatergänger hat diese zu großen Umstellungen geführt. Eine davon war die Migration des Theaters ins Online auf YouTube, Zoom oder Vimeo. Damit ist jedoch ein anderes Theatererlebnis, eine andere Theaterrezeption gegeben. Die vorliegende Arbeit beschäftigt sich mit dem Phänomen Theater im Online in der Pandemie in Temeswar: Wie haben es die hiesigen Theaterhäuser geschafft, mit ihrem Publikum in Verbindung zu bleiben, aber auch wie sich das Publikum eingestellt hat und welche Theaterrezeption entstanden ist.

Ana-Maria Dascălu-Romiţan - Politehnica University of Timişoara, Romania
Übersetzungswissenschaft heute – Unterricht in Zeiten der Corona-Pandemie
Die Umstellung auf digitale Lehre ist sowohl für Lehrende als auch für Studierende eine große Herausforderung. Vorliegender Beitrag nimmt sich vor, das Studienfach Übersetzungswissenschaft an der Fakultät für Kommunikationswissenschaften aus diesem Blickwinkel heraus zu betrachten. Der Schwerpunkt des Beitrags besteht darin zu zeigen, wie der Online-Unterricht in Zeiten von Corona an der Politehnica Universität Temeswar stattfindet und mit welchen Herausforderungen sich Studierende und Lehrende auseinandersetzen.

Anca Dejica-Carţiş - Politehnica University of Timişoara, Romania
Deutsch für den Beruf. Entwicklung von Sprachkompetenzen
Sprachkompetenzen sind kommunikative Fähigkeiten. Für den DaF-Unterricht sind Sprachkompetenzen jene Fähigkeiten, die lexikalische und soziolinguistische Kompetenzen entwickeln. Man unterscheidet im Curriculum für Fremdsprachen nicht nur alltäglich-kommunikative Kompetenzen, sondern auch fachlich-kommunikative Kompetenzen. Der Unterricht ist diesbezüglich auch von wesentlichen Themen aus dem Studienbereich begleitet. Die Globalisierung hat Veränderungen mit großer Auswirkung auch auf dem Arbeitsmarkt gebracht. Die Kommunikation hat sich als gesellschaftliche Notwendigkeit an Informationen erwiesen, um eine rasche Anpassung an neue berufliche und soziale Situationen zu gewährleisten. Sie gewinnt somit ihren festen Platz in der Vermittlung von Informationen. Der Kommunikationsaustausch findet nützliche Ansätze auch im Bereich der Kommunikation und PR für die interne und für die externe Kommunikation. Die Sprachkenntnisse und das Wissen kommen somit zum Ausdruck. Aus der Perspektive des mündlichen Ausdrucks unterscheidet man die Annäherung an Sprachelementen und an Begriffen, an Ausdrücken und an Vokabeln. Diese öffnen den Zugang zu Sprachkenntnissen und Wissen und erleichtern auch die Sprechakte. Berufliche Kommunikation umfasst auch die Nutzung von Kommunikationsmitteln im Rahmen der beruflichen Zusammenarbeit und verlangt den Einsatz von kommunikativen Strategien für verschiedene berufliche Situationen.

Laurent Gautier - Université de Bourgogne, France
Segmente statt Termini? Zum Einfluss korpuslinguistischer Ansätze auf die Definition von Übersetzungseinheiten im Fachübersetzen
Die Frage nach der Definition der „idealen" Übersetzungseinheit, insbesondere im Fachübersetzen, gehört wohl zu den Gretchenfragen der Translationswissenschaft. Ob Wort, Satz, Sinneinheit oder Text: alle linguistischen Beschreibungsebenen wurden in diesem Zusammenhang schon bemüht. Der Beitrag möchte diese Diskussion vor dem Hintergrund der heutigen Rolle von Sprachtechnologien wieder aufnehmen und auf Grund eines 6-sprachigen parallelen Korpus aus dem Bereich der Finanzübersetzung (Pressekonferenzen der EZB) neu perspektivieren. Gemeinsamer Nenner von *Translation Memories*, Konkordanzen oder TM-Outputs ist ja ihr Rückgriff auf Textsegmente, welche die traditionelle Dichotomie zwischen Lexik und Grammatik aufheben. Zu diesem Zweck sollen drei konkurrierende Modelle diskutiert werden: Frames, *Patterns*/Muster und Konstruktionen.

Maria-Dana Grosseck - Politehnica University of Timişoara, Romania
Die Metapher als Sprachmittler fachsprachlicher Interferenzen

Roboter sind aus unserem Alltagsleben kaum wegzudenken. Ob sie älteren Menschen helfen können, möglichst lange ihre Mobilität und Unabhängigkeit zu bewahren, oder ob sie in der Automotive-Industrie die menschliche Arbeitskraft ersetzen, oder beides gleichzeitig, fast nichts ist mehr unmöglich. Maschinen tragen entscheidend zum Erhalt der Lebensqualität und somit haben sie sich auch im Alltagsleben Platz geschaffen. Ihre Beschreibung, ihre Bestandteile, ihre Funktionsweise wird auf uns Menschen übertragen, prägen unser Handeln und Sprechen. Die Mittel denen sich diese, Technologie, Industrialisierung und Medizin, bedienen, sollen in diesem Artikel erläutert werden.

Gyde Hansen - Copenhagen Business School, Denmark
Maschinenübersetzung und rumänische Sonderzeichen

Mein Beitrag wird an unseren Workshop von April 2019 anknüpfen, bei dem einige Fragen offengeblieben sind. Es handelt sich um die Übersetzung der Sonderzeichen der rumänischen Sprache mit der Neuronalen Maschinenübersetzung von Google (GNMT). Bei meinem damaligen Beitrag hatte ich die Sonderzeichen ganz einfach ignoriert, aber die Übersetzungen waren dennoch gut. Wie war das möglich? Haben die fünf rumänischen Sonderzeichen keine eigene Bedeutung? Weitere Untersuchungen dieser Diakritika brachten erstaunliche Ergebnisse, die ich mir nicht erklären kann. Ich hoffe auf einen Dialog mit Muttersprachlern und Sprachexperten, denn ich beherrsche das Rumänische nicht und habe viele Fragen.

Daniela Kohn - Victor Babeş University of Medicine and Pharmacy Timişoara, Romania
Prüfungsinhalte und -formate im Wandel. Kompetenzorientiertes Prüfen im Daf-Bereich off-/online. Eine Fallstudie

Die letzten Jahre brachten Änderungen im DaF-Bereich mit sich, die sowohl im Lehren und Lernen der Fremdsprache sichtbar wurden, als auch im Bereich des Testens und Bewertens der Sprachkompetenzen. Einerseits brachte die Erweiterung des GeR im Jahre 2020 die Einführung der Deskriptoren für die Mediation, als auch eine Erweiterung der Deskriptoren für andere Kompetenzen mit sich. Diese finden langsam ihren Platz auch in den neuen Prüfungsformaten. Andererseits hat die Corona-Pandemie 2020/21 den Bereich der Bildung und nicht nur grundsätzlich beeinflusst, das Lehr- und Prüfungsbetrieb wurde für lange Zeit auf Distance-Modus umgestellt und das Infektionsrisiko zu minimieren galt als Hauptanliegen an Universitäten und Hochschulen. Zu diesen Faktoren kommt beim Testdesign das Spezifische an jeder Universität hinzu, in unserem Fall die Gestaltung der Prüfungsformate im DaF-Bereich an der Medizinischen und Pharmazeutischen Universität „Victor Babeş" Timişoara.

Vlasta Kučiš - University of Maribor, Slovenia
Gerichtsdolmetschen in Strafverfahren für ausländische Bürger im Rahmen der neuen transkulturellen Law Clinic

Gemäß der EU-Konvention zum Schutz der Menschenrechte und Grundfreiheiten (Art. 5/6) und der sprachlichen Gleichberechtigung in Strafverfahren (RL 2010/64/EU) haben alle Personen das Recht auf ein faires Verfahren in einer für sie verständlichen Sprache. Die Nachfrage nach Dolmetscherinnen und Dolmetscher für die verantwortungsvolle Tätigkeit bei Gerichtsverfahren, vor allem bei Strafverfahren für Menschen, die die Landessprache nicht verstehen, steigt auch in Slowenien als Folge der Globalisierung. Deswegen wurde am Lehrstuhl für Translationswissenschaft der Universität Maribor in Kooperation mit der Rechtswissenschaftlichen Fakultät für den Bereich des Gerichtdolmetschens eine innovative Lehrveranstaltung mit dem Titel *Mehrsprachige und transkulturelle Kommunikation in Strafverfahren* für MA-Studierende des Studiengangs Übersetzen und Dolmetschen angeboten. Im Vortrag wird versucht auf die Bedeutung der Gründung von transkulturellen Law Clinics aufmerksam zu machen, die als Resultat des internationalen Projekts *Translaw* entstanden sind.

Patrick Lavrits - West-University of Timișoara, Romania
Die Umsetzung der kulturellen Dimensionen von Edward T. Hall im Unterricht

Moderne, wie auch traditionelle Gesellschaften, sind mit den gleichen Grundproblemen konfrontiert. Sie unterscheiden sich vor allem in den Antworten und Reaktionen auf diese Herausforderungen und wie sie diese Probleme lösen können. Der amerikanische Ethnologe Edward T. Hall gilt als Begründer der „Interkulturellen Kommunikation" und identifizierte drei Kulturdimensionen, die Kontextorientierung, die Raumorientierung und die Zeitorientierung. Später fügte er dann noch die Informationsgeschwindigkeit als vierte Dimension hinzu. Die Arbeit untersucht wie sich diese vier kulturellen Dimensionen von Edward T. Hall anhand von Aufgaben, Fallstudien, Sprechanlässe und Bildvorlagen im Unterricht umsetzen können.

Karla Lupșan - West-University of Timișoara, Romania
Zum Einsatz von innovativen Methoden im Unterricht – *Design Thinking*

Ausgehend von der innovativen Unterrichtsmethode *Design Thinking,* versucht der Beitrag konkrete Anregungen zur Gestaltung von Unterrichtseinheiten anzugeben.

Anca-Raluca Magheţiu - West-University of Timișoara, Romania
Scaffolding und SIOP als fachsprachendidaktische Konzepte im fachsprachlichen Fremdsprachenunterricht

Die heutige Gesellschaft steht durch ihre internationale Mobilität auf der sprachlichen und kulturellen Ebene neuen Herausforderungen gegenüber. Globalisierte Wirtschaftsstrukturen verändern den Kommunikationsbedarf in einer Fremdsprache. Auch im Rahmen des Fachsprachenunterrichts wird häufig von diversen Sprachen und Kulturen gesprochen, da immer mehr Lernpersonen zu verschiedenen Kulturwelten gehören und die jeweilige Sprache für den Beruf erlernen sollen. So ist das Phänomen der Fachsprachendidaktik nicht nur aus der Perspektive der muttersprachlichen, sondern auch der fremdsprachlichen Perspektive wichtig und spielt zweifelsohne auch im Alltag eine bedeutende Rolle. Die vorliegende Arbeit nimmt sich vor, Scaffolding und SIOP, zwei fachsprachendidaktische Konzeptionen vorzustellen und herauszufinden, inwieweit diese in den fachsprachlichen Fremdsprachenunterricht stärker einbezogen werden sollten.

Raluca Negrisanu - East Tennessee State University, USA
Authentische Kommunikation im Fremdsprachenunterricht: ETSU-Studenten befragen deutsche Muttersprachler

Die herausforderndste und schwierigste Fähigkeit beim Erlernen einer Fremdsprache ist das Sprechen, insbesondere das spontane Sprechen ohne die Hilfe von Aufforderungen oder Anleitungen. Studierende im zweiten Jahr Deutsch (A2) bereiten jedes Semester eine Interview-Sitzung mit einem Muttersprachler vor. Aufgrund der in einem Semester behandelten Themen bereiten sich die Studierenden in Gruppen oder mit einem Partner für das Interview mit dem Muttersprachler vor. Vor dem eigentlichen Interview üben die Studenten ein Scheininterview im Unterricht unter der Aufsicht des Lehrers und die eigentlichen Interviewsitzungen werden als Kaffeeklatsch eingerichtet. Während des Interviews machen sich die Studenten Notizen oder nehmen die Antworten auf und präsentieren in der folgenden Sitzung, was sie aus dem Interview herausgefunden haben.

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PAPERS IN ROMANIAN

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Florentina Bărbulescu (Mirea) - West University of Timisoara, Romania
Employer branding-dimensiunile atractivității organizaționale la generațiile Y și Z

În contextul economic actual, pentru a fi competitive pe piață, companiile au nevoie să se distingă față de concurenții lor nu numai cu ajutorul produselor și serviciilor, dar mai ales dezvoltând un

brand de angajator (employer brand). Conceptul de atractivitate organizaţională (employer attractiveness) se referă la atributele care fac o companie atrăgătoare într-un context de angajare sau retenţie. Employer branding-ul adaugă o nouă dimensiune acestui concept de atractivitate organizaţională prin componenta de comunicare internă si externă a elementelor care fac compania atractivă ca angajator. Prin intermediul acestui studiu dorim să evidenţiem dimensiunile (atributele) atractivităţii unui angajator, în general, văzute din pespectiva generaţiei Y şi Z.

Sorina Daniela Căprioară - University of the West, Timişoara, Romania
Traductologia în era digitală: limite şi perspective
În era digitală care începe în anii 1990 şi continuă până în prezent, traductologia înregistrează o adevărată turnură tehnologică, care revoluţionează disciplina la nivel de teorie şi practică afectând deopotrivă cercetarea şi predarea traducerii. R(e)voluţia are ca element central subiecte care erau nu demult ignorate sau care nu existau în studiile de traductologie tradiţionale cum ar fi: instrumentele de traducere asistată de calculator, memoriile de traducere, managementul terminologic, asigurarea calităţii traducerilor, managementul proiectelor de traducere. Cadrul traductologic este redefinit şi însuşi obiectul de studiu al acesteia suferă mutaţii extinzându-se, de la traducerea ca proces şi produs, la traducerea văzută ca eveniment care este afectat atât de complexele interacţiuni dintre actorii implicaţi în ea precum şi de obiectele/instrumentele utilizate în cursul acesteia. Traductologia ţine pasul cu noile evoluţii tehnologice, estompează graniţe, extinde limite şi trasează noi perspective.

Gabriel-Mugurel Dragomir & Adina Palea - Politehnica University of Timişoara, Romania
Opera social-filantropică a Bisericii Ortodoxe Române, între principiile filantropiei sociale creştine şi responsabilitatea socială corporativă
Articolul îşi propune să facă o analiză a modului în care Biserica Ortodoxă Română îşi prezintă acţiunile sociale şi filantropice derulate în comunitate şi prezentate publicului larg prin site-urile mitropoliilor sau Patriarhiei Române. Demersul este unul descripriv şi de analiză în acord cu cele cinci principii de filantropie socială creştin-ortodoxă delarate de Întâistătătorul Bisericii Ortodoxe Române: Lucrarea filantropică a Bisericii, continuatoarea lucrării filantropice, vindecătoare, sfinţitoare şi mântuitoare a Mântuitorului Iisus Hristos, Fiul lui Dumnezeu; Filantropia socială legată de Liturghia eclesială; Filantropia socială a Bisericii o filantropie pastorală; Lucrarea filantropico-socială ortodoxă, izvor de inspiraţie viaţa parohială şi viaţa monahală; Cooperarea Bisericii cu diferite asociaţii, fundaţii şi organizaţii umanitare este benefică dacă Biserica nu-şi pierde identitatea sau vocaţia ei pastorală şi sfinţitoare. Demersul este unul inedit deoarece doreşte să realizeze o paralelă între acţiunile Bisericii şi responsabilitatea socială corporativă, ca demers de întoarcere a organizaţiilor către societate

Lia Lucia Epure - "Vasile Goldiş" Western University of Arad, Romania
Campania de vaccinare între informare şi persuadare. Elemente ale unei comunicări de criză.
Studiul urmăreşte să ofere o imagine sintetică asupra câtorva elemente prezente la nivelul comunicării publice în cadrul campaniilor globale de vaccinare împotriva COVID-19. Astfel, analiza debutează cu un rezumat al situaţiei actuale şi continuă cu prezentarea câtorva elemente constitutive ale procesului de comunicare publică de la nivelul campaniilor actuale de vaccinare. Investigaţia se desfăşoară atât în raport cu dezideratul general al unei comunicări publice eficiente, aşa cum este acest asumat transparent la nivelul teoriilor generale ale comunicării publice, cât şi cu specificul pandemiei actuale, specific care a impus elemente distincte de analiză din perspectiva conuniării publice. In final sunt avute în vedere şi câteva elemente prezente în mod exclusiv în conunicarea publică destinată procesului de vaccinare din România

Anamaria Filimon-Benea - University of the West, Timişoara, Romania
Supremaţia vizualului în comunicarea online
Nimeni nu poate nega faptul că vizualul domneşte acum - reclame, publicaţii online, cinematografe, modă, ziare, televiziune sau grafitti - toate au un lucru în comun: acestea vizează ochiul uman.Cu adevărat, viaţa noastră este, indiferent dacă ne dăm seama sau nu, dominată de vizual. Sfârşitul secolului al XX-lea şi începutul noului secol au adus cu ele un context cultural schimbat. În primul

rând, atenția acordată vizualului este sporită. Teoreticienii au observat că a avut loc o „revoluție picturală" și prin ea am început să ne dăm seama că dominația imaginii a înlocuit dominația cuvântului.

Anamaria Filimon-Benea & Ioana Vid - University of the West, Timișoara, Romania
Instrumente de PR pentru construcția imaginii unei instituții educaționale
Scopul acestei lucrări este de a analiza imaginea, o perspectivă a relațiilor publice a unei instituții de învățământ. Conceptul de imagine este un concept cheie în relațiile publice și în sociologia comunicării de masă. Imaginea unei organizații se bazează pe crearea elementelor care caracterizează identitatea care dă factorul de unicitate. Acestea sunt scopurile, obiectivele, structura, personalul și cultura organizațională și transpunerea acestora în mediul extern. Mediul extern este publicul larg, clienții, furnizorii, partenerii și nu în ultimul rând, mass-media (Vid, I., 2016, p.29). Imaginea este reprezentarea:"care s-a format ca o sumă de credințe, atitudini, opinii, prejudecăți, experiențe sau presupuneri (așteptări), la grupe de persoane sau în cadrul opiniei publice asupra unei persoane fizice sau juridice, instituții/organizații sau orice fenomen sau obiect". (Iorgu, M., 2011) Potrivit lui Roger Mucchielli, imaginea este "reprezentarea sau ideea pe care și-o formează indivizii unui mediu sau ai unui segment al publicului ca urmare a receptării unor informații despre un obiect social."

Daniela Gheltofan - University of the West, Timișoara, Romania
Redarea cuvintelor-realia de tip fantastic
Substratul folcloric tradițional, precum și cel mitologic, din diverse culturi sunt încă foarte vizibile în zilele noastre, iar omul modern nu poate să facă abstracție de acestea, întrucât sunt intens reinterpretate, reimaginate și popularizate într-o gamă largă de cărți de tip fantastic, de filme de tip fantastic etc. Protagoniștii culturii fantasticului sunt ființele imaginare, supranaturale, magice, demonice, animalele totemice, obiectele fabuloase etc. În literatura de specialitate, se definesc ca miteme. De altfel, în contemporaneitate, s-a găsit și o altă utilizare a elementelor folclorice, mitologice (a mitemelor) prin prefacerea lor animată în lumea jocului video, fiind deja glosate, repertoriate în mediul online. În lucrarea de față, ne propunem să evidențiem, pe de o parte, rolul mitemelor-realia în cultura tradițională și actuală, și, pe de altă parte, să prezentăm o serie de modalități de redare, în limba română îndeosebi, a cuvintelor-realia fantastice (*i.e.* folclorice, mitologice) cu specific cultural rusesc (cf. *Баба-Яга* [Ro *Baba-Iaga*]; *Богатырь* [Ro *bogatîri*]; *Василиса Премудрая* [Ro *Vasilisa Premudraia*]; *Жар-птица* [Ro *jar-ptița*]; *Русалка* [Ro *rusalca*] etc.). Transferul elementelor-realia este un proces complex care a atras atenția cercetătorilor de mult timp, mai ales că nu există o soluționare traductivă „unică", iar redarea „ideală" a acestor unități se face în funcție de anumiți factori intra- și extralingvistici, intra- și extratraductivi.

Vasile Gherheș, Simona Șimon - Politehnica University of Timișoara, Romania
Semida Gherheș - Centrul Scolar pentru Educație Incluziva "Paul Popescu Neveanu", Timișoara, Romania
De ce nu își țin studenții camera video deschisă în timpul orelor online?
Plecând de la constatarea că studenții nu țin camera deschisă în timpul orelor online, acest lucru nefiind obligatoriu în unele instituții de învățământ superior, dar și de la nemulțumirile înregistrate în cadrul întâlnirilor cu cadrele didactice cu privire la acest comportament, lucrarea își propune să surprindă aspecte menite să explice aceste manifestări și să identifice posibile soluții de remediere a lor. Prezintă rezultatele unui studiu cantitativ la care s-au înregistrat răspunsurile unui număr de 407 subiecți proveniți de la Universitatea Politehnica Timișoara, România, instituție în care în procesul educațional nu a existat obligativitatea pornirii camerei video de către studenți. Studiul oferă și câteva soluții pentru remedierea acestor situații. Înțelegerea acestor motive poate reprezenta fundamentul intervenției reglatoare asupra acestui comportament identificat în rândul studenților în timpul orelor online.

Daniel Grebeldinger - University of the West, Timișoara, Romania
Economia socială în Europa: evoluții recente și rolul acesteia în incluziunea grupurilor vulnerabile
Prin prezentarea de fata doresc sa supun dezbaterii comunitatii stintifice rolul foarte important pe

care domeniul economiei sociale il are in tot ceea ce inseamna incluziunea grupurilor vulnerabile in Europa pornind de la definirea termenilor si a principiilor ce stau la baza acestora tinand cont de evolutia lor atat ca si domenii independente cat si ca domenii complementare. Totodata voi insista pe analiza comparativa a politicilor dezvoltate la nivel European si national in domeniul economiei sociale si a celor legate de incluziunea sociala a grupurilor vulnerabile, atat din perspectiva conceptuala cat si din perspectiva impactului asupra grupurilor vulnerabile facand referire la date statistice si la literature de specialitate.

Ancuța Milin - University of the West, Timișoara, Romania
O nouă dimensiune asupra sportului de performanță. Cariera duală și consilierea socio-profesională
În această lucrare, autorul abordează o temă izolată, dar actuală pentru societatea contemporană, dată de lipsa orientării educaționale a sportivilor de performanţă, care să asigure incluziunea socială. Având în vedere că sportul reproduce structura socială și influenţează viaţa unora dintre subiecţi, dimensiunea sportului este vastă, căpătând noi valenţe deoarece nu trebuie rezumată strict la practica sportivă propriu-zisă, ci și la rolul social al acestor subiecţi. Astfel, studiul este important pentru economia socială, prin funcţia sa de a livra societăţii persoane încadrate în câmpul muncii. Componenta care asigură funcţia de integrare socială, este consilierea socio-profesională-sportivă, în termeni generici denumită carieră duală. Prin colectarea unor date din teren, rezultă că un procent de 80% dintre corespondeţi consideră necesar implementarea inclusiv a unor instrumente / platforme web inovatoare pentru a oferi consiliere și ajutor sportivilor în procesul decizional cu privire la opţiunile de carieră după încherea activităţii sportive de performanţă.

Nadia Obrocea - University of the West, Timișoara, Romania
Despre limbajul jocurilor video
În prezent aflat într-o fază de dezvoltare permanentă, limbajul jocurilor video reprezintă una dintre cele mai inovative unităţi ale arhitecturii limbii istorice. Nivelul de dificultate al jocurilor video are o importanţă majoră în instituirea experienţei provocatoare pe care jocurile video o oferă jucătorilor, transformându-le în acest fel în una din cele mai populare culturi *new media*. Comunicarea de faţă își propune să prezinte și să analizeze un corpus de texte care exprimă nivelul de dificultate al jocurilor, evidenţiind diversitatea și expresivitatea acestora iar, în cele din urmă, creativitatea lingvistică a realizatorilor jocurilor. Pentru o abordare cât mai exactă a problemei vizate, textele au fost extrase din meniul unor jocuri video de diverse genuri: RPG, aventură, strategie, puzzle, *platformer* etc. și din etape diferite ale istoriei jocurilor video.

Adrian Păcurar - "Vasile Goldiş" Western University of Arad, Romania
Disuasiune și apel la responsabilite. Despre limitele comunicării de criză.
Studiul explorează o arie de nişă din tema cunoscută specialiştilor în comunicare publică sub denumirea generală de "comunicare de criza". Aria despre care vorbim a rămas, din păcate, o zonă prea puţin explorată în teoria comunicării publice și, după ştiinţa noastră, nici nu a beneficiat până acum de o abordare extinsă și sistematică. Este vorba despre comunicare publică în situaţia unor crize extreme cu impact global, o situţie cum este și cea reprezentată de pandemia actuală. Astfel, studiul de faţă își propune să arate limitele teoriilor clasice despre susţinerea unei comunicări de criză și să argumenteze, mai ales, în favoarea ideii potrivit căreia în situaţia unor crize extreme resursele teoretice clasice ale comunicării de criză nu sunt, pur și simplu, suficiente.

Adela Marincu Popa - Politehnica University of Timișoara, Romania
Schimbare de paradigmă în vremuri pandemice: de la carte la e-book
Ni s-a întâmplat tuturor, copii fiind, să cărăm după noi la şcoală un ghiozdan greu de câteva kilograme. Culegeri de probleme, manuale și caiete. Dacă elevii ar putea să înlocuiască manualele grele cu e-book-uri? Deşi mulţi cred că e-book-urile vor reuşi să înlocuiască aşa numitele „cărţi adevărate", există persoane care nu cred că acest lucru se va întâmpla prea curând. Însă un studiu pe subiectul în discuţie este mai mult decât necesar.

Claudia Raluca Stamatescu - University of Craiova
Analiza discursului instituțional academic – perspective interdisciplinare

Articolul își propune să sublinieze importanța analizei discursului, în general, și a analizei discursului institutional academic, în mod special, înțelegând prin acesta din urmă, totalitatea textelor cu caracter oficial menite să prezinte politicile, strategiile, viziunea și misiunea universității. Nu putem aborda acest tip de discurs în afara unei paradigme interdisciplinare, comunicarea lingvistică fiind analizată într-un context specific, socio-cultural. Astfel, analiza discursului nu poate fi disociată de analiza critică a discursului, pragmalingvistică, sociolingvistică, pshiholingvistică, comunicare (interculturală) și sociologie. În plus, ne punem problema delimitării și identificării discursului instituțional academic ca gen distinct de alte tipuri de discurs instituțional – de exemplu, discursul politic.

Sorin Suciu - Politehnica University of Timișoara, Romania
Aspecte etice ale comunicării vizuale

Dacă în ceea ce privește creațiile în formă scrisă există norme academice, coduri și regulamente etice care guvernează activitatea autorului, lumea imaginilor pare să fie mai puțin reglementată etic și în afara unor principii foarte generale pare să constituie un domeniu al lipsei de constrângeri. Articolul de față își propune să arate cât de numeroase sunt situațiile de natură etică cu care se întâlnește un fotograf și să ofere câteva linii etice diriguitoare

Sorin Suciu - Politehnica University of Timișoara, Romania
Filosofie și inginerie

Divorțul învățământului tehnic de filosofie și umanism conduce la pierderea gândirii critice și edificarea unui tip de om unidimensional. Articolul meu își propune să indice principalele puncte de conexiune dintre aceste două sfere și să contureze modul fertil, organic în care activitatea inginerului ar putea fi integrată într-un demers orientat de valori și pus în slujba omului

Liliana-Luminița Todorescu - Politehnica University of Timișoara, Romania
Gabriel-Mugurel Dragomir - Politehnica University of Timișoara, Romania
Anca Greculescu - Politehnica University of Bucharest, Romania
Probleme de adaptare ale studenților la solicitările impuse de   mediul universitar autohton

Studiul de față, aduce în prim plan problemele de adaptare la mediul universitar, cu care se confruntă studenții din anul I, din cadrul Universitatii Politehnica Timișoara (UPT). Rezultatele evidențiază faptul că studenții din anul I din UPT se confruntă cu probleme diverse de adaptare, care le pot afecta procesul de integrare în mediul academic și pot duce la renunțare și abandonarea studiilor. Problemele de adaptare enunțate de către studenți pot fi clasificate în următoarele categorii: probleme legate de cazare și masă; probleme de natură financiară; probleme de acomodare cu orarul și cu activitățile instructiv-educative (cursuri, seminarii, laboratoare); probleme de relaționare cu cadrele didactice în cadrul procesului de învățământ; probleme legate de activitatea de predare-învățare-evaluare; probleme legate de spațiile în care se desfășoară procesul didactic; probleme legate de accesul la educație a persoanelor cu dizabilități; probleme legate de accesul la secretariatele facultăților și relaționarea cu personalul acestora. Studiul prezintă, analizează pe rând și propune soluții pentru fiecare dintre aceste probleme, din dorința de a facilita procesul de integrare academică a studenților din anul I și de a reduce rata abandonului universitar al acestora

Loredana Marcela Trancă - University of the West, Timișoara, Romania
Noi tendințe privind comunicarea asistenților sociali în perioada pandemiei de COVID 19

Lucrarea de față prezintă rezultatele unui studiu calitativ, realizat în perioada aprilie – iulie 2020 și are ca scop identificarea noilor tendințe privind procesul de comunicare dintre asistenții sociali și beneficiari, asistenții sociali și colegii din echipa multidisciplinară, precum și dintre asistenții sociali și alți specialiști din cadrul unor instituții publice și/sau private din județul Timiș (România), specific perioadei pandemiei de Covid-19. Metoda de cercetare utilizată a fost interviul semistructurat, adresat unui număr de 23 de asistenți sociali din județul Timiș. Principalele rezultate ale studiului au evidențiat anumite bariere de comunicare în perioada stării de urgență între asistenții sociali și

ceilalți actori sociali cu care interacționează (beneficiari, aparținătorii beneficiarilor, colegi, alți specialiști), dar și noi strategii de adaptare în procesul de comunicare.

Cristina Varga - Babeș-Bolyai University of Cluj-Napoca, Romania / Université Catholique de l'Ouest, Angers
Traducere automată și subtitrare în limba română. Studiu de corpus
În prezentarea noastră ne propunem să abordăm tema traducerii automate în subtitrarea în România. Pentru aceasta vom folosi un corpus de texte în limba engleză format din 200.000 de cuvinte și care reprezintă transcrierea replicilor din filme. Acest corpus va fi folosit ca material lingvistic pentru testarea celor mai importante motoare de traducere automată disponibile în prezent pentru traducerea înspre limba română. Rezultatul traducerii automate va fi analizat și evaluat în raport cu parametrii și limitările specifice subtitrării. Acest lucru ne va permite să tragem concluzii precise asupra calității și a problemelor care apar în traducerea automată în limba română.

Ioana Vid - University of the West, Timișoara, Romania
Imaginea organizațiilor
Construirea unei imagini începe să devină tot mai importantă în viața unei organizații, menținerea unei imagini pozitive este strâns legată de menținerea longevității organizației. Dacă ar fi să căutăm o definiție pentru termenul de imagine a organizației, gândul ne-ar duce la percepția pe care publicul o are față de ea. De fapt, imaginea organizației constituie afirmarea culturii și a structurii acesteia, cuprinzând toate elementele verbale, vizuale și de comportament care țin de organizație.
Vom analiza instrumentele de relații publice cu ajutorul cărora își construiesc imaginea două organizații din mediul de afaceri timișorean.

Elena-Laura Vulpoiu - „Colegiul Csiky Gergely" Arad, Romania
Traducătorii audiovizuali și competențele necesare acestei profesii în România
Traducerea se caracterizează prin interdisciplinaritatea sa internă (Mayoral, 2001: 65), astfel procesul de traducere audiovizuală necesită abilități specifice din partea traducatorului, cum ar fi: o facilitate extraordinară pentru limbile străine folosite, un simț vizual dezvoltat, o înțelegere excelentă a ritmului atât al filmelor, cât și al lecturii, dar și o abilitate specială de a condensa și a ști cum să excludă conversația din diferite secțiuni care nu sunt cruciale pentru comprehensiune (Ivarsson și Carroll, 1998: 1). Pentru a particulariza și a defini toate aceste competențe și abilități enunțate anterior, pe care le au sau le consideră necesare traducătorii audiovizuali în România, am realizat un studiu (Vulpoiu, 2018) în care atât traducătorii, cât și firmele angajatoare le-au clasificat pe cele mai importante din punctul lor de vedere.

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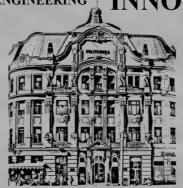*POLITEHNICA* UNIVERSITY OF TIMIȘOARA

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