

Conference Report

**PCTS10 – PROFESSIONAL COMMUNICATION AND
TRANSLATION STUDIES INTERNATIONAL
CONFERENCE. 10th EDITION.
LANGUAGE AND COMMUNICATION: THE DIGITAL
CHALLENGE
Timișoara, March 30-31, 2017**

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The Department of Communication and Foreign Languages from Politehnica University of Timișoara hosted the 10th anniversary edition of the *Professional Communication and Translation Studies* international conference. The conference took place between 30 and 31 March and focused on the impact new technologies have on communication, highlighting the evolution of humanities and social sciences in conjunction with technological innovation in the post-web era. Hence, PCTS10 addressed **LANGUAGE AND COMMUNICATION: THE DIGITAL CHALLENGE**.

The PCTS conference series started in 2001 and it soon became a brand, growing constantly both in number of participants and in visibility within the academic community. The international Scientific Committee of the conference consists of prominent scholars from Europe (Denmark, France, Romania, Russian Federation, Spain, Slovenia and Ukraine) and the United States. In addition, the conference has benefited from the support of the Romanian Academy of Scientists since 2013. Multilingualism is one of the distinctive features of the conference. PCTS is one of the few events whose working languages are Romanian, English, French and

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German, and whose proceedings are published in the three international languages mentioned.

This new edition of the conference was an exciting and intense event, with several keynote sessions, multiple parallel panels on the four topics of the conference, i.e. professional communication; linguistics and communication; translation studies and foreign language pedagogy, a workshop on translation studies and two round tables, one on institutional communication and the other on PhD research. With more than 100 participants from 31 universities (12 from Romania and the others from Europe, USA, Asia and Africa), the debates were rich and fruitful, generating interesting results, which will be further published in the Proceedings volume, indexed in several relevant international data bases, such as EBSCO, Index Copernicus, CEEOL, Fabula, Google Scholar, or WorldCat.

The official opening addresses of the conference were followed by John Ryder's (American University of Malta, Malta) keynote address, "Political Communication, Digital Technology and the Pursuit of Common Interests", focusing on the role of digital technology in political communication, specifically in relation to the importance of the pursuit of common interests in political activity. In his lecture "Perspectives of Teaching Audio-Translation", Jozef Štefčík (Constantine the Philosopher University, Nitra, Slovakia), the second keynote speaker, discussed what should be the focus in teaching audio translation, how to distinguish its parts and what competencies should be trained and developed in the future translators. His presentation also focused on process-specific features that are associated with the implementation and development of mobile applications from translation and technical perspectives, with an emphasis on particular challenges related to language-audio contents of the product. The third keynote address, "Gradience versus Appropriateness in Translation: Is the link between Translation and Linguistics still strong, or is it ready to expand to new areas of humanities?", was delivered by Carmen Ardelean (Technical University of Civil Engineering, Bucharest, Romania) and it tackled the expansion of the interest of translation studies towards other areas of humanities, such as sociology or cultural diplomacy, the potential existence of a border line between them and the possibility to predict their development in the future.

During the first conference day, the participants also had the opportunity to participate in a workshop organized by Jozef Štefčík, "Cons-sim interpreting without notes", focusing on the use of recording technology in interpreting practice and advocating to improve the interpreter training through the use of contemporary technology and the possible development of a hybrid mode of interpreting that uses traditional modes of interpreting – consecutive and simultaneous.

The second conference day was marked by another plenary speaker, Vlasta Kučič (University of Maribor, Slovenia); in her speech, "Herausforderungen der Translation im Lichte der Informationstechnologie" (Translation challenges in the era

of information technology), she focused on the rapid development of information and communication technology that allows translators to access multilingual online dictionaries, glossaries, terminological databases, translation memory systems, encyclopaedias, and other computer-assisted tools (translation tools) as an integral part of the translation process in order to ensure translational quality, efficiency and profitability. She tested the hypothesis whether electronic tools contribute to the quality and consistency of translations and emphasized the new global and technological paradigm on the translation market. The last keynote speaker, Petru Andea's (Ministry of National Education, Academy of Romanian Scientists) focused on "Intellectualul în fața provocărilor digitale" (Intellectuals facing the digital challenge) and analyzed the mission and condition of the XXIst century intellectual, forced to keep up with the challenges of the information era taking over the human society at great speed.

Two round tables were organized as well during the second conference day, where specialists and doctoral students had the opportunity to interact and exchange ideas in a highly productive manner. The first round table, "Comunicarea instituțională în fața provocărilor erei digitale" (Institutional communication facing the challenges of the digital era), having as discussants Mariana Cernicova (Politehnica University of Timișoara, Romania), Adina Palea (Politehnica University of Timișoara, Romania), Maria Ciorba (Europe Direct Center, Timișoara, Romania), Silviu Vert (Open Knowledge Organisation) and Corina Sîrb (Ctrl-D Association), focused on the challenges faced by institutional communication in the digital era and the manner in which Romanian institutions are equipped to overcome them. The second round table, "Doing PhD research in Translation Studies: trends and perspectives", was chaired by Daniel Dejica (Politehnica University of Timișoara, Romania), and co-chaired by Gyde Hansen (Copenhagen Business School, Denmark), Vlasta Kučič (University of Maribor, Slovenia), Felix Nicolau (Technical University of Civil Engineering, Bucharest, Romania) and Loredana Pungă (West University of Timisoara, Romania); the aim of the round table was to discuss and find answers to a series of issues related to doing PhD research in translation studies, including, but not restricted to national/European research priorities in TS, various approaches to doing PhD research in TS, publication and dissemination of PhD research results, or quality standards.

The conference presentations encouraged a lively academic exchange on topics such as theoretical and didactic problems and solutions in the field and communication and public relations, linguistic insights into professional communication, socialization processes on social media and the multiple challenges faced by translators and interpreters in the digital era. The 10th edition of the **Professional Communication and Translation Studies** international conference provided an outstanding platform for invaluable scholarly dialogue among renowned

specialists and doctoral students, generating further academic research on language and communication in the intricate digital era.

PCTS11 will be organized in the spring of 2019. More information on the upcoming PCTS conference and on the previous conferences can be accessed on the conference page <http://sc.upt.ro/ro/home-pcts> and on Facebook <https://www.facebook.com/ProfessionalCommunicationAndTranslationStudies/>.