

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

# **professional communication and translation studies**

**Volume 19, 2026**



Editura POLITEHNICA

CONFERENCE SERIES

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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

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*Professional Communication and Translation Studies* is indexed in  
*EBSCO - Communication & Mass Media Complete™ (CMMC)*, *CEEOL*, *Index Copernicus*, *Google Scholar*, *MLA*,  
*ULRICH'S*, *Scipio & WorldCat*

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**PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES, VOL 19 / 2026, ISSN 2065 – 099X**

*POLITEHNICA* UNIVERSITY OF TIMIȘOARA

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**PROFESSIONAL COMMUNICATION  
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TRANSLATION STUDIES**

Volume 19, 2026

**Proceedings of the 14<sup>th</sup> International Conference**

03-04 April 2024  
TIMIȘOARA, ROMANIA

EDITURA POLITEHNICA  
TIMIȘOARA – 2026

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Printing date: 25.02.2026  
Printing paper: 19  
ISSN 2065-099X

Printed in Romania  
Printing order: 4  
Printing center, Politehnica University Timișoara

## Foreword

**Motto:** *All understanding is interpretation.*  
Hans-Georg Gadamer, *Truth and Method* (1960)

It is with great pleasure and a genuine sense of accomplishment that we present this second volume of conference proceedings stemming from the 2025 edition of the international conference 'Professional Communication and Translation Studies' (PCTS). Bringing together contributions from across the field of communication, linguistics, translation studies, and foreign language pedagogy, this volume reflects the vitality, diversity, and collegial spirit that define our academic community and the larger scope of our colleagues and collaborators from Romania and worldwide.

The thirty contributions gathered here, organised into four thematic sections reflecting the conference's research axes, testify to the remarkable breadth of scholarly inquiry that animates our field. From the design of AI-assisted curricula and the governance challenges posed by generative intelligence in higher education, to the nuances of audiovisual censorship and the poetic difficulties of rendering British poetry into Romanian, the range of topics represented is genuinely impressive. Readers will find quantitative surveys sitting alongside close textual analysis, corpus-based studies in conversation with ethnographic focus groups, and theoretical frameworks drawn from Skopos theory, boundary-work theory, intercultural pragmatics, and beyond. This variety of methodological approaches is not incidental: it reflects a community of scholars who resist the comfort of a single paradigm and who bring genuine curiosity to the problems they investigate.

One of the features of this volume that we wish to highlight with particular warmth is its collaborative character. Almost half of the contributions are co-authored: pairs and small teams of researchers thinking together, pooling expertise, and producing work that is stronger for the partnership. This collaborative energy crosses institutional boundaries, disciplinary specialisations, and, in several cases, career stages, with doctoral students working alongside senior colleagues. We believe this dimension speaks to something important about how knowledge is best produced: not in isolation, but in dialogue. We are proud to see this spirit so richly embodied in these pages.

The four sections of the volume map the principal axes of our shared scholarly landscape. The opening section on Professional Communication engages with some of the most urgent questions of our moment: How do organisations build trust and legitimacy with their communities? How do students and institutions navigate the rise of artificial intelligence? What does inclusive advertising mean in a post-communist society still negotiating its own transitions? These are not merely academic questions, but inquiries with consequences, and the contributions here address them with both rigour and relevance.

The second section, Linguistics and Communication, travels an equally diverse terrain, from the use of English loanwords in Romanian computer science classrooms to the expressive grammar of television, from digital sign language to the emotional

architecture of a contemporary French novel. What unites these contributions is a shared conviction that language, in all its forms, is never merely a neutral vehicle for meaning, but an active, shaping force in human experience.

Translation Studies, the third section, brings together work that explores how meaning crosses linguistic and cultural boundaries (and what is gained or lost in the crossing). The contributions here range from theoretical explorations of Skopos theory and the politics of censorship in Romanian audiovisual translation, to practical studies of how technology is reshaping translators' workflows and how student translators handle the stubborn difficulties of adjectives and cultural context. Taken together, they paint a rich picture of a field undergoing significant transformation while remaining anchored in enduring questions about fidelity, purpose, and the translator's craft.

The final section, Foreign Language Pedagogy, closes the volume on a forward-looking note. Its contributors share a common preoccupation: how do we teach languages well in a world that is changing faster than our curricula? Articles in this section deal with TikTok as a language learning platform, out-of-class English as a pedagogical resource, artificial intelligence as a tool for veterinary medicine students developing scientific communication skills, the enduring challenges German grammar poses for Romanian native speakers. These contributions remind us that effective language teaching demands both theoretical grounding and a lively, curious attention to the world as students actually inhabit it.

Continuing our multilingual, multicultural tradition, we signal that two of the articles are written in French and two in German. To encourage the vivid exchange of ideas, all are accompanied by English-language abstracts at the end of the volume.

We wish to express our deepest gratitude to all who made this volume possible: the authors, who trusted us with their work and who responded to editorial feedback with grace and patience; the reviewers, whose careful reading strengthened every contribution; and the organising and editorial team, whose dedication behind the scenes is invisible in the final product but essential to its quality. We also encourage our readers to turn, or return, to the first volume of these proceedings, which remains an invaluable companion to the present collection and which together with this volume forms a coherent record of a scholarly community at work.

Finally, we look ahead with genuine excitement. The next PCTS conference is planned for 2027, and we warmly invite all colleagues - those whose work appears here, those who have been following our proceedings from the outside, and those who are only now discovering this community - to begin thinking about their contributions. Our conference has always been a place where ideas at different stages of development are welcome, where doctoral students and senior scholars engage as equals, and where the conversation extends well beyond the formal sessions. We hope to see you there, in Timisoara, at PCTS.

*Until then - read, think, collaborate, and write.*

*Timișoara, February 2026*

*The editors*

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## LIST OF ABSTRACTS IN ENGLISH

### **USING ENGLISH LOANWORDS IN COMPUTER TERMINOLOGY: BRIDGE OR OBSTACLE TO EFFECTIVE COMMUNICATION?**

Simona Veronica ABRUDAN CACIORA, Andrei Sebastian IAZ

**Abstract:** This study was based on the observation that a group of Romanian Computer Science students often use English-loan words instead of Romanian concepts, especially when discussing computer-related topics. We tried to find out whether the same students still used anglicizations for computer terminology, rather than Romanian words, after they had been taught those specific concepts in Romanian, during a prior semester of their undergraduate program. In order to provide a deeper insight into the dynamics of such language preference among computer science students and the reasons behind their choice of either English or Romanian words when discussing topics pertaining to computers, we collected data based on a survey that included a number of 58 students, enrolled at the Faculty of Electrical Engineering and Information Technology, University of Oradea, in the academic year 2024-2025. The results are presented in the body of this paper.

**Keywords:** English loanwords, survey, computer terminology

### **SUSTAINABLE PILLARS FOR A CREATIVE CITY. CASE STUDY: CULTURAL HUBS AND ARTIST-RUN SPACES IN THE URBAN AREA OF TIMISOARA.**

Manuela Oana ANGHELESCU

**Abstract:** This study, conducted at the beginning of 2025, examines the evolution of the creative city concept and the role of cultural hubs in promoting urban identity and supporting cultural initiatives. Timișoara, European Capital of Culture in 2023, experienced significant transformation in terms of innovative cultural initiatives, with cultural hubs playing a key role in developing cultural actions initiated before and after the implementation of the national program "Timișoara European Capital of Culture." In the European context and amidst increasing diversity in urban connections (both physical and virtual) Timișoara's cultural hubs have become strategic landmarks for defining and promoting the identity of the creative city concept. This study aims to analyze how cultural hubs such as Ambasada, Faber, FITT (Timiș County Youth Foundation), Reciproc, and other artist-run cultural spaces such as Scârț Loc Lejer, Balamuc, Indecis, MV Sci Art, and Casa Jakab Toffler, contribute to shaping Timișoara's image as a creative city.

**Keywords:** cultural hub, creative city, creative economy, alternative workspaces, cultural projects

### **LEVERAGING AI IN DESIGNING A CURRICULUM FOR A PROFESSIONAL COMMUNICATION COURSE**

Corina Georgeta BARNA

**Abstract:** This research explores the integration of Artificial Intelligence (AI) in the design of a Professional Communication course tailored for agricultural students. Spanning 14 weeks, the course combines theoretical lectures with practical seminars to enhance skills in verbal and nonverbal communication, professional writing, argumentation, and public speaking. AI is utilized to create interactive learning environments, personalize learning pathways, and improve assessment methods. The course also emphasizes digital communication, social media, and online professionalism, ensuring students acquire the necessary communication competencies to thrive in the agricultural professional world.

**Keywords:** Professional Communication, Artificial Intelligence (AI), Curriculum Design, Agricultural Education, Digital Communication

### **EXPRESSIVENESS IN TELEVISION: THE DYNAMICS OF VISUAL AND VERBAL LANGUAGE IN MESSAGE CONSTRUCTION**

Andreea-Gabriela BĂRBIERU

**Abstract:** Expressiveness in television is built through the interaction between visual and verbal language, both playing an essential role in conveying a coherent and impactful message. New technologies have

amplified this impact by enabling the integration of dynamic and interactive visual elements, such as digital graphics and augmented reality. In the context of television, modern technologies allow for greater control over how information is presented, enhancing the audience's experience. The synergy between visual and verbal language, influenced by technology, creates a message that is more accessible and engaging for viewers, stimulating both their reason and emotions.

**Keywords:** expressiveness, visual language, verbal language, technology; communication.

#### **INSIGHTS AND CONSIDERATIONS IN MODERN BUSINESS ENGLISH INSTRUCTION**

Carina BRĂNZILĂ

**Abstract:** The paper aims to explore contemporary trends and challenges in Business English teaching at tertiary level. In an increasingly globalized market, Business English educators must adapt to evolving professional communication needs. The present research investigates current pedagogical approaches worldwide, including the integration of digital tools, authentic materials, and intercultural competence development. It will consider the shift from traditional language acquisition to communicative competence, emphasizing real-world application. It will also offer practical insights and theoretical considerations for enhancing the effectiveness of modern Business English instruction.

**Keywords:** Tertiary education, Business English, modern approaches, globalization

#### **DIGITAL LINGUISTICS IN INTERNATIONAL SIGN LANGUAGE COMMUNICATION. CASE STUDY: DIGITAL ROMANIAN SIGN LANGUAGE**

Silvestru-Iulian CALINCIUC

**Abstract:** Digital Linguistics in International Sign Language represents an influential aspect of the Development of Deaf Communication. They are the subject of research for the ability to integrate communication into Digital Sign Language Processes. However, many people recognize the importance of Sign Language in context and of the effectiveness of law in order to help increase communication strategies through relevant deaf community interactions in the education, information, and technologies video, image, and voice-to-text content on social media, such as Instagram, Facebook, X (former Twitter), TikTok, and other website platforms. This study explores different aspects of Deaf Studies and Sign Language in the field of highest scientific research for Deaf researchers and for several communication strategies across cultures, languages, and linguistics.

**Keywords:** Deaf Linguistics, Deaf Studies, Deaf Communication, Sign Language

#### **LEADING THROUGH TRANSFORMATION: UNIVERSITY RESPONSES TO GENERATIVE AI IN ROMANIAN HIGHER EDUCATION**

Mariana CERNICOVA-BUCA, Adina PALEA

**Abstract:** The widespread availability of generative artificial intelligence since late 2022 has prompted higher education institutions worldwide to reconsider AI integration into teaching, research, and administration while preserving academic traditions. This study examines how university leaders at seven of Romania's leading AI-focused institutions navigate this challenge within the European regulatory context – a national perspective underrepresented in existing scholarship. Through semi-structured interviews with senior leaders, we explore support structures for AI adoption, balancing innovation with human-centered pedagogy, and future competencies needed in AI-influenced environments. Drawing on boundary-work theory, we analyse how leaders define institutional boundaries around appropriate AI use, stakeholder interests, and competing values. Findings reveal that leaders function as active mediators operating at institutional, pedagogical, and epistemic levels, negotiating AI integration through boundary-work rather than passively accepting technological change. The study contributes to scholarship on institutional governance and strategic responses to AI by foregrounding leadership perspectives, an underexplored but critical dimension of AI integration.

**Keywords:** generative artificial intelligence, higher education leadership, AI integration, university governance, boundary work, European higher education, Romania

#### **COMMUNICATING WITH A CHATBOT: BETWEEN EFFICIENCY AND FRUSTRATION**

Liliana CISMARIU

**Abstract:** The rapid emergence of digital technologies is felt across all aspects of everyday life and is fundamentally reconfiguring the paradigms of contemporary communication. Communication with a chatbot in place of a human interlocutor is becoming increasingly common across different areas of activity. This can

generate mixed feelings depending on the context and subject addressed. On one hand, the speed and constant availability of chatbots in providing immediate responses to questions may be appreciated; on the other hand, people may feel a lack of human connection, which can generate frustration or distrust. The study investigates students' perceptions of communicating with a chatbot during the recruitment and selection process for employment. The qualitative methodology adopted included six focus group sessions conducted in March 2025 with over 120 third-year students from the Faculty of Automation and Computer Science at Politehnica University of Timisoara. The results reveal that when interaction with a chatbot also includes the evaluation of the subject, as occurs in the recruitment process, the nuances of emotional experiences are more pronounced and predominantly negative. The study also identifies concrete directions for improving the candidate experience, advocating for a hybrid recruitment model that combines technological efficiency with relational authenticity.

**Keywords:** artificial intelligence, chatbot, recruitment and selection, candidate experience, focus group, organisational communication, human resources

### **IS EMOTIONAL INTELLIGENCE A PREDICTOR FOR THE RECOGNITION OF PRODUCT DISPLACEMENT AND IDEA PLACEMENT IN MUSIC VIDEOS?**

Ovidiu Daniel CIUPAC

#### **Abstract:**

This study focuses on saving necessary resources in advertising through better pre-planning. The aim was to identify relevant characteristics of the target audience in order to achieve better economic outcomes. The first research method calculated the Emotional Intelligence Quotient (EQ-i) using a questionnaire applied to 60 participants aged between 17 and 25 years. Subsequently, an experiment was conducted to investigate whether the Emotional Intelligence Quotient (EQ-i) influences the recognition of Product Displacement and Idea Placement in music videos. The results showed no direct influence regarding Product Displacement. However, other relevant characteristics were found to influence the recognition of Idea Placement in music videos.

**Keywords:** Emotional intelligence, Product Displacement, Idea Placement, music videos

### **THE DARK SIDE OF DIGITAL ADVERTISING**

Daniel CIUREL

Politehnica University Timișoara, Romania

**Abstract:** This paper aims to identify the main tactics of deceptive digital advertising. Misleading digital advertising tricks or lures users to take actions or believe things that they did not intend to or benefit from. Digital advertising offers ample opportunities for both serving and abusing consumers. Advertisements that take advantage of consumers' cognitive biases, anxieties, vulnerabilities, or emotions may be controversial, deceptive, and exploitative. The use of big data for personalization and manipulation through targeted marketing is another instance of dark advertising. There is a vast array of unethical digital tactics, from stealth advertising and deceptive content to platforms and algorithms manipulation that subvert or impair the consumers' autonomy, decision or choice.

**Keywords:** digital advertising, dark patterns, deceptive tactics

### **DIGITAL EDUCATION THROUGHOUT LIFE**

Monica CONDRUZ-BACESCU

**Abstract:** The paper focuses on digital education throughout life. Lifelong digital education targets all citizens and is indispensable in a world that is in the midst of a rapid transformation process. Thus, European action plans aim to expand digital skills to advanced ones among as many citizens as possible, especially those involved in education and training. The European Union institutions have made considerable efforts to update the common vision on lifelong learning and training, and in particular the digital component. Digital skills have become indispensable even in areas that, traditionally, had little to do with technology. The spread of technology has a major effect on society and democratic systems, on the labor market and the way work is organized, and, implicitly, on the expectations related to the skills that citizens should have.

**Keywords:** digital education, lifelong learning, technology, training, teachers

**GRAMMATICAL CHALLENGES OF ROMANIAN NATIVE SPEAKERS IN LEARNING THE GERMAN LANGUAGE: A CONTRASTIVE APPROACH WITH A DIDACTIC FOCUS**

Bogdan Mihai DASCĂLU

**Abstract:** This paper examines the typical grammatical challenges faced by native speakers of Romanian when learning German as a foreign language. At its core lies a contrastive approach that systematically analyses the similarities and differences between the two language systems. The study draws on more than twenty years of university-level teaching experience in Timișoara and Bucharest and integrates empirical data from daily classroom practice. Particular attention is devoted to the use of articles, case marking, word order, separable verbs, and passive constructions. By systematically identifying and evaluating frequent sources of error, the article develops pedagogically sound solutions that promote lasting improvement in the learning process through contrastive exercises, multimedia resources, and action-oriented teaching methods.

**Keywords:** contrastive linguistics; grammatical errors; German as a foreign language (GFL); language didactics; Romanian-speaking learners.

**ONLINE ACCESSIBILITY OF PUBLIC INSTITUTIONS FOR PEOPLE WITH DISABILITIES**

Elena Maria FELEA BOCHIȘ, Lavinia Elisabeta POPP

**Abstract:** Accessibility to public online space is a right of all citizens and plays an important role in promoting democracy and institutional transparency. People with disabilities continue to face challenges in accessing public information, either due to inappropriate functionality or failure to meet European Union standards, which can significantly limit the exercise of this right. This research aims to analyze the relevant legislative framework alongside international accessibility standards, followed by a practical evaluation of the accessibility level of Romanian public institutions according to WCAG 2.1 and the automated verification tools provided by this standard. The results will provide an up-to-date overview of the current level of digital accessibility, focusing on the technical development of online platforms, thus ensuring the social inclusion of people with disabilities.

**Keywords:** digital accessibility, social inclusion, WCAG standards, institutional transparency

**THE ROLE OF CONTEXT IN TRANSLATION: A COMPARATIVE STUDY OF LITERARY AND TECHNICAL TEXTS**

Karina HAUER, Raul PAȘCALĂU, Gabriel BĂRBULEȚ, Andra URSA,

**Abstract:** Context plays a major role in translation. This research investigates how translation practices shift when cultural backgrounds and situational details come into play, comparing effects seen in literary works versus technical texts. It basically asks if the little cultural quirks and context bits really change the result of a translation. Instead of sticking to a strict order, the research blends both qualitative insights and quantitative data it examines translated texts, chats with translators, and even reviews the cultural settings of both source and target material. Literary texts seem to call for a more delicate, nuanced handling that really appreciates cultural subtleties, whereas technical texts tend to prioritise clear, accurate communication. The findings suggest that context really shapes translation choices, with effects spilling over into areas such as healthcare communication, where even a small misinterpretation can sometimes lead to serious, if not downright detrimental, outcomes. All in all, this work highlights the need for translators to be trained in navigating these cultural nuances, a focus that could ultimately improve patient outcomes and communication efficiency in healthcare, pointing towards a shift to a more integrative approach in translator education and practice

**Keywords:** translation, study, literary, texts, technical, comparison

**COMMUNICATION FOR SUSTAINABILITY. BUILDING BRIDGES BETWEEN BUSINESSES AND COMMUNITIES – THE CASE OF HEIDELBERG MATERIALS ROMANIA**

Cătălin HOSU, Adina PALEA

**Abstract:** The shift from Corporate Social Responsibility (CSR) to corporate sustainability has reshaped how organisations relate to the communities in which they operate. While conceptual frameworks such as CSR, ESG, and responsible business conduct have been extensively examined, less attention has been paid to the communicative practices through which organisations build and sustain legitimacy at the local level. This paper examines the case of Heidelberg Materials Romania, which has developed two structured community dialogue mechanisms – Sfatul Bătrânilor (Elders' Council) and Sfatul Jurnaliștilor (Journalists' Council) – since 2011. Drawing on document analysis of sustainability reports (2011–2022) and corporate communication materials, the paper traces how these mechanisms evolved from CSR-era initiatives into

embedded governance practices. The analysis shows that consistency, recurrence, and transparency are key communicative conditions for organisational legitimacy in industrial contexts.

**Keywords:** community dialogue; corporate sustainability; stakeholder engagement; organisational communication; Heidelberg Materials Romania

#### **SPECIALIZED TRANSLATION WITHIN SKOPOS THEORY**

Ioana-Mădălina-Dana LAMBRACHE RADU

**Abstract:** This article is meant to explore how specialized translation within Skopos theory manages to focus on the goal or purpose (Skopos) of the whole translation process, highlighting the way in which the decisions taken by the translator are designed by the deliberate function of the translated text. This perspective draws attention to the necessity of cultural, technical or even a specific competence in a certain field, in order to make sure that the translated message lines up with the assumptions of the aimed audience and also, with the context. Specialized translation underpins a comprehension of both linguistic shades and knowledge of the topic, whatever field we approach, such as scientific, medical or legal. Skopos theory grants for adjustability in translation master plans, sequencing the functional result over a precise adherence to original-text accuracy.

**Keywords:** specialized translation, Skopos theory, translator, translated text.

#### **TRANSLATING ADJECTIVES ACROSS LANGUAGES AND CULTURES: ACCURACY, OMISSION, AND ERROR PATTERNS IN STUDENT RENDERINGS**

Khalid Rokan MANSOOR, Daniel DEJICA

**Abstract:** This study investigates the challenges faced by student translators when rendering English adjectives into Arabic, using selected passages from Midaq Alley as a corpus. Employing a mixed-methods approach, the analysis combines quantitative assessment of accuracy with qualitative examination of error types. Translations were classified as similar, different, or unattempted, allowing for a systematic evaluation of both correctness and omission. The findings reveal recurrent difficulties related to agreement, syntactic placement, semantic nuance, and figurative meaning. Complex noun phrases and culturally embedded adjectives produced the highest error rates, while omissions frequently occurred when adjectival meaning depended on contextual inference. The study highlights the need for targeted pedagogical strategies that integrate contrastive grammar, contextual interpretation, and stylistic awareness in translator training.

**Keywords:** English–Arabic translation, adjectival equivalence, translation errors, mixed-methods analysis, literary translation, contrastive grammar, semantic nuance, translator training

#### **Teaching marketing language as a sub-area of the German business language**

Anca-Raluca MAGHEȚIU, Patrick LAVRITS

**Abstract:** Marketing, as a subfield of business administration, has become increasingly popular in recent decades, even among students at Romanian business schools. As a result, the topic and technical terminology of marketing are increasingly being addressed in German business language classes. This not only incorporates common components of business language, but also features of economic psychology. This article presents practical experiences in teaching marketing terminology. The objective is to impart oral and written knowledge of this subcategory of business terminology, while adhering to the principle of using authentic texts and encouraging progress in language teaching through authentic content.

**Key words:** German as a foreign language, German business language, marketing terminology, didactics

#### **NEW FORM OF COMMUNICATION: INCLUSIVE ADVERTISING AND ITS ROLE IN SOCIAL ACCEPTANCE IN ROMANIA**

Mihai Marcel MARCOVICI

**Abstract:** The diverse society of Romania and its history of challenges related to minority rights provide an important setting for studying the impact of advertising on social cohesion and identity. This study uses a mixed-methods approach to examine how inclusive advertising influences self-perception among both minority and majority groups in a post-communist society. The research combines a survey to gather quantitative data and focus groups to explore audience responses in depth. The findings indicate that inclusive advertising can promote civic awareness and help reduce societal divisions rooted in historical and cultural tensions, but in time. This study contributes to the broader discussion on the role of advertising in driving social change, particularly in societies experiencing transition and division.

**Keywords:** Inclusive advertising; Minority groups; Cultural identities; Individual identities; Social change; Inclusion; Diversity

**IMPORTING OUT-OF-CLASS ENGLISH INTO THE CLASSROOM: DESIGN PRINCIPLES, TASK PROTOTYPES, AND TEACHER-VALIDATED IMPLEMENTATIONS**

Elena MEȘTEREAGĂ, Daniel DEJICA

**Abstract:** This article proposes a design-oriented framework for importing out-of-class English practices (OOCs) into formal EFL instruction. Drawing on a mixed-methods corpus of 292 Romanian learners across secondary, high-school, and university levels, the study identifies recurrent patterns of media-rich, interaction-driven English use and translates them into classroom-ready pedagogical principles. A Design Mapping Matrix is introduced to align OOC activities with input–interaction–output affordances and ZPD-aligned scaffolds. Two teacher-validated task prototypes—Irony (Clip-to-Claim) and Communication (Chat-to-Reply)—demonstrate how pragmatic interpretation, interactional repair, and concise output can be effectively integrated into a single lesson. Findings show increased learner engagement, spontaneous negotiation of meaning, and strong feasibility for classroom adoption. The study advocates for OOC-grounded design as a necessary evolution toward more authentic, motivating, and context-responsive EFL pedagogy.

**Keywords:** out-of-class contexts (OOCs); task design; communicative pedagogy; EFL learning; classroom implementation

**SAD TIGER BY NEIGE SINNO: THEMATIC, NARRATOLOGICAL AND CRITICAL STUDY**

Maria-Elena MILCU, Maria-Adina GHERGHIN (NECȘOIU)

**Abstract:** The present study aims to explore the themes, narrative structure and emotional resonances of the novel *Triste tigre* (Sad Tiger). Focusing on the traumatic experiences of the narrator, it analyzes the mechanisms of resilience and survival in the face of abuse, while situating the work within its literary and social context. Through an approach combining textual analysis, contextual study and intertextual comparison, the research sheds light on the dynamics of violence, the quest for identity, and narrative fragmentation. It incorporates rigorous ethical considerations and seeks to enrich the critical and literary understanding of this novel.

**Keywords:** trauma; rupture; resilience; narrative structure; contemporary literature; analysis

**FAST FORWARD: NAVIGATING THE EVOLUTION OF TRANSLATION STUDIES THROUGH EMERGING TRENDS AND TECHNOLOGIES**

Dumitra-Madalina PANTEA, Laura-Rebeca STIEGELBAUER

**Abstract:** This paper provides an in-depth analysis of the recent developments in translation studies over the past five years, focusing on the transformative impact of emerging trends and technologies. It explores how advancements in artificial intelligence, machine learning, and cloud-based platforms have reshaped the translation landscape, influencing both the practice and theory of translation. The paper also examines the rise of specialized translation domains, such as audiovisual and game localization, and discusses the ethical and cultural implications of these changes. By synthesizing current research and industry insights, this study offers a comprehensive overview of the evolving field of translation studies and its future directions.

**Keywords:** Trends, technologies, AI, machine learning, specialized translations, field insights.

**IS TIKTOK AN EFFECTIVE INSTRUMENT IN THE PROCESS OF SECOND LANGUAGE ACQUISITION? (PERSPECTIVES OF ROMANIAN STUDENTS)**

Silvia Laura PASCU, Tania PETCOVICI

**Abstract:** The transition to online teaching during the COVID-19 pandemic in 2020 has led educators to reconsider their teaching approaches and resources. A wide range of platforms and applications has gained popularity in the educational landscape. In light of its rapid expansion among younger generations, TikTok has the potential to become a valuable instrument for language learning. This paper explores not only the benefits, drawbacks, and challenges associated with the use of TikTok for language acquisition but also examines how Romanian students perceive the app as an educational tool. The research encompassed 55 Romanian nationality individuals who are engaged in the study of different languages, with ages ranging from 15 to 50 years, and come from various professional fields.

**Keywords:** language acquisition, instrument, TikTok, Romanian students

### **BEING CRITICAL AND RESPONSIBLE: CONSIDERATIONS ON THE USE OF ARTIFICIAL INTELLIGENCE (IA) TOOLS TO ENHANCE THE SCIENTIFIC COMMUNICATION SKILLS OF VETERINARY STUDENTS**

Elena PETREA

**Abstract:** The main aim of the optional 'Information, Documentation and Scientific Communication' (IDCS) course is to enable 2nd year veterinary medicine students at Iași University of Life Sciences to acquire the general knowledge needed to use modern documentation methods, to assimilate the theoretical concepts applicable to research and the standards or rules needed to make the most of research results. The recent proliferation of AI tools requires teachers to think carefully about the new challenges facing the IDCS discipline. In this context, our article analyses the responses of our students to the initial evaluation questionnaire concerning their knowledge and uses of artificial intelligence for scientific research; we also present some AI tools designed for documentary research and used in class and we question their contributions, in terms of interests and limits, for the students.

**Keywords:** artificial intelligence, academic research, veterinary medicine.

### **THE ROLE OF INTERCULTURAL PRAGMATICS IN DIGITAL BUSINESS COMMUNICATION**

Iulia PARA, Mihaela-Elisabeta PROTEASA-POPUȚA

**Abstract:** Our study examines the critical role of intercultural pragmatics in digital business communication, focusing on the principles of politeness, clarity, and context as foundational components of effective global interactions. The paper highlights the unique challenges posed by digital platforms, including the absence of non-verbal cues, cultural variances in communication norms, and the potential for misinterpretation in text-based exchanges. The study concludes with a call for continued research into the evolving dynamics of intercultural pragmatics, particularly in relation to emerging digital tools, and underscores its importance in fostering inclusivity, collaboration, and innovation in an increasingly interconnected world.

**Keywords:** ESP, business communication, pragmatics, clarity, context, politeness

### **THE ROLE OF TECHNOLOGY IN MODERN TRANSLATION WORKFLOWS**

Raul PAȘCALĂU, Laura ȘMULEAC, Laura STIEGELBAUER, Gabriel BĂRBULEȚ, Karina HAUER,

**Abstract:** The current research article explores how different technological tools and software affect the efficiency, accuracy, and the general quality of translation workflows today. A key focus is whether technology helps or hurts the translator's job and their ability to be creative. Using a mixed-methods approach, gathering insights from surveys and interviews with translators, as well as analysing workflow metrics before and after tech was introduced, the research shows that using advanced translation tech greatly boosts efficiency and consistency, while also keeping translation quality high, or even improving it. Interestingly, the study found that while technology makes things easier and provides resources, translators need to adapt their skills. This creates a complex relationship between technology and how creative the translator can be. In a world that is more connected, technology's role in translation work has become very important, changing how fast and accurate language services are. The use of digital tools and software has changed old ways of working, allowing translators to create good translations more quickly than before. Key to this change are computer-assisted translation (CAT) tools, which help the translation process by providing features like translation memories and terminology databases. These tools improve consistency in projects and help handle large amounts of text, leading to a smoother workflow. Additionally, progress in artificial intelligence and machine learning has brought in machine translation systems, which, even with their drawbacks, are useful in initial translation tasks and when quick results are needed. As technology keeps improving, its impact on translation processes grows, showing a major change in how language tasks are done today. The use of technology in today's translation processes has really changed how translation works, making it quicker, more precise, and easier to access.

**Keywords:** translation, workflow, technology, importance, tools, software

### **FOOD RELATED WORDS IN TRAVEL GUIDES: A CORPUS-BASED ANALYSIS**

Irena SKENDO

**Abstract:** The aim of the present study is to determine whether food is of paramount interest to foreign travellers or not. The study analyses food related words through a concordance analysis and their collocations. The corpus-based approach enables inferences about some semantic aspects of the vocabulary of gastronomy where sets of words, which refer to food and drinks, are considered essential to tourists. It is fascinating to see the most frequently occurring collocations in the specialized corpus which are: traditional dishes, Albanian cuisine, European cuisine, unique cuisine, tasting wine, Kokomani winery, Merlot wine,

Kabernet wine, delicious dishes, enjoy dishes, offers, drink raki, taste wine, Italian dishes, rich cuisine, Albanian raki, fish restaurants, organic dishes and different restaurants. Thus, an examination of the concordance of food-related terms in the specialized corpus offers a better idea of how dishes are presented or the words with which they are patterned.

**Keywords:** Key words: collocates, food related words, tourism, concordances.

#### **ABOUT THE LIMITS OF THE AI ACT: LEGAL, LINGUISTIC, ETHICAL BOUNDARIES**

Delia STĂNESCU

**Abstract:** Unlike the outcomes of other schools of thinking (USA, Japan), the first-ever legally-binding piece of legislation on artificial intelligence (AI) produced by the European Union took the principle stance of defending the fundamental rights. The current paper aims at drafting the profile of the AI Act by highlighting its limits from legal, linguistic and ethical point of view. It also dwells on the policy relevance of these limits and decrypting them into hints about how the European Union assumes its role in the world in respect to the development and use of this new technology.

**Keywords:** Artificial intelligence, AI Act, European Union, human, natural person, ethical

#### **EDGAR ALLAN POE'S MULTIPLE FACETS IN ROMANIA: A JOURNEY THROUGH HIS TRANSLATIONS AND RETRANSLATIONS**

Mădălina Gabriela VÂLCU

**Abstract:** As one of the most translated and reinterpreted authors worldwide, Poe's works have significantly transformed Romanian literary culture, reflecting the evolving dynamics of literary translation. This paper explores the complexities of translating Poe into Romanian, highlighting how different translators have approached his works. A key focus is placed on translation and retranslation, analyzing how Poe's texts have been adapted across time to suit linguistic, cultural, and literary trends. The article presents a timeline of Poe's translations into Romanian, organizing them by historical eras, the translated works, key translators, and the publishing houses that played a role in his literary reception.

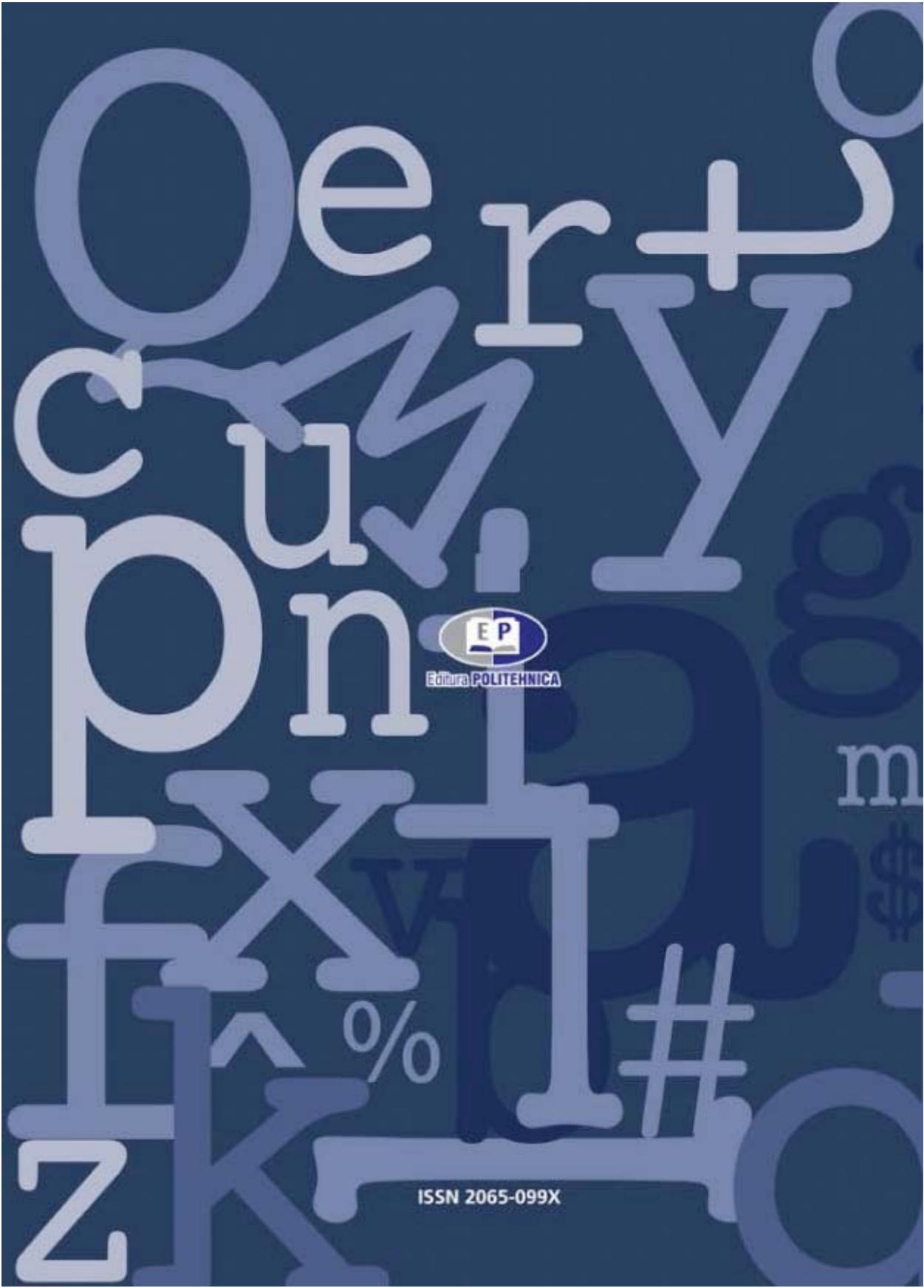
**Keywords:** Edgar Allan Poe, literary translation, retranslation, short story, translation

#### **FROM POLITICAL FILTER TO COMMERCIAL HABITUS: THE DIACHRONIC EVOLUTION OF CENSORSHIP IN ROMANIAN AUDIOVISUAL TRANSLATION**

Laura Elena VULPOIU, Daniel DEJICA

**Abstract:** This article investigates the transformation of censorship mechanisms in Romanian audiovisual translation (AVT). The study moves from the overt state-controlled ideological manipulation of the communist era to the subtle commercial and linguistic self-censorship of the post-1989 market. Based on historical records and translation accounts, it identifies a systematic "ideological filter" that targeted religious terminology and Western imagery. The research is based on a diachronic approach, which bridges the gap between rudimentary manual subtitling—characterized by a "muffled" voice under totalitarianism—and modern digital practices. It documents how the historical legacy of political restriction has mutated into modern corporate norms and cultural "habitus". The historical approach and longitudinal view show how translation may serve as a support for changing orders of social domination.

**Keywords:** Romanian AVT, constraints in AVT, censorship, ideology and translation, subtitling practices



Editura POLITEHNICA

ISSN 2065-099X