

Conferences Review

National Student Conference on Communication 24-25 May 2013

The first edition of the National Student Conference on Communication took place on 24th and 25th of May 2013. The conference was organized by the Department of Communication, Public Relations and Advertising, Faculty of Political, Administrative and Communication Sciences, "Babeş-Bolyai" University, Cluj-Napoca. The conference was addressed to all students, at bachelor, master, or PhD levels, from all majors but especially to those who study communication, journalism, or advertising. Over 25 presentations were held, organized in the following discussions panels: mass-media, advertising, journalism, communication, e-communication, and political communication. There were enrolled participants from the "Babeş-Bolyai" University, "Petru Maior" University of Târgu Mures, and Bucharest University. The conference began with the words of welcome offered by representatives of the evaluation committee: Prof. Călin Rus, PhD (Vice-rector of "Babeş-Bolyai" University on Communication, Public Relations and International Relations), Assoc. Prof. Ioan Hosu, PhD (Head of the Department of Communication, Public Relations and Advertising), and Prof. Delia Balaban, PhD.

The mass-media panel included interesting presentations on the agenda setting theme, on media events or on the impact of cartoons on preschoolers and schoolchildren's behavior. The advertising panel discussions have excited the public interest with discussions about symbolic figures present in advertising, with discussion about product placement in Romanian movies or with television advertising on the Romanian niche channels topic. Another interesting debated concept was the one of collaborative consumption, a relatively new concept and behavior adopted by the Romanian public. The communication and e-communication themes were diverse: from communication therapy, crisis communication strategies in aeronautics, to volunteering and skills development, intercultural dialog and peace construction, online communication and PR 2.0. Finally, the last presentations were held on political communication domain, respectively presentations about e-governance, wooden-tongue present on Romanian politicians discourse, the profile of the Right-

Wing Populist Party from Netherlands and a marketing analysis of political electoral campaigns from 2012. Although all the presentations were extremely appreciated, the best papers were awarded.

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**International Conference
on Professional Communication and Translation Studies
8th edition**

The Department of Communication and Foreign Languages of the “Politehnica” University of Timișoara, Romania, organized the 8th edition of the International Conference on Professional Communication and Translation Studies, a two-day event which took place on the 4th and 5th of April, 2013. This edition, which focused on *Communicating Science in the Knowledge-Based Society*, gave its participants the opportunity to discuss their scientific research results in the fields of communication and translation. The primary objective was to highlight the contribution of humanities and social sciences to the development and promotion of the results of scientific and technological innovation in a globalized world, where they play a vital role for social progress. Topics included, but were not limited to: Communication and Public Relations; Linguistics; Translation studies; Foreign language teaching. The conference offered excellent opportunities in networking, education in usability, interaction with experienced professionals, and a glimpse of the future of these disciplines.

The conference organizers, Daniel Dejica (overall conference coordinator), Mariana Cernicova- Bucă (chair of the scientific committee) and Vasile Gherheș (chair of the organizing committee), did their best to preserve and continue the tradition of the Department in organizing this event, and at the same time, to facilitate and develop the exchange of idea on the following topics: Communication and Public Relations: theoretical and didactic problems and solutions; Linguistic insights into professional communication; Translation theory and translation didactics: their roles in communication.

The format of this scientific event was made up of four main sections: Communication and Public Relations, Linguistics, Translation studies, and Foreign Language Pedagogy. The types of presentations were: talks (15-20 minutes), workshops (60 minutes), and panel discussions (2 hrs.), and the working languages were: English, French, German and Romanian.

The keynote speakers included Professor Petru Andea from the Academy of Romanian Scientists, Professor Delia Balaban from Babeş-Bolyai University of Cluj-Napoca, Professor Gyde Hansen from Copenhagen Business School, and Mădălin Neculaesei and Doina Breabăn from AvitechCo. Professor Andea talked about Communication in the Age of e-Governance. His presentation dealt with the specificity of institutions which use “e-governance” and focused on some examples of good practice in the Romanian context. Professor Balaban focused on the development of Communication Science in Romania and also made a comparison between the evolution of this field in Romania, Germany and France. Professor Hansen discussed about translation and translation revision and stressed the importance of professional translators revising each other’s translations, because “we fall in love with our own wording”. Last but not least, Mădălin Neculaesei and Doina Breabăn made predictions about the future development of Communication and Translation Science as a result of the contribution of technology. The official opening and the plenary speeches were streamed live online.

The organizers also managed to invite as moderators various professors or specialists in these fields, including Hortensia Pârlog, Maria Țenchea, Nicolae Melinescu, Mariana Cernicova-Bucă, Gyde Hansen, and others.

The conference sections included paper presentations and talks which were divided according to their specific topics and language of presentation, and which were conducted in parallel sessions. This allowed participants to take part in different sections, depending on their fields of interest or language of communication: Romanian, English, French or German.

The conference programme listed 120 participants from 18 different countries, including Romania. The participants were either teaching or conducting research in the fields of communication, PR, media, linguistics, translation, and education. With participants from 12 different universities, Romania was particularly well represented: the host university - “Politehnica” University of Timișoara; Timișoara Branch of the Romanian Academy; West University of Timișoara; *Tibiscus* University of Timișoara; University of Agronomic Science and Veterinary Medicine in Timișoara; *Babeş-Bolyai* University of Cluj-Napoca; *Vasile Goldiș* Western University of Arad; *Eftimie Murgu* University of Reșița; University of Oradea; *George Enescu* University of Arts, Iași; *Alexandru Ioan Cuza* University of Iași; Apollonia University of Iași; *Lucian Blaga* University of Sibiu; University of Bucharest; Technical University of Civil Engineering Bucharest; Academy of Economic Studies in Bucharest; Transilvania University of Brașov; *Ovidius* University of Constanța; *Andrei Șaguna* University, Constanța; *Constantin Brâncoveanu* University of Brăila; University of Pitești, University of Craiova; University of Medicine and Pharmacy of Craiova and *Spiru Haret* University of Bucharest.

There was also a large number of participants from abroad, from several international Universities, such as: Paul Valéry University, Montpellier 3, France; Paul Sabatier University, Toulouse, France; University of Mons, Belgium; Copenhagen Business School, Denmark; Lund University, Sweden; the Autonomous University of Madrid, Spain; Donetsk National University, Ukraine; University of Novi Sad, Serbia; University of Maribor, Slovenia; University of Belgrade, Serbia; University of Ferrara, Italy; Federal University of Santa Catarina (UFSC), Milan, Italy; Higher School of Economics Moscow, Russia; Chouaib Doukkali University, El Jadida, Morocco; National Chengchi University Taipei, Taiwan; King Khalid University, Saudi Arabia; Research and Sciences University, Shiraz, Iran; University of Applied Science & Technology, Mashad, Iran; Al-Farabi Kazakh National University, Almaty, Kazakhstan.

One of the highlights of the Programme was the Scientific Workshop on Cloud Computing and Professional Communication in Terminological Research conducted by Cristina Varga from the Babeş-Bolyai University and Georgeta Ciobanu from the "Politehnica" University of Timișoara. The workshop aimed at highlighting the ever increasing importance of the new media in terminological activities. Priority was given to the facilities provided by the virtual media in solving key terminological issues, with special focus on selecting, validating and assigning terms. Also, the workshop envisaged possibilities of developing skills and competences of team work in terminology.

Another highlight was the round table organized by Daniel Dejica, Marcela Fărcașiu, Dana Grosseck, Annamaria Kilyeni, Mirela Cristina Pop and Lavinia Suci, members of the Department of Communication and Foreign Languages of the host university. During the round table, the organizers presented the content of the syllabus *Technical Communication on Foreign Languages*, which the Department offers for inclusion in the masters' programs run by the technical faculties of the "Politehnica" University of Timisoara. The participants at the round table, representatives of several multinational companies in Timisoara and of the technical faculties of the host university, agreed that there is an increasing trend of globalization in industry and of internationalization in the technical tertiary education. Hence, mastering multilingual and multicultural communication in the technical field has become an essential requirement, which future graduates must meet for efficient and effective communication, and welcomed the proposal and the initiative of the Department.

The paper presentations were extremely well documented and were received with enthusiasm by the participants. In what follows, due to space constraints, we will mention only some of the most interesting topics discussed in the four conference sections:

Communication and Public Relations: PR strategies for communicating astronomy: the case of ESA and Hubble 15th anniversary project; Emotions, visual rhetoric, and

pragmatic inferencing in campaigning discourse; Linguistic strategies for increasing product and brand awareness: a comparative study.

Professional communication: Axiomatics, conviction and persuasion in “The Origin of Species” by Charles Darwin; New Media and the changes in the communication paradigm; Challenges of the virtual communication; The impact of new communication technologies in the social and journalistic environment; Professionalism and improvisation in crisis management of the current image of the Romanian academic field; The broken myth of the opinion leaders.

Translation studies: The status of the translation profession in the EU and in Romania; Romanian translations of scientific books in humanities: a Reflection on the translator’s notes; Translating movies: specific features of subtitling and dubbing; Television terminology. Aspects of translation from English into Romanian; Specific translation aspects of famous works, such as: Shakespeare’s King Lear, some works of Virginia Woolf, Mihail Sadoveanu’s The Hatchet, Charles Dickens’ Novel Oliver Twist or J. K. Rowling’s Harry Potter.

Foreign language pedagogy: E-Learning/ M-Learning - The new trend in foreign language teaching; Towards a learner-centered approach to teaching English; Glossary writing –a valuable tool in teaching specialized vocabulary; Cultural competence, a condition for second-language proficiency.

All participants were given the opportunity to publish their works in internationally acknowledged scientific journals. The papers which were presented during the conference and were submitted for publication will be blindly reviewed by two members of the proceedings’ international editorial team. The selected papers will be published in the volume *Professional Communication and Translation Studies* (indexed by EBSCO and Copernicus) or in the *Scientific Bulletin of “Politehnica” University of Timisoara, Transactions on Modern Languages* (indexed by EBSCO and MLA) and the languages of publication will be English, French or German. Each volume of the conference proceedings is available in printed and electronic formats. The full content of the volumes can be accessed free of charge on the web-site of the host university.

Overall, the conference was very successful in terms of both participation and professional exchange, encouraging the participants to become recurrent guests of the Professional Communication and Translation Studies series of scientific events. The organizers announced that PCTS9 will be held in April 2015, and that early registration will begin next spring, in 2014.

A selection of pictures taken during the conference is available on the conference page on Facebook, <https://www.facebook.com/ProfessionalCommunication-AndTranslationStudies>

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