

LANGUAGE, IDENTITY AND COMMUNICATION IN CONTEMPORARY SOCIETY

ONLINE CONFERENCE

1-2 JULY

DAY 1

1ST JULY

Main session link: <https://us02web.zoom.us/j/83753768275>

Host: Diana Zelter (diana.zelter@econ.ubbcluj.ro)

(Back-up link: <https://bit.ly/3wFKRrE>)

9.30 Opening ceremony

Associate Professor **Răzvan Valentin Mustață**, Dean of the Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca

Lecturer **Diana Christine Zelter**, Head of the Department of Modern Languages and Business Communication, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca

10.00 -10.30 Plenary 1

Silvia-Emilia Plăcintar, Babeș-Bolyai University: *Reflections on experiential learning: A comparative study*

10.30 -11.00 Plenary 2

Arthur McKeown, Belfast Unemployed Resource Centre: *Apps for (English) Language Teaching*

11.00-11.15 Break

11.15 -12.45 PARALLEL SESSIONS

PARALLEL SESSION 1 English for Specific Purposes

Session link: <https://us02web.zoom.us/j/83572327376>

(Back-up link: main session link)

HOST: Veronica Micle (veronica.micle@econ.ubbcluj.ro)

MODERATOR: Veronica Micle

1. **Elena Ciortescu**, Alexandru Ioan Cuza University: *Teaching Business English Online – Motivation Triggering Techniques*
2. **Oana Alexandra Alexa**, Alexandru Ioan Cuza University: *Adapting Lesson Delivery in the Business English Classroom*
3. **Ioana Mudure-Iacob**, Babeş-Bolyai University: *Gamified Assessment of Business English: Learning and Testing Business Idioms and Collocations via Digital Escape Rooms*
4. **Veronica-Diana Micle**, Babeş-Bolyai University: *Student Engagement in Online Business English Instruction*
5. **Carina Ionela Brânzilă**, Al. I. Cuza University: *Business English teaching nowadays*
6. **Olga Grădinaru**, Babeş-Bolyai University: *Gamification for Online Teaching and Learning*

PARALLEL SESSION 2 French language and culture

Session link : <https://us02web.zoom.us/j/86714228008>

(Back-up link: main session link)

HOST: **Nicolae Şera** (nicolae.sera@econ.ubbcluj.ro)

MODERATOR: **Nicolae Şera**

1. **Sergiu Zagan**, Babes-Bolyai University: *Le français est-il toujours attractif pour les étudiants ?*
2. **Ayoub Bouazizi**, Université Ibn Zohr Agadir: *La langue française dans les disciplines non-linguistiques- facteur de réussite ou d'inhibition?*
3. **Pawel Golda**, **Natalia Żywicka**, University of Silesia: *Français inclusif dans les publications des universités françaises dans les réseaux sociaux*
4. **Dominika Topa-Bryniarska**, University of Silesia: *Analyse de genre journalistique: la critique de cinéma comme pratique discursive de persuasion*

PARALLEL SESSION 3 Linguistics

Session link: <https://us02web.zoom.us/j/85495794410>

(Back-up link: main session link)

HOST: **Ioana Nan** (ioana.nan@econ.ubbcluj.ro)

MODERATOR: **Ioana Nan**

1. **Maria Crina Herteg**, 1 Decembrie 1918 University: *The conceptualisation of the market in English and Romanian. A corpus-based research*
2. **Diana Hornoiu**, Ovidius University: *Dissenting voices: the organization of closings in conflict talk. Some evidence from Romanian*
3. **Inass Annoni**, Ibn Tofail University: *Moroccan Linguistic Variation: an Overview*

4. **Ali Kaljanov**, Karakalpak Scientific-Research Institute of Humanitarian Sciences: *The Semantic resources of the context when defining homonyms in the Modern Karakalpak Language*
5. **Alexandra Bîja**, Babeş-Bolyai University: *Non-native interpretation and (re) production of SL/FL sounds. Case study: Korean and Romanian*

PARALLEL SESSION 4 Spanish language and culture

Session link: <https://us02web.zoom.us/j/86397684567>

(Back-up link: main session link)

HOST: Timea Tocalachis (timea.tocalachis@econ.ubbcluj.ro)

MODERATOR: Olivia Petrescu

1. **Oana-Dana Balaş**, University of Bucharest: *El esp. "semejante" en ámbito romance*
2. **Mioara Adelina Angheluţă**, University of Bucharest: *El catalanismo en la novela Terra Alta de Javier Cercas: perspectiva traductológica*
3. **Olivia N. Petrescu**, Babeş-Bolyai University: *Indigenismo, lenguas y culturas amerindias*
4. **Raluca Alexe**, Transylvania University: *La enseñanza de EFE (Español con Fines Específicos) en línea. Retos y oportunidades en el contexto pandémico actual*
5. **Timea Tocalachis**, Babeş-Bolyai University: *20 años de español de los negocios en la Universidad Babeş-Bolyai*

12.45-13.30 BREAK

Main session link: <https://us02web.zoom.us/j/83753768275>

Host: Diana Zelter (diana.zelter@econ.ubbcluj.ro)

(Back-up link: <https://bit.ly/3wFKRrE>)

13.30-14.00 Plenary 3

Fiona Sampson, *Mary Shelley and Elizabeth Barrett Browning, the Romantic subject and the self-determined Victorian*

14.00-14.30 Plenary 4

Will Baker, Centre for Global Englishes, University of Southampton: *From intercultural to transcultural communication: rethinking language, identity, and culture and contemporary social spaces*

14.30-14.45 BREAK

14.45 – 16.45 PARALLEL SESSIONS

PARALLEL SESSION 1 Literature & cultural studies

Session link: <https://us02web.zoom.us/j/3122279164> Passcode: 967344

(Back-up link: main session link)

HOST: Ana Maria Hopârtean (anca.hopartean@econ.ubbcluj.ro)

MODERATOR: Ana Maria Hopârtean

1. **Ognjen Kurteš**, University of East Sarajevo: *Chronotope in the Victorian Novel*
2. **Cristina Vănoagă**, "1 Decembrie 1918" University: *When imagination turns into reality: Dystopian aspects in cancel culture*
3. **Ana Maria Hopârtean**, Babeş-Bolyai University: *Kazuo Ishiguro's Unreliable Narrators*
4. **Iuliana (Vizan) Dode**, "George Călinescu" High School: *Revisiting Japanese American Internment: A Critical Reading of Yamashita's Sansei and Sensibility*
5. **Lavinia Tar, Ember Diana Nathalie, "Babes-Bolyai" University**: *Junji Ito's contemporary visual adaptation of Mary Shelley's Frankenstein. A comparative study*
6. **Dana Percec, Loredana Pungă**, West University Timișoara: *An Instance of Intersemiotic Translation. Shakespeare's Ophelia from Text to Canvas and Print*
7. **Olfa Gandouz**, University of Monastir: *Female identity and rape*
8. **Abdelghafour Benlahbib, Hamza Touzani, Mohammed Derdar**, Chouaib Doukkali University, *Framing "Resistance" in Moroccan Female Prison Narratives*

PARALLEL SESSION 2 English for Specific Purposes

Session link: <https://us02web.zoom.us/j/84842035138>

(Back-up link: <https://us02web.zoom.us/j/85495794410>)

HOST: Adrian Ciupe (adrian.ciupe@econ.ubbcluj.ro)

MODERATOR: Adrian Ciupe

1. **Ioana-Gabriela Nan**, Babeş-Bolyai University: *Back to the Metacognitive Drawing Board: A Lesson Learnt during Hard Times*
2. **Adrian Ciupe**, Babeş-Bolyai University: *Language Manipulation in ESP Course and Test Design*
3. **Olivia Chirobocea-Tudor**, "Ovidius" University: *An overview of teaching ESP online. Challenges and solutions*
4. **Delia Rusu**, The Technical University of Cluj- Napoca: *Exploring Cognitive Skills in ESP Learning*
5. **Alina Pădurean**, Aurel Vlaicu University: *Teaching ESP in times of COVID 19 pandemic*
6. **Csilla-Ibolya Solyom**, Cserey-Goga Technological High-School: *A factual comparison of foreign language acquisition factors in case of Crasna's "Cserey-Goga" Technological High School's monolingual and bilingual students during the COVID-19 period*

PARALLEL SESSION 3

Romanian language and literature. Romanian as a foreign language

Session link: <https://us02web.zoom.us/j/81433515858>

(Back-up link: main session link)

HOST: Dana Feurdean (dana.feurdean@econ.ubbcluj.ro)

MODERATOR: Dana Feurdean

1. **Emilia Andreea Motoranu**, Bucharest Academy of Economics: *Biblioteca exilaților*
2. **Federico Donatiello**, University of Padua: *Lexicul poetic al lui Ion Minulescu: continuitate sau discontinuitate cu limba literară română din secolul al XIX-lea?*
3. **Cristina Gavriluță**, Al.I.Cuza University: *The destiny of the Book*
4. **Diana Burlacu**, Babeș-Bolyai University/Leipzig University: *Predarea culturii și civilizației românești la nivelul A1 – între competență lingvistică și competență pluriculturală*
5. **Nora Mărcean**, University of Strasbourg: *Metalimbaj gramatical fundamental, traducere contrastivă și comparație în predarea RLS studenților francezi: studiu de caz*
6. **Lavinia-Iunia Vasiiu**, Babeș-Bolyai University: *Despre egoismul conversational. Pledoarie pentru ascultare*
7. **Anca-Lorena Sacaliș**, Babeș-Bolyai University: *Dicționarul electronic al limbii române ca limbă străină (DERLS) – de la utopie la realitate*
8. **Maria-Zoica Balaban**, Babeș-Bolyai University: *Teaching Writing in RLS – Challenges*
9. **Ioana Sonea, Dana-Maria Feurdean, Gabriela Mocan**, Babeș-Bolyai University: *Romanian for Business Purposes. Research Trends and Applications*

PARALLEL SESSION 4 Language and Interculturality (in French)

Session link: <https://us02web.zoom.us/j/87819658046>

(Back-up link: main session link)

HOST: Nicolae Șera (nicolae.sera@econ.ubbcluj.ro)

MODERATOR: Letiția Ilea

1. **Letiția Ilea**, Babes-Bolyai University: *Interprétations de la poéticité dans l'oeuvre de Boris Vian*
2. **Corina Veleanu**, University Lumière Lyon 2, **Eva Malka**, traductrice: *Le rôle de la traduction des diplômes dans le développement socio-économique d'un pays. Etude plurilinguistique.*
3. **Lucia Vișinescu**, University of Bucharest: *Justifier le besoin d'une retraduction : Mademoiselle Maussade de Iulia Hasdeu*
4. **Nicolae Șera**, Babes-Bolyai University: *Considérations sur la novlangue : entre préciosité et le politiquement correct*

PARALLEL SESSION 5 Management, language and culture (in German)

Session link: <https://us02web.zoom.us/j/87587849393>

(Back-up link: main session link)

HOST: Réka Kovács (reka.kovacs@econ.ubbcluj.ro)

MODERATOR: Mihaela Drăgan

1. **Andrada Bristena Savin**, “Gheorghe Dima” National Music Academy: *Familientopoi in gegenwärtigen deutschsprachigen Narrativen der Migration*
2. **Réka Kovács**, Babeş-Bolyai University: *Spiele im Online-Fremdsprachenunterricht*
3. **Saham Fatima**, University Cadi Ayyad Marrakech: *Kompetenz im digitalisierten Unterricht*
4. **Maria Parasca**, Babeş-Bolyai-University: *Verbale Kombinationspartner von „mască – Maske - Mund-Nasen-Schutz“. Eine kontrastive Analyse aus phraseologischer Sicht*
5. **Drăgan Mihaela, Cristina Lazăr, Andrada Stănceanu, Tamara Gilles**, Babeş-Bolyai University: *Vorgehensweise zur Implementierung eines QMS am Deutschsprachigen Studiengang*
6. **Drăgan Mihaela, Nastasia Harhata**, Babeş-Bolyai University: *Darstellung der Erfolgsgeschichte in einem Dienstleistungsunternehmen*
7. **Drăgan Mihaela, Darla Duca**, Babeş-Bolyai University: *TQM in einem Dienstleistungsunternehmen*
8. **Vilcu Andreea**, Babeş-Bolyai University: *„Lagerlogistik“ am Bsp. eines Lebensmitteleinzelhandels(Unternehmen Kaufland -angewandt an das Zentrallager Turda)*
9. **Meder Erika**, Babeş-Bolyai University: *Kommunikation innerhalb der Organisation*

16.45-17.00 BREAK

Main session link: <https://us02web.zoom.us/j/83753768275>

Host: Diana Zelter (diana.zelter@econ.ubbcluj.ro)

(Back-up link: <https://bit.ly/3wFKRrE>)

17.00-17.30 Plenary 5

Roberto Merlo, University of Turin: *“Stars”, “Tulips” and... “Accounting”: The Romanian Language between Latin Heritage, Balkanic Influences and Latin-Romance Westernisation*

17.30-18.00 Plenary 6

Elena Platon, Babeş-Bolyai University: *The Lexicultural Paradigm in Teaching Romanian as a Foreign Language* (the presentation will be delivered in Roman)

DAY 2

2ND JULY

Main session link: <https://us02web.zoom.us/j/83753768275>

Host: Diana Zelter (diana.zelter@econ.ubbcluj.ro)

(Back-up link: <https://bit.ly/3wFKRrE>)

10.00 – 10.30 Plenary 1

Reima Al-Jarf, King Saud University: *Derivation from Foreign Words and Acronyms Borrowed in Arabic*

10.30-11.00 Plenary 2

Abdelaziz Zohri, University Hassan First: *Building a co-creative eco-system through Communication and Diversity in VUCA world*

11.00-11.15 BREAK

11.15-12.45 PARALLEL SESSIONS

PARALLEL SESSION 1 Language for specific purposes

Session link: <https://us02web.zoom.us/j/89053363862>

(Back-up link: main session link)

HOST: Sergiu Zagan (sergiu.zagan@econ.ubbcluj.ro)

MODERATOR: Abdelaziz Zohri

1. **Mohamed Smirkou**, IBN Tofail University: *Syntactic Transfer: Evidence from the Interlanguage of Moroccan Learners of English*
2. **Boutaina Guebba**, IBN Tofail University: *The Contribution of Note Taking Strategies to Reading Comprehension among Moroccan EFL Learners*
3. **Said Oussou**, Moulay Ismail University: *The Correlation between Moroccan University EFL Students' use of ICTs and their readiness for autonomy*
4. **Saad Eddine Akhajam**, Ibn Zorh University: *English for Specific Purposes in Moroccan institutions: Implications and Recommendations*
5. **Anas Malmous**, Moulay Ismail University: *Towards an Arabic for Business Purposes*
6. **Youusef Armouz**, *English For Religious Purposes: Needs and perspectives*

PARALLEL SESSION 2 Communication & Management

Session link: <https://bit.ly/3wFKRrE>

(Back-up link: main session link)

HOST: Gabriela Mocan (gabriela.mocan@econ.ubbcluj.ro)

MODERATOR: Gabriela Mocan

1. **Hugues Bouthinon-Dumas**, ESSEC Business School: *Expressing through language the paradoxical collective identity of subsidiaries in corporate groups: the rhetoric of affiliation*
2. **Oana Ursu**, "Alexandru Ioan Cuza" University: *The Impact of Cultural Differences on International and Cross-Cultural Business Negotiations*
3. **Emilia Iordache, Corneliu-George Iacob**, "Constantin Brâncoveanu" University: *Specific aspects of the institutional communication on dispute settlement within the World Trade Organization*
4. **Faisal Shaukat**, ISP Events: *The UK Events Industry in the Covid World: Challenges and Lessons in Management*
5. **Gabriela Mocan**, Babeş-Bolyai University: *A New Age for Intercultural Dialogue through the Arts*

PARALLEL SESSION 3

Italian Language. Italian for Specific Purposes

Session link:

<https://us02web.zoom.us/j/5777673076?pwd=d1RxeDYrNUdacDhLcU1qempnY0Q1UT09>

Passcode: 405099 (Back-up link: main session link)

HOST: Diana Sapon (diana.sapon@econ.ubbcluj.ro)

MODERATOR: Aleksandra Paliczuk

1. **Elena Pîrvu**, University of Craiova: *I pronomi relativi "doppi" o "indipendenti" dell'italiano e i loro corrispondenti romeni*
2. **Lucyna Marcol Cacoń & Dominika Dykta**, University of Silesia: *Sulla specificità dei testi di stampa italiana*
3. **Monika Prysok**, University of Silesia: *Cortesia nella corrispondenza elettronica nell'ambito accademico. Un confronto tra le lingue italiana e polacca*
4. **George Dan Istrate**, Arts and Design University Cluj-Napoca: *La risemantizzazione nella terminologia delle arti visuali*
5. **Dana Maria Feurdean**, Babeş-Bolyai University: *L'approccio al lessico specialistico nello sviluppo delle competenze linguistiche in italiano come lingua straniera*
6. **Diana Sapon**, Babeş-Bolyai University: *Strategie discorsive dell'aggressività nelle lettere commerciali italiane e romene*
7. **Aleksandra Paliczuk**, University of Silesia: *Le emozioni intorno al covid19 nella stampa italiana*

PARALLEL SESSION 4 Applied Linguistics & ESP

Session link: <https://us02web.zoom.us/j/82688379670>

(Back-up link: main session link)

HOST: Olga Grădinaru (olga.gradinaru@econ.ubbcluj.ro)

MODERATOR: Reima Al Jarf

1. **Sanae Ejjebli**, University Mohamed I: *Mapping Research Trends of Multilingualism in Applied Linguistics and Education: A Bibliometric and Content analysis (2011-2021)*
2. **Ahmed Tounssi**, Research Laboratory Language and Society, Ibn Tofail University, *Success and Failure of Hybrid Education in Moroccan Universities: A Correlational Account*
3. **Abdelmalek El Morabit**, Mohammed V University: *Technical vocabulary for the workplace: The state of research and implications for language learning and teaching*
4. **Iuliu Rațiu**, Babeș-Bolyai University: *Students' Self-Assessment: Analyzing Reflections of Individual and Group Work*
5. **Isaak Papadopoulos**, Center of Greek Education: *Translanguaging and Interknowledging in Primary Education*

12.45 - 13.30 BREAK

Main session link: <https://us02web.zoom.us/j/83753768275>

Host: Diana Zelter (diana.zelter@econ.ubbcluj.ro)

(Back-up link: <https://bit.ly/3wFKRrE>)

13.30-14.00 Plenary 3

Richard Hibbitt, University of Leeds: *Normal People, normal prose? Thoughts on style and reception*

14.00 -14.30 Plenary 4

Duncan Large, University of East Anglia: *Computers and Creativity in Literary Translation*

14.30-14.45 BREAK

14.45-16.15 PARALLEL SESSIONS

PARALLEL SESSION 1 English as a foreign language

Session link: <https://us02web.zoom.us/j/83465828710>

(Back-up link: main session link)

HOST: Emilia Plăcintar (emilia.placintar@econ.ubbcluj.ro)

MODERATOR: Emilia Plăcintar

1. **Amal Mounqadi**, *University students' attributions of failure in learning English as a Foreign Language.*
2. **Eman Saleh**, LU: *The Holistic Approach for developing intercultural Communicative competence for EFL learners*
3. **Bani Koumachi**, IBN Tofail University: *OERs Utility and Autonomous Learning in an ESP Context: Learners' Perceptions*
4. **Ettohami Essalhi**, *Effective techniques to enhance speaking activities*
5. **El Mehdi El Hamydy**, *The Impact of Reciprocal Teaching on Comprehension monitoring Skills*
6. **Aicha Rahal**, Pazmany Peter Catholic University: *Critical Discourse Analysis of Language policy Voices in the Tunisian Higher Education Context*

PARALLEL SESSION 2 Communication & Management

Session link: <https://bit.ly/3wFKRrE>

(Back-up link: main session link)

HOST: Gabriela Mocan (gabriela.mocan@econ.ubbcluj.ro)

MODERATOR: Diana Zelter

1. **Farah Baouch**, The Moroccan American Studies Laboratory, Casablanca: *Self-Presentation and Interpersonal Relationships in Social Network Sites*
2. **Flavius Ghender**, „Aurel Vlaicu” University: *Communication and mobilization in a closed circle: an explanation for the political ascension of the AUR party*
3. **Aicha Adoui**, Mohammed First University: *Cultural identity, Global Citizenship and Sustainable Development Goals in Morocco: Challenges and Possibilities*
4. **Fatima Zohra Kroum**, Higher Institution of Agronomy and Veterinary Medicine Hassan II Rabat: *The Implementation of Soft Skills for Education and Career Success: Case Study of Science and Technical Higher Institutions in Morocco*
5. **Diana Zelter**, Babeş-Bolyai University: *Academic Management in Pandemic Times: Challenges and Experiences*

PARALLEL SESSION 3

Identity and memory in Italian literature and culture

Session link:

<https://us02web.zoom.us/j/5777673076?pwd=dIRxeDYrNUdacDhLcU1qempnY0Q1UT09>

Passcode: 405099

(Back-up link: main session link)

HOST: Diana Sopon (diana.sopon@econ.ubbcluj.ro)

MODERATOR: Elena Pîrvu

1. **Nicoleta Silvia Ioana**, Bucharest National University of Arts: *L'e-voluzione dell'italiano nella società contemporanea*
2. **Aurora Firța-Marin, Anamaria Gebăilă, Corina Anton**, University of Bucharest: *Alexandru Balaci e la comunicazione interculturale italo-romena*
3. **Roxana Utale**, University of Bucharest: *La ragione della pazzia. La poesia di Alda Merini nell'imminenza della realtà*
4. **Małgorzata Puto**, Uniwersytet Śląski: *L'identità e l'alterità nei testi di Giuseppe Culicchia.*
5. **Maria Kozłowska**, University of Silesia: *La concettualizzazione della 'donna' in italiano e in polacco in base al romanzo "La figlia oscura" di Elena Ferrante e alla sua traduzione - analisi cognitiva.*
6. **Joanna Janusz**, University of Silesia: *Lingua, memoria, io. Costruzione dell'identità in alcuni romanzi di Sandro Veronesi*

PARALLEL SESSION 4: Translation studies

Session link:

<https://us02web.zoom.us/j/83503328345?pwd=WUJ6alJCMUVIOFlpUmJWckRES1dsUT09>

(Back-up link: main session link)

HOST: Letiția Ilea (letitia.ilea@econ.ubbcluj.ro)

MODERATOR: Žana Gavrilović

1. **Žana Gavrilović**, University of East Sarajevo: *Alternating Between Foreignization and domestication in academic translation*
2. **Diana Manole**, Trent University: *"Oh Lawd, I'm tryna forget 'em eyes!" Translating Feminist Docudramas about the Roma Ethnic Minority in Romania*
3. **Karem Saad**, FAO: *Connecting Languages in Environment and Forestry Translation Studies: FAO case study*
4. **Lalia Belabdi**, University of Valladolid: *Transcreated Advertisement as an Identity Determiner*

16.30 ROUND UP

IMPORTANT NOTICE

PLEASE NOTE THAT THE TIME IS LOCAL TIME (BUCHAREST TIME UTC/GMT+3 HOURS); MAKE SURE YOU ADJUST TO YOUR TIME ZONE.

TO JOIN THE SESSION YOU WANT TO ATTEND, ACCESS THE ZOOM SESSION LINK. IN CASE YOU ARE DISCONNECTED AT SOME POINT BECAUSE OF TECHNICAL PROBLEMS ON THE HOST'S SIDE, PLEASE TRY TO RECONNECT. IF IT IS NOT WORKING FOR 5 MINUTES, ACCESS THE BACK-UP LINK, WHICH IS EITHER THE MAIN SESSION LINK OR ANOTHER LINK.

FOR ANY PROBLEMS DURING YOUR SESSION, PLEASE FEEL FREE TO CONTACT THE HOST BY E-MAIL.

WE HOPE THIS CONFERENCE WILL BE A USEFUL AND ENJOYABLE EXPERIENCE FOR ALL OF YOU.

THANK YOU FOR YOUR PARTICIPATION!

LICCS ORGANIZING COMMITTEE