

**LANGUAGE, IDENTITY AND COMMUNICATION IN
CONTEMPORARY SOCIETY**
Third edition

Teaching and Research in Language and Culture: Past, Present and AI

International Conference/Online, 11-12 September 2025

Organiser: Department of Modern Languages and Business Communication, Faculty of Economics and Business Administration, “Babeş-Bolyai” University Cluj-Napoca, Romania

Following the successful online editions of the conferences in July 2021 and September 2023, the Department of Modern Languages and Business Communication (DMLBC) at the “Babeş-Bolyai” University’s Faculty of Economics and Business Administration is pleased to announce the third edition of its International Conference. We invite proposals exploring topics related to studying foreign languages, communication, and cultural studies. The conference will be held online via Zoom, with plenary sessions streamed live on the Department’s Facebook page.

The conference themes are designed to foster interdisciplinary exchange and the sharing of ideas. In celebration of multilingualism and diversity, the official languages of the conference will be English, French, Italian, Spanish, German, and Romanian. For the 2025 edition of our conference, we also aim to focus on Artificial Intelligence (AI), a topic that has gained significant attention due to its complexity and impact on education. Our emphasis on AI goes beyond its current relevance; we seek to foster collaboration among researchers and practitioners to explore analytical approaches and anticipate advancements in this rapidly evolving, multidisciplinary field. Specifically, we are interested in developing a theoretical framework examining the intersection of AI with language teaching and learning, academic writing, and research project development, while also addressing the ethical considerations surrounding its use in these areas.

The **plenary sessions** will be held by our distinguished **keynote speakers**:

Dr. Fiona Sampson, Emeritus Professor, Roehampton University, Great Britain

Dr. Julija Korostenskienė, Head of Media Linguistics Centre, Faculty of Philology, Vilnius University, Lithuania

Dr. Kinga Anna Gajda, Director of the Institute of European Studies, Jagiellonian University, Krakow, Poland

Dr. Elena Platon, Faculty of Letters, Babeş-Bolyai University, Cluj-Napoca, Romania

Dr. Daniel Dejica, Faculty of Communication Sciences, Politehnica University Timișoara, Romania

Dr. Adrian Ciupe, Faculty of Economics and Business Administration, Babeş-Bolyai University, Cluj-Napoca, Romania

For the parallel sessions, we welcome presentations of both research-based papers and practical case studies, addressing the following areas:

- Linguistics, Literature & Translation Studies
- LSP (Language for Specific Purposes)
- Cultural Studies, Communication & Management
- Romanian as a Foreign Language
- AI Integration in Teaching and Research

Abstracts are invited for a 15-20-minute presentation. Please submit an abstract of a maximum of 150 words, the title of your presentation and the chosen area of interest as per the above classification by 1st July. For submissions, please use the following link:

<https://docs.google.com/forms/d/e/1FAIpQLSfLsZciB5aDyNuCVNw7YoXsaAwwQXbhKxytnu36OjCTYzFC1w/viewform?usp=header>

We look forward to a meaningful exchange and to sharing new and exciting ideas and projects for languages, literature and culture!

Certificate of participation and publication

All participants will receive an electronic certificate of participation and papers will be published in Babeş-Bolyai University's *Lingua Journal*, indexed in EBSCO and CEEOL.

Important deadlines:

1 July 2025: Title and abstract submission

5 July 2025: Notifications of acceptance sent by email

1 August 2025: Conference final programme

1 September 2025: Paper submission for publication in the journal's 2025 issue

1 May 2026: Paper submission for publication in the journal's 2026 issue

More information will be posted on the conference website soon.

Until then, please feel free to contact us by e-mail: liccs@econ.ubbcluj.ro