

LANGUAGE, IDENTITY AND COMMUNICATION IN CONTEMPORARY SOCIETY

ONLINE CONFERENCE

28-29 SEPTEMBER 2023

FINAL PROGRAMME

DAY 1

28 SEPTEMBER

Main session link:

<https://econ-ubbcluj-ro.zoom.us/j/84276474633?pwd=dFhRL0EyU5EY25ScHZ5SEFpVG9xQT09>

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

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

9.00 Opening ceremony

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

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, Romania

9.30 -10.15 Plenary 1

Teodora Popescu, 1st December University of Alba Iulia, Romania, *Translation and Terminology Interrelatedness. A Case Study of Romanian-English Company Structure Terms*

10.15 -11.00 Plenary 2

Mayamin Altae, College of Education, Doha, Qatar, *Learning Assessment: Leveraging Direct and Indirect Assessment for Evaluating Learning Outcomes*

11.00-11.15 Break

11.15 -13.00 PARALLEL SESSIONS

PARALLEL SESSION 1 English for Specific Purposes

Session link: <https://econ-ubbcluj-ro.zoom.us/my/hoparteanenglishclasses>

Passcode: 967344

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

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

MODERATOR: Ana-Maria Hopârtean

1. **Hopârtean Ana-Maria**, Babes-Bolyai University, Cluj-Napoca, Romania, *Metacognitive Strategies for EFL – The DIAL4U Experience*
2. **Pădurean Alina Nicoleta**, Aurel Vlaicu University, Arad, Romania, *Do We Teach Skills? An Insight into the ESP Classes*
3. **Rusu Delia, Literat Ruxandra**, Technical University, Cluj-Napoca, Romania, *Stimulating Engagement in Flipped Learning Environments*
4. **Smirkou Mohamed**, Ibn Tofail University, Kenitra, Morocco, *Towards Enhancing Language and Soft Skills in Moroccan ESP Contexts: Investigating Moroccan Engineering Students' Needs*
5. **Brânzilă Carina**, Al. Ioan Cuza University, Iași, Romania, *Sentiment Analysis - Some Considerations*

PARALLEL SESSION 2 Linguistics

Session link :

<https://econ-ubbcluj-ro.zoom.us/j/84276474633?pwd=dFhRL0EybU5EY25ScHZ5SEFpVG9xQT09>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

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

MODERATOR: Žana Gavrilović

1. **Hornoiu Diana**, Ovidius University of Galați, Romania, *Tracking Grammaticalization of General Extenders in Varieties of English*
2. **Gavrilović Žana**, University of East Sarajevo, East Sarajevo, Bosnia and Herzegovina, *On Referentiality and Non-referentiality of English Tenses*
3. **Ene Bettina**, Babes-Bolyai University, Cluj-Napoca, Romania, *Crafting Worlds, Forging Words: The Art and Science of Invented Tongues*
4. **Avram Diana**, 1st December University of Alba Iulia, Romania, *A Pragma-semantic Analysis of Power and Control through Language in 1984*
5. **Korostenskiene Julija, Sernaite Milda**, Vilnius University, Vilnius, *Conceptualisation of Romantic Relationships in English and Lithuanian Online Newspaper Articles*

PARALLEL SESSION 3 German language and culture

Session link: <https://econ-ubbcluj-ro.zoom.us/j/8544925401?pwd=eWR2TWg4bFc1MFhWVUNQazNSbUQxUT09>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/84739673661>)

HOST: Maria Parasca (maria.parasca@econ.ubbcluj.ro)

MODERATOR: Maria Parasca

- 1. Silah Elhak My Saddiq**, Département de Littérature et Langue Arabe Faculté des Lettres et des Sciences Humaines - Marrakech. Maroc, *Das Orientbild Fürst von Pückler-Muskau*
- 2. Fellner Alfred Ludovic**, Babes-Bolyai University, Cluj-Napoca, Romania, *Auswirkungen des Tragens von Masken auf die nonverbale Kommunikation. Fallstudie: Öffentlichen Reden von Klaus Werner Johannis*
- 3. Codarcea Emilia**, Babes-Bolyai University, Cluj-Napoca, Romania, *Deutscher Sprachgebrauch in sozialen Medien. Linguistische Bemerkungen zur Sprachdynamik in der Online-Kommunikation*
- 4. Kovacs Reka**, Babes-Bolyai University, Cluj-Napoca, Romania, *Der „Drama-Queen-Effekt“ in Geschäftskorrespondenz – Wie berufliche Schreiben einen sensationalisierenden und dramatisierenden Eindruck erwecken*
- 5. Saham Fatima**, University Cadi Ayyad Marrakech Morocco, *Fremdsprachenunterricht und interkulturelle Kommunikation*
- 6. Parasca Maria**, Babes-Bolyai University, Cluj-Napoca, Romania, *Sprichwörter in der Unternehmenskommunikation. Ein paar Anmerkungen aus der FSU-Praxis*

13- 13.45 BREAK

13.45-14.30 Plenary 3

Main session link:

<https://econ-ubbcluj-ro.zoom.us/j/84276474633?pwd=dFhRL0EybU5EY25ScHZ5SEFpVG9xQT09>

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

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

José Damián González-Barros González, Escuela Oficial de Idiomas de Madrid "Jesús Maestro", Madrid, Spain, *Expresii pentru redarea conceptelor de "bogăție", "sărăcie", "hoinăreală" de predat la cursurile de limba română ca limbă străină.*

(The presentation will be in Romanian)

14.30-14.45 BREAK

14.45 – 16.00 PARALLEL SESSIONS

PARALLEL SESSION 1 Romanian as a foreign language

Session link: <https://econ-ubbcluj-ro.zoom.us/j/82377003687>

(Back-up link: Main session link)

HOST: Zoica Balaban (zoica.ghitan@econ.ubbcluj.ro)

MODERATOR: José Damián González-Barros González

1. **Simina-Suciu Maria**, Babeş-Bolyai University, Cluj-Napoca, Romania, *Achiziția L1 vs. învățarea L2 - vorbitor nativ vs. vorbitor nonnativ*
2. **Băilă Adelina**, Babeş-Bolyai University, Cluj-Napoca, Romania, *Orthographic Difficulties in the Romanian Language as a Foreign Language*
3. **Vasiu Lavinia, Bocoş Cristina**, Babeş-Bolyai University, Cluj-Napoca, Romania, *High-stakes Tests for Romanian as a Second Language (RL2). Issues in Designing and Rating the Writing Components*
4. **Balaban Maria-Zoica-Eugenia**, Babeş-Bolyai University, Cluj-Napoca, Romania, *Teaching Business Romanian to Hungarian Students within the Faculty of Economics and Business Administration. Challenges*

PARALLEL SESSION 2 Language studies

Session link: <https://econ-ubbcluj-ro.zoom.us/j/84739673661>

(Back-up link: main session link)

HOST: Kovacs Reka (reka.kovacs@econ.ubbcluj.ro)

MODERATOR: Reima Al-Jarf

1. **Malmous Anas, Moulay** Ismail University of Meknes, Morocco, *The Characteristics of Teaching Arabic for Specific Purposes*
2. **Hmouri Zaid, Chouaib Doukkali** University, El Jadida, Morocco, *The Speech Act of Request: Moroccan South-Eastern Amazigh Face Vs. Brown and Levinson's Face*
3. **Announi Inass**, Ibn Tofail University, Kenitra, Morocco *Typology, Classification, and Strategies of Question Formation in Moroccan Arabic: Towards Principles-and-Parameters Approach to Natural Languages*
4. **Reima Al-Jarf**, King Saudi University, Saudi Arabia, *Grammaticalization of Acronyms in Arabic*

PARALLEL SESSION 3 Literature

Session link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>

(Back-up link: Main session link)

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

MODERATOR: Olga Grădinaru

1. **Ben Lahbib Abdelghafour**, University of Chouaib Doukkali, El-Jadida, Morocco. *Beyond Stereotypes: The Complexity of Moroccan Identity in Laila Lalami's 'The Moor's Account'*
2. **Gandouz Olfa**, College of Science and Humanities, University of Sattam Bin Abdelaziz, Saudi Arabia, *'Then you'll be free to go wherever you please, on land, on sea, whichever way the wind blows you!': Female Oscillation between Disability and Freedom in Tennessee Williams' Glass Menagerie*
3. **Dib Roula Maria**, London Arts-Based Research Centre (London, UK), *Autoethnography in Poetic Inquiry: Exploring Identities*

4. **Vănoagă Cristina-Matilda**, 1st December University of Alba –Iulia, Romania,
Atwood's Practical Utopias

16.00-16.15 BREAK

16.15-17.15 PARALLEL SESSIONS

PARALLEL SESSION 1 Romanian as a foreign language (2)

Session link: <https://econ-ubbcluj-ro.zoom.us/j/82377003687>

(Back-up link: Main session link)

HOST: Zoica Balaban (zoica.ghitan@econ.ubbcluj.ro)

MODERATOR: Zoica Balaban

1. **Neamț Nora**, UMF Cluj-Napoca, Romania, *Students as Playwrights, Directors, and Actors: Advantages in Learning RFL*
2. **Sălăgean Georgiana**, Babeș-Bolyai University, Cluj-Napoca, Romania, *Dinamica limbajului colocvial - marcatori discursivi englezești utilizați în mediul online*
3. **Feurdean Dana**, Babeș-Bolyai University, Cluj-Napoca, Romania, *Valorificarea identității culturale românești în dialogul academic italian. Mărturii*

PARALLEL SESSION 2 Language teaching and language policies

Session link:

<https://econ-ubbcluj-ro.zoom.us/j/7767771042?pwd=aXgrYzVYRXN3Z0NzVER4L1gyYWtqQT09>

(Back-up link: Main session link)

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

MODERATOR: Gabriela Mocan

1. **Adoui Aicha**, Georgetown University, Washington DC, USA | Mohammed First University, Oujda, Morocco, *Language and Identity in Multilingual Societies: Exploring the Role of Language Policies*
2. **El Aouri Zahra**, Cadi Ayyad University, Faculty of Letters & Humanities, Marrakesh-Morocco, *Lifelong Learning: State of the Art and Future Horizons*

PARALLEL SESSION 3 Spanish language and culture

Session link: <https://econ-ubbcluj-ro.zoom.us/j/85498969473>

(Back-up link: Main session link)

HOST: TIMEA TOCALACHIS (timea.tocalachis@econ.ubbcluj.ro)

MODERATOR: TIMEA TOCALACHIS

1. **Ech-Choayebby Driss**, Université Cadi Ayyad (FLSH) - Marrakech, *La funcionalidad de las unidades fraseológicas en el discurso narrativo de Lorenzo Silva “El nombre de los nuestros”*
2. **Timea Tocalachis**, Babes-Bolyai University, Cluj-Napoca, Romania, *Evaluar en tiempos de crisis – una experiencia didáctica*
3. **El Bohdidi Miloud**, Universidad Cadi Ayyad, Facultad de Letras y Ciencias Humanas de Marrakech, Marruecos, *Análisis textual de la equivalencia traductora en la traducción árabe-español de los culturemas y la intertextualidad*

DAY 2

29 SEPTEMBER

Main session link:

<https://econ-ubbcluj-ro.zoom.us/j/84276474633?pwd=dFhRL0EybU5EY25ScHZ5SEFpVG9xQT09>

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

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

9.30 – 10.15 Plenary 1

Cecilia Mihaela Popescu, University of Craiova, Romania, *Intercomprehension in/between Romance languages: state of the art and future openings*

(The presentation will be in French with visual aids in English)

10.15-11.00 Plenary 2

Jozefina Komporaly, University of the Arts, London, UK, *Translation and Adaptation for the Stage: Dialogue, Reinvention, Repurposing*

11.00-11.15 BREAK

11.15-12.45 PARALLEL SESSIONS

PARALLEL SESSION 1 English for Specific Purposes

Session link: <https://econ-ubbcluj-ro.zoom.us/j/87215598619>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

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

MODERATOR: **Adrian Ciupe**

1. **Sărmașiu Andreea**, Babes-Bolyai University, Cluj-Napoca, Romania, *Towards an Interdisciplinary Approach to Languages for Specific Purposes: Let's learn & practice English together! (academic exchange between the Department of Applied Modern Languages (DLMA) and the Department of Modern Languages and Business Communication (DMLBC) of Babeș-Bolyai University)*

2. **Zelter Diana**, Babes-Bolyai University, Cluj-Napoca, Romania, *Business English as Lingua Franca*
3. **Alexa Oana Alexandra**, Al. I. Cuza University, Iași, Romania, *English for Human Resources. Essentials for Business Students*
4. **Grădinaru Olga**, Babes-Bolyai University, Cluj-Napoca, Romania, *Video CV – Tool for Assessing Students*
5. **Ciupe Adrian**, Babes-Bolyai University, Cluj-Napoca, Romania, *ChatGPT: A Boon or a Bane for ELT (writing skills)*
6. **Sopon Diana, Kovacs Reka**, Babes-Bolyai University, Cluj-Napoca, Romania, *Metaphors and Their Meaning in Professional Communication - A Brief Overview in English, German, Hungarian, Italian and Romanian Letters*

PARALLEL SESSION 2

Italian Language and Culture

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. **Dykta Dominika, Marcol-Cacoń Lucyna**, University of Silesia, Katowice, Poland, *Le parole provenienti dai termini psicologici entrano nella lingua standard in Italia e in Polonia – somiglianze tra di loro e la loro devianza positiva o negativa*
2. **Paliczuk Aleksandra**, University of Silesia, Katowice, Poland, *La metaforicità delle relazioni interpersonali nella stampa femminile italiana*
3. **Gamon Natalia**, Università CA' Foscari Venice, Italy, *Le tecniche didattiche durante lezione di lingua straniera per rafforzare la competenza comunicativa e la collaborazione nel gruppo*
4. **Milonean Ana-Maria**, Babes-Bolyai University, Cluj-Napoca, Romania, *La terminologia medica: interferenze fonetiche tra italiano e rumeno e le false amicizie*
5. **Utale Roxana**, University of Bucharest, Romania, *D'amore e di pietà. Edith Bruck e il rapporto con la morte*

PARALLEL SESSION 3 Translation studies

Session link:

<https://us02web.zoom.us/j/9087397182?pwd=TENMZ2ZnWThYTkFEVytmZGRtNExGZz09>

(Back-up link: Main session link)

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

MODERATOR: Ioana Nan

1. **Ioana Nan**, Babes-Bolyai University, Cluj-Napoca, Romania, *Loanwords and Loan Translations in Business Romanian*
2. **Lalia Belabdi**, Valladolid University, Valladolid, Spain, *Communication Transmission: Transfer via Translation or Creation via Transcreation*

3. **Iuliu Rațiu**, Babes-Bolyai University, Cluj-Napoca, Romania, *American Literature in Translation: H. D. Thoreau in Romanian*
4. **Gabi Reigh**, UK-based translator, **Gabriela Mocan**, Babes-Bolyai University, Cluj-Napoca, Romania, *Translation as Cultural Diplomacy: A Case for Romanian Interwar Literature in English*
5. **Raul Pașcalău**, University of Life Sciences “ King Michael I”, Timișoara, Romania, *Translation and Teaching in Life Sciences Universities*

13.00 - 13.30 BREAK

13.30-14.15 Plenary 3

Main session link:

<https://econ-ubbcluj-ro.zoom.us/j/84276474633?pwd=dFhRL0EybU5EY25ScHZ5SEFpVG9xQT09>

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

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/86825051712>)

Nicolae Șera, Babes-Bolyai University, Cluj-Napoca, Romania, *Défis contemporains de la communication interculturelle : identité – altérité – interculturalité*

(The presentation will be in French with visual aids in English)

14.15-14.30 BREAK

14.30-16.15 PARALLEL SESSIONS

PARALLEL SESSION 1 English as a foreign language

Session link: <https://econ-ubbcluj-ro.zoom.us/j/8533930403>

(Back-up link: Main session link)

HOST: Iuliu Ratiu (iuliu.ratiu@econ.ubbcluj.ro)

MODERATOR: Iuliu Ratiu

1. **Guebba Boutaina**, Mohammed V University, ESN, Rabat, Morocco, *Applying the Principle of Attraction in Mis-applicable Linguistic Contexts: Subject Coordination as a Case Study*
2. **Baissane Omar**, Research Laboratory on Literature, Culture, Language, and Communication. Department of English, Sultan Moulay Slimane University, Beni Mellal, Morocco, *The Correlation Between Self-Regulated Learning and Academic Achievement of English. A picture of Vietnamese High School Students.*
3. **Oussou Said, Btissam Taybi**, Moulay Ismail University, Meknes, Morocco, *Assessing Moroccan EFL Students' Perceived Learning Experience during Covid-19 Pandemic*
4. **Koumachi Bani**, Ibn Tofail University, Kénitra, Morocco, *On the Relationship of Moroccan Students' E-Learning Readiness, Perceived Attitudes and Independent E-Learning during Covid-19 Pandemic Times: A Correlational Study.*

5. **Aicha Rahal**, Pazmany Peter Catholic University, *Fossilization in the Written Output of Advanced Tunisian English Students*
6. **Aicha Rahal**, Pazmany Peter Catholic University, *Analysing Interview Data Using the Constant Comparative Method*

PARALLEL SESSION 2 Culture and communication

Session link: <https://econ-ubbcluj-ro.zoom.us/j/82700643122>

(Back-up link: Main session link)

HOST: Emilia Plăcintar

MODERATOR: Emilia Plăcintar

1. **Fatima Zohra Kroum**, Hassan II Institute for Agronomy & Veterinary Sciences, Rabat; Aicha Bouchara, Abdelmalek Essaadi University, Tetouan, FSTT; Benmassoud Jihane, Cadi Ayyad University, Marrakesh, ESTE *Investigating STEM Students' Cross-Cultural Communication Needs: A Case Study of Moroccan Higher Education*
2. **Ejjebli Sanae**, Faculty of Letters and Human Sciences, University Mohamed I, Oujda, Morocco. *Linguistic Shaping of Epistemology, Ethics, and Social Ontology: Implications and Applications*
3. **Emilia Plăcintar**, Babes-Bolyai University Cluj-Napoca, Romania, *Rapport Management in Face-Threatening Speech Acts: A Cross-Cultural Study*
4. **Oana Ursu**, Al. I. Cuza University, Iași, Romania, *Exploring Cultural and Communication Patterns: Romania*
5. **Faisal Shaukat**, ISP Events London UK, *Cultural Diplomacy: Winning hearts and Minds*

PARALLEL SESSION 3 French language and culture

Session link:

<https://us02web.zoom.us/j/8621009202?pwd=VGtqM2thS2RJVEpjdINyend4NkVkZz09>

(Back-up link: <https://us02web.zoom.us/j/7263215301?pwd=cFpJU1VrWmZLSWNjMzRlamdFZmd5dz09>)

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

MODERATOR: Nicolae Șera

1. **Golda Pawel**, University of Silesia, Katowice, Poland, *La traduction phraséologique: conceptions et méthodes*
2. **Ilea Letitia**, Babes-Bolyai University, Cluj-Napoca, Romania, *Une-deux avec Messi, Mbappé. La traduction du lexique spécialisé du domaine du football*
3. **Zagan Sergiu**, Babes-Bolyai University, Cluj-Napoca, Romania, *Types d'ellipse dans les traductions*
4. **Motoranu Emilia**, ASE Bucharest, Romania, *Les femmes et la réussite sociale*
5. **Roemer Julia**, Université d'Opole, Opole, Pologne, *Analyse interdisciplinaire de l'identité féminine dans les œuvres de Colette*
6. **Żywicka Natalia**, University of Silesia, Katowice, Poland, *Féminisation des noms de métiers, fonctions, grades et titres en français de France et du Québec à partir de l'analyse des Tweets*

7. **Topa-Bryniarska Dominika**, University of Silesia, Katowice, Poland, *Revisiter la critique de cinéma : quelques réflexions sur la dimension persuasive du genre*

16.15 ROUND UP (Main session link)

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