

LANGUAGE, IDENTITY AND COMMUNICATION IN CONTEMPORARY SOCIETY

ONLINE CONFERENCE

11-12 SEPTEMBER 2025

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

DAY 1

11 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/85425705422>)

9.30 Opening ceremony

Associate Professor **Răzvan Valentin Mustață**, Dean (elect.) 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

10.00 -11.00 Plenary 1

Emeritus Professor Fiona Sampson MBE FRSL

Senior Research Fellow, Harris Manchester College University of Oxford

Retrieving The Canon: The Reinvention of George Sand

11.00 -12.00 Plenary 2

Dr hab. Kinga Anna Gajda, Associate professor, Head of the Institute of European Studies, Jagiellonian University, Krakow

Inclusive Education in The Context of Polish-Ukrainian Relations at University

12.00-12.15 Break

12.15 -13.30 PARALLEL SESSIONS

PARALLEL SESSION 1 British and American Literature

Session link: <https://econ-ubbcluj-ro.zoom.us/j/7767771042>

(Back-up link: main session link)

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

Moderator: Gabriela Mocan

Paula-Andreea Onofrei, "Alexandru Ioan Cuza" University, Romania, *Narrative Techniques in "The Screwtape Letters", C.S. Lewis*

Gabriela Mocan, Babeş-Bolyai University, Cluj-Napoca, Romania, *Liminal Identity and Otherness in British Migrant Literature*

Olfa Gandouz, *Nature, Female Confinement and Patriarchal Mindset: An Ecofeminist Reading of Eugene O'Neill's Desire under the Elms in the Light of the Covid -19 Pandemic*

Diana Zelter, Babeş-Bolyai University, Cluj-Napoca, Romania, *A Brief Encounter with F. Scott. Fitzgerald's Short Stories*

PARALLEL SESSION 2 Spanish language and culture

Session link : <https://econ-ubbcluj-ro.zoom.us/j/81306844984>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

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

Moderator: Timea Tocalachis

Miloud El Bohdidi, Cadi Ayyad University of ,Marrakech, Morocco, *El Mediterráneo como espacio de reflexión intercultural en Cuentos de las dos orillas de Concha López Sarasúa*

Andrei-Iulian Din, Ada Băboi, Babeş-Bolyai University, Cluj-Napoca, Romania, *Integrar la IA en las clases ELE: desafíos y oportunidades*

Alina-Lucia Nemeş, Babeş-Bolyai University, Cluj-Napoca, Romania, *Recursos didácticos en la enseñanza del español de los negocios*

Timea Tocalachis, Babeş-Bolyai University, Cluj-Napoca, Romania, *Variación léxica y semántica de los términos 'mercadeo', 'mercadotecnia' y 'marketing' en el español actual*

PARALLEL SESSION 3 German language and culture

Session link: <https://econ-ubbcluj-ro.zoom.us/j/86144113523>

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

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

MODERATOR: Maria Parasca

Fatima Saham, Cadi Ayyad University, Marrakech/Morocco, *Übersetzung und künstliche Intelligenz. Welche Zukunft und welche Perspektiven hat das Sprachenlernen und die Sprachübersetzung?*

Andrada Savin, Gheorghe Dima National Music Academy, Romania, *Väter und Söhne. Vaterbilder in Familiengeschichten der Migration*

Emilia Codarcea, Babeş-Bolyai University, Cluj-Napoca, Romania, *Anglizismen in der KI-Sprache. Linguistische Überlegungen zur Verständlichkeit und Fachlichkeit*

Maria Parasca, Babeş-Bolyai University, Cluj-Napoca, Romania, *Der KI-Prompt - eine (neue) Textsorte für den DaF-Unterricht?*

PARALLEL SESSION 4 Culture and communication

Session link: <https://econ-ubbcluj-ro.zoom.us/j/81300199433>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

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

Moderator: **Veronica Micle**

Ioana Nan, Babeş-Bolyai University, Cluj-Napoca, Romania, *By Bread Alone? On Science, Work and Culture in Contemporary Education*

Kinga Anna Gajda, Jagiellonian University in Krakow, Poland, **Piotr Michalowski**, European Network of Cultural Centres ENCC, *Democratizing Cultural Participation: An International Analysis of Innovative Practices Supporting Youth Engagement and Intergenerational Collaboration in Cultural Heritage*

Veronica-Diana Micle, **Nicolae Şera**, Babeş-Bolyai University, Cluj-Napoca, Romania, *Languages in Dialogue, Cultures in Contact: Enhancing Communicative and Transversal Competences through Bilingual Intercultural Business Communication*

Ursu Oana, “Alexandru Ioan Cuza” University of Iaşi, *Navigating Cultural Differences: Mastering Cross-Cultural Competence in Higher Education*

PARALLEL SESSION 5 Language and culture

Session link: <https://econ-ubbcluj-ro.zoom.us/j/5953482796>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

HOST: **Ruxandra Nuţ** (ruxandra.nut@econ.ubbcluj.ro)

MODERATOR: **Ruxandra Nuţ**

Ruxandra Nuţ, Babeş-Bolyai University, Cluj-Napoca, Romania, *Revitalizing Sami Language and Identity: Indigenous Communication Practices and Cultural Resilience in Contemporary Norway*

Mohamed Karbout, **Zahra El Aouri**, Caddi Ayyad University Morocco, *Challenges and Opportunities in Implementing Learning Management Systems (LMS) in the Moroccan Educational Landscape*

Aicha Rahal, *Local Norms for Intelligibility: Evidence from IPAC Tunisia*

Alexandra Bîja, Babes Bolyai University, Cluj-Napoca, Romania, *Expanding Horizons: The Role of Korean Language in LSP Programs for Business Communication in Romania*

13.30- 14.00 BREAK

14.00-15.00

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>)

Plenary 3

Dr. hab. Elena Platon, Babes-Bolyai University, Cluj-Napoca, Romania

Metamorfozele competenței culturale în epoca plurilingvismului și a pluriculturalismului.

15.00-15.15 BREAK

15.15 – 17.00 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: Zoica Balaban

Anca Ursa, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Romania, *Pragmatica comunicării în româna ca L1 și L2. Perspective teoretice și direcții de cercetare* / Pragmatics of Communication in Romanian as L1 and L2. Theoretical Perspectives and Research Directions

José Damián González-Barros y González, Escuela Oficial de Idiomas Jesús Maestro Madrid, *Expresii pentru redarea conceptelor de apropiere, depărtare, instantaneitate și tăcere de predat la cursurile de limba română ca limbă străină* / Expressions for Conveying the Concepts of Proximity, Distance, Immediacy, and Silence to Be Taught in Romanian as Foreign Language Courses.

Maria Simina-Suciu, Babeș-Bolyai University, Cluj-Napoca, Romania, *Învățare bazată pe problematizare. Activități comunicative în cadrul orelor de RLS* / Problem-based Learning. Communicative Activities in RFL Classes

Olivia-Carmen Țîrlea, Babeș-Bolyai University, Cluj-Napoca, Romania, *Lexicultureme românești înșelătoare. Cazul vorbitorilor nativi de limba italiană / Misleading Romanian Lexiculturemes. The Case of Native Italian Speakers*

Maria-Zoica Eugenia Balaban, Babeș-Bolyai University, Cluj-Napoca, Romania, *O analiză a erorilor frecvente în învățarea limbii române ca limbă străină. Studiu de caz: studenții maghiari / An Analysis of Frequent Errors While Learning Romanian as a Foreign Language. Case Study: Hungarian Students*

PARALLEL SESSION 2 French language and culture

Session link:

<https://us02web.zoom.us/j/7263215301?pwd=cFpJU1VrWmZLSWNjMzRlamdFZmd5dz09>

(Back-up link: Main session link)

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

MODERATOR: Nicolae Șera

Motoranu Emilia, ASE Bucharest, Romania, *Le consommateur: tout au long de l'histoire*

Topa-Bryniarska Dominika, University of Silesia in Katowice, Poland, *Ethos et pathos du journaliste dans la critique de cinéma : quelques réflexions rhétoriques sur la dimension persuasive du genre*

Dr Pawel Golda, University of Silesia in Katowice, Poland, *Les universaux phraséologiques dans les langues naturelles*

Galgńska Kamila, Skrabania Julia, University of Silesia in Katowice, Poland, *Littératurismes phraséologiques : entre création lexicographique et mémoire littéraire*

Zagan Sergiu-Eugen, Babes Bolyai University, Cluj-Napoca, Romania, *L'ellipse dans le discours narratif de Tahar Ben Jelloun - avant et après Chat Gpt*

PARALLEL SESSION 3 Italian language and culture

Session link: <https://us05web.zoom.us/my/home>

(Back-up link: Main session link)

HOST: Anamaria Milonean (anamaria.milonean@ubbcluj.ro)

MODERATOR: Anamaria Milonean

Dykta Dominika, Marcol Cacoń Lucyna, University of Silesia in Katowice, Poland, *La demedicalizzazione della terminologia legata alla sindrome di Asperger: un'analisi comparativa tra italiano e polacco*

Aleksandra Paliczuk, Agnieszka Pastucha-Blin, University of Silesia in Katowice, Poland, *La grammatica cognitiva e la didattica delle preposizioni agli apprendenti polacchi dell'italiano LS*

Diana Sopon, Academy of Land Forces, Sibiu, Romania, *Un approccio pragmatico alla lettera commerciale italiana - la funzione competitiva negli atti linguistici*

Anamaria Milonean, Babes-Bolyai University, Cluj-Napoca, Romania, *The Libretto in a Teaching Approach to Translation. Rigoletto by Giuseppe Verdi*

Irina-Cristina Mărginean, Babes-Bolyai University, Cluj-Napoca, Romania, *Il discorso sacro dall'italiano al romeno*

Maria Pina Cirillo, *Pietro Baialardo, il medico salernitano precursore di Faust*

PARALELL SESSION 4: English Language Teaching

Session link: <https://econ-ubbcluj-ro.zoom.us/j/84949006583>

(Back-up link: Main session link)

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

MODERATOR : Olga Grădinaru

Bettina Ene, Babes-Bolyai University, Cluj-Napoca, Romania, *Strategies for Developing Communication Collaboration and Critical Thinking in Business English Classes: A Lifecomp-Based Approach*

Ioana Mudure-Iacob, Veronica Diana Micle, Babes-Bolyai University, Cluj-Napoca, Romania, *Teaching and Learning Idioms in ESP: A Multilingual and Multimodal Perspective through Code-Switching*

Olga Grădinaru, Babes-Bolyai University, Cluj-Napoca, Romania, *Using Student Feedback to Personalize English for Economics Instruction*

Ejjebli Sanae, University Mohamed I. Oujda, Morocco, *The Role of NLP in Learner Corpus Analysis: A Meta-Synthesis*

Said Oussou, Moulay Ismail University, Morocco, *Teachers' Quest for Fostering Learner Autonomy: Exploring Desirability, Feasibility, and Constraints*

DAY 2

12 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/85425705422>

9.30 – 10.30 Plenary 1

Dr. Julija Korostenskienė, Vilnius University, Lithuania

Integrating Humanism and Artificial Intelligence in Education: Insights from Student Reflections Survey Analysis

10.30-11.30 Plenary 2

Dr. Adrian Ciupe, Babes-Bolyai University, Romania,

Can AI Force Traditional ELT Publications Out of Their Comfort Zone?

11.30-11.45 BREAK

11.45-13.00 PARALLEL SESSIONS

PARALLEL SESSION 1 AI tools for LSP

Session Link: <https://econ-ubbcluj-ro.zoom.us/j/3985258447>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

Host: Ada Baboi (ada.baboi@econ.ubbcluj.ro)

Moderator: Ada Baboi

Alina Pădurean, Aurel Vlaicu University of Arad, Romania, *AI in ESP Classes: Case Study on Education Students*

Oana-Alexandra Alexa, Alexandru Ioan Cuza University of Iași, Romania, *Using AI in Teaching Business English: Where Do We Start*

Ada Baboi, Babeș-Bolyai University, Cluj-Napoca, Romania, *AI in Specialized Business English: Empowering Future IT and Business Professionals (B2-C1 CEFR)*

Carina Brânzilă, Al.I.Cuza University of Iasi, **Alin Rubnicu**, 'Gh. Asachi' University of Iasi, Romania, *AI, Digital Literacies, and Authentic Assessment in Tertiary LSP Education*

PARALLEL SESSION 2 AI Tools for Education

Session link: Main session link

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

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

MODERATOR: Diana Zelter

Alina Gabriela Negoescu, Academy of Land Forces, Sibiu, Romania, *The Impact of AI on the Instruction and Acquisition of Foreign Languages in Higher Education*

Hala Sedki, Zahra El Aouri, Cadi Ayyad University, Marrakesh, Morocco, *Artificial Intelligence in Inclusive Education: A Review of Opportunities and Challenges for Neurodivergent Learners*

Laura-Rebeca Stiegelbauer, "Vasile Goldiș" Western University of Arad, Romania, *The Role of AI in Supporting Teaching in Mixed-Ability Classrooms*

Yassine Elfaizi, Zahra El Aouri, Cadi Ayyad University, Marrakech, Morocco, *The Impact of AI on Inclusive Education: Challenges and Opportunities*

PARALLEL SESSION 3 Linguistics

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

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

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

Moderator Kovács Réka

Kovács Réka, Babeș-Bolyai University, Cluj-Napoca, Romania, *Linguistic Approaches to Mission Statements*

Marlena Moskal, Paweł Golda, University of Silesia in Katowice, Poland, *Naming the nameless: an onomastic study of monikers for the deceased*

Judyta Mężyk, Katarzyna Dziekan, Paweł Golda, University of Silesia in Katowice, Poland, *The Linguistic Image of Fish*

PARALLEL SESSION 4 AI Tools for Academic Research

Session link: <https://econ-ubbcluj-ro.zoom.us/j/84949006583>

(Back-up link: <https://econ-ubbcluj-ro.zoom.us/j/85425705422>)

Host: Bettina Ene (Bettina.ene@econ.ubbcluj.ro)

Moderator: Bettina Ene

Carina Brânzilă, 'Al.I.Cuza' University of Iasi, Romania, *AI and Academic Language for Specific Purposes: Rethinking Multilingualism and Research in The Digital Age*

Prysok, Monika, University of Modena and Reggio Emilia, Italy, *Our artificial cousin, a DJ or a misleading guide? AI Metaphors in Popular Science Translation*

Zahra El Aouri, Cadi Ayyad University, Marrakesh, Morocco, *Leveraging AI-Powered Tools in Academic Research: Promises and Perils*

Olivia Chirobocea-Tudor, Ovidius University of Constanta, Romania, *AI as a Research Assistant in the Humanities: Opportunities and Implications*

13.00 - 13.30 BREAK

13.30-14.30

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/85425705422>)

Plenary 3

Dr. hab. Daniel Dejica, Politechnica University, Timișoara, Romania

On Science and Research in Translation Studies

14.30-14.45 BREAK

14.45-16.15 PARALLEL SESSIONS

PARALLEL SESSION 1 AI Tools for Academic Writing

Session link: <https://econ-ubbcluj-ro.zoom.us/j/82831926342>

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

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

MODERATOR: Adrian Ciupe

Moujane Abdeladim, Zahra El Aouri, Caddy Ayyad University, Marrakech, Morocco, *"AI for academic Writing: A blessing or a Burden for Moroccan University Students"*

Bani Koumachi, *The Impact of AI and Automated Writing Tools on Rhetorical Development: Shaping Students' Argumentative Writing*

Aicha Rahal, *AI-Writing Tools in an English as Medium of Instruction*

Nicoleta Manlup, Babes-Bolyai University, Romania, *Originality in Academic Writing – Revisiting Critical Thinking in the Age of AI*

Zaid Hassan, Sultan Moulay Slimane University, Morocco, *The Impact of ChatGPT on EFL Writing Proficiency: Attitudes, Satisfaction and Limitations*

PARALLEL SESSION 2 AI, Media and Translation

Session link:

<https://us02web.zoom.us/j/9087397182?pwd=TENMZ2ZnWThYTkFEVytmZGRTNEExGZz09>

(Back-up link: Main session link)

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

Moderator: Ioana Nan

Al-Jarf, Reima, King Saud University, Riyadh, Saudi Arabia, *Pronunciation Errors in Arabic YouTube Videos Narrated by AI*

Lalia BELABDI, Valladolid University, Spain, *AI-Generated Over Human-Produced Transcreated Advertisement*

Adrian Rexgren, Stockholms universitet/Institutionen för pedagogik och didaktik, *The Potential of Augmented Video Localisation Tools in The Foreign Language Classroom*

PARALLEL SESSION 3 AI Tools for Language Teaching

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

Password: 995807

(Back-up link: Main session link)

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

Moderator: Ana-Maria Hopârtean

Announi Inass, Ibn Tofail University, Morocco, *Exploring the Relationship between the Use of ChatGPT and University Students' Linguistic Argumentation: Syntax as a Case Study*

Corina Mariana Mitrulescu, Academy of Land Forces, Sibiu, Romania, *Gender Bias in AI Tools: Risks and Remedies in Teaching Literature in the EFL Classroom*

Hopârtean Ana Maria, Babes Bolyai University, Cluj-Napoca, Romania, *When AI Enters the Language Classroom: Understanding Learner and Teacher Anxiety*

PARALLEL SESSION 4 VARIA

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

(Back-up link: Main session link)

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

MODERATOR: Iuliu Rațiu

Iuliu Rațiu, Babes Bolyai University, Cluj-Napoca, Romania, *Nostalgia Branding on the Open Market*

Paula-Andreea Onofrei, "Alexandru Ioan Cuza" University Iasi, Romania, *The Language of Christian-Orthodox Love - Priest Constantin Necula*

Flavius Ghender, Aurel Vlaicu University of Arad, Romania, *'Sovereignism': The Concept That Challenges Liberal Democracies*

16.30 ROUND UP

Main session link

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

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

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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