



**The Department of British, American, and German Studies  
Faculty of Letters, University of Craiova  
in partnership with  
The Romanian Society for English and American Studies (RSEAS)  
The European Society for the Study of English (ESSE)  
announces**

**THE 4<sup>TH</sup> "TRANSLATION TIMES" INTERNATIONAL CONFERENCE  
to be held online on Google Meet on 5-6 December 2024**

### **CALL FOR PAPERS**

New forms of translation have emerged in the past decades, powered by a constellation of factors, which suggests an exciting evolution in how we communicate and transform language across mediums and cultures.

The remarkable progress in research on the automation of text and speech translation (machine translation, speech synthesis and recognition, articulation between image and text, evaluation metrics, etc.), grouped under the blanket term of Artificial Intelligence (AI), has broadened the scope of application of translation tools. These developments and the democratisation of neural machine translation invite us to rethink the operating methods and organisation of the professions linked to them (Froeliger, 2023: 3).

Among the newly emerged forms of translation, transcreation stands out as a complex phenomenon, whose "role in the translation field, the position it takes in the workflows of the advertising and marketing industries, and the different types of brief [...] in this professional context" (Carreira, 2020: 26) have to be investigated within interdisciplinary landscapes. Focusing on blending AI with transcreation, we can state that transcreation is able to create a more nuanced and emotionally resonant form of meaning transfer and transformation -bridging linguistic and cultural gaps as well as enhancing translators' empowerment and dynamics of trust.

In the light of all of the above, we invite the submission of individual abstracts, workshop/roundtable proposals that explore all aspects of this topic. Conference **sub-topics** and **sections**:

- ❖ Translation studies: vantage points
- ❖ AI and human translation
- ❖ Creative translation
- ❖ Translation and transcreation
- ❖ Collaborative translation
- ❖ Multimodal translation
- ❖ Localization
- ❖ Retranslation
- ❖ Translation in other disciplines
- ❖ Translation and technical writing, revision, and post-editing

#### **KEYNOTE SPEAKERS:**

**Prof. dr. Nicolas FROELIGER, Université Paris Cité, France, Co-head of ILTS UFR EILA, Vice-president of AFFUMT, Member of the EMT Council**

**Oliver CARREIRA, PhD, Independent Researcher, Spain**

**Prof. dr. hab. Attila IMRE, Sapientia Hungarian University of Cluj-Napoca, Romania**

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Prof. dr. hab. Antonia CRISTINOI BURSUC, Université Sorbonne Nouvelle, Paris, France

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Assoc. Prof. dr. Veronica PACHECO, Universidad Pablo de Olavide, Seville, Spain

Oliver Carreira, PhD, Independent Researcher, Spain

Prof. dr. hab. Mona ARHIRE, Transilvania University of Braşov, Romania

Prof. dr. hab. Onoriu COLĂCEL, "Ştefan cel Mare" University of Suceava, Romania

Prof. dr. hab. Daniel DEJICA, Politehnica University of Timișoara, Romania

Assoc. Prof. dr. Oana DUȚĂ, University of Craiova, Romania

Prof. dr. hab. Silvia FLOREA, "Lucian Blaga" University of Sibiu, Romania

Assoc. Prof. dr. Ana-Maria HERZAL, University of Craiova, Romania

Prof. dr. hab. Attila IMRE, Sapientia Hungarian University of Cluj-Napoca, Romania

Prof. dr. hab. Anca PĂUNESCU, University of Craiova, Romania

Prof. dr. hab. Dana PERCEC, West University of Timișoara, Romania

Assoc. Prof. dr. Anamaria PREDA, University of Craiova, Romania

Assoc. Prof. dr. Daria PROTOPOPESCU, University of Bucharest, Romania

Prof. dr. hab. Loredana PUNGĂ, West University of Timișoara, Romania

Prof. dr. Nadina VIȘAN, University of Bucharest, Romania

Prof. dr. hab. Titela VÎLCEANU, University of Craiova, Romania

#### **Organising committee:**

Prof. dr. hab. Titela VÎLCEANU, University of Craiova - Coordinator

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Junior Lecturer Georgiana REISS, University of Craiova

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Junior Lecturer Anca Monica STANCIU, University of Craiova

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Adriana DRAGOMIR (BARBU), University of Craiova, Doctoral Student

Nicoleta-Corina DRĂGOI (BRALOȘTIȚIANU), University of Craiova, Doctoral student

Andrei MOHANU, University of Craiova, Doctoral student

Mădălina- Gabriela VÂLCU, University of Craiova, Doctoral student

## CONFERENCE PROGRAMME

### THURSDAY, 5 DECEMBER

10.00-10.30 – Opening address

10.30-11.00 – Round table. *Researching Translation in Romania. From Vision to Action*

11.00-12.00 - Plenary lecture

Oliver CARREIRA, PhD, Independent Researcher, Spain, *Is Translation a Sustainable Activity? How Academia May Fight Against the Precarization of the Language Services Industry: The Case of Transcreation*

12.00-13.00 - Paper presentations

13.00-14.00 – Lunch break

14.00-15.00 - Plenary lecture

Prof. dr. Attila IMRE, Sapientia Hungarian University of Transylvania Cluj-Napoca, Romania, *Acronyms, machine translation and AI chatbots*

15.00-15.30 – Coffee break

15.30-17.00 - - Paper presentations

### FRIDAY, 6 DECEMBER

9.30-11.00 - Paper presentations

11.00-12.00 - Plenary lecture

Prof. dr. Nicolas FROELIGER, Université Paris Cité, France, Co-head of ILTS UFR EILA, Vice-president of AFFUMT, Member of the EMT Council, *Of Values in Translation – And What Artificial Intelligence is Doing to Them*

12.00-12.30 – Coffee break

12.30-13.30 – Paper presentations

13.30-14.30 – Lunch break

14.30-16.30 - Doctoral research workshops

16.30-17.00 - Conclusions

**THURSDAY, 5 DECEMBER**

**10.00-10.30 – Opening address,**  
Conference Channel 1's Personal Room  
<https://incesa.webex.com/meet/conference1>  
Access code: 163 034 3550

Associate Professor Anamaria PREDA, PhD – Dean, Faculty of Letters, University of Craiova  
Associate Professor Florentina ANGHEL, PhD – Vice-Dean, Faculty of Letters, University of Craiova

Associate Professor Oana DUȚĂ, PhD – Vice-Dean, Faculty of Letters, University of Craiova  
Associate Professor Claudia PISOSCHI, PhD – Head of Department of British-American and German Studies, Faculty of Letters, University of Craiova  
Prof. dr. hab. Titela VÎLCEANU, University of Craiova, RSEAS President, Conference Coordinator

**10.30-11.00 – Round table. *Researching Translation in Romania. From Vision to Action***  
Conference Channel 1's Personal Room  
<https://incesa.webex.com/meet/conference1>  
Access code: 163 034 3550

**PLENARY LECTURE**

**11.00-12.00, PLENARY LECTURE,**  
Conference Channel 1's Personal Room  
<https://incesa.webex.com/meet/conference1>  
Access code: 163 034 3550

**KEYNOTE SPEAKER: Oliver CARREIRA, PhD, Independent Researcher, Spain, *Is Translation a Sustainable Activity? How Academia May Fight Against the Precarization of the Language Services Industry: The Case of Transcreation***

**12.00-13.00 - PRESENTATIONS**

<b>AI AND HUMAN TRANSLATION,</b> Conference Channel 2's Personal Room <a href="https://incesa.webex.com/meet/conference2">https://incesa.webex.com/meet/conference2</a> Access code: 163 468 1428 <b>Moderator: Concepción Martín MARTÍN-MORA</b> <b>Session host: Mihai Robert RUSU</b>	<b>TRANSLATION AND TRANSCREATION,</b> Conference Channel 3's Personal Room <a href="https://incesa.webex.com/meet/conference3">https://incesa.webex.com/meet/conference3</a> Access code: 163 442 6336 <b>Moderator: Mona ARHIRE</b> <b>Session host: Georgiana REISS</b>
<i>Machine Translation in the Spanish - French - Spanish Classroom: Experiences, Expectations and Assumptions,</i> Concepción Martín MARTÍN-MORA, Pablo de Olavide University, Spain	<i>Style versus Cohesion: The Translation Compromise,</i> Mona ARHIRE, Transilvania University of Braşov, Romania
<i>AI and Human Translations: A Skillful Partnership?,</i> Andreea-Maria SĂRMAŞIU, Babeş-Bolyai University of Cluj-Napoca, Romania	<i>A Cultural Analysis of the Translation of the Foreign Novels into Romanian between 1990-2000,</i> Eva-Nicoleta BURDUŞEL, Lucian Blaga University of Sibiu, Romania
<i>Pros and Cons of Artificial Intelligence in Medical Translation,</i> Mihai Robert RUSU, University of Craiova, Romania	<i>Horizons of Arabic Literary Translation versus Literary Criticism,</i> Amina BOUKAIL, University of Jijel, Algeria

**13.00-14.00 – Lunch break**

**14.00-15.00 - PLENARY LECTURE,**  
**Conference Channel 1's Personal Room**  
<https://incesa.webex.com/meet/conference1>  
**Access code: 163 034 3550**

**KEYNOTE SPEAKER: Prof. dr. Attila IMRE, Sapientia Hungarian University of Transylvania Cluj-Napoca, Romania, *Acronyms, machine translation and AI chatbots***

**15.00-15.30 – Coffee break**

**15.30-17.00 – PRESENTATIONS**

<p><b>TRANSLATION IN OTHER DISCIPLINES,</b>          Conference Channel 2's Personal Room  <a href="https://incesa.webex.com/meet/conference2">https://incesa.webex.com/meet/conference2</a>          Access code: 163 468 1428  <b>Moderator: Daria PROTOPOPESCU</b>  <b>Session host: Alina REȘCEANU</b></p>	<p><b>MULTIMODAL TRANSLATION,</b>          Conference Channel 3's Personal Room  <a href="https://incesa.webex.com/meet/conference3">https://incesa.webex.com/meet/conference3</a>          Access code: 163 442 6336  <b>Moderator: Oana-Dana BALAȘ</b>  <b>Session host: Vlad PREDA</b></p>
<p><i>Genre- and Domain-Based Approaches to Specialised Translation</i>, Daniel DEJICA, Politehnica University Timisoara, Romania</p>	<p><i>Translation Studies in Students' Opinions</i>, Agnieszka KAŁUŻNA, University of Zielona Góra, Poland</p>
<p><i>Translation as a Tool for Inclusive Communication and Cross-Cultural Understanding</i>, Alina REȘCEANU, University of Craiova, Romania</p>	<p><i>Audio Describing Humour: the Fine Line Between Objectivity and Creativity</i>, María LÓPEZ RUBIO, Universitat de València, Spain</p>
<p><i>Translating and Interpreting for Social Inclusion</i>, Simona ȘIMON, Politehnica University of Timișoara, Romania</p>	<p><i>"The Superhero in the Alley": Automatic Subtitling as the Villain?</i>, Oana-Dana BALAȘ, University of Bucharest, Romania</p>
<p><i>Legal Transplants, Translation and the Encounter between Legal Cultures</i>, Simina BADEA, University of Craiova, Romania</p>	<p><i>Recontextualizing Romanian Folktales: A Multimodal Analysis of Youth without Old Age and Life without Death</i>, Gabriel Dan BĂRBULEȚ; Andra-Iulia URSA, 1 Decembrie 1918 University of Alba Iulia, Romania</p>

**FRIDAY, 6 DECEMBER**

**9.30-11.00 - presentations**

<p><b>CREATIVE TRANSLATION,</b>          Conference Channel 2's Personal Room  <a href="https://incesa.webex.com/meet/conference2">https://incesa.webex.com/meet/conference2</a>          Access code: 163 468 1428  <b>Moderator: Eva-Nicoleta BURDUȘEL</b>  <b>Session host: Ana-Maria HERZAL</b></p>	<p><b>TRANSLATION AND TRANSMEDIATION,</b>          Conference Channel 3's Personal Room  <a href="https://incesa.webex.com/meet/conference3">https://incesa.webex.com/meet/conference3</a>          Access code: 163 442 6336  <b>Moderator: Eleonora SASSO</b>  <b>Session host: Georgiana-Elena DILĂ</b></p>
<p><i>Castles and Howls, Romanian Translations of Diana Wynne Jones' Howl's "Moving Castle"</i>, Anda DIMITRIU, University of Bucharest, Romania</p>	<p><i>The Parable of a Robot Saving Humanity: Dubbing and Subtitling Robot Voices in "Wall-E"</i>, Eleonora SASSO, "G. d'Annunzio" University of Chieti-Pescara, Italy</p>
<p><i>A Cognitive Linguistic Approach to the Translation of English Mouth Idioms</i>, Ana-Maria HERZAL, Georgiana REISS, University of Craiova, Romania</p>	<p><i>Translating Humour, Culture and Taboos in Audiovisual Products: The Case of Inside Job</i>, Giulia MAGAZZÙ, Tor Vergata University of Rome, Italy</p>
<p><i>Exploring the Romanian Translation of "Behind Her Eyes" by Sarah Pinborough: Creative Approaches and Linguistic Challenges</i>, Mihaela GAVRILĂ, University of Craiova, Romania</p>	<p><i>Multimodal Adaptations: The Translation of "A Streetcar Named Desire" from Stage to Screen</i> Georgiana-Elena DILĂ, University of Craiova, Romania</p>

'Sophisticated God, I'm sophisticated!': F. Scott Fitzgerald's *The Great Gatsby* in Two Romanian Translations, Lorena-Clara MIHĂEȘ, University of Bucharest, Romania

### 11.00-12.00 - PLENARY LECTURE,

Conference Channel 1's Personal Room

<https://incesa.webex.com/meet/conference1>

Access code: 163 034 3550

**KEYNOTE SPEAKER: Prof. dr. Nicolas FROELIGER, Université Paris Cité, France, Co-head of ILTS UFR EILA, Vice-president of AFFUMT, Member of the EMT Council, *Of Values in Translation – And What Artificial Intelligence is Doing to Them***

### 12.00-12.30 – Coffee break

### 12.30-13.30 – Presentations

<p><b>LEVERAGING TRANSLATION,</b> Conference Channel 2's Personal Room <a href="https://incesa.webex.com/meet/conference2">https://incesa.webex.com/meet/conference2</a> Access code: 163 468 1428 <b>Moderator: Simona ȘIMON</b> <b>Session host: Titela VÎLCEANU</b></p>	<p><b>RETRANSLATION,</b> Conference Channel 3's Personal Room <a href="https://incesa.webex.com/meet/conference3">https://incesa.webex.com/meet/conference3</a> Access code: 163 442 6336 <b>Moderator: Nadina VIȘAN</b> <b>Session host: Mihaela GAVRILĂ</b></p>
<p><i>Exploring AI's Potential in Moroccan Linguistic Heritage: Translating Moroccan Ancient Proverbs for Global Understanding</i>, Karima BOUZIANE, Abdelkrim CHIRIG, Chouaib Doukkali University, Morocco</p>	<p><i>Notes on the Retranslation of Familiar Expressions</i>, Nadina VIȘAN, University of Bucharest, Romania</p>
<p><i>Legal Translation Challenges: Translating Judgments in the AI Era</i>, Loredana PUNGĂ, Denisa UNGUREAN-MITROI, West University of Timișoara, Romania</p>	<p><i>Misdirection in the Retranslation of Agatha Christie's "Mrs. McGinty's Dead"</i>, Daria PROTOPODESCU</p>
<p>Understanding and Resourcing Literary Translation via Paratexts, Titela VÎLCEANU, University of Craiova, Romania</p>	<p><i>So... How Many Times Has "Dracula" Been Translated into Romanian? Insights into Two Lesser-Known Renditions</i>, Anca Simina MARTIN, Lucian Blaga University of Sibiu, Romania</p>

### 13.30-14.30 – Lunch break

### 14.30-16.30 - Doctoral research workshops

<p><b>TRANSLATION IN OTHER DISCIPLINES,</b> Conference Channel 2's Personal Room <a href="https://incesa.webex.com/meet/conference2">https://incesa.webex.com/meet/conference2</a> Access code: 163 468 1428 <b>Moderator: Loredana PUNGĂ</b> <b>Session host: Andra-Simona DIACONU</b></p>	<p><b>TRANSLATION STUDIES: VANTAGE POINTS,</b> Conference Channel 3's Personal Room <a href="https://incesa.webex.com/meet/conference3">https://incesa.webex.com/meet/conference3</a> Access code: 163 442 6336 <b>Moderator: Daniel DEJICA</b> <b>Session host: Andrei MOHANU</b></p>
<p><i>The Cognitive Linguistics of Metaphor Reconceptualization and Translation in Multilingual Narratives</i> Mihaela DAMIAN, Transilvania University of Brașov, Romania</p>	<p><i>Friends or Foes - Machine Translation and Translators</i>, Łukasz DZIEMIANKO, University of Zielona Góra, Poland</p>
<p><i>Translation Difficulties – Japanese Titles in English</i>, Andrea PUTNOKY, West University of Timișoara, Romania</p>	<p><i>Reimagining Education: Navigating the Future of Learning in a Transhumanist World</i>, Alina Ioana MORAR, West University of Timișoara, Romania</p>

<i>Meeting the Language of Conflict and War Cross-Linguistically</i> , Nicoleta-Corina DRĂGOI (BRALOȘTIȚIANU), University of Craiova, Romania	<i>Machine vs Human Translation: Navigating Their Evolving Roles in the Age of AI</i> , Andrei MOHANU, University of Craiova, Romania
<i>Cultural Appropriation in the Western World: A Systematic Review</i> , Nada TKA, Transilvania University of Brașov	<i>Retranslating Popular Culture: "Harry Potter"</i> , Sarah MALEKSHAHIAN, West University of Timisoara, Romania
<i>Translation Across Disciplines: Comparative Approaches and Religious Semantics</i> , Crisanda Georgia FĂGĂDAR, University of Craiova, Romania	<i>Edgar Allan Poe's Reception in Romanian: Between Translation and Retranslation</i> , Mădălina Gabriela VÂLCU, University of Craiova, Romania
<i>Exploring the Nature and Role of Polysemy in Legal Language and Translation</i> , Andra-Simona DIACONU, University of Craiova, Romania	<i>Linking Descriptive Translation Studies and Literary Pragmatics</i> , Adriana DRAGOMIR (BARBU), University of Craiova, Romania
<i>EU English in the Brexit context</i> , Teodora FLORICĂ (DRAGOTĂ), University of Craiova, Romania	

**16.30-17.00 – Conclusions,**  
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