

## UNITA

### Blended Intensive Programme:

### CROSSING LINGUISTIC BORDERS – TRANSLATING IN UNITED EUROPE

#### Organizing Board

**Host university:** West University of Timișoara, Romania

coordinator

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## AGENDA

### March 24:

- **Opening address – 9.00 – (164)**
- **European Institutions – 9.40 – 11.10 (207)**

The course aims at raising the students' awareness with regard to the concept of European citizenship. The students will be involved in activities focused on the implications of this concept for their everyday life.

**Workshop delivered by Associate Professor Mihaela Cozma, PhD, West University of Timișoara**

- **Pedagogical Translation – 14.40 – 16.10 (248)**

The application of translation in the classes of the second language has been subject of debate. since the perspective of the second language learning changed to a more communicative one. Nonetheless, it is now living a revival, because research has shown its benefits. In this workshop students will be presented with a brief theoretical introduction and, then, they will put the theory into practice by deciding which language items can be best taught by means of translation and by creating translation activities with didactic purposes.

**Workshop delivered by Junior Lecturer Edurne Goñi-Alsúa, Public University of Navarre**

- **SDL Trados workshop – 16.20 – 18.00 (206)**

The importance of CAT tools in the translation process will be discussed. The students will learn how to create a translation memory and use it in translating from English into their native language. They will learn to compare the percentage of the concordancy match when using the translation memory.

**Workshop delivered by Lecturer Adrian Cîntar, the West University of Timișoara**

### March 25:

- **Legal Translation- 9.40- 11.10 (164)**

Legal translation is among the varieties of translations where the translator is subject to the heaviest constraints at all levels, from the macro-structure of texts, to paragraphs, sentences and phrases, with resort to standardised forms, most often uncommon in the general translation practice.

The activities concerning legal translation will focus on the disparity between the Anglo-American system and the systems in place in the so-called 'civil law' countries and on the nature of legal language in translating law.

**Workshop delivered by Associate Professor Luminița Frențiu, PhD, West University of Timișoara**

- **Quality Assessment in Legal Translation – 14.40- 16.10 (164)**

Identifying the synonymy of legal terms using an original Quality Assessment tool and grading the overall quality of translated legal documents in pairs of languages which are rooted in both Civil Law traditions and Common Law.

**Workshop delivered by Denisa Ungurean, PhD, West University of Timișoara**

- **Skirting round Intercultural Snags in Translations from English- 16.20- 18.00 (164)**

The workshop takes in a theoretical lead-in referring to a few intervening concepts and is followed by a series of relevant paragraphs in English that will be translated into the students' native languages and commented upon by them from the point of view of the snags' types. In order for one to skirt round

these cultural snags, one needs to show a deep understanding of both the source and target cultures, as well as creativity and innovativeness in getting meanings across accurately and efficiently. Some of the main issues translators might encounter, such as idiomatic expressions, humor, politeness and formality, taboos and sensitivities, religious and spiritual references, etc.

**Workshop delivered by Associate Professor Sorin Ciutacu**

**March 26:**

➤ **You have a voice in audiovisual translation- 9.00- 10.30 (A01)**

The activities will focus on oral modes of audiovisual translation, such as dubbing and audio description. The source language will be English, and the participants will transfer the messages into their native language, using dedicated software and following specific guidelines.

**Workshop delivered by Associate Professor Eliza Filimon, PhD, West University of Timișoara**

➤ **Conference interpreting- 10.40- 12.10 (A01)**

The introduction to interpreting offers key points on interpretation without notes. Prompts that help the translator remember the speech will be touched upon (including the narrative, the visual, the structural and the logical prompt). Interpretation practice will be based on general discourse as well as on samples of European Union discourse, understood in broad terms.

**Workshop delivered by Professor Habil. Loredana Pungă, PhD, West University of Timișoara**

➤ **Kissing Through a Handkerchief – 14.20 – 16.00 (A01)**

John Eliot asks the question, do dogs speak? And other questions. Whether he provides any answers will be the judgement of the listener. One correct statement he can make is, *In the beginning was breath and the breath became word.*

**Workshops delivered by poet and editor John Eliot**

➤ **book launch – Cross-Currents - Curențe la răscruce 3 – 16.20 – 18 (A01)**

**coordinated by Associate Professor Eliza Filimon, PhD, West University of Timișoara**

**March 27:**

➤ **Didactic Audiovisual Translation – 9.00 10.30 (164)**

Didactic Audiovisual Translation (DAT) is the application or use of the different modes of Audiovisual Translation (AVT), subtitling, dubbing, audio description or voice-over, with didactic purposes in the teaching of the second language. In this workshop, students will be presented with the main features of the modes, a brief explanation of the TRADILEX Project and will have to carry out and create some didactic activities to teach English by means of AVT.

**Workshop delivered by Junior Lecturer Eurne Goñi-Alsúa, Public University of Navarre.**

➤ **Human vs. Automated Subtitles- 10.40 – 12.10 (164)**

The lecture-and-workshop experience aims at stimulating debate over the advantages and disadvantages of human and automated subtitles, where the latter are viewed as a product of a consumerist translation market which seems to sacrifice quality to practicality, to challenge the familiar coordinates of ethics, best practices, and the translator's status. On stimulating awareness of the limitations of AI and/or human

subtitles, students will be invited to post-edit AI subtitles, identifying and analysing the typology of problematic issues spotted in a selection of subtitles.

**Workshop delivered by Associate Professor Cristina Nicolae, UMFST „George Emil Palade”, Târgu Mureș**

➤ **Acronyms as the tiniest bits of subtitling challenges – 14.30 – 16.00 (164)**

A number of researchers highlight the fact that the use of acronyms has grown substantially over the past decades in all sorts of texts. We are interested in acronyms spotted in subtitles, as they are considered to be culturemes that typically cause translation issues. A brief presentation of their types reveals their problematic nature, and we will focus on various strategies subtitlers seemed to rely on while trying to render them.

**Workshop delivered by Professor Attila Imre, Sapientia University of Târgu Mureș**

➤ **No Budget? No Problem! DIY Lighting Magic for Headshots & Interviews – 16.20 – 18.00 (206)**

Think you need expensive gear to create stunning headshots and interviews? Think again! In this hands-on workshop, we'll explore harnessing natural light from windows, inexpensive lights, and a few budget-friendly tools to craft professional-looking images. Learn simple tricks to shape and enhance light, make your subjects look their best, and achieve cinematic results without breaking the bank. Whether you're a photographer, filmmaker, or content creator, you'll leave with practical techniques to turn any space into a well-lit studio.

**Workshop delivered by cinematographer and filmmaker Matthew Myers, Fulbright scholar 2024/25 Babeș-Bolyai University of Cluj-Napoca**

**March 28:**

➤ **The European Students' Symposium 'Wise Choices in Audiovisual Translation', 2<sup>nd</sup> edition 9.00 – 18.00 - ICAM, Str. Oituz no. 4, Timișoara**

Academic teams will share the results of collaborative projects carried out throughout the semester on localizing the short film *The Script* (dir. Aleksandra Kardalevska), and discuss the challenges of audiovisual translation from English into their native language.

- Coordinator: Eliza Filimon (WUT)

➤ **Online Q & A with Aleksandra Kardalevska**, director of the short film *The Script*, winner of honorific mention in Fantasmagoría - Festival de Cine Fantástico y de Terror de Medellín 2023, Jury prize for Best Screenplay in AsterFest International Film Festival 2023, Jury prize Special Mention in Bakunawa Festival 2023, Special Mention for Best International Short Film in Cinelibri International Book and Movie Festival 2023, Best Screenplay in Balkan New Film Festival 2023, The Gjorgji Abadziev Award for Best Screenplay in AsterFest 2023, Best Independent Short Award AUDIENCE FAVOURITES AWARD in Festival of Fantastic Films UK 2023, and Best Short Fantasy in The Galactic Imaginarium Film Festival 2023.

➤ **The New Frontiers of Media Localisation**

The rising demand for multimedia content among global audiences, driven by the proliferation of digital platforms and streaming services, has created a need for effective translation solutions that address diverse linguistic and cultural requirements. While technology has long been integral to audiovisual translation (AVT)—encompassing subtitling, dubbing, and accessibility services—recent advancements

in artificial intelligence (AI) are beginning to transform traditional AVT workflows. In this presentation, I will explore the latest developments shaping the field of AVT, with a particular focus on the challenges posed by translating less commonly used languages. I will also delve into innovative AI-driven solutions that are revolutionizing media localisation practices.

**Keynote delivered **online** by Professor Jorge Díaz-Cintas, Centre for Translation Studies (CenTraS), University College London**

➤ **How to Interpret Films and Series: Focusing on Visual Details**

The activity presents students with some of the key formal and analytical elements that they may consider when reading films and series. The workshop will introduce students to a range of theoretical tools that can be used to make sense of audiovisual texts. Students will apply those tools to a selection of case studies. Elements that students will be asked to consider include: mise-en-scène, performance, and point of view. Students will also be invited to reflect about the relationship between the use of language and speech and visual details in specific examples.

**Workshop delivered by Associate Professor Pablo Gómez Muñoz, Universidad de Zaragoza**



ACADEMICS



**Jorge DÍAZ-CINTAS** is Professor of Translation Studies and founding director (2013-2016) of the Centre for Translation Studies (CenTraS) at University College London. He is the author of numerous articles, special issues and books on audiovisual translation, including *Subtitling: Concepts and Practices* (with Aline Remael, 2021). A pioneer in audiovisual translation, Jorge has trained translators-to-be across six continents.

Director (2010-2019) and president (2002-2010) of the European Association for Studies in Screen Translation, he has offered consultancy services on subtitling and voiceover to the European Parliament, Directorate-General for Translation, European Parliament, the European Commission, OOONA, Deluxe and Netflix, among others. Jorge is the Chief Editor of the *New Trends in Translation Studies* series and the recipient of the Jan Ivarsson Award (ESIST, 2014) and the Xènia Martínez Award (ATRAE, 2015) for invaluable services to the field of audiovisual translation.



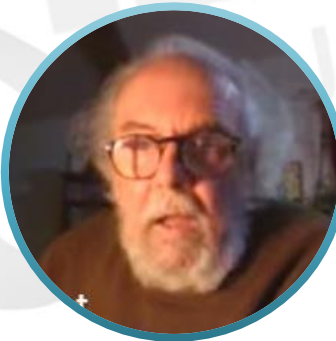
**Matt MYERS** is an award-winning filmmaker, writer, and educator. A three-time Fulbright Scholar, Myers is currently based at Babeș-Bolyai University for the 2025-2026 academic year. With experience as an educator and administrator in the U.S., England, Jordan, Dubai, China, and Romania, Matt Myers brings a global perspective to his filmmaking work.



**Pablo GÓMEZ-MUÑOZ** is Associate Professor of English and Film at University of Zaragoza (Spain). His book *Science Fiction Cinema in the Twenty-First Century: Transnational Futures, Cosmopolitan Concerns* (Routledge, 2023) has received book awards from ESSE (European Society for the Study of English) and AEDEAN (Spanish Association of Anglo-American Studies). His research interests include transnational cinema, science fiction, space, and precarity. He is a member of the research project “From Social Space to Cinematic Space: Mise-en-Scènes of the Transnational in Contemporary Cinema.” He is also the Book Reviews Editor at *Film Journal*.



**Edurne GOÑI-ALSÚA** has a degree in English Philology (Deusto University), a degree in Hispanic Philology (UNED) and a PhD (University of the Basque Country) and she is Assistant teacher in UNIR (2017-2020) in the degrees of Infants Education, Primary Education, Politics and Public Administration and in the Masters of Secondary Education, Educational Technology Digital Competences, English as Second Language. Investigation Group: ENTELEARN (ENglish, TEchnologies, and LEARNing). Her more recent field of investigation is Didactic Audiovisual Translation, field in which audio description, audio description for hearing impaired people, subtitling, voice-over and dubbing are incorporated in the L2 classes. She has presented academic papers in international conferences, and published some articles, as well. Currently she is introducing Didactic Audio visual Translation in UPNA as a field of research.



**John ELIOT** has published four collections of poetry with Mosaïque press *Ssh!*, *Don't Go, Turn on the Dark*, and *Canzoni del Venerdì Sera*, a translation of his work into Italian. John is now poetry Editor for Mosaïque Press, and with Italian, Romanian and Hungarian universities, he is editing poetry translation anthologies.



**Aleksandra KARDALEVSKA** is theater and film director from North Macedonia. After her long-term experience in theater, in 2021 she obtained a Ph.D. degree from the Department of TV and Cinema at Istanbul University. Aleksandra Kardalevska is the director of the short films "The Woman in Purple" (2017), "The Script" (2023) and "Frame of Mind" (2024).



**Attila IMRE**, PhD, phil. hab., is Professor in translation studies at Sapiientia Hungarian University of Transylvania, Cluj-Napoca, Romania, Department of Applied Linguistics. His research interests range from American culture and civilization to cognitive linguistics, English morphology and syntax, all combined and embedded in translation studies, mostly translation technology, terminology and audiovisual translations. At present, he is busy with creating and analyzing terminology databases of acronyms found in various TV series and online press, focusing on acronyms and initialisms. He has published several books, most recently *A Logical English Grammar* (2019) and *An Introduction to Translator Studies* (2020). E-mail: [attilaimre@ms.sapientia.ro](mailto:attilaimre@ms.sapientia.ro)



**Cristina NICOLAE** is Associate Professor at *G. E. Palade* University of Medicine, Pharmacy, Science, and Technology of Targu Mures, Romania. Her research focuses on British and American literature (special emphasis on the architecture of identity), translation studies (with a focus on audiovisual translation and literary translation). She holds a BA in English and Romanian Language and Literature, an MA in Anglo-American Studies, and a PhD in Philology. She has authored one book, co-edited several volumes and published articles, reviews, book chapters on her areas of interest and research, to which she adds three translated novels (EN-RO). She is a member of national and international professional associations and has been a team member in several national and international projects. She is the project manager of AVTIA (Audiovisual Translation for Accessibility and Inclusion), a TED language supervisor/manager for the Romanian language, the institutional coordinator for an academic terminology collaboration with DG TRAD-TermCoord of the European Parliament, organizer of a translation contest for university students and one for pre-university students, as well as organizer of over 50 academic workshops.



**Loredana PUNGĂ** is Professor of linguistics and translation studies in the Department of Foreign Languages and Literatures, Faculty of Letters, History, Philosophy and Theology of the West University of Timișoara, Romania. With more than 25 years of expertise in these fields, she has published over 60 articles, books and book chapters both in her country and abroad, she has given presentations in international conferences and has been manager or team member of research projects. Professor Pungă has been a PhD coordinator in the field of Philology since 2016.





**Sorin CIUTACU** earned his combined honours in English and Latin Philology and his PhD in English Semantics and Philosophy at University of Bucharest, Romania. Between 2011 and 2016 he was Associate Professor of English Linguistics at King Khalid University, Abha, Kingdom of Saudi Arabia, and sat on sundry research boards and journal editorial boards. Dr Sorin Ciutacu is currently Associate Professor of English & Germanic Studies and Cultural History at the West University of Timisoara, Romania. In 2018 he was granted the Professor Bologna award. Dr Sorin Ciutacu has published around 60 papers and studies and has authored and co-authored several books. His most recent book is: "Causality and Semantics" and he is currently working on three other books called: "Anglo-Saxon Attitudes. An Intellectual History of Purism in England", "From Local to Global English. A Cultural History of English" and "Introduction to Germanic Studies".



**Mihaela COZMA** is PhD Associate Professor in the Department of Foreign Languages and Literatures at the West University of Timișoara, Romania. Her areas of expertise are translation studies, applied linguistics and English morphology. She holds a doctoral degree awarded by the university where she currently teaches. She is the author of books like *Translating Legal-Administrative Discourse: the UE Legislation* (2006), *English Grammar For Practical Purposes* (2014) and *A Practical Approach to Translating EU Legislation* (2024). In addition to books, Mihaela Cozma has published, both in Romania and abroad, a wide articles, scientific papers and book chapters that address issues such as translation norms, the competence of the translator, the evaluation of translations, discourse analysis for translation purposes.



**Eliza Claudia FILIMON**, Director of the MA Programme 'The Theory and Practice of Translation' of WUT, Romania, is PhD Associate Professor at the English Department. She was awarded the Professor Bologna title in 2018. She is a member of the European Film Academy, a Board member of the PETRA-E European Association for the Training of Literary Translators, and the organizer of *Shades of Meaning* translation contest for students, and *Wise Choices in Audiovisual Translation* European Symposium. Eliza has translated award-winning prose and poetry and has won a poetry translation scholarship for translating five poems by the Romanian national poet Mihai Eminescu from Romanian into English, Dutch, and Spanish. A member of the Steering Committee of the European Parliament terminology unit DG TRAD-Term Coord- YOURTERM (2021-2022), Eliza supervised several terminology translation projects in audiovisual and literary translation. She is the initiator of an academic project, '*Freeze-Frame – West University of Timișoara in Dialogue with the Reel World*,' which facilitates interaction between representatives of the film industry and the WUT community. Eliza Filimon is a Festival de Cannes accredited professional, and the ProZ Pro Bono Ambassador to Romania.



**Luminița FRENȚIU** is Associate professor in Legal Translation and Discourse Analysis at the English Department of the West University of Timișoara. She holds a PhD in General Linguistics and previously served as the Director of Studies for the MA program 'The Theory and Practice of Translation' at Timișoara University. Since its inception in 1990, she has coordinated the British and American Studies International Conference. Additionally, she is the editor of the Romanian Journal of English Studies and has authored, edited, or co-edited over 16 books and more than 60 papers in her field of expertise.



**Adrian CÎNTAR** is Ph.D. Lecturer and researcher in Archaeology-related computer applications at the Faculty of Letters, History, Philosophy and Theology of the West University of Timisoara. His main interests are interdisciplinary approaches to teaching and research. He studied History and English for the BA program, then Applied Informatics for the MA program and the Ph.D. paper focused on IT Graphics, GIS and Topography applications in Archaeology. He is trained in GIS by ESRI in USA. He has a mixed position at the WUT, teaching text editing, databases, introduction to Terminology, computer applied translation using SDL Trados and Ancient Roman Institutions. He is also the webdesigner of numerous websites for projects and institutions.



**Denisa Ungurean-Mitroi** is a dedicated scholar with a solid academic background, holding bachelor's degrees in both Law and Modern Applied Languages from the West University of Timișoara, Romania. With a profound interest in the intersection of language and law, she pursued a PhD in philology, specializing in legal linguistics. Her doctoral research focused on the challenges of legal translation and the development of quality assessment methodologies in legal translation studies.