WEST UNIVERSITY OF TIMIȘOARA
FACULTY OF LETTERS, HISTORY, PHILOSOPHY AND THEOLOGY DEPARTMENT OF MODERN LANGUAGES AND LITERATURES

The Second Edition of "The Semiotics of Gender" Conference

28-29 MAY 2026

Organised by the Interdisciplinary Centre for Gender Studies (CISG).
West University of Timișoara, Romania

“The Semiotics of Gender”
28-29 May 2026

Day I. 28.05.2026

8:30-9:00 Registration (Room 164)

9:00-9:30 - Official Address (Room 164)

Prof. Dr. Dana PERCEC, Dean of the Faculty of Letters, History, Philosophy and Theology

Lect. Univ. Dr. Gabriela ȘANDOR, Head of the Department of Modern Languages and Literatures

Conf. Univ. Dr. Mihaela COZMA, Head of the English Department

Conf. Univ. Dr. Irina Diana MĂDROANE, Director of the *Interdisciplinary Centre for Gender Studies*

Lect. Univ. Dr. Valentina MUREȘAN, Member of the *Interdisciplinary Centre for Gender Studies*

Asist. Dr. Raluca-Andreea PETRUȘ, Conference Director and Coordinator

Thursday, 9:30–10:30 - Presentations. Session I (Rooms 164, 207, and 248)
Thursday, 10:30–11:00 – Coffee Break
Thursday, 11:00-12:20 - Presentations. Session II (Rooms 164 and 207)
Thursday, 12:20-12:40 – Coffee Break
Thursday, 12:40 – 14:00 - Presentations. Session III (Rooms 164 and 207)
Thursday, 14:00 – Closing remarks and Prize Draw

Day II. 29.05.2026 (online presentations)

Friday, 9:00 – 10:30 – Presentations. Session I
Friday, 11:00 – 12:20 – Presentations. Session II
Friday, 13:00-14:00 – Presentations. Session III
Friday. 14:00-15:00 – Presentations. Session IV.
Friday, 15:00 – Closing remarks

Day I. Thursday, 9:30–10:30 - Presentations. Session I

Session I. Gender and Language: Social Phenomena, Media, and Video Games		
Room 164	**Room 207**	**Room 248**
Moderator: Andrada PALADE	**Moderator: Raul DUMUȘLĂUAN**	**Moderator: Ana VASI**
Daniela CENUȘĂ Gendered Language in Job Advertisements: A Linguistic Analysis	**Alexandru-Daniel BONTILĂ** Redefining Masculinity in Post-#MeToo Advertising: A Multimodal Analysis of Gillette's "The Best Men Can Be" and "First Shave: The Story of Samson"	**Luiza-Maria HRIȚAC** Digital Masculinity Crisis: The Harmful Influence of Red Pill Content
David-Ciprian CEPOI-MEȘTER Gendered Marketing in Book Covers	**Tina ȚURCANU** Performing Power: A Gendered Analysis of Masculinity and Authority in Barack Obama's 2008 Victory Speech	**Jasmin TABARCEA** Digital Femininity: Analyzing Gender Stereotypes and Identity Construction in Modern Social Media Discursive Practices
Ioana-Paula PINTEA "I'm just a girl" - The Infantilisation of Womanhood	**Andrei-Cătălin DECA** Female Empowerment: Madonna's Impact on the Music Industry	**Raul Patrik NEGARIU** The Portrayal of Women in Video Games
Andrada PALADE Gender and Discrimination: A Focus on The Pink Tax	**Raul-Ionuț DUMUȘLĂUAN** Narratives of Breakdown: The Making of Britney Spears as a 'Mad' Woman in Popular Culture	**Ana VASI** Storytelling Through Symbolism and Environment in "Alice: Madness Returns"
Casian-Ștefan TRETA An Analysis of Derogatory Gendered Language in Lyrics by American Male Rap Artists of the 2000s: Hegemonic Masculinity & Explicit Misogyny	**Damir-Patrik FRANA** Becoming "The Man": Taylor Swift's Representations of Gender Roles	**Casian-Alexandru HOFFMANN** The Semiotics of Gender in Digital Play

10:30 – 11:00 - Coffee Break

Day I. Thursday, 11:00 – 12:20 - Presentations. Session II

Session II. Intersections: Words and Images	
Room 164	**Room 207**
Moderator: **Anamaria Silvia COSTANIUC**	**Moderator:** **Daria DRAGOMIR**
Anamaria Silvia COSTANIUC The Female Experience of War in Hayao Miyazaki's "Princess Mononoke": A Semiotic Study of Gender in War	**Endre-János KISS** A Fistful of Dudes: Hegemonic Masculinity and the Cowboy
Paula-Alexandra OLĂRESC Good or Bad Witches? From the Salem Witch Trials to Kiki's Delivery Service	**Delia PĂUN** The Female Gaze and Perceived Beauty in the Film "Frankenstein"
Gabriela-Cristina MUNTEAN Unholy Nature: Women, Wilderness, and Power in "The Witch"	**Emanuela HUȚUȚUC** The Difficulties of Being a Woman: A Focus on "Tootsie"
Erica-Alessandra ROMANIC Misogyny and Gendered Violence in "Dusk Maiden of Amnesia"	**Sebastian-Gabriel SAUCIUC** Toxic Masculinity in "Scarface" (1983)
Zlata BOGACH The Semiotic Evolution of Romance Anime: Transformations of Gender Codes from Traditional Narratives of 2000–2015 to Queer-Sensitive Representations in Contemporary Titles.	**Tiana-Patricia MOMIR** Misogyny in the Film Industry
Amalia Carmela BORDIANU Gendered Perceptions: Femininity and Intellectual Bias in "Legally Blonde"	**Daria-Ioana DRAGOMIR** The Deconstruction of "Hysteria": A Gender Study Approach to Pedro Almodovar's Typology of Women in the Movie "Women on the Verge of a Nervous Breakdown"
Irene Antonia FILIP The Representation of Women in "Bridgerton": A Semiotic Analysis of Gender Expectations	**Daria SURUGIU** "Imagine Me and You" - The Pressure of Marriage in 2000's Rom-coms

12:20-12:40 – Coffee Break

Day I. Thursday. 12:40 – 14:00 Presentations. Session III

Session III. Gender and Literature	
Room 164	**Room 207**
Moderators: **Anamaria Raluca LADOR** **&** **Roberta VLĂDUȚOIU**	**Moderator:** **Daria-Ioana DRAGOMIR** **&** **Paula DRĂGULESCU**
Anamaria Raluca LADOR The Gender Difference and the Power of Women in William Shakespeare's Plays: "Romeo and Juliet" and "Macbeth"	**Andreea Jasmine TURTUREA** The Politics of Deconsideration: Gender and Miss Marple's Epistemic Authority
Antonia-Maria HOLLO Jane Austen's "Pride and Prejudice": Elizabeth Bennet as The Rebel of Her Time	**Cristiana-Maria TĂTAR** Bounds of the Past: The Rejection of the Second Mrs. de Winter in Daphne du Maurier's *Rebecca*
Alexandra-Ioana NEGREA Subverting the "Male Gaze" in *Death in Venice* by Thomas Mann	**Paula DRĂGULESCU** Between Visibility and Shame: A Semiotic Approach to Gender in James Baldwin's "Giovanni's Room"
Alexandra-Chris STĂNESCU Female Identity in Yosano Akiko's "Tangled Hair"	**Dariana SÂRCA** The Legend of the Black Abuser and Black Masculinity in James Baldwin's Fiction
Daniel-Sorin BURUIAN Shifting Female Identity through the Lens of Collective Memory in Margaret Atwood's "The Handmaid's Tale"	**Daria ROMAN** The Harem Within: Semiotic Performativity of Gendered Selves in Elif Shafak's "Black Milk"
Mihai Alexandru MICU Beyond the Shroud: Penelope's Voice and the Deconstruction of the Homeric Myth in Margaret Atwood's "The Penelopiad"	**Mara-Cristiana MOLDVAI** A Physical Archive of Feminine Trauma: Gendered Surveillance and Somatic Rebellion in Gillian Flynn's "Sharp Objects"

14:00. Day I Closing Remarks & Prize Draw (Room 164)

Day II. 29.05.2026. Friday. 9:00-10:30 – Presentations. Session I

Session I. https://meet.google.com/ewp-oqqn-xct
Roxana LĂZĂRESCU Analyzing Gender Within the European Union
Doru Vasile FLOARE Gender Roles in Early 20th Century Literature
Andreea TRIF A Comparative Study of Gender Discourse in Romanian Translations of "The Yellow Wallpaper"
Cristin HACICHIAN Gender Translation in the Romanian Version of Kate Chopin's "The Awakening"
Ioana-Patricia VIȘAN Translating Poetry. A Comparison Between Two English Translations of the Romanian Poem "Floare Albastră"
Eduard STAN Translation & Gender in Virginia Woolf's "Orlando": A Comparative Study between English and Romanian
Mihai Andrei CÎRCU The Translation of Author Coinages in Margaret Atwood's *The Handmaid's Tale*
Andreea DINU Re-writing Marginalisation in the Romanian Translation of Arundhati Roy's "The God of Small Things": An Analysis of Linguistic Shifts in The Portrayal of the "Unsafe" Woman
Ioana-Maria FRENȚESCU Translating Gendered Dynamics Between Hermione Granger and Ron Weasley in the Romanian Version of "Harry Potter and the Philosopher's Stone"

Day II. 29.05.2026. Friday. 11:00-12:20. Presentations. Session II.

Session II. https://meet.google.com/ewp-oqqn-xct
Traian-Ovidiu GHERGHINUȚĂ The (Mis)Representation of Women in the Video Game "Grand Theft Auto: San Andreas"
Maria Natalia CUZA Lindsay's Portrayal as the "Dumb Blonde" in the Romanian Dub of "Total Drama Island"
Denisa BULZA Gender Roles and Translation in "The Devil Wears Prada": A Comparative Analysis of the English Dialogue and Romanian Subtitles
Bianca-Iulia BRĂȘTIN The Impact of Gender Roles in Audiovisual Translation of Animated Movies. Dubbed Version vs. Subtitled Version of **"**Zootopia**"**
Alexia-Mirabela PETRUȘEA Translation Challenges and Gender Representation in "The BFG": A Comparative Analysis
Andrei BALOGH Femininity vs. Tomboy: The Difference in Speech Between Characters in AdHoc Studio's Dispatch (Blonde Blazer vs. Invisigal)
Alexandru NICOLA Translating the Visual: Audio Description and Gender Construction in "Avatar: The Way of Water"

Day II. Friday. 13:00-14:00 – Presentations. Session III.

Session III. https://meet.google.com/ewp-oqqn-xct
Valentina - Ioana CADAR Gender Conformity and Gender Subversion in Shakespeare's "Richard III" and Philippa Gregory's "Th Kingmaker's Daughter"
Ivana RADOVANOVICI Translating Female Oppression in Charlotte Perkins Gilman's "The Yellow Wallpaper"
Anna KUVI Gender Translation in Charlotte Perkins Gilman's "The Yellow Wallpaper"
Maria Alexandra OSTOEA Translating Gender in Virginia Woolf's "Mrs Dalloway"
Larisa DODA Gender and Translation in Virginia Woolf's "Orlando"
NAOMI GRIGORAȘ Gender Translation in "A Room of One's Own" by Virginia Woolf
Mateea CUREA Traits of Gender Discourse in Romanian Post-communist Feminist Literature

Day II. Friday. 14:00-15:00 – Presentations. Session IV.

Session IV. https://meet.google.com/ewp-oqqn-xct
Daniela JUVALA Translating Female Experience in "The Vegetarian"
Patricia HĂLMĂGEAN Translation and Identity in "Path of Exile" Item Names
Theodor-Gabriel BELIVAC A Comparative Analysis of Sansa and Arya Stark in "A Game of Thrones" and "A Clash of Kings"
Deian UDOI The Representation of Women in the Anime "Attack on Titan"
Mark Fülöp The Portrayal of Healthy and Unhealthy Masculinity in "The Boys"
Natalia Maria BOJBOI Women's Inheritance Law in the Torah Pertaining to Old Jewish Tradition

14:00. Day II. Closing Remarks.

THANK YOU FOR YOUR VALUABLE CONTRIBUTIONS!