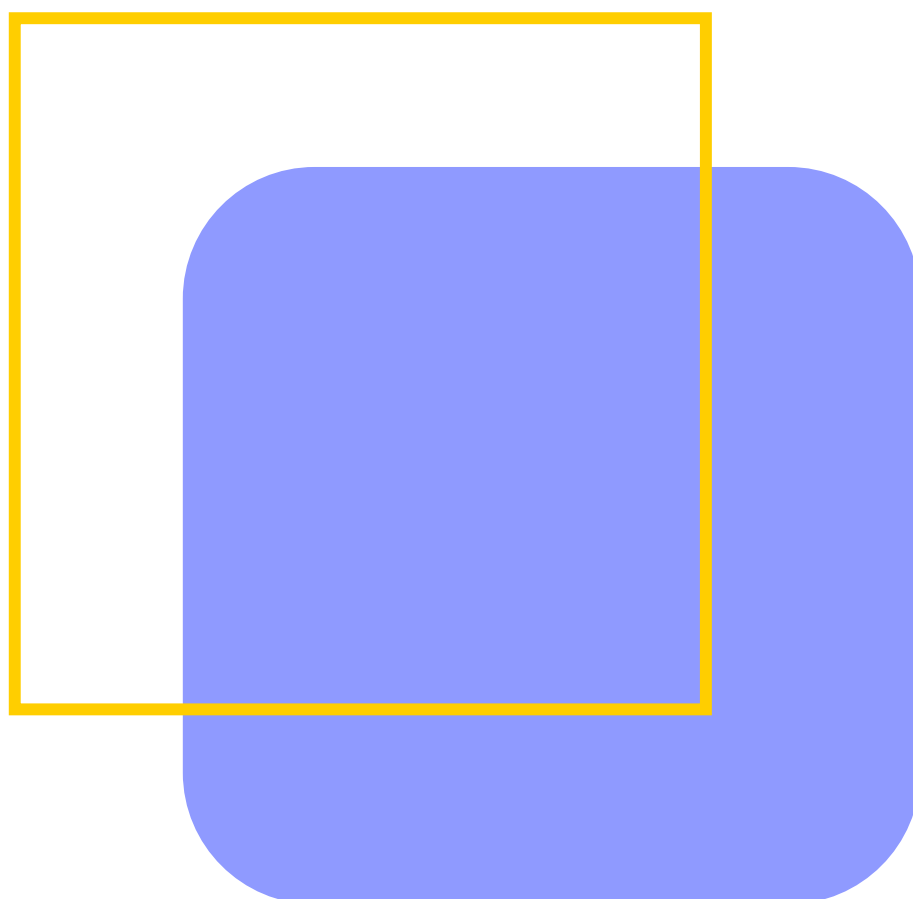
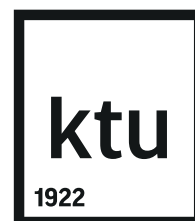


International conference
24-25 September, 2020
Kaunas



INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse

ABSTRACTS

Intermediality in Communication: Translation, Media, Discourse

International Conference

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Kaunas University of Technology

Dror Abend, University of Florida

The Invisibility of Silent Film Translation

What is the text of a film? Translators might think of the text in a film as the dialogue, as this is mostly the element that they are concerned with. If so, what is the text of a silent film? And if the text of a film goes beyond the dialogue – can a film, and silent film in particular, be assigned a particular national language? On Tuesday, May 20, 1924, the Yiddish Warsaw Newspaper, *Der Moment*, featured a large first page ad for the premiere screening of the film, *Shylock*. The audience was encouraged to watch a film that promises to echo Jewish sentiments, featuring “our Jewish revenge for a thousand years of ruin and unjust humiliation.” A closer look reveals that the film features a number of German actors such as Werner Krauss, Henny Porten, and Harry Liedtke. How were these German actors recruited to star in a Philo-Semitic Yiddish film? They weren’t. Not mentioned in the advertisement, the film, *Shylock*, was in fact Peter Paul Felner’s 1923 silent film, *Der Kaufmann von Venedig* (*The Merchant of Venice*). Is the film therefore “German,” “Jewish,” or “Polish”? More theoretical questions include the following: Can a film be “adapted”? Does a “remnant” of the original text (and culture) remain available to the target audience? And can a silent film be translated? If so, what is the language of the film? Surprisingly, there is very little that has been written about the practice of translating silent films, which incorporated overwhelming activity in the beginning of the twentieth century. The low cost of “translating” a silent film was limited to the replacement of intertitles, and enabled the easy export of such films world-wide. Adding to this the easy replacement of the musical score (and other methods) that accompanied the film at the screening location – the possibilities for adaptation are endless. To recall Lawrence Venuti’s term of “the invisibility of the translator,” the translation of silent films is an epitome of invisibility. In this lecture, I discuss preliminary research and findings about the translation of a number of silent films that were produced in Austria in 1923 and 1924, with German intertitles that were translated (among other languages) into English and Yiddish.

Neringa Ancutaitė, Vytautas Magnus University

A Corpus-Driven Comparative Analysis of the English and Lithuanian Versions of Stephen King’s *Mr Mercedes*

The object of analysis is Stephen King’s detective novel *Mr Mercedes* (2014), which is the first novel from his detective trilogy called *Mr Mercedes*. The aim of the presentation is to compare the original English and translated Lithuanian version of the novel *Mr Mercedes*. *Lancsbox* software (Brezina et al., 2018) helped to discover specific keywords and collocation types in the two versions. A list of the first 100 English and Lithuanian keywords was grouped into four word-classes: proper nouns, verbs, adverbs and adjectives. The collocates of the selected proper nouns were further analysed. It has been shown that in both versions the names of the characters dominate. The analysis of verbs revealed in the Lithuanian translation they show not only physical, but also mental actions. The majority of the verbs included in the list were in the present tense and this is true for both versions, while a comparison with the reference corpus showed that in other fictional works of the same genre the past tense is more prominent. Therefore, the usage of present tense verbs is regarded as a specific feature of *Mr Mercedes*. The analysis of adverbs in the English version revealed that they do not carry a specific meaning, while the adverbs in the Lithuanian version have a temporal function: they signal the time of actions and situations. The adjectives that were found in the English version reflect the specific style of Stephen King, while the adjectives that were found in Lithuanian did not illustrate the specificities of King’s style. The collocation analysis with the first three proper nouns showed that some of the collocating words are the surnames of other characters, thus these connections reveal the character’s relations with each other. Many verbs were found as collocates that indicate the actions of the characters. Some adjectives collocated

with the proper nouns as well. The collocating words that were found in both versions reflect the way characters are being characterised and described in the novel and the specific attributes and actions of characters help to create the plot of the story. No significant differences were detected when comparing the collocates that come together with the proper nouns. However, the analysis of keywords showed that there is a difference in how the style of the author is reflected since the Lithuanian translation often does not transfer the style of the text.

Diana Burbienė, Kaunas University of Technology

Конвербы в русско-литовской переводной литературе: передача временных и аспектуальных значений

Термин конверб (англ. converb) в языковой типологии объединяет нефинитные формы глагола, в предложении выступающие в зависимой позиции и имеющие обстоятельственное значение. В русском языке под определение конверба уверенно попадает деепричастие, а в литовском – полупричастие (*pusdalyvis*), падаливис (*padalyvis*) и частично литовское действительное причастие прошедшего времени. В сопоставительной грамматике и практике перевода выделяются такие общие зоны пересечения функций (эквивалентности) данных форм: 1) соответствие форм русского деепричастия несовершенного вида и литовского полупричастия в значении одновременности второстепенного действия/состояния основному действию/состоянию при совпадении субъекта; 2) соответствие форм русского деепричастия совершенного вида и литовского действительного причастия прошедшего времени в значении предшествования действия и/или одновременности результирующего состояния основному действию/состоянию при совпадении субъекта; 3) соответствия форм русского деепричастия и падаливисов в бессубъектных предложениях.

Анализ предложений с конвербами в русско-литовской переводной литературе, а также в примерах Национального корпуса русского языка и Корпуса современного литовского языка VDU показывает, что при переводе также следует учитывать не только значения одновременности / разновременности и принцип односубъектности / разносубъектности, но и противопоставление актуально-длительного / хабитуального / итеративного значения, а также разграничение таксисного/коинцидентного типов употребления конвербов. Как показывают анализируемые примеры, данные аспекты семантики конвербов исходного языка в переводе передаются не только отдельными средствами, но и определенными деривационными типами формообразующих глаголов.

Vilija Celiešienė, Virginija Stankevičienė, Daiva Zavistanavičienė, Kaunas University of Technology

Expression Evaluation of a Quoted Author in Academic Discourse

The aim of this presentation is to analyse subject expression evaluation of the non-author language, i.e. the author whose thoughts, discoveries, research results or assumptions are relied on in scientific texts in Lithuanian and English languages, elucidate both universal properties of expression evaluation and the specific ones determined by a particular language and culture. Publication texts of education science field of social science area were selected for the research. Expression evaluation of a quoted author was analysed identifying neutral (surname / name and surname, nationality and residence, scientific and professional activity, time, scientific discoveries, activity achievements, family relations) and subjective (logic and emotional evaluation) attributes. It was determined that education science texts of both languages, Lithuanian and English, do not exhibit a variety of quoted author expression. No examples purveying all possible semantic meanings of attributes were found in both languages. Prevalence of neutral attributes of science subjects and similar aspects of usage of some attributes (surname / name and surname, nationality or residence) reveal general citation traditions determined by universal scientific

text regularities rather than a particular language or culture. On the other hand, some tendencies were observed characteristic only to the texts of one or another language and reflecting specific evaluation features of science subject. In the articles of native English speakers, scientific discoveries, results of scientific activity of quoted authors are emphasised whereas Lithuanian authors are more liable to highlight scientific or professional activity and time. Moreover, it is essential to mention that every text represents its author's personality to some extent. Thus, the choice of the particular means of expression can be determined by personal qualities of an author.

Ramunė Čičirkaitė, Research institute of the Lithuanian language

Ar sakininėje žiniasklaidoje įsigali naujasis tarties standartas?

Nuo pat pirmųjų transliacijų lietuviškai kalbantis radijas, o vėliau ir televizija buvo laikomi standartinės kalbos sklaidos priemonėmis: iš sakininės žiniasklaidos buvo reikalaujama vartoti normintųjų parinktas, jų rekomenduojamas, o galiausiai ir įstatymuose įteisintas kalbos formas. Taip kalbinėje bendruomenėje formuotas vaizdiny, kokia yra viešajai erdvei tinkamiausia, geriausia kalba. Pastaruosius keletą metų Europoje atliekami sociolingvistiniai tyrimai rodo, kad besikeičiančioje šiuolaikinėje Europoje standartinės kalbos samprata ir turinys keičiasi: sakininėje žiniasklaidoje mažėja konservatyviojo standarto ir plinta didmiesčiams (sostinėms) būdingi tarties variantai. O kaip yra Lietuvoje? Konferencijai siūlomame pranešime keliama keletas tiriamųjų klausimų:

- 1) ar mūsų sakininėje žiniasklaidoje buvo realizuojamas konservatyvusis tarties standartas?
- 2) kaip pasikeitė žiniasklaidos kalba per pastaruosius 50 m.?
- 3) kam – sunormintai vadovėlinei ar Vilniaus kalbai – ji tapo artimesnė šiomis dienomis?

Siekiant atsakyti į šiuos klausimus, atliktas penkis dešimtmečius apimantis radijo ir TV tarties raidos tyrimas. Jam naudotas Lietuvių kalbos instituto Sociolingvistikos centro sudarytas Radijo ir TV kalbos tekstynas, reprezentuojantis 1960–2011 m. Lietuvos sakininę žiniasklaidą. Atliekant tyrimą, žiniasklaidos kalbos duomenys lyginti su vadovėline norma, nurodoma Antano Pakerio (1982: 52), Lidijos Kaukėnienės (2003: 37–39) ir Jurgitos Jaroslavienės (2015) darbuose, taip pat su spontaniškai kalbančių šiandieninių vilniečių kalbos duomenimis. Tyrimui tinkami vilniečiai tikslinės atrankos būdu atrinkti iš vilniečių interviu duomenų bazės „Kalba Vilnius“. Prie tyrimo išvadų prieinama detalai analizuojant vieną tarties ypatybę – vadinamąjį balsių trumpinimą, kai ilgaisiais užrašomi balsiai nekirčiuotuose skiemenyse tariami trumpiau: būtina → butina, gyvenu → gyvenu, ypatingas → ipatingas. Balsių „trumpinimą“ kalbos normintojai laiko esant būdingą vilniečių kalbai ir teigia, kad mažėjanti nekirčiuotų ilgaisiais užrašomų balsių trukmė rodo sakininėje žiniasklaidoje įsigalint naują standartą Vilniaus tarties pagrindu.

Aurelija Daukšaitė-Kolpakovienė, Vytautas Magnus University

Popular culture, social media, and learning English

The presentation discusses a study that investigated how university students learn and use English outside of their English classroom. The research was conducted in 2019 and completed by administering a questionnaire to nearly fifty students enrolled in an obligatory general English language course at Vytautas Magnus University. The study collected its data through a student survey using a tool available on the Internet. The participants were asked to choose the ways that helped them to learn English outside of the classroom and comment on them based on their usefulness. They were also asked to indicate the frequency of engagement in such out-of-classroom activities. The results show that most of the activities that the research participants engage in outside their foreign language classroom are related to popular culture and their free time activities that are fun and entertaining (such as the use of social media, watching films, TV series, and listening to music in English) rather than consciously chosen

activities with the purpose of learning English (e.g foreign language learning applications). According to the research participants, the activities related to popular culture and social media help to expand their vocabulary, including slang, and improve listening skills. However, some of these activities are quite passive and may be not as useful as it might seem to the research participants. For instance, the students who participated in the research indicated that they usually only follow numerous celebrities on social media, but it helps them to learn English, since the messages and videos they post are in English. Moreover, the findings show that the most frequently chosen out of classroom activities do not help to practice communication, speaking and writing (productive) skills.

Ricardo Enguix, Kaunas University of Technology

Benefits of indirect corrective feedback applied to the written expression of Spanish A2 learners

As established in the CEFR, the written expression is a basic language skill that all L2 students must develop. Nonetheless, as some scholars have highlighted, is the one that has a lesser presence in the Spanish as L2 classroom, since many teachers believe learning a foreign language is being able to communicate orally in the target language. However, we live in a world in which the written expression and reading comprehension invade, due to new media, our daily chores, and, therefore, the development of these skills in the target language is a must. In that regard, several studies have focused on the effectiveness of indirect corrective feedback applied to the written expression of second language learners, although a few researchers suggest that the traditional corrective methods are more effective for students with low communicative skills. The aim of this presentation is to share the outcomes of research conducted with students from the Kaunas University of Technology enrolled in a Spanish A2 module during the Spring semester of 2018, in order to verify the benefits of indirect corrective feedback at this CEFR level.

Ineta Golovatenkaitė, Kaunas University of Technology

Multimodal analysis of body positivity in femvertising

Recently, the female body image began to change in the media. Stereotypical body images may be harmful, reduce self-esteem and encourage unhealthy approach to beauty, however, there is still lack of research about the concept of body positivity. The main aim of this research is to analyse six feminist advertisements from the perspective of five modes of meaning: visual design, linguistic design, audio design, gesture design, and spatial design, therefore, to emphasize the connection between the text and image, context of different aspects in videos and multimodal approach in meaning making. This research could be useful for further investigating the concept of body positivity in femvertising. The main idea in this type of advertising is imperfection and body acceptability, which helps to reinforce the notion that everyone is unique. The research examined feminist advertisements in women's hygiene and underwear industries. The objectives were formulated to achieve final results: to analyse the concept of femvertising as it relates to women's image; to present the message of the advertisement in terms of multimodal analysis; to study the connotational meaning of different signs in the video; to discuss the brand's communication and its main aspects. The results revealed that unusual advertisements have more diversity and show not a typical ideal of a woman, but instead, for example, women of different races, bodies, and skin types. In addition, the natural image of women was highlighted in order to respond to the negative stereotyping that has been a huge part of the advertising industry.

Saulė Juzelenienė, Saule Petronienė, Kaunas University of Technology

Murals for Communities

Murals for Communities aims to capture the social and cultural expressions of local communities through Murals, using the art form's high-potential to convey messages that are part of a Mural's surroundings. By doing so, the Murals will express local intangible cultural heritage (e.g. local histories of communities, social practices and representations, situational factors, as well as community-based feelings) of communities in the surroundings of an Art work that will participate in the creation process by providing their social, cultural and situational in-puts. Artists will use these inputs and translate them into Murals. During the implementation stages of the project it is planned to visually represent the community heritage, creatively and skilfully create works of art with a message able to closer connect communities. Thus, the project 1) focusses on the creation of Murals, a niche within the Street Art form, using 2) the intangible cultural heritage of local communities, collected through community engagement methods, to create 3) visual representations by painting public walls and surfaces.

The project also seeks to understand, capture and consolidate binding processes between Murals and communities, and to strengthen the art form's capacity by positively increasing its socio-cultural position as an artistic expression form capable of binding communities. The project will add to the social and cultural rejuvenation of city areas in Waterford, Heerlen and Kaunas, add to the transnational work possibilities for Mural artists and ultimately stimulate the usage of Mural arts as a tool to fight social disconnection using cultural and artistic means in other European cities.

Kaunas International street art festival took place from the 20th to 30th of September in 2019 and 10th to the 20th of July 2020. Visitors experienced something truly unique as international team of artists created inspiring outdoor murals on the streets of Kaunas.

Loreta Huber, VU Kaunas faculty

Problems of Semiotic Cohesion In Multimodal Discourse: Practice Of Subtitling Traumatic Historical Memory Films In Lithuania

Lithuania, Latvia and Estonia are known for fights for independence and the historical memory, yet, few studies, if any, have been carried out about translating political events in Lithuania that was illegally occupied by the Russian army in June 1940. Two generations were born during this period of the Soviet regime and both of them became participants in Singing Revolution of January 13, 1991 that has become an important element of the Lithuanian historical memory and cultural identity. Although numerous scholars all over the world have explored the ways in which communities store their cultural memories through literature, still limited research focuses on the major role of translation to play in mediating cultural memory and cultural renewal from one time/place to another, or that translations can affect the ways in which a society (re)constructs collective memory and national identity.

In Lithuania as well as in many other countries, films based on historical traumas have been instrumental in shaping the identity of the nation and the concept of national culture. Similarly like in *Everyday Rebellion*, a documentary and cross-media project that celebrates the power of creative, nonviolent protest and civil disobedience from Syria to New York City, from Teheran to Kiev, from Istanbul to Madrid, *"Emilia. Breaking Free"* (2017) directed by D. Ulvydas, is a drama, based on real events at the time when the words freedom and God were banned to be pronounced, speaks about the most painful period of (un) silent resistance. Subtitling that is discussed in this article is virtually the most unique type of audiovisual translation since the message is represented in written form on screen leaving the original soundtrack/dialogue undisturbed, yet imposing not only time and space constraints on the written representation of the dialogue. The semiotics of subtitling and semiotic cohesion in multimodal discourse and some of the issues that constraint this particular form of translation are considered

Loreta Huber, Monika Martinaitytė, Kaunas University of Technology

Building and Maintaining Relationships in the Digital Age: Self-Disclosure and Communication in Social Networking Sites

Technology has changed the way people communicate and build relationships. Studies show that instead of talking to each other people text-message, prefer SKYPE calls instead of face-to-face meetings or use emoticons instead of clearly articulating their feelings. A study carried out by Pew Research Center in USA demonstrates that for many adults, social media plays a role in the way they navigate and share information about their romantic relationships (Vogels & Anderson, 2020). Self-disclosure is the process of revealing personal, intimate information about oneself to others, and individuals getting to know each other. It is considered a key aspect of developing closeness and intimacy with others and maintaining relationships on social networking sites. Users of these sites share intimate information next to peripheral to gain trust in their partner, also they disclose themselves gradually which is the main principle of social penetration theory that states that this process depends on the disclosure both in terms of depth, stages of penetration, and breadth as well as rewards and costs rationale. The aim of the research is to examine how people communicate, self-disclose and maintain relationships on social networking sites. In addition to the role of social networking sites and aspects of interpersonal communication, processes of self-disclosure are discussed. There were two tools employed for gathering data in this study: Facebook post, where participants were asked to fill in questionnaire and MTurk. A package of statistical data analysis program SPSS 25.0 was used to process the obtained data, perform factor analysis and scale construction. The results demonstrate that Self-disclosure practices on social networking sites correlate with gained benefits and overall satisfaction.

Ligita Judickaitė-Pašvenskienė, Kaunas university of applied sciences

The Translation of Movie Titles

The Internet is flooded with such headlines as “50 Funnies Movie Title Translations”, “25 American Movies with Hilarious Foreign Titles”, “Hollywood Movie Titles Get Lost in Translation Overseas” and the like. It shows that film titles do not run through the screens unnoticed. The importance of a film title cannot be diminished as in most cases it is the first piece of information that the audience receives before watching a film. An interesting title may function as a hook to attract viewers’ attention and form their expectations towards the film; it may also perform an informative function or play a huge role in international recognition of a film. The paper presents the translation analysis of film titles from English into Lithuanian with an attempt to find out how a title crosses the language boundaries and which translation method - word-for-word or free translation - is favored. For the analysis the list of BBC’s 100 Greatest Films of the 21st Century is chosen. The list was compiled in 2016 by the BBC. As there are 3 films in the 100th position, the analysis is based on 102 film titles all in all. The results of the research show that in the majority of cases literal, or word-for-word, translation into Lithuanian is used. In addition, such processes as orthographic, phonetic and grammatical adaptation are also commonly noted. Several cases of title re-creation as well as explicitation/ explanation are present. The paper also discusses some cases in which title translation is misleading.

Saulius Keturakis, Kaunas University of Technology

Nanogenmo through the distant reading analytical lens

NaNoGenMo is an abbreviated name for National Novel Generation Month, which was founded by American programmer and writer Darius Kazemi in 2013. The idea behind the project was to create the community, which would be in search of a possibility to build various software products with elements of AI and ability to write a piece of literary fiction. During 7 years of NaNoGenMo sessions, almost 1,000

projects have been created. All of the projects have an annotation and are followed by a discussion. The aim of this presentation is to collect the annotations and discussions, mark them chronologically and look at the text corpora using the ideas and tools based on the distant reading methodology. Distant reading is a term coined by Italian linguist and literary theoretician Franco Moretti, who founded the Literary Lab at Stanford University. The main principles of distant reading are to see the text as a set of data and read it using “algorithmic concepts”. Algorithmic concepts are needed for AI engine, which is able to look through large sets of data and find what is hidden for so called close reading analytical strategy. The following distant reading analytical strategies will be used for the research of NaNoGenMo project annotations and discussions: sentiment analysis, urgency detection, events classification, and insight extraction. The chronologically sorted data analysis results will show the dynamics of important cultural markers behind the scene of one of the most interesting and influential contemporary artistic movements at the intersection of programming and literary tradition. The spirit of the presentation will be interdisciplinary too, because in case of digital creativity, traditional hermeneutical concepts are not able to catch all the field of scientific problem.

Viktorija Lankauskaitė, Vilmantė Liubinienė, Kaunas University of Technology

The Appeal of the Undiscovered and Untold in World Building and Transmedia Storytelling

Over the years, Henry Jenkins has developed a comprehensible and all-encompassing definition of Transmedia Storytelling: “Transmedia storytelling represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story.” (Jenkins, 2007). We recognise that “integral elements of a fiction” possible to find on “multiple delivery channels” basically speaks about the stories told across different media. Some of these things we are familiar with: merchandise, video games, spin-off television series or films, even theme parks. Disney corporation and the stories they produce could serve as a great example working that way not long after its establishment. Princesses, princes, Donald the Duck, and everything in between jumped from screen to toy stores very quickly (though Jenkins separates transmedia storytelling and transmedia branding). The same applies for many other stories, or rather Universes, we know: Star Wars, Harry Potter, Lord of the Rings, etc. Jenkins himself notes that “Most often, transmedia stories are based not on individual characters or specific plots but rather complex fictional worlds which can sustain multiple interrelated characters and their stories. This process of world-building encourages an encyclopaedic impulse in both readers and writers. We are drawn to master what can be known about a world which always expands beyond our grasp. This is a very different pleasure than we associate with the closure found in most classically constructed narratives, where we expect to leave the theatre knowing everything that is required to make sense of a particular story”. Because of overlapping and clear connections, Worldbuilding could be the main principle (among the seven that Jenkins distinguishes) for transmedia storytelling. A separate created world can be encyclopaedic and drillable, and the stories there then can be continuous, and in turn those “unique contributions” become more apparent. Such notion allows to think of experiencing the transmedia stories not by what is exactly told but what is left untold and undiscovered (e.g. the famous “Origami Unicorn”). This presentation aims to look closer into the world building as a main tool to tell a story that could expand and move across multiple platforms, and how what is not told might be more important than what is.

Jūratė Maksvytė, Loreta Huber, Kaunas University of Technology

Schlüsselwerke der Kultur in der Übersetzung: Die Jahreszeiten von Kristijonas Donelaitis und der Transfer kulturgebundener Elemente

Wichtige kulturelle Texte sind mit spezifischen bzw. kulturgebundenen Elementen (Realienbegriffen) gefüllt, die für die Kultur von Bedeutung sind und den Übersetzer herausfordern, die problematischen Aufgaben zu lösen. Mit wachsendem Interesse an fremden Kulturen produzieren auch kleine Länder wie Litauen mehr als eine Übersetzung der wichtigsten kulturellen Schlüsseltexte. Die Übertragungen, erfolgt in unterschiedlichen Zeitabschnitten, bedienen sich diversen Ansätzen und zahlreichen Strategien, somit dokumentieren sie Möglichkeit vielfältiger Lösung beim Transfer kultureller Bedeutung.

Dalia Mankauskienė, Vilnius University

Fast speech = Difficult speech? Implications for research

Fast speech delivery rate (speech rate), also referred to as 'input speed/rate' or 'presentation rate' has long been considered as one of the most important problem triggers that interpreters face while interpreting simultaneously (cf. Gerver 1969/2002, Barik 1973, Gile 1995, Korpala 2012, Barranco-Droege 2015). This is often explained by the fact that high speech rate places a burden on cognitive resources (Gile 1995). This variable has been measured in words or syllables per minute: a 140 wpm-speech is generally considered fast and more cognitively demanding (see Shlesinger 2003, Barghout, Rosendo and Garcia 2015), while Pio (2003) determined that the number of errors was higher at the fast input rate of 203 syllables per minute.

Although there are rather clear findings on the effect of input speed, measuring this variable, its true impact and its perception by interpreters themselves is in fact a complex issue. If the 'speech delivery rate' is taken as the only variable indicating the difficulty of a speech, this could result in the omitted variable bias (a standard concept in statistics). It is a bias in the statistical result when the impact of a variable that is not taken into consideration (e.g. propositional density) is transferred to the variable, which is included in the statistical model (e.g. speech delivery rate).

In recent studies some efforts have been made to link the delivery rate with other factors: e.g. length, source speech complexity and speaker/accent (Kraviarova 2013) or mode of presentation and delivery profile (Iglesias Fernandez 2015). Both of these studies have found that speech rate per se is an insufficient predictor of the source material difficulty. This assumption is the focus of the presentation, which goes deeper into other variables that might influence the outcome and discusses the issue of determining what makes a speech difficult to interpret as the basis for future research. The presentation draws its main conclusions from two pieces of research: 1) the results of an experiment with 10 interpreting students and 8 professional interpreters who interpreted the same speech twice and marked the parts of the speech that they found difficult and 2) the results of a case study of simultaneous interpretations of three conferences organized by the European Parliament.

Dario Martinelli, Kaunas University of Technology

Four texts and five media: The Intermedial Connections of Alfred Hitchcock's Rope

Rope, released in 1948, is Alfred Hitchcock's first color film. Based on a 1929 theatre play by Patrick Hamilton (which, in turn, was based on the Leopold and Loeb "trial of the century" case), the movie is designed to preserve the "theatrical" dimension of the story (long takes, one single indoor location, etc.), and, at the same time, to convey a different narrative, as compared to the real events of the Leopold and Loeb case. Within such a structure, the movie deals with four different texts (the "real" events, their representation in the news media, Hamilton's transposition for theatre, and finally, Hitchcock's filmic adaptation) and

no less than five media (newspapers, theatre play, a radio broadcast of it, a TV adaptation, and finally the movie). Each step of these two paths is a unique ideological and artistic discourse: Hitchcock's main point of reference is mostly the play, from which he borrows most of the plot, the dialogical structure (plus some specific dialogues), and the central idea of constructing a "moral" out of the episode. But what is this "moral", and to which of the many events related to the real case does it apply? Partly because of his personal ideological inclinations and partly because of the historical placing of *Rope* (released after WWII, while the Leopold and Loeb case took place in 1924), Hitchcock seems to have a very clear idea of how the story should end and what conclusions we should infer from it, and to this purpose he does not hesitate to manipulate all the four texts and five media at his disposal, offering a fantastic opportunity for a rich intermedial analysis.

Dainora Maumevičienė, Kaunas University of Technology

Design thinking as a method to teach humanities

Innovative teaching methods in humanities are rarely used and best practices are even more rarely shared due to the fact that teaching of such disciplines as Semantics, Pragmatics or even Translation theory focuses more on traditional approach to teaching (theoretical lecturing and seminars). This article /research aims to introduce a case study on how Design thinking might be applied and is applied at Kaunas University of Technology while teaching particular subjects for students of translation and linguistics. Some examples are discussed and student opinions are being shared as an outcome of such teaching/learning practice.

Ramunė Miežanskienė, Kaunas University of Technology

The Language Use in Explaining and Understanding Legalities in a Host Country: Immigrants' Experiences in Lithuania

As previous research indicates, the proficiency in the local language of a host country is one of the solid determinants of immigrants' successful integration into a particular society. Equally, both -the use of language in the sphere of legality and the features of the legal language are identified as those factors for successful involvement while implementing legal rights and obligations. Therefore, this research firstly addresses a) immigrant's experiences related to language use in the sphere of legality in a welcoming country, and secondly, b) considers the features of legal language in terms of „plain language“ use. The first segment of enquiry (a) is illustrated by addressing a quantitative data set of international students' experiences related to language use while conducting administrative procedures in Lithuania. It uncovers the vast scope of language use related challenges which mostly encompass the scope of national language dominance in explaining legalities. In cases it is also grounded on the lack of officials' sufficient competences to use recipient's well know language. The aforementioned area of challenge is mainly determined by the national language policy regulation. The second segment of the enquiry (b) implicates the lack and the need for „plain language“ in the process of explaining the main rights and obligations to immigrants. The qualitative data of twenty semi-structured interviews with immigrants residing in Lithuania reveal that their experiences in the field of legalities are marked by the lack of accuracy and simplicity in legal language use. Ultimately the main consideration and the novelty of this research lies in focusing to the specifics of the research object - the preferences of welcoming countries' language use in the sphere of legalities, and the features of the legal language with a focus to immigrant's ability to understand and to use the information it transmits.

Jurgita Motiejūnienė, Ramunė Kasperavičienė, Kaunas University of Technology

Lietuvių išeivijos vaidmuo XX amžiuje: vertimo iššūkiai ir įtaka Lietuvos valstybingumui

Dar prieš Pirmąjį pasaulinį karą diasporoje buvo maždaug pusė milijono lietuvių (Eidintas, 2005). Jie pabėgo iš šalies dėl daugelio priežasčių, įskaitant ekonominį nestabilumą ir valstybingumo nebuvimą. Nemažai jų išvyko gyventi į Vakarų Europą, Šiaurės ir Pietų Ameriką ar Rusiją. Po Pirmojo pasaulinio karo daugelis lietuvių inteligentijos grįžo ir prisidėjo prie valstybės kūrimo. Tačiau užsienyje likę žmonės taip pat dėjo daug pastangų, kurdami lietuviškas organizacijas, padėjusias Lietuvai išlaikyti nepriklausomybę. Lietuvių išeiviai buvo ypač aktyvūs leidyboje. Jie įsteigė ir išleido daugybę laikraščių ir žurnalų: „Vienybė lietuvininkų“, „Darbininkas“, „Draugas“, „Laisvė“, „Tiesa“ ir kiti. Per Antrąjį pasaulinį karą ir po jo dar maždaug 60–70 tūkst. Lietuvos žmonių pabėgo iš savo šalies į Vokietiją, JAV, Australiją ir kitas šalis. Lietuvių bendruomenės užsienyje suformavo rašytojai, poetai, leidėjai ir vertėjai. Pasaulio lietuvių bendruomenė, dabar veikianti daugiau nei 40 šalių, buvo įkurta 1958 m., ir kartu su kitomis lietuvių bendruomenėmis rūpinosi tradicijų, kultūros ir lietuvių kalbos išsaugojimu. Daugelis lietuvių rašytojų, filosofų ir vertėjų mokėsi ir dirbo Europos universitetuose, kūrė poeziją ir literatūrą, leido laikraščius, almanachus, žurnalus. Amerikos lietuviams pavyko slapta įvežti žurnalus į okupuotą Lietuvą ir taip išlaikyti laisvės viltį. Šiame tyrime apžvelgiami lietuvių išeivijoje dirbę rašytojai, poetai, leidėjai ir vertėjai ir jų vaidmuo Lietuvos valstybingumui.

Jurgita Motiejūnienė, Silvija Blauzdžiūnaitė, Kaunas University of Technology

Kalbėtojo užtikrintumą rodančių modalinių prieviksnių vartojimo ypatumai skirtinguose teisinio diskurso žanruose

Teisinį diskursą dauguma kalbininkų ir vertėjų klasifikuoja pagal funkciją (Tiersma, 1999) arba vartojimo aplinkybes (Cao, 2007). Šiame tyrime analizuojami modalinių kalbėtojo užtikrintumą rodančių prieviksnių vartojimo ypatumai ir pasikartojimai skirtinguose teisinio diskurso žanruose, t. y., Europos Sąjungos dokumentai lyginami su Europos Sąjungos Teisingumo Teismo generalinių advokatų išvadomis (angl. The Opinions of Advocates General at the European Court of Justice). Tyrimo tikslas yra iširti ir išsiaiškinti, ar kalbėtojo užtikrintumą rodančių prieviksnių vartojimo dažnis yra viena iš teisinio diskurso žanrų skiriamųjų ypatybių. Darbo naujumas apibrėžiamas tuo, kad ši gramatinė struktūra teisiniame kontekste iki šiol nebuvo tyrinėta lietuvių kalboje. Praktinę tyrimo dalį sudaro dviejų skirtingų teisinio diskurso tekstų analizė, jų žanrų nustatymas, kalbėtojo užtikrintumą rodančių prieviksnių dažnis ir lyginamoji analizė. Tyrimo rezultatai rodo, kad kalbėtojo užtikrintumą parodantys prieviksniai yra įvairių teisinių diskursų žanrų skiriamasis požymis. Be to, lyginant dviejų skirtingų teisinio diskurso žanrų analizę, paaiškėjo, kad modaliniai tikrumo prieviksniai žymiai dažnesni aiškinamuosiuose dokumentuose, o ne vykdomuosiuose teisiniuose dokumentuose. Šiuo tyrimu taip pat siekiama inicijuoti ir prisidėti prie tolimesnės teisinio diskurso ir kalbėtojo užtikrintumą rodančių prieviksnių analizės.

Vishnu Muraleedharan, Kaunas University of Technology

Media framing and Immigrant Integration: An Analysis of Immigrants Perception in Lithuania

Media is one of the most significant and influential mechanisms of human evolution and community frameworks, and the significance and reliance on media have been enhanced in modern times with the advent of the digital and new media technologies. Media, through its mechanisms of media framing and logic, not only shapes the individual's socio-cultural perceptions and opinions, but also the political orientation and understanding towards various issues and incidences. One of the most vulnerable communities concerning the media perception being the immigrant communities as often the media and its mechanisms were negatively portraying them. As immigration can be seen as one of the most

contested issues in modern times due to the widespread displacement of the people around the world due to war and internal rebellions. Lithuania is a European Union country and a member of the EU. Even though the phenomenon of immigration and the aspect of immigrant integration is an old contested phenomenon in the European Union, it is a recent development in Lithuania. The wave of immigration in the context of Lithuania, especially from the non-EU countries, started from the beginning of 2011. In this scenario, this paper would like to explore the immigrant's perception and understanding of the role of media for migrant integration and the portraying of the migrants in society. For this, the paper would like to analyse the qualitative interviews conducted with fifteen immigrant workers and professionals in Lithuania, whose perception about the aspect of media mechanisms and their role in creating an environment for immigrant assimilation. By analysing the interviews and data sets on immigration and media mechanisms, this paper aims to find out how does the immigrants perceive the media mechanism to act as a facilitating force for political debates, communication, and political decision making for immigration. Also, it will be analysing if any significant changes have happened in the governmental policies regarding immigration and the role played by media and its mechanisms in formulating those policies.

Augustė Nalivaikė, Kaunas University of Technology

(Mis)representations of perpetrators of domestic violence and homicide in Lithuanian media

Domestic violence against women is a global problem which has serious individual and societal consequences. Various media construct and sustain societal and cultural norms or values regarding gender equality. They also are important sources of knowledge and information about this issue and, therefore, play a significant role in how public sees and understands gender-based violence which is the result of gender inequality and unequal power relations. Media representations may also affect policymaking and influence potential solutions or hindrance of this problem. On one hand, research has shown that media reports of gender-based violence and homicide in the news usually concentrate on the victim, which is most often female, and fail to inform about the perpetrator, mostly a male, thus, making him "invisible". On the other, perpetrators of domestic violence and homicide are often romanticised, portrayed as helpless romantics who committed a crime of passion. Such lack of representation and misrepresentation creates a certain narrative or discourse which "hides" public both from the main problem that is gender inequality and related violence, and the perpetrator who committed a crime which results in false perception and understanding of gender-based or intimate-partner violence. This research analyses the (mis)representations of male perpetrators in Lithuanian media to get a more nuanced picture of domestic violence and homicide reporting. Online news headlines and content are examined to understand the media portrayals of perpetrators.

Megana Pesse, Kaunas University of Technology

Political debate speech: establishing candidate preferability through figurative language

This presentation introduces a study, which informs a research gap in understanding how figurative language is used by politicians in debates to achieve preferability. The research findings about figures of speech in the corpus made from the transcripts of three political debate speeches by Hillary Clinton and Donald Trump in 2016 United States of America Presidential Election will be presented. The study indicates what figures of speech were used, and how they were used in order to establish candidates' preferability in acclaim, attack and defence statements. The research method is mixed, combining both qualitative and quantitative approaches. By applying the Functional Theory of Political Discourse Analysis (PDA) to analyse figures of speech, it is recognised that political discourse is designed for a specific purpose – to convince voters to vote for a preferred candidate (Benoit, 2014). The research

findings reveal differences between the metaphoric speech of H. Clinton with frequent usage of figures of speech in acclaim statements to highlight her leadership and hyperbolic speech of D. Trump with frequent usage of figures of speech in attack statements often to downgrade the opponent. The findings could be useful material to advance understanding of political rhetoric, communication, public speaking, and may contribute to the more thorough analysis of political communication from an interdisciplinary perspective of social sciences and humanities.

Ieva Prameneckienė, Laura Kamandulytė-Merfeldienė, Vytautas Magnus University

Kalbos neišsivystymas ikimokykliniame ir priešmokykliniame amžiuje: natūralios kalbos analizė bei eksperimentiniai tyrimai

Šio pranešimo metu pristatomas Vytauto Didžiojo universitete vykdomas projektas (finansuojamas Lietuvos mokslo tarybos pagal Valstybinę lituanistinių tyrimų ir sklaidos 2016–2024 metų programą Nr. S-LIP-18-36), kuriuo siekiama atkreipti dėmesį į vieną iš Lietuvoje mažiausiai ištirtų kalbos sutrikimų – pirminį kalbos neišsivystymą, pažeidžiantį visą kalbos (fonologinę, leksinę, gramatinę, pragmatinę) sistemą. Pasaulyje atliktų tyrimų rezultatai rodo, kad laiku nediagnozuoti ir nekoreguojami sakininės kalbos sutrikimai lemia specifinius rašytinės kalbos sutrikimus pradėjus lankyti mokyklą, tad šiuo projektu susitelkiama į jautriausią kalbos raidos laikotarpį – ikimokyklinį ir priešmokyklinį amžių. Lietuvoje kalbos sutrikimų tyrimai tradiciškai priskiriami socialiniams mokslams (edukologijai), tačiau remiantis kitų šalių patirtimi ir mokslinių tyrimų rezultatais, akivaizdu, kad sisteminis požiūris į kalbos ir kalbėjimo sutrikimų problematiką reikalauja tarpdisciplininės metodinės prieigos ir skirtingų sričių – lingvistikos, psichologijos, raidos psicholingvistikos, specialiosios pedagogikos (logopedijos) – specialistų bendradarbiavimo. Siekiant ištirti pirminį kalbos neišsivystymą turinčių ikimokyklinio ir priešmokyklinio amžiaus vaikų kalbos fonetines, leksines, gramatines ir pragmatines ypatybes, projekto metu 1) sukurta kompleksinė tarpdisciplininė metodinė prieiga, apimanti natūraliojo stebėjimo, specialiosios užduoties, eksperimentinio tyrimo, tekstynų lingvistikos ir statistinės analizės metodus; 2) suformuota tyrimo imtis – pagrindinė (80 vaikų, kuriems nustatytas pirminis kalbos neišsivystymas) ir kontrolinė (80 vaikų, neturinčių jokių raidos sutrikimų) grupės; 3) sukaupti ir apdoroti tiriamųjų vaikų spontaniškos ir išgautosios kalbos garso įrašų bei eksperimentinių tyrimų (12 kalbos vertinimo testų) duomenys; ir 4) atlikta sukauptų duomenų fonologinė, leksinė, gramatinė ir pragmatinė analizė.

Sukurtasis vaikų, turinčių pirminį kalbos neišsivystymą, kalbos tekstynas ir eksperimentiniai tyrimais gautų kalbos raidos duomenų bazė galėtų būti vertingi tiek mokslininkams, atliekantiems kalbos dizontogenezės ar kitus lingvistinius tyrimus, tiek praktikams, kurių profesinė veikla susijusi su kalbos sutrikimų diagnostika ir korekcija, todėl šio pranešimo tikslas – pristatyti taikytą metodiką, eksperimentinius testus ir sukauptus duomenis, kuriais ateityje galės naudotis įvairių kryptių mokslininkai, tyrėjai. Vaikų kalbos duomenys projekto metu kaupiami specialiosios užduoties metodu, taikant rišliojo pasakojimo tyrimo metodiką, kai vaikui parodoma paveikslėlių seka ir prašoma pagal juos pasekti pasaką. Taikant pusiau eksperimentinio tyrimo metodą atlikti tarptautinių projektų (COST, CLAD) metu sukurti, išversti ir lietuvių kalbai pritaikyti kalbos vertinimo testai, kuriais vėliau tikrinamos fonologinės, leksinės ir gramatinės kalbos ypatybės. Fonologinių ypatybių tyrimui naudojamas išgalvotų žodžių pakartojimo testas, morfonotaktinių samplaikų testas; gramatinių ypatybių tyrimui – būdvardžių laipsniavimo testas, šalutinių sakinių suvokimo testas, kiekybės žymiklių suvokimo, neveikiamosios rūšies dalyvių suvokimo testas. Leksinės ypatybės tikrinamos naudojantis žodžių suvokimo ir vartojimo testais. Šių testų ištraukos bus demonstruojamos pranešimo metu.

Dora Renna, University of Verona

Translating stereotyped images in film. A multimodal framework to analyse character (re) design in dubbed films.

This paper aims to present an analytical framework able to expand the scope of research on audiovisual language and translation by taking into consideration the relationship text establishes with the other modes characterising the audiovisual product. In particular, the focus of this thesis is character design in movies. A character is a recognisable, stereotyped diegetic device, composed of audiovisual as well as textual elements. Movies rely heavily on stereotyped characters to convey messages to the audience and fulfil a specific communicative function based on a set of shared assumptions. The analysis will take as a case study a selection of American movies released between 1988 and 1993 and dubbed into Italian, featuring the stereotypical character of the Chicano gangster. The methodology is informed by descriptive translation studies and multimodality, as well as corpus-based analysis and translation of fictional nonstandard varieties. The relationship between linguistic elements and non-textual elements will be analysed to understand the way that intermodal relationships are built in both texts. This will shed light on the communicative meaning conveyed by the character in the multimodal text, and the way it is preserved or transformed through the audiovisual translation process. The analysis will have an initially quantitative approach, so as to outline a general trend in the character design and re-design within the analysed corpus. The data will then be reviewed and interpreted, in order to understand how specific linguistic choices in a multimodal environment are linked to the linguacultural context that generated them.

Evanthia Saridaki, Aristotle University

“Good” translations: to what extent is it possible to identify them and methodological approaches for translation quality assessment”

One of the subjects of debate in the field of Translation Studies has been the question of whether it is possible to define or perhaps more properly to identify a “good” translation. There are certainly different views regarding the particular question. On the one hand, there are those who claim that it is impossible to distinguish between a “good” and a “bad” translation since every translation has both weak and strong points and there are others who claim that good translations should meet certain standards. According to Viaggio (1994: 97), if we set certain criteria, we can then elicit some principles, rules and methods that prove systematically successful, or at least more successful than others. These criteria become the standards a translation should follow in order to be characterized as “good”. In the translation industry, the term “translation competence” lies at the heart of the translation service provision and one of the basic skills required by the translator is understanding and implementing quality control strategies in order to deliver quality translations. The paper attempts to offer a framework of reflection on the extent to which it is possible to assess the quality of a translation and explore certain general criteria that could help translators establish quality standards in order to self-evaluate and also revise the work of others. A major factor that will be considered is the purpose of the translation and whether the Target Text fulfills it, producing a ‘fit for purpose’ translated text. Within this context, Skopos Theory which focuses mainly on the Skopos (purpose) of the translation will be briefly discussed. Another parameter that will be considered is the type of text to be translated (Text Typology) which constitutes a basic criterion for the translation quality assessment. In addition, my proposal will demonstrate how the effect of the translation on the target readership and the “equivalent effect” principle constitutes one of the basic standards in defining and monitoring quality translations. In addition, a very important issue which needs further investigation regards certain features related to the translator’s personality such as experience, knowledge and artistic competence as well as their effect on the outcome of the translating procedure.

The overall intention of the paper is definitely not to dictate specific rules for the translator to follow, but rather to propose methodological approaches and appropriate techniques that would help professionals justify their choices and evaluate the quality of their own work and that of others.

Vilma Sukacké, Kaunas University of Technology

A Multimodal Analysis of Chilean, French, and South African Wine Labels

The proposed presentation is based on a Bachelor's thesis titled "A Multimodal Analysis of Chilean, French, and South African Wine Labels" that was defended at Vytautas Magnus University. The presentation focuses on the analysis of red and white Chilean, French, and South African wine labels by taking into account how they construct meaning and persuade the potential customer to purchase the product. Moreover, since Chile and South Africa are ascribed to the New World wine making countries, whereas France is one of the Old World wine producers, the analysis reveals some intercultural differences as well. This research is carried out along the lines of Multimodal analysis. The latter approach helps to analyze how and what narratives labels of the three countries under investigation construct via different linguistic and visual modes. In addition, this type of analysis contributes to pinpointing how the modes are used to be attractive, appealing, and persuasive. All wine labels of the three countries in this research use modes of language, image, colour, and layout. It has been noticed that the 60 wine labels that are used for the analysis share many similar structural tendencies, which can be accounted as genre conventions. Furthermore, all of them have the same purpose which is to make people buy the product, and this presentation discusses by what means, or in this case modes, the producer's end is achieved. Finally, this investigation shows that despite the criticism expressed in previous scholarly output, modes can be analyzed in parallel to language. The research on Chilean, French, and South African wine labels notes that modes are not simply used to construct narratives or act as attention seeking devices. They also perform ideational, interpersonal, and textual functions. In other words, both linguistic and visual modes tell stories and establish a relationship between the producer, product, and customer. In addition, to be successful and aesthetically attractive, modes cohere both internally and with one another. Despite the similarities, this paper reveals some differences between wine labels of the countries under investigation. Even though the majority of labels promote a particular ideology, they do it in diverse ways. For instance, Chilean and South African wine labels employ imagery as well as ideologically loaded lexical units, whereas French wine labels rely on the visual aspect more than on textual messages. Moreover, French wine labels do not contain as many stimulating, engaging, and positively loaded words as it can be noticed when it comes to the other two countries. That is because Chile and South Africa are New World wine makers. It means that they do not have such worldwide recognition as French wines do, and thus must employ various creative, appealing, and stimulating combinations of modes to persuade the customers and create a positive view of the product.

Vilma Sukacké, Kaunas University of Technology

The potaytoes/potahtoes and the tomaytoes/tomahtoes of the terminology related to technology enhanced learning

Technology enhanced learning is a complex field that has been advanced by the efforts of scholars from a number of disciplines, including Educational sciences, IT, Psychology, and Sociology to name but a few. There is a multitude of research groups working on the same goal, namely, transforming instructional design and the way people around the world learn through the means of applying innovative technology. However, there is a lack of cooperation between the variety of scientific fields that are involved in advancing the area of technology enhanced learning. Therefore, one can notice numerous discrepancies in how this field is (not) defined and that there exist over 20 different terms to refer to the same phenomenon or its

elements. The proposed presentation will present the different terminology (including critique towards it) that is currently being used when discussing technology enhanced learning. Finally, it will call for the need to have more collaboration between the representatives of different disciplines in order to standardize the terminology that is used in the field.

Vilma Sukackė, Brigita Dimavičienė, Saulė Petronienė, Kaunas University of Technology
An Innovative Approach towards Foreign Language Learning for Engineers

In the context of increasing globalization, institutions of high education recognize the importance of Global and Entrepreneurial Competences (GC/ EC) and their development in their students (Meng et al. 2018, Brown & Jones, 2007). GC can enable them to examine and deal with local, global and intercultural issues, to be aware, understand, appreciate and respect the perspectives and world views of others, to engage in open, appropriate and effective interactions with people from different backgrounds, and “to act for collective well-being and sustainable development” (OECD Pisa’s Global Competence Framework). Reimers (2009:23) claims that GC, alongside foreign language skills, is a necessity for “the majority of the world’s population”, therefore, it should be “a purpose of mass education”. Thus, Language and Intercultural Communication teachers in universities with focus on engineering must prepare students to have GC to be able communicate their knowledge and engineering related ideas across borders and cultures. In addition to GC, EC plays a great role in teaching of engineering students who possess a wide variety of technical skills but often lack soft skills, such as good communication, ability to develop, organise and/or run business (Byers et al. 2013). Therefore a number of universities with focus on engineering have been working on different programs that encourage young engineers to master their entrepreneurial skills. This paper presents the issues addressed by the project BADGE (Becoming a Digital Global Engineer) which focus on the development and integration of GC and EC in engineering students through the development of particular skills and competences by creating a unique resource for language learning.

Rūta Sutkutė, Vytautas Magnus University

Refugee Voices: Humanitarianism, Human Rights and Representation of the Refugee

This presentation examines the role of social media in shaping the value orientation of individuals and constructing negative images of social groups in the context of social media activism. Consequently, such public initiatives as “Refugees Welcome!” and “Refugees Not Welcome!” are trying to challenge and influence governmental policy, to mobilize people in order to promote the integration of refugees, or vice versa to fight against their “new arrivals” and their status in the host society. Social campaign “Refugees Welcome!” was created in September, 2015 therefore it is difficult to assess the role of the movement for government policy and society so far but it is widely recognized that this movement has already achieved certain results in persuading governments to accept more refugees and transfer them to refugee integration centres. The object of the presentation – integration of refugees in the context of the humanitarian crisis in Europe. The main purpose – to figure out social media’s role as a mediator in shaping the value orientation of individuals and constructing negative images of social groups in the context of social media activism in different virtual environments through “Facebook” and “Twitter” case studies. In order to achieve this purpose the following tasks were created: to analyze social media activism processes in modern society; to introduce how different representations of refugees affect public discourse; to present methodology of discourse analysis; to explore how value orientation of “Refugees Welcome!” and “Refugees Not Welcome!” movements is constructed in different social websites “Facebook” and “Twitter”. The qualitative and quantitative analysis of social networks content confirmed the hypothesis that in different symbolic (virtual) communities, European migrant crisis is

presented diametrically contrary to the provisions of the target group to which the message is supposed to be addressed to. Concerning the case of “Refugees Not Welcome”, the information is deliberately intended to form a negative perception of refugees in an emphasis on western values, terrorism and the threat of “unwanted invaders”. Meanwhile, in the social network “Refugees Welcome” has been chosen communication strategy (style and rhetoric) aimed at forming a diametrically opposite counter through tolerance concept, willingness to help and deservingness to receive help, as expressed in positive attitudes towards representation of refugees as victims.

Catherine Teissier, Aix Marseille Université

Comment traduire des contenus complexes dans une bande dessinée papier et numérique?

Le projet History boards a pour objectif de transmettre à un public de jeunes adultes des contenus complexes de l'histoire proche à travers un dispositif transmédia, lequel articule une bande dessinée papier, une bande dessinée numérique et un site compagnon où des contenus de vulgarisation scientifique sont mis à disposition du lecteur/de la lectrice.

Cette communication se propose d'explorer comment, par quels moyens (graphiques et textuels, propres au média BD et BD numérique) et à quelle condition, les contenus historiques sont transmis au public afin que celui-ci s'approprie ces contenus pour progresser dans une vision citoyenne du monde, en s'insérant dans la société de manière responsable. Le sujet du dispositif transmédia est en effet : comment résister à la spirale de la violence ? L'action se situe à Bologne, en 1977, en pleine période des « Années de plomb » qui vit le terrorisme et la violence politique se répandre en Italie et en Allemagne. Comment traduire de manière juste les faits historiques et sociologiques complexes dans le langage de la bande dessinée ? A quel condition un accompagnement efficace du public vers le choix du refus de la violence est-il possible ? C'est ce que nous proposons d'explorer dans une communication d'une vingtaine de minutes.

Austė Telyčėnaitė, Vilnius University

Communicating sustainability in the fast fashion industry: challenges, obstacles and the importance of social media

The phenomenon of fast fashion has revolutionized the fashion industry – it changed customer's attitudes to apparel consumption (McNeill, Moore, 2015). Due to the rapid production time that allows to meet the latest and hottest fashion trends, the fast fashion industry has thrived in the last decade (Brewer, 2019). The negative footprint left by fast fashion organizations is undeniable (Claudio, 2007; Gam, Banning, 2011; Brewer, 2019) - the textile and clothing industry is one of the most polluting sectors (Shen et al., 2017). Fashion democratization driven by low-cost clothing allows organizations to sell to the masses and contributes to throw-away culture and insatiable demand for the latest seasonal offerings (Brewer, 2019). In order to compensate for their activities and to appeal to the consumer who wants sustainability, fast fashion brands try to present themselves to the public as sustainable and environmentally friendly organizations who are responsive to public needs and criticism. On the one hand, the situation is also exacerbated by the prevalence of social media, which encourage the spread of fashion trends around the world (Brewer, 2019). But on the other hand, sustainability advocates/influencers on social media drive their followers to embrace a sustainable lifestyle and stop to the cult of consumption (Chwialkowska, 2019). In spite of the existing need to maintain social status, there is a tendency in society that to be fashionable and conscious consumers and are contradictory phenomena that can hardly coexist (Moon et al., 2015). The aim of the presentation is to present the main challenges of the fast fashion industry's communication on sustainability in order to present themselves as sustainable fast fashion organizations.

Virginija Tuomaitė, Kaunas University of Technology

Problem Solving as an Innovative Action-Oriented Approach for the Development of Academic and Professional Communication in EFL

The action-oriented approach (AOA), as an innovative, holistic form of language education, is growing significantly on the ground as a means to provide motivating, realistic, project-based language teaching linked to the promotion of interculturality and Competences for Democratic Culture (CDC) (Piccardo, E., North, B., 2019). Problem solving and problem-based learning assignments are some of the methods based on the innovative and holistic action-oriented approach of language education. Problem solving is identified as one of the most important skills of the 21st century, the development of which is proposed to be integrated into the courses of various subjects. Equally, problem solving as one of the most important competences of high education graduates in the intercultural and multilingual context is being developed and used as a method of language education in the courses of academic and professional communication in English as a foreign language (EFL) at a specialized university. Problem-based learning (PBL) is an exciting alternative to traditional classroom learning. With PBL, the teacher presents the students with a problem-solving assignment, not lectures or assignments or exercises. Since the students are not handed 'content', their learning becomes active and independent in the sense that they discover and work with content that they determine to be necessary to solve the problem. The principal aims of implementing PBL in the courses of academic and professional communication in EFL at a specialized university are to integrate knowledge and skills from a range of multidisciplinary modules, to acquire knowledge through self-study, to teach students how to work in groups and manage group projects, to improve and develop transferable skills of students, to develop problem solving skills of students, to encourage self-motivation, curiosity and thinking, and finally, to make learning fun (Busfield, J., Peijs, T. (2003). Learning Materials in a Problem Based Course. The UK Centre for Materials Education).

In addition to being an active way of learning that teaches students problem solving skills, while at the same time allowing them to acquire basic content knowledge as regards their major as well as interdisciplinary studies, the problem-based learning also enables students to develop their academic and professional competence in EFL which is highly important for their successful and efficient participation in their present and future academic and professional mobility, activities and functioning in the intercultural and multilingual context. This paper aims at presenting and describing how problem solving and PBL assignments are integrated into the courses of academic and professional communication in EFL at a specialized university, which seek to provide students with a checklist of academic and professional language competence, transferable skills, and underpinning subject-specific knowledge for more detailed project/research work and further study/application in subsequent years into the courses of academic and professional communication in EFL at a specialized university as regards PBL process, steps, assessment, and learning outcomes based on the empirical research of student and teacher attitudes towards problem solving and PBL assignments.

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The Problem of Equivalence of the Semantic Category of Definiteness/Indefiniteness when Translating from English into Lithuanian

For centuries, the language has been considered a powerful creative force, giving the world and the human experience an existing form. Language helps us to convey thoughts and turn their meaning into words. We use translation to convey our thoughts in words to other cultures. Translation expands relations with other nations and gives people the opportunity to broaden and deepen their knowledge, experience, and horizons. Given that translation serves the nation by enriching the language, we can say that its translator has a huge responsibility in developing the culture of the nation. Language skills alone are not enough

in this process: the translator's ability to find essential information and determine the required degree of cultural adaptation is equally important. Despite the knowledge of grammatical, lexical, semantic, and other structures of the original and translation languages, the translator faces a wide range of problems, in particular equivalence, i.e. the absence of the equivalent in the translation language. The problem of equivalence also arises when expressing such a semantic category as definiteness/indefiniteness in two genetically different languages, in this case, English and Lithuanian. Although this semantic category exists in both languages, its modes of expression differ, i.e., there is a lack of equivalence. In English, the stereotypical function of definiteness/indefiniteness is performed by the system of articles, although it should be noted that this semantic category has other modes of expression that will not be discussed in more detail in this paper. There are no articles in Lithuanian, so the question arises as to how the definiteness/indefiniteness encoded in the system of articles can be conveyed in Lithuanian. It seems likely, this question has been analysed insufficiently by Lithuanian linguists. Thus, the aim of this paper is to look at the present problem and discuss the ways in which the coded system of articles in the semantic category of English definiteness/indefiniteness is conveyed in Lithuanian without losing the meaning of the original language. However, in order to discuss and find ways to translate, it is important to explore some issues of translation theory, as well as to describe the semantic category of definiteness/indefiniteness in both languages, and to review the level of research in this area. The methods of conveying the definiteness/indefiniteness in translation, without losing the meaning of the original language, are analysed in this paper on the basis of theory, the problem of equivalence, the problem of loss of meaning, and the problem of untranslatability. Unfortunately, translation practice uses only the usual characteristic methods that make the language poor, the translation monotonous and boring, colourless. Further scientific research for lexical, morphological, syntactic, and other translation tools could provide a wider range of ways to convey definiteness/indefiniteness and enable translators to enliven the language of translation. An analysis of the translation of definiteness/indefiniteness equivalence into the translation language could open the door to further research, the results of which would have practical value for translators.

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Who stole the verbs? Language used in social media

We live in the age of virtual communication and technologies. People begin and end their day by checking the news feed and their personal profiles of social networks. Every day we write e-mails, short messages, posts, tweets, and use hashtags in order to communicate with our friends and relatives. Moreover, emoticons and internet acronyms seem to play an important role in our daily language. The purpose of the presentation is to draw attention to the English language used in social media and compare it to general English. The objectives of the presentation are to describe the most frequent trends of language used in social media, to identify the main causes of language change in social media and to compare the language used in social media by famous people of different professions. The literature overview and the comparative analysis are the methods used for this presentation. The analysis of scientific sources and various public posts of social networks such as Facebook and Instagram have been chosen to present. Different trends of language in social media will be illustrated by the examples from the profiles of top ten people, who were the most-followed celebrities on Instagram and Facebook in 2019. The comparative analysis of English used in social media by athletes, musicians, and actors will be demonstrated. The differences in the choice of vocabulary and sentence structure in relation to the social network will be discussed.

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Прозвища, образованные от прецедентных имен, в центральной части Латгалии

В современной лингвистике исследование антропонимов, в том числе прозвищ, по-прежнему является актуальным и значимым. Прозвищам как единицам вторичной номинации присущи свои прагматические функции, роль которых особенно велика в процессе повседневной коммуникации. Использование в речи прозвищ создает особую ситуацию общения и вызывает необычные эмоциональные эффекты.

Данное исследование посвящено группе прозвищ, в основе которых лежит прецедентное имя. Необходимо отметить, что данная группа в количественном отношении является небольшой (около 100 лексических единиц), тем не менее неоднородной с точки зрения национально-культурных коннотаций. Специфика данных лексических единиц в том, что они не только характеризуют человека, но и маркируют его с точки зрения связи с той или иной культурой. В основе подобных прозвищ лежат различные ассоциативные связи между объектом номинации и прецедентным именем (т. е. его образом). Анализ показал, что такого рода прозвища чаще всего указывают на внешность человека, немного реже – на особенности поведения или биографический факт, например, *Ļeņins m* – похож на руководителя Российской революции В. И. Ленина; *Mauzeduns m* – чертами лица похож на лидера Коммунистической партии Китая Мао Цзэдуна; *Ķaplins m* – походкой похож на Чаплина, много шутит; *Jēzus Kristus m* – ходит босиком, с длинными распущенными волосами, однажды пришел на предприятие “*Preiļu siers*” и упал на колени; *Misters Bīns f* – автомобиль как у Мистера Бина. Для более детального анализа группу целесообразно разделить на подгруппы, поскольку лексические единицы противопоставлены друг другу по различным семантическим признакам, в рамках подгруппы прозвища могут быть дифференцированы и по факультативным признакам. Особый интерес представляют прозвища, иллюстрирующие различного рода трансформации прецедентного имени, например, приращение новых семантических элементов.

