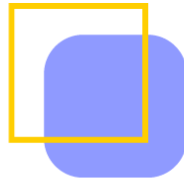


INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse



PROGRAMME

International Conference
Kaunas University of Technology, Lithuania
17–18 November, 2022

Thursday 17th November Main session, room 202

Moderator Saulė Juzelėnienė

10:00 – 10:15

Opening

Welcome speeches. Faculty administration and Conference organisers

10:15 – 11:15

Plenary lecture

Jessica Bradley

The art of the linguistic landscape: lived experiences of the everyday
University of Sheffield, United Kingdom

11:15 – 11:45

Catherine Teissier, *A TV series for the understanding of peoples? Slouha narodou, a cross-cultural political satire*, Université d'Aix-Marseille, France

11.45 – 12.00

Coffee break

12:00 – 12:30

Dalia Mankausienė, *Access to Mental Healthcare: Bridging the Language Gap*, Vilnius University, Lithuania

12:30– 13:00

Mohamed Saki, *A multimodal analysis of a digital collective action: a case study of the online campaign Against the US Supreme Court's overruling of the Wade vs Roe*, University of Western Brittany, France

13:00 – 14:30

Lunch break

Main session, room 202

Moderator Catherine Teissier

14:30 – 15:30

Plenary lecture

Luc van Doorslaer

*Peoples, regions and countries in translation:
The imagological richness of travelogues*
University of Tartu, Estonia, KU Leuven, Belgium

15:30 – 16:00

Fernando Prieto Ramos, *Examining a Field of Translation Practice through Corpus Analysis: Methodological Challenges and Innovations*, University of Geneva, Switzerland

- 16:00 – 16:15** **Coffee break**
- 16:15 – 16:45** **Dainora Maumevičienė**, *Kaunas as a Multilingual and Translational City*,
Kaunas University of Technology, Lithuania
- 16:45 – 17:15** **Saulė Juzelėnienė, Skirmantė Sarkauskienė, Rita Baranauskienė**
Concept of JOY in the multimodal discourse of Lithuanian Comics, Vilnius
University, Lithuania

Friday 18th November

Main session, room 213

Moderator Saulė Petronienė

- 10:00 – 11:00** **Plenary lecture**
Carmen Caro
Translating literature: Don Quixote 's journey
Vilnius University, Lithuania
- 11:05 – 11:35** **Kotryna Garanašvili**, *Translating Dialect and Non-standard Language*,
University of East Anglia, United Kingdom
- 11:35 – 12:00** **Coffee break**
- 12:00 – 12:30** **Veronica Del Valle Cacela**,
Translating Culture-specific Items in Tourism (Polish-Spanish),
Uniwersytet Marii Curie-Sklodowskiej, Poland
- 12:30 – 13:00** **Linda Gaile**, *Input and Output of Segmentation in Simultaneous*
Interpreting from German into Latvian, University of Liepaja, Latvia
- 13:00 – 13:30** **Poster and Book Presentation Session**
also available throughout the conference*
- 13:30 – 14:30** **Lunch break**

Parallel sessions

Session I, room 213

Moderator Saulė Petronienė

- 14:30 – 15:00** **Svitlana Matviejeva**, *Refugee: Transformation of the Linguistic-*
Conceptual Paradigm, Kaunas University of Technology, Lithuania
- 15:00 – 15:30** **Reima Al-Jarf**, *Expressions of Impossibility in Daily Communication in*
English and Arabic: Implications for Translation, King Saud University,
Saudi Arabia

15:30 – 16:00 **Saulė Juzelėnienė, Saulė Petronienė**, *Plurisemiotic Communication of Kaunas Murals*, Kaunas University of Technology, Lithuania

16:00 – 16:30 **Loreta Huber, Augustas Zaikauskas**, *The Importance of Visual Communication in Social Media: The Case of BasketNews.com – the Latest Basketball News Project*, Kaunas University of Technology, Lithuania

Session II, room 209

Moderator Dainora Maumevičienė

14:30 – 15:00 **Iryna Ushchapovska**, *Social Impact of the Language of Sustainable Brands*, Sumy State University, Ukraine

15:00 – 15:30 **Ramunė Miežanskienė, Aušra Tartilaitė - Paulauskienė** *Communicating Legal Content: Teaching and Learning Law at the University*, Kaunas University of Technology, Lithuania

15:30 – 16:00 **Saulė Petronienė, Marija Vėžienė, Virginija Tuomaitė, Diana Burbienė**, *Social Media Scandal as a Case Study for EFL Students*, Kaunas University of Technology, Lithuania

16:00 – 16:30 **Dainora Maumevičienė, Saulė Petronienė, Vilma Sukackė, Jolanta Vaičiūnienė, Maria Asuncion Valiente Bermejo, Sethi Namrata, Khan Rakhshanda**, *Community of Practice: Supporting Teachers Towards Innovations*, Kaunas University of Technology, Lithuania, University West, Sweden, Haaga-Helia University of Applied Sciences, Finland

Session III, room 106

Moderator Vilija Celiešienė

14:30 – 15:00 **Vaiva Kvedaravičiūtė, Raimonda Agnė Medeišienė**, *Proceso dramos įtaka savo kūno vertinimui siekiant pakeisti #INSTAGRAM poveikį*, Lithuanian Music and Theater Academy, Lithuania

15:00 – 15:30 **Maria Inmaculada De Potestad, Marija Vėžienė**, *Pasirinktų naujų technologijų naudojimo kaip motyvacijos mokytis kalbų priemonės studentų įvertinimas*, Kaunas University of Technology, Lithuania

15:30 – 16:00 **Vilija Celiešienė, Deimantė Baškytė**, *Mechanikos terminijos dūrinių sintaksinė-semantinė analizė*, Kaunas University of Technology, Lithuania

16:00 – 16:30 **Jurgita Jurkevičienė**, *Naujienu žiniasklaidos dėmesio ciklai politikos reformų komunikacijoje*, Kaunas University of Technology, Lithuania

16:30 – 17:00 **Vilma Sukackė**, *Naujienu medijų diskursas apie Lietuvos aukštojo mokslo reformą: divide et impera?*, Kaunas University of Technology, Lithuania

Session IV, room 208

Moderator Diana Burbienė

- 14:30 – 15:00** **Loreta Huber, Dovilė Hofmanaitė**, *Conveying Sounds and Music in Subtitling for the Deaf and Hard-of-Hearing: Preferences of the Lithuanian Target Audience*, Vilnius University, Lithuania
- 15:00 – 15:30** **Greta Danilavičienė**, *Translation Strategies for Subtitling: Focussing on Culture-specific References*, Kaunas University of Technology, Lithuania
- 15:30 – 16:00** **Virginija Stankevičienė, Daiva Zavistanavičienė, Viorika Sestakova**, *A Few Insights on Term Meanings in Lithuanian and English Dictionaries of Economics*, Kaunas University of Technology, Lithuania
- 16:00 – 16:30** **Diana Burbienė**, *The Conceptual Semantics of Slavic Prepositions V and NA: from Spatial Concepts to Political Message*, Kaunas University of Technology, Lithuania
- 16:30 – 17:00** **Aiga Jansone**, *Behind the Scenes of Post-Editing Machine Translation*, Ventspils University of Applied Sciences, Latvia
- 17:00 – 17:15** **Coffee break**

Main session, room 213

Closing remarks

- 17:15 – 17:45** **Saulė Juzelėnienė, Catherine Teissier, Saulė Petronienė, Dainora Maumevičienė, Vilija Celiešienė, Diana Burbienė**

*Poster and book presentations:

Book by R. Kasperė, D. Maumevičienė, J. Mikelionienė, J. Motiejūnienė and D. Venckienė, *Translation, Text and Technologies*, Kaunas University of Technology

Viorika Sestakova, Daiva Zavistanavičienė, *Corpus vs dictionary: the analysis of collocations in English and Lithuanian*, Kaunas University of Technology

Virginija Tuomaitė, *Higher Education Student Written Communication in Academic Discourse*, Kaunas University of Technology

Hannah Tischmann, Emma Björg Eyjólfsdóttir, Saule Petronienė, „Welcome! Student starter kit“, Stavanger University, Iceland University, Kaunas University of Technology

Jurgita Motiejūnienė, Loreta Huber, *Making Media Accessible for the Deaf and Hard of Hearing: Current Research Projects*, Vilnius University