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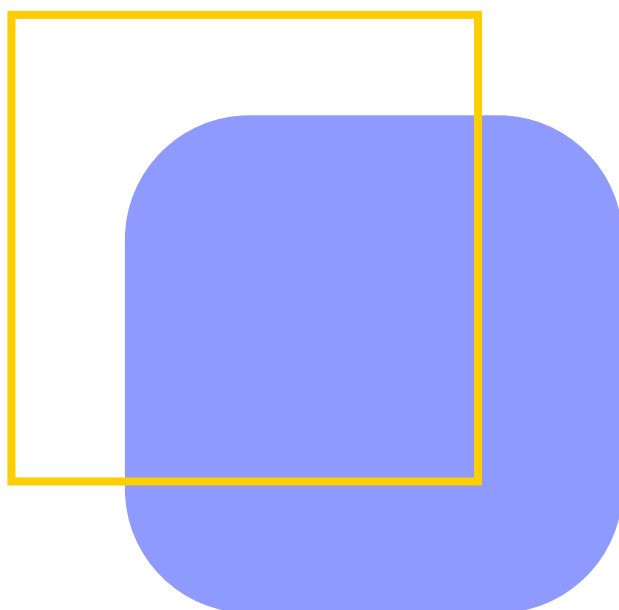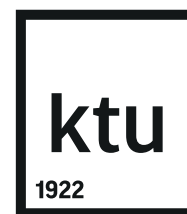
INTERMEDIALITY
IN COMMUNICATION

Translation ▫ Media ▫ Discourse

ABSTRACTS

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Abstracts

Reima Al-Jarf

King Saud University

Expressions of Impossibility in Daily Communication in English and Arabic: Implications for Translation

This study explores the similarities and differences between English and Arabic expressions of impossibility, and the difficulties that student-translators have with them. A corpus of English and Arabic expressions of impossibility was collected, analysed and compared. Data analysis showed that English and Arabic expressions of impossibility fall into 4 categories: (i) those that are identical in form and meaning in both languages (to look for a needle in a haystack, when salt blossoms, when heaven falls on earth); (ii) those that are similar in meaning but differ in wording (when pigs fly, on cloud nine, not in a million years); (iii) those used in English, but have no equivalents in Arabic; and (iv) those used in Arabic but have no equivalents in English. Responses to a translation test showed that student-translators could translate fewer than 25% of the test items correctly and left many blank. Expressions of impossibility similar in both languages were easy to translate, whereas opaque ones (ghost of a chance, near the knuckle, dance on a land mine, يـريـه الـنـجوم فـي عز الـظـهـر, were (لـو يـرجع فـي بـطن امـه, فـي الـمـشمش,حـلم ابـلـيس فـي الـجـنـة, لـبـن الـعـصفـور difficult. Literal translation was the most common strategy. Detailed results and recommendations will be given.

Jessica Bradley

University of Sheffield

The Art of the Linguistic Landscape

In this keynote presentation I will critically engage with notions of a 'creative turn' in applied linguistics (Bradley & Harvey, 2019; Harvey & Bradley, 2021) and the expansive turn in Linguistic Landscape Studies (LLS) (Pütz & Mundt, 2018), conceptualised as the study of 'multilingual', or rather 'multimodal' signs (Pütz & Mundt, 2018, 2; Shohamy, 2015; Jaworski & Thurlow, 2010). I will draw from a body of research, in collaboration with artists and linguists (Bradley, Atkinson & Matras, 2019-2022), to interrogate the insights enabled by exploring and researching the linguistic landscape (Pennycook, 2021, 3) in terms of creative practice and people's everyday lives (Blommaert, 2013; 2015). My starting point is the 'linguistic landscape', or, rather, the 'semiotic assemblage' (Pennycook, 2017; 2018) and the extensions that LLS bring to the 'traditional scope of sociolinguistics' (Pütz & Mundt, 2018, 2). By bringing together creative inquiry, in the form of creative practice and critical co-production, with LLS, I visualise the possibilities for a thoughtful transdisciplinary approach to people's everyday engagements with language(s) and public space.

Diana Burbienė

Kaunas University of Technology

The Conceptual Semantics of Slavic Prepositions V and NA: from Spatial Concepts to Political Message

Prepositions V and NA are common to Slavic languages. In modern Russian with the locative case, it differentiates the meaning of space, "in", and top of surface, "on". However, apart from situations where this difference is clear, the evolution of the usage of these

prepositions demonstrates two oppositional processes: a) when the original etymological motivation of the prepositional phrase becomes not obvious; b) when addition of preposition to certain words changes because of tendency to mark a distinctive category. This phenomenon causes evolutionary changes of the usage of these prepositions in certain phrases and corresponding contrasts in Slavic languages. Although texts of the Old Russian attest both variants, rules of modern Russian prescript to use NA in phrase with the name of Ukraine. After the annexation of Crimea by the Russian Federation in 2014, the variant with preposition V appears in Russian public discourse. Such usage has not formed a trend until the 2022 Russian invasion of Ukraine in 2022. The analysis of social networks and internet media shows that Russian public opinion experts representing the opposition to the current regime reconsider the prescriptive norm and the usage of particular preposition can be considered as a characteristic of a sociolect.

Verónica Del Valle Cacela

Uniwersytet Marii Curie-Skłodowskiej

Translating Culture-Specific Items in Tourism (Polish-Spanish)

Translation and culture are two related concepts, as a language cannot be understood without its culture. Therefore, translation involves being aware of the cultural characteristics of our work languages. Perhaps one of the fields where this symbiosis is best illustrated is in tourism translation due to the large number of terms that encompass the cultural elements of a place. However, this is a type of translation that is often not as well appreciated as other types of translation and its complexity sometimes goes underestimated. As a result, it is quite common to find wrong translations in tourist guides or brochures. In many cases, this type of cultural information is even omitted due to the difficulty of finding cultural equivalents, especially in cultures with few cultural connections.

The aim of this presentation is to highlight this type of translation and the importance of a good cultural translation for the national economy of a particular country and to enhance the value of that country. Tourism translation must be understood as an investment. Consequently, this proposal will therefore use, as an example, documents translated with the combination of Polish and Spanish in which it is possible to identify those problems related to cultural concepts of both countries, which do not share similar elements in the respective cultures as it would happen if we compare Spain with Italy, for instance. Hence, the main aim of the presentation will be to highlight the application of tourism translation as a public service.

Vilija Celiešienė
Deimantė Baškytė

Kauno technologijos universitetas

Mechanikos terminijos dūrinių sintaksinė-semantinė analizė

Pranešime pristatomas atliktas lietuvių ir anglų k. mechanikos terminijos dūrinių sintaksinės-semantinės analizės tyrimas. Darbo objektas – Mechanikos terminų žodyno (2019) dūriniai. Tyrimu siekiama atskleisti skirtingų kalbų mechanikos terminijos dūrinių semantinius-sintaksinius sandų santykius. Ištyrus sintaksinės-semantinės analizės ryšius buvo išskirti šie dūrinių tipai: determinatyviniai, posesyviniai, kopuliatyviniai, valdomieji. Šie tipai vyrauja ir anglų, ir lietuvių kalbose. Nustatyta, kad esminis determinatyvinių dūrinių bruožas yra abu daiktavardiniai sandai. Posesyviniai dūriniai dažniausiai turi vieną būdvardinį sandą ir yra perkeltinės reikšmės. Kopuliatyvinių dūrinių sandai abu yra

lygiaverčiai daiktavardžiai, vienas kito neapibūdinantys, o anglų kalboje kopuliatyvinių dūrinių sandus galima apkeisti vietomis ir reikšmė nepasikeistų. Valdomųjų dūrinių skiriamoji savybė – vienas sandas veiksmažodis arba veiksmažodinis daiktavardis, kuris dažniausiai eina antruoju sandu. Atlikus semantinę-sintaksinę analizę, paaiškėjo, kad daugiausia buvo rasta determinatyvinių dūrinių. Pastaruosius išanalizavus pagal semantines klases, paaiškėjo, kad produktyviausia yra paskirties semantinė dūrinių klasė. Tokia tendencija pasitaikė ir tarp lietuviškų dūrinių, ir tarp angliškų atitikmenų. Posesyvinių dūrinių abejose kalbose buvo rasta tik vienetai. Kopuliatyviniai dūriniai abiejų kalbų mechanikos terminijai visiškai nebūdingi. Veiksmažodžio valdomųjų dūrinių lietuvių kalboje buvo rastas beveik trečdalis, galima teigti, kad tai yra palyginti didelė dalis, nes anglų kalboje šio tipo buvo rasti tik du dūriniai. Tokie rezultatai rodo, kad didžiausią dalį tarp mechanikos abiejų kalbų dūrinių užima paskirties semantinės klasės determinatyviniai dūriniai, kurių apibrėžiamasis sandas rodo pagrindinio sando paskirtį. Aptarus esančius dūrinių darybos modelius, dažnumu išsiskyrė D + D darybos modelis ir lietuvių ir anglų kalbose. Be šio taip pat pasitaikė ir kitų. Tarp lietuviškų dūrinių vyravo šie modeliai: B + D, P + D, S + D. Anglų kalboje, be minėtų, dar buvo aptikta šių darybos modelių: Į + D, V + D, D + B. Tokie rezultatai rodo, kad mechanikos terminijoje abiejų daiktavardinių sandų darybos modelis vis dėlto yra produktyviausias tiek tarp lietuviškų dūrinių, tiek tarp angliškų jų atitikmenų.

Greta Danilavičienė

Kaunas University of Technology

Translation Strategies for Subtitling: Focussing on Culture-Specific References

Since the cinematography made a breakthrough at the end of the 19th century, (history.com editors) the audio-visual product (AVP) market is rapidly increasing all the time. The current estimation reveals that AVP in the USA reaches $ 18,2 billion value and its growth is up to 5 % in 2022 (Ibis World). Due to the expansion of the market, those audio-visual products have to be accessible not only to source language speakers but also to target language speakers as well. Not only is the market of audio-visual products thriving, but also the necessity for translators. Currently, the demand for translators is at the peak as well, as there are more than 19 thousand and 3 thousand job positions for translators in the USA and in the UK, respectively (Linkedin). As the AVT market is expanding, the necessity for translations is growing consequently. It is necessary to emphasize that the translation of any AVP is complicated because the translator has to invoke not only translation strategies but also has to be familiar with culture-specific references (CSRs) as well as follow the constraints of audio-visual translation (AVT).

The aim of this research is to analyse the translation of CSRs in the subtitles from source to target language in a culinary TV show with reference to the translation strategies applied. In order to reach the aim of this research, the following objectives are set: to define CSRs and their classification; to analyse what translation strategies are used to render CSRs, and to identify whether the majority of CRS are rendered with reference to the source or target audiences. In this study, the following methods are employed: the analysis of scientific literature; the descriptive method; comparative method. This research focuses on CSRs of food and drink, based on the classification of Delia Chiaro (2009, p. 156-157).

Linda Gaile

University of Liepaja

Candidate Input and Output of Segmentation in Simultaneous Interpreting from German into Latvian

The simultaneous interpreting (SI) is considered as a multi-phase cognitive process during which the interpreter must continuously monitor, store, retrieve, and decode the input of the source language while at the same time recording and encoding the translation of the previous input (Goldman-Eisler 1980). During this complex cognitive process interpreters use different strategies which indicate which decisions must be taken in each situation to reach a goal within a behavioural plan. One of such strategies is the segmentation which Kalina (1998, 1999, 2001) argues as a comprehensive strategy and should not only be used for the understanding of source language input but also for the output in the target language.

This article analyses the using of Segmentation strategy in simultaneous interpreting from German as a source language (SL) into Latvian as a target language (TL). Segmentation of an original speech (SL) is considered also as one of the main interpreting strategies that need to be study and practice by the students of interpreting training.

The analyses of the using of segmentation strategy includes the segmentation of input from SL, and segmentation into output in the TL, which includes the main question of the research: how the simultaneous interpreter segment the source language input (1) and what is the nature of segmentation units which the interpreter use during the simultaneous interpreting (2). For the mentioned analysis we selected 10 plenary session speeches be German speaking members of European Parliament and their simultaneous interpreting analogues into Latvian. The speeches were from years 2017 and 2018, the main topic of the debates being 'employment', 'work', 'social'. The length of one speech was between 1 and 5 minutes. The research material was used from the open website of European Parliament and for further analysis was used the orthographically transcription.

Kotryna Garanašvili

University of East Anglia

Translating Dialect and Non-standard Language

Beyond its role as a marker of identity in everyday life, non-standard language - including dialect, slang, colloquialisms and profanity – performs multiple functions in literature, including the conveyance of socio-cultural and political nuances. Negative stereotypes associated with non-standard linguistic devices often results in them being regarded as an inferior, incorrect usage of language, a linguistic taboo. However, writing in non-standard can become a powerful act of resistance, especially in minority cultures suppressed by the dominance of colonial languages, searching for their lost identities. Conveying these nuances becomes especially important in translation. Non-standard language is commonly translated by transferring it into standard language, which results in the text suffering a loss of individual character. A possible solution to this loss is attempting to achieve an equivalent effect in translation using an existing dialect of the target culture or by creating a new one. However, it is also one of the most problematic challenges in literary translation, considering the inherent differences between languages and cultures. Exploring novels written in regionally and socially marked non-standard language and focusing especially on Scots, Swiss German and Šiauliai Lithuanian dialects, as well as Irvine Welsh's Trainspotting, Pedro Lenz's Der Goalie Bin Ig and Rimantas Kmita's Pietinia Kronikas and their translations, my paper explores the possibilities of linguistic and socio-cultural

equivalence between different forms of non-standard in literary translation, comparing their linguistic aspects and contexts, aiming to find alternative approaches and arguing that translating non-standard is an essential matter because of the variety of functions it performs in literature and the impact it has on both source and target cultural and political backgrounds.

Loreta Huber

Dovilė Hofmanaitė

Vilnius University

Conveying Sounds and Music in Subtitling for the d/Deaf and Hard-of-Hearing: Preferences of the Lithuanian Target Audience

This paper aims to contribute to the growing area of research into modes of audio-visual translation, used to increase media accessibility by looking into one of the crucial elements of subtitling for the d/Deaf and hard-of-hearing – sound and music indication. Both practical and theoretical value of the chosen topic lies in its significance for the creation of subtitles for the d/Deaf and hard-of-hearing guidelines in Lithuania, and consequently, for developing future practice of subtitling for the d/Deaf and hard-of-hearing. The hypothesis raised in this study is that preferences of the target audience reflect the general audio-visual translation tradition in Lithuania, standard subtitling, therefore, the target audience prefer strategies featuring minimum (if any) use of colour, or mixed positioning for both sound and music indication subtitles. The approach to empirical research adopted for this investigation is based on semi-structured interviews and qualitative data analysis.

Loreta Huber

Augustas Zaikauskas

Kaunas University of Technology

The Importance of Visual Communication in Social Media: The Case of BasketNews.com – the Latest Basketball News Project

With the current evolution of visual technology and whirling competition, there is a growing tendency to use certain tools and tricks to create contrasting content in order to stay visible and relevant on social media, as previously used exposure methods can assimilate with casual posts, that do not attract as much traffic, thus, leading to general dissatisfaction, worse state of emotional wellness, unsuccessful business ideas and so on. Therefore, a powerful and thorough visual communication gains a crucial role in social media, operating as the main apparatus in achieving specified goals. This paper will contribute to social media related literature by producing theoretical and empirical analysis on the latest visual communication tendencies that directly appeal to the users, thus, enhancing a clear understanding on the effects created by specific visuals that summon an explicit activity from the recipient, augmenting the growth of a social media page. The problem of the research: with visual content almost completely overshadowing textual information, and social platforms slowly becoming fulfilled with analogous visuals, the question arises how effective and inventive visual communication can be established in order to stand out from the casual crowd of users and accomplish desired aims. The aim of the research is to investigate the importance of competitive visual communication in social media.

Aiga Jansone

Ventspils University of Applied Sciences

Behind the Scenes of Post-Editing Machine Translation

The development of neural machine translation has increased the use of machine translation tools in general. Many people all around the world are using machine translation – some of them are aware of machine translation's pros and cons while others consider it as a fully usable replacement for a human translator or dictionary and cannot tell if the translation has been produced by a computer. The aim of the paper is to analyse different scenarios of using machine translation: the use of a raw machine translation and the use of a lightly and fully post-edited output of a machine translation tool. The paper briefly discusses examples of justified and unjustified use of raw machine translation and provides a summary of post-editing guidelines regarding the two major post-editing types: full post-editing and light post-editing. Common aspects of post-editing are studied, and differences between full and light post-editing are emphasised by focusing on the translation's quality to be achieved.

The paper can be used by language specialists, including translators, editors, and post-editors, and non-specialists who use or plan to use machine translation. The common post-editing aspects refer to the extensive use of machine translation for diverse purposes by both specialists and non-specialists, while the specifics of full post-editing and light post-editing outlined in the paper can be useful for language specialists who are interested in machine translation or considering the use of machine translation and post-editing for professional purposes. The summary of post-editing guidelines focuses on correcting the errors made by machine translation tools. The error categories are summarised and analysed based on both the Multidimensional Quality Metrics (MQM) and professional observations obtained in a translator's job. The paper slightly covers also ethical and quality issues related to machine translation and post-editing.

Jurgita Jurkevičienė

Kaunas University of Technology

Naujienų žiniasklaidos dėmesio ciklai politikos reformų komunikacijoje

Ankstesni tyrimai rodo (Lörcher, Neverla, 2015; Wang, Guo, 2018; Holt, Barkemeyer, 2012), kad žiniasklaidos dėmesys politikos problemoms turi specifinį gyvavimo ciklą. Per šį ciklą problemos progresuoja nuo laikotarpio, kai yra mažai žinomos ir diskutuojamos, iki padidėjusio sąmoningumo, institucionalizuotų politinių sprendimų ir galiausiai pasitraukimo iš aktyvių viešųjų debatų. Šiame procese žiniasklaida veikia kaip centrinis agentas, kuris ne tik teikia informaciją, bet ir formuoja visuomenės nuomonę, ar net „pakreipia" politikos rezultatus.

Šis pranešimas yra Lietuvos mokslo tarybos finansuojamo projekto „Politikos problemų gyvavimo ciklai Lietuvos žiniasklaidoje (CYCLE)" dalis (Nr. S-MIP-20-14). Jame analizuojama, kaip šalies naujienų diskurse yra nušviečiamos skirtingos politikos problemos bei jų sprendimų rezultatai. Šiame pranešime, taikant mišraus pobūdžio turinio analizės metodą, analizuojami dviejų šalyje įgyvendintų ir platų rezonansą žiniasklaidoje iššaukusių politinių reformų atvejai. Pirmasis atvejis – vaiko teisių apsaugos reforma, įstatymiškai uždraudusi fizinių bausmių nepilnamečiams taikymą. Antroji – pensijų reforma, padidinusi gyventojų asmeninį indėlį kaupiant savo senatvės pensiją. Vadovaujantis klasikine Dows (1972) teorija, pranešime koncentruojamasi į pasirinktų politikos problemų dėmesio ciklų matavimus bei jų tarpusavio palyginimą. Konkrečiai yra nagrinėjamos tarpusavyje problemų dėmesio ciklų ypatybės, komunikacijos intensyvumas

skirtinguose ciklų etapuose, veikėjai dalyvaujantys šioje komunikacijoje bei rėmai naudojami apibrėžiant problemą.

Saulutė Juzelėnienė

Skirmantė Šarkauskienė

Rita Baranauskienė

Vilnius University

Džiaugsmo konceptas multimodaliniame lietuviškų komiksų diskurse

Šiame tyrime siekiama išanalizuoti džiaugsmo konceptą reprezentuojamą lietuviškuose komiksuose. Analizė grindžiama Forceville'io (2005a), Eardeno (2009) įžvalgomis apie idealizuoto pykčio kognityvinio modelio vizualinį vaizdavimą „Asterix" komiksų albume, La Zizanie, Barto Eerdeno tyrimais apie pykčio konceptą filme „Pyktis Asterixe: metaforinis pykčio vaizdavimas komiksuose ir animaciniuose filmuose", taip pat Kazuko Shihara ir Yoshihiro Matsunaka įžvalgomis analizuojant vaizdines emocijų metaforas japonų komiksuose. Kita vertus, buvo stengiamasi plėtoti Forceville'io požiūrį į emocijų konceptualizaciją: lietuviškuose komiksuose metaforos ištakos sritis perteikiama vaizdu arba vaizdiniais ženklais, o tikslo sritis – emocijos, priklausančios abstraktesnei psichologinės patirties sričiai. Metaforizacijos metu vykstant sąveikai tarp ištakos ir tikslo srities, džiaugsmo emocijos interpretaciją lemia specifiniai komikso, kaip žanro, ypatumai. Analizės šaltinius sudaro lietuviškų komiksų knygos taip pat komiksai, teikiami interneto svetainėse. Komiksų analizė atskleidžia, kad konceptualiosios džiaugsmo metaforos reiškiamos multimodaliai, žodžiu ir vaizdu, atskleidžia su emocijomis susijusius kultūrinės patirties aspektus.

Saulė Juzelėnienė, Saulė Petronienė

Kaunas University of Technology

Plurisemiotic Communication of Kaunas Murals

Theoretical and empirical evidence both support the idea that murals have an impact on a society. The messages that murals are intended to convey as well as the muralism discourse as a whole may evolve as a result of cultural, historical, and technical changes. There are many murals in an urban setting as a result of recent street art popularity and events that promote it. One of the cities where one can discover a sizable number of works of street art is Kaunas (Lithuania). The research aims to analyze murals from the perspective of plurisemiotic translation. The empirical material consists of two cases of the murals created during the "NYKOKA" street art festival in 2017. The visualizations and descriptions were retrieved from the official website of the festival. The analysis reveals that murals may be the result of an extended plurilingual verbal exchange as they convey meaning through a combination of visual representation, a spatial element related to their exposition in an urban setting, and a linguistic text contained in their titles or descriptions. When these qualities are connected, they provide combined semiotic meanings, which may be distinct from what they do when viewed as separate semiotic resources. Such intersemiosis gives rise to ideational, interpersonal, and textual variants that may differ based on local political, social, and cultural climate. However, it is clear that different modes provide additional information regarding a message or a general idea of a mural, and these works of art demonstrate the main principles of intersemiosis between different visual and textual features.

Vaiva Kvedaravičiūtė

Raimonda Agnė Medeišienė

Lithuanian Music and Theater Academy

Proceso dramos įtaka savo kūno vertinimui siekiant pakeisti #Instagram poveikį

#Instagram – socialinių medijų platforma, kuria naudojasi net 71% merginų nuo 18 iki 24 metų. #Instagram propaguoja kūno kultą, todėl jo pateikiamame turinyje matomi tobulo kūno įvaizdžiai turi neigiamą poveikį jaunų merginų savivertei. Tyrimai patvirtina, jog nepasitenkinimo savo išvaizda priežastys būtent siejamos su vis sparčiau augančiu socialinių tinklų naudojimu bei jų neigiamos įtakos darymu individo socialiniam gyvenimui. Šio tyrimo tikslas – ištirti proceso dramos poveikį kūno vertinimui, siekiant pakeisti #Instagram nuomonės formuotojų sukurtą požiūrį apie žmogaus kūną. Šio tyrimo inovatyvumas remiasi menu grįsto tyrimo paradigma. Tai menininkų tyrėjų vykdomas tyrimas atliekant praktinę kūrybą, taip kuriant naujas žinias ir patirtis. Tyrime yra taikoma proceso drama – vienas iš taikomojo teatro metodų. Iki šiol buvo atlikti tyrimai, analizuojantys #Instagram poveikį žmogaus savivertei, tačiau dar nebuvo tyrimų, kurie pamatuotų proceso dramos įtaką dėl #Instagram platformos poveikio individo kūno vertinimui. Taip pat, nebuvo atkreiptas dėmesys į tai, ar nors vienas TT metodų pritaikymas tyrimo eigoje gali padaryti pokytį jauno žmogaus, susidūrusio su šia problema, mąstyme. Proceso drama kuriama naudojant pusiau struktūruotą interviu su #Instagram nuomonės formuotojais, pagal ją atliekama meninė intervencija su tyrimo dalyvėmis bei tiriamųjų grupės prieš ir po apklausa, analizuojant, kaip proceso drama daro įtaką savo kūno vertinimui siekiant pakeisti #Instagram poveikį.

Dalia Mankauskienė

Vilnius University

Access to Mental Healthcare: Bridging the Language Gap

Access to mental healthcare should be the right of every person, yet very often this access is hindered by the lack of knowledge of the local language (cf. Fn et al. 2019; Gil-Salmerón et al. 2021) which is a barrier at two points: finding information about the services available and then being able to communicate with a specialist. The former gap is easily solved with translation, while the latter could be filled by professionally trained public service interpreters. The presence of an interpreter usually improves the quality of care (Flores 2005), yet some studies indicate that it does not guarantee patient satisfaction (Bauer and Alegría 2010; Baker, Hayes, and Fortier 1998) and suggestions have been made how that could be improved (Chang et al. 2021; Nevado, Pelea, and Bobăilă 2020). However, public service interpreters are not trained in Lithuania and it is still a budding profession (cf. Kukulskytė 2017). Therefore, other solutions to this problem should be looked at and new media could be the answer.

As mentioned above, the access to mental healthcare is hindered at two points, therefore the goal of this presentation is also twofold: 1) to look into what information is available for non-Lithuanian speakers in terms of access to mental healthcare and 2) to discuss the good case practices in use of new media when interpreters are not available. To accomplish the first part of the goal a thorough internet analysis and a number of informal interviews were conducted as part of an international project MHealth4All (https://www.mhealth4all.eu/). It revealed that the number of resources dealing with access to mental healthcare in Lithuania available in any language other than Lithuanian is very low. In some cases, information intended for foreigners is available only in Lithuanian. The second part of the goal is

achieved by analysing data from other countries which reveals successful use of machine translation tools, specific pictograms and apps built specifically for this purpose.

Svitlana Matvieieva

Kaunas University of Technology

Refugee: Transformation of the Linguistic-Conceptual Paradigm

The paper presents the cognitive approach to understanding terms as complex conceptual structures enabling verbalization of fragments of the professional worldview. The research aims in studying aspects of terminological content of a cognitive structure REFUGEE / БІЖЕНЕЦЬ in the English and Ukrainian languages, changes in the meaning of modern legal terms and evolution of their interpretation, as well as historical and social grounds for such changes.

Transformational processes of verbalization are verified on the material of legal discourse of the late XX – early XXI century, with an emphasis on the last decade. The lexemes 'refugee' and 'біженець' are specific units in English and Ukrainian, inherited from the Indo-European language and evolved on their own linguistic ground having cognates in many modern languages. Special attention is paid to thesaurus links of the units in legal professional discourse providing verbalization of the terms in specific communicative situations. It is shown that the studied cognitive terminological structure is a dynamic construct, which is at the stage of active evolution and simultaneous transformation of the previously established components. The obtained data illustrate universal and different characteristics of the conceptual content of terminology in not closely related languages. The paper demonstrates that language realization of the cognitive terminological structure REFUGEE / БІЖЕНЕЦЬ is similar in English and Ukrainian caused by the universality of cognitive processes and different due to historical and national-cultural factors.

Dainora Maumevičienė

Kaunas University of Technology

Kaunas as a Multilingual and Translational City

Kaunas, currently known as the most Lithuanian city in Lithuania in terms of its identity perception, used to be a multilingual city during the first independence period of Lithuania (1918–1940). Since it was an economic, cultural, social, educational hub of the time, the centre of modernism and the temporary capital of the nation that aimed to build itself as a modern state, translation in its broad sense was an everyday act of business, schooling, market exchange, cultural performances, religious events and working routines. Yet, translation dynamics and practices in Kaunas as well as protection, co-existence and promotion of languages, multilingualism in the city life and its divided spaces have never been studied before and draws attention of researchers while seeking to understand current status and historical significance of Kaunas city in the processes of modern Lithuanian state building.

The study explores routine practices involving translation, such as code-mixing, code-switching, self-translation, interpreting, mediation, negotiations that took place among languages, cultural references, and memories, in the city inhabited by different language groups such as Lithuanian, German, Polish, Yiddish, Russian as well as ethnic minorities that collaborated, thrived and lived together in the city. The research focuses on the urban language of the time in an attempt to define in what ways and to what extent the city was translational and multilingual, how this urban language and the language-related issues

and challenges between the different groups affected political events and influenced the history and development of the city and, consequently, the entire nation and country. The purpose of this research is to unfold the evolution of the city as a translation zone by means of applying translation historiography. This study applies historical, descriptive and reconstructive translational approaches and is based on the analysis of historiographic and documentary material (posters, ads, leaflets) that illustrate visual aspects of multilingualism in the city. The article also raises the questions of how this data sources could be accessed and interpreted while trying to understand the current status of multilingualism, language co-existence, and translation practices in Kaunas as the most Lithuanian city.

Ramunė Miežanskienė

Aušra Tartilaitė – Paulauskienė

Kaunas University of Technology

Communicating Legal Content: Teaching and Learning Law at the University

The framework of legal information as well as the studies of law could be characterised by the extent amount of detailed information and the complexity of professional language. This is often a challenge to both – the student and the lecturer of the subject of law. We address this aspect of teaching and learning legalities through the investigation of the case of teaching law in one of the universities in Lithuania. We address the case of successful experiences of teaching law in a multidisciplinary environment and the provision of knowledge about the law to the students while they are studying multiple specialities. The case study addresses the law modules which were highly ranked by students. Therefore, this research pays more attention to the experiences of the module of Basics of law as it was identified to be one of the top three most valuable modules in the university. We introduce the insights substantiated by the interviews and the reflections of the lecturers of law. The exploration of the usage of teaching methods alongside students' reflections indicates that the incorporation of visualizations into the spectrum of teaching methods is substantially contributing to the student's ability to grasp the complexity of legal texts and the maintenance of higher motivation for legal studies. The visualizations of legal texts were extensively used in court case studies, problem-solving situations and storytelling. The extensive use of visualizations had been dedicated to the structuring of legal information, conversion of complexities into clear-cut schemes, identification of the sequences of actions and conveying information into plain legal language for study partners. The analysis of the reflections of students supports the statement that incorporating visualizations into the study methods contributes to higher ratings for law subject modules while nominating them as clear and useful.

Jurgita Motiejūnienė

Loreta Huber

Vilnius University

Making Media Accessible for the Deaf and Hard of Hearing: Current Research Projects

Recently, media accessibility has emerged as one of the key factors of social inclusion and integration of vulnerable audiences, and considerable efforts have been made in order to help people with sensory and linguistic barriers (Neves, 2018; Orero, 2021; Romero-Fresco, 2018, 2021). The complex nature of media, underlying technology, rapidly evolving business

models, and the abundance of EU languages – all contribute to the uneven take-up in the market and research in Europe. This counts for both the market and research. One of the main observations when studying ongoing research projects on media accessibility for the hearing impaired is that there has recently been a growing interest and a great increase in the provision of financing for media accessibility projects in the European Union. Thus, the aim of this study is to identify, briefly describe, compare and discuss the largest current (ongoing) research projects on media accessibility to the deaf and hard in the EU with the focus on the methodology employed (descriptive research, process research, experimental research), the subjects involved (the number of subjects, the criteria for the selection of subjects, the research material, the implementation of the results, the solutions offered, the main challenges and so on). The study does not take into consideration separate/individual research articles written with regard to the topic as they are not likely to provide a more comprehensive analysis of media accessibility for the deaf and hard of hearing. This study is meant to contribute to the investigation by other researchers working in the field of media accessibility for the hearing impaired by shedding some light on research trends and challenges in media accessibility.

Maria Inmaculada De Potestad

Marija Vėžienė

Kaunas University of Technology

Pasirinktų naujų technologijų naudojimo kaip motyvacijos mokytis kalbų priemonės studentų įvertinimas

Skirtingai nuo tradicinių kalbų mokymosi klasėje modelių universitetai šiuo metu naudoja įvairias naujas technologijas, į kurias įtraukiamos naujos mokymosi metodikos, siekiant studentams suteikti daugiau lankstumo ir įvairovės. Viena iš pagrindinių tendencijų – žaidybinimas, kuris vis dažniau tampa veiksminga kalbų mokymosi priemone, skatinančia motyvaciją ir palengvinančia mokinių mokymąsi. Taikant žaidybinimo tendenciją, veikla ir turinys pritaikomi pagal kiekvieno mokinio poreikius. Tai skatina žinių įgijimą ir gerina studentų dėmesį. Tai taip pat skatina mokinių dalyvavimą ir sąveiką kalbos mokymosi procese. Šiame straipsnyje pateikiame mokinių atliktą pasirinktų ir kalbos pamokose taikomų priemonių rinkinio vertinimą.

Saulė Petronienė

Marija Vėžienė

Virginija Tuomaitė

Diana Burbienė

Kaunas University of Technology

Social Media Scandal as a Case Study for EFL Students

Case study as a method has been successfully used in many different disciplines. The aim of our study is to combine the usage of a case study in language teaching with the relevant challenges of pandemics. The objectives are (1) to analyse the distance learning practices, (2) to distinguish the differences of teachers/parents, parents/school administration and teachers/school administration distance communication, and (3) to recognize the ethics of distant teaching and the possible moral/social dilemmas. The various media articles, social media posts and official codes of academic ethics were chosen for the case study. The key element of a case study was a scandal when one the schools in Lithuania got some parents

complains about the primary school teacher working from another county. For the case study, the students of Kaunas University of Technology were asked to analyse the situation according to the provided steps. After the case study, the questionnaire has been filled by the students to get the feedback about the case study as a method. The students of Russian Language (A2 level), Academic and Technical Communication in English (Level C1) and Studies of Modern Languages have been chosen as the respondents.

Fernando Prieto Ramos

University of Geneva

Examining a Field of Translation Practice Through Corpus Analysis: Methodological Challenges and Innovations

Tailoring corpus design and analysis to research needs frequently presents challenges for representativeness and balance with a view to ensuring the validity and generalization of results (see e.g., Biber, 1993; McEnery et al., 2006; McEnery and Hardie, 2012). The task can be even more challenging when the research aim is to define the scope and features of an entire field of translation practice encompassing multiple genres and specialized themes to be examined through a sufficiently representative sample of texts. This is the case of texts translated in international institutional settings, which are the focus of the large-scale project that informs our paper.

We will describe the multi-layered sequential approach that was adopted to build a series of corpora for our study of multilingual legal texts produced by the main European Union institutions (the European Commission, the European Parliament, the Council of the EU and the Court of Justice of the EU), and two representative intergovernmental organizations, the United Nations and the World Trade Organization. The approach is based on a complete mapping and categorization of institutional texts from a legal perspective. It applies an innovative combination of stratified sampling techniques that integrate quantitative and qualitative criteria in line with the research aims. Our paper will present this approach, the resulting corpora and some illustrative results of their annotation. This overview can be useful for other corpus-driven projects in translation studies.

Mohamed Saki

University of Western Brittany

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

The aim of my presentation is to analyse from a multimodal perspective, a digital collective action; a case in point here is the online campaign that followed the overruling by the US Supreme Court of Wade vs Roe on June 24, 2022. I will show in this paper how the Internet and Electronically Mediated Communication (hence EMC) have become powerful venues for collective actions that contest and challenge judicial or political decision. They have been shaping public discourses and revitalizing the notion of public sphere itself and have become part of an electronic repertoire of contention. More particularly, I will focus on one of the most efficient social media, Twitter, and consider it as a techno-discursive category whose affordances that combine still and moving images, emoticons, hyperlinks, etc. create ad hoc struggling communities who raise awareness about a particular issue and call for actions accordingly. It is my contention that every political, social movement is fundamentally a discursive event and should be approached with the concepts and tools of discourse analysis. I have chosen to adopt, in this paper, a multimodal perspective.

This will enable me to investigate how opponents to the Supreme Court's decision use the affordances of Twitter to advocate their claims and reach out to wider audiences. I will explore the recurrent arguments, slogans, visual representations that stage a collective, angry, determined, playful opposition to the aforementioned decision and denounce its unfairness, danger. I will show that the tweets of my corpus constitute an agonistic discursive site where there is a deep struggle over the political, social and ethical meanings of the Supreme Court's decision. Finally, beyond the particular case of this online campaign, one of the aims of this presentation is to insist on the importance of how intermediality has transformed our relation to information and representation as well as how it has shifted theoretically our approaches to public discourses and to the public sphere. In other words, intermediality and electronically mediated communication have brought about a profound paradigmatic shift in language and discourse studies.

Virginija Stankevičienė

Daiva Zavistanavičienė

Viorika Šestakova

Kaunas University of Technology

A Few Insights on Term Meanings in Lithuanian and English Dictionaries of Economics

A number of linguists have examined the peculiarities of word meaning perception in various aspects (Jakaitienė, 2009; Gudavičius, 2007; 2012; Marcinkevičienė, 2001; Juzelėnienė, 2002; Maumevičienė 2010, etc.). Researchers interpret the concept of word meaning and classification methods in different ways. However, it should be mentioned that one general categorization can be seen in the works of scientists, i.e., the fact that the meaning of a word consists of the centre of the word which is the most important element and the periphery of the meaning which is additional information of the meaning of the word. Thus, none of the scientists or linguists doubts that the meaning of the word in the language performs a communicative function, consisting of the centre (main meaning) and the peripheries (secondary or extended meaning). People communicate successfully when the same word is perceived equally by both speakers of different languages. This is especially relevant when terms, but not general words are taken into consideration. The issues of understanding and transferring terms from one language to another when translating texts or performing other translation work remain critical even now, as by juxtaposing languages it is possible to best and most accurately understand the differences or similarities of things or phenomena that are characteristic to the terms of different languages.

Recently, a problem is often encountered when the meaning of a term used in the media is different from the meanings given in dictionaries. The question arises whether it is always necessary to rely only on dictionaries or it is significant to pay attention to the different interpretations of certain objects or phenomena. When translating speciality-oriented texts, term dictionaries are the main source for finding meanings that would be equally understandable to language users of different nations, so this study aims to find out how economic terms are equivalent, i.e., how similar and different their features in English and Lithuanian dictionaries are. Scientific methods used in the research are as follow: analysis of scientific literature; the comparative cross-linguistic method helped to reveal general and specific features of the English and Lithuanian languages. The object of this study is terms of finance in Lithuanian and English dictionaries of economics. After completing this research, it can be concluded that the comparative studies of meanings remain relevant as they have an applied nature in language teaching and translation practice. Evaluating the obtained results, it can be preliminarily stated that only a partial

correspondence of the meanings of economic terms presented in the dictionaries is determined by the different principles of compiling dictionaries of terms and the approach of the compilers themselves to the interpretation of the meanings of the terms presented. It should also be mentioned that the analysis of these terms shows that English terms are used in the dictionaries in a wider sense. Such a multiplicity of meanings is an undesirable phenomenon as it causes confusion when translating texts.

Vilma Sukackė

Kaunas University of Technology

Naujienų medijų diskursas apie Lietuvos aukštojo mokslo reformą: divide et impera?

Naujienų srautas ir pokyčiai visuomenėje tokie spartūs, kad viešai mažai bediskutuojama apie prieš penketą metų LR Seime priimtą nutarimą dėl Lietuvos aukštojo mokslo reformą, kurios vienas svarbiausių siekinių buvo valstybinių universitetų tinklo optimizavimas. Į diskursą apie pokyčius skirtingose reformos stadijose buvo įsitraukę politikai, akademinė bendruomenė, kiti visuomenės atstovai, kurie naujienų medijose, pasitelkdami daugiau ar mažiau įtaigius argumentus, statistiką ir faktus, kaltinimus ar kitokį diskursą ir retorines priemones bandė įtikinti visuomenę savo tiesos legitimumu. Informacijos srautas apie visas diskusijas, konfliktus ir pokyčius visuomenę bombardavo įvairiais kanalais. Vieni iš populiariausių – skaitmeninės naujienų medijos. Remiantis ankstesnių mokslinių tyrimų rezultatais galima teigti, kad naujienų medijos formuoja požiūrį į visuomenėje vykstančius procesus, jų veiksnius, pasekmes. Moksliniai tyrimai apie tai, kaip formuluojamos ir skleidžiamos pagrindinės naujienose esančios komunikacinės žinutės (tiesioginės ar suvokiamos „tarp eilučių"), atkreipia dėmesį, kad itin svarbu ir tai, kaip naujienos rėminamos norint pabrėžti jų aktualiausius aspektus, kurie gali būti ypač svarbūs specifinėms suinteresuotosioms grupėms. Skirtingose medijose tas pats įvykis gali būti pateiktas per kitokią prizmę (rėmą), taip galimai darant įtaką žinutę gaunančiam adresatui (t.y. skaitytojui). Ne ką mažiau svarbu ne tik diskursyvinė forma, bet ir tai, kaip dažnai potencialų skaitytoją pasiekia tam tikra informacija. Viešąjį diskursą tyrinėjantys mokslininkai atskleidžia, kad naujienos taip pat turi savo gyvavimo ciklą – gan nesudėtingai galima identifikuoti, kada naujiena pasiekia savo populiarumo piką ir kuomet susidomėjimas ja nuslūgsta ir naujiena galiausiai praranda savo aktualumą. Masinės žiniasklaidos poveikį visuomenei tyrinėjantys Lietuvos ir užsienio mokslininkai įvardija, kad nepaisant pagal nutylėjimą priimtų žaidimo taisyklių, kurios diktuoja, kad žiniasklaida yra objektyvus "demokratijos sarginis šuo", visgi galima teigti, kad ji taip pat yra ir svarbus politinio diskurso veikėjas, dėl to svarbu atkreipti dėmesį, kokiu srautu informacija pateikiama visuomenei, kokie jos gyvavimo ciklai ir kaip pasitelkiant skirtingas diskurso strategijas rėminamos aktualiausios naujienos. Atsižvelgiant į tai, pranešime bus pristatomi pirminiai KTU jaunųjų mokslininkų grupės, vykdančios Lietuvos mokslų tarybos (LMT) finansuoto projekto „Politikos problemų gyvavimo ciklai Lietuvos žiniasklaidoje (CYCLE)" (Nr. S-MIP-20-14) atlikto tyrimo rezultatai, pateikiant vieno iš tyrinėtų atvejų – Lietuvos aukštojo mokslo reformos – pavyzdį apie viešąjį diskursą dvejose populiariausiose Lietuvos naujienų medijose.

Viorika Šestakova

Daiva Zavistanavičienė

Kaunas University of Technology

Corpus vs Dictionary: the Analysis of Collocations in English and Lithuanian

Both dictionary and corpus-based approaches have been broadly employed in the processes of language teaching and learning. Corpus analysis is in the centre of studies in linguistics and lexicography since data collected in corpora makes linguistic analysis more objective and accurate. Corpora are particularly beneficial in teaching subject-related language use and professional communication. Machine-readable nature of corpora allows dictionary compilers to single out genuine instances of the usage of a lexical item from the text in a few seconds. Besides, the corpus-based approach provides the data on collocation frequency and quantitative evaluation.

Dictionary-based approach has long been acknowledged as one of language learning/teaching strategies enabling researchers to acquire more specific and non-intrusive information about a certain domain. Constant expansion of dictionary use studies encompasses investigations of the application and functionality of dictionaries, the accessibility of information for various language activities. A collocation analysis enables to identify adjacent collocations of words that frequently occur next to each other in a text to study the words' significance. Collocational relations between the words in a sentence appear to be very helpful in extracting the most feasible ones among all the possible combinations of the syntactic structure. Recent studies revealed the significance of collocations in various aspects, ranging from theoretical/practical points to concerns related to dictionary compiling issues. The current analysis focuses on English and Lithuanian dictionary entries of a certain lexical unit, delves into corpus pursuing to assess connotational aspects of the given collocations.

Catherine Teissier

The Université d'Aix-Marseille AMU

A TV Series for the Understanding of Peoples? Slouha narodou, a Cross-Cultural Political Satire

From 18 November to 31 December 2021, the Franco-German European cultural channel ARTE broadcasted the first season of the Ukrainian series Слуга народу, Slouha narodou. Previously shown between 2015 and 2019 on the Ukrainian channel 1+1, this sitcom features a history teacher, Vasily Goloborodko elected by surprise (and thanks to the shenanigans of his students) as the leader of his country. The main actor, Volodymyr Zelensky, who co-produced the series, became extremely popular thanks to his character's anti-elite discourse and in 2018 founded a political party bearing the name of the series. In 2019, he was elected head of the country with a majority of 73% of the votes.

In addition to the fascination that one can feel to see fiction being realised in this way, testimony if there is any that we live in a civilisation of the image (and moreover of the fictional image), the phenomenon of the international broadcasting of the series and its resonance since 2015 deserves to be considered. The political comedy Servant of the People was indeed scheduled on Netflix from 2017 to 2021; the UK's Channel 4, Greece's ANT 1 and Romania's PRO TV have also negotiated the rights to the series. Since the invasion of Ukraine in February this year, ARTE has made the series available again in France and Germany. Since then, it has been an exponential success. In France, while it was viewed

more than 800,000 times between November 2021 and March 2022, it now exceeds 3 million viewers, according to Boris Razon, editorial director of Arte France.

This paper will attempt, if possible, to go beyond the tragic media phenomenon that the series constitutes. Indeed, the war in Ukraine explains to a large extent the international interest in this product of popular culture carried by an actor who has become a Ukrainian national hero on the screens of the whole world. Nevertheless, Servant of the People brings into play in a satirical form a certain number of historical (Ukraine's past, memory of a painful history, tension with the Russian neighbour) and cultural (customs and habits of daily life, geography and urbanism) elements of the country which is both the setting and the subject.

Which elements were chosen to address the Ukrainian audience? Which of these are understood by the European audience, or are they likely to create incomprehension or even intercultural misunderstandings? Finally, which elements are directly addressed to an audience in the south of the European Union (Greece, for example, which faces similar issues of elite corruption and political instability, but also constraints from international bodies such as the IMF)? We will conduct an imagological and semiological analysis of the first season, showing that it is possible to highlight transcultural elements in a mass culture product that was originally aimed at a Ukrainian audience – these transcultural elements having ensured its international success even before the fatal date of 24 February 2022.

Hannah Tischmann

Stavanger University

Emma Björg Eyjólfsdóttir

University of Iceland

Saulė Petronienė

Kaunas University of Technology

Welcome! Student Starter Kit

When starting university, students are expected to adapt quickly to managing their own time, high academic standards, and organizing all social and academic activities themselves. However, the reality is that students often receive poor help in decoding academic standards and writing traditions (Jonsmoen and Greek, 2012; Tønnesson, 2012). An increased emphasis on widening participation in higher education in the last few years has led to an increase in student diversity, and many first-year students are not adequately prepared for this transition. Failure to cope with student life and the rigors of university academics often leads to unnecessary stress and, in the worst case, dropout. It is important that the universities introduce the students to information and academic literacy as early as possible (Straume, 2017), to facilitate them joining the academic discourse of "people like us" (Gee, 2015, p. 4). Student dropout has personal and societal consequences, economically and in other areas.

The aim of the project "Welcome! Student starter kit" is to help first-year students to mentally prepare for social and academic life at university, thereby minimizing their feelings of being distressed and overwhelmed, and the risk of dropping out. The partners involved in the project are: Stavanger University (Norway), Kaunas University of Technology (Lithuania) and Iceland University (Iceland). The main goal of the project is to supply European incoming first-year students with an innovative video-based digital pedagogic learning tool to enhance their socioeducational and personal competences and support the development of key academic skills such as critical thinking, problem-solving,

communication, cooperation, and study competences, which will build a strong foundation for university success and will minimize their risk of dropping out. The development and innovation of digital technology offer new opportunities for learning. The digital design of A digital resource for first-year students enables students to increase their academic skills by offering more active, fun, and flexible student-focused learning. By using digital technology, students will be able to prepare for entry into university independently before they step onto a university campus. The digital tool is made freely available as an open resource on the internet, accessible from all PCs, tablets, and smartphones. Furthermore, changes in current educational environment shows that there is a need for more online resources like the course to be developed through this project. Academic skills like finding sources, academic writing and reading and how to manage everyday life as a student are essential components of the life of new students. Skills training is complex, time-consuming and demands extensive lecture resources. Based on our experience, students' failure and dropout rates are often connected to a lack of academic skills, especially writing skills and little experience in managing their own time. While this project is aimed at all students, it has the potential to reach the most marginalized student populations and support their transition into university life. A particular group of interest are students who are first in family or first-generation university students. Studies have shown that members of this group struggle more with integrating into university life and academics and that they could benefit more from support around these issues. The videos and other content produced in this project could contribute to their successful start in university, leading them to being more likely to graduate with their desired degree. The presentation focuses on the digital innovative content.

Virginija Tuomaitė

Kaunas University of Technology

Higher Education Student Written Communication in Academic Discourse

We are what and how we write. Writing is an important skill, a vital tool in everyday life, a way of learning, making sense of a world, discovering things, growing, and developing, putting thoughts into words, a need to see what we say to know what we think. Writing is the art of arts as words can do what a thousand pictures cannot.

Given a very simple question 'What is writing in English for?' most students usually distinguish the following: writing is important for correspondence, for making contracts, for writing CVs, for filling in forms when applying for the job, for writing formal letters, for using a computer or the Internet, and for spreading information on the one hand. On the other hand, they point out that writing is important for communication with people and studying abroad. Finally, they recognize writing as an activity which helps to improve language skills in general, even improves their thinking or flow of thoughts, trains the ability to express their thoughts and ideas better in oral communication, broadens their vocabulary and in this way expands their general knowledge of English. Thus, according to their considerations, writing is very important for an educated person and is a good credit for getting a good job and effective functioning in higher education and the future world of work. All students acknowledge writing as important; nevertheless, they stress the priority of speaking. Moreover, students think of writing assignments as punishment instead of something as a life-long skill.

Competent writing in a foreign language as a communicative means plays a very important role in the modern-day world of work. Although writing has always been an important form of communication, it has been a rather neglected area in foreign language classes for many years. Therefore, students' writing competence has significantly decreased and has become

inadequate to the requirements of standard writing, not to mention the requirements of academic writing. Other factors, such as the age of technology, and foreign as a second language teaching means (textbooks, manuals, etc.) of foreign publication based mainly on the method of fragmentary activities (e.g., gap filling), often result in students' incapability to write logically and coherently. Secondary education graduates and entrants into the higher education institutions are incapable of producing a competent written text in a foreign language or produce it in a very poor language coherence, language structures, adequate vocabulary, register, and grammar.

In educational research it is also acknowledged that one of the biggest problems at higher education is that students lack the academic literacy skills in general that are necessary to succeed in the academic life. One of the most important skills of academic literacy is the writing skill, which due to its complexity, many university students find highly challenging. Usually, they are unprepared for the most frequently assigned academic writing tasks, as for example analysing and synthesizing information from several sources, writing a report or summary, they fail producing texts free of grammatical errors, choice of vocabulary and register and, very often, they have problems to express their thinking clearly and accurately. Thus, the existing problem of higher education students' written language production competence in academic discourse suggests the need of examining in detail students' flaws regarding academic writing to find methods to effectively teach writing skills and increase academic literacy. The paper is aimed at presenting the description of the existing problem in the field of higher education students' written text production competence, the analysis of the empirical research data, and the discussion based on the results of the empirical research data analysis. The analysis of the research data and the discussion based on the results of the research data analysis will reveal recommendations for possible innovations in the curricula of foreign as a second language instruction aimed at the improvement of higher education student written text production competence in academic discourse correspondent to the constantly changing requirements of academic environment and the world of work.

Iryna Ushchapovska

Sumy State University

Social Impact of the Language of Sustainable Brands

The great brands don't belong to any single language – they're part of a new global tongue, the Esperanto of the check-out stand. We're all drawn together under the international lingua branda. – Geoffrey Nunberg

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. There are three dimensions of sustainability: economic, social, and environmental, recognizing that these dimensions are interrelated and interdependent. The constitutive social potentiality of language facilitates social development, cultural evolution, as well as sustainability. The brand is a participant in the communicative process being a sender that transmits the information to a recipient (consumer). The way a brand communicates with its audience is the brand language. Companies that own successful brands have the power to modify the existing system of values and behaviours in society and even create a completely new lifestyle, implementing the concept of sustainability.

Strong sustainable brands have the power to initiate deeper changes in peoples' lives and ensure the balance between consumers, companies, and society. Branding relies heavily on language, and consumers often come to know a brand through language. A language is a strategic tool for managing a brand's communication to target customers and for building brand equity. Sincere sustainable brands are associated with adjectives like "genuine", "honest", "fair", and "green". Thus, sustainable brands attract sustainable consumers. We refer to brand language as a system of signs (words, and other expressive means) used to communicate information about the brand. Brand language is multimodal – a set of verbal and non-verbal resources. In our presentation, we will draw the results of the communicative analysis of sustainable coffee brands based on pragmatic and semantic approaches. We will particularly present the features of the coffee brands' verbal identity – name, tagline, slogan, mission statements, descriptors, and storytelling, used to produce the persuasive effect. Special attention will be paid to the brand visual identity – logos, symbols, and colours.

Maria Asuncion Valiente Bermejo

University West

Dainora Maumevičienė, Saulė Petronienė, Vilma Sukackė, Jolanta Vaičiūnienė

Kaunas Univeristy of Technology

Sethi Namrata, Khan Rakhshanda

Haaga-Helia University of Applied Sciences

Community of Practice: Supporting Teachers Towards Innovations

The transition to digital classrooms during the pandemic and the new hybrid formulas that have arisen in the post-covid era, make it essential to support teachers and trainers in the development of their technological skills. Dealing with blended, hybrid, and online teaching is challenging, and it is also necessary to break the physical isolation that covid times brought among educators.

That is the main objective of the HACK-IT project, where Kaunas University of Technology (Lithuania), Polytechnic Institute of Bragança (Portugal), Haaga-Helia University of Applied Sciences (Finland), University of Granada (Spain) and University West (Sweden) are collaborating. Among other works, the project will create a sustainable Community of Practice (CoP) of educators, teachers, and trainers, operating both online and face-to-face, for exchanging practices, expertise, and experience, and getting peer support during their professional activity. The CoP is aimed at helping, listening and discussing, sharing existing practices, and calling for innovation in educational processes.

A questionnaire was created and distributed among the academic staff at the five partner universities, and the results of the questionnaire provide insight into what CoPs teachers are currently involved in and what are the tools to sustain them, and which are the needs of the teachers regarding CoP.

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