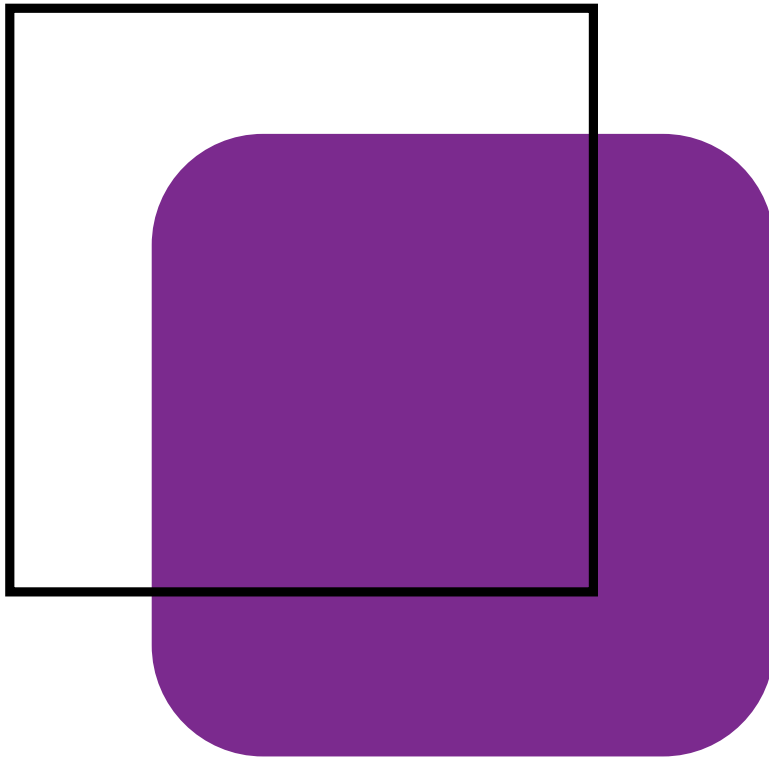


INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse



ABSTRACTS

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KEYNOTE PRESENTATIONS

Arnold Enklaar

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An Introduction to an Interpretive Approach of Culture

An introduction to an interpretive approach of culture, which considers cultures as various 'universes of meaning'. Typical words and expressions in a language are seen as the keys to deciphering the cultural logic of a country. How do you transfer the untranslatable words and expressions of one language into another language and universe of meaning? Moreover, how do you convey the message when the concepts can be technically translated, but the ideas behind them are entirely alien to the specific country and culture? Concerns are expressed about the dominance of English as a global language.

Short bio:

Studied classical philology and archaeology in Leyden (Netherlands). Worked in Egypt and suffered a culture shock. Wrote a book about Dutch culture. Teaches intercultural management at the University of Twente (Netherlands). Conducts research on cultural differences within Europe.

Abigail Gardner

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"Listening: Migration, Voice, and Place"

"Listening: Migration, Voice, and Place," uses "Connected Listening" to question certain "western econom[ies] of voice" (Chouliaraki and Georgiou 2022). "Connected listening" is listening that happens within a matrix of real, virtual, collective, national, and diasporic bodies, which themselves are in constant flux. The listener listens from their body, and this exists within a web of identities, histories, and memories. A theory of "Connected Listening" weaves together ideas from sound studies cultural geography, feminist cultural theories of storytelling and affect to understand the role of listening as imbricated within complex and fluid fields of affective belongings that intersect across space and time.

The talk uses material from Gardner's 2023 book *Listening, Belonging, and Memory*, to focus on a two-year pan-European project called *Mapping the Music of Migration*, where migrants in Bulgaria, Cyprus, Greece, Italy, Spain, Norway, and the UK shared a story about a song that was important to them. Its aim was to counteract dominant European-wide discourses of the "migrant" through Connected listening exchanges centred on a song. The talk argues that "Connected Listening" and its ability to produce proximity and "affinities" (Stewart 2007) is an affectively powerful mechanism. It can make the silenced subaltern (Spivak 1988), audible and engineer a space for sonic agency for those whose voices have been collapsed into prevailing and pervasive discourses of Otherness, fear, threat, and vulnerability.

Short bio:

Professor Abigail Gardner is Professor of Cultural Studies at the University of Gloucestershire's School of Creative Arts. She has written on music, gender and ageing and her latest book *Listening*,

Belonging and Memory (Bloomsbury) was published in August 2023. Other publications include Ageing and Contemporary Female Musicians (2019), Aging and Popular Music in Europe (2019), PJ Harvey and Music Video Performance (2015) and Rock On: Women, Ageing and Popular Music (2012, with Ros Jennings). She is Editor of the IASPM journal, The International Association for the Study of Popular Music and has led European listening projects, such as 'Mapping the Music of Migration' www.mamumi.eu, and digital storytelling initiatives as well as producing short documentaries. She is currently PI on a sound, environment and ageing project called 'SAGE' which is trialling the use of listening to natural sounds in care homes.

Sari Pöyhönen

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From an Asylum Hearing to a Documentary Theatre Performance – Resemiotization as a Tool to Understand Institutional Suspicion

This talk is based on the true story of a refugee artist, Bakr, who sought asylum in Finland during the so-called refugee crisis in 2015. He is an actor, and an atheist with a Sunni-Muslim background, and his artistic performance has been interpreted in his home country, Iraq, as hostile to the political regime and Islam.

During the asylum hearing interview in The Finnish Immigration Service Bakr described in detail a play *Waiting for Godot* written by Samuel Beckett. *Waiting for Godot* is crucial for Bakr. He sold everything to obtain money for staging and performing the play in Iraq. Bakr said that he "wanted to question God's existence". Bakr and his colleagues faced the threat of being killed due to their work on *Waiting for Godot* and other performances, forcing them to flee the country.

Bakr told about his arts and the play in Arabic, which was interpreted into Finnish. In the memo of the interview written in Finnish, it became evident that neither the interpreter nor the official recognized the play or the writer. *Waiting for Godot* was written as *Fi Entethar Godot* and Samuel Beckett became *Sumael Bikit*. Bakr's work as an actor was defined by Finnish migration officials as something that "causes chaos and just aims at shocking people" rather than as artistic expression and freedom of speech. He received a negative decision on his application.

At the same time, artist-researcher, actor, and director Jussi Lehtonen from the Finnish National Theatre initiated the idea of taking part in public discussions about the so-called refugee crisis in Finland. He set up a documentary-based theatre project and invited several artists – those who have come to Finland as refugees seeking asylum and Finnish-born artists – to join forces and document this particular time. Bakr was recruited for the performance, and his story was included in the performance (Lehtonen & Pöyhönen, 2019).

In this talk, I draw on Rick Iedema's (2003) concept of resemiotization, which "is about how meaning making shifts from context to context, from practice to practice, or from one stage of a practice to the next." (p. 41). I use resemiotization to understand how a story told in a high-stakes asylum hearing is translated into a bureaucratic document and later into a carnevalistic documentary theatre performance. Methodologically, I bring together arts-based research and linguistic ethnography to investigate the interpretation and misinterpretation of meanings in asylum politics, while also examining the consequences that result from technologies of institutional suspicion (Haas & Shuman, 2019).

Short Bio:

Sari Pöyhönen is a Professor of Applied Linguistics at the Centre for Applied Language Studies, University of Jyväskylä, Finland. Her research and writing focus on language, identity and belonging, minorities and language rights, migration, asylum and settlement, and adult migrant language education policies. She has been a PI in several multidisciplinary research projects combining arts-based research and linguistic ethnography. These include *Jag bor i Oravais* (everyday life of adults and unaccompanied minors seeking asylum in Swedish Ostrobothnia, 2015-2018), *Toinen koti – Other home* (Documentary theatre project based in the Finnish National Theatre, 2016-2018), *Rajojen yli – Crossing Borders* (Artistic practices in performing and narrating belonging, 2017-2021) and *Medspråk* (language choices and linguistic citizenship of asylum seekers and refugees in need of temporary protection living in Swedish-dominant Finland, 2023-2024).

Sara Cotelli Kureth

University of Neuchâtel, Neuchâtel, Switzerland

Developing AI Literacy Training for Language Learners and Teachers

This presentation is based on the premise that, in the current era marked by the emergence of tools like DeepL and ChatGPT, it is imperative for language learners and educators to cultivate AI literacy. Our conception of AI literacy is informed by the framework of machine translation (MT) literacy developed by Bowker & Buitrago-Ciro (2019). Increasingly, teachers and students are integrating automatic text production tools (ATP), like ChatGPT, Co-pilot or Gemini, into their second language (L2) learning strategies. Yet, akin to the initial adoption of MT tools in language education, users often lack the critical skills necessary to judiciously employ these tools and assess their output. The need for proficient proofreading of machine-generated content is growing, and users are currently ill-prepared for this challenge. Insights from translation studies (e.g. Benites et al. 2023; Martindale & Carpuat 2018; Resende & Way 2021) on MT tools' use and performance (References) can provide a valuable guidance for language learners and educators to recognize the limitations of both AI-generated texts and human proofreaders.

Our experience with MT tools within the 'Digital literacy in university contexts' project (2021-2024) (Delorme Benites et al. 2021) has enabled us to investigate optimal approaches to fostering this emergent AI literacy (Cotelli Kureth & Summer 2023). Additionally, our research into users' perceptions and emotional responses to AI tools (MT and ATP tools; Lehr, Cotelli Kureth & Delorme Benites in preparation) has enriched our training modules and deepened our comprehension of what constitutes critical and informed usage of these technologies, as well as their potential advantages for language acquisition. Our most recent action research examines methods to enhance transparency in the use of MT and ATP tools when students are writing in their L2 (Cotelli Kureth, Paliot & Zink in preparation). In this presentation, I will thus explore how these new tools can be efficiently integrated into the language classrooms to the benefit of both students and educators. Furthermore, I will offer ideas for presenting these tools to both groups in a manner that maximizes their utility and impact on language learning strategies.

Short Bio:

Prof. Dr. Sara Cotelli Kureth is head of the Language Centre at the University of Neuchâtel. She is part of the 'Digital Literacy in University Contexts' project and has been experimenting with AI in her classes and LC for several years and has conducted several research action projects linked to this topic.

PRESENTATIONS

Adriana Raya Palmer

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Catalan-Speaking Youth Take to Their Keyboards: A First Approach at the Presence of Catalan on Wattpad

Online storytelling sites such as Wattpad are changing how written fiction is created, how it is distributed, and how it is received. Writers, usually teenagers, submit stories to the site, where readers engage with them through comments and likes. The popularity of some of these stories has introduced them to mainstream publishing and led them to worldwide success. While the dominant language on Wattpad is English, there are also groups of users who use minority or regional languages, Catalan among them. Catalan occupies a promising position on the Internet, yet its use in media addressed to younger generations has been described as scarce: in a situation of digital diglossia, Catalan-speakers often choose Spanish or English over Catalan to reach a wider audience. This study contextualises the body of stories in Catalan on Wattpad within the current role of Catalan on the Internet and among younger generations of speakers. By analysing the level of engagement of the stories, their distribution in time, the topics they deal with and relevant formal traits, this paper describes a phenomenon that has not yet been addressed in the literature and that can shed further light on young speakers' use of Catalan on the Internet, and, more specifically, adolescents' unmediated writing practices.

Keywords:

minority languages; Catalan; online discourse; digital storytelling; youth

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Human Translation and Machine Translation: Where to Draw the Line in Post-Editing

Translation studies have unburdened themselves 'from the challenge of machine translation by focusing on the human agents of translation and externalizing machine translation to computer science and mathematics' (Rozmysłowicz 2023). However, in the era of 'technolingualism' (Pfrehm 2018), 'digital hyperconnectivity' (Rozmysłowicz 2023), and 'augmented translation' (Lommel 2018), the interaction of a human and machine becomes closer. Although definitions of human translation and machine translation might be clear, there are several terms and abbreviations, such as CAHT (computer-aided human translation), CAT (computer-aided translation), MAT (machine-aided translation), MAHT (machine-aided human translation), and HAMT (human-aided machine translation), referring to the translation made by a human, machine, and/or computer being either an assistant or the main provider of the translation. At the same time, the concept of CAT is being questioned (Pym 2011, Zaretskaya 2017) considering that translation tools are multifunctional (Quah 2006) and that the development of neural machine translation 'is blurring the distinction between translation memory and machine translation for many less informed users and [...] changing the task of translation to primarily (post-)editing' (Ehrensberger-Dow et al., 2023).

The paper will focus on the challenges of drawing the line between the contribution of a human and a machine to the creation or generation of a translation with the main focus on post-editing by summarising previous opinions (Hutchins, Somers 1992, Lawson 1998, Bowker 2002, Alcina 2008, Vandeghinste 2019, Braun 2020, Ginovart Cid 2021, Sayers et al. 2021, Koponen 2024, O'Brien 2024, a. o.) and attempting to determine the significance and role of a human in post-editing machine translations.

Keywords:

post-editing; machine translation; human translation; computer-assisted translation; human-computer interaction.

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Telugu Culture and Identity in Cooking Videos on Digital Media: An Exploratory Study

The study explores the expression of Telugu culture through cooking videos on digital media platforms like YouTube, Facebook, and Instagram, with a focus on popular channels such as Ammachetivanta, Vismai Food, and Wirally Food. It aims to investigate how these digital platforms reflect Telugu cultural identity and the various factors influencing its construction, including language, culinary practices, gender, and regional nuances. By analysing these cooking videos, the study seeks to understand how cultural identities are negotiated and portrayed in a globalized digital context. In addition to observing cooking content, the study gathers perspectives from digital media users through questionnaires, assessing their views on the role of cooking videos in shaping cultural perspectives. The research points out the role of digital media in fostering connections between local traditions and global audiences, contributing to the broader discourse on identity formation in the digital age. With the global expansion of digital media, understanding the interconnection between cultural identity and food content is necessary, as it provides insight into how cultures adapt and maintain relevance in a digitally connected world. This study employs an exploratory qualitative approach to analyse both content creation and user engagement.

Keywords:

Telugu culture; identity; digital media; cooking channels; global-local; social media.

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From Script to Screen: Navigating Accuracy, Creativity and Cultural Sensitivity in TV Show Translation

As the process of translation is defined as conveying the meaning of a text from the source language to the target language, there have always been two different approaches to it: domestication (or further developed into adaptation and localization) and foreignization. Nowadays translators encounter such a dilemma, especially in translation of Television (TV) shows, films, cartoons, etc. The growing demand for translating TV show and film scripts for subtitling and further voice-over has placed translators under significant time pressure, compelling them to navigate through creative restrictions imposed by ethical considerations, such as preserving the original message and cultural nuances. This dual awareness is essential for producing timely and culturally resonant and accurate translations. The research study aims to analyse the translation of reality and fiction TV shows released within the period of 2020–2024 from English into Latvian and Ukrainian, focusing on the methods used to maintain cultural sensitivity while ensuring both linguistic accuracy and creative flexibility. The research will provide insights into the challenges of adapting content for a specific cultural and linguistic landscape under time pressure, particularly emphasizing the importance of staying loyal to the original audiovisual content and the director's message.

Keywords:

TV show translation; cultural sensitivity; creative restrictions; ethical considerations; time limit.

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Why Don't We Care About Polar Bears: Exploring the Planetary Health Frame and the Hidden Drivers of (In)Action in Health and Sustainability Communication

Why do we turn a blind eye to melting ice caps? Why do we fail to act even when entire species are disappearing? And why does the plight of polar bears—icons of climate change—often fail to inspire real, collective action? This study confronts these urgent questions, investigating the underlying values that shape pro-sustainable behaviour and examining how the planetary health frame can reshape sustainability communication to drive more meaningful engagement.

Central to this exploration is the role of identity, culture, and interdisciplinary communication in influencing environmental action. The study examines how different professional and cultural perspectives—from public health to environmental sciences—affect the way sustainability messages are interpreted and acted upon. By reframing planetary health to emphasize the cultural and human

dimensions of ecological crises, this research aims to facilitate more effective cross-cultural and cross-professional dialogue, creating a shared language for sustainability.

Through a systematic literature review and case studies in Iceland, Greenland, and Alaska, where local identities are intricately linked to ecological changes, the study draws on 15 expert interviews and 2 community focus groups. These insights reveal how cultural narratives, and professional cultures shape the understanding of planetary health and sustainability. By synthesizing framing theory from communication science with the interdisciplinary science of planetary health, the study seeks to bridge academic theory with practical applications in public health and environmental communication. The ultimate goal is to provide actionable tools that align pro-sustainable goals with the planetary health narrative, fostering interdisciplinary communication and collective action across diverse professional and cultural spheres.

Keywords:

pro-sustainable behaviour; planetary health; sustainability communication; cross-cultural communication; interdisciplinary communication.

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Leveraging GenAI Platform 'Synthesia' in Education: From the Lens of Learners

A crowded landscape of diverse Generative AI tools/platforms is evolving daily, but ChatGPT still stands out as a primary tool for training/courses' instructional designs (Synthesia; Hartman, 2024). The previous academic attention has been paid to Gen AI tools/platforms like ChatGPT which empowers educators to develop their training/courses. Meanwhile, another Gen AI platform, "Synthesia.io," is an AI-driven video creation platform that empowers educators to create engaging educational content that can be used as a new delivery format. The literature review by Yusuf et al. (2024) revealed that there is a limited exploration of Gen AI's impact using experimental procedures. Therefore, this primary and pilot research seeks to explore learners' training experiences using GenAI platforms as a tool for enhanced delivery formats. The training was enhanced with a video generated by synthesia.io. A self-report measure for learners' experiences was involved. The results of lecture learners revealed that the majority of items (content, quality of training/lecture, quality of material, delivery format, general expertise of a lecturer) of lecture X were evaluated over >4 points (M=4.33) from 5 5-point scale. Only one item, "My involvement," was evaluated less than 4 (M=3.75). Meanwhile, the open responses revealed that the majority of learners expressed positive feedback about the generative video. Future research may involve a more significant sample and collect learners' characteristics. Thus, neuromarketing tools, such as eye-tracking solutions, can collect data on how learners view the GenAI video accompanied by engagement tasks (i.e., answering a question or expressing their reaction).

Keywords:

ChatGPT, Higher Education, GenAI, Learner engagement, Synthesia

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*virginija.stankeviciene@ktu.lt***Application of Interdisciplinary Knowledge in Developing Students' Independent and Innovative Approach to Linguistic Phenomena**

Language phenomena are mostly explored by experts in linguistics and terminology. However, there has been a recent rise in discussions regarding the application of interdisciplinary knowledge to better understand and analyse language phenomena. There is also a significant attention paid to students' independent and innovative approach to language phenomena, as well as their ability to think both creatively and critically when dealing with language-related matters. Linguistic and non-linguistic context allows us to understand what is meant by a single word or combination of words. Assessing the possibilities of perceiving and presenting the word meaning in texts, the language user's grasp of interdisciplinary knowledge and its application remains critical.

In this presentation, the words with new or close meanings appearing in both media and academic language are reviewed. These words are assigned to different areas, which often have diverse meanings in the Lithuanian language. To better understand how new meanings become established and are selected, their use in academic texts across various fields was analysed, with consideration given to the role of interdisciplinary knowledge in these choices. It can be assumed that the emergence of new word meanings and their use in academic texts can often be determined by a lack of interdisciplinary insights, therefore it remains essential to cultivate students' sense of language and evaluate language phenomena by applying the knowledge acquired at the university.

Keywords:

interdisciplinary knowledge; language phenomena; innovative approach; critical thinking; academic discourse.

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*viorika.sestakova.@ktu.lt***Some Observations on the Specific Aspects of Architectural Terminology**

Architecture has been an integral part of global development, shaping the world through innovative designs, construction techniques, and materials. This evolution has led to complex and specialized architectural terminology, with new terms constantly emerging to describe specific building types, details, and processes. This complexity can be further complicated by polysemy, the existence of multiple meanings for a single term, which can pose challenges for cross-cultural and cross-linguistic communication among architecture professionals. While Lithuanian and English dictionaries offer

some definitions, they are limited in scope.

The terminology of architecture is inseparable from eponyms. They are deeply intertwined with architectural terminology and play a crucial role in defining and communicating concepts. They have not been widely analysed in Lithuanian and therefore there is a need to research this cluster of terms in more detail. Scientists provide eponym classifications which will be studied in this article.

Keywords: terminology; discourse of architecture; polysemy; eponyms; classifications of eponyms.

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Empowering University Students Through Reflective Portfolios: Insights and Implementation

Reflective Portfolio (PF) has been implemented at the Centre for Languages and Inter-Communication (CLIC) to foster autonomous learning and reflexivity among our students. The PF enables students to document and critically evaluate their language learning experiences, promoting a personalized learning pathway that aligns with individual needs and goals. This presentation will explore both the rationale behind the use of the PF and the practicalities of its implementation. The presentation will also draw on insights from teaching staff, shedding light on the benefits and challenges associated with guiding students through the reflective process. In conclusion, we hope to convey the idea that the Reflective Portfolio is a powerful tool that not only supports language acquisition but can also promote self-directed learning, critical thinking, and the meaningful use of technology in education.

Keywords:

language teaching/learning; reflective portfolio; language learning; meaningful use of technology in education.

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Dizainas kaip priemonė rimtiems pokalbiams: „T-Factor“ atvejis

Šiandien, susiduriant su opiais socio-ekologiniais iššūkiais ir skubia žaliosios transformacijos būtinybe, dizainas tampa svarbiu įrankiu formuojant ir įgyvendinant politiką, ypač skatinant žiedinę ekonomiką ir tvarios praktikos diegimą. Būtų naudinga analizuoti dizaino vaidmenį ne tik kaip kūrybinę priemonę, bet ir kaip komunikacinį modelį, pasitelkiant kalbos studijų įžvalgas, siekiant giliau suprasti dalyvavimo ir tarpdalykinius metodus politikos formavime.

Šioje pristatyme nagrinėjama, kaip dizaino metodologijos ir strateginis kalbos naudojimas dalyvaujamuosiuose procesuose sujungia įvairius suinteresuotus asmenis, suderinant unikalius naratyvus į bendrą viziją tvarioms miestų ateitims. Ar kalbos modeliai gali padėti giliau suvokti dizaino vaidmenį? Pristatymo tikslas – parodyti, kaip kalba ir dialogas dizaino procesuose gali paskatinti prasmingą diskursą, transformuojant miestų erdves taip, kad poveikis būtų ilgalaikis.

T-Factor projekto kontekste Kaune buvo organizuota politikos laboratorija, kurioje siekta tyrinėti strateginius, tvarius laikinus miesto erdvių panaudojimo būdus. Šiuo atveju išryškinama dialoginio dalyvavimo ir komunikacinių praktikų reikšmė, stiprinant dizaino vedamą bendrakūrą. Diskusijose buvo pabrėžtas bendrų laikinų urbanizmo sąvokų poreikis – siekiant sėkmingo įgyvendinimo ir didesnio visuomenės įsitraukimo. Analizė atskleidžia esminį dizaino vedamų politikos laboratorijų vaidmenį kaip tarpdalykinės bendradarbiavimo platformos, kuriose kuriama kalba ir diskursas gali formuoti viešą suvokimą ir politikos rezultatus.

Raktiniai žodžiai:

dizaino metodologija; strateginis kalbos naudojimas; tarpdalykinė bendradarbiavimo platforma; bendrakūra.

Eduarte Miftari

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Prishtina, Kosovo,

*rina_asani@yahoo.com***A Kosovar or an Albanian from Kosovo? Whatever the Media Wants Me to Be! The Knotty Verbal Interchange Between Media and Sports**

The country of Kosovo has been accepted by various sport organisations years after it gained independence. This has allowed all Kosovar-born (or with a Kosovar ancestry) sportswomen and men to represent the country. However, is being a Kosovar right? Aren't they Albanians of Kosovo or shouldn't they be called Albanians whose parents are born in Kosovo? And if so, who should they represent in the first place?

In this paper, we will be discussing some issues raised by the usage of a specific discourse by the media, resulting in dividing two identities, which then reflects deeply into what is seen as right or wrong in the sense of what one must be and not of what one feels they are, to get appreciated or applauded by the media – situations which indicate decisions bigger than language use or discourse or political communications. By analysing the language used in the articles, interviews, and social media descriptions covering the most followed mediatic institutions, accounts, and journalists in the position of an 'influencer'; who are the main factors of let's say helping a person, team or cause to 'go viral', we will be naming the context models ((Van Dijk, 1999), valuing their character regarding the tone and lexical choice, which then leads to us understanding the way the media in Kosovo has exercised power, through tools such as transitivity analysis.

Keywords:*discourse; Kosovo; football; Kosovar; Albanian; language.***Estefanía Avilés**

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*isabel.lopez@upm.es***The Influence of AI in Formal Discourse Emphasis: 'In Fact' and 'Indeed'**

Translation can provide additional meanings and enhance genre suitability for markers in discourse analysis (Avilés, 2020). Building on Avilés' findings, this paper focuses on the markers 'indeed' and 'in fact', which, according to the study, correspond bilaterally with 'de hecho' in Spanish. These markers are crucial for emphasis in spoken and written discourse (Fraser, 1999; Halliday & Matthiessen, 2014; Van Dijk, 1997), where clear communication of complex ideas is vital for professional and academic contexts (Tongue et al., 2005).

This research aims to assess whether the usage patterns of these English markers and their Spanish counterpart remain consistent with Avilés' (2020) findings using Sketch Engine, or if technological advancements are shifting preferences towards alternative expressions prompted by the use of

AI such as 'ciertamente' and 'en efecto' (Jiménez-Crespo, 2017; Mohamed et al., 2024; Urlaub & Desein, 2022).

A Google Form survey was distributed to academics to track this potential shift. Students asked them to select the best alternative for 'indeed' and 'in fact' from options including 'de hecho', 'ciertamente', and 'en efecto'. This study highlights the importance of communication skills and offers insights into emerging language trends, guiding translators and researchers in adapting to technological changes."

Keywords:

corpus linguistics; English-Spanish translation; AI in translation; communication and discourse; communication skills; emphasis.

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Demonstrative Pronouns in English: a Pragmatic Account

What an English demonstrative pronoun refers to may continue to appear in the subsequent linguistic context.

Ariel (1990) argues that the demonstrative pronoun 'this' is used for a more accessible referent, the referent that is assumed to be already more activated in the addressee's mind, than the demonstrative pronoun 'that'.

However, she looks only at linguistic examples with noun phrase antecedents and written examples. In this paper, I will use one of Ariel's measurements of a referent's accessibility: distance (the more the referent for a referring expression appears in the subsequent context after the first reference, the higher its accessibility is). Ariel and many other researchers (see Givon (1981), Gundel et al. (1993) and others) point out that the more a referent appears in the subsequent context, the higher its accessibility is.

I use only spoken conversation as data (taken from British National Corpus), and through qualitative and quantitative analyses, try to point out the possibility that that could be used for a more accessible referent than this. I'll also try to explain this using the theory of grammaticalization (Hopper and Traugott (2002)).

Keywords:

reference; referring expressions; pragmatics; historical pragmatics; discourse analysis.

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Mokytojo įvaizdžio komunikacija Lietuvos naujienų portaluose

Mokytojo profesija nuo senų laikų išlieka viena svarbiausių kuriant šviesią ateitį ir ugdant jaunąją kartą. Vis dėlto, mokytojas šiandien susiduria su daugeliu iššūkių, o visuomenėje kuriamas jo įvaizdis stipriai prisideda prie šios profesijos suvokimo, todėl Lietuvoje bandant spręsti šią problemą 2017 metais buvo iškeltas nacionalinės politikos tikslas „Mokytojas – prestižinė profesija iki 2025-ųjų“. Juo siekiama suteikti šiai profesijai daugiau visuomenės pagarbos, gerinti mokytojo įvaizdį.

Vienas iš būdų tai padaryti – viešoji komunikacija apie mokytojus. Šio tyrimo objektas yra Lietuvos naujienų portalų komunikacija apie mokytojus. Darbo tikslas yra išanalizuoti, koks mokytojo įvaizdis kuriamas Lietuvos naujienų portalų komunikacijoje artėjant nacionalinės politikos tikslu „Mokytojas – prestižinė profesija iki 2025-ųjų“ terminui. Darbe atlikto tyrimo metodologinė prieiga yra mišri. Pirmiausiai vykdyta kritinė literatūros apžvalga, tada, naudojant tikslią kriterinę atranką „Mediaskopas“ duomenims, atlikta kiekybinė naujienų portalų publikacijų (N=1598) turinio analizė. Antrame tyrimo etape naudota daugiapakopė atranka bei dokumentų peržiūros metodas, pirminė duomenų bazė susiaurinta (N=78) ir paruošta kokybiniam tyrimui: kritinei naujienų portalų diskurso analizei. Tyrimo metu gauti rezultatai leidžia teigti, kad mokytojo profesija vertinama kaip nepatraukli, tam įtakos turi per didelis darbo krūvis ir netinkamas atlyginimas. Žiniasklaidos komunikacija švietimą įrėmina kaip krizę, taip stiprindama neigiamą mokytojo įvaizdį. Lietuvos naujienų portalų komunikacijoje tiriamuoju laikotarpiu ryškiausia mokytojų streiko tema, dominuoja švietimo problemų aptarimas, bet ne jų sprendimai, aiškiai matoma diskurso veikėjų opozicija mokytojais-valdžia. Mokytojo įvaizdis, kuriamas naujienų portalų komunikacijos, yra dvilypis: mokytojai vaizduojami ir kaip autoritetai, drąsiai bandantys spręsti problemas, ir kaip aukos, praradę viltį ir ryžtą veikti. Mokytojo profesijos prestižas, likus metams iki 2025-ųjų, yra žemas, metaforomis apibūdinamas kaip ant žemės nukritęs brangus daiktas. Šios tyrimo išvalgos leidžia teigti, kad nacionalinės politikos tikslas „Mokytojas – prestižinė profesija iki 2025-ųjų“ dar nėra įgyvendintas.

Raktiniai žodžiai:

švietimas, mokytojo įvaizdis; mokytojo profesija; nacionalinė švietimo politika.

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Identity and Belonging in the English Translation of Renata Šerelytė's Novel *Vardas tamsoje* (2004)

The presentation examines the trope of belonging in Renata Šerelytė's crime novel *Vardas tamsoje* (2004) and its translation into English as *The Music Teacher* (2018) to highlight how translation choices impact the representation of belonging, by extension, the reader's perception of the post-soviet Eastern European setting. Šerelytė's narrative unfolds through the perspective of a nameless protagonist who reflects on her traumatic childhood and adolescence, foregrounding the themes of parental neglect, alienation, and identity. Within such a thematic network, the trope of belonging emerges not only as a conscious physic or social identification but also as an "inescapable condition of human existence" (Bieger 2019), stemming from the fundamental need for self-definition within a network of relations as well as in specific cultural and historical context. This presentation highlights that Renata Šerelytė's novel *Vardas tamsoje* exemplifies how linguistic choices in the English translation shape the socio-cultural frame of the novel and how they affect the representation of the characters' individual, national, and cultural identities, constituting their self-identification as regards belonging.

Keywords:

translation; trope, linguistic choices; identity; belonging; individual, national, and cultural identity.

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Censorship in Literary Translation: Manipulation of the Paratext

The present paper addresses the question of censorship in literary translation under a totalitarian regime. Censorship of literature, including translated literature, is an integral part of any totalitarian state where censorship is a means to maintain dominant ideology as the foundation of a regime (Maskaliūnienė and Tatolytė 2022). The discussion is situated at the intersection of polysystem theory and cultural turn in translation studies. Following Itamar Even-Zohar's understanding of literature and translation as a system, the paper discusses manifestations of censorship mechanisms by analysing paratexts in selected canonical literature such as Charlotte Brontë's *Jane Eyre*, Charles Dickens's *Oliver Twist*, and Mark Twain's *The Adventures of Tom Sawyer* and *Adventures of Huckleberry Finn*. In particular, the paper discusses paratexts in Lithuanian translations of selected British and American canonical texts translated during the soviet occupation (1940-1990) of Lithuania and during the periods of Independence, which are the interwar years and post-1990 period. The present discussion treats the paratext as the "fringe of the printed text which in reality controls the entire reading" (Lejeune 29; emphasis in the original). By extension, manipulation of the paratext in translation "may impart an authorial and/or editorial intention or interpretation" and influence the readers' perception (Genette and MacLean 261). Unavoidably, in many cases censorship of the paratext eclipses and/or distorts the textualities of the target texts.

Keywords:

censorship; ideology; manipulation; paratext; translation

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A New Attempt to Advance and Assess Students' English Skills at a Swedish Technical University

At KTH Royal Institute of Technology, English teachers have created a new suite of courses to respond to local and global challenges, of which the most significant is the recent development and dissemination of generative AI tools. In this presentation, I will summarise the process of creating the new courses from needs analysis to design, development, implementation, and evaluation. I will also explain our new approach to assessment and oral examinations, and I will share the results of our first course evaluations by students.

In describing this work, I will refer to Languages for Specific Purposes (LSP), the importance of our students' own 'academic voices', and the need to create teaching, learning, and assessment tasks that foster a critical and ethical approach to writing tools, including generative AI.

Keywords:

English; scientific communication; assessment; generative AI tools.

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Specialized or Just Difficult? A Quantitative Study of Terminology Provided for Interpreters Practicing Polish Test-Type Simultaneous Interpretation on Speech Repository

Speech Repository is an internet platform managed by the European Commission, where interpreting students and interpreters preparing for their EU accreditation test can find pre-recorded speeches to practice with. The platform enables the user to select the language of their choice and the level of difficulty for the speech. The user is also provided with a list of potentially problematic terms they can consult before they start the task.

This study aims to divide all of the terms provided for the generally accessible test-type (advanced) speeches in Polish from Speech Repository into three groups: proper nouns (names of people and organizations), specialized terms relating to different areas (science, politics, etc.) and terms that, albeit not belonging to the former group, have been deemed worthy of being mentioned in the terminology section. By analysing the number of words from each group, this study aims to find out which type of terms are most often set as a challenge for aspiring EU interpreters and/or accredited EU interpreters wanting to add Polish as another C-language in their combination. Hopefully, the conclusions can be beneficial for their training.

Keywords:

Speech Repository, interpreting, interpreter training, terminology, specialized language

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Linguistic Manifestation of Transculturality: Language Technology Perspective

Academic research communities have been characterized by enhanced networking, forming research synergies and alliances, thus, creating favourable conditions for the development of transculturality in institutional discourse. As transculturality does not view cultures as homogeneous, self-contained, or isolated entities, the present study has been attempted is to explore the transcultural spread of agile project management processes into academic research and their linguistic manifestation in the EU and US federally funded projects.

The present research is an exploratory case study that investigates transcultural communication at the edge of business and academic discourse in project reports, focusing on the spread of agile processes and their linguistic evidence. The corpus has been retrieved from the European Commission Community Research and Development Information System (CORDIS) and the US National Science Foundation Public Access Repository (NSF PAR). The linguistic data has been processed using Voyant tool suite and the results demonstrated macro-level transculturality and manifested interconnectedness, entanglement, and hybridity in academic project management discourse, with the concept agile used across countries and domains, irrespective of its origin.

Keywords:

macro-level transculturality; institutional discourse; agile project management methodology; CORDIS; NSF PAR.

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Features of Specialized Legal Lexis in Latvian Translations of Legal Texts from the Early 19th Century

The presentation aims to examine and analyse the specific vocabulary used in Latvian legal translations at the beginning of the nineteenth century, which represented, at least to some extent, features of specialized legal language and lexis.

The primary research material for this analysis included three essential legal translations in Latvian: The Laws on the Peasants of Livonia of 1804; The Book of Laws on the Peasants of Courland of 1817, and The Laws for the Peasants of Livonia of 1819. Some additional contextually relevant units were also extracted from other sources.

When the translation quality of Latvian texts is assessed, an important background issue concerns the availability of specialized lexicographic sources. Other issues were a lack of translation practice and standards and non-awareness of the importance of the use of specialized lexis, which was illustrated by the use of informal lexis in Latvian translations.

Despite the first Latvian legal translations and the translations at the end of the 18th century and the beginning of the 19th century being separated over a long period, the use of the specialized legal language possessed similar features.

Further, the study provides new important insights and evidence regarding specific features of the initial attempts to elaborate, within the context of translation efforts, legal texts in Latvian. The analysis illustrates German and Russian interference, numerous instances of inconsistent translations, lack of terminological equivalents, and translation failures amounting to misleading messages of the text units. Another distinctive feature of the target texts was confusion of the translators regarding the most appropriate lexical variants – in many instances awkward lexis or descriptive items were used when appropriate lexical units were already available.

Keywords:

specialized legal lexis; legal terminology; translation of LSP texts; history of Latvian legal terminology.

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Algorithms, Rewriting, and the Manipulation of Literary Fame: The Ideological Refractions of English Literary Heroines on Chinese Social-Media and E-commerce Platforms

Intermediality of English literary texts is promulgated on Chinese social media and e-commerce platforms providing 'a certain image, a certain construct of that book' (Lefevere, 1992) where 'literary fame' (Lefevere, 1992) legitimizes the dominant discourse of the Chinese Communist Party through the algorithmic governance of digital discourse where 'speech which is restored is no longer quite that which was stolen' (Barthes, 1957).

This paper examines the representation of popular English novels on the Chinese social media and e-commerce platforms Douyin (TikTok) and Taobao to demonstrate the 'refractions' (Lefevere, 1982) (Reynolds, 2019), within a state-controlled discourse network (Foucault, 1969) which 'rewrite'

(Lefevere, 1992) literary heroines as poster girls for 'a market of empowerment' (Gill & Orgad, 2015) compatible with post-feminist rebranded Confucian ideals of womanhood.

Through the algorithmic governmentality (Rouvroy, 2013) of the circulation of content on literary reception, women 'freely self-discipline and self-manage in the name of their own wellbeing' (Martinez-Jimenez, 2022) in a symbiotic relationship between the individual and their consumed content, ultimately recalibrating a population of self-commodified eligible heroines.

Keywords:

algorithms; social media; literature; reception; governmentality; discourse; rewriting.

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Pragmatiniai keiksmažodžių bruožai animaciniuose filmuose

Problematika: Animaciniai filmai yra kino kūriniai, dažniausiai sukurti šeimai. Juose pasitaikantys ypatingi žodžiai - keiksmažodžiai – tai ne tik kalbos ypatybė, bet ir galingas įrankis, kuriuo kūrėjai gali kurti įvairius efektus. Nors dažnai vertinami neigiamai, keiksmažodžiai atlieka svarbias socialines ir psichologines funkcijas. Pragmatikos požiūriu, jie yra ne tik atskiri žodžiai, bet ir veiksmingi komunikacijos įrankiai, kurių vartojimas priklauso nuo konkretaus socialinio konteksto: „ (...) žinodami anglišių keiksmažodžių naudojimą, formas, reikšmę ir tikslus, galime geriau suprasti žinutes iš dialogų, kuriuose vartojami keiksmažodžiai (Sukmaningrum, R., & Hawa, F. (2022). A Discourse Analysis of English Swear Words Used in American Movies. ETERNAL, 12(02), 149-166. Tikslas: Šio tyrimo tikslas yra išnagrinėti gerai žinomų „Šreko“, „Žuviuko Nemo“, „Ratatoille“ animacinių filmų keiksmažodžių komunikacines ypatybes identifikuoti jų vartojimo priežastis ir įvertinti jų įtaką kūrinio prasmei bei bendram žanrui.

Tyrimo metodai: Šio tyrimo metu bus naudojami kokybiniai ir kiekybiniai metodai. Analizuojant keiksmažodžių vartojimą „Šreko“, „Žuviuko Nemo“, „Ratatoille“ filme, bus atlikta palyginamoji tekstų analizė. Nagrinėjami originalūs scenarijai anglų kalba ir jo vertimai į vokiečių ir lietuvių kalbas.

Rezultatai: Tyrimas atskleidžia, kodėl keiksmažodžiai yra naudojami animaciniuose filmuose, kokios sąsajos jie turi su personažų charakteriu, siužeto vystymu ir situacijų dramatiškumu ar komiškumu. Išnagrinėtos keiksmažodžių vartojimo priežastys, kontekstas ir poveikis žiūrovui.

Išvados: išryškėjo šie dažniausiai būdingi keiksmažodžiams animacijoje pragmatiniai bruožai: 1. Keiksmažodžiai atskleidžia charakterį (parodo žemesnę socialinę klasę ar priklausomumą jai; išreiškia emocijas); 2. Kuria humorą (netikėtumo įspūdis ar net situacijos švelninimas); 3. Vysto siužetą (konflikto sukūrimas; charakterio pokyčiai); 4. Įtraukia auditoriją (tikroviškumo išraiška, ryšys su personažais).“

Raktiniai žodžiai:

animaciniai filmai, keiksmažodžiai, pragmatinė reikšmė, komunikacinės ypatybės.

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Beyond the Text: Functions of Paratextual Elements with a Focus on QR Codes

Paratext is a term coined by Gérard Genette who defined it as any supplementary material surrounding the main text, guiding readers' interpretations and contextualizing the main content. Paratexts are often categorized into two main types: peritexts and epitexts. Peritexts exist within the same book or document and include titles, subtitles, prefaces, forewords, introductions, footnotes, endnotes, illustrations, charts, tables, dedications, acknowledgments, etc. Epitexts exist outside the text but still relate to it and include interviews with authors, reviews, critical essays, promotional materials, social media posts, etc. QR codes are a form of paratext, directing to supplementary content that enhances the reader's understanding and experience of the primary text. QR codes have multitudes of applications from advertisements to mobile tickets, restaurant ordering, electronic authentication, etc. Furthermore, there is a growing tendency to integrate QR codes in books, a trend that reflects the increasing convergence of print and digital media.

Paratextual elements have been researched by only a few scholars, including Genette (1997), Gray (2010), Garritzen (2012). The current study aims to contribute to a deeper understanding of paratexts by exploring their functions in 'Liudininkų Parodymai' ('Body of Evidence'), focusing on how different paratextual elements provide contexts for the main content. 'Liudininkų Parodymai' as part of 'Kaunas – European Capital of Culture 2022' reports is a collection of reflections about the project, consisting of quotes from more than 100 project creators, partners, sponsors, and participants. A total of 112 QR codes were identified in the Lithuanian version of the analysed book and 90 QR codes were found in its English version. The analysis revealed that QR codes directed to peritextual and epitextual information. The majority of the QR codes directed readers to YouTube resources, while others linked to websites, maps, books, videos, posts, comments, podcasts, music, and more. QR codes can enhance the reader's experience by providing easy access to supplementary materials. This integration allows authors and publishers to create a more dynamic reading experience, enabling readers to engage with the content in new ways. As technology continues to evolve, the use of QR codes in books is likely to expand, making texts more dynamic and accessible.

Keywords:

paratext, peritext, epitext, QR codes

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Using Case Study as a Teaching Method for Pharmacy Students to Analyse Psychosocial and Ergonomic Factors

Every day, pharmacists are facing a great variety of health risks in pharmacies and laboratories related to the production of medicines. These risks include chemical-biological factors, inadequate ergonomics, and psychosocial factors. Laboratories are not only used for various tests to assess the effectiveness and safety of new medicinal substances. It also deals with the medicines meeting quality standards. Furthermore, medicine laboratories carry out analytical tests to determine the composition and properties of substances. As extemporaneous manufacturing is still widely used by pharmacies in many European countries, in Lithuania, dermatological medicinal products are among the most popular extemporaneously produced. Case study as a teaching method, which examines individual situations that require more detailed investigation (Fidel 1984, Henneman & Axtel 2024), has been used in the training of pharmacy students for many years: to examine ethical issues (Weinstein 1997), to investigate the ability of pharmacists to use digital databases of medicines and hospital databases (Macklure and Stewart 2017), and to investigate a range of psychosocial factors (Rens et.al 2023). This research aims to use a case study teaching method in pharmacy students' lectures to explore the key risk factors in extemporaneous medical product manufacturing. The objectives are as follows: 1. To analyse the main risk factors and their impact on health: ergonomic, chemical, biological, and psychosocial. 2. to investigate the most common challenges faced by pharmacists, both in the pharmacy and the drug laboratory. 3. to evaluate the effectiveness of the case study method in helping pharmacy students identify key biological, ergonomic, and psychosocial factors that may be contributing to health problems.

Keywords:

case study; teaching methods; pharmacy students; psychosocial factors; ergonomic factors.

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Metų žodžio rinkimo tradicija Lietuvoje ir kitose valstybėse

Siūlomas pranešimas yra aprašomojo pobūdžio, jame kalbama apie įvairiose šalyse vykusio konkurso „Metų žodis“ žodžius nugalėtojus ir per konkurso prizmę siekiama atsekti besikeičiančią visuomenės pasaulėžiūrą ir psichologines nuostatas. Pranešime nagrinėjami ne tik 2023 m. konkursą laimėję žodžiai Lietuvoje, bet ir kitose Europos ir ne tik šalyse, aprašoma, kas, kada ir kokiomis sąlygomis organizuoja konkursą, kaip atsižvelgiama į visuomenės nuomonę. Kitas šio pranešimo tikslas - atsekti Metų žodžio konkurso tradicijos raidą nuo pat jos ištakų, kai XX a. aštuntojo dešimtmečio pradžioje Vokietijoje šią akciją pradėjo rengti Vokiečių kalbos draugija, ir išsiaiškinti, kodėl Metų žodžio rinkimai greitai išpopuliarėjo ir plačiai paplito. Ši užduotis reikalavo

retrospektyviai peržiūrėti ankstesniuose konkursuose laimėjusius žodžius, kurių daugelis pasižymi originalumu ir ryškumu tiek formaliuoju, tiek semantiniu požiūriu. Pastebėtina, kad šie žodžiai pakankamai patikimai atspindi visuomenės nuotaikas, visuomenės pasaulėžiūros būklę, taip pat leidžia spręsti apie visuomenės kalbos kultūrą. Galima teigti, kad pastaruoju metu, nepaisant pandemijos ir atsižvelgiant į dabartinę padėties paaštrėjimą dėl Rusijos ir Ukrainos karo bei tyrantų aplinkoje tragiškumą, visuomenės nuotaikos išlieka gana stabilios, prie to prisideda gebėjimas juoktis ir ironizuoti. Žinoma, neišvengiamai pasireiškia „užuojautos nuovargis“, užuojauta kitų žmonių nelaimėi blėsta, tačiau ne tai lemia visuomenės nuotaiką. Konkurso „Metų žodis“ rezultatų apžvalga leidžia įžvelgti ir politikavimą, ir susirūpinimą dėl dirbtinio intelekto antplūdžio, ir norą užsidaryti savo pasaulyje, ir, svarbiausia, visuomenės ir bendruomenės kūrybinį potencialą, leidžiantį geriau suprasti vykstančius mūsų dramatiškais laikais procesus.

Raktiniai žodžiai:

metų žodis, pasaulėžiūra, dirbtinis intelektas, kūrybiškumas, viešoji nuomonė.

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Metaphorical Conceptualization of Emotions

Conceptual metaphors play a key role in making abstract emotions like anger and happiness comprehensible by mapping them onto more concrete sensory experiences.

This study highlights how conceptual metaphors contribute to emotional comprehension, translating complex inner states into visual and narrative cues that resonate with audiences across media.

The research focuses on the conceptualization of anger and happiness within Ultimate Comics: Spider-Man (2011-2013) and the film Spider-Man: Into the Spider-Verse (2018). Using both qualitative and quantitative methods, we examine how anger and happiness are visually and contextually represented through conceptual metaphors, drawing from theories of adaptational translation, conceptual metaphor, comics, and film studies.

The findings reveal that the conceptual metaphor ANGER IS A HOT FLUID IN A PRESSURIZED CONTAINER frequently represents anger in both the comic series and the film. This metaphor visually conveys anger as something that builds under pressure and eventually “explodes” or erupts, helping viewers understand anger as a forceful, almost uncontrollable emotion. Similarly, HAPPINESS IS A FLUID IN A CONTAINER emerges as the dominant metaphor for happiness, portraying the emotion as something that fills or overflows within, suggesting an internal, contained sense of well-being or joy that may “spill over” when intense.

Keywords:

comics; conceptual metaphors; adaptational translation.

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Translating Truth in Environmental Documentaries

Documentaries aim to present reality, however, Nichols (2018) states that documentaries are not necessarily true, and as fiction films, they also tell stories, construct characters, and create suspense and empathy.

The interest of this study lies specifically in the question, if and how the truth is (re)created through translation while rendering the message of environmental crisis from the source text (ST) - English into the target text (TT) - Lithuanian.

The authors aim to analyze if and how the translation (re)creates the truth and modifies the communication of environmental issues.

The material under this investigation is a documentary about climate change *Before the Flood* (2016), directed by Fisher Stevens. Two Lithuanian voice-over translations, professional and amateur, were examined since such a model offers more insights into the nuances of truth modification. The object(s) of the analysis are facts and terms related to the field of climate change. In addition, emotionally appealing words that follow the facts are analyzed because they significantly contribute to how the problem is communicated. The theoretical part overviews the genre of documentary, discusses the concept of truth as well as the current tendencies of post-truth in the documentaries and its power to engage audiences to act. Finally, it investigates the challenges of documentary translation. The practical investigation consists of the identification of the translation microstrategies and interpretation of how translation modifies the truth.

Keywords:

climate change; documentary; voice-over translation; emotional effect.

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Making Humour Accessible in Comedies for Blind and Visually Impaired Audiences in Spain

Although comedy is one of the most widespread genres in our country, the audio description of humour is a recent and little-explored field of study (see, above all, the works by Martínez Sierra, 2010, 2015, 2021, and in press). In this contribution, we will show a preview of the results of a reception study that aims to answer the question of how Spanish comedies are audio-described on the Netflix Spain platform and what is the response of the main users of this service concerning the comedy fragments selected for the analysis of the corpus. Through an experimental study, we will show the impressions of blind and visually impaired participants about how the AD of humour should be carried out, from which we will present our proposal for translational rules for AD of comedies. Through our presentation, we seek to contribute to shedding light on this object of study that has been little addressed to date, but whose practice has a decisive impact on how the product

is received by its main audiences.

Keywords:

audiovisual translation; media accessibility; intersemiotic translation; reception studies; visual impairment; disability; humour

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Figurative Language in AFI Life Achievement Award and Academy Award Acceptance Speeches

The main focus of this study is to analyse the types of figurative speech used in the acceptance speeches of the Academy Award and AFI Life Achievement Award Ceremonies. The method chosen for the analysis is descriptive and interpretative based on (Miles and Huberman, 1994; Strauss and Corbin, 1998) and inspired by the 2020 article by Mahaew analysing figurative language in Academy Award acceptance speeches. 30 randomly chosen speeches from 2004–2024 have been investigated for the analysis. 15 of the speeches were chosen from the Academy Award and 15 from the AFI Life Achievement Award ceremonies, focusing on 5 types of figurative speech: metaphor, simile, hyperbole, irony, and oxymoron. The frequencies of the chosen types of figurative speech found in the acceptance speeches were compared. The results showed that irony was the most frequently used by the presenters and the recipients of the awards. Metaphors and hyperboles were also used from time to time, and oxymoron was the least frequently chosen type in the analysed speeches.

Keywords:

figurative speech; acceptance speech; figurative language; Academy award; AFI life achievement award.

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The Power of Language: Creating Connection and Curiosity

In the landscape of ever-evolving competition, educational institutions at various levels face challenges in attracting audiences and making them resonate with their proposed educational programmes and services. Online social media platforms are among the most powerful tools for promoting educational services. Advertising of educational services on social media demonstrates more than just providing information. It strives to attract audiences, create connection and curiosity, and convey the values and uniqueness of each institution. Thus, this presentation aims to reveal the power of language that helps to achieve this goal. What seems to be the most effective in communicating the benefits and values of educational services on social media platforms is the various types of figurative language. The case studies and lexical and syntactical analysis of various types of figurative language used for advertising education at various institutions will demonstrate

how effective figurative language increases engagement, creates connection and curiosity, and contributes to building a distinctive, compelling brand for an educational institution.

Keywords:

figurative language; types of figurative language, power of language, advertising of education, social media platforms.

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Stylistic Challenges in Translating Stephen King's *The Shining*

The study of the dominant stylistic features in Stephen King's unique narrative style, particularly his techniques for crafting atmospheres of horror and suspense, has become a focal point in linguostylistics and translation studies. *The Shining* exemplifies the Gothic novel genre, rooted in the fear of the unknown and the supernatural, and is recognized for its distinctive narrative style and psychological depth. The relevance of horror as a genre remains significant today, as it is one of humanity's most intense emotions, expressed through various verbal, non-verbal, and stylistic devices. King uses colloquial language, slang, and stylistic tropes, which make his characters' speech highly individualistic, emotionally potent, and expressive, reflecting social distinctions such as age, occupation, and class. Through careful details, King conveys his characters' psychological states, evoking an immersive atmosphere using colloquial language, fragmented sentences, and deliberately incomplete phrases. These stylistic choices provoke the reader's imagination and deepen the novel's psychological tension.

The translation analysis reveals that techniques such as adaptation, compensation, and calque were used to recreate the nuanced atmosphere of *The Shining* in Ukrainian. Notably, the strategy of domestication was used to render King's colloquial language and speech patterns effectively. Although the translator occasionally softened or neutralized the intensity of expressions, they successfully preserved the core stylistic features of King's writing. Key aspects of King's style—such as metaphors, epithets, comparisons, repetitions, and colloquial language—remain preserved, maintaining the target reader's engagement. The translator's deliberate choices play a critical role in shaping the reception of the text, underscoring the need for a nuanced approach to reproducing King's horror genre features. This research aims at studying strategies and methods of rendering dominant features of Stephen King's style in translation.

Keywords:

linguostylistics; stylistic features, speech patterns; translation techniques and strategies.

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Slovak Female MPs' Media Coverage Through the Lens of Foucauldian Discourse Analysis

This study focuses on the identification of discourses associated with women's position in Slovak politics. The question of gender equality and identity was discussed more openly after the entry of

the Progresívne Slovensko (PS) party into the National Council of the Slovak Republic in 2023. Half of the elected MPs for the PS are women, making up approximately half of the female MPs in the entire parliament. The effort of PS and some politicians from other parties in parliament remains essential to emphasize the significance of women being present in important decision-making processes. The present study examines discourses of gender and sexuality through an approach based on Foucauldian discourse analysis – carried out on texts from mainstream Slovak media. In the analysis, firstly, it is important to identify the dominant themes associated with female parliamentarians such as the more publicized MPs Lucia Plaváková, Vladimíra Marcinková or Martina Holečková. Secondly, it is necessary to reveal how women in politics are constructed in the media sphere through the given themes. The study seeks to understand power's functioning in Slovak politics and highlight the means that allow male or masculine individuals to gain and use power.

Keywords:

media; gender equality; sexuality; discourse; Slovak politics.

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Sources and Images of Korean Identity: Traditional Cultural Patterns and Their Intermediation and Interactions in Korean Music

Korean society now has the highest dynamics in creating its cultural content and communication worldwide. In this process, Korea interconnects firm patterns of past religious influences, traditional social roles, and the most advanced modern technologies with communication in a digital environment. Despite dynamic intermediation and recent openness, the essential cultural character shaping the development of Korean music industry as a whole, is distinctively Korean. This paper explains the reasons for this development and analyses specific forms of intercultural communication with international audiences.

The first part of the paper focuses on the main formative layers in the historical development of Korean culture regarding the mixture of Confucian and other religious values, patterns from Chinese literature, high emotional sensitivity and international relations. In the second part, the paper focuses on the documentation of ways how traditional cultural values are influencing modern pop music, where Korean identity has a shift closer to modern expressions, but still preserves the original Korean contexts and restrictions. The third section is dedicated to interactive aspects of Korean music which underlines mutual networking between the Korean music industry and its foreign source cultures and audiences. Mapping these relations is helping in understanding older stages of Korean intercultural networking. Two main levels of impacts are represented by A) direct political interactions among participants from Korea vs. China and other countries invited to the Korean music industry, and B) on a more subtle level by evolving parasocial interactions in creation both real and fictional identities within the online sphere.

Note: this paper is an output of the project 'Evolutionary interferences of religion and Governance in Inner Asia: Comparison of mutual impacts with tributary countries: Mongolia, Korea, and Vietnam'

funded by the Czech Science Foundation, GA23-06953S.

Keywords:

intercultural contacts; communication; Korean pop music; identity; impact of cultural values

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Creativity in Society 5.0: The Interplay of Human Ingenuity and AI in Translation

As we transition into Society 5.0, a super-smart society where digital transformation harmonizes with human ingenuity, the interplay between creativity and artificial intelligence (AI) becomes increasingly pivotal. This paper explores the critical role of creativity in the field of translation.

It will begin with an introduction to the concept of Society 5.0, highlighting its objectives and the essential role that creativity and innovation play in achieving its vision. A short historical overview of translation practices will be provided, tracing the evolution from traditional human methods to the integration of AI technologies.

A significant part of the discussion will focus on the importance of creative translation, showcasing case studies that demonstrate the unique contributions of human creativity. The benefits and limitations of current AI tools in translator education will be analysed, emphasizing the necessity of integrating AI without compromising the creative processes that are vital to effective translation.

Strategies for blending AI tools with human creativity will be presented, providing examples of successful collaborations that highlight the potential of a hybrid approach. Additionally, the session will cover the skills and competencies required for future translators in Society 5.0, offering recommendations for curriculum design that balances traditional skills with modern technological proficiency.

Lastly, an exploration of future advancements in AI for translation and the ethical implications of these technologies, advocating for responsible AI use that enhances human creativity and decision-making will be presented.

Keywords:

creativity; translation; artificial intelligence; society 5.0; technological proficiency

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Sound, Environment, and Ageing: Sound Interventions in Care Homes

Sound, Environment, and Ageing: Bringing the Outside into Care Homes (SAGE) is a two-year project which develops and examines the use of a sound-based intervention consisting of natural soundscapes to restore nature connection and improve mental wellbeing for older people in long-term care. The project is premised on research which highlighted how nature connection is disrupted in older people, especially as they transition to living in care homes (Bates et al., 2020).

SAGE involves three key stages: scoping, development, and delivery. Recognising the importance of stakeholder participation in research intended for a specific population (Turnhout et al., 2020), the project experimented with a participatory approach throughout the scoping and development phases of the project. During the scoping stage, feedback on the design of the project was gathered through walking interviews (Kinney, 2017; Murray & Järviluoma, 2019) and focus groups including older people and social care practitioners.

The project is currently in the development phase, where creative compositional methods, participatory methodologies and audio technologies are integrated to test sound interventions co-produced with older people for older people living in care homes. This development phase involved older people in a series of listening workshops in Cornwall (July 2024) and co-production of the audio intervention. This paper focuses on the use of the data gathered from listening workshops, discussions and on-going co-production sessions as the design of the intervention is being finalised.

Keywords:

sound; ageing; health; nature; participatory

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The Orthographic Transcription to Latvian of Foreign Proper Names: a Practice Called into Question

A distinct feature of the Latvian language is the mandatory orthographic transcription of non-Latvian toponyms and anthroponyms to Latvian. Three significant challenges are inherent to this linguistic

practice: a) the frequent lack of orthographic and/or phonologic equivalents between Latvian and other languages, b) the lack of sufficient guidelines for the orthographic transcription from a significant number of languages, and c) the lack of proficiency on the part of language users. The combination of these factors results in frequent inconsistencies in the transcription of non-Latvian names, as previous research has attested. Moreover, said challenges are exacerbated by the current socio-political and cultural environment, in which the information sphere is home to a wide-ranging variety of linguistic traditions and anthroponyms that challenge the notion of 'original language'. Indeed, anthroponyms such as Lamine Yamal (Spanish Moroccan), Lupita Nyong'o (Mexican Kenyan) or Charlie Patiño (British-Spanish) reflect current migratory movements as well as multicultural and multilingual blends that difficult their identification to a single language and, often, to an unequivocal pronunciation. The current article examines discernible deficiencies in the practice of transcription of non-Latvian proper names and analyses terminological inadequacies in the current legal texts that regulate this practice.

Keywords:

Latvian; transcription; orthography; multiculturalism; anthroponyms; toponyms.

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Immigrants' Interaction with Legalese: How do Ukrainian Residents Deal With It?

The shifts in migration patterns across Europe have posed a significant challenge to both countries that have experienced a notable increase in new arrivals and those that have had less exposure to such demographic changes. One of the reasons is associated with the fact that the process of welcoming is subsequently followed by an integration process into the various spheres of social life. Accordingly, this research concentrated on the integration of migrants into the legal systems of their host countries, with a particular emphasis on the acquisition of legal information. Additionally, this study seeks to identify the internal and external factors that influence new residents' experiences in acquiring knowledge regarding the legal environment of their host countries. The results are based on the analyses of the experiences of Ukrainian immigrants living in Lithuania and Spain focusing on research subtopics: a) what are the conceptual challenges faced by new residents while integrating into the linguistic space of legal relations? (b) what are Ukrainians' experiences in obtaining legal information in Lithuania and Spain? and c) what are the observed patterns of dissemination of legal information? The analysis reveals that new residents face systemic and personal obstacles in accessing and applying information about the legal framework of the host country. Ukrainian citizens residing in both Lithuania and Spain face difficulties in obtaining information on legalities, though the challenges they are facing are not identical due to the different institutional characteristics of the countries. The study reveals that it is not the institutions, but rather an inner circle of informal contacts which is used to obtain, verify and share knowledge about legal regulations.

The conceptual challenges faced by new residents while integrating into the linguistic space of legal relations are related to their ability to obtain primary knowledge of the legal framework and to proceed in institutional administrative practices. There could be identified internal and external factors that contribute to new residents' experiences in acquiring legal information. External factors constitute, but are not limited to a) integration via introduction to the institutional system of the

host country; b) access to full-range legal information; c) the quality of the acquired information; d) the scope of channels for legal information provision. Internal factors refer, firstly, to personal competencies as knowledge of local or other languages which might be used in the host country; the knowledge of and abilities to apply digital technologies. Secondly, particular sensitivities or preferences. For example, the form of communication such as the tendency to get information in person, or sensitivity to particular aspects, such as Russian language usage while providing service to Ukrainian war refugees. Third, the inclusion into non-formal social groups while enhancing the possibilities to access legal information that was not able to be obtained via institutional service. New residents rely on two pillars of formal and non-formal communication channels in the process of acquiring legal information in the host country and utilize both channels for accessing information. When the host countries' established administrative practices determine that the legal information will not be accessible, Ukrainians use particular (not excluding conventional) diaspora face-to-face or social networks as well as local and international NGO contributions. The informal way of acquiring information is set to be the primary one. However, the information may not be obtained at the right time (timely information) to comply with the order and legal requirements of the host country (issue of correctness).

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Comparing Learning Platforms for Cybersecurity Education: Learners' Engagement Insights from Moodle and TryHackMe

One of the outcomes of the augMENTOR project is an engaging, learner-centered, self-regulated learning course on cybersecurity and ethical hacking. In this presentation, we share our experience of building a course based on the existing research on cybersecurity education, as well as the interim results of learning analytics gathered during the pre-pilot phase through two course platforms, namely, Moodle and TryHackMe. The presentation focuses on the learner engagement patterns, differences between the two learning environments, users' learning pathways, and challenges encountered by course developers and learners. Building on these findings and our experiences, we provide recommendations to educators who wish to embark on the exciting journey of building engaging online courses.

Keywords:

learning platforms; cybersecurity education; ethical hacking; learners' engagement.

Reima Al-Jarf

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Some researchers and graduate students use AI tools such as ChatGPT, Google Translate, QuillBot, Smartling, DeepL, and others to translate research articles from Arabic to English for their research and assignments to save time and effort and because they do not have good command of English. Although AI translation of full texts feels natural and uses good style and sentence structure, there are still fluctuations and contextual and semantic inaccuracies. Therefore, this study explores the problems that Google Translate (GT) has in translating Arabic polysemes in research articles to English. Mistranslated Arabic polysemes in 5 full-text education articles were analysed. Results showed that GT has difficulty translating Arabic polysemes that have general and specialized meanings and two or more English equivalents as قدص which has the general equivalent 'honesty' and the technical equivalent 'validity' used in research. مميكحتل نومكحمل او are used in legal, sports, and research contexts, but GT gave the equivalent used in legal contexts (arbitration & arbitrators), not educational contexts (reviewing & reviewers). GT translated جهنملا يروحملا to "axial" instead of 'spiral' curriculum. هل اسر has 4 meanings in Arabic with 4 English equivalents (thesis, message, mission & letter) depending on the context. Other mistranslated polysemes were قطخ تاروصت, عشق انملا نجل, يي س يردتلا عب عل, ي د اش ر ا ل ل ي ل د ل ا, ي د ا ش ر ا ل ا ق د ا م ل ا. It was noted that GT tends to give literal, not conceptual equivalents and cannot select the equivalent used in a particular domain. The study recommends that researchers and graduate students use GT translation with caution, comparing the translation with the source text, revising and editing the translation, and making sure technical terms commonly used in a particular domain are used. Results, causes of AI mistranslations, and recommendations for improvement such as updating English-Arabic dictionaries, and Arabic-English corpus alignment will be given.

Keywords:*full-text articles, research articles, AI translation, translation errors, polysemes.***Ricardo Enguix Barber**

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Results of a research study conducted during the Autumn semester of the academic year 2022-2023 with B1 level students at Kaunas University of Technology are shown in this presentation. The research focuses on the effectiveness of indirect corrective feedback applied to written expression with Spanish B1 level students. Indirect corrective feedback is an innovative correction technique, as opposed to traditional correction, where the student is merely a passive recipient of grammatical corrections. The indirect feedback involves students in the teaching-learning process, encourages reflection on their grammatical knowledge, and fosters student independence.

Keywords:*Spanish B1 learners; written expression; indirect corrective feedback.*

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Classroom Practices in Consecutive Interpreting: Postural Hygiene, Resonators, and Vocalisation

This study aims to explore the impact of postural hygiene, vocal resonators, and vocalisation exercises on the performance of students in a Consecutive Interpreting Class at the University of Las Palmas de Gran Canaria. For one semester in 2024, students were introduced to these techniques to enhance both physical well-being and vocal projection, essential elements for interpreting effectively. The methodology consisted of a series of practical sessions that integrated exercises focused on posture correction, breath control, and the use of vocal resonators to ensure clarity and audibility during consecutive interpretation. A group of 35 students participated in these sessions, with progress measured through pre- and post-intervention assessments, including self-reports and peer evaluations on comfort levels, voice quality, and overall performance. The results indicated a significant improvement in the students' stamina during longer interpreting sessions, as well as a marked enhancement in vocal clarity and projection. Students also reported a decrease in physical discomfort, particularly in the back and neck, due to improved posture. In the discussion, the study delves into the relationship between physical well-being and interpreting performance, emphasizing the importance of holistic training that includes body awareness and vocal health. These findings suggest that integrating posture and vocal techniques into interpreting training could benefit students by improving both their physical endurance and their professional performance. The conclusion highlights the relevance of these practices for interpreter training, recommending their broader application in interpreting courses to foster both vocal and physical resilience.

Keywords:

consecutive interpreting; postural hygiene; vocal resonators; vocalization; interpreter training.

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Why Do We Need Artificial Stupidity in the Age of Artificial Intelligence?

This presentation is about two concepts and their relationship. One concept - artificial intelligence - is well known to anyone. Another concept - artificial stupidity - although it appeared at a similar time as the first one, is very rarely encountered.

Stories about the origins of AI usually begin with Ada Lovelace, the daughter of poet Lord Byron, who wrote the first software for a mechanical computer in the early 19th century. In her comments, alongside the visions of the machine's power to match the human mind and calculate, Ada Lovelace unexpectedly mentions that for a machine to create, to be creative, a system based on completely different principles of stupidity should be constructed. Then one would expect not only arithmetic but poetry and music.

In other words, if alongside artificial intelligence there is no technology for artificially fostering stupidity - behaviour that does not obey orders - art as a constant search for innovation will have a sad future.

Artificial intelligence cannot seem to go beyond the data it learns from. And they are all from the past. Therefore, if we want art and creativity not to be a copy, but something original, next to artificial intelligence technologies we need artificial stupidity.

What would an example of artificial stupidity look like?

London-based artist Micheál O'Connell has created a methodology for going to a store, using the entire complex product accounting system, automated cash registers... and not buying anything. And still have proof that nothing was bought. This, of course, is very stupid. However, using the system for something other than what it is intended for, which goes against its primary purpose of getting us to buy something, is a conceptual and creative move.

So, art and creativity is a mistake from the point of view of rationality, but that mistake is an innovation that changes us.

Keywords:

artificial intelligence; artificial stupidity; creativity; art; media.

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Multilingual Murals in Kaunas: Cultural Expression and Language Activism in the Urban Landscape

The linguistic landscape of urban spaces has garnered significant interest within linguistic research, with particular attention to how public murals express and celebrate linguistic and cultural diversity. This study investigates multilingual murals across public spaces in Kaunas, Lithuania, exploring their role as vehicles for both cultural expression and language activism. The methodology of this research employs a qualitative approach to explore the role of multilingual murals in Kaunas. The study combines field observations of murals across various public spaces in the city and in-depth interviews with local artists responsible for the creation and upkeep of these artworks. Through these methods, the research gathers insights into both the visual elements and cultural significance of the murals, examining how they serve as forms of linguistic expression and activism. Findings indicate that multilingual murals not only reflect the city's linguistic diversity and heritage but also engage in language activism. Some murals incorporate various languages, such as Lithuanian and Hebrew, while others embody practices of translanguaging and multiculturalism. By illustrating important historical events, cultural practices, and community heritage, these artworks foster awareness of the region's rich cultural legacy. Additionally, the study reveals that these murals influence public perceptions of language and culture, highlighting the unique characteristics of their locations and fostering a sense of pride and identity among both residents and visitors. This, in turn, enhances the city's social and cultural fabric.

Keywords:

multilingual murals; linguistic landscape; language activism; cultural expression; public perception.

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Narratives of a JOURNEY: From Barriers to Empowerment in Telia's Commercials

This study examines the journey metaphor in Telia's commercials, illustrating a path toward inclusion for individuals with disabilities through a progression of image schemata: BLOCKAGE, RESTRAINT-REMOVAL, and ENABLEMENT. Conceptualized as stages of a journey, these metaphors shape the narrative as it moves from obstacles to empowerment. Initially, the BLOCKAGE metaphor depicts societal barriers faced by people with disabilities, using visual and auditory cues to highlight restrictions imposed by an inaccessible environment. This stage underscores the need for societal reform. As the journey continues, the RESTRAINT-REMOVAL metaphor becomes prominent, representing the dismantling of physical and attitudinal barriers and signaling a transition toward accessibility. In the final stage, ENABLEMENT emerges, where Telia's technology symbolizes empowerment and inclusion, illustrating how accessible innovations support a more inclusive society. The methodology of this study is grounded in multimodal metaphor theory as proposed by Charles Forceville, which analyzes metaphors communicated through multiple modes, such as visuals, sound, and narrative structure. By applying this theoretical framework, the research interprets how the journey metaphor and its associated schemata are constructed through Telia's use of imagery, sound design, and narrative pacing. Through a detailed analysis of the commercials' multimodal elements, the study reveals how metaphors like BLOCKAGE, RESTRAINT-REMOVAL, and ENABLEMENT interconnect to depict the journey toward inclusion. This approach provides insight into how commercial narratives can shape social perceptions, encouraging shifts toward inclusivity and awareness.

Keywords:

conceptual metaphor; multimodal metaphor; image schema; commercials.

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Voices of Identity: Exploring Linguistic Strategies in Queer Podcasting

As a significant medium, rich in linguistic variety and style, queer podcasts offer important insights into the lives of LGBTQIA+ individuals and the issues and concerns of the community. This study applies thematic analysis to process English-language queer podcast transcripts and extract linguistic content from the conversations within podcast episodes, which contain narratives of guests and hosts sharing personal stories and experiences. The proposed paper explores the realm of queer podcasting to understand its pivotal role in shaping LGBTQIA+ identities and promoting queer literacy. Using Appraisal Theory, this research employs qualitative methods to illuminate the nuanced linguistic dynamics at play. This study examines how queer individuals construct and perform their identities within the podcasting medium, with a particular emphasis on self-disclosure, storytelling techniques, and language choices. A key research question addressed is: What are the predominant linguistic strategies used by podcast hosts and guests while constructing and performing their LGBTQIA+ identities? Additionally, it explores

the collaborative and network-building aspects of queer podcasting within the LGBTQIA+ community and with allies.

This study offers valuable insights for academics, educators, podcast creators, and advocates alike, highlighting podcasts as a crucial linguistic resource for disseminating information, fostering understanding, and supporting the queer community.”

Keywords:

queer podcasting; LGBTQIA+ identities; linguistic strategies; thematic analysis; appraisal theory.

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Screens in Nomad: A Historical Study on Film Translation in Inner Mongolia (1953–2020)

Ethnic minority language film translation in China refers to Chinese films translated into minority languages by professional translators and voice actors for audiences whose mother tongue is an indigenous language. The forms include oral narration, voice-over translation, and subtitle translation. China initiated the ethnic language film translation project in the 1950s, which has now developed into a network consisting of 11 translation agencies. The Inner Mongolia Autonomous Region began the project in 1953, and the films are not only airing in Inner Mongolia, China but making their way to Ulaanbaatar, Mongolia. This study adopts a historical perspective from a technological viewpoint: 1950s–1965, dubbing by major film studios and oral interpretation by mobile projectionists; 1965–2009, centralized production of magnetic dubbing tracks by film translation centers; and 2009–present, digital dubbing through a coordinated national network of 11 film translation centers. This study applies Actor-Network Theory and aims to illustrate the relationship between technology and film translation in minority languages. Using sources such as official regulations, newspapers, local chronicles, memoirs, and oral histories, this study draws on the concept of the ‘dynamic network’ to show how the network evolved and presents a comprehensive history of film translation into minority languages in Inner Mongolia.

Keywords:

Mongolian translation; indigenous language translation; film translation history; ANT; Chinese cinema

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Translation of Tourism Texts of Today from Swedish into German

Tourism promotional materials are marketing texts that can play a considerable role in tourists’ choice of destination. Therefore, these texts are central to the tourism industry and usually exist in different languages.

Despite this fact, translated tourism texts have only recently attracted more scholarly interest in the field of Translation Studies (see, e.g., Sulaiman & Wilson 2019, 2021). One observation is that translations of tourism texts often are produced with only limited linguistic and cultural adaptation,

therefore resulting in texts that may not reach their full (marketing) potential. The commissioners of tourism text assignments are often unaware of cultural differences that would demand more adaptation (Cranmer 2019).

In this paper, a closer look is taken at German translations of Swedish tourism promotional material from many touristic regions of Sweden. They may exist both in print and as digitalized so-called e-magazines but are since the pandemic most common on 'normal' web pages. As marketing texts, they normally contain a wide range of stylistic traits, such as alliterations, puns, metaphors, and other rhetorical means.

A preliminary analysis shows that the observations made in international research on the translation of tourism texts are at least partly confirmed. The Swedish source texts, being originally probably written for target groups from other parts of Sweden, are often translated with linguistic wit, preserving rhetorical figures, but sometimes without (extensive) cultural adaptation for the German-speaking tourists. Possible explanations for this include the translators' lacking self-confidence for doing this, or not experiencing having the right to do it. These translators often live in the country of the tourism destination (here: Sweden), but stem originally from the cultural area of the intended tourists (here: German-speaking countries), which may play a role, but here, more investigation is necessary.

Keywords:

translation; tourism texts; cultural adaptation; cultural references, translators' self-esteem.

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Inspired by Film Music: Audiovisual Media Influence on Listeners' Extramusical Interpretations

According to recent studies in positive media psychology, media experiences may result not only in entertainment but also in meaningful insights and inspiration. One of the most inspiring media is music which today is so easily accessible – we can be listeners almost anywhere and anytime. Specifically, active music listening is a creative process in many ways without the requirement of any musical training, and it involves multifaceted extramusical interpretations that usually include emotions, visual imagery and general associations to something else. All these associations vary depending on the musical pieces, listeners' musical perception, and the influences of the surrounding socio-cultural environment. The latter plays an important role in creating links between musical elements and perceived extramusical messages that may appear more cultural than personal. However, together with the evoked associations, music listening may also induce personal meaningful insights, self-transcendent experiences, and inspiration. This paper focuses on music-induced extramusical interpretations including inspiration and explores the influences of film music which may direct our construction of visual imagery (audio-visual linking) when listening to specific music – and not necessarily film music, although it can be noted that the soundtrack genre is in the Top 10 most listened genres globally. Furthermore, the paper presents empirical data on listeners' perception and tendencies in Lithuania, also exploring the delicate margin between listeners' personal (inner) and sociocultural (outer) experiences since individual extramusical interpretations are highly influenced by the listener's socio-cultural setting including other media – in this specific case – films or other similar audiovisual works.

Keywords:

music listening; extramusical associations; inspiration; visual imagery; film music; audiovisual media influence.

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*viktorija.lankauskaite@ktu.lt***Film Grammar of Anthrozoomorphism: Creating Empathy in *Le Règne Animal* (2023)**

Non-human animals (NHA) in audiovisual stories often embody more than their image, symbolising the natural environment, interspecies relationships, human biases, and emotions, or even take on metaphorical roles that address societal issues as well as question the human nature itself. Hybrid characters, however, featuring both human and NHA qualities, carry an added layer of meaning, as they can be burdened with a combination of all of those functions. Influences such as the hierarchical portrayal of animals in film, the human gaze shaping their physical appearance and emotional impact, usually following familiar patterns, proposing a level of empathy towards such creatures, whether they would be fearsome monsters or misunderstood beings seeking acceptance, add to the metaphorical weight of the human-animal hybrid, a zoomorphic creature unable to escape anthropocentric boundaries, an anthrozoomorph. Still, in film, this metaphorical complexity can be taken further through film grammar. Camera movement, angles, frame size, and montage shape how anthrozoomorphic creatures can be perceived on screen and how much of the other-oriented perspective taking is possible. Using Thomas Cailley's *Le Règne Animal* (2023) as a case study, this presentation examines the details of anthrozoomorphism depicted in the film, the levels of empathy assumed towards the characters, and the role of film grammar in constructing these portrayals.

Keywords:*Anthrozoomorphism, Film Grammar, Empathy, Cinema, Le Règne Animal.***Viktorija Toegel**

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The rapid advances in Large Language Models (LLMs) in recent years have greatly improved their ability to produce engaging and fluent texts, which are becoming increasingly sophisticated and, at times, inseparable from human-generated content. LLMs, such as ChatGPT, are increasingly used in various industries for tasks including content and sentiment creation, translation, text summarisation, data analysis and insights, automated customer service, coding, and more. The widespread use of LLM is attracting attention from academics, businesses, and the general public. It highlights the need for effective collaboration between humans and AI, which is crucial to ensure the accuracy of results, adherence to ethical principles, and the trust of the users themselves in AI-powered LLMs systems. While the effectiveness of LLM is widely recognized in a variety of different fields, there are strong concerns about potential misinformation, algorithmic bias and discrimination, and the irrationality of the LLMs hallucinations, which are linked to the reliability, explainability, ethics, and privacy issues of the model itself. This presentation will show a comprehensive model that has been developed based on a qualitative analysis of recent scientific literature, which systematically attempts to show the risks and opportunities associated with the use of LLM in human-AI interactions. The model will provide important insights into a wide range of factors, from social to technological, that influence the trust of LLM users and analyse the potential challenges and opportunities of LLMs models. The

collected material aims to highlight the need for the trustworthiness of LLMs, which growth would help professionals to use LLM tools efficiently, also it would improve human-AI collaboration, and promote the responsible practices of AI tools usage. The model aims to provide insights for further discussion for AI field researchers, LLM users, and decision-makers involved in AI integration.

Keywords:

large language models; trust; human-AI collaboration; natural language processing; responsible AI.

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Neautorinės kalbos subjekto charakterizavimo tendencijos magistrantų darbuose

Pranešime aptarimas magistrantų, kaip cituojančiųjų, ryšys su pasirinktomis citatomis, atsižvelgiant į mokslo sritį ir bandoma nustatyti ar citavimo tradicijas skirtingų sričių akademiniam diskurse gali lemti skirtingų citavimo būdų taikymas. Tyrimo tikslas – aptarti neautorinės kalbos (t. y. citatų) raišką skirtingų mokslo sričių studentų magistrantų baigiamuosiuose darbuose. Analizei buvo pasirinkti dviejų mokslo sričių – technologijos ir socialinių mokslų KTU studentų magistro darbai, siekiant nustatyti neautorinės kalbos subjekto charakterizavimo tendencijas skirtingų sričių studentų akademinuose tekstuose. Atlikus tyrimą, paaiškėjo, kad abiejų mokslo sričių magistro darbuose dominuoja perfrazuotos citatos. Matyt, magistrantams svarbiau ne tiksliai perteikta kito autoriaus mintis, bet pati informacija, atliktų tyrimų rezultatai, statistiniai duomenys ir pan. Be to, studentai vengia perteikti savo požiūrį ar vertinti cituojamo teksto autorių. Tokią tendenciją greičiausiai būtų galima paaiškinti akademinio diskurso adresanto ir adresato santykiu, kai abiejų komunikacijos akto dalyvių žinių lygis gerokai skiriasi.

Raktiniai žodžiai:

neautorinė kalba, citavimo tradicijos, akademinis diskursas.

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Exploring What Learners of Research Methods Actually Want to Know About Their Performance in Giving Academic Presentations

As an integral part of student-centered learning in Higher Education, peer feedback is important to foster students' active participation, collaboration, sense of responsibility, and critical reflection on academic performance. However, when it comes to contexts that require the use of specific terminology and having profound knowledge, for example, courses on research methods, students are quite reluctant to provide peer feedback. Research shows that students tend to lack self-confidence about their level of expertise to provide feedback, are apprehensive about hurting someone's feelings, or simply have limited experience in such activities. In addition, some students are indifferent to receiving feedback due to various personal reasons and their specific academic goals. As a quest to understand on what

elements of academic presentations students actually want to receive feedback, this presentation shows the results of a case on peer feedback in courses on research methods, where students deliver several types and formats of academic presentations. In addition, the presentation reveals whether students seek for feedback about learning or feedback for learning as well as how their pleas are fulfilled. Finally, research- and practice-informed recommendations about organizing peer feedback will be provided.

Keywords:

academic performance; student-centered learning; peer feedback; research methods.

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Hackathon as a Universal Method for Innovative Higher Education

Hackathons, until recently, have been associated with the industry, corporations, or public institutions. However, they are increasingly being recognized as an innovative teaching and learning method that is beneficial across various academic disciplines. They provide a dynamic and immersive learning environment, exposure to industry practices, promoting active learning, critical thinking, and practical application of theoretical knowledge. The poster explores the application of the hackathon method in Higher Education, highlighting its potential to bring students positive, fun, and enjoyable learning experiences while working on relevant challenges in teams with dynamic profiles and diverse backgrounds. The method was applied at two academic institutions, namely, Kaunas University of Technology (Lithuania) and Polytechnic Institute of Bragança (Portugal), in total 93 students majoring in Humanities, Engineering, Electronics, and Informatics worked on three different hackathons in blended mode, combining presential meetings with the online element. The feedback from the students suggests that although challenges in communication within and across teams might come up, hackathons can be considered a valuable addition to contemporary learning strategies and can significantly enhance the learning experience of students from diverse disciplines.

Keywords:

hackathon; innovative teaching and learning method; contemporary learning strategies; higher education.

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Translation Issues of Terminology Related to Renewable Energy

Translation is a complicated process of transferring a message from one language to another, in the course of which it is necessary to ensure that the original text's message is conveyed accurately and precisely. It goes without saying that effective communication between businesses, organizations, people who speak various languages depends on a quality translation.

In order to make translation efficiency as functional as possible, modern translation technologies, including computer-assisted translation, terminological repositories, translation memory systems, machine translation, and other web-based resources, are employed. Maintaining consistency and accuracy in translation, particularly with terminology, is crucial for producing high-quality texts. Interactive Terminology for Europe, the interinstitutional terminology database of the European Union, is an indispensable tool, providing linguists and translators with essential lexical information. This study offers insights into translation issues of renewable energy terminology, discusses differences and similarities of terms regarding their structure and composition, and evaluates the part of speech criteria both in English and Lithuanian languages.

Keywords:

terminology; term translation; term composition; terminology database; academic discourse

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Translation Issues of English IT Terminology: a Discourse Analysis in Lithuanian

The rapid development of information technologies (IT) presents a challenge for maintaining the integrity of Lithuanian in the field of IT terminology. Without active intervention, Lithuanian has already become overrun with foreign terms, potentially leading to language degradation. To preserve Lithuanian, it is necessary to translate, adapt, and find equivalents for foreign IT terms. This process is extremely complicated and has to be approached intelligently.

IT developers and users, especially students, face daily issues with IT terminology and need the support of linguists. However, poorly thought-out translations by linguists can have a negative impact. As experts note, while society is not equipped to create new terms on its own, linguists sometimes introduce unrealistic translations that the public cannot accept, which alienates users and harms the reputation of the language. A better approach would be for linguists to work collaboratively with IT professionals to coin terms that are both functional and linguistically sound.

Some attempts at Lithuanianising IT terms have been controversial, such as replacing the word *hakeris* with *programišius*, a term that diminishes the meaning. There have been successful

translations, like *naršyklė* for browser and *vedlys* for wizard, but others are seen as absurd, such as *pelytė* for mouse. The experts emphasize the need for attention to IT language, but with well-considered interventions that respect both the technical and linguistic needs of users.

The presentation includes empirical research on IT students, focusing on their use and understanding of IT terms in Lithuanian. It aims to address the challenges the students face in using appropriate Lithuanian counterparts for English IT terms and to provide insights for strategies in developing IT terminology. The methodology involved questionnaires and open-ended questions to gauge students' attitudes to identify solutions to improve the use of IT terms.

Keywords:

IT terminology; IT term coinage; Lithuanian equivalents for IT terms; IT terminology in Lithuanian.

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On Some Aspects of Higher Education Student Academic Literacy

This paper addresses a significant challenge in higher education: the lack of academic literacy skills among students, particularly in oral and written academic communication. Effective oral and written communication is a critical component of academic literacy, yet many university students struggle with it due to its inherent complexity. Common academic tasks, such as analysing and synthesizing information from multiple sources or producing reports and summaries, often expose their unpreparedness, resulting in texts that frequently contain grammatical errors and inappropriate vocabulary or register. Additionally, students often face difficulties in articulating their thoughts clearly and accurately.

Given these issues, it is essential to closely examine the oral and written communication deficiencies in higher education students to identify effective teaching strategies that enhance oral and written skills and overall academic literacy. This paper presents an analysis of empirical research data regarding students' oral and written communication competencies in academic discourse. The findings will inform discussions on innovative curricular improvements in foreign language instruction, aimed at better preparing students for the evolving demands of academic environments and the professional workforce. The goal is to equip higher education students with the necessary oral and written communication skills to succeed in their academic and future careers.

Keywords:

academic literacy; oral and written communication; higher education students.

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USAS Tags for Detecting and Extracting Identity Expression in the Memoirs of Latvian Diaspora Authors

This research is undertaken within the framework of the project Latvian Diaspora Identity Transformation: Text, Language, Digital Environment. One of the project aims is the exploration of Latvian identity transformation in global contexts through Latvian diaspora literary texts published in English. In order to contribute to the project aim, the goal of the present study is to identify the semantic tags of UCREL Semantic Analysis System (USAS) which enable the extraction of lexical items expressing national identity elements. The goal determines the following research questions: (1) which elements reveal national identity? (2) which of USAS semantic tags are applicable for the extraction of linguistic features that uncover the selected elements of national identity? (3) which USAS semantic tags uncovering elements of national identity are more frequent in memoirs by English-language authors representing the Latvian diaspora? The selected tags were piloted on the subcorpus of Latvian diaspora literary text corpus that includes memoirs written by authors from two different generations of Latvian Diaspora in the United States - *A Woman in Amber: Healing the Trauma of War and Exile* (1995) by Agate Nesaule (1938-2022) and *Among the Living and the Dead: A Tale of Exile and Homecoming on the War Roads of Europe* (2017) by Inara Verzemnieks (born in 1973). Semantic annotation is applied, using the Wmatrix 5 tool, developed at Lancaster University and based on the USAS system. A preliminary list of tags denoting identity elements has been compiled and implemented. It was concluded that, firstly, ancestry is the most prominent identity element in both memoirs, and secondly, additional sorting - manual or automated, using a supplementary tool - is necessary for categorizing unmatched lexical items.

Keywords:

identity elements, USAS tags, semantic annotation, Wmatrix, memoirs

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Actually in Translation: the Case of English and Slovak

The present study falls in inter-linguistic pragmatics and translation studies. The adverb 'actually' has multiple meanings and several syntactic and pragmatic functions. This may represent a challenge for translators. The present study explores how this discourse marker behaves in translation. To identify a Slovak tentative paradigm of translation solutions of this popular English discourse marker, three Slovak translations of books originally written by an English-speaking author have been analysed. Linguistically speaking, 'actually' functions as an emphazier or disjunct. Through analysing contextualized instances of 'actually', this study explores how different Slovak translators handle its nuances and identifies potential translation patterns and shifts in meaning. The research plan

includes firstly, identifying the function/role that the adverb 'actually' plays in English, and secondly, identifying Slovak translation options for those functions. The research does not merely search for an array of verbal equivalents but also accounts for cases when 'actually' is omitted or translated with different intensities or functions, thus reflecting cultural and linguistic differences. By comparing translation choices across three translators' texts, the research highlights the impact of individual translator preferences in its interpretation. The study aims to contribute a deeper understanding of inter-linguistic pragmatics and instances of translating discourse markers with subtle pragmatic functions.

Keywords:

actually; discourse marker; translation; translation patterns, syntactic function, pragmatic function

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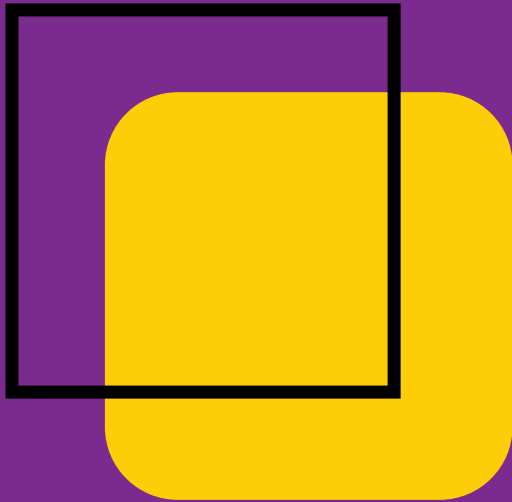
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