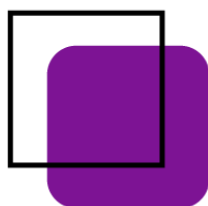# INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse

PROGRAMME

International Conference
Kaunas University of Technology, Lithuania
21– 22 November, 2024

Thursday 21st November

Registration from 8:45

09:00–13:00

Aula, room 202

Pre-conference workshop. HACK-IT community of practice: innovative pedagogies for responsible education

Speakers and storytellers of inspiring experiences and stories:

Jamila Blokzijl – University of Twente, The Netherlands
Abigail Gardner and *Philip Reeder* – University of Gloucestershire, UK
Fernanda Ollila – University of Bologna, Italy
Elina Riivari – University of Jyväskylä, Finland
David Tual – University of Cambridge, UK
Rui Pedro Lopes – Polytechnic Institute of Bragança, Portugal

Register for the workshop here: *https://tinyurl.com/5akvutnu*

13:00–14:00   **Lunch break**

Main session
Aula, room 202

Moderator Saulutė Juzelėnienė

14:00–14:15   **Opening of the conference**
Welcome speech by the administration of the university and the organisers of the conference.

14:15–15:15   **Plenary lecture I.** *Prof. dr. Arnold Enklaar,* University of Twente Netherlands*.* **Untranslatable.**

15:15–16:15   **Plenary lecture II.** *Prof. dr. Abigail Gardner,* University of Gloucestershire's School of Creative Arts, UK. **Listening: Migration, Voice, and Place.**

16:15–16:35   Coffee break

Parallel sessions

Session I (Aula, room 202)
Moderator Brendan Keenan

16:35–17:05   *Jānis Veckrācis*, Ventspils University of Applied Sciences, Ventspils, Latvia. **Features of specialized legal lexis in Latvian translations of legal texts from the early nineteenth century**

17:05–17:35   *Monika Porwoł,* State University of Applied Sciences, Racibórz, Poland. **Creativity in Society 5.0: the interplay of human ingenuity and AI in translation** (online)

17.35–18:05   *Aiga Bādere*, Ventspils University of Applied Sciences, Ventspils, Latvia. **Human Translation and Machine Translation: Where to Draw the Line in Post-Editing**

Session II (room 213)
Moderator Inga Janavičienė

16:35–17:05   *Viktorija Toegel*, Vytautas Magnus University, Kaunas, Lithuania. **Large Language Models and Trust: Challenges and Opportunities Model**

17:05–17:35   *Saulius Keturakis*, Kaunas University of Technology, Kaunas, Lithuania. **Why Do We Need Artificial Stupidity in the Age of Artificial Intelligence?** (online)

17.35–18:05   *Matúš Ján Capko*, University of Presov, Prešov, Slovakia. **Slovak Female MPs' Media Coverage Through the Lens of Foucauldian Discourse Analysis**

Session III (room 209)
Moderator Diana Burbienė

16:35–17:05   *Liudmila Kracova*, Kauno technologijos universitetas, Kaunas, Lietuva. **Metų žodžio rinkimo tradicija Lietuvoje ir kitose valstybėse**

17:05–17:35   *Ieva Zdanavičiūtė*, Kauno technologijos universitetas, Kaunas, Lietuva. **Mokytojo įvaizdžio komunikacija Lietuvos naujienų portaluose**

17:35–18:05   *Vilija Celiešienė*, *Virginija Stankevičienė*, Kauno technologijos universitetas, Kaunas, Lietuva. **Neautorinės kalbos subjekto charakterizavimo tendencijos magistrantų darbuose**

18:05–18:30   *Dovilė Gaižauskienė*, Kauno technologijos universitetas, Kaunas, Lietuva. **Dizainas kaip priemonė rimtiems pokalbiams: „T-Factor" atvejis**

Friday 22nd November

Main session
Aula, room 202

Moderator Saulė Petronienė

9:00–10:00 **Plenary lecture.** *Prof. dr. Sari Pöyhönen*, University of Jyväskylä, Finland. **From an asylum hearing to a documentary theatre performance – resemiotization as a tool to understand institutional suspicion** (online)

10:00–10:30 *Philip Reeder, Alice Goodenough, Wendy Martin Brunel, Stephen Tatlow, Abigail Gardner*, University of Gloucestershire, Cheltenham, United Kingdom. **Sound, Environment, and Ageing: Sound Interventions in Care Homes.**

10:30–11:00 *Ulrika Varankaitė*, Kaunas University of Technology, Kaunas, Lithuania. **Inspired by Film Music: Audiovisual Media Influence on Listeners' Extramusical Interpretations**

11:00–11:30 **Coffee break**

Parallel sessions

Session I (Aula, room 202)

Moderator Ricardo Enguix Barber

11:30–12:00 *Ance Lepse, Kristīne Oinaskova*, Riga Technical University, Riga, Latvia, *Liliia Shcherbyna,* National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute', Kyiv, Ukraine. **From Script to Screen: Navigating Accuracy, Creativity and Cultural Sensitivity in TV Show Translation**

12:00–12:30 *Taokesi Taokesi*, Shanghai International Studies University, China. **Screens in Nomad: A Historical Study on Film Translation in Inner Mongolia (1953–2020)** (online)

12:30–13:00 *Loreta Huber, Aušra Pokvietytė,* Vilnius University Kaunas Faculty, Kaunas, Lithuania. **Translating Truth in Environmental Documentaries** (online)

Session II (room 106)

Moderator Marija Vėžienė

11:30–12:00	*Zuzana Knižková*, University of Prešov, Prešov, Slovakia. **Actually in Translation: the Case of English and Slovak**
12:00–12:30	*Jan Marszałek,* Institute of Applied Linguistics University of Warsaw, Warsaw, Poland. **Specialized or Just Difficult? A Quantitative Study of Terminology Provided for Interpreters Practicing Polish Test-Type Simultaneous Interpretation on Speech Repository** (online)
12:30–13:00	*Marija Vėžienė*, Kaunas University of Technology, Kaunas, Lithuania. **Figurative Language in AFI Life Achievement Award and Academy Award Acceptance Speeches**

Session III (room 209)

Moderator Diana Burbienė

11:30–12:00	*Maryna Aloshyna, Borys Grinchenko,* Kyiv Metropolitan University, Kyiv, Ukraine. **Stylistic Challenges in Translating Stephen King's The Shining** (online)
12:00–12:30	*Ulf Norberg*, Stockholm University, Stockholm, Sweden. **Translation of Tourism Texts of Today from Swedish into German**
12:30–13:00	*Rafael Martín Calvo,* Ventspils University of Applied Sciences, Ventspils, Latvia. **The Orthographic Transcription to Latvian of Foreign Proper Names: a Practice Called into Question**

Session IV (room 212)

Moderator Inga Janavičienė

11:30–12:00	*Jenny He*, University of Warwick, Coventry, United Kingdom. **Algorithms, Rewriting, and the Manipulation of Literary Fame: The Ideological Refractions of English Literary Heroines on Chinese Social-Media and E-commerce Platforms**
12:00–12:30	*Smriti Asha,* University of Hyderabad, Hyderabad, India. **Voices of Identity: Exploring Linguistic Strategies in Queer Podcasting** (online)
12:30–13:00	*Eduartë Miftari,* University of Prishtina, Kosovo, *Rina Asani,* University of Vienna, Austria. **A Kosovar or an Albanian from Kosovo? Whatever the Media Wants Me to Be! The Knotty Verbal Interchange Between Media and Sports** (online)

Session V (room 208)

Moderator Saulė Petronienė

11:30–12:00	*Anilla Till*, Corvinus University of Budapest, Budapest, Hungary. **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 (online)**
12:00–12:30	*Saulutė Juzelėnienė, Saulė Petronienė*, Kaunas University of Technology, Kaunas, Lithuania. **Multilingual Murals in Kaunas: Cultural Expression and Language Activism in the Urban Landscape**
12:30–13:00	*Viktorija Lankauskaitė*, Kaunas University of Technology, Kaunas, Lithuania. **Film Grammar of Anthrozoomorphism: Creating Empathy in *Le Règne Animal* (2023)**

Session VI (room 213)

Moderator Jamie Rinder

11:30–12:00	*Brigita Pantelejeva, Eglė Vaičiukynaitė*, Kaunas Univeristy of Technology, Kaunas, Lithuania. **Leveraging GenAI platform "Synthesia" in education: from the lens of learners**
12:00–12:30	*Daiva Zavistanavičienė, Virginija Stankevičienė*, Kaunas University of Technology, Kaunas, Lithuania. **Application of Interdisciplinary Knowledge in Developing Students' Independent and Innovative Approach to Linguistic Phenomena**
12:30–13:00	*Rasa Kasperienė, Vilma Sukackė*, Kaunas University of Technology, Kaunas, Lithuania. **Comparing Learning Platforms for Cybersecurity Education: Learners' Engagement Insights from Moodle and TryHackMe**
13:00–14:00	**Lunch break**

Poster session*

Main session
Aula, room 202

Moderator David Tual

14:00–15:00	**Plenary lecture.** *Prof. Dr. Sara Cotelli Kureth*, University of Neuchâtel, Switzerland. **Developing AI literacy training for language learners and teachers.**
15:00–15:30	*Jamie Rinder*, KTH Royal Institute of Technology, Stockholm, Sweden. **A New Attempt to Advance and Assess Students' English Skills at a Swedish Technical University**

15:30–15:45 Coffee break

Parallel sessions

Session I (Aula, room 202)

Moderator Ulrika Varankaitė

15:45–16:15 *Zigrīda Vinčela, Kristīna Korneliusa*, University of Latvia, Riga, Latvia. **USAS Tags for Detecting and Extracting Identity Expression in the Memoirs of Latvian Diaspora Authors**

16:15–16:45 *Michal Schwarz, Veronika Mattová.* Masaryk University, Brno, Czech Republic. **Sources and Images of Korean Identity: Traditional Cultural Patterns and Their Intermediation and Interactions in Korean Music** (online)

16:45–17:15 *Amaratheja Ambati, Shree Deepa,* University of Hyderabad, Hyderabad, India. **Telugu Culture and Identity in Cooking Videos on Digital Media: An Exploratory Study** (online)

Session II (room 208)

Moderator Inga Janavičienė

15:45–16:15 *Irena Ragaišienė, Audronė Raškauskienė*, Vytautas Magnus University, Kaunas, Lithuania. **Censorship in Literary Translation: Manipulation of the Paratext.**

16:15–16:45 *Reima Al-Jarf,* King Saud University, Riyadh, Saudi Arabia. **Translation of Full-Text Research Articles by AI: The Case of Polysemous Terms** (online)

16:45–17:15 *Hiromi Azuma*, Senshu University, Tokyo, Japan. **Demonstrative Pronouns in English: A Pragmatic Account**

Session III (209)

Moderator Brigita Pantelejeva

15:45–16:15 *Jana Kuzmina*, University of Latvia, Riga, Latvia. **Linguistic Manifestation of Transculturality: Language Technology Perspective**

16:15–16:45 *Estefanía Avilés, Isabel López*, Universidad Politécnica de Madrid, Madrid, Spain. **The Influence of AI in Formal Discourse Emphasis: 'In Fact' and 'Indeed'** (online)

16:45–17:15 *Adriana Raya Palmer,* University College Dublin, Dublin, Ireland. **Catalan-Speaking Youth Take to Their Keyboards: A First Approach at the Presence of Catalan on Wattpad** (online)

Sesssion IV (room 106)

Moderator Ricardo Enguix Barber

15:45–16:15   *Lina Skėmienė*, Lithuanian University of Health Sciences, Kaunas, Lithuania, *Marija Vėžienė*, Kaunas University of Technology, Kaunas, Lithuania. **Using Case Study as a Teaching Method for Pharmacy Students to Analyse Psychosocial and Ergonomic Factors**

16:15–16:45   *Rocio Gragera*, University of Las Palmas de Gran Canaria, Las Palmas de Gran Canaria, Spain. **Classroom Practices in Consecutive Interpreting: Postural Hygiene, Resonators, and Vocalisation** (online)

16:45–17:15   *Vilma Sukackė*, Kaunas University of Technology, Kaunas, Lithuania. **Exploring What Learners of Research Methods Actually Want to Know About Their Performance in Giving Academic Presentations**

Sesssion V (room 213)

Moderator Skirmantė Sarkauskienė

15:45–16:15   *María López Rubio*, Universitat de València, Valencia, España. **Making Humour Accessible in Comedies for Blind and Visually Impaired Audiences in Spain** (online)

16:15–16:45   *Jurgita Motiejūnienė, Aldas Palubinskas, Greta Danilavičienė*, Kaunas University of Technology, Kaunas, Lithuania. **Beyond the Text: Functions of Paratextual Elements with a Focus on QR Codes**

16:45–17:15   *Saulutė Juzelėnienė, Skirmantė Sarkauskienė*, Vilnius University Kaunas Faculty, Kaunas, Lithuania. **Narratives of a JOURNEY: From Barriers to Empowerment in Telia's Commercials**

Main session
Aula, room 202

Closing remarks

17:15–17:45   *Saulutė Juzelėnienė, Skirmantė Sarkauskienė, Ulrika Varankaitė, Saulė Petronienė, Diana Burbienė, David Tual, Brigita Pantelejeva, Inga Janavičienė, Marija Vėžienė, Ricardo Enguix Barber, Jamie Rinder*

*Poster presentations

- *Daiva Zavistanavičienė, Viorika Sestakova,* Kaunas University of Technology, Kaunas, Lithuania. **Some Observations on the Specific Aspects of Architectural Terminology**
- *Diana Burbienė,* Kaunas University of Technology, Kaunas, Lithuania**. Is Intermediality a Linguistic Concept?**
- *Inga Janavičienė,* Kaunas University of Technology, Kaunas, Lithuania. **Translating Belonging in Lithuanian Literature into English**

- *Loreta Huber, Rita Baranauskienė*, Vilnius University Kaunas Faculty, Kaunas, Lithuania. Justas Baranauskas, Vrije Universiteit, Amsterdam, Netherlands. **Metaphorical Conceptualization of Emotions**
- *Jurgita Lukienė*, Kaunas University of Technology, Kaunas, Lithuania. **Pragmatiniai keiksmažodžių bruožai animaciniuose filmuose**
- *Marija Vėžienė, Virginija Tuomaitė,* Kaunas University of Technology, Kaunas, Lithuania. **The Power of Language: Creating Connection and Curiosity**
- *Ricardo Enguix Barber,* Kaunas University of Technology, Kaunas, Lithuania. **Benefits of Indirect Corrective Feedback Applied to the Written Expression of Spanish B1 Learners**
- *Vilma Sukackė, Saulė Petronienė, Greta Danilavičienė, Daiva Zavistanavičienė,* Kaunas University of Technology, Kaunas, Lithuania. *Rui Pedro Lopes,* Polytechnic Institute of Bragança, Bragança, Portugal. **Hackathon as a Universal Method for Innovative Higher Education**
- *Viorika Sestakova, Daiva Zavistanavičienė*, Kaunas University of Technology, Kaunas, Lithuania. **Translation Issues of Terminology Related to Renewable Energy**
- *Virginija Tuomaitė, Daiva Zavistanavičienė*, Kaunas University of Technology, Kaunas, Lithuania. **Translation Issues of English IT Terminology: A Discourse Analysis in Lithuanian**
- *Virginija Tuomaitė*, Kaunas University of Technology, Kaunas, Lithuania. **On Some Aspects of Higher Education Student Academic Literacy**
- *Ramunė Miežanskienė*, Kaunas University of Technology, Kaunas, Lithuania. **Immigrants' Interaction with Legalese: How do Ukrainian Residents Deal With It?**

kaunas
university of
technology

ktu
1922

INTERMEDIALITY
IN COMMUNICATION