Intermediality in Communication

Translation ▫ Media ▫ Discourse

November 19–20, 2026
Kaunas, Lithuania

PROGRAMME

Thursday, November 19

8:45 *2nd floor foyer*
Registration

09:30–12:45 *Room 106*
Pre-conference workshop. Ego States at Work: Transactional Analysis as a Tool for Professional Growth, Inclusion and Wellbeing in Academia

Lead by *Brendan Keenan,* École Nationale des Travaux Publics de l'État, France

12:45–14:00 **Lunch break**

14:00–14:30 *Room 202*
Opening of the Conference

14:30–15:30 **Plenary Lecture. Attention Has Lost Its Charisma.**
Divya Madhavan, Centrale Supélec, France

Chair: *Saulutė Juzelėnienė*

15:30–16:00 **Coffee break**

16:00–17:30 **Paralel sessions**

Room 213
Session I. Linguistics and Philology

Chair: *Daniele Monticelli,* Co-chair: Inga Janavičienė

Voce Dantis: The Philologist's Body as an Instrument of Reading.

Giuseppe Christian Distefano, Universidad Complutense de Madrid, Catania, Italy

Keeping the Writer in the Writing: Student Agency in the Age of AI

Brigita Pantelejeva, Kaunas University of Technology, Lithuania

Novel and Film: An Endless Conversation Between Text and Image

Tamara Jolevska Popov, University American College Skopje, North Macedonia; *Sonja Vitanova-Strezova*, University Cyril and Methodius, North Macedonia

Communicating Myths: Media Narratives of Women in Prostitution

Augustė Nalivaikė, Kaunas University of Technology, Lithuania

Room 208 **Session II. Education and Intercultural Communication**

Chair: *Bartłomiej Alberski,* Co-chair: *Runa Chakraborty Paunksnis*

When Teachers Become Developers: Vibe Coding in Foreign Language Education

Ricardo Enguix, Kaunas University of Technology, Lithuania

An Advanced Methodological Framework for Teaching Legal Subjects to Foreign Residents

Ramunė Miežanskienė, Kaunas University of Technology, Lithuania

Teaching What AI Cannot Automate: Intermediality in Intercultural Education

Elisabeth Paliot, HEIG-VD, Switzerland

Reframing Educational Discourse Through Challenge-Based Learning: Towards Co-Creation and Societal Impact

Jurgita Barynienė, Jurgita Lukienė, Kaunas University of Technology, Lithuania

Friday, November 20

09:00–10:30 **Paralel sessions**

Room 213 **Session I. Sound and Music**

Chair: *Felipe Venâncio Barbosa*, Co-chair: *Viktorija Lankauskaitė*

Four Writers, One Sonata, Many Media: Charles Ives's Concord Sonata and the Performer as Mediator

Motiejus Bazaras, Kaunas University of Technology, Lithuania

Intermedial Construction of Gendered Identities in African Popular Music: Discourse, Digital Media and Society in Cameroon, the Democratic Republic of Congo, Zambia, Nigeria and Kenya

Tatang Banda, University of Joseph Kizerbo, Burkina Faso

Čiurlionis in Protest

Ulrika Varankaitė, Paulina Budrytė, Kaunas University of Technology, Lithuania

The Davidsbündler vs. The Philistines 2: The Communication and Values that Shape Prominent Generative Artificial Intelligence Music Production Platforms

Mykolas Bazaras, Kaunas University of Technology, Lithuania



Room 106

Session II. Translation

Chair: *Brendan Keenan*, Co-chair: *Marija Vėžienė*

Error Detection in MT-Assisted English Economic Text Translation into Ukrainian

Yevhenii Rudov, Taras Shevchenko National University of Kyiv, Ukraine

Translating Taboo Expressions: A Comparative Analysis of Gender-related Differences in Translation Strategies

Ieva Kikaitė, Jurgita Motiejūnienė, Kaunas University of Technology, Lithuania

Visualizing and Computing translation in history: The Network of Estonian Translation Literature

Daniele Monticelli, Tallinn University, Estonia

Translation of English and Arabic Political Toponymic Metonyms by Five LLMs (Gemini, Copilot, Claude, DeepSeek, and Qwen)

Reima Aljarf, King Saud University, Saudi Arabia

Room 209

Session III. Language and Communication (in Lithuanian)

Chair: *Rita Vabalienė*, Co-chair: *Liudmila Kravcova*

Modalumo raiška akademiniuose studijų tekstuose

Vilija Celiešienė, Kauno technologijos universitetas, Lietuva

Mados pramonės institucijos per kognityvinės lingvistikos prizmę

Liudmila Kravcova, Kauno technologijos universitetas, Lietuva

Vadovų komunikacijos strategijos organizacijų krizių metu: Lietuvos oro uostų ir ESO atvejų lyginamoji analizė

Agnė Ambrazevičienė, Kauno technologijos universitetas, Lietuva

Metodologijos ir testavimo duomenų rinkinių (angl. benchmarks) kūrimas lingvistiškai motyvuotam kalbos modelių lietuvių kalba vertinimui

Rita Vabalienė, Vytauto Didžiojo universitetas, Lietuva

10:30–11:00 **Coffee break**

11:00–12:00

Room 213

Plenary Lecture. "Artificial stupidity" and what art and performance can teach critical AI studies? *Dr. Micheál O'Connell*, University of Sussex, UK.

Chair: *Saulė Petronienė*

12:00–13:00 **Lunch break**

Poster presentations*

13:00–14:00 — *Room 213*

Plenary lecture. The semiotics of infobesity: power, post-truth and the algorithmic society. *Prof. Dr. Dario Martinelli*, Kaunas University of Technology, Lithuania

Chair: *Saulutė Juzelėnienė*

14:00–14:30 — **Coffee break**

14:30–16:00 — **Paralel sessions**

Room 208

Session I. Education

Chair: *Daniele Monticelli*, Co-chair: *Brigita Pantelejeva*

LEAN Methodology for Various Classroom Activities at University

Marija Vėžienė, Kaunas University of Technology, Lithuania
Viktorija Čeplikė, SMK College of Applied Sciences, Lithuania

Knowledge and Competence in Contemporary Education

Oleksii Korzh, Vytautas Magnus University, Lithuania

Between the Classroom and the Screen: A Reflexive Thematic Analysis of Moroccan Teachers' Perceptions of Cinematic Portrayals

Elkassimi Elalaoui Hajar, Mohammed V University, Morocco

Room 213

Session II. Linguistics

Chair: *Elisabeth Paliot*, Co-chair: *Ricardo Enguix*

Translating Without Words: Multimodal Recontextualisation in the English Covers of Lithuanian Novels

Inga Janavičienė, Saulutė Juzelėnienė, Saulė Petronienė, Kaunas University of Technology, Lithuania

Multimodality and Semantics in a Sign Language Visuospatial Grounded Annotation Framework

Felipe Venâncio Barbosa, University of São Paulo; *Jose Mario De Martino*, Estate University of Campinas; *Thyago Santos, Sylvia Lia Grespan Neves*, University of São Paulo; *Isabela Barbieri, Natália Najyme de Melo Afonso*, Estate University of Campinas; *Edilson de Andrade*, São Paulo State Secretariat for the Rights of Persons with Disabilities, *Hanna Beer Furtado*, *Paulo Henrique Pereira,* University of São Paulo; *Katia Lourenço*, Estate University of Campinas

Media and musical subwordnets as resources for new NLP challenges

Alicja Derych, *Bartłomiej Alberski*, *Hubert Jankowski*, *Paweł Dembowski*, Wrocław University of Science and Technology, Poland

Quality in Live Subtitling. An Interview Study

Ulf Norberg, Stockholm University, Sweden

Room 106

Session III. **Audiovisual Communication**

Chair: *Melissa Ann Thomas*, Co-chair: *Ulrika Varankaitė*

Communicating Suicidality through the Road Movie: Audiovisual Narratives of Survival in Marija Kavtaradzės' *Summer Survivors*

Viktorija Akavickaitė, Lithuanian Academy of Music and Theatre, Lithuania

Male Gaze and Human Gaze: Gender, Species and Audiovisual Power

Flavia Maffei, Kaunas University of Technology, Lithuania

Is Biophilic Cinema Possible?

Viktorija Lankauskaitė, Kaunas University of Technology, Lithuania

16:00–16:20 **Coffee break**

16:20–17:20 **Paralel sessions**

Room 213

Session I. **Communication**

Chair: *Viktorija Akavickaitė*, Co-chair: *Inga Janavičienė*

Institutional Communication on Microbusiness Activities to Foreign Residents: A Comparative Study of Lithuania and Spain

Ramunė Miežanskienė, Maria Inmaculada De Potestad Tellechea, Kaunas University of Technology, Lithuania

Audio Description for Animated Children's Cinema in a Minor Language Context: The Case of Bamsis un Vulkāna sala

Ailenda Bulindža-Leitiete, Jūlija Rastorgujeva, Ventspils University of Applied Sciences, Latvia

Linguistic Processing of Deaf People in the Perception of Automatic Translators from Brazilian Portuguese to Libras: A Study with Eye Tracking

Juliane Farah Arnone, Felipe Venâncio Barbosa, University of São Paulo, Brazil; *Patrícia Araújo Vieira, Ítalo Alves*, Federal University of Ceará, Brazil

Room 106

Session II. Education

Chair: *Ulf Norberg*, Co-chair: *Marija Vėžienė*

English-Medium Instruction as Intercultural Practice: Educational Approaches to Learning Improvement

Artemii Ponomarevskyi, Kaunas University of Technology, Lithuania

The Role of Working Groups in Lifting Teacher Voices

Melissa Ann Thomas, Sanda Boucheron, Aline Boulahcen, Nicolas Delhopital, Agnès Ganet, Joan Porter, Miguel Queiros, Melissa Ann Thomas, Elodie Weyrich, Université Paris-Saclay, France

TechTalk: What Engineers' Communication Needs Mean for Engineering Education

Aude Labetoulle , Conservatoire National des Arts et Métiers, France; *Maria Freddi*, Vita-Salute San Raffaele University, Italy; *Saulė Petronienė*, Kaunas University of Technology; *Jamie Rinder*, Swedish Defence University, Sweden; *David Tual*, University of Cambridge, UK

17:20–17:35 Coffee break

17:35 Closing of the Conference

Room 213

*Poster presentations

Creathons for Real-World Education and Applied Societal Transformation in Europe: Turning Challenges into Evidence of Learning

Jurgita Barynienė, Saulutė Juzelėnienė, Viktorija Lankauskaitė, Saulė Petronienė, Kaunas University of Technology, Lithuania

(In)Visibility of Lithuanian Cultural Identity in English Translations of Contemporary Lithuanian Fiction

Inga Janavičienė, Vytautas Magnus University

Multimodal metaphors in Lithuanian Feature Film *Summer Survivors*

Emilija Jūrelytė, Saulutė Juzelėnienė, Vilnius University

Šiaurės Lietuvos miesto gatvėvardžiai: semantika ir kalbinis vietiškumas

Ilona Mickienė, Rita Baranauskienė, Vilniaus universitetas

Languages on Walls: Multilingual Murals, Cultural Memory and Place Identity in Kaunas

Saulė Petronienė, Saulutė Juzelėnienė, Kaunas University of Technology

Informatikos terminų vartosenos tendencijos

Virginija Stankevičienė, Kaunas University of Technology

Between assistance and agency: Multimodal representations of disability inclusion in advertising

Skirmantė Šarkauskienė, Saulutė Juzelėnienė, Vilnius University

(New Words for a New Era: Scientific and Technological Neologisms (2020–2025)

Viorika Šestakova, Kaunas University of Technology

An Intermedial Approach in Developing Academic Integrity, Information Literacy, and Communication Skills in Higher Education IT Students

Virginija Tuomaitė, Kaunas University of Technology

Cross-Cultural Digital Collaboration Through Blog Writing Collaborative Learning Practices

Daiva Zavistanavičienė, Kaunas University of Technology; Bryll Alina, University of Applied Sciences; Stefanova Aneta, University of Economics