

From **RUNES**
 to the **New Media** International Conference
 and **Digital Books** 30-31 May 2019
 Iași - Romania

PROGRAMME

THURSDAY, May 30th 2019

8.30 – 9.30	Open doors: registration	Sala Pasilor Pierduți / “Hall of the Echoing Footsteps”
9.30 – 10.00	Opening ceremony Official welcome speeches from the Rector’s Office and Dean’s Office Moderator: Rodica Dimitriu, Head of the English Department	
10.00 – 11.00	Plenary meeting Keynote speaker (1): María Inés Arrizabalaga Universidad Nacional de Córdoba, Argentina <i>The Angus Saga: how do hypermedia translation and quasi-literature combine for a fictional world of the MacLachlan Clan?</i> Convenor: Rodica Dimitriu	
11.00 – 11.30	Coffee break	Sala Pasilor Pierduti / “Hall of the Echoing Footsteps”
11.30 – 12.30	Plenary meeting Keynote speaker (2): Anthony Hartley Emeritus Professor, Centre for Translation Studies, University of Leeds, UK <i>Creating a new genre via crowdsourced post-editing of NMT: the challenging case of English, Japanese and rugby</i> Convenor: Dragos Ciobanu	
12.30 – 13.00	Visit to “Gheorghe Asachi” Polytechnic University Library	
13.00 – 14.30	Lunch	“Titu Maiorescu” University canteen
14.30 – 15.30	Plenary meeting Keynote speaker (3): François Vergne Université Paris III, Sorbonne-Nouvelle, France <i>Italian Fantasies: Regaining Paradise in Frederick William Rolfe’s Stories Toto Told Me</i> Convenor: Dana Bădulescu	
15.45 – 17.45	Concurrent panel sessions (1)	
	PANEL 1 TEFL – challenges in the new media age CHAIR: Oana Macari	“Al. Dima” Lecture Hall
	PANEL 2 Linguistic theories: classical, modern and contemporary CHAIR: Daniela Doboș	MultiMedia room
	PANEL 3 Literary and cultural studies (I) CHAIR: Radu Andriescu	III.11 Lecture Hall
	PANEL 4 Translation as a linguistic and/or socio-cultural enterprise, translation in the digital era (I) CHAIR: Teodora Ghivirigă	“G. Vereș” Room 3.15
	PANEL 5 Intersections and juxtapositions of letter/word/text/image from illuminated manuscripts to the old and new media CHAIR: Dana Bădulescu	III.12 Lecture Hall
18.00	Welcome cocktail dinner	The University Tower

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9.30 – 10.30	Plenary meeting		III.11 Lecture Hall
	Keynote speaker (4): Adrian Poruciuc Alexandru Ioan Cuza University of Iași, Romania The peculiar position of Germanic runes in the history of script Convenor: Teodora Ghivirigă		
10.30 – 11.00	Coffee break	Department of English	
11.00 – 13.00	Concurrent panel sessions (2)		
	PANEL 1 Literary and cultural and studies (II) CHAIR: Oana Cogeanu	Lab C	
	PANEL 2 Translation as a linguistic and/or socio-cultural enterprise, translation in the digital era (II) CHAIR: Rodica Dimitriu	Multimedia Room	
	PANEL 3 Literary and cultural studies (III) CHAIR: Odette Blumenfeld	“G. Vereș” Room 3.15	
13.00 – 14.30	Lunch	“Titu Maiorescu” University canteen	
15:00- 15:30	“Mihai Eminescu” University Library: library tour		
15.30 – 16.30	Plenary meeting		“Mihai Eminescu” University Library
	Keynote speaker (5): Sanford Budick The Hebrew University of Jerusalem, Israel Ciphertext and Conversion in <i>The Merchant of Venice</i> Convenor: Odette Blumenfeld		
16.30 – 17.30	Plenary meeting		“Mihai Eminescu” University Library
	Keynote speaker (6): Isabelle Gadoin Université de Poitiers, France William Morris, a cross-cultural poet, writer and artist Convenor: Dana Bădulescu		
17.30 – 18.00	Official closing ceremony	“Mihai Eminescu” University Library	
20.00	Conference gala dinner	“Oscar” Restaurant, Str. Lascar Catargi no. 12	

PANEL SESSIONS

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15.45-17.45	PANEL 1 TEFL – challenges in the new media age CHAIR: <i>Oana Macari</i>	“A. Dima” Lecture Hall
	Oana Alexandra Alexa	Teaching Business English to Undergraduate Students: Challenges in the New Media Age
	Carina Ionela Brânzilă	Teaching English in the Media Age
	Oana Franțescu	A Match Made in Heaven. The Reading That Understands you
	Oana Macari	"We shouldn't have to teach computer literacy to the digital natives, should we – or should we?"
	Ana-Magdalena Petraru	Theological English Teaching in the New Media Age
15.45-17.45	PANEL 2 Linguistic theories: classical, modern and contemporary CHAIR: <i>Daniela Doboș</i>	MultiMedia Room
	Alina Bruckner	Current Trends in Business Communication: Anglicisms in German – an Intercultural Approach
	Nadina Cehan	Non-standard <i>gotta</i> in British English
	Daniela Doboș	The First Grammars of English and Romanian: A Comparative Approach
	Oksana Yaroslavivna Dobrovolska	Historical dynamics of the Middle English derivative system (a case study of the occupational terms on the basis of historical lexicography)
15.45-17.45	PANEL 3 Literary and cultural studies (I) CHAIR: <i>Radu Andriescu</i>	III.11 Lecture Hall
	Haralambie Athes	Picking Up the Gauntlet of Environmentalism: Metal Edition
	Irina Chirica	The Iconography of John Ford's Westerns
	Liana Fitzgerald	Glimpses of meaning from Australian Aboriginal Literature
	David Livingstone	Pete Seeger: America's Tuning Fork and Conscience
	Dragoș Zetu	Women and sexuality in <i>From Russia With Love</i> (Terence Young, 1963)
15.45-17.45	PANEL 4 Translation as a linguistic and/or socio-cultural enterprise, translation in the digital era (I) CHAIR: <i>Teodora Ghiviriță</i>	“G. Vereș” Room (3.15)
	Olivia-Cristina Rusu	Mouse & CAT and the jokes fall flat. Shortcomings of translation apps in the case of humour & intercultural communication
	Violeta Elena Tănase	Averse to choice – translating polysemous lexemes
	Teodora Ghiviriță	Guidelines in Translating Academic Programmes and Course Descriptions on Romanian University Websites
	Ioana Păștinaru	Slang Language Used by James Joyce in Chapter “Circe” from <i>Ulysses</i> : A Challenge of Translation for Mircea Ivănescu. Structural and Psychological Perspectives
	Andra-Iulia Ursa	On the Translator's (In)Visibility in the Digital Era
	Oana Ursu	
15.45-17.45	PANEL 5 Intersections and juxtapositions of letter/word/text/image from illuminated manuscripts to the old and new media CHAIR: <i>Dana Bădulescu</i>	III.12 Lecture Hall
	Catrinel Simona Avarvarei	John Leech and Punch – Tattoing the Story of an Age in a 'Newspaperized World'
	Maria-Sabina Draga Alexandru	Writing in English, Writing in Code: Of Digital Storytelling in Vikram Chandra's <i>Geek Sublime</i>
	Rafal Kuś	Books on the Air: NPR and its Cultural Mission
	Oana Merches	Typology of Documentary Collection

Roxana-Elisabeta Marinescu	Crossing Worlds. Mobility and Technology through English in Novel <i>Exit West</i> by Mohsin Hamid
Matthew Sweney	The Scarlet Letters of Sherlock Holmes

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11.00-13.00	PANEL 1 Literary and cultural studies (II) CHAIR: <i>Oana Cogeanu</i>	Laboratory C
	Alina Anton	Creative Intersections across Borders: The Detective Fictions of Edgar Allan Poe and Edogawa Rampo
	Ioana Baciu	Male Hysteria – An Against the Grain Reading of late 19 th -early 20 th century Masculinity
	Oana Cogeanu	Travel Writing and the Media Age
	Ștefania Pelin	Lewis Carroll's <i>Alice's Adventures in Wonderland</i> and C. S. Lewis's <i>The Lion, The Witch and the Wardrobe</i> - Two Inexhaustible Sources of Emotional Expression
	Michaela Praisler	The Art and Politics of Rewriting.
	Oana-Celia Gheorghiu	Margaret Atwood's <i>The Handmaid's Tale</i>
	Marcela Sulak	"Their Labyrinthine Mouths of History": the English Language as history and geography in Hart Crane's American epic <i>The Bridge</i>
11.00-13.00	PANEL 2 Translation as a linguistic and/or socio-cultural enterprise, translation in the digital era (II) CHAIR: <i>Rodica Dimitriu</i>	MultiMedia Room
	Georgiana I. Badea Ioana-Simina Giurginca	Translation teaching methods in the era of digitization. Case study: acquiring theoretical and practical knowledge through translation of meta-translation texts
	Cătălina Iliescu Gheorghiu	Children's literature staged for second generation migrants: translators as socio-cultural agents
	Pascaline Merten	From paper to multimedia: a journey into the pedagogy of audiovisual localization
	Sorina Postolea	Extreme Transediting: From Commercial Press Releases to IT News Reports
	Elena Gheorghită	The Potential of "Complex Case Study" for Translation Research
	Andi Sâșâiac	A travelogue, two translations and a gap of 178 years: an overview of Thomas Thornton's <i>State of the Principalities...</i> (1807) and its Romanian translations (1826, 2004)
	Alina Secară Dragoș Ciobanu	Training tomorrow's digital linguists – insights from the DigiLing project and EMT network
11.00-13.00	PANEL 3 Literary and cultural studies (III) CHAIR: <i>Odette Blumenfeld</i>	"G. Vereș" Room (3.15)
	Odette Blumenfeld	Ways in which Historical Events and Political Decisions Collide with Personal Histories in <i>Persepolis</i> , Marjane Satrapi's Autobiographical Graphic Narrative
	Gabriela Debita	Language and the Processing of Childhood Trauma in Ursula K. Le Guin's <i>Catwings</i> Series
	Ștefana Iosif	The Birth of a New Narrative: Jewish-American Autobiographical Writing
	Ileana Marin	Self-Reflexivity in Print and Digital
	Florina Năstase	The Blitz Gothic: War and Language in Elizabeth Bowen's <i>The Demon Lover</i>
	Veronica Tatiana Popescu	Adaptation as Palimpsest: Silviu Purcărete's <i>Gulliver's Travels</i>