



12th INTERNATIONAL CONFERENCE ON
PROFESSIONAL COMMUNICATION AND
TRANSLATION STUDIES

DIGITAL CULTURE, COMMUNICATION AND TRANSLATION

ALL
TRACKS
ON



ALL
HOURS
IN EET

UTC+2
Time Zone

VIRTUAL CONFERENCE
26-27 March 2021

March 25, 2021

Pre-conference Workshop

17.00 – 18.00

Audio Description: If Your Eyes Could Speak

Joel Snyder, Audio Description Associates, LLC, USA

Pre-conference Keynote Presentation

18.00 – 19.00

A Delicate Equilibrium: Finding a New Balance?

Terrence Flynn, McMaster University, Canada

Pre-conference Workshop

19.00 – 20.00

*Mentorship in Publishing: Strategies for Success
in Submitting Scholarship for Publication*

Noemi Marin, Florida Atlantic University, USA

March 26, 2021

09.30 – 10.00

Welcome and Networking

Official Opening

Florin Drăgan, Rector, Politehnica University of Timișoara

10.00 – 10.30

Titela Vîlceanu, President, Romanian Society for English and American Studies

Daniel Dejica, Dean, Faculty of Communication Sciences, Politehnica University of Timișoara

Mariana Cernicova-Bucă, Moderator, Chair of the Scientific Committee, PCTS

Keynote Presentations

Audio Description Research: What Next?

Anna Matamala, Universitat Autònoma de Barcelona, Spain

10.30 – 12.15

*Social Media Communication during COVID-19 Pandemic:
Challenges and Perspectives*

Delia Balaban, Babeș-Bolyai University, Cluj-Napoca, Romania

- 12.15 – 12.30 **Break**
- 12.30 – 14.30 **Paper Presentations**
- 14.30 – 15.00 **Break**
- 15.00 – 17.00 **Paper Presentations**
- Workshop**
- 17.00 – 18.00 *The Audiovisual Media Explosion*
Pilar Orero, Universitat Autònoma de Barcelona, Spain
- Keynote Presentation**
- 18.00 – 19.00 *Global Digitalisation Impacting the Language Industry: The Domino Effect on Professional Profiling and Training Priorities.*
Anca Greere, Babeş-Bolyai University, Cluj-Napoca, Romania
- Meet the Editors**
- 19.00 – 20.00 *The Palgrave Handbook of Audiovisual Translation and Media Accessibility*
Łukasz Bogucki, Mikołaj Deckert
- Networking**

March 27, 2021

- 09.30 – 10.30 **Panel Discussion**
The Status of Training Programs for Easy-to-Read Validators and Facilitators in Europe
Daniel Dejica, Simona Şimon, Marcela Fărcaşiu, Annamaria Kilyeni, Oscar García Muñoz, Carlo Eugeni, Rocío Bernabé, Gabriele Sauberer, Angela Cotoară, Tatjana Knapp
- 10.30 – 12.30 **Paper Presentations**
- 12.30 – 12.45 **Break**
- 12.45 – 14.30 **Paper Presentations**
- 14.00 – 15.00 **Workshop**
Interpreting for Tomorrow
Martin Will, AITReN e. V., Germany
- 15.00 – 17.00 **Paper Presentations**
- 17.00 **Closing of the Conference**