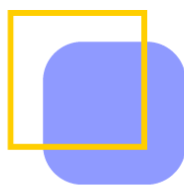


# INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse



## PROGRAMME

International Conference  
Kaunas University of Technology, Lithuania  
**24 – 25 September, 2020**

### Thursday 24<sup>th</sup> September

- 10:00 – 10:15**      **Opening of the conference.**  
Welcome speech by the Dean of the Faculty and the organizers of the conference. **Moderator prof. dr. Saulutė Juzelėnienė**
- 10:15 – 11:15**      **Plenary lecture. Prof. dr. Ryszard W. Kluszczyński, University of Lodz, Poland “On the Boundarylessness of Art: Towards the Transdisciplinarity”.**
- 11:20 – 11:50**      Prof. dr. Dario Martinelli, Kaunas University of Technology, ***Four texts and five media: The Intermedial Connections of Alfred Hitchcock's Rope***
- 11:55 – 12:25**      Dr. Dror Abend, University of Florida, USA, ***The Invisibility of Silent Film Translation***
- 12:30– 13:00**      Rūta Sutkutė, Vytautas Magnus University / University of Applied Sciences, ***Refugee Voices: Humanitarianism, Human Rights and Representation of the Refugee***
- 13:00 – 14:00**      **Lunch break**

### Main session

Moderator Loreta Huber

- 14:00 – 14:30**      Dr. Catherine TEISSIER, MCF, Université d'Aix-Marseille AMU, ***Comment traduire des contenus complexes dans une bande dessinée papier et numérique***
- 14:35 – 15:05**      Neringa Ancutaitė, Vytautas Magnus University, ***A Corpus-Driven Comparative Analysis of the English and Lithuanian Versions of Stephen King's Mr Mercedes***
- 15:10 – 15:40**      Prof. dr. Dora Renna, University of Verona, ***Translating stereotyped images in film. A multimodal framework to analyse character (re)design in dubbed films.***

- 15:45 – 16:15** Evanthia Saridaki, Aristotle University, ***“Good” translations: to what extent is it possible to identify them and methodological approaches for translation quality assessment***
- 16:20 – 16:50** Prof. dr. Loreta Huber, Viktorija Lideikytė, VU Kaunas Faculty, ***Problems Of Semiotic Cohesion In Multimodal Discourse: Practice Of Subtitling Traumatic Historical Memory Films In Lithuania***

## Friday 25th September

- 9:00 – 10:00** Plenary lecture. Prof. dr. Yves Gambier, Turun Yliopisto / University of Turku, Finland ***Coming across, coming back? Renewing communication in a globalised world***  
Moderator prof. dr. Saulė Petronienė
- 10:05 – 10:35** Prof. dr. Saulius Keturakis, Kaunas University of Technology, ***Nanogenmo through the Distant Reading Analytical Lens***
- 10:40 – 11:10** Marija Vėžienė, Kaunas University of Technology, ***Who stole the verbs? Language used in social media***
- 11:15 – 11:45** Vilma Sukackė, Kaunas University of Technology, ***A Multimodal Analysis of what Wine Labels Communicate to the Potential Customer***
- 11:50 – 12:20** **Poster presentations: meet the authors via Zoom\***
- 12:20 – 13:20** **Lunch break**

## Parallel sessions

### Session I

Moderator Inga Janavičienė

- 13:20 – 13:50** Viktorija Lankauskaitė, prof. dr. Vilmantė Liubinienė, Kaunas University of Technology, ***The Appeal of the Undiscovered and Untold in World Building and Transmedia Storytelling***
- 13:55 – 14:25** Dr. Dalia Mankauskienė, Vilnius University, ***Fast speech = Difficult speech? Implications for research***
- 14:30 – 15:00** Megana Pesse, Kaunas University of Technology, ***Political debate speech: establishing candidate preferability through figurative language***
- 15:05 – 15:35** Ineta Golovatenkaitė, Kaunas University of Technology, ***Multimodal analysis of body positivity in femvertising***

## Session II

Moderator Brigita Dimavičienė

- 13:20 – 13:50** Dr. Ramunė Miežanskienė, Kaunas University of Technology, ***The Language Use in Explaining and Understanding Legalities in a Host Country: Immigrants' Experiences in Lithuania***
- 13:55 – 14:25** Vishnu Muraleedharan, Kaunas University of Technology, ***Media framing and Immigrant Integration: An Analysis of Immigrants Perception in Lithuania***
- 14:30 – 15:00** Prof. dr. Saulė Juzelenienė, prof. dr. Saulė Petronienė, Kaunas University of Technology, ***Murals for Communities***
- 15:05 – 15:35** Augustė Nalivaikė, Kaunas University of Technology, ***(Mis)representations of perpetrators of domestic violence and homicide in Lithuanian media***

## Session III

Moderator Vilma Sukackė

- 13:20 – 13:50** Dr. Ramunė Čičirkaitė, Research Institute of the Lithuanian Language, ***Ar sakytinėje žiniasklaidoje įsigali naujasis tarties standartas?***
- 13:55 – 14:25** Dr. Ieva Prameneckienė, assoc. prof. dr. Laura Kamandulytė-Merfeldienė, Vytauto Didžiojo universitetas, ***Kalbos neišsivystymas ikimokykliniame ir priešmokykliniame amžiuje: natūralios kalbos analizė bei eksperimentiniai tyrimai***
- 14:30 – 15:00** Vilma Sukackė, Kaunas University of Technology, ***The potaytoes/potahtoes and the tomaytoes/tomahtoes of the terminology related to technology enhanced learning***
- 15:05 – 15:35** Assoc. prof. dr. Vilija Celiešienė, Virginija Stankevičienė, Daiva Zavistanavičienė, Kaunas University of Technology, ***Expression Evaluation of a Quoted Author in Academic Discourse***

## Session IV

Moderator Jūratė Maksvytytė

- 13:20 – 13:50** Инесе Зугицкая, Assoc. prof. dr. Светлана Полковникова, Даугавпилсский университет, ***Прозвища, образованные от прецедентных имен, в центральной части Латгалии***
- 13:55 – 14:25** Diana Burbienė, Kaunas University of Technology / Vilnius University, ***Конвербы в русско-литовской переводной литературе: передача временных и спектуальных значений***

**14:30 – 15:00** Dr. Jūratė Maksvytytė, prof. dr. Loreta Huber, Kaunas University of Technology, ***Schlüsselwerke der Kultur in der Übersetzung: Die Jahreszeiten von Kristijonas Donelaitis und der Transfer kulturgebundener Elemente***

**15:05 – 15:35** Assoc. prof. dr. Dainora Maumevičienė, Kaunas University of Technology, ***Design thinking as a method to teach Humanities***

### **Main session**

#### **Closing remarks**

**15:40 – 16:10** Prof. dr. Saulutė Juzelėnienė, prof. dr. Loreta Huber, prof. dr. Saulė Petronienė, Inga Janavičienė, dr. Brigita Dimavičienė, Vilma Sukackė, dr. Jūratė Maksvytytė

#### **\*Poster presentations**

Jurgita Motiejūnienė, prof. dr. Ramunė Kasperavičienė, Kaunas University of Technology, ***Lietuvių išėivijos vaidmuo XX amžiuje: vertimo iššūčiai ir įtaka Lietuvos valstybingumui***

Assoc. prof. dr. Ligita Judickaitė-Pašvenskienė, Kauno kolegija/ Kaunas university of applied sciences, ***The Translation of Movie Titles***

Dr. Aurelija Daušaitė-Kolpakovienė, Vytautas Magnus University, ***Popular Culture, Social Media, and Learning English***

Virginija Tuomaitė, Kaunas University of Technology, ***Problem Solving as an Innovative Action-Oriented Approach for the Development of Academic and Professional Communication in EFL***

Virginija Tuomaitė, Kaunas University of Technology, ***The Problem of Equivalence of the Semantic Category of Definiteness/Indefiniteness when Translating from English into Lithuanian***

Austė Telyčėnaitė, Vilnius University, ***Communicating sustainability in the fast fashion industry: challenges, obstacles and the importance of social media***

Dr. Ricardo Enguix, Kaunas University of Technology, ***Benefits of indirect corrective feedback applied to the written expression of Spanish A2 learners***

Vilma Sukackė, dr. Brigita Dimavičienė, prof. dr. Saulė Petronienė, Kaunas University of Technology, ***Innovative Approach towards Foreign Language Learning for Engineers***