

**Draft Programme**

| May 16, 2018                                                                       |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
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| <b>Registration of the participants / Coffee</b>                                   |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| Kronvalda Boulevard 1<br>Entrance Hall / Auditorium 101                            |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| <b>Conference Opening</b>                                                          |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| <b>Welcome by the Rector of Riga Technical University and the Conveners</b>        |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| Kronvalda Boulevard 1, Auditorium 200                                              |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| <b>Plenary Lecture 1</b>                                                           |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| Professor GREGORY M. SHREVE, Kent State University, the USA                        |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| Translation as a Complex Adaptive System: Implications for Cognitive Translatology |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| Auditorium 200 / Chair - Professor Larisa Ilinska                                  |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
| <b>COFFEE BREAK</b> (Auditorium 101)                                               |                                                                                                                                                                                                   |                                                                                                                                  |                                                                                                                   |                                                                                                                                                                                   |
|                                                                                    | <b>Session 1<br/>Culture 1</b>                                                                                                                                                                    | <b>Session 2<br/>Culture 2</b>                                                                                                   | <b>Session 3<br/>Globalization</b>                                                                                | <b>Session 4<br/>Advertising</b>                                                                                                                                                  |
|                                                                                    | Chair: Antra Roskoša<br>Museum Hall                                                                                                                                                               | Chair: Lāsma Gaitniece<br>Auditorium 102                                                                                         | Chair: Jānis Sīlis<br>Auditorium 205                                                                              | Chair: Tatjana Hramova<br>Auditorium 209                                                                                                                                          |
| 16.00 – 16.30                                                                      | Jonas Jonušas // Lithuania<br><br>Concept of Cultural Values<br>Conveyance in Treatise About<br>Perfection (1952) by L. P. Karsavin<br>and in its Translation into the<br>Russian Language (2004) | Svetlana Serebriakova // Russia<br><br>Multidimensionalität des Begriffs<br>“Europäische Identität” in<br>deutschen Massmedien   | Azad Mammadov, Aybaniz<br>Gazibayova // Azerbaijan<br><br>The Translator in the Discourse of<br>Globalization     | Zaiga Ikere, Ilze Oļehnoviča,<br>Solveiga Liepa // Latvia<br><br>Non-Commercial Advertisements:<br>Multimodal Metaphor, Metonymy<br>and Conceptual Blending at Work               |
| 16.30 – 17.00                                                                      | Inga Janavičienė // Lithuania<br><br>Cultural Identity in Translation:<br>Translation of Modern Lithuanian<br>Fiction into English                                                                | Jakob Altmann // Poland<br><br>Die Auswirkung Kultureller<br>Erfahrungen von Übersetzerinnen<br>auf die Literarische Übersetzung | Nadezhda Merkulova, Natalia<br>Ivanova // Russia<br><br>International English: New Reality<br>and New Nominations | Ilze Oļehnoviča, Jeļena Tretjakova,<br>Solveiga Liepa // Latvia<br><br>The Use of Metaphors in<br>Achieving the Pragmatic Effect of<br>Animal Rights Protection<br>Advertisements |



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| 17.00 – 17.30                                                | Jocelyn Pinzon // Philippines<br><br>Translation as Cultural Negotiation: Poetry Writing into English                                      | Maria Alekseyeva // Russia<br><br>Limits of Translation of Non-Equivalent Lexical Units                                                                           | Jolita Murauskaite, Saule Petroniene, Jolita Horbacauskiene // Lithuania<br><br>Translation of Extralinguistic Cultural References in Subtitles | Denis Gordeev, Olga Lykova // Russia (VIDEO)<br><br>Comparative Analysis of the Semantic Field "Deception". A Case Study of Russian and American Imageboard Messages |
| 17.30 – 18.00                                                | Zane Senko // Latvia<br><br>Translator Trainer Profile: Working in Multicultural and Multilingual Environment                              |                                                                                                                                                                   | Jānis Sīlis // Latvia<br><br>The Concept "Translatological Publication" in the Context of Latvian Authors' Research in Translation Studies      | Tatjana Smirnova // Latvia<br><br>Iconic Function of Rhythm in Promotional and Literary Texts: Contrastive Perspective                                               |
| <b>May 17, 2018</b>                                          |                                                                                                                                            |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
| <b>Plenary Lecture 2</b>                                     |                                                                                                                                            |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
| Professor PAMELA FABER BENÍTEZ, University of Granada, Spain |                                                                                                                                            |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
| Specialized Knowledge Representation: From Terms to Frames   |                                                                                                                                            |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
| 10.00 – 11.30                                                | Auditorium 200 / Chair - Professor Marina Platonova                                                                                        |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
| 11.30 – 12.00                                                | <b>COFFEE BREAK</b> (Auditorium 101)                                                                                                       |                                                                                                                                                                   |                                                                                                                                                 |                                                                                                                                                                      |
|                                                              | <b>Session 5<br/>Terminology</b>                                                                                                           | <b>Session 6<br/>Semantics</b>                                                                                                                                    | <b>Session 7<br/>Dictionaries</b>                                                                                                               | <b>Session 8<br/>Multimedia</b>                                                                                                                                      |
|                                                              | Chair: Marina Platonova<br>Museum Hall                                                                                                     | Chair: Nijolė Maskaliūnienė<br>Auditorium 102                                                                                                                     | Chair: Anna Vulāne<br>Auditorium 205                                                                                                            | Chair: Tatjana Smirnova<br>Auditorium 209                                                                                                                            |
| 12.00 – 12.30                                                | Aziza Mammadova // Azerbaijan<br><br>Terminology in Translation, Ways and Difficulties in Translating Tourism Terminology into Azerbaijani | Kresimir Sućević Mederal // Croatia<br><br>When do the Leaves Fall and when do we Reap? - Semantic Analysis of the Folk Month Names in Eastern European Languages | Silga Sviķe, Karina Šķirmante, Nils Bērziņš // Latvia<br><br>Ieceres un risinājumi jaunas botāniskās vārdnīcas modeļa izstrādē                  | Gintas Bartaskevicius, Jolita Horbacauskiene, Saule Petroniene // Lithuania<br><br>Translation of Spoken Language Elements in a Dubbing and Subtitling               |



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| 12.30 – 13.00 | Zaiga Ikere // Latvia<br><br>International and/or National Terms in the Philosophical Texts                                               | Roberto Menin // Italy<br><br>Die Illusion der Genauigkeit in der Übersetzung und der interlinguale Kontakt                            | Enn Veldi // Estonia<br><br>Informal Vocabulary in Translated Texts and Bilingual Dictionaries                                             | Solveiga Liepa, Vilma Šaudiņa, Dmitrijs Olehnovics // Latvia<br><br>Metaphorical Representation of the European Union in Cartoons in English and Latvian |
| 13.00 – 13.30 | Ilze Olehnovica, Jelena Tretjakova // Latvia<br><br>Attributionality and Relationality of Metaphorical Component in Transport Terminology | Marina Gorlach // United States<br><br>Translating Meaning as Synergy of Loss and Gain                                                 | Anna Vulāne // Latvia<br>Regīna Kvašīte // Lithuania<br><br>Dictionary of Latvian and Lithuanian Linguo-Didactic Terms: Comparative Aspect | Vera V. Ganina, Kseniia A. Vryganova // Russia<br><br>Nonverbal Communication in Literature: Challenges and Peculiarities of Translation                 |
| 13.30 – 14.00 | Svetlana Kiselijeva, Tatiana Rosyanova // Russia (VIDEO)<br><br>Colorative Challenges in English Economic Terminology                     | Maurizio Viezzi // Italy<br><br>The Illusion of Imprecision: the Paradox of Translated Titles                                          | Anna Vulāne, Elita Stikute // Latvia<br><br>Possibilities of Using Multi-Purpose Electronic Latvian Dictionary (e-PUPA) in Education       | Maryna Sauko // Belarus<br><br>Source Text Deformation in Subtitling and Dubbing: A Case Study of "Intouchables" (2011) in Russian, English and German   |
| 14.00 – 15.30 | <b>LUNCH (Auditorium 212)</b>                                                                                                             |                                                                                                                                        |                                                                                                                                            |                                                                                                                                                          |
|               | <b>Session 9<br/>Grammatical Aspects</b>                                                                                                  | <b>Session 10<br/>Literature 1</b>                                                                                                     | <b>Session 11<br/>LSP</b>                                                                                                                  | <b>Session 12<br/>Education</b>                                                                                                                          |
|               | Chair: Zaiga Ikere<br>Museum Hall                                                                                                         | Chair: Vita Balama<br>Auditorium 102                                                                                                   | Chair: Larisa Iļinska<br>Auditorium 205                                                                                                    | Chair: Alīda Zigmunde<br>Auditorium 209                                                                                                                  |
| 15.30 – 16.00 | Hela Najjar // Lebanon<br><br>La perception du sens en phase de déverbalisation                                                           | Vita Balama // Latvia<br><br>Design and Translation Challenges of Semantic Field "Culture Environment" in J. Grisham's Legal Thrillers | Nijolė Maskaliūnienė // Lithuania<br><br>Censorship in Translation: A Case Study of Soviet Lithuania                                       | Alvars Baldiņš, Gunārs Ozolzīle // Latvia<br><br>Language Policy and the Ethnic Relations in Latvia and EU Countries                                     |
| 16.00 – 16.30 | Antra Roskosa, Diana Rupniece // Latvia<br><br>Problems Encountered in the Process of Translation                                         | Jeļena Semeņeca, Sandra Meškova, Evita Badina // Latvia<br><br>Translations of Arthur Machen's Texts into Russian                      | Iwona Witczak-Plisiecka // Poland<br><br>Legal Language and the Question of Precision in Interlingual Contexts                             | Airisa Šteinberga // Latvia<br><br>Runas kā domāšanas ārējās formas psiholoģiskās funkcijas saziņā                                                       |



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| 16.30 – 17.00 | Olga Nádvorníková // Czech Republic<br><br>Splitting of Sentences in Translation: Consequences of the Illusion of Precision (Analysis in the Czech-French-English Part of the InterCorp Parallel Corpus) | Katarina Aladrovic Slovacek // Croatia<br><br>Rewritings of Lovrak's Children's Novel Train in the Snow until 1990                                                                               | Margarete Durr // France<br><br>La pertinence et l'efficience d'une traduction dans le procès civil et pénal                | Lasma Gaitniece, Marina Platonova // Latvia<br><br>Organization of the Pedagogical Cooperation Process for Chinese Students in the Classes of the Latvian Language as a Foreign Language |
| 17.00 – 17.30 | Alexandra Milostivaya // Russia<br><br>Evidentialitätskonstruktionen als deiktische Markierung der Einstellung des kommunikativen Subjekts in den Nachrichtenmeldungen                                   | Mohamed Saki // France<br><br>Hermeneutics, Translation and Paratext: a Case Study of the Preface and the Translator's Notes to Retranslation of The Inferno of Dante Alighieri by Ciaran Carson | Katarzyna Wojtanik // Poland<br><br>Native Signers' Versus Non-Native Signers' Translations in the Deaf Community in Poland | Aleksandrs Gorbunovs et al // Latvia<br><br>Mobile and E-Learning Aided Support within Postural Telerehabilitation Model                                                                 |
| 17.30 – 18.00 |                                                                                                                                                                                                          |                                                                                                                                                                                                  | Larisa Ilinska, Oksana Ivanova // Latvia<br><br>Decoding of Meaning in Professional Communication                           | Atis Kapenieks et al // Latvia<br><br>Towards Concept of Learning in Digital Age                                                                                                         |
| 19.00         | <b>Conference Dinner at RESTAURANT NEIBURGS</b>                                                                                                                                                          |                                                                                                                                                                                                  |                                                                                                                             |                                                                                                                                                                                          |
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| May 18, 2018                                                                    |                                                                                                                                                 |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
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| Plenary Lecture 3                                                               |                                                                                                                                                 |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
| Senior Lecturer STUART DUNN, King's College London, the UK                      |                                                                                                                                                 |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
| The Language of Maps: Translating and Teaching Spatial Literacy Across Cultures |                                                                                                                                                 |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
| 10.00 – 11.30                                                                   | Auditorium 200 / Chair - Professor Marina Platonova                                                                                             |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
| 11.30 – 12.00                                                                   | <b>COFFEE BREAK</b> (Auditorium 101)                                                                                                            |                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                            |
|                                                                                 | Session 13<br>Discourse                                                                                                                         | Session 14<br>Education and E-Learning                                                                                                               | Session 15<br>Literature 2                                                                                                                                                               | Session 16<br>Digital Humanities                                                                                                           |
|                                                                                 | Chair: Tatjana Smirnova<br>Museum Hall                                                                                                          | Chair: Atis Kapenieks<br>Auditorium 102                                                                                                              | Chair: Larisa Iļinska<br>Auditorium 205                                                                                                                                                  | Chair: Stuart Dunn<br>Auditorium 209                                                                                                       |
| 12.00 – 12.30                                                                   | Guntars Dreijers, Valda Rudziša // Latvia<br><br>Devices of Textual Illusion: Victimization in Romance Scam E-Letters                           | Merija Jirgensons // Latvia<br><br>Blockchain and the Future of Digital Credential Preservation                                                      | Jānis Veckrācis // Latvia<br><br>Poetic Cycles and Information Beyond Words: on the Translations of Joseph Brodsky's Cycle A Part of Speech into English and Latvian                     | Monika Porwoł // Poland<br><br>Meanings of the Word Ladder [EN] /drabina [PL] from the Digital Humanities Perspective: A Comparative Study |
| 12.30 – 13.00                                                                   | Svetlana Kuzmenko // Russia<br><br>Pragmatic Multifunctionality of Stylistic Means Convergence iLiterary Discourse                              | Alina Vagele // Latvia<br><br>Flexibility as a Pedagogical Challenge: "Teaching-Through-Play" or Edutainment Practices for Computer Science Students | Tamara Brzostowska-Tereszkiewicz // Poland<br><br>The Illusion of Translating: The Transfer and Circulation of Experimental Poetics                                                      | Marju Taukar // Estonia<br><br>Machine-Learning Translational Estonian                                                                     |
| 13.00 – 13.30                                                                   | Evgeniya Aleshinskaya // Russia (VIDEO)<br><br>Translation in Forming Musical Discourse: A Case Study of English-Language Song Lyrics in Russia | Edwards Gabarajevs // Latvia<br><br>Mind Mapping in Educational Setting                                                                              | Alevtina Stroilova // Russia (VIDEO)<br><br>Evolution of the Russian Translation Concept in the 18th Century (Study of the Russian Translations of Edward Young's Poem "Night Thoughts") | Bruno Žuga et al // Latvia<br><br>Visualization of Educational Data                                                                        |



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| 13.30 – 14.00 | Evgenia Kunitsina, Natalia Moskovskaya // Russia<br><br>Gender Manifestation of Pre-Election Discourse: Communicative and Pragmatic Aspects                                  | Inese Kočote // Latvia<br><br>The Use of Multimodal Texts in Teaching ESP Vocabulary | Tatjana Hramova // Latvia<br><br>'The Time of no Room': Literary Translation Today | Fedor Kondratovich // Russia<br><br>Webinars vs. Seminars - a Comparative Analysis of the Effectiveness of a Distance Learning Course and a Traditional one in Translators' Training |
| 14.00 – 15.30 | <b>LUNCH (Auditorium 212)</b>                                                                                                                                                |                                                                                      |                                                                                    |                                                                                                                                                                                      |
| 15.30 – 17.00 | <b>Plenary Lecture 4</b>                                                                                                                                                     |                                                                                      |                                                                                    |                                                                                                                                                                                      |
|               | Professor MICHAEL CRONIN, Dublin State University, Ireland<br>The Limits to Growth? Translation and Ecology<br>Auditorium 200 / Chair – Assistant Professor Tatjana Smirnova |                                                                                      |                                                                                    |                                                                                                                                                                                      |
| 17.00 – 17.30 | <b>Conference Closing Ceremony</b>                                                                                                                                           |                                                                                      |                                                                                    |                                                                                                                                                                                      |

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|              | <b>May 19, 2018</b>                                                                                                                                                                                            |
|              | <b>Entertaining Event</b>                                                                                                                                                                                      |
| 9.00         | Departure from Kronvalda Boulevard 1                                                                                                                                                                           |
| 9.00 - 16.00 | A full day tour to Rundale Palace, the residence of the Earl Ernst Johann von Biron. The Palace was designed by Francesco Bartolomeo Rastrelli (1700–1771), the chief architect of the Russian Imperial court. |