

**Conference Programme**

May 16, 2018				
Registration				
12.30 - 13.45	Kronvalda Boulevard 1 Entrance Hall / Auditorium 101			
Conference Opening				
Welcome by the Rector of Riga Technical University and the Conveners				
13.45 - 14.00	Kronvalda Boulevard 1, Auditorium 200			
Plenary Lecture 1				
Professor GREGORY M. SHREVE, Kent State University, the USA				
Translation as a Complex Adaptive System: Implications for Cognitive Translatology				
14.00 - 15.30	Auditorium 200 / Chair - Professor Larisa Iljinska			
15.30 – 16.00	COFFEE BREAK (Auditorium 101)			
	Session 1 Culture and Education	Session 2 Advertising	Session 3 Culture	Session 4 Globalization
	Chair: Antra Roskoša Museum Hall	Chair: Jeļena Tretjakova Auditorium 200	Chair: Lāsma Gaitniece Auditorium 205	Chair: Jānis Sīlis Auditorium 209
16.00 – 16.30	Atis Kapenieks et al // Latvia Towards Concept of Learning in Digital Age	Zaiga Ikere, Ilze Oļehnoviča, Solveiga Liepa // Latvia Non-Commercial Advertisements: Multimodal Metaphor, Metonymy and Conceptual Blending at Work	Svetlana Serebriakova // Russia Multidimensionalität des Begriffs “Europäische Identität” in deutschen Massmedien	Azad Mammadov, Aybaniz Gazibayova // Azerbaijan The Translator in the Discourse of Globalization
16.30 – 17.00	Sabīne Grīnberga // Latvia Eye Tracking in Researches of Educational Simulations	Tatjana Smirnova // Latvia Iconic Function of Rhythm in Promotional and Literary Texts: Contrastive Perspective	Inga Janavičienė // Lithuania Cultural Identity in Translation: Translation of Modern Lithuanian Fiction into English	Nadezhda Merkulova, Natalia Ivanova // Russia International English: New Reality and New Nominations



17.00 – 17.30	Zane Seņko // Latvia Translator Trainer Profile: Working in Multicultural and Multilingual Environment	Ilze Olehnoviča, Jeļena Tretjakova, Solveiga Liepa // Latvia The Use of Metaphors in Achieving the Pragmatic Effect of Animal Rights Protection Advertisements	Maria Alekseyeva // Russia Grenzen der Übersetzung äquivalentloser lexikalischen Einheiten	Jolita Murauskaitė, Saule Petronienė, Jolita Horbacauskienė // Lithuania Translation of Extralinguistic Cultural References in Subtitles
17.30 – 18.00	Jonas Jonušas // Lithuania Concept of Cultural Values Conveyance in Treatise About Perfection (1952) by L. P. Karsavin and in its Translation into the Russian Language (2004)	Denis Gordeev, Olga Lykova // Russia (VIDEO) Comparative Analysis of the Semantic Field “Deception”. A Case Study of Russian and American Imageboard Messages	Jakob Altmann // Poland Die Auswirkung kultureller Erfahrungen von Übersetzerinnen auf die literarische Übersetzung	Jānis Sīlis // Latvia The Concept “Translatological Publication” in the Context of Latvian Authors’ Research in Translation Studies
May 17, 2018				
Plenary Lecture 2				
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	COFFEE BREAK (Auditorium 101)			
	Session 5 Semantics	Session 6 Terminology	Session 7 Dictionaries	Session 8 Multimedia
	Chair: Nijolė Maskaliūnienė Museum Hall	Chair: Marina Platonova Auditorium 200	Chair: Anna Vulāne Auditorium 205	Chair: Tatjana Smirnova Auditorium 102
12.00 – 12.30	Maurizio Viezzi // Italy The Illusion of Imprecision: The Paradox of Translated Titles	Zaiga Ikere // Latvia International and/or National Terms in the Philosophical Texts	Enn Veldi // Estonia Informal Vocabulary in Translated Texts and Bilingual Dictionaries	Solveiga Liepa, Vilma Šaudiņa, Dmitrijs Oļehnovičs // Latvia Metaphorical Representation of the European Union in Cartoons in English and Latvian



12.30 – 13.00	Roberto Menin // Italy Die Illusion der sprachlichen Genauigkeit in der Übersetzung	Aziza Mammadova // Azerbaijan Terminology in Translation, Ways and Difficulties in Translating Tourism Terminology into Azerbaijani	Silga Sviķe, Karina Šķirmante, Nils Bērziņš // Latvia Ieceres un risinājumi jaunas botāniskās vārdnīcas modeļa izstrādē	Gintas Bartaskevičius, Jolita Horbacauskienė, Saule Petronienė // Lithuania Translation of Spoken Language Elements in a Dubbing and Subtitling
13.00 – 13.30	Kresimir Sucevic Mederal // Croatia When do the Leaves Fall and when do we Reap? - Semantic Analysis of the Folk Month Names in Eastern European Languages	Ilze Oļehnoviča, Jeļena Tretjakova // Latvia Attributionality and Relationality of Metaphorical Component in Transport Terminology	Anna Vulāne // Latvia Regīna Kvašīte // Lithuania Dictionary of Latvian and Lithuanian Linguo-Didactic Terms: Comparative Aspect	Vera V. Ganina, Kseniia A. Vryganova // Russia Nonverbal Communication in Literature: Challenges and Peculiarities of Translation
13.30 – 14.00	Marina Gorlach // United States Translating Meaning as Synergy of Loss and Gain	Svetlana Kiselijeva, Tatiana Rosyanova // Russia (VIDEO) Colorative Challenges in English Economic Terminology	Anna Vulāne, Elita Stikute // Latvia Possibilities of Using Multi-Purpose Electronic Latvian Dictionary (e-PUPA) in Education	Maryna Sauko // Belarus Source Text Deformation in Subtitling and Dubbing: A Case Study of “Intouchables” (2011) in Russian, English and German
14.00 – 15.30	LUNCH (Auditorium 212)			
	Session 9 Grammatical Aspects	Session 10 Literature 1	Session 11 LSP	Session 12 Education
	Chair: Zaiga Ikere Museum Hall	Chair: Vita Balama Auditorium 200	Chair: Larisa Iļinska Auditorium 205	Chair: Alīda Zigmunde Auditorium 102
15.30 – 16.00	Olga Nádvořníková // Czech Republic Splitting of Sentences in Translation: Consequences of the Illusion of Precision (Analysis in the Czech-French-English Part of the InterCorp Parallel Corpus)	Vita Balama // Latvia Design and Translation Challenges of Semantic Field “Culture Environment” in J. Grisham’s Legal Thrillers	Nijolė Maskaliūnienė // Lithuania Censorship in Translation: A Case Study of Soviet Lithuania	Alvars Baldiņš, Gunārs Ozolzīle, Aleksejs Šņitņikovs // Latvia Language Policy and the Ethnic Relations in Latvia and EU Countries



16.00 – 16.30	Antra Roskoša, Diāna Rūpniece // Latvia Problems Encountered in the Process of Translation	Jeļena Semeņeca, Sandra Meškova, Evita Badina // Latvia Translations of Arthur Machen's Texts into Russian	Margarete Durr // France La pertinence et l'efficience d'une traduction dans le procès civil et pénal	Airisa Šteinberga // Latvia Runas kā domāšanas ārējās formas psiholoģiskās funkcijas saziņā
16.30 – 17.00	Alexandra Milostivaya // Russia Evidentialitätskonstruktionen als deiktische Markierung der Einstellung des kommunikativen Subjekts in den Nachrichtenmeldungen	Katarina Aladrovic Slovacsek // Croatia Rewritings of Lovrak's Children's Novel Train in the Snow until 1990	Katarzyna Wojtanik // Poland Native Signers' versus Non-Native Signers' Translations in the Deaf Community in Poland	Lāsma Gaitniece, Marina Platonova // Latvia Organization of the Pedagogical Cooperation Process for Chinese Students in the Classes of the Latvian Language as a Foreign Language
17.00 – 17.30	Hela Najjar // Lebanon La perception du sens en phase de déverbalisation	Mohamed Saki // France 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	Larisa Iļinska, Oksana Ivanova // Latvia Decoding of Meaning in Professional Communication	Aleksandrs Gorbunovs et al // Latvia Mobile and E-Learning Aided Support within Postural Telerehabilitation Model
17.30 – 18.00			Iwona Witzak-Plisiecka // Poland Legal Language and the Question of Precision in Interlingual Contexts	
19.00 – 21.00	Conference Dinner at RESTAURANT NEIBURGS			
	Conference participants who have registered for conference dinner are cordially invited to the restaurant Neiburgs at Jauniela 25/27			



May 18, 2018				
Plenary Lecture 3				
Dr 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	COFFEE BREAK (Auditorium 101)			
	Session 13 Discourse	Session 14 Literature 2	Session 15 Education and E-Learning	Session 16 Digital Humanities
	Chair: Tatjana Smirnova Museum Hall	Chair: Larisa Iljinska Auditorium 200	Chair: Atis Kapenieks Auditorium 205	Chair: Stuart Dunn Auditorium 209
12.00 – 12.30	Guntars Dreijers, Valda Rudziša // Latvia Devices of Textual Illusion: Victimization in Romance Scam E-Letters	Jānis Veckrācis // Latvia Poetic Cycles and Information Beyond Words: on the Translations of Joseph Brodsky's Cycle "A Part of Speech" into English and Latvian	Merija Jirgensons // Latvia Blockchain and the Future of Digital Learning Credential Assessment and Management	Monika Porwoł // Poland Meanings of the Word Ladder [EN] /drabina [PL] from the Digital Humanities Perspective: A Comparative Study
12.30 – 13.00	Svetlana Kuzmenko // Russia Pragmatic Multifunctionality of Stylistic Means Convergence in Literary Discourse	Tamara Brzostowska-Tereszkiewicz // Poland The Illusion of Translating: The Transfer and Circulation of Experimental Poetics	Alīna Vagele-Kricina // Latvia Flexibility as a Pedagogical Challenge: "Teaching-Through-Play" or Edutainment Practices for Computer Science Students	Marju Taukar // Estonia Machine-Learning Translational Estonian
13.00 – 13.30	Evgenia Kunitsina, Natalia Moskovskaya // Russia Gender Manifestation of Pre-Election Discourse: Communicative and Pragmatic Aspects	Alevtina Stroilova // Russia (VIDEO) Evolution of the Russian Translation Concept in the 18th Century (Study of the Russian Translations of Edward Young's Poem "Night Thoughts")	Edwards Gabarajevs // Latvia Mind Mapping in Educational Setting	Bruno Žuga et al // Latvia Visualization of Educational Data



13.30 – 14.00	Courtney G. Parkins-Ferrón // USA Are Translators Really Subservient? Empirical Evidence from Lexical Transfer and Language Prestige in Curacao	Evgeniya Aleshinskaya // Russia (VIDEO) Translation in Forming Musical Discourse: A Case Study of English-Language Song Lyrics in Russia	Inese Kočote // Latvia The Use of Multimodal Texts in Teaching ESP Vocabulary	Fedor Kondratovich // Russia 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	LUNCH (Auditorium 212)			
15.30 – 17.00	Plenary Lecture 4			
	Professor MICHAEL CRONIN, Dublin State University, Ireland The Limits to Growth? Translation and Ecology Auditorium 200 / Chair – Assistant Professor Tatjana Smirnova			
17.00 – 18.00	Conference Closing Ceremony (Auditorium 212)			

	May 19, 2018
	Entertaining Event
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. No Host – Visit http://rundale.net/en/services/dining-and-others/ for menu and pricing.