

Multimodal Communication and Soft Skills Development

International Conference

organised by

Petroleum-Gas University of Ploiești

The Department of Philology

The Centre of Literary Studies, Linguistics, Theory of Criticism and Culture

in collaboration with

ETSIAE, Universidad Politécnica de Madrid

and

Université de la Manouba Tunis



Friday, 27 November 2020

8.30-8.45 Welcoming participants

8.45-9.00 Opening

9.00-9.45 Plenary session

Plenary speaker: Arleen IONESCU

Multimodal Approaches to the Concept of Apocalypse

Tenured Professor Shanghai Jiao Tong University

10.00-11.30 Session 1. Memory and trauma studies

Author(s): Chen Ling

Affiliation: Shanghai Jiao Tong University

Title: Remembering Trauma in Multimodal Ways: The Rape of Nanjing

Author(s): Li Zengjing

Affiliation: Shanghai Jiao Tong University

Title: Problematizing the Subject: Quilted Voices in Nicholas Royle's Quilt

Author(s): Qian Rongrong

Affiliation: Shanghai Jiao Tong University

Title: Multimodality of Memory Manipulation in John Banville's Shroud

Author(s): Ioana Rădulescu

Affiliation: Ovidius University of Constanta

Title: Toni Morrison's Song of Solomon: Decoding Routes to Get Back to Roots

11.30-12.15 Plenary session

Plenary speaker: Daniela CHIRU

Adults' Motivation at Serious Play®

Certified facilitator in the LEGO® Serious Play® method, unconventional HR consultant

12.30-14.00 Session 2. Soft skills development

Author(s): Gabriela Popescu

Affiliation: Fundatia Te Aud Romania

Title: Soft skills development for positive youth development in practice

Author(s): Teodora Raducanu

Affiliation: Your Education Shape

Title: Emotional and social intelligence competencies in private schools abroad

Author(s): Farida Bouâchraoui

Affiliation: Université ibn Zohr

Title : L'intelligence créative et soft skills en milieu du travail

Author(s): Imen Jendoubi

Affiliation: Université de Carthage-Life Laboratory

Title: High Frequency Data Prediction by Deep Learning

14.00-16.00 Lunch break

16.00-16.45 Plenary session

Plenary speaker: Carmen SANCHO GUINDA

Multimodal narratives in science dissemination and political discourse:

The subtlety game

Universidad Politécnica de Madrid, Escuela Técnica Superior de Ingeniería Aeronáutica y del Espacio, *Dpto. de Lingüística Aplicada a la Ciencia y la Tecnología*

17.00-18.30 Session 3. Applied Linguistics and Discourse Analysis

Author(s): Sara Marinescu

Affiliation: Petroleum-Gas University of Ploiesti/ Liceul Tehnologic "Carol I" - Valea Doftanei

Title: The Power of Photography

Author(s): Duma Mihaela; Țântar Ștefan Mircea

Affiliation: Universitatea Petrol-Gaze din Ploiești; Universitatea de Medicină, Farmacie, Științe și Tehnologie "George Emil Palade" din Târgu Mureș

Title: Hiding or Revealing the Human Nature Behind the Mask. The Joker Effect

Author(s): Mihaela-Claudia Trifan

Affiliation: Petroleum-Gas University of Ploiesti

Title: Multimodality in Teaching Romanian for Specific Purposes to Foreign Students

Author(s): Greavu Gabriela-Mariana

Affiliation: Universitatea „Ovidius” din Constanța

Title: Considerations regarding the deontic modality in the psalmic text

Saturday, 28 November 2020

9.00-9.45 Plenary session

Plenary speaker: Nadia ABAOUB

L'éducation des STEM SKILLS vers les STEAM SKILLS : Importance face aux défis du 21ème siècle

Ecole Supérieure de Commerce Université de la Manouba Tunis

10.00-11.15 Session 1. Soft skills development

Author(s): Amira KADDOUR, Nadia LABIDI, Saida GTIFA

Affiliation: Carthage University Tunisia ENSTAB - Life Laboratory - Carthage University Tunisia SUPCOM- Carthage University Tunisia FSEGN

Title: Importance of communication for financial inclusion

Author(s): Imen Gmach, Amira Kaddour

Affiliation: Imam Abdulrahman Bin Faisal University, KSA,Dammam. Université de Carthage-Life Laboratory

Title: Impact of digital communication on companies share value

Author(s): Hela Ghabara

Affiliation: Ecole Supérieure de Commerce de Tunis - Université de La Manouba

Title: Le comportement du marché financier et le cout du crédit: Théories et validations empiriques

11.30-12.45 Session 2. Multimodal teaching and learning

Author(s): Matilda Parllaku, Silvana Vishkurti

Affiliation: Université de Tirana Université Polytechnique de Tirana

Title: La multimodalité et l'apprentissage par les tâches dans l'enseignement supérieur

Author(s): Florinela SERBANICA

Affiliation: Universite de Pitesti, Roumanie

Title: Les interactions didactiques en ligne dans le cours de Langue française pendant la crise du COVID 19: un autre type de communication multimodale

Author(s): Tetiana Kachanovska

Affiliation: Université nationale Taras Chevtchenko de Kyïv (Ukraine)

Title: La dimension multimodale de l'apprentissage par projet en formation de traducteurs et d'interprètes

13.00-14.15 Session 3. Multimodal communication and the arts

Author(s): Lecturer Phd. Ion Urdeş

Affiliation: National University of Arts „George Enescu” Iasi

Title: CONTEMPORARY CHALLENGES IN ARTISTIC COMMUNICATION

Author(s): Doina Grigore

Affiliation: Universitatea Națională de Arte "George Enescu" Iași

Title: Musical Communication - The Performer as Decoder and Transmitter

Author(s): Ivancia Carmen

Affiliation: UNAGE Iasi Romania

Title: The playing of violin-a way of communication

14.15-16.00 Lunch break

16.00-16.45 Plenary session

Plenary speaker: Gabriela DUDA

La modification de la valeur d'usage des termes géographiques

Petroleum-Gas University of Ploiesti

17.00-18.45 Session 3. Discourse Analysis

Author(s): Diana Rinciog

Affiliation: Université Pétrole-Gaz de Ploiești

Title: Publicité et stratégies de vente pour un produit de luxe - le parfum - dans la perspective de la communication multimodale

Author(s): Lidia Mihaela Necula

Affiliation: 'Dunarea de Jos' University, Galati

Title: Multimodality and/ in/ through Advertisements: Troping the Female Body Figure

Author(s): Nicolae Adina

Affiliation: Petroleum-Gas University of Ploiesti

Title: Verbal Meets Pictorial: Patterns of Multimodal Interaction In The Economist Front Page

Author(s): Diana Paraschiv*; Cătălin Stănescu

Affiliation: *Petroleum-Gas University of Ploiesti

Title: Multimodality, meaning, identity: Untold festival

Author(s): Maria-Ionela Neagu

Affiliation: Petroleum-Gas University of Ploiesti

Title: Multimodal political discourse analysis