INTERNATIONAL CONFERENCE

LANGUAGE, CULTURE AND THE FUTURE OF COMMUNICATION IN THE DIGITAL AGE

Date: 10 November 2025

Format: online

In today's digital age, the interaction between language, culture, and communication is rapidly changing, creating both opportunities and challenges for education, research, and international cooperation. Digital technologies can help facilitate communication, preserve languages, and promote cultural exchange; at the same time, they can also speed up misinformation, cultural uniformity, or exclusion from online spaces. Understanding these dynamics is therefore crucial for supporting multilingualism, intercultural understanding, and innovation in a connected world.

Organized by the University of Ruse, Bulgaria, and the University of Craiova, Romania, within the framework of ACROSS – European University for Cross-Border Knowledge Sharing (https://www.across-alliance.eu/), a European university alliance dedicated to advancing education, research, and innovation in culture, heritage, and multilingualism, the International Conference on Language, Culture, and Communication in the Digital Age will take place on 10 November 2025 in an online format.

across
EUROPEAN CROSS-BORDER UNIVERSITY

The conference will bring together scholars, researchers, and professionals to reflect collectively on the following themes:

- Language in the Digital Age: How digital technologies influence language evolution and linguistic expression.
- Culture and Identity in the Digital World: The impact of social media, online communities, and digital subcultures on cultural identity and representation
- Communication and the Media in the Digital Age: Changes in communication patterns, including the spread of misinformation, digital discourse, and media literacy.
- Technology and Language Teaching and Learning: How AI, machine translation, e-learning, gamification, and other digital tools are shaping language teaching and learning.

The conference provides a platform for interdisciplinary dialogue, networking, and knowledge exchange, highlighting research, success stories, and innovative practices at the intersection of language, culture, and digital communication.

ORGANIZING COMMITTEE

Assoc. Prof. Desislava ATANASOVA – Rector, University of Ruse

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Assoc. Prof. Alina TENESCU, University of Craiova

Conference Programme

Time	Session
10:00 – 10:15 CET	Opening Ceremony
10:15 – 11:30 CET	Plenary session
11:30 – 12:00 CET	Coffee break
12:00 – 13:40 CET	Session 1
13:40 – 14:00 CET	Coffee break
14:00 – 15:20 CET	Session 2
15:20 – 15:40 CET	Coffee break
15:40 – 17:00 CET	Session 3
17:00 – 17:15 CET	Closing

10:00 – 10:15	**WELCOME ADDRESS**
10:15 – 11:30	**PLENARY SESSION**

Moderator: Prof. Juliana POPOVA

Plenary 1 ***Across – Identities in Dialogue: Communication Without Borders***
Ariane KORN (Chemnitz University of Technology, Germany)

Plenary 2 ***Perspectives on Machine Translation of Media Discourse***
Alina TENESCU (University of Craiova, Romania)

Plenary 3 ***AI Meets the Language Classroom: The Enduring Role of Teachers***
Tsvetelina HARAKCHIYSKA (University of Ruse, Bulgaria)

11:30 – 12:00 Coffee break

12:00 – 13:40 Session 1

Chair: Assoc. Prof. Tsvetelina HARAKCHIYSKA

STRAND 1: Culture and Identity in the Digital Age

12:00 **Emmanuel CASAJUS**
The Use of Memes Among Far-Right Activists: Individuation, Heroization, and Self-Derision

12:20 **Daniela NAIDIN**
Behavioural Anthropology Analysis on BookTok Community

12:40 **Mădălina GABRIELA VÂLCU**
The (Re)Translation of Edgar Allan Poe in Romanian: Between Literary Canon and Cultural Reinforcement

STRAND 2: Communication and Media in the Digital Age

13:00 **Borislav VUKOJEVIĆ**
Navigating the Generative-AI Revolution: Quantitative Evidence from Advertising & PR Agencies in Bosnia and Herzegovina

13:20 **Sasha GENEVIEVE COELHO, Christina SANCHEZ-STOCKHAMMER, Sascha KADEN, Marina BECCARD, Florian RÖHRBEIN**
Do We Mitigate Face-Threats Even When Communicating with Robots? Politeness Strategies in Human-Robot vs. Human-Human Interaction

13:40 – 14:00 Coffee break

14:00 – 15:20 Session 2

Chair: Assoc. Prof. Alina TENESCU

STRAND 2: Communication and Media in the Digital Age

14:00 **Nicoleta Corina DRĂGOI (BRALOȘTIȚIANU)**
War Speech in the Digital Age: Presidential Rhetoric and Identity Construction in the Ukraine Conflict

14:20 **Yulia DEMIANCHUK**
Evolution of Wartime Communication Models in a Diachronic Perspective Through the Lens of Macro-Linguopolitical Synergetics

STRAND 3: Technology and Language Teaching and Learning

14:40 **Francesco COSTANTINI, Eleonora GALLITELLI and Emanuela LI DESTRI**
FL/ESP instruction and AI integration: An outline of the Erasmus+ project "Empowering Specialized Language Acquisition with Integrated AI" (ELITE-AI)

15:00 **Monika ŚLESZYŃSKA**
Simpler, Clearer and Stronger: Teaching Plain English for Effective Communication

15:20 – 15:40 Coffee break

15:40 – 17:0 Session 3

Chair: Assoc. Prof. Vlad PREDA

STRAND 4: Language in the Digital Age

15:40 **Diana APOSTOL**
Anglicisms Input to Romanian Podcasting: The Mind Architect Case

16:00 **Andrei MOHANU**
Between Code and Culture: Translating Gender in the Age of AI

16:20 **Andra-Simona DIACONU**
Instrumental Competence – A Core Requirement in EU Legal Translation

16:40 **Adriana DRAGOMIR (BARBU)**
Linguistic Hybridity: A Corpus-Based Analysis of Rushdie's "Midnight's Children"

17:00 – 17:15 Closing