

teKom Romania 15th Anniversary Conference



in cooperation with

the Department of Applied Modern Languages,
Faculty of Letters,
Babeş-Bolyai University, Cluj-Napoca



and



the Department of Communication in Modern Languages,
Faculty of Engineering in Foreign Languages (FILS),
National University of Science and Technology POLITEHNICA Bucharest

October 25th, 2024

Venue: ***Dimitrie Popovici Hall***, Faculty of Letters,
31, Horea Street, Cluj-Napoca

**Technical Communication
as enabler for business, development and education**

AGENDA

- 9:00 - 9:30 Registration & refreshments
- 9:30 - 10:00 Welcome speeches:
- Voichița Alexandra GHENGHEA (tekom.ro delegate);
- Susanne LOHMÜLLER (tekom.eu community management);
- Andreea SĂRMAȘIU (Department of Applied Modern Languages, Faculty of Letters, Babeș-Bolyai University, Cluj-Napoca)

MORNING SESSION

- 10:00 - 10:30 *Content built for humans and AI – a comparison*
- Melania DUMA, Senior Technical Writer @RWS
- Sonia PAVLENKO, Technical Writer @Ascom
- Content is a dynamic asset meant to convey meaning and trigger insight. With the advent of AI, can we create content which can help LLMs infer what we really mean? The presentation focuses on the challenges of imprinting logic into the content processed by LLMs.
- 10:30 - 11:00 *The docs-as-code approach at Snyk*
- Andreea LUCA, Technical Writer @Snyk
- Veronica CERNEA, Technical Writer @Snyk
- Snyk is a cybersecurity company, founded in 2015. Our commercial message is shift-left and shift-down. This means “test your code earlier” and “get developers to do the testing”. Collaboration, scaling, and automation are in Snyk’s cultural DNA. This is why we use the “docs-as-code” approach. We treat documentation as a standalone product and the docs processes like code processes. They are delivered to users like any other product, enabling the docs team members to become more like Project Managers for docs deliverables. The Documentation product has accompanying product-based features, development, and build infrastructures, which require similar levels of planning, management, and support as any other product.
- 11:00 - 11:30 *Classification of AI Tools for Technical Writing*
- Monica CHIȘ, Freelancer Software IT Consultant and Trainer
- The presentation explores the classification of AI tools designed to enhance technical writing. It categorizes these tools and examines them for their specific functionalities and applications within the technical writing process. The presentation also discusses the integration of these tools into workflows, their benefits, challenges, and emerging

trends, providing a comprehensive overview of how AI is transforming the field of technical writing.

11:30 - 12:00

Coffee Break and networking

12:00 - 12:30

The Art of Impact: Presentation Form vs. Effects

Andreea PELEA, Technical Writer @Ascom

Effective presentations are no more about design in itself. Effective presentations aim at generating changes in the audience's behavior. You can achieve that goal using instructional design techniques. Let's dive in! Your future's at stake...

12:30 - 13:00

You are using videos in your documentation, right? Right?!?!?

Radu BĂZĂVAN, Technical Trainer @Ascom

From personal and social interactions to technical information, information has been slowly moving towards video. Let's explore what video content can do for you and your audience in the realm of technical communication.

13:00 -14:30

Lunch Break and networking

AFTERNOON SESSION

14:30 - 15:00

How to effectively communicate technical content – a hands-on tutorial with examples

Rodica BUGA, Senior Technical Writer @VIAVI Solutions

Technical writing in a nutshell: a short tutorial on breaking down technical information into easy-to-understand concepts. A practical guide of how to explain technical concepts through clear and concise steps. Takeaways: a checklist of techniques for easier writing tasks, examples with step-by-step instructions etc.

15:00 - 15:30

Implementing Proven Standards and Game-Changing Strategies in Technical Writing Education: The Istanbul 29 Mayıs University Case

Işın ÖNER, Prof. Dr. @İstanbul 29 Mayıs University

This study examines how Istanbul 29 Mayıs University integrates proven standards and innovative strategies in technical writing education. By combining traditional best practices with cutting-edge methods, the university enhances student engagement and skill development. The findings offer insights for educators aiming to modernize technical writing programs while balancing innovation with established approaches.

15:30 - 16:00

Applied Modern Languages as Language for Market Access: Building the Bridge between Academia and Translation Industry

Andreea SĂRMAȘIU, Asist. Dr. @ Babeș-Bolyai University, Cluj-Napoca

As in the past, and hopefully in the future, nowadays, the Department of Applied Modern Languages in Cluj is a bridge between academia and the translation industry due to the growing demand for specialized language services in language market access areas. As globalization and digitalization increase the need for professional translation services, LMA integrates linguistics, cultural studies, translation studies, and interpretation as market access strategies to create a comprehensive and complex approach. This presentation will explore how the Department of Applied Modern Languages in Cluj can enhance collaboration between academia and translation industry by aligning academic expertise with industry needs, developing specialized translation/interpretation programs and specialized translation workshops, and using different and innovative translation tools and methodologies. Positioning DLMA as a vital field of study and practice in specialized translation fields can contribute to the professionalization of translation/interpretation services, facilitating more efficient and effective language market access strategies.

16:00 – 16:30

Coffee Break and networking

Developing study programs for Technical Communication:

16:30 - 17:00

Academic Competence Framework for Technical Communication -TecCOMFrame Project (Erasmus+)

Voichița Alexandra GHENGHEA, Assoc. Prof. Dr. @Department of Communication in Modern Languages, Faculty of Engineering in Foreign Languages (FILS), National University of Science and Technology POLITEHNICA Bucharest;

Sissi CLOSS, Professor of Information and Media Technology @Karlsruhe University of Applied Sciences

This *ERASMUS+* Project was initiated in 2015 by tekomp Europe along with eight universities from different European countries, among them the Karlsruhe University of Applied Sciences and the University Politehnica of Bucharest. The project emphasizes on the one hand the development of a common competence framework for skills and qualifications and on the other hand the prototype curricula and training modules based on this framework which is international in its scope and has the potential of becoming a European-wide standard.

17:00 – 17:30

Master of Communication and Media, a new Master program at Pwani University (Kenya)

Sissi CLOSS, Professor of Information and Media Technology @Karlsruhe University of Applied Sciences

This talk presents the DAAD project MCM (2022 – 2025). The aim of the project is to establish a Master's program in "Communication and Media" at the Kenyan Pwani University based on the successful Master's program in "Communication and Media Management" (KMM) at Karlsruhe University of Applied Sciences. The presentation shows the challenges and suitable solutions.

18:00 - 18:30

Conclusions and Closing of the event

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