RES HUMANITARIAE XXXIV, 2026, 304–305; ISSN 1822-7708 (Print), ISSN 2538-922X (Online)

INTERNATIONAL SCIENTIFIC-PRACTICAL STUDENT CONFERENCE "*ENGLISH STUDIES: THE KEY TO A WORLD OF DISCOVERY*"

On 23 April 2026, to celebrate English Language Day, the Faculty of Social Sciences and Humanities at Klaipėda University hosted the International Scientific-Practical Student Conference *English Studies: The Key to a World of Discovery*. Organised by the Department of Philology alongside partner institutions – LCC International University, the University of Zadar, Taras Shevchenko National University of Kyiv, and the University of Žilina – the event brought together students and young researchers from across the globe, featuring over 30 presentations that highlighted the rich diversity and interdisciplinary scope of English studies.

The conference opened with welcome remarks followed by three parallel sessions: (1) *Global Voices: Intercultural Communication & Linguistic Landscapes*; (2) *Textual Transmutations: Literature & Translation in the AI Era*; and (3) *The Language of Innovation: Marketing & Media Evolution*. These thematic panels showcased the diverse research interests of the attendees.

The first panel session addressed a wide range of topics related to language, communication, and society. Presentations focused on nominalisations in political discourse, communicative strategies in presidential debates, the role of English in international education, and motivational patterns in street naming. The session demonstrated the role of language in shaping social interaction, cultural identity, and public discourse in contemporary society.

The second panel session was devoted to literary and translation studies. The presentations examined classical and contemporary literary works, focusing on stylistic and linguistic features such as imagery, metaphors, idioms, and com-

parative constructions. Other participants addressed translation-related issues, including the rendering of figurative language, audiovisual translation, legal terminology, and the concept of untranslatability. Together, the presentations reflected both traditional and emerging perspectives in the field of literary and translation studies.

The third panel of young researchers addressed language use across marketing and media contexts, with presentations focusing on e-commerce, branding, advertising, fashion and beauty discourse, social media communication, online news, and tourism. Several participants explored lexical and stylistic features, including French borrowings, colour-related vocabulary and idioms, slogans, taglines, and emerging terminology in contemporary English. Other presentations addressed bilingualism, emotiveness in public communication, humour in advertising, and the language of online news. The session demonstrated the dynamic role of language in shaping media content, consumer behaviour, and contemporary communication practices.

Following a full day of presentations, discussions, and academic exchange, the conference concluded with closing remarks. Overall, the event demonstrated the vital relevance of English studies in a rapidly changing world while offering a valuable platform for students and emerging researchers to share their work, explore the power of language, and chart new directions in science and academia.

Aistė Šiaulytė, PhD Candidate