
CURRICULUM VITAE

PARTHENA CHARALAMPIDOU

of digital marketing, viii) website localization project management, ix) technology and translation

2002-2004 **Aristotle University of Thessaloniki - Faculty of Philosophy, Schools of French Language and Literature, German Language and Literature, Italian Language and Literature and Electrical and Computer Engineering (Greece)**

Theoretical courses and laboratory courses in

- Translation
- Natural Language Processing
- Application of new technologies to Language Sciences

2001-2002 **Aristotle University of Thessaloniki – School of English Language and Literature and French Language and Literature**

Theoretical courses and laboratory courses in

- Translation (English, French, Greek)
- Applications of Computational Linguistics to Translation

Supervised Research Project in Translation (Supervisor: Assistant Professor Mela - Athanasopoulou E.)

Training

A. Translation

- 2018** - Translation Technology Summer School, University of Leuven, Antwerp, Belgium
3-7 September 2018
Labs: 1) Futurebound - A matrix for translation professionals, 2) Cloud-based translation tools for translators, 3) Compilation & query of domain-specific corpora for translation 4) Machine translation: post-editing strategies, 5) How automatic speech recognition software is used by professional translators, 6) Basics of localisation for newbies , 7) Software & website localisation in practice, 8) Terminology management: tools, strategies & best practices, 9) How to localise mobile applications, 10) QA - Automatic quality assurance / checks in localisation , 11) Intro to games localisation
- 2017** - Study Visit to the Terminology Coordination Unit *TermCoord*
European Parliament, Luxembourg
18 - 22 September 2017
- 2017** - *Spring School Experimental and Corpus Linguistics*
School of Literature, Aristotle University of Thessaloniki
3 - 4 May 2017
- 2016** - *1st Semiotics Summer School: The Semiotics of Political Communication* (3 ECTS)
Semiotics Lab, School of Philosophy, Aristotle University of Thessaloniki, in collaboration with Hellenic Society for Semiotics
11-17 July 2016
- 2006** - *18th CETRA Summer School* (100 hours of seminar attendance plus 10 hours work in the library)
Leuven Research Centre for Translation, Communication and Culture
- *Web Localization Seminar* (0.80 units for continuous education)
Austin Community College, Texas
- *Documentation issues Seminar* (0.80 units for continuous education)
Austin Community College, Texas

B. Higher Education Teaching

- 2015 Seminar *A good researcher is a good teacher too* by Professor Andrew P. Dove
KE.DI.MA. — University of Cyprus - University of Cyprus

a. EFL Teaching

Training on EFL Teaching

- 2013 **Training for trainers**
IT use and application in the classroom
Programme for Education and Lifelong Learning, ESPA (2007-2013), TEI of Kavala
- 2008-2009 **Postgraduate training in EFL teaching (1 thematic unit corresponding to 3 modules)**
Teaching methodology for the skills of written and spoken discourse comprehension and production in English
Hellenic Open University
Grade: 9.3 Excellent
- 2007-2008 **Adult Educators' Training (100 hours)**
Training in Adult Education
Institute for Lifelong Learning
Ministry of Education and Religious Affairs
- 2002 **Teacher training courses (50 hours)**
Methodology of Teaching English as a foreign language
Aristotle University of Thessaloniki, School of English Language and Literature (Theoretical and Applied Linguistics)

Labs and Seminars a) on EFL Teaching b) on general education

- 2016 Seminar: *CLIL: Teaching content through English*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Seminar: *Use of teaching material for 1st and 2nd grade primary school students of English - Good Practices*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Microteaching *EFL teaching for young learners: third grade*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Training meeting on: *Creativity, imagination and action in the primary school*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Seminar: *Teaching writing*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Seminar: *Lesson Plan development and theoretical approaches to teaching oral speech comprehension*
Peripheral Directory for Primary and Secondary Education in Central Macedonia
- 2014 Seminar *Emotional interlligence in education*
NIREAS - Centre for the prevention of addictions and the promotion of psychosocial health — Primary Education of Kilkis
- 2013 Seminar: *Student Assessment: New theoretical approaches and applications in teaching*
Peripheral Directory for Primary and Secondary Education in Central Macedonia

2013	Seminar: <i>Methodolgy and materials for EFL teaching in the First and Second grade of primary school</i> Peripheral Directory for Primary and Secondary Education in Central Macedonia
2012	Workshop: <i>The Educator: Self and role Self and role (10 hours)</i> NIREAS - Centre for the prevention of addictions and the promotion of psychosocial health — Primary Education of Kilkis
2010	Seminar: <i>a) Students with LDs: Recent Findings and Guidelines</i> <i>β) New approaches with technologies in the classroom</i> Secondary Education of Kilkis, Ministry of Education and Religious Affairs
2006	Seminar: <i>Successful Lesson Planning</i> Aristotle University of Thessaloniki, School of English Language and Literature (Theoretical and Applied Linguistics)
2006	Seminar: <i>More on Lesson Planning: TBL, Cross-Curricular Approaches and Project Work</i> Aristotle University of Thessaloniki, School of English Language and Literature (Theoretical and Applied Linguistics)
2005	Workshop: <i>Bilingualism: Grammatical representations and processes</i> Aristotle University of Thessaloniki, School of English Language and Literature (Theoretical and Applied Linguistics)
2003	Seminar: <i>All-day Primary School</i> Primary Education of Kilkis and Directorate of P.E. Studies of Ministry of Education and Religious Affairs

Languages

Native Language: GREEK

Foreign languages according to the Common European Framework for languages

Understanding				Speaking		Writing	
Reading		Spoken interaction		Spoken production			
C2	ENGLISH	C2	ENGLISH	C2	ENGLISH	C2	ENGLISH
C2	FRENCH	C2	FRENCH	C2	FRENCH	C2	FRENCH
B1 [B1]	SPANISH	B1	SPANISH	B1	SPANISH	B1	SPANISH

- **Professional experience**

A. Higher Education

2017- now Laboratory Teaching Staff
Localization/Multimodal Translation
Translation Track
School of French Language and Literature
Aristotle University of Thessaloniki

Undergraduate level (9 modules)

2018-2019 Laboratory Teaching Staff, Localization/Multimodal Translation, Translation Track,
School of French Language and Literature, Aristotle University of Thessaloniki

Winter Semester	YMET-1 Discourse analysis and production in the Greek Language I (obligatory translation course)
	KE-MET 2 Translation Theory (elective)
Spring Semester	YMET-2 Discourse analysis and production in the Greek Language II (obligatory translation course)
	KE-MET 24 Localization techniques
2017-2018	Laboratory Teaching Staff, Localization/Multimodal Translation Translation Track, School of French Language and Literature, Aristotle University of Thessaloniki
Spring Semester	YMET-2 Discourse analysis and production in the Greek Language II (obligatory translation course)
	KE-MET 24 Localization techniques (elective)
	KE-MET 2 Translation Theory (elective)
Winter semester	YMET-1 Discourse analysis and production in the Greek Language I (obligatory translation course)
	KE-MET 24 Localization techniques (elective)
2015-2016	Special Scientist, Translation Studies – University of Cyprus, Faculty of Humanities, Department of English Studies
Spring Semester	ENG 170 Introduction to Translation Practice Lab (obligatory)
	ENG 586 Image and Text: Semiotics and Translation (elective)
	ENG 587 Translation and New Technologies (elective)
Winter Semester	ENG 270 Translation Methodology Lab (obligatory)
	ENG 593 Translation and Website Localisation (elective)
Masters level (3 modules)	
2018-2019	
Winter Semester	Teaching at the Joint Masters Programme in Interpreting and Translation, European Masters in Translation (EMT), School of English Language and Literature, Aristotle University of Thessaloniki
	Μετ 4-101 Translation of General Texts 1 from English into Greek
Spring Semester	Teaching at the Joint Masters Programme in Interpreting and Translation, European Masters in Translation (EMT), School of English Language and Literature, Aristotle University of Thessaloniki
	Μετ 4-102 Translation of General Texts 2 from English into Greek
2016-2017	
Spring Semester	Teaching at the Joint Masters Programme in Interpreting and Translation, European Masters in Translation (EMT), School of English Language and Literature, Aristotle University of Thessaloniki
	Μετ 4-102 Translation of general texts 2 from English into Greek
Winter Semester	Teaching at the Masters programme ‘Linguistic, Literary and Intercultural Studies in the French-speaking and the European area’, School of French Language and Literature, Aristotle University of Thessaloniki
	YM-04 Translation of General Texts from English into Greek I

Teaching at the Joint Masters Programme in Interpreting and Translation, European Masters in Translation (EMT), School of English Language and Literature, Aristotle University of Thessaloniki

Μετ 4-101 Translation of General Texts 1 from English into Greek

B. Postsecondary Education

2012-2013	ESP Teaching Department: Enterprise Manager Public Vocational Education Institute Ministry of Education and Religious Affairs
2006-2007 (Winter semester)	ESP Teaching Department: Enterprise Manager Public Vocational Education Institute Ministry of Education and Religious Affairs
2002-2003	ESP Teaching Department: Printed and electronic media graphist Public Vocational Education Institute Ministry of Education and Religious Affairs

C. Adult Education

2006-2007	EFL adult teaching Institute for Lifelong Learning Ministry of Education and Religious Affairs
2013 (Spring)	EFL adult teaching Institute for Lifelong Learning Ministry of Education and Religious Affairs

D. Primary and Secondary Education

2013-2017	EFL teacher in primary education, Greece
2007-2013	EFL teacher in secondary education, Greece
2006-2007	EFL teacher in primary education, Greece (part-time)
2002-2004	EFL teacher in primary education, Greece (part-time)

E. Translation/Interpreting

2006-2007	Freelance Translator/Interpreter — Translation and Interpreting Agency IDIOMA, Greece - Translation of various types of texts (legal, financial, medical, administrative) - use of open CAT tools
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- Interpreting in the context of commercial transactions between Peraeus Bank and big enterprises

• Scholarships

- 2018** Mobility Erasmus+ for training: Translation Technology Summer School, Leuven University, Antwerp (Belgium)
- 1998-2002** Vogiatzis scholarship for my first year undergraduate studies
- 2001, 2003** Emporiki Bank scholarship for my third year undergraduate studies (given as an award for excellent performance during my second year undergraduate studies)

• Areas of research

Translation Theory: Functional approaches to translation (mainly Skopos theory) and their application to website localisation; borders between translation and website localisation; new forms of translation in the digital era; theory on metaphor translation

Semiotics in Translation: Intersemiotic translation; Translation of multimodal text types

Rhetoric and Translation: Translation of metaphors (verbal and optical); cognition and conceptual metaphor translation; advertising discourse analysis and translation

Culture and Translation: Application of cultural theories on corporate website localisation

Website Localisation: Translation strategies and techniques in website localisation, Web 2.0 tools in translation and website localisation

Translation and electronic corpora: The use of parallel and comparable corpora in descriptive translation studies, multimodal corpora creation.

For more details see publications and unpublished doctoral dissertation: <http://www.didaktorika.gr/eadd/handle/10442/33168>

• Publications

Journal papers

10. Floros, G. and **P. Charalampidou** (2020) "Website localization: Asymmetries and terminological challenges".in Journal of Internationalization and Localization 6:2, Benjamins (8.300 words)

9. Charalampidou, P. (2019) "Culture and Persuasive Discourse in Localized NGO Websites" [Πολιτισμός και Λόγος Πειθούς σε επιχώρια προσαρμοσμένους δικτυακούς τόπους ΜΚΟ] in Journal of Internationalization and Localization 6:1 , Benjamins (6.623 words)

8. Charalampidou, P. (2018) "In search of the myth in multicultural website design: the case of English university website versions in the British, the American and the Greek locale" [Αναζητώντας το μύθο στην πολυπολιτισμική σχεδίαση δικτυακών τόπων: η περίπτωση του βρετανικού, του αμερικάνικου και του ελληνικού επιχώριου] in M. Frangopoulos and E. Zantides (eds) *Design as Semiosis*, Special Issue of PUNCTUM. International journal of Semiotics, vol.4 (1). (10.085 words)

7. Charalampidou, P. (2018) "Mediating Between Cultures in Multisemiotic Persuasive Texts: Key Competences for website localizers and technical communicators" [Διαμεσολάβηση μεταξύ δύο πολιτισμών σε πολυσημειωτικά προτροπικά κείμενα: Απαραίτητες δεξιότητες για ειδικούς επιχώριας προσαρμογής και συντάκτες τεχνικών κειμένων] in *Journal of Proceedings of the European Academic Colloquium on Technical Communication*, vol. 6, Issue 2018. (6.203 words)

6. Charalampidou, P. (2013) «Η απόδοση της γλωσσικής μεταφοράς κατά την επιχώρια προσαρμογή διεθνών εταιρικών δικτυακών τόπων» [Translating verbal metaphors in the context of international corporate website localization] in *Syn-thèses 6: Greece in Translation*, School of French Language and Literature, Aristotle University of Thessaloniki (electronic publication in Greek)
<https://ejournals.lib.auth.gr/syn-theses /article/view/5203> (6.338 words)

5. Charalampidou, P. (2007): "Website Localisation" in Mus, F. (ed.), *Selected Papers of the CETRA Research Seminar in Translation Studies 2006*.
<http://www.arts.kuleuven.be/cetra/papers/files/charalampidou.pdf> (2.307 words)

Book chapters

4. Charalampidou, P. (2015) «Η απόδοση της προτροπικής λειτουργίας του πολυσημειωτικού κειμένου στο πλαίσιο της επιχώριας προσαρμογής: η περίπτωση της οπτικογλωσσικής μεταφοράς» [Transferring the operative function of polysemiotic texts in the context of website localisation: the case of verbo-pictorial metaphors] in E. Kourdis and E. Loupaki (eds.) *Facets of Greek Translation Studies: Studies on translation devoted to Tonia Nenopoulou - Drossou*. Thessaloniki: Copy City. 149-170. (6.274 words) publication in Greek

3. Charalampidou, P. (2011) «Επιχώρια προσαρμογή δικτυακών τόπων. Μία πολιτισμική προσέγγιση της μεταφοράς του περιεχομένου» [Website localization. A cultural approach to content transfer] in T. Nenopoulou and E. Loupaki (eds) *Translational research and translation practice in the greek-speaking world*. Collective Volume. Thessaloniki: City Publish. 153-172. (6.035 words) publication in Greek

Conference Proceedings

2. Charalampidou, P. (2019) «Επιχώρια προσαρμογή και επίκληση στο συναίσθημα: Μία σημειωτική προσέγγιση στη μελέτη πολύγλωσσων δικτυακών τόπων Μη Κυβερνητικών Οργανώσεων». [Emotional appeal in Localization: A semiotic approach to the study of multilingual NGO websites]. *Proceedings from the 6th Meeting of Greek-speaking Translation Studies Scholars (electronic publication)*. (4.540 words) publication in Greek

1. Charalampidou, P. (2008) 'Website Translation (or Localisation?)'. *Proceedings from the 1st Meeting of young Translation Studies Scholars 'Translation Studies and Research in Greece'* (electronic publication in Greek).
<http://www.enl.auth.gr/translation/PDF/Charalambidou.pdf> (3.407 words)

Conference Proceedings Editing

1. Editing for the publication of *Conference Proceedings from the 6th Meeting of Greek-speaking Translation Studies Scholars* in collaboration with E. Loupaki (2019). http://echo.frl.auth.gr/6th_trad_congress/index.php/el/praktika-gr/prologiko-gr

Reviewer

1. Journal of Translation and Interpreting Studies
2. Anikó Sohár, Ildikó Limpár, Dalma Galambos (2019) *Getting Translated*. ISSN 1419-6603, ISBN 978-963-409-216-2 (Reviewer for the article "Practical and Theoretical Lessons on and from Website Translation")

• Translations

- 2020 *Translation and Web Localization* by Miguel A. Jimenez-Crespo, editor Grammenidis, Diavlos Publications (translation from English into Greek) – forthcoming

- Voluntary translation

- 2015-now Volunteer translator at open volunteers community of news reporting Global Voices <https://globalvoices.org/lingua/>

- 2015 -now Volunteer translator - open *TEDx translation project* <http://www.ted.com/participate/translate>

• Citations of my work

- J Pedersen (2015). *On the subtitling of visualized metaphors* in The Journal of Specialised Translation - diva-portal.org.
- AS Wandera (2014). *Evaluating the acceptance and usability of Kiswahili localized mobile phone app in Kenya: a case of M-Pesa app* - erepository.uonbi.ac.ke.
- Ana Sofia Almeida Amaro Ferreira (2013). *Relatorio de Estágio* - repositorio-aberto.up.pt.
- V Bilić, A Holderbaum, A Kimmes, J Kornelius, C Stoll (2010). *Images of Translators in Localization Discourse* in Translation in Transition - t21n.com.
- A Hussein (2007). *The Impact of Translation Market on Translator Training* in Translation Studies.

• Conference Presentations

14. 2019 Charalampidou, P. "European universities go global: A comparative analysis of multimodal persuasive discourse in French and Greek university websites", *Signs of Europe, XII International Conference on Semiotics*, 1-3 November 2019, Thessaloniki, Greece.
13. 2019 Charalampidou, P. and B. Meex. "Storytelling and online Technical Communication: the case of multimodal metaphors in corporate website technical content", *Discourse, Communication and the Enterprise Conference (DICOEN)*, 5 June 2019, Leuven, Belgium.

- 12. 2018** Charalampidou, P. “Unveiling culture in localized websites: implications for website localization towards the Greek locale. Accepted for presentation in *Culture in/and Multimedia Localisation. Measurable quantity or smoke and mirrors?*, 23 November 2018, Maison des Sciences de l’Homme, Dijon (France).
- 11. 2018** Charalampidou, P. “Mediating Between Cultures in Multisemiotic Persuasive Texts: Key Competences for Website Localizers”, *European Academic Colloquium on TC Studies, 21st Century Skills for Technical Writers*, April 26-27, Limerick (Ireland).
- 10. 2017** Charalampidou, P. “Culture and persuasive discourse: A semiotic analysis of ethos, pathos and logos in localized NGO websites”: *Intersemiotic Translation, Adaptation, Transposition*, Nicosia, 10-12 November 2017
- 9. 2017** Charalampidou, P. ‘Emotional appeal in Localization: A semiotic approach to the study of multilingual NGO websites’, *6th Meeting of Greek-speaking Translation Studies Scholars*, 25-27 May 2017, Thessaloniki. (Presentation in Greek)
- 8. 2016** Floros, G. and Charalampidou, P. "Extending the boundaries of website translation: From targeting the minor to considering the major" *EST Congress 2016*, Aarhus, 15-17 September 2016.
- 7. 2013** Charalampidou, P. ‘Transferring the operative function of polysemiotic texts in the context of website localisation: the case of verbo-pictorial metaphors’. *4th Meeting of Greek-speaking Translation Studies Scholars*, 23-25 May 2013, Thessaloniki. (Presentation in Greek)
- 6. 2012** Charalampidou, P. “Verbo-pictorial metaphor and website localisation: A cultural approach to the transfer of persuasive multisemiotic texts to the Greek locale”. *Metaphor festival 2012*, Stockholm, 6-8 September 2012.
- 5. 2011** Charalampidou, P. The transfer of verbal metaphors in the context of international corporate website localization. *3rd Meeting of Greek-speaking Translation Studies Scholars*, 12-14 May 2011, Thessaloniki. (Presentation in Greek)
- 4. 2009** Charalampidou, P. ‘Website localisation. A cultural approach to content transfer’ *2nd Meeting of Greek-speaking Translation Studies Scholars*, 7-9 May 2009, Translational research and practice in Greece, Thessaloniki. (Presentation in Greek)
- 3. 2009** Charalampidou, P. ‘Verbal persuasive means in English, French and Greek localized websites’, *Postgraduate students’ meeting, Translation Track, School of French Language and Literature*, Aristotle University of Thessaloniki, 23rd June 2009, Thessaloniki.
- 2. 2008** Charalampidou, P. ‘Website Localization: a new type of translation’, *Postgraduate students’ meeting, Translation Track, School of French Language and Literature, Aristotle University of Thessaloniki*, 18th June 2008, Thessaloniki.

1. 2006 Chaarlampidou, P. Website Translation (or Localisation?). 1st Meeting of young Translation Studies Scholars 'Translation Studies and Research in Greece', 1-3 November 2006, Thessaloniki.

• Talks

- November 2014** "An Introduction to Website Localisation"
Invited by Professor S. Grammenidis to give a talk to postgraduate students of the MA Programme "Translation and Interpreting", Aristotle University of Thessaloniki
- November 2012** "An Introduction to Website Localisation"
Invited by Professor S. Grammenidis to give a talk to postgraduate students of the MA Programme "Translation and Interpreting", Aristotle University of Thessaloniki
- September 2006** "A comparative study of traditional translation and website localisation" CETRA Summer Session.

• Educational - Research Projects and programmes

- 2018** Research on the profession of technical communicator in Greece in collaboration with TEKOM (country report for Greece)
- 2014-2015** Coordinator of the cultural educational programme "Travelling to the land of diversity through the translation of fairy tales".
- 2013-2014** Participation in the European e-twinning programme "Our culture, our town" in cooperation with participant schools from Poland and Tunis — coordinator of the Greek group.
- Coordinator of the cultural educational programme "Our e-magazine: Healthy diet and greek cuisine"
- 2012 - 2013** Member of the pedagogical team for the European exchange programme Comenius "Together through the rainbow of European traditions".
- 2012-2013** Coordinator of the cultural educational programme for the promotion of a small town "Let's go to Kilkis"
- 2002** Participation in the research network "Thessaloniki, a Multilingual City" Aristotle University of Thessaloniki, School of French Language and Literature (supervised by Dr. G. Androulakis.)

2002 Supervised Research Project in Translation
(supervised by Assistant Prof. Mela-Athanasopoulou)

- **Member of the supervisory committee for Master dissertations**

Daskalopoulou (2018) Annotated translation from English into Greek.

Rantou, K. (2019) Annotated translation from English into Greek of the text entitled "Alzheimer Disease".

Karakosta, A. (2019) Research dissertation: Localization of Tourism texts: Texts from the GNTO website.

Botzi (2019) Annotated translation from English into Greek

Bisia (2019) Annotated translation from English into Greek

- **Organizational Committees**

Member of the organizational committee for the 6th Meeting of Greek-speaking Translation Scholars, 25-27 May 2017, Thessaloniki (Translation of the Call for Papers, Programme translation, Editing of the book of abstracts in English and in Greek).

Member of the organizational committee for the 7th Meeting of Greek-speaking Translation Scholars, May 2020, Thessaloniki.

- **Technical skills and competences**

Translation Memory Trados 7.5 and Multiterm 7.1 (certified trainee by SDL TRADOS)

SDL Trados Studio 2017(licence holder)

Machine Translation (Systran) (undergraduate and postgraduate courses)

Natural Language Processing (postgraduate course)

Computational Linguistics (Undergraduate and postgraduate courses)

European Computer Driving License (ECDL) —Word, Excel, Access ,PowerPoint, Internet

Open and commercial CAT tools (MateCat, OmegaT, Déja Vu, memoQ)

Cloud-based translation management tools (Memsources)

Multilingual website design tools (Wordpress, WPML)

Tools for the creation of electronic corpora and of the Internet as mega corpus (SketchEngine-WebBootCat, UAM Image Tool, WebCorp, AntConc).

- **Teaching in Masters Programmes**

- Joint Masters Programme in Interpreting and Translation, European Masters in Translation (EMT), School of English Language and Literature, Aristotle University of Thessaloniki
- Masters programme 'Linguistic, Literary and Intercultural Studies in the French-speaking and the European area', School of French Language and Literature, Aristotle University of Thessaloniki
- Member of the teaching staff for the Masters Programme 'Semiotics, Culture and Communication' for the module 'Multimodal Rhetoric'.

- **Membership in scientific societies**

Member of the Hellenic Society for Translation Studies

Member of the European Society for Translation Studies

Member of the Hellenic Network for Terminology

Member of the Hellenic Society for Semiotics

- **Research Associate in Labs**

Research Associate in the Laboratory of Translation and Natural Language Processing, Translation Track,
School of French Language and Literature, AUTH.

- **Assessor**

Member of the Register for Certified Assessors of the General Secretary for Research and Technology

Oral speech assessor for the KPG (Language Competence National Certificate) (English language)