

Candidate Profile



Voichita Alexandra Ghenghea

is running for the position of delegate.

Academic background:

- German Highschool, Bucharest;
- BA in German and English Studies at the University of Bucharest, Faculty of Foreign Languages and Literatures;
- MA in Public Relations at the State University of Political and Administrative Studies (SNSPA), College of Communication & Public Relations, Bucharest;
- PhD in Applied Linguistics at the University of Bucharest, Faculty of Foreign Languages and Literatures.

Professional career:

- More than 30 years in adult education;
- Long experience as an „authorized translator“;
- 1978-1986: teacher at „Grivita“ Highschool, Bucharest;
- Since 1987: Assistant Lecturer, Assistant Professor and Associate Professor at the Faculty of Engineering in Foreign Languages (FILS), University "Politehnica" of Bucharest;
- Domain of expertise: German for Science & Technology, Technical Communication (TC), Professional Communication and Public Relations;
- Research Domains: Languages for Specific Purposes (LSP), Reading Comprehension in Foreign Languages, Technical Documentation etc.

Professional experience in technical communication:

- I have conducted research in TC as visiting DAAD (German Academic Exchange Office) research scholar at the TU Darmstadt, TU Chemnitz, Ludwig-Maximilians-Universität München, University of Hamburg, Hildesheim, University of Applied Sciences Hannover as well as a visiting Fulbright research scholar in the USA, at the Department of Technical Communication of the University of Washington (UW) in Seattle;
- I have published books and numerous articles in specialized national and international publications such as, see selective list below:
 „Sprache und Bild in Fachtexten – Leseverstehen im Unterricht für Deutsch als Fremdsprache“, Frankfurt/Main: Peter Lang Verlag (2000).
 „The role of symbolic - mathematical code in scientific and technical German texts“, in F.Mayer (ed.), Language for Special Purposes – Perspectives for the New Millennium, Vol. 2: LSP in Academic Discourse and in the Fields of Law, Business and Medicine, Gunter Narr Verlag Tübingen (2001).
 „Technical Documentation in Romania“, in J.Hennig/M.Tjarks-Sobhani (eds.), Technical Communication – international. Today and in the Future, Tekom Schriften zur Technische Kommunikation, Lübeck: Verlag Schmidt Roemhild (2005).
 „Medienrelevante Aspekte von Texten an der Schnittstelle Technik und Öffentlichkeitsarbeit“, in I.N. Cretu (ed.), „Quo vadis Kommunikation? Kommunikation – Sprache – Medien“, Proceedings of The 46th Linguistics Colloquium Sibiu, vol.36, Frankfurt/Main etc.: Peter Lang Edition (2015).
 „Machine Translation in the FL-Class“, in I. Roceanu et al. (eds.), "The 16th International Scientific Conference eLearning and Software for Education - eLearning challenges and new horizons", vol. 2, Bucharest: "CAROL I" National Defence University Publishing House (2020).

- Some of my main research topics are: intelligibility of scientific texts and of technical documentation, the role of formalized visual aids in specialized texts, the symbolic-mathematical code in scientific and technical German texts, knowledge transfer in TC, reading comprehension in Foreign Languages etc.
- Since 2008 I have launched the first academic course on TW and Technical Communication in Romania at the faculty FILS (German Department) of the University „Politehnica” of Bucharest.
- I represented the University “Politehnica” of Bucharest as a partner in the Erasmus+ Project TecCOMFrame (2015 - 2018), reuniting eight European universities aiming at establishing a joint European Academic Competence Framework and Curricula for the Training of Technical Communication.
- I am a member of various national and international professional associations (selective list):
GfdS /Gesellschaft für deutsche Sprache (Association for the German Language) -Bucharest branch:founding member and president (since 2002);
GAL (Int. Association of Applied Linguistics) - member (since 2005);
tekom Romania (Romanian Association for Technical Communication) - founding member (2009), elected delegate and head of the Initiative Committee;
tekom Europe - founding member (2013).

Goals for my role as delegate:

On a national level:

- I shall do my best to raise public awareness for TC in Romania and to launch a campaign for the recognition of the profession of a technical communicator.
- I will intensify my efforts to promote tekom Romania (based in Bucharest) to other cities as it was the case with Cluj-Napoca (starting with 2013) where a strong community of professionals was built and to recruit new members from different places and different professions.
- I am going to continue to strengthen the links between universities and TC companies by developing mutual projects of both public and academic interest, similar to the Erasmus+ Project TecCOMFrame (2015 - 2018), see above.
- I shall provide interested students internships in the realm of TC in Romania and abroad.
- I shall look for funding in order to organize sponsored events (see tekom Romania 15th Anniversary Conference in Cluj-Napoca, Oct. 2025).
- I will extend the social networks (Facebook, LinkedIn etc.) in order to advertise the activities of our association in the Romanian public and at the same time to motivate professionals and students to become tekom.ro members.

On an European level:

- I am going to represent the interests of the members of tekom Romania on European level. I shall make use of my right to participate in the decision making, referring to articles, regulations etc. of tekom EU.
- I will try to tighten the links btw. the different country organizations and organize joint events with tekom associations of the region as it was the case with the successful "tekom Afternoon", a cross country webinar (December 2024) with tekom Austria, tekom Bulgaria, tekom Hungary and tekom Romania.
- I shall also involve myself in establishing an European network of universities where TC is being taught or will be taught etc.