TECHNICAL UNIVERSITY OF CIVIL ENGINEERING BUCHAREST

DEPARTMENT OF FOREIGN LANGUAGES AND COMMUNICATION

RESEARCH CENTRE FOR SPECIALISED TRANSLATION AND INTERCULTURAL COMMUNICATION

INTERNATIONAL ANNUAL CONFERENCE

"In the Beginning Was the Word" on the Linguistic Matter of Which the World Is Built

with the topic

Professional Communication and Academic Discourse in the Global Context of Multilingualism

**BUCHAREST
12 JUNE 2014**
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CONFERENCE PROGRAMME

Room II-7 Faculty of Hydrotechnics

09.00-10.00	**Registration**
10.00-10.30	**Opening Address**: **Carmen ARDELEAN**, Technical University of Civil Engineering Bucharest, Director of the Research Centre for Specialized Translation and Intercultural Communication,
	Opening Address: **Zoia MANOLESCU**, Technical University of Civil Engineering Bucharest, Director of the Department of Foreign Languages and Communication, UTCB
10.30-11.15	**Plenary session 1**
	Keynote Speaker: **Mirela BARDI** – Bucharest University of Economic Studies, Romania
	'I READ ARTICLES IN ENGLISH AND PARAPHRASE RELEVANT POINTS WHICH I MAY WANT TO CITE IN FUTURE ARTICLES' - LEARNING THE PRACTICE OF INTERNATIONAL PUBLICATION BY ROMANIAN RESEARCHERS IN BUSINESS AND ECONOMICS
11.15-11.30	**Coffee Break**
11.30-12.15	**Plenary session 2**
	Keynote Speaker: **Marco António FURTADO –** School of Accounting and Administration of Porto, Portugal
	MULTILINGUALISM: TRAINING TRANSLATORS/INTERPRETERS
12.15-14.00	**Lunch**

14.00-16.00   CONCURRENT SESSIONS

16.00-16.30   Coffee Break

16.30-18.30   CONCURRENT SESSIONS

Room II-7 Faculty of Hydrotechnics	*Room II-5 Faculty of Hydrotechnics*	*Room III-1 Faculty of Hydrotechnics*
Section 1: **Translation Studies and Intercultural Studies**	**Section 2:** **Linguistics and Communication Studies**	**Section 3:** **Didactics of Foreign Languages**
Chairpersons:	*Chairpersons:*	*Chairpersons:*
Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania	*Oana AVORNICESEI, Technical University of Civil Engineering Bucharest, Romania*	*Yolanda-Mirela CATELLY, "POLITEHNICA" University Bucharest, Romania*
Felix NICOLAU, Technical University of Civil / Engineering Bucharest, Romania	*Marina ROTARU, Technical University of Civil Engineering Bucharest, Romania*	*Sorin GĂDEANU, University of Vienna, Austria / University Spiru Haret, Bucharest, Romania*
Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania - *ASSESSING SPECIFIC RISKS IN TRANSLATION ACTIVITIES*	**Oana AVORNICESEI, Anca ȘELĂRESCU**, Technical University of Civil Engineering Bucharest, Romania - *SPECIALISED LANGUAGE: ENGLISH FOR HYDRAULIC ENGINEERING. CONSIDERATIONS FROM A SEMIOTIC PERSPECTIVE*	**Yolanda-Mirela CATELLY**, "POLITEHNICA" University Bucharest, Romania - *REFRESHING TEACHING RESOURCES – WHY, WHAT, WHEN, HOW*
Anca-Margareta BUNEA, Technical University of Civil Engineering Bucharest, Romania - *LOCALIZING THE SOFTWARE ICS MANAGER: A MUST FOR ALL TELECOM REGULATORS*	**Florentina Ramona COIMAN**, University of Craiova, Romania - *THE "SCENE" DISPOSITIVE IN A TELEVISED POLITICAL INTERVIEW*	**Lora-Dagmar CONSTANTINESCU**, Academy of Economics in Bucharest, Romania - *BUSINESS LETTERS – TEXT AND COMMUNICATION IN GERMAN FOR SPECIAL PURPOSES*
Cristina CHIFANE, "Dunărea de Jos" University, Galaţi, Romania - *REVISITING TRANSLATION THEORIES AND MODELS OF CHILDREN'S LITERATURE*	**Ana-Maria COMAN**, University of Craiova, Romania - *PUNCTUATION: A MEANS TO CREATING POLYPHONY*	**Indra DHANARAJ**, Unitec Institute of Technology, Auckland, New Zealand - *LECTURERS' INTERCULTURAL COMMUNICATIVE COMPETENCE IN AN ENGLISH LANGUAGE CLASSROOM*
Euphrosyne EFTHIMIADOU, Hellenic Air Force Academy, Cholargos, Greece - THE IMPACT OF THE INTERCULTURAL ELEMENT IN SPECIALIZED TRANSLATION	**Cecilia CONDEI**, University of Craiova, Romania - *DISCOURSE ETHOS IN FOREWORDS*	**Irina-Ana DROBOT**, Technical University of Civil Engineering Bucharest, Romania - *TEACHING PHONETICS AND PHONOLOGY USING THE FILM* MY FAIR LADY *(1964)*

Raluca GHENŢULESCU, Technical University of Civil Engineering Bucharest, Romania - *THE ROLE OF TERMINOLOGY IN TRANSLATION STUDIES*

Raluca NICOLAE, Technical University of Civil Engineering Bucharest, Romania - *TRANSLATING TITLES OR TRANSLATING CULTURES? ON THE ROMANIAN TRANSLATION OF THE MODERN AND CONTEMPORARY JAPANESE NOVELS*

Felix NICOLAU, Technical University of Civil Engineering Bucharest, Romania - *COLLABORATIVE AND TRANSNATIONAL TRANSLATION: MARGENTO*

Cătălina RADU, Technical University of Civil Engineering Bucharest, Romania - *LANGUAGE EXTINCTION – A REALITY OF THE 20TH CENTURY*

Mirela RADU, "Titu Maiorescu" University, Faculty of Medicine, Romania - *BETWEEN MEDICINE AND THE ART OF WRITING*

Patricia SERBAC, University of Medicine and Pharmacy of Târgu-Mureș, Romania - *ANALYSIS OF THE ROMANIAN TRANSLATION VERSIONS OF GOETHEAN'S POEM FIRST LOSS*

Cristina Roxana TOMA, Technical University of Civil Engineering Bucharest, Romania - *LOCALIZATION AND DIATOPIC VARIETIES IN THE FRANCOPHONE SPACE*

Sorin TOMA, Technical University of Civil Engineering Bucharest, Romania - *A SURVEY ON THE PRESENT STAGE OF DISCUSSIONS ABOUT THE INTERCULTURAL COMPETENCE*

Dana Sorana URS, „Politehnica" University Bucharest, Romania - *LANGUAGE AS A UNIVERSAL MANIFESTATION*

Bianca GEMAN, Technical University of Civil Engineering Bucharest, Romania - *THE DEFINITIONS AND THEIR ROLE IN ARCHITECTURE TERMINOLOGY*

Elena MAFTEI-GOLOPENŢIA, Technical University of Civil Engineering Bucharest, Romania - *ACADEMIC RITUALS AND THE MASS MEDIA*

Mălina GURGU, Technical University of Civil Engineering Bucharest, Romania - *ONLINE COMMUNICATION FOR HIGHER EDUCATION STUDENT RECRUITMENT: HOW WELL ARE ROMANIAN HEIs DOING?*

Erwin KRETZ, Technical University of Civil Engineering Bucharest, Romania - *A PROGRESSIVE CALLING INTO QUESTION OF THE DIGLOSSIA PHENOMENON: THE EXAMPLE OF FRANCE'S REGIONAL LANGUAGES THROUGH THEIR NEW CULTURAL AND PROFESSIONAL PERSPECTIVES*

Marija LUKIĆ, University of Granada, Spain - *ORGANIZED LINGUISTIC CHAOS IN THE BALKANS*

Eugenia MINCU, Institute of Philology of the Academy of Science of Moldova - *THE NATIONAL AND INTERNATIONAL IN THE ROMANIAN MEDICAL TERMINOLOGY*

Virginia POPOVIĆ, University of Novi Sad, Serbia - *ERRORS IN ROMANIAN EPITAPHS IN A SERBIAN BANAT VILLAGE (SELEUŞ)*

- AN AWARENESS RAISING APPROACH TO THE LANGUAGE OF QUEEN ELIZABETH II

Raluca-Maria TOPALĂ, Technical University of Civil Engineering Bucharest, Romania - *LEXICAL ANALYSIS OF DIPLOMATIC LANGUAGE*

Sorin GĂDEANU, University of Vienna, Austria / University Spiru Haret, Bucharest, Romania - *CHAINS OF SOCIALISATION IN CLUSTERS: A CASE STUDY ON HIGH PROFICIENCY SECOND LANGUAGE ACQUISITION*

Tsvetelina HARAKCHIYSKA, University of Ruse, Bulgaria - *COGNITIVE PARAMETERS OF THE ACQUISITION OF ENGLISH AS L2 BY YOUNG LEARNERS*

Ruxanda LITERAT, Technical University of Cluj-Napoca, Romania - *WILLINGNESS TO COMMUNICATE IN AN INTERDEPENDENT WORLD: IMPACT ON FL ACADEMIC PERFORMANCES*

Zoia MANOLESCU, Technical University of Civil Engineering Bucharest, Romania; Visiting Scholar at Arizona State University, USA - *ASSISTING STUDENTS IN LEARNING ROMANIAN - AN AMERICAN EXPERIENCE*

Marilena Doina NISTEA, Technical University of Civil Engineering Bucharest, Romania - *JOCULAR ROMANIAN - TAKE A BREAK!*

Óscar RUIZ, Technical University of Civil Engineering Bucharest, Romania - *GOLDEN AGE SPANISH AND MODERN ROMANIAN. SIMILARITIES AND DIFFERENCES BETWEEN TWO ROMANCE EUROPEAN LANGUAGES AT THE BEGINNING OF XXI CENTURY*

Monika ZABROCKA-ŚLIWKA, Pedagogical University of Cracow, Poland - *AUDIO DESCRIPTION AND SUBTITLING FOR THE DEAF AND HARD OF HEARING AS NEW TRENDS IN TRANSLATION EDUCATION*

ABSTRACTS

Plenary Session 1

Mirela BARDI, Bucharest University of Economic Studies, Romania

'I READ ARTICLES IN ENGLISH AND PARAPHRASE RELEVANT POINTS WHICH I MAY WANT TO CITE IN FUTURE ARTICLES' - LEARNING THE PRACTICE OF INTERNATIONAL PUBLICATION BY ROMANIAN RESEARCHERS IN BUSINESS AND ECONOMICS

The piece of research underpinning this presentation aimed to explore the significance and implications of writing and publishing in English for researchers in the field of business and economics, to understand the linguistic and non-linguistic obstacles they encounter and the efforts of adapting their research dissemination practices to the challenge of publishing in prestigious English-language journals. The outcomes of the study can inform the design of suitable support for academics who aim to disseminate their research in high-profile publications. I argue that development of research writing abilities can be better addressed if pedagogical instruments designed to enable researchers to perform this multi-level task are underpinned by the exploration of the wider set of factors that generate the need to write up research in English.

Keywords: scholarly publication; structural conventions; critical writing.

Plenary Session 2

Marco FURTADO, School of Accounting and Administration of Porto, Portugal

MULTILINGUALISM: TRAINING TRANSLATORS/INTERPRETERS

One of the main features of today's digital era is the significant development of sophisticated information tools and communication technologies. These changes in a new globalized world have also had a crucial impact on the working methods of professional translators and interpreters.

Training upcoming translators and interpreters in these new working methods with specialized translation and/or localization tools and software or equipment designed specifically for distance mode interpretation tasks, for instance teleconferencing or remote interpreting is of the utmost importance. This perspective is attested by the restructuring process of old and more traditional syllabi and the addition of more up-to-date translation courses and subject matters to both graduate and postgraduate programmes.

Therefore, and being aware of the new challenges and demands imposed by today's translation market, the School of Accounting and Administration of Porto ("ISCAP") integrated in its interpretation units of the Masters Programme in Specialized Translation and Interpreting the course unit "Teleconferencing and Remote Interpreting" during the academic year 2007/2008. Moreover, it offers now other course units in which trainees are encouraged to use technological means to perform translation tasks in multilingual environments.

Apart from focusing on several academic curricula offered by both university and polytechnic institutions within the Portuguese context, this paper is also devoted to the relationship between higher education institutions and the general labour market, i.e. organisations, companies, national associations representing professional translators and interpreters, as well as the freelance market. The transition of graduate and postgraduate students from education to the labour market is another aspect to be focused upon, paying particular attention to the challenges students may encounter at this stage of their academic and professional careers.

Keywords: translator & interpreter training; translation & interpreting labour market; computer translation tools; distance mode interpretation.

Section 1: Translation Studies and Intercultural Studies

Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania

ASSESSING SPECIFIC RISKS IN TRANSLATION ACTIVITIES

In the last few decades, translation and interpreting have gained international recognition and their importance has grown in Europe and beyond. Global international relations require high quality and precision, thereby placing a constant focus on both the translators' and their clients' responsibilities. However, a number of risks arise from the relationship between them and such risks must be understood and avoided through an increased individual awareness and improved proficiency. By adapting Risk Management theory to the specific area of translation and interpreting specialists in this complex area of cultural mediation have better chances of gaining satisfaction at the end of a job well done. The present essay is aimed at presenting the main risks related to all stages of translation activities, along with solutions for avoiding these risks.

Keywords: *awareness; risk management; translation practice.*

Anca-Margareta BUNEA, Technical University of Civil Engineering Bucharest, Romania

LOCALIZING THE SOFTWARE ICS MANAGER: A MUST FOR ALL TELECOM REGULATORS

Nowadays, telecommunications are tremendously important and certain applications belonging to this field need some synthetic tools such ICS Manager Software – a database which proves to be not only a useful tool, but also an essential one, for all the activities concerning radio spectrum. For these activities, engineers employ the ICS Manager Software which is quite accessible for the majority of those who are in charge with radio spectrum administration. Localizing this software is not an easy task and requires lots of adaptation processes and explanations for many specialized concepts using an encoded terminology. The present article introduces the main aspects of localization and proposes a short variant of how the Software ICS Manager could be localized into Romanian

Keywords: *ICS Manager Software; radio spectrum administration; skopostheorie; localization; internationalization.*

Cristina CHIFANE, "Dunărea de Jos" University, Galaţi, Romania
This paper is supported by the SOP HRD - PERFORM /159/1.5/S/138963 Project

REVISITING TRANSLATION THEORIES AND MODELS OF CHILDREN'S LITERATURE

Out of the multitude of translation theories, some are more likely to be applied to children's literature translation especially under the present circumstances which oscillate between globalizing and anti-globalizing approaches to translation. The international success of contemporary series for teenagers and the modern phenomenon of crossover fiction have started to operate changes at the level of children's literature status in the sense that it is no longer placed at the periphery of the mainstream adult system and consequently its translation has witnessed an unprecedented growth both quantitatively and qualitatively.
This paper aims at viewing literature for children in the light of a number of modern translation theories based on interdisciplinariness and multiperspectivism (the prototype theory, the polysystem theory, the skopos theory, the corpus-based translation theory and the audiovisual theory). In terms of translation models, we shall focus upon the analogue models and the functionalist interactive models offering the translators of literature for children equal status with authors, editors or clients and entrusting them to make the most appropriate decisions in the elaborate translation process which involves cross-cultural communication.

Keywords: *prototype, polysystem, skopos, corpus-based theory, audiovisual theory, functionalist interactive model.*

Euphrosyne EFTHIMIADOU, Hellenic Air Force Academy, Cholargos, Greece

THE IMPACT OF THE INTERCULTURAL ELEMENT IN SPECIALIZED TRANSLATION

In our days, intercultural communication is a prerequisite to acquiring new market sectors; it also contributes equally to sustainable development and efficient use of resources. Because each language is the carrier of the culture that underlies it, it is considered essential to evolve specialized translation towards the areas of Negotiation, Marketing and Management. Overcoming language barriers promotes process control, profitability and concentration of forces for innovation. As for translators, they need to be not only qualified linguistically but also experienced specifically in industry so as to gain insight into the business mentality in their own culture. Finally, the use of new technologies and especially terminology databases proves essential, given the ambiguities in translation that arise in intercultural scientific and technical communication.

Keywords: ambiguities in the scientific and technical communication; intercultural management; strategic importance of specialized translation; terminology databases.

Raluca GHENŢULESCU, Technical University of Civil Engineering Bucharest, Romania

THE ROLE OF TERMINOLOGY IN TRANSLATION STUDIES

Terminology as an independent science has emerged as a response to the need for defining and standardizing new specialized terms in various newly created domains. The technological boom, the discoveries in medicine, the increasing concern for the environment and the ways to protect it have all led to the necessity to introduce new terms in the already existing LSPs or to create entirely new LSPs. Therefore, Terminology has emerged as an essential discipline, which grants acknowledgement to the most recent LSPs and facilitates the transfer of knowledge from one field to another and from highly specialized languages to the general language. Moreover, it is important for many scientific disciplines, as it enables them to spread their recently acquired information through articles and other reference materials, as well as to popularize their discoveries.

Besides its impact on science and technology, Terminology is vital for translations and this is the reason why it is a compulsory subject in the curricula of all the university departments dedicated to translation studies. Without the information provided by Terminology, specialized translations cannot be validated and released on the market. Furthermore, the theoretical principles provided by Terminology help the translators understand the relationships between concepts, the ways to create new syntagmatic units and to choose the best equivalents in the target languages.

Terminology as a science, together with its principles of terminological research and management, is extremely useful for specialized translators, because it provides the methods to choose the most appropriate and accurate equivalent in the target language, to understand the conceptual organization of a specialized field in two or more languages, to adapt the target text to the specificity of the target language (i.e. word order, collocations, grammar rules), to find solutions when the target language lacks a specific equivalent term, to choose the best translation solution when there are several equivalents available in the target language and to properly use the most reliable terminological resources, so that the translation would be of the best quality.

Keywords: LGP vs. LSP; language specificity; standardization; terminological databases; term formation.

Raluca NICOLAE, Technical University of Civil Engineering Bucharest, Romania

TRANSLATING TITLES OR TRANSLATING CULTURES? ON THE ROMANIAN TRANSLATION OF THE MODERN AND CONTEMPORARY JAPANESE NOVELS

Innovation manifests in different forms, including creative ideas for the book titles which do not fall within a clear-cut referential frame. The Japanese literary translations in Romania have undergone a series of transformations; the first attempts of translation encompassed a few works belonging to the Japanese literature, but translated indirectly into Romanian from French, Russian or English. It was only after a few decades when Japanese literature was translated directly from Japanese, without any other transitional translations or adaptations. Nevertheless, an intriguing case is that of the book titles which have been altered from the source language (Japanese), into the transitional language (English) and then into the target language (Romanian). The alterations are sometimes backed up by the lack of cultural references as well as by an obstinate pursuit of fabricated exoticisms that might prove useful in promoting the book. The

title and the cover represent the first "image" of the book, therefore the impact must be quick and produce a strong effect. The paper focuses mainly on the Romanian translations of Modern and Contemporary Japanese novels from the point of view of Cultural Studies, although special attention should also be paid to short stories or even to famous fragments translated with a modified title into Romanian.

Keywords: adaptation; book title; Japanese novels; mentality; translation.

Felix NICOLAU, Technical University of Civil Engineering Bucharest, Romania

COLLABORATIVE AND TRANSNATIONAL TRANSLATION: MARGENTO
Literary translation contains all the other species of translation: economic, juridical, technical and so on. This is possible due to the veracious appetite of literature. Literature is an omnivorous phenomenon: it feeds on every type of text. It means that the literary translator has to be proficient in all the other related branches of translation. In my paper I intend to highlight this interdisciplinary prowess of the literary translator by analysing Margento's book *Nomadosophy: A Graph Poem* (2013). This is not a common poetry book, as it is the result of a plethora of philologists and artists around the globe. *Nomadosophy* enhances the archaeology of meanings in subtext discussions, and then weaves them into the transnational fabric of the text.

Keywords: archaeology of meaning; interdisciplinarity; Margento; negotiated and collaborative translation.

Cătălina RADU, Technical University of Civil Engineering Bucharest, Romania

LANGUAGE EXTINCTION – A REALITY OF THE 20TH CENTURY
One language dies every two weeks. There are around 7000 languages in the world and it is predicted that half of them will disappear during this century. The extinction of languages is not a new phenomenon; languages have been dying as long as they have been spoken. However, the pace at which languages are disappearing today has no precedent. This presentation will analyze the reasons for which the death of languages became such a real danger nowadays, as well as the way in which the modern technology and especially the Internet influence the evolution of languages in the world and contribute to the extinction of those languages that remain absent from the Internet. Another aspect approached in my presentation concerns the measures taken at the global level in order to preserve a broad language diversity as well as the consequences of a massive extinction of languages on the cultural evolution of the world.

Keywords: culture; endangered languages; diversity; internet; language extinction.

Mirela RADU, "Titu Maiorescu" University, Faculty of Medicine, Romania

BETWEEN MEDICINE AND THE ART OF WRITING
The human being, studied as physical and spiritual entity, requires inter-disciplinary, complex research. The physician has the task of communicating with the sick, which makes of the exact science of medicine, first of all, a science of communication. The study of human nature is an essential part of medicine which determined some practitioners of this profession to express their feelings beyond the scientific side, drifting towards literary expression. Physicians, along mankind's history, have loved human being and beauty, possessing a wide range of inter-disciplinary knowledge. Several writers have had, as history of literature has proven, the profession of physicians. This is the case of Chekov, Cronin, Maugham, etc. The explanation could be that, along their medical career, practitioners reached a deeper understanding of inner human springs.Another category of writers connected with medicine was that of literary men who felt the need to use medical aspects in their writings, without being themselves physicians. For example Ibsen, Dostoevsky, Flaubert etc. Physicians have been active not only in literature but also in the field of fine arts and music.
Apparently contradictory, both literary and medical sides can blend within the same persons, leading towards their balanced fulfilment, "each of them as part of the overall" (R. Kaech). As H. Nothanger stated: "Spiritual and moral education should parallel intellectual and scientific knowledge." Literature and medicine are related sciences, part of a larger assembly: humanism.

Keywords: literature; medicine; physicians; science; art.

Patricia SERBAC, University of Medicine and Pharmacy of Târgu-Mureș, Romania

ANALYSIS OF THE ROMANIAN TRANSLATION VERSIONS OF GOETHEAN' S POEM *FIRST LOSS*

The poem *First Loss* (in original *Erster Verlust*) of the German poet Johann Wolfgang von Goethe renders the mood of someone suffering for love and lost youth. This poem has known translation variants into Romanian over the years. Surprisingly different, according to the style of each translator, they all successfully render the atmosphere of the original. The paper aims to analyse the different versions of translation with reference to figures of speech, prosody, metrics and the solutions found by each translator. Thus, it becomes obvious how each translation reveals a side of the original.

Cristina Roxana TOMA, Technical University of Civil Engineering Bucharest, Romania

LOCALIZATION AND DIATOPIC VARIETIES IN THE FRANCOPHONE SPACE

The present article aims at analysing from a sociolinguistic perspective website localization in French-speaking countries, with a view to pointing out their tendency to standardize the linguistic content or, on the contrary, to preserve local cultural differences.

Sorin TOMA, Technical University of Civil Engineering Bucharest, Romania

A SURVEY ON THE PRESENT STAGE OF DISCUSSIONS ABOUT THE INTERCULTURAL COMPETENCE

The paper describes and assesses the main approach of the intercultural competence concept, starting from nowadays research in the German cultural area. The debates, that put forward deep conceptual and methodical differences, often confronting the contenders positions, bring out both the actuality and also the complexity of the theme. Recent questions such as: in what situations is the intercultural competence necessary? – which is its purpose? – has it a general or a specific character? – all these questions have presupposed not only the redefinition of the concept itself, but they have implied the re-discussion of some fundamental concepts, for instance, culture and education, as well as some primary relations, as the one between "self" and "the other".

Not only is the theoretical relevancy of the concept intercultural competence examined in the present article, but also the directions and the possibilities of development of this competence, the various methods of the intercultural learning and the ways of evaluation of the achieved progress. We have presented from this perspective some dynamic patterns of the intercultural qualification, together with the assessment of their efficiency, made according to criteria that stick, necessarily, to the purpose.

Of a particular real value proves to be the assimilation of the intercultural competence with a general practical competence, now its social component goes with the partial competences regarding the person who realizes the cultural transfer, the domain and the strategic context in which he or she operates.

By means of this study, the translator may acquire an overall perspective on the present stage of the interculturality research area and also methodical suggestions for his or her own analysis and willing approach.

Dana Sorana URS, „Politehnica" University Bucharest, Romania

LANGUAGE AS A UNIVERSAL MANIFESTATION

The author retells the story of Language by resorting to a synthesis of the ancient Hindu theory of Language, Carl Gustav Jung's archetypal model and modern science. The purpose of the paper is to show that Language is an information- vibratory manifestation underlying the entire cosmos. The old Hindu myth about Creation is in fact an archetypal pattern meant to enable the human mind to access the contents of the Collective Unconscious or the Absolute Truth that are, by definition, beyond representation. That is the reason why the mythical symbols are more and more frequently confirmed by the scientific discoveries, the

purpose of which is to give an intelligible form to meanings that transcend the capacity of the mind. The paper also suggests the possibility of bringing to students the subtlety of such truths that should enlarge their ordinary perspective and make them transcend the limitations of logical thinking.

Keywords: *archetype; Collective Unconscious; language; primordial Word; students' awareness.*

Section 2: Linguistics and Communication Studies

Oana AVORNICESEI, Anca ȘELĂRESCU, Technical University of Civil Engineering Bucharest, Romania

SPECIALISED LANGUAGE: ENGLISH FOR HYDRAULIC ENGINEERING. CONSIDERATIONS FROM A SEMIOTIC PERSPECTIVE
The paper aims to show how specialised language is a kind of general language from a semiotic perspective. The method applied is based on the dynamic principle of semiosis, which regards the two kinds of language as signs and systems of signs in themselves. Within these two systems of signs semiosis functions as the generating and working principle of linguistic facts, occurrences and features of lexis and grammar, which shape the language and influence the communication between professionals of this field.
The paper is the result of a cooperative analysis performed by a linguist and a translator, and a hydrotechnical engineer, based on real-life studies and documents which represent the basis of works currently in progress in various parts of the country.
The idea of this paper arose from various discussions triggered by the translation work performed jointly by the two professionals, on several occasions. It is meant to follow, and show some of the aspects which inform the decisions made in various contexts of professional communication, while consistently applying the semiotic method as a unifying principle of analysis.

Keywords: *semiotics; sign; semiosis; general language; specialised language.*

Florentina Ramona COIMAN, University of Craiova, Romania

THE "SCENE" DISPOSITIVE IN A TELEVISED POLITICAL INTERVIEW
Given that our approach fits into the general perspective of discourse analysis and theories of enunciation, the goal will be to demonstrate that the political discourse establishes a specific scenography in which the speaker addresses a pre-eminent third party who reveals itself to be the true destination of the target speech.
In this paper, we show that in the "dispositif énonciatif" of a political interview, a third party considered as indirect recipient is added to the relationship speech, the role of the immediate recipient of the speech being obviously reduced. It is about a third party which is either present or absent (the audience in the room or the television viewer), but that is never ignored by the speaker, since it is reactive in position, it has always the possibility of assessing and must, therefore, be considered "as a full partner" and a "real" "destination target" of the exchange" (Charaudeau).
At first, we will proceed to the identification of each utterance instance (the speaking subject, the recipient and the third party) and we will analyse their linguistic markers.
In a second step, starting from the notion of utterance instance, we will address the issue of third party to see what is its role and place assigned by the speaker in this type of dispositive. We will also investigate the functioning of the substitution game third-recipient directly established by the speaking subject.
In a last time, considering the political discourse as theatrical discourse, which involves a staging where one puts on a show, we will deal with the discursive strategies to which the speaking subject resorts in order to build and particularize his speech.

Keywords: *dispositive "scene"; discursive strategies; enunciative instances; political discourse; third.*

Ana-Maria COMAN, University of Craiova, Romania

PUNCTUATION: A MEANS TO CREATING POLYPHONY

Contemporary literary studies highlight the concept of polyphony by categorizing it as an essential feature of contemporary literature. In reality, few studies focus on the way the writer, seen as the organizer of the text, builds this effect. Moreover, the reader, seen as the receiver of the text is hardly worried wondering how polyphony is conceived or even more so about the hints that the author leaves him in order to understand message of the text. However, to appreciate the just value of a text or a writer's skills it is necessary to take a look at the internal processes that generate polyphony, so neglected among linguists.
Our study aims primarily to bring up to date the concept of polyphony using a diachronic presentation that starts with Bakhtin and then to present the main graphic means used by the authors in order to create the polyphonic effect. In addition, our analysis of two completely different texts intends to demonstrate the importance of punctuation for polyphony not only regarding the logical structure of the text but first and foremost in terms of the consequences that it produces in guiding the reader amidst the "voices of the text".

Key words: discursive instances; punctuation; polyphony; text; text distribution.

Cecilia CONDEI, University of Craiova, Romania

DISCOURSE ETHOS IN FOREWORDS

The study of the book and of "except book/hors-text " cause to Gérard Genette (Palimpseste, 1982) the resumption of the distinction of various types of relations, on Philippe Lane (1992) a "meeting between an object of study, a "paratexte", and a method of analysis, "the linguistic and textual pragmatics", in the others, as Wolfgang Leiner, a glance on a material "confidentially associated to the literary work". Henri Mittérand, Jacques Derrida, Dominique Maingueneau or Claude Duchet also linger over the speech of foreword of a book. Our title reminder this last one and its argument; this discourse "agreed better than that of foreword, because the material of the foreword of a book can distribute in notes or documents appendices" (Duchet, 1975, quoted by Wolfgang Leiner). This position and the argument which accompanies it become ours.
Further to the heterogeneousness of this speech support, due to the fact that it often takes place between two linguistic territories and in the variety of the person responsible for the statement, this ethos is under the pressure exercised by the desire to convince of the personal discursive authority but also to highlight the work which realizes it. It is here our thesis.
The analysis, inspired by that of Christian Plantin, bases on the identification of the facets of the ethos, on the different discursive operations of (re)construction and on some tracks of the negative ethos. So justifies itself the already mentioned methodological perspective.
The corpus is formed by the works of the writers of French expression, whose speech is an auto translation or keep the tracks of this one.
We can already have a conclusion: if the signer of the speech forward of the book is not the author, rare are the cases where the forewords are completely untied from the main text, being then proposed as autonomous sequences and the ethos of which stops being preface writer's real ethos.

Keywords: ethos, interlanguage, scenography.

Bianca GEMAN, Technical University of Civil Engineering Bucharest, Romania

THE DEFINITIONS AND THEIR ROLE IN ARCHITECTURE TERMINOLOGY

The present paper is a short study of metalexicography aiming to analyze the types of the alternative definitions of architectural terms registered in DEX and in DEXI. The hyponymy study concerning the lexicographical definition is a versatile aspect of linguistics. Both hyponymy and also the hypernomy are exploited for the wording of the lexicographical definitions and these become the main lexicographical manner for defining the terms of architecture in most of the dictionaries.

Keywords: architecture; definition; hyponymy; language; terminology.

Mălina GURGU, Technical University of Civil Engineering Bucharest, Romania

ONLINE COMMUNICATION FOR HIGHER EDUCATION STUDENT RECRUITMENT: HOW WELL ARE ROMANIAN HEIs DOING?

Higher education financing, strategies for student recruitment, marketing and advertising have become topics for heated debates in the last 20 years. Adages such as "university in ruins" (Reading, 1999) and "college for sale", "commodification of higher education" (Shumar, 2013) are more than familiar to those who approached the matter. Good communication, experience and studies have shown, prove to be crucial in coping with challenges higher education institutions (HEI) are now facing: local and global competition, demographic changes, attracting funds, keeping up with market demands, building solid relationships with stakeholders, etc. The main purpose of this paper is to outline some of the main characteristics of the online communication choices Romanian HEIs are making on their websites for recruiting students, discussing elements that stand out at a simple web search any candidate would do when looking for information concerning enrollment: home page, pages/subdomain dedicated to enrollment and candidates, advertising materials, etc. Analysis will be carried out from a relational marketing and a discourse analysis perspective.

Keywords: *online communication, higher education institution (HEI), student recruiting, relational marketing, discourse analysis.*

Erwin KRETZ, Technical University of Civil Engineering Bucharest, Romania

A PROGRESSIVE CALLING INTO QUESTION OF THE *DIGLOSSIA* PHENOMENON: THE EXAMPLE OF FRANCE'S REGIONAL LANGUAGES THROUGH THEIR NEW CULTURAL AND PROFESSIONAL PERSPECTIVES

If, according to the French Constitution, the French language is the only official language of France, several regional languages cohabit with it. The terms of *patois* and dialect tend to be, progressively, replaced by the denomination of regional languages. The concept of *diglossia* started to be called into question over the last years. Nowadays, we witness a moderate kind of renewal in using these languages especially culturally and professionally. In the first part of our presentation we consider the regional languages in France and in the second part we focus on the reasons for which they attract more and more interest. In the third part of our presentation we give some examples of the new perspectives regarding regional languages.

Keywords: *patois, dialect, regional languages, diglossia, renewal.*

Marija LUKIĆ, University of Granada, Spain

ORGANIZED LINGUISTIC CHAOS IN THE BALKANS

"In the absence of authentic features of its own identity, nationalism languages have made their main political weapon. The excessive emphasis on linguistic difference and the claim that it tackles the speakers to different worldviews, allowed to hide a final reality: there is much more that unites us than divides us." (Lozano Domingo, Irene (2005), *Lenguas en Guerra*. Madrid: Espasa Libros). These introductory words are representative for linguistic status of my country (Serbia) and even for almost all countries of former Yugoslavia. In the time of federation there was the common language Serbo-Croatian and today there are established four languages: Bosnian/Bosniak, Croatian, Montenegrin and Serbian (Macedonian and Slovenian had already had their own status before the separation). One of the consequences of Balkan turbulences is that above mentioned languages are named and proclaimed different languages, although a complete understanding between speakers still exists. I would like to show you how the great political aspirations were varying through the epochs and how they have given the national-linguistic symbolism to the language in the Balkans (through nationality, history, culture, language and religion). From one's perspective the linguistic situation apparently is very organized now, because some sides finally got satisfied and from other's point of view the situation is very chaotic. So, I would try to explain as well what is happening at educative level (at schools and universities), in medias and other aspects of communication, especially in the areas where multinationality is present. However, the language has a far nobler purpose, to serve the knowledge and human communication. Talking is above all, an act specifically human. So, I would like to raise a question: are linguistics wars (in)comprehensible?

Keywords: *Balkans; culture; nation; nationalism; myths; separation-integration.*

Elena MAFTEI-GOLOPENȚIA, Technical University of Civil Engineering Bucharest, Romania

ACADEMIC RITUALS AND THE MASS MEDIA

The aim of this paper is to analyse the way in which mass media identify and present symbolic events taking place in the academic world. Are they seen as media events *per se?* Do they have the features that can allow us to include them in the same category as media events? Are they communication tools in the academic environment and does the press present them as such? Our research focuses on finding the answer to these questions by analysing a series of articles published online whose topic refers to academic rituals such us: the start of the new school year, the graduation ceremony, the prom, the thesis defense, the conferral of honorary degrees, such as Honoris Causa and any other event that marks the academic life, its rhythm, its members.

Eugenia MINCU, Institute of Philology of the Academy of Science of Moldova

THE NATIONAL AND INTERNATIONAL IN THE ROMANIAN MEDICAL TERMINOLOGY

The medical language includes three dimensions: the usual dimension (the lexicon taken form the common language); the scientific dimension (the scientific lexicon common to various domains of activity: virus – medicine, informatics etc.), the terminological dimension (involves the medical "terminosystem").

The medical language externalizes long-time medical philosophy and experience, as an integral part of the universal culture. The Romanian traditional language was formed in virtue of the national traditions. At the present, in the standardization, compilation and globalization context of the terminologies are registered new tendencies in the development of the medical language. Greek-Latin doublets are established in the period of the Greek-Latin bilingualism, starting with 1st century BC. Over a hundred Greek-Latin doublets (in the specialized literature – correlative equivalents, synonymic doublets, absolute synonyms etc.) are forming the medical terminology. In this communication are subjected to a complex analysis the lexem hart (whose origin is the Latin component of the doublet < lat. anima, ae, f and < gr. psykhe „soul") and the doublet < lat. cor, cordis, n and < gr. kardia „hart".

These are present in the medical language in an absolute synonymic relation, but with a different utilization (low/medium/high levels of specialization) in the medical language. The Greek components evolve in terminological elements (affixoides) and are forming terms which have an international statute.

The Romanian medical language is a symbiosis of the national medical terminology (whose forming base are the words taken from the autochthonous traditional lexicon, subjected to the terminologization process) and the international terminology (based on the international general lexicon).

Virginia POPOVIĆ, University of Novi Sad, Serbia

ERRORS IN ROMANIAN EPITAPHS IN A SERBIAN BANAT VILLAGE (SELEUŞ)

Tombstones are considered as very complexes acts, emerging as a mixture of sculpture and architecture. Sometimes they borrow figures from the painting with religious character. In Seleuš, epitaph can be encountered frequently on tombstones but it often happens when epitaphs in the Romanian language are written with grammatical errors as consequences of insufficient knowledge of literary Romanian language and the strong influence of Banat dialect and Serbian language on the speech of a man who ordered or the man who carved this epitaph. This deviation from the regular writing epitaphs in Romanian language in Seleuš, open the way towards more thorough studies from the social and ethno linguistic perspective.

Marina ROTARU, Technical University of Civil Engineering Bucharest, Romania

AN AWARENESS RAISING APPROACH TO THE LANGUAGE OF QUEEN ELIZABETH II

Language is a major element of social life, having a dialogical relationship with it as language both influences and is influenced by social life. Hence, language turns into a primary tool for social research, able to reveal aspects of social life which may not always be identifiable with the naked eye. Language awareness can contribute to a better understanding of how various social identities or structures are constructed in language according to their own specificity. The text-based approach to language that language awareness advocates encourages reflection on language, which may give the potential reader a better grasp of this or that particular language use. As constitutional monarch, Elizabeth II is bound, by constitutional propriety, to respect the principle of political neutrality and act as arbiter of political life and not as participant to it. At the same time, she does enjoy the three constitutional rights coined by Walter Bagehot: the right to be consulted, the right to warn and the right to encourage. The way in which the monarch can manifest these constitutional constraints and rights is through language. Although, at first sight, Elizabeth II's speeches may seem quite platitudinous, they are, in fact, manifestations of the queen's approach to her own position in the State architecture and to her role in society.

Keywords: discourse analysis; Elizabeth II; language awareness.

Raluca-Maria TOPALĂ, Technical University of Civil Engineering Bucharest, Romania

LEXICAL ANALYSIS OF DIPLOMATIC LANGUAGE

The works aims at investigating certain lexical features of the diplomatic language. It focuses on the types of collocations used, weasel words, borrowed terms and terminology. The work addresses topics such as specificity of collocations, the most typical borrowed terms used- and from which languages and the specific terminology employed. It also sets the goal to determine whether, from a lexical point of view, diplomatic language can be considered a type of Language for Specific Purposes.

Keywords: borrowing; collocations; diplomacy lexic; weasel words.

Section 3: Didactics of Foreign Languages

Yolanda-Mirela CATELLY, "POLITEHNICA" University Bucharest, Romania

REFRESHING TEACHING RESOURCES – WHY, WHAT, WHEN, HOW

The main aim of the study is to raise a challenging question among the community of ESP professionals who are not only teachers, but also materials/course designers. One of their main roles is to consistently keep and/or bring their materials resources up to date, most frequently against tight constraints of time and financial support they have to face. Therefore, the building up of a framework of principles underlying the permanent effort of refreshing/modernizing/updating resources becomes mandatory in preparation of such an endeavour. It should comprise general views, but it should also leave room for personalized options meant to take into account the specific features of each educational context, such as: learners' needs, course objectives, available time frame, teachers' potential as course evaluators/designers a.s.o. The study attempts to provide possible answers to the following main issues: why should we refresh materials; what should we change; when should that happen; and, finally, how should we do it. The paper is definitely not intended as a source of final exhaustive answers, but rather as an opportunity of inviting debate in the effort of fellow teachers to define a common core of guiding principles to be observed in our activity under the 'hats' of materials resources adaptors/evaluators/optimizers or any other label we would attach to the activity of refreshing resources. Tentative answers are provided to the four main questions raised, with a view to generating a supporting skeleton structure allowing for standardization and, at the same time, inviting further personalization in response to specific contextual differences.

Keywords: ESP; engineering higher education; pedagogical framework; teaching resources; updating materials.

Lora-Dagmar CONSTANTINESCU, Academy of Economics in Bucharest, Romania

BUSINESS LETTERS – TEXT AND COMMUNICATION IN GERMAN FOR SPECIAL PURPOSES

Specialized languages (here German for Special Purposes, as "Fachsprache Wirtschaft"), are built up of theoretical knowledge and a set of practical skills for the profession and self-study. The ultimate goal of the specialized language acquisition is the ability to perform receptive-productive tasks/activities within the framework of professional communication. This ability is constituted on the basis of what we refer to as "communicative actionality" (Sprachliches Handeln).

The present paper aims at presenting some specific aspects of business letters as a text genre in the study of business communication and the development of writing skills for business. The paper analyses specialized business-oriented "thinking and communication structures": the way of processing business documents enables the learners of German to notice how business-own features interact with linguistic ones. The focus lies then on the nature of business communication, on learning level-specific skills for various acquisition stages, and on the message receiver-orientation.

Keywords: *communicative competencies; functional writing; text genre.*

Indra DHANARAJ, Unitec Institute of Technology, Auckland, New Zealand

LECTURERS' INTERCULTURAL COMMUNICATIVE COMPETENCE IN AN ENGLISH LANGUAGE CLASSROOM

International students have been an important contributory element to the global tertiary student body over the last two decades and have similarly become a prominent part of the New Zealand education scene since then. In 2012, 47,668 international students comprised 11.3% of the study body enrolled in NZ universities and higher educational institutions. Whilst this figure may not appear hugely significant nationally, at Unitec Institute of Technology, international students contributed a higher proportion (18%) of the total student numbers. However, this figure does not account for migrant or refugee students, so overall, Unitec has had an even larger increased intake of international, migrant and refugee students in the last decade which has impacted on the ESL classroom environment. Lecturers have been confronted with different learning needs that these students invariably bring with them and accordingly, it poses a number of communication challenges. Since extant literature has taken a predominantly student perspective, this article explores how Intercultural Communicative Competence (ICC) manifests itself in the English language classroom, specifically in the way lecturers incorporate and use linguistic and cultural knowledge, awareness, skills, and attitudes to interact appropriately with other cultures in the ESL classroom. A qualitative approach that incorporated two data collection methods, namely reflective journal entry and focus group discussions, was used to analyse ICC in practice in the Department of Language Studies (DOLS) at Unitec. Overall, the findings indicate the lecturers have a good level of ICC awareness which they view as an on-going process. This paper concludes with a description of the study's limitations and proposes directions for future research.

Keywords: *intercultural communication; intercultural communicative competence; ESL teaching; tertiary education.*

Irina-Ana DROBOT, Technical University of Civil Engineering Bucharest, Romania

TEACHING PHONETICS AND PHONOLOGY USING THE FILM *MY FAIR LADY* (1964)

The purpose of this paper is to give examples of activities for teaching students phonetics and phonology using the 1964 film *My Fair Lady*. The action of the film is itself concerned with issues of correct pronunciation. The correct pronunciation is, according to the film, that of English RP, not that of Cockney English. However, some scenes suggest that we can make fun of those ways of pronunciation that are regarded as correct. Cockney English pronunciation is sometimes regarded as more natural, especially when it comes to Eliza's behaviour. The activities proposed are meant to make students aware of the existence of the difference in pronunciation between RP English and Cockney English. Such a film is an occasion to make students aware of phonological processes as well as looking at the differences between RP English and Cockney English from pronunciation and phonetical transcription. The activities proposed make use of YouTube fragments from the film and of film scripts. Some words are made bold and students are asked to listen to the YouTube fragment and to follow the transcript in order to transcribe phonetically certain words which are significant in distinguishing between RP English and Cockney English. Some songs in the film tell us specifically what words are pronounced differently by those speaking Cockney dialect, e.g. 'No one taught

him 'take' instead of 'tike'". The paper will also take into account some theories in language teaching methodology regarding the use of video in class. For instance, is using video necessary? Does using video make a significant difference? Couldn't we just make students aware of certain things even without using video?

Keywords: *teaching; phonology; vowels; consonants; phonological processes.*

Sorin GĂDEANU, University of Vienna, Austria / University Spiru Haret, Bucharest, Romania

CHAINS OF SOCIALISATION IN CLUSTERS: A CASE STUDY ON HIGH PROFICIENCY SECOND LANGUAGE ACQUISITION
The different stages of progression in the L2 acquisition of German in school environments display specific features. The paper coins and defines the term of High Proficiency Language Acquisition (HPSLA) in these environments and describes its functional features in multilingual classrooms.

Keywords: *second language acquisition; social networks; language acquisition programmes; sociolinguistic clusters.*

Tsvetelina HARAKCHIYSKA, University of Ruse, Bulgaria

COGNITIVE PARAMETERS OF THE ACQUISITION OF ENGLISH AS L2 BY YOUNG LEARNERS
The paper examines the cognitive aspects of L2 grammar acquisition by Bulgarian L1 primary school children. To address this issue the first section of the work discusses several cognitive models that attempt to explain the interplay between L2 processing and acquisition. It places an explicit emphasis on the Processability Theory (PT) – a current theoretical framework that is able to predict the developmental sequences of English language acquisition by speakers of other languages. The second part of the paper provides fresh evidence from a 14-month longitudinal study on English verb morphology processing of Bulgarian children who learn English as a second language. The empirical evidence discussed reveals the general cognitive processes and psycholinguistic constraints on English L2 acquisition by L1 Bulgarian young learners.

Keywords: *cognitive perspectives; L2 acquisition; processability theory; young learners.*

Ruxanda LITERAT, Technical University of Cluj-Napoca, Romania

WILLINGNESS TO COMMUNICATE IN AN INTERDEPENDENT WORLD: IMPACT ON FL ACADEMIC PERFORMANCES
In the present paper we aim to re-evaluate the position and role of the languages for specific purposes as vital linguistic tools for the information exchange in engineering, business and academic environments, and the students' command of languages for professional communication within the Technical University of Cluj-Napoca. A number of factors and ways to maximise the students' communicative potential as well as the application of intercultural and interpersonal approaches to language learning and teaching activities within an academic framework, which is appropriate to the new requirements to global competitiveness concerning the technical students' communication competences are discussed. Effective teaching techniques, learning strategies, and ways of assessing, which can enhance considerably students' professional communication achievements for their future career are presented.

Keywords: *communication competence; interpersonal communication; interactions learning strategies.*

Zoia MANOLESCU, Technical University of Civil Engineering Bucharest, Romania; Visiting Scholar at Arizona State University, USA

ASSISTING STUDENTS IN LEARNING ROMANIAN - AN AMERICAN EXPERIENCE
Teaching Romanian in an American university can be both an enriching and a challenging experience. The present paper reveals aspects of the present status of teaching Romanian language and culture at Arizona State University and way of assisting students to reach higher levels of proficiency. In an environment

where, generally, the learners do not make an effort to learn a foreign language the task of the teacher to motivate them is even more difficult.The two types of classes, in person and online, have their pros and cons that will be reveled for this particular situation of teaching Romanian to American students. Moreover, advice and suggestions for improving the teaching methods and materials are presented, for both mixed-abilities classes and same level of abilities classes.

Keywords: *Romanian, American students, online methods, design of materials, mixed-abilities classes.*

Marilena Doina NISTEA, Technical University of Civil Engineering Bucharest, Romania

JOCULAR ROMANIAN - TAKE A BREAK!

The main purposes of the way in which Romanian is taught at UTCB (both as a native language and as a foreign language) are to diversify the vocabulary used by the students, to identify the difficulties related to grammar, to highlight the differences between the oral discourse and the written one, to correctly use the stylistical and rhetorical elements and to provide cultural contextualization. The ludic component introduced, from time to time, at the seminar raises the students' awareness on the linguistic and cultural authenticity and helps them to assimilate more quickly the notions they are taught, to rediscover and treasure the language they study. Therefore, ludo-linguistics is a working method chosen for arousing students' interest and motivation; the selected texts have a memorable content, are amusing both by their humour and by the endless Romanian imagination and fix the notions taught in a classic way at the corresponding lecture.

Keywords: *ludo-linguistic; authenticity; motivation; humour; learning.*

Óscar RUIZ, Technical University of Civil Engineering Bucharest, Romania

GOLDEN AGE SPANISH AND MODERN ROMANIAN. SIMILARITIES AND DIFFERENCES BETWEEN TWO ROMANCE EUROPEAN LANGUAGES AT THE BEGINNING OF XXI CENTURY

At the beginning of XXI century, the challenge of teaching and learning Spanish Language to Romanian students has a major advantage in being both European Romance languages.
This is one the explanations for the success of the Spanish Language among Romanian population in the last decade. However, studying the History of both languages, it could be noticed that old types of Spanish (from Medieval age till XVIII century) could be very useful in the process of teaching Modern Spanish language for Romanian students. The analysis of these common features would represent a step to improve the level of Spanish Language in Romania.

Keywords: *evolution; learning languages; modern history; Romanian language; Spanish Golden Age.*

Monika ZABROCKA-ŚLIWKA, Pedagogical University of Cracow, Poland

AUDIO DESCRIPTION AND SUBTITLING FOR THE DEAF AND HARD OF HEARING AS NEW TRENDS IN TRANSLATION EDUCATION

Translation as an academic discipline has been growing rapidly in recent years. Particularly great development is observed in the domain of audiovisual translation which also includes Audio Description and subtitling for the deaf and hard of hearing. The aim of those new trends is to give to the blind or deaf people an equal access to the audiovisual media. In my paper I would like to discuss some (in my opinion) key questions, like for example: Why should we teach those kinds of translation? Will the audio-describers be needed in the future and can they be not only guides but also artists? And what ideas can translation teachers use during the academic courses concerning audio description and subtitling for the deaf and hard of hearing?

Keywords: *audio description; subtitles for the deaf and hard-of-hearing media accessibility; translation in high school education.*