

**BUCHAREST**  
**10 SEPTEMBER 2015**  
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**INTERNATIONAL ANNUAL  
CONFERENCE**

*“found in  
translation” translations are  
the children  
of their times*

**Synchrony and Diachrony in  
Translation, Interpretation and Terminology**

**10-YEAR ANNIVERSARY OF THE  
SPECIALIZATION  
TRANSLATION AND INTERPRETATION**



# CONFERENCE PROGRAMME

10 SEPTEMBER 2015

**Room II-7 Faculty of Hydrotechnics**

**09.00-10.00**

**Registration**

**10.00-10.30**

**Opening Address: Felix NICOLAU**, Technical University of Civil Engineering Bucharest, Deputy Director of the Department of Foreign Languages and Communication

**Opening Address: Radu VĂCĂREANU**, Technical University of Civil Engineering Bucharest, Vice Rector for Research

**Opening Address: Carmen ARDELEAN**, Technical University of Civil Engineering Bucharest, Director of the Research Centre for Specialized Translation and Intercultural Communication

**10.30-11.15**

**Plenary session 1**

*Keynote Speaker: Manuel MOREIRA DA SILVA* – School of Accounting and Administration of Porto, Portugal

*TRANSLATOR? LOCALIZER? TRANSCREATOR? NEEDS, TRENDS AND OPPORTUNITIES IN TODAY'S LOCALIZATION INDUSTRY*

**11.15-11.30**

**Coffee Break**

**Rooms II-7, III-1, I-16 Faculty of Hydrotechnics**

**11.30-13.00**

**Concurrent Sessions – Part One**

**13.00-14.00**

**Lunch break**

**Room II-7 Faculty of Hydrotechnics**

**14.00-14.45**

**Plenary session 2**

*Keynote Speaker: Cristiana Nicola TEODORESCU* – University of Craiova, Romania

*DIDACTICS OF TERMINOLOGY*

**Rooms II-7, III-1, I-16 Faculty of Hydrotechnics**

**15.00-16.00**

**Concurrent Sessions – Part Two**

**16.00-16.15**

**Coffee break**

**16.15-18.30**

**Concurrent Sessions – Part Three**

**Chairpersons:**

**Oana AVORNICESEI**, Technical University of Civil Engineering Bucharest, Romania

**Marina Cristiana ROTARU**, Technical University of Civil Engineering Bucharest, Romania

**Anca GĂȚĂ**, "Dunărea de Jos" University, Galați, Romania - *LEXICAL AND SEMANTIC TRANSFER AND CROSS-CULTURAL MEDIATION IN IN-FLIGHT MAGAZINES*

**Jun PAN**, Hong Kong Baptist University, **Billy Tak Ming WONG**, Open University of Hong Kong - *INVESTIGATING PRAGMATIC MARKERS IN INTERPRETED POLITICAL SPEECHES FROM CHINESE TO ENGLISH: A PRELIMINARY STUDY*

**Nisara WANGRATANASOPON**, Chiang Mai University, Thailand - *A STUDY OF TITLE FUNCTION IN WALT DISNEY THEATRICAL ANIMATED FILM TITLE TRANSLATION*

**Nurgul SAPARKHOJAYEVA**, Al-Farabi Kazakh National University, Almaty, Kazakhstan - *VOCABULARY OF THE INDIANS USED IN THE PENTAGY ABOUT "LEATHERSTOCKING TALES" BY J. F. COOPER IN THE TRANSLATION INTO THE RUSSIAN LANGUAGE*

**Raluca-Ioana COJOCARU**, Freelance translator, Sweden - *THE SWEDISH TRANSLATION SYSTEM*

**Anca TRIȘCĂ (IONESCU)**, "Dunărea de Jos" University, Galați, Romania - *THE HISTORICAL STUDY OF TECHNICAL TRANSLATION IN ROMANIA: THE FUTURE OF NAVAL ARCHITECTURE LANGUAGE IN TRANSLATION*

**Melih KARAKUZU**, **Cristina NICOLAESCU**, Erciyes University, Kayseri, Turkey - *OVERCOMING THE MAJOR DIFFICULTIES IN TRANSLATING FIXED PHRASES FROM TURKISH TO ENGLISH AND VICE-VERSA*

**Luminița Mihaela NEAGU**, University of Bucharest, Romania - *THE THEORY OF RELEVANCE IN TRANSLATION*

**Patricia ȘERBAC**, University of Medicine and Pharmacy of Târgu-Mureș, Romania - *GOETHE'S "TRAVELLER'S SONG 1" – ANALYSIS OF THE ROMANIAN TRANSLATION VERSIONS*

**Nazmi AGIL**, Koç University, Istanbul, Turkey - *TRANSLATING SPACE: EKPHRASTIC CONCERNS*

**Ana-Magdalena PETRARU**, "Alexandru Ioan Cuza" University, Iași, Romania - *AN OVERVIEW OF TRANSLATION (STUDIES) METHODOLOGY IN ROMANIA*

**Bashar IBRAHIM ALHADLA**, University of Belgrade, Serbia - *LEO STRAUSS'S INTERPRETATION OF THE POETS IN PLATO'S "REPUBLIC"*

**Ana DROBOT**, Technical University of Civil Engineering Bucharest, Romania - *TEACHING ENGLISH MODAL VERBS TO ENGINEERING STUDENTS*

**Sorin TOMA**, Technical University of Civil Engineering Bucharest, Romania - *MAIN DIMENSIONS OF HERMENEUTICAL APPROACH TO TRANSLATION*

**Marina-Cristiana ROTARU**, Technical University of Civil Engineering Bucharest, Romania - *CHALLENGING BRITISHNESS: TRANSLATING CEREMONIAL TITLES*

**Raluca-Maria TOPALĂ**, Technical University of Civil Engineering Bucharest, Romania - *TRANSLATING METAPHORS IN DIPLOMATIC SPEECHES*

**Liliana RICINSCHI**, Technical University of Civil Engineering Bucharest, Romania - *ERRORS IN TRANSLATING PREPOSITIONAL PHRASES IN CIVIL ENGINEERING TEXTS*

**Oana AVORNICESEI**, Technical University of Civil Engineering Bucharest, Romania - *THE MORE THE MERRIER. ACCOMMODATING ALTERITY IN ONE'S OWN LANGUAGE. AN ARGUMENT FOR SOURCE LANGUAGE ORIENTED TRANSLATION*

**Marinela Doina NISTEA**, **Mihaela VRAJA**, Technical University of Civil Engineering Bucharest, Romania - *CHALLENGES IN TRANSLATING SPECIALISED TEXTS*

**Elena MAFTEI-GOLOPENȚIA**, Technical University of Civil Engineering Bucharest, Romania - *NOTE-TAKING IN CONSECUTIVE INTERPRETING*

**Chairpersons:**

**Felix NICOLAU**, Technical University of Civil Engineering Bucharest, Romania

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

**Otilia-Maria AIOANEI**, "Alexandru Ioan Cuza" University, Iași, Romania - *THE CHALLENGE OF TRANSLATING FRANCOPHONE MAGHREBIAN LITERATURE IN ROMANIAN - THE CASE OF ASSIA DJEBAR*

**Mihaela Șt. RĂDULESCU**, Technical University of Civil Engineering Bucharest, Romania - *FUNDAMENTAL VALUES OF FRENCH SPIRITUALITY*

**Wojciech KLEPUSZEWSKI**, Koszalin University of Technology, Poland - *SONG OF CONTRARIETY – ROBERT GRAVES'S LOVE POETRY*

**Paul-Cezar HÂRLĂOANU**, "Alexandru Ioan Cuza" University, Iași, Romania - *BROTHER OR LOVER? HOW DID "SEPTUAGINT" UNDERSTAND A HEBREW WORD?*

**Bogdan HRIB**, National School of Political Sciences and Public Administration, Bucharest, Romania – *"TRANSLATING" A BOOK COVER - ABOUT TRANSLATING TITLES AND CHOOSING PICTURES FOR THE COVERS OF TRANSLATING CRIME FICTION*

**Ioana Maria CUȘIN**, University of Bucharest, Romania – *THE INTERVIEW AS A TOOL FOR THE GERMAN LANGUAGE NEWSPAPER "ALLGEMEINE DEUTSCHE ZEITUNG FÜR RUMÄNIEN" AND ON RADIO ROMANIA INTERNATIONAL*

**Andreea CHIRIȚĂ**, "Lucian Blaga" University, Sibiu, Romania - *CHINA AND THE EVOLUTION OF ITS TRANSLATION THEORY DISCOURSE DURING THE LAST TWO CENTURIES: FROM TRANSLATING INTO CHINESE TO TRANSLATING FROM CHINESE*

**Cristina SCARLAT**, "Alexandru Ioan Cuza" University, Iași, Romania – *MIRCEA ELIADE AND THEATRE*

**Paula-Andreea ONOFREI**, "Alexandru Ioan Cuza" University, Iași, Romania - *THE BEAUTY OF TRANSLATING "SE ÎNTORC MORȚII ACASĂ" ("THE DEAD ARE COMING BACK HOME") BY CORNEL CONSTANTIN CIOMĂZGĂ*

**Monica MANOLACHI**, University of Bucharest, Romania - *ON TRANSLATING CARIBBEAN POETRY INTO ROMANIAN*

**Sorin GĂDEANU**, University of Vienna, Austria / "Spiru Haret" University, Bucharest, Romania - *LA BELLE ÉPOQUE: ON THE READING PATTERNS OF MULTILINGUAL WEST-ROMANIAN PUPILS IN THE PRE-INTERNET AGE*

**Felix NICOLAU**, Technical University of Civil Engineering Bucharest, Romania - *THE TENSE AND CHALLENGING RELATIONSHIP BETWEEN SIGNS AND SIGNALS IN TRANSLATION STUDIES*

**Adriana Cristina VULPE**, Technical University of Civil Engineering Bucharest, Romania - *FILM AND TELEVISION SERIES ADAPTATIONS OF CHARLES DICKENS' NOVEL "DAVID COPPERFIELD" AS A FORM OF CULTURAL TRANSLATION*

**Óscar RUIZ FERNÁNDEZ**, Technical University of Civil Engineering Bucharest, Romania - *TELEVISION AND THE SPAIN OF PROSPERITY (2003-2006). AN ANALYSIS*

**Anca-Margareta BUNEA**, Technical University of Civil Engineering Bucharest, Romania – *MIRON COSTIN'S "WORLD'S LIFE" - A BAROQUE TURN AGAINST THE END OF THE WORLD*

***Chairpersons:***

**Manuel MOREIRA DA SILVA**, School of Accounting and Administration of Porto, Portugal

**Cătălina RADU**, Technical University of Civil Engineering Bucharest, Romania

**Euphrosyne EFTHIMIADOU**, Hellenic Air Force Academy, Cholargos, Greece - *WHAT IS THE FUTURE FOR THE CORPUS AND THE COLLOCATIONS IN THE SPECIALIZED DICTIONARIES?*

**Mariana BARA**, European Institute of Romania / "Hyperion" University, Bucharest, Romania - *LEXICAL DOUBLETS IN TERMINOLOGY*

**Carmen ARDELEAN**, Technical University of Civil Engineering Bucharest, Romania - *ANGLOPHONE INFLUENCES ON THE ROMANIAN AESTHETIC DISCOURSE – TEN YEARS AFTER*

**Violeta NEGREA**, "Dimitrie Cantemir" Christian University Bucharest, Romania - *THE LINGUISTIC ASSET OF THE PROFESSIONAL LANGUAGE: A HISTORICAL APPROACH*

**Mihaela CIOBANU**, Romanian-American University, Bucharest, Romania - *INTERDISCIPLINARITY IN TOURISM TERMINOLOGY*

**Nicoleta Gabriela GHEORGHE**, University of Bucharest, Romania - *AUGMENTATIVES IN GERMAN CONTEMPORARY LANGUAGE AND THEIR TRANSLATABILITY INTO ROMANIAN: A CONTRASTIVE AND CORPUS-BASED ANALYSIS*

**Ana-Maria NEACȘU**, University of Bucharest, Romania - *TITLES OF THE GERMAN NATIONAL FOOTBALL TEAM IN FOREIGN COUNTRIES*

**Anna KIZIŃSKA**, University of Warsaw, Poland - *INCONGRUITY OF CIVIL LAW TERMS UNDER POLISH AND BRITISH LEGAL SYSTEMS - SUCCESSION LAW AND POWER OF ATTORNEY*

**Maria Cătălina RADU**, Technical University of Civil Engineering Bucharest, Romania – *SOFTWARE LOCALIZATION – FROM INFORMATION TECHNOLOGY TO TRANSLATION*

**Raluca GHENȚULESCU**, Technical University of Civil Engineering Bucharest, Romania - *PRECONDITIONS AND STRATEGIES FOR TEACHING THE MATHEMATICAL JARGON*

**Mălina GURGU, Marilena Doina NISTEA**, Technical University of Civil Engineering Bucharest, Romania - *BILINGUAL DICTIONARIES - HOW MUCH DO THEY REALLY HELP?*

**Tatjana RUSKO**, Vilnius Gediminas Technical University, Lithuania - *SOME ASPECTS OF TEACHING TERMINOLOGY*

# ABSTRACTS

## Plenary Session 1

**Manuel MOREIRA DA SILVA, School of Accounting and Administration of Porto, Portugal**

### **TRANSLATOR? LOCALIZER? TRANSCREATOR? NEEDS, TRENDS AND OPPORTUNITIES IN TODAY'S LOCALIZATION INDUSTRY**

In today's global village the cutting edge industry of translation and localization is rapidly changing its demand for highly skilled multifaceted professionals. This brings new challenges to the type of training offered in higher education institutions. At the same time, prospective translators or localizers now need to master new ways to prepare and present themselves to the market. In this presentation we will consider this dynamic reality and reflect on how an integrated localization teaching/learning environment may help to better prepare students and higher education institutions to cater to this demand. Finally, we will discuss the skills, environments and concepts we - teachers and students alike - are required to develop or master in order to meet such a fast-pace and technology-driven context.

**Keywords:** *localization, CAT tools, transcreation*

## Plenary Session 2

**Cristiana Nicola TEODORESCU, University of Craiova, Romania**

### **DIDACTICS OF TERMINOLOGY**

This paper presents a personal teaching experience stemming from the desire to find the best educational approach for the course *Terminologie juridique* (Legal Terminology). Over the years, our personal scientific and teaching experience has found some resistance from students, who do not appreciate terminology work so much: its "technical" and rigorous aspects, the "dull" work with sources represent major obstacles for them. The lack of interest in this course may have a possible explanation: the profession of terminologist does not exist in the official Romanian classification of professions.

In this context, our educational choice was directed initially towards the action-oriented approach which is part of a new cognitive and pedagogical model based on the communicative approach while rendering this approach more complex. We have chosen the communic'ational approach which represents the "maximalist version of the actional approach". In this case, "learning and task completion are simultaneous: it is through task completion that learning is acquired and it is through the completion of communicative activities that action is performed. Therefore, there is no more dichotomy between communication and action, but synergy, because communication is action" (P. Bagnoli et al, 2010: 7). This educational approach to legal terminology has led us to a dynamic learning which meets the normative objectives proposed by EMT.

**Keywords:** *legal terminology, communic'ational approach, actional perspective, task-based and project-based learning*

## ***Section 1: Translation and Conference Interpreting Studies***

**Anca GÂȚĂ**, "Dunărea de Jos" University, Galați, Romania

### **LEXICAL AND SEMANTIC TRANSFER AND CROSS-CULTURAL MEDIATION IN IN-FLIGHT MAGAZINES**

This study aims at showing that professional translators working for an important amount of time in the same translation field and completing similar tasks on a regular basis use translation strategies that are comparable from one translator to another, which allows indeed to speak about a science of translation. The solutions they provide especially in cases of lexical gaps and cultural differences are to be taken into account from the very first years of training translators. The choice of Air France inflight magazines is motivated by specific research interests in the framework of a larger study of this translational type and by the excellent quality of the translated texts available in these magazines.

**Keywords:** *adaptation, localization, indirect transfer, translation strategies, translation studies*

**Jun PAN**, Hong Kong Baptist University  
**Billy Tak Ming WONG**, Open University of Hong Kong

### **INVESTIGATING PRAGMATIC MARKERS IN INTERPRETED POLITICAL SPEECHES FROM CHINESE TO ENGLISH: A PRELIMINARY STUDY**

This study provides some preliminary attempts to fill the above void. Through a corpus-based approach to the use of pragmatic markers (PMs) by interpreters, the study compiles a parallel corpus of Chinese speeches delivered by political figures in Beijing, Hong Kong and Macau and their interpretations in English, as well as a reference corpus of English speeches delivered by political figures in the United States and United Kingdom. The study annotates the PMs in the source and interpreted speeches using the scheme of Fraser (1996), and compares them to investigate the differences, if any, in the use of PMs by the interpreters. Findings of the study will show interpreters' pragmatic strategies applied in B language interpretations. The study will shed light on the training of political and diplomatic interpreters, in particular that of Chinese interpreters working into English as a B language. It will also help examine the validity and effectiveness of the annotation scheme for a large-scale corpus-based study of PMs in interpreted political/diplomatic speeches.

**Keywords:** *pragmatic markers, political interpreting, parallel corpus, corpus-based study, B language*

**Nisara WANGRATANASOPON**, Chiang Mai University, Thailand

### **A STUDY OF TITLE FUNCTION IN WALT DISNEY THEATRICAL ANIMATED FILM TITLE TRANSLATION**

This paper discusses the Walt Disney theatrical animated film title translation from English to Thai with the main focus on functions of titles and phenomenon of translation. Six functions of titles, based on Skopos Theory and Christiane Nord's text function, including 1) Distinctive, 2) Meta-textual, 3) Phatic, 4) Referential, 5) Expressive, and 6) Appellative functions, were employed in the analysis. It is found that of all 49 Walt Disney theatrical animated film titles and their official Thai translation, Expressive and Appellative Functions were used the most. It is also found that, more often than not, the translated texts share the same function as the source texts but the former always contain more functions than the latter. Factors that encourage the use of each function or influence shift or addition of functions in the film title translation are also discussed such as audience-oriented approach, norm, commercial aspects, cultural awareness and contextual adaptation.

**Keywords:** *title function, text function, functional approach, film title translation, skopos*

**Anca TRIȘCĂ (IONESCU), "Dunărea de Jos", University, Galați, Romania**

### **THE HISTORICAL STUDY OF TECHNICAL TRANSLATION IN ROMANIA: THE FUTURE OF NAVAL ARCHITECTURE LANGUAGE IN TRANSLATION**

The present study tries to show and explain in some detail the quantitative and qualitative evolution of the bibliography on technical translation throughout history classifying the entries according to the publishing year and language. The underlying corpus is drawn on entries collected up to September 2014. A preliminary conclusion drawn from our study is that the concern for technical translation related to the naval architecture field only appears before the 2000s, when English became "lingua franca" for future naval architects. After the 2000's the curriculum of The Naval Architecture Faculty of the University of Galați contains mostly the English and Romanian textbooks, but no translation. Another example which underlines the lack of interest in the translation of the naval architecture texts is the absence of bilingual versions of naval architecture textbooks. Only the Naval Architecture Faculty of the University of Galați has issued a bilingual course in 2003.

**Keywords:** *naval architecture, historical perspective, curriculum*

**Nurgul SAPARKHOJAYEVA, Al-Farabi Kazakh national University, Almaty, Kazakhstan**

### **VOCABULARY OF THE INDIANS USED IN THE PENTALOGY ABOUT "LEATHERSTOCKING TALES" BY J. F. COOPER IN THE TRANSLATION INTO THE RUSSIAN LANGUAGE**

The paper is devoted to the problems of the vocabulary of the Indians used in the pentalogy about the *Leatherstocking Tales* by J. F. Cooper in the translation into the Russian Language. The object of the article is the vocabulary of the English Language and the subject is the vocabulary of the Indians in the pentalogy about the *Leatherstocking Tales* in the novels by J. F. Cooper. Language is a reflection of the culture of this or that nation or ethnos. The aim of the article is to define the differences of the using, meaning and translation of the vocabulary of the Indians into the Russian language.

**Key-words:** *the Indians, J. F. Cooper, The Leatherstocking Tales, exotism, realia*

**Raluca-Ioana COJOCARU, Freelance translator, Sweden**

### **THE SWEDISH TRANSLATION SYSTEM**

In the past year, Romanian translators and interpreters have faced a difficult situation due to a new law that would force them to join a national association and pay numerous taxes. This situation has given rise to many complaints among freelance translators and interpreters, and translation agencies alike. This is why we believe that it would be useful to take a look at the translation systems of other countries. The aim of this paper is to provide a short description of the Swedish translation system with an emphasis on the support provided by the government to freelancers. It also identifies the main stakeholders of the system, and the way they are interconnected with the aim of contributing to the economic growth of the country: the translator/interpreter, the immigrant, and the government. Finally, the paper is trying to draw attention to the general translation system as a small but important part of the mechanism that makes the Swedish society work.

**Keywords:** *translator, interpreter, Sweden, authorization, association*

**Ana DROBOT, Technical University of Civil Engineering Bucharest, Romania**

### **TEACHING ENGLISH MODAL VERBS TO ENGINEERING STUDENTS**

The paper will analyse situations when students in engineering need to use and understand properly the meaning of modal verbs in scientific research papers. Examples of the meanings of modal verbs will be given from the book *Strategic Planning for Water* by Hugh Howes. The functions identified by Adam Smith (1984) will serve as criteria for analyzing uses of modal verbs in Howes' book, namely: "1. Assessing probability or possibility related to the truth or definiteness of a thesis; 2. Recommending or expressing obligation or



necessity; 3. Evaluating; 4. Emphasizing comments; 5. Expressing ability; 6. Arguing for a point or action; 7. Expressing expected or unexpected outcomes." Problems arising from incorrect translation from Romanian into English and the other way round of the modals which can alter the meaning of the technical text will be considered.

**Keywords:** *ESP, ELT, ability, obligation, necessity*

**Melih KARAKUZU, Cristina NICOLAESCU, Erciyes Univesity, Kayseri, Turkey**

### **OVERCOMING THE MAJOR DIFFICULTIES IN TRANSLATING FIXED PHRASES FROM TURKISH TO ENGLISH AND VICE-VERSA**

Our paper dwells on the difficulties of translating fixed phrases, such as idioms, expressions and proverbs from Turkish to English and vice-versa, focusing on their cultural understanding by the interpreters as well as linguistic major differences. The translation errors in/from these languages may be humorous or confusing due to their literal/non-literal uses or misinterpretations and distortions of meaning. Starting from the basic idea that words depend on the context, we propose some ways of overcoming those difficulties, based on our translating and teaching practice. First of all, cultural information carried by fixed phrases should prevail in this case, on the condition that the multiple equivalents possible provided by various translators will not create a further confusion due to false synonymy or incomprehensible polysemy. Another major point of our analysis is indeterminacy or untranslatability. As the analytic philosopher Willard van Orman Quine argues (based on Kant's related deduction of categories), there are three indeterminacies of translation, with the conclusion that no unique interpretation of a word is possible and that there is more than one correct method of translating. With the fixed phrases we shall also look into the holophrastic nature of words and/or sub-sentential phrases. For the final part we shall raise the question of good/bad standards of translations along with pragmatic issues associated with them.

**Keywords:** *language, cultural difference, idioms, language philosophy, translation studies*

**Luminița Mihaela NEAGU, University of Bucharest, Romania**

### **THE THEORY OF RELEVANCE IN TRANSLATION**

This communication refers to translations seen from the more recent perspective of the pragmatic theory of relevance developed by Sperber & Wilson (1986/1995), which sets forth the operating principles of communication, as well as the relationship between cognition and communication. The theory aims at providing an explanation for both the manner in which communication functions, and for the process of interpreting the rendered messages by the recipient. Starting from the assumptions of the theory of relevance, Ernst Gutt (1989) approached translation as an act of secondary communication following the same rules. In his opinion, translators can only reap benefits from understanding and assimilating such norms. Thus, specific competences are gained, making it possible to envision and ensure the existence of the right conditions for an efficient communication, enabling translators to take the best decisions during the translation process. As such, the translations produced according to these terms may have a better quality level and a higher degree of adequacy depending on the nature, purpose (*skopos*) and audience (target reader) of the translated text. In particular, in the case of problematic source texts that do not observe the general norms of a coherent discourse, it is only possible to recover some of the information only contextually, from the implicit strata, with the help of a new instrument named the cognitive-inferential approach.

**Keywords:** *relevance theory, communication, translation, context, equivalence*

**Patricia ȘERBAC, University of Medicine and Pharmacy of Târgu-Mureș, Romania**

### **GOETHE'S "TRAVELLER'S SONG 1" – ANALYSIS OF THE ROMANIAN TRANSLATION VERSIONS**

The lyric poem *Wanderers Nachtlied 1* („Der du von dem Himmel bist ...”) (*Traveller's song 1*) was composed by Johann Wolfgang von Goethe in the year 1776. It describes the feelings of a traveller but is in the same time also a philosophical poem. The tired traveller is a symbol for a human being on the way of

life. The peace that he so much longs for may be death. The fact that the poem has aroused the interest of Romanian translators becomes obvious when seeing the several translation versions into Romanian language. These versions are different from one another, each one shows a part of the original and none has all the features of the original text. In this study I intend to analyse these versions of translation that is with reference to figures of speech, prosody, structure of rhymes and the solutions found by each one of the translators. This study is also a search for possibilities of the original language and of the target language. It also proves that the literary translation can have methods and means. Last but not least, the study has the ambition to establish rules for the translation of lyrics.

**Keywords:** *translation versions, figures of speech, metrics, equivalences, poetic message*

**Marina-Cristiana ROTARU, Technical University of Civil Engineering Bucharest, Romania**

### **CHALLENGING BRITISHNESS: TRANSLATING CEREMONIAL TITLES**

As a researcher with a keen interest in British topics, finding the Romanian equivalent for names of official or ceremonial positions in various British institutions, such as the Parliament or the Royal Household, has always been a challenge. Part of the difficulty stems from the peculiarities of the British way of life, shaped by history and tradition. For instance, how could one translate the title "The Black Rod", one of the official ceremonial positions in the British Parliament, from English into a different language while preserving the values and identity contained by the very name? Would *Batonul Negru* be an appropriate Romanian version? Translation techniques may help the translator find a suitable equivalent. But finding the right term for the original may not prove enough since in order to understand what this or that name really means one needs to take into account cultural awareness. Consequently, translation provides not only an equivalent in the mother tongue but helps boost awareness of other cultures, bridging worlds and fostering understanding.

**Keywords:** *translation strategies, cultural awareness, British civilization, ceremonial titles*

**Sorin TOMA, Technical University of Civil Engineering Bucharest, Romania**

### **MAIN DIMENSIONS OF HERMENEUTICAL APPROACH TO TRANSLATION**

The hermeneutical translation represents one of the most creative directions in the modern translational research. Insights from the hermeneutical philosophy of language go together with the results of the science of translatology, thus, becoming productive for the concrete act of translation. In recent years, the field of hermeneutical research has extended beyond the boundary of literary domain: the specialized translation, the process of oral translation, the audio-visual translation are more and more investigated from the hermeneutical viewpoint. The article examines the relationship of the translator as a person with the texts, regarding his understanding, his interpretation, his creativity etc. and offers, at the same time, a survey on this innovative conception about translation.

**Keywords:** *hermeneutical translation, understanding, interpretation, creativity, text placement.*

**Nazmi AGIL, Koç University, Istanbul, Turkey**

### **TRANSLATING SPACE: EKPHRASTIC CONCERNS**

Verbal arts sometimes aspire to the condition of visual arts. This is best exemplified in the genre of ekphrasis, where trying to render a literary description of a painting or a sculpture, the written text may tend toward some sort of concretization. At such times, the text ceases to be a transparent medium that shows the artefact behind, but itself begins to exist as an entity that rivals its model in tangibility. Therefore, the translation of ekphrastic texts requires particular attention to the spatial aspects they embody. In my presentation, I will try to delineate the importance of such attention in relation with works like *The Kermess* by W. Carlos Williams, *Şeker Ahmet Paşa* by İlhan Berk and especially *Ağlayan Kadınlar Lahdi (The Sarcophagus of Mourning Women)* by Enis Batur.

**Keywords:** *translation, space, dimension, ekphrasis, Enis Batur*

**Ana-Magdalena PETRARU, "Alexandru Ioan Cuza" University, Iași, Romania**

### **AN OVERVIEW OF TRANSLATION (STUDIES) METHODOLOGY IN ROMANIA**

This paper purports to account for the methodology required by translation and its discipline, namely Translation Studies in our country. For this purpose, we will have in view works published by translation theorists and practitioners from the communist period when the first considerations on translation (studies) started to enjoy book length treatment due to Leon Levițchi's *Îndrumar pentru traducătorii din limba engleză în limba română* (1975) or the proceedings of the First Colloquium on Literature and Translation (1981), to present day. Thus, as far as the post-communist period is concerned, we will discuss Translation (Studies) considerations on methodology as tackled by Tudor Ionescu (2003), Ioana Adriana Bălăcescu (2008) or Rodica Dimitriu (2002) in their works. Our purpose is to distinguish original elements of the Romanian Translation Studies discourse on methodology during communism and post-communism and see whether the totalitarian regime and its instruments (ideology, censorship) had any say in the works published during the former period.

**Keywords:** *translation studies discourse, translation methodology, communist and post-communist Romania, Romanian translation (studies), ideology*

**Bashar IBRAHIM ALHADLA, University of Belgrade, Serbia**

### **LEO STRAUSS'S INTERPRETATION OF THE POETS IN PLATO'S "REPUBLIC"**

Esotericism is an ancient way of writing that is reserved to those who chose to hide certain truths between the lines. It was first invented by Plato, and recently rediscovered by Leo Strauss. In reading the medieval translations of the Greek antiquities, Strauss found that those translators had very well understood the classical texts and managed to uncover the hidden fruits. Following the idea to its roots, he found in Plato's *Republic* that some conversations transcend from the highest themes to the lowest ones. One of these transcendences is the subject of poetry. What characterizes poetry there is that it is presented incoherently. Hence, to solve the problem, he developed a theory of interpretation that depends on contradictions. The theory argued that, in an attempt to conceal the intended meaning, the author may resort to contradict himself in presenting the issue he tackles. "He would make that statement in the quiet, unspectacular and somewhat boring manner which would seem to be but natural; he would use many technical terms, give many quotations and attach undue importance to insignificant details". But, by reaching the core of the subject, "he would write three or four sentences in that terse and lively style which is apt to arrest the attention of young men who love to think." In this way, the reasonable interpreter would for the first time catch a glimpse of the forbidden fruit. And by reading the book for the second/third time, he would detect in the very arrangement of the quotations from the authoritative books significant additions to those few terse statements which occur in the center of the rather short first part. Therefore, this paper demonstrates the way Strauss rediscovered the ancient way of writing, and the way he interpreted the example of presenting the poets in Plato's *Republic*.

**Keywords:** *Leo Strauss, Plato, esotericism, exotericism, interpretation*

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

### **TRANSLATING METAPHORS IN DIPLOMATIC SPEECHES**

This paper aims at analysing the recurring metaphors in diplomatic speeches, as well as the challenges in translating these metaphors, with a focus on the comparison between British and American speeches. The theoretical basis for the research consists in the work of George Lakoff and Paul Chilton and, respectively, Jonathan Charteris-Black on the one hand, and Peter Newmark and Mona Baker on the other hand. Apart from the main metaphors identified in the diplomatic language - the „state is a person” metaphor, journey metaphors, building metaphors - the case of nested, or mixed metaphors is discussed. Another point of interest is the frequency of conventional and novel metaphors in the diplomatic language. In order to have an objective and adequate comparison, the corpus consists in British and American speeches held in a similar period of time, on the same topic.

**Keywords:** *metaphors, translation, translation strategies, nested metaphors, novel metaphors*

**Liliana RICINSCHI, Technical University of Civil Engineering Bucharest, Romania**

### **ERRORS IN TRANSLATING PREPOSITIONAL PHRASES IN CIVIL ENGINEERING TEXTS**

Grammatical errors in translation fall, generally, in a category that Hatim and Mason call "breaches of the target-language system" (1997), which means failure to comply with the grammatical rules of the target language. This being said, although they do not have a deep impact over the meaning of the target text, they may hinder the understanding, and may deprive the target text of the naturalness that so many authors, from Duff to Newmark and Lederer, prize. Prepositional phrases are a particular sub-category of grammatical errors, more frequent in translations from Romanian into English, but not entirely absent in translations from English into Romanian.

**Keywords:** *prepositional phrases, error, morphology, linguistic transfer, competence*

**Oana AVORNICESEI, Technical University of Civil Engineering Bucharest, Romania**

### **THE MORE THE MERRIER. ACCOMMODATING ALTERITY IN ONE'S OWN LANGUAGE. AN ARGUMENT FOR SOURCE LANGUAGE ORIENTED TRANSLATION**

The aim of this paper is to integrate the techniques of translation into what it calls a spirit of translation, which is a wider perspective integrating language, meaning, culture, beliefs, i.e. identity. In the context of the European Union, where so many different alterities have come to live together under the same roof, an elementary assumption for communication is acceptance, understanding, openness and willingness to lend an ear to what the other has to say, and how they communicate it. Aspects arise when it comes to taking into one's own language what has already been articulated in another's. This paper argues that a way to tackle those aspects is in the spirit of linguistic hospitality (Paul Ricoeur) as a feature of a translation spirit integrating and accommodating every alterity. For instance one way to accomplish that, i.e. one way to give the spirit of translation shape in reality, is to opt for translation strategies and techniques which are more source language oriented rather than target language oriented.

**Keywords:** *source language, target language, cross language translation, a spirit of translation, techniques of translation*

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

### **NOTE-TAKING IN CONSECUTIVE INTERPRETING**

The aim of this paper is to analyse the way in which note-taking in consecutive interpreting influences the rendition of the message from the Source Language (SL) into the Target Language (TL) having in mind that it takes more than knowing the consecutive note-taking principles to be a good consecutive interpreter. We will insist on the rendition of important elements such as: figures, proper nouns, enumerations, specialised vocabulary, abbreviations, links, etc. We will analyze them using a body of work which consists of several speeches interpreted by students from French into Romanian during consecutive interpreting classes. Our analysis will focus on the importance of the note-taking stage in the way in which the message is understood and conveyed by the interpreter.

**Keywords:** *note-taking, note-taking principles, consecutive interpreting, interpreters*

**Marinela NISTEA, Mihaela VRAJA, Technical University of Civil Engineering Bucharest, Romania**

### **CHALLENGES IN TRANSLATING SPECIALISED TEXTS**

Translating is a complex profession, an art of linguistic mediation which doesn't reduce itself only to knowing a foreign language and to the clever usage of a dictionary, but it presupposes a continuous lifelong interdisciplinary training. Therefore, no matter the nature of the texts, a good translator must first of all have an intimate relationship with the maternal language, he/she must know the subtleties of the target language, be aware of all the linguistic novelties and prove himself/herself capable of flawless wording. At last, the translator must be aware that the repeated translations of the same text don't discredit an author not in the least; on the contrary, they lead to improvements of the text, so that they must be considered landmarks that make a text evolve by comparison with the previous versions. So, criteria such as additional

research, mastering a specialized terminology, the accuracy of the text, the equivalence, etc. are nothing else but a starting point for a precise translation.

**Keywords:** *Romanian, translation, equivalence, difficulties, ambiguities*

## ***Section 2: Literary and Intercultural Studies***

**Otilia-Maria AIOANEI, "Alexandru Ioan Cuza" University, Iași, Romania**

### **THE CHALLENGE OF TRANSLATING FRANCOPHONE MAGHREBIAN LITERATURE IN ROMANIAN - THE CASE OF ASSIA DJEBAR**

The francophone literature represents, in its essence, a translation of the cultural and social background of the former French colonies. Given the rich and diverse cultural and literary traditions of French-speaking countries and regions from all over the world, as well as the growing importance and interest in Francophone cultures and studies, the question of translating francophone texts is a very complex one. The present article aims to present a short study of the translation into Romanian of the Maghrebian francophone literature in general and of Assia Djebbar in particular who has a special place in the francophone literature, being called *La grande dame de Maghreb (The Great Lady of Maghreb)*. Her literary works is vast and contains short stories, poetry, theatre and novels.

Having in regard that one of the most important problems of Maghrebian writers was the choice of writing in "the language of the Other" (the former coloniser), considering that in French they will never be capable of describing the Maghrebian imaginary in an accurate manner, translating francophone texts in a foreign language arises many questions, such as: is it possible for a monolingual reader (consequently a monocultural individual) to understand the hybrid message of multicultural texts, such as the Maghrebian ones? Is it necessary to be at least bilingual in order to understand the Francophone literature?

**Keywords:** *translation, francophone literature, Maghrebian imaginary, cultural transfer, hybridity*

**Mihaela Șt. RĂDULESCU, Technical University of Civil Engineering Bucharest, Romania**

### **FUNDAMENTAL VALUES OF FRENCH SPIRITUALITY**

This paper presents specific aspects of the French mentalities, as well as characteristics of the values of the French culture, language and spirit in their uniqueness and essentiality for the spirituality of mankind. Also a certain evolution of the mentalities is presented, which shows that some of them have fallen into oblivion while others are in the making. At the same time, the paper presents the strong positive influence of the French spirituality on the universal culture and civilization.

**Keywords:** *mentalities, culture, language, French spirit, cultural influence*

**Wojciech KLEPUSZEWSKI, Koszalin University of Technology, Poland**

### **SONG OF CONTRARIETY – ROBERT GRAVES'S LOVE POETRY**

Robert Graves's poetry has been discussed in many critical works, not only by literary scholars, but also by his friends, often distinguished literati. What some of these works seem to confirm is that one of the common denominators of Graves's poetry, be it his war poems or poems about love, is a tendency to juxtapose opposing elements. Mehoke uses the Dionysian versus Apollonian reference, Kirkham talks about a 'blend of romantic and realistic impulses'. However, no one could possibly pinpoint the core of Robert Graves's poetry better than Graves himself by naming one of his poems Song of Contrariety. The aim of this article is to examine Graves's love poetry through the prism of dichotomies inherent in many of his poems.

**Keywords:** *Robert, Graves, poetry, love, dichotomies*

**Paul-Cezar HÂRLĂOANU, "Alexandru Ioan Cuza" University, Iași, Romania**

### **BROTHER OR LOVER? HOW DID "SEPTUAGINT" UNDERSTAND A HEBREW WORD?**

The paper refers to the Hebrew word *dodi* used in the *Song of Songs*. It is interesting that this word is not used in other books of the Bible except for only a few times. *Dodi* usually means "friend" or "lover". It derives from the Hebrew *dod*, a word which can also mean "uncle". But it is never understood as "brother". The Septuagint, the Greek translation of the Hebrew Bible, uses for *dodi* the Greek *adeilphidos* which can be understood as "brother". It is quite a change of view in this Biblical book. Because *Song of Solomon* speaks about a powerful love, it will be quite difficult to understand how someone can love her brother with such a powerful passion. In front of this reality, the Church Fathers tried to interpret the text in a different manner. Anyway, this change of meaning it is interesting and also extremely provoking.

**Keywords:** *Song of Songs, lover, brother, exegesis, Septuagint*

**Bogdan HRIB, "I.L. Caragiale" National University of Theatre and Film, Bucharest, Romania**

### **"TRANSLATING" A BOOK COVER - ABOUT TRANSLATING TITLES AND CHOOSING PICTURES FOR THE COVERS OF TRANSLATING CRIME FICTION**

Nowadays, crime fiction rules the bestsellers lists all around the world and the Nordic Noir – Crime authors from Sweden, Norway, Denmark, Finland or even Iceland are translated into over 30 languages. But how can a local publisher choose to translate a title? What about choosing a political correct picture for each national culture in order not only to be correct, but also to hit the best seller list with a good and attractive title/ picture? Among the case studies we deal with, we can name Ian Rankin, Stieg Larsson, Yrsa Sigurdardottir, Quentin Bates, Peter James and more.

**Keywords:** *book covers, translation, title, picture, brand*

**Ioana Maria CUȘIN, University of Bucharest, Romania**

### **THE INTERVIEW AS A TOOL FOR THE GERMAN LANGUAGE NEWSPAPER "ALLGEMEINE DEUTSCHE ZEITUNG FÜR RUMÄNIEN" AND ON RADIO ROMANIA INTERNATIONAL**

During the communist period the interview as a journalistic tool was rarely used in newspapers. The published interviews were, in most cases, written on demand. After the revolution, the role of the interview became significant. Switching from the old *Neuer Weg* (NW) newspaper to the new *Allgemeine Deutsche Zeitung für Rumänien* (ADZ) had a great influence in this change. The evolution of the interview will also be followed in the radio media on the Radio Romania International radio station – German department. My paper will identify and analyse the types of interview found in newspapers and radio media and underline the differences and similarities between the two approaches. I will also follow the written and oral aspects of the German media language in Romania.

**Keywords:** *interview, German newspaper Allegemeine Deutsche Zeitung für Rumänien, Radio Romania International*

**Andreea CHIRIȚĂ, "Lucian Blaga" University, Sibiu, Romania**

### **CHINA AND THE EVOLUTION OF ITS TRANSLATION THEORY DISCOURSE DURING THE LAST 2 CENTURIES: FROM TRANSLATING INTO CHINESE TO TRANSLATING FROM CHINESE**

At the beginning of the XX<sup>th</sup> century, China started establishing its translation discourse, having as unique and direct purpose that of "saving the nation"-救国 and "strengthening the state"强国 through translation from Western languages into Chinese. Nowadays, a New China, already "saved" and "strengthened" by the import of Western theories and ideologies, needs to make herself understood to the world and "go global"走向世界. And she does so through a very well established program of cultural translation into Western languages, meant to emphasize China's (cultural) force and potential on the global scene. Following its economic development, making the world discover and enjoy China's literary and ideological "uniqueness" has become a national policy in its own right. This paper examines diachronically the discourse on

translation from both eras, their historical development up to the complete ideological switch in the present. It argues that the new translation discourse is both a discourse on power and "face" 面子, as it is a discourse on genuine cultural dialogue with the West. This is a paradox that emerges very often anytime China relates herself culturally to the West.

**Keywords:** *Chinese translation studies, cultural translation, going global, cultural specificity, power as translation*

**Óscar RUIZ FERNÁNDEZ, Technical University of Civil Engineering Bucharest, Romania**

### **TELEVISION AND THE SPAIN OF PROSPERITY (2003-2006). AN ANALYSIS**

During the years 2003-2007, Spain, under the government of José Luis Rodríguez Zapatero, reaches the highest economical position in recent history. Spanish society became very prosperous, with the creation of new social classes and groups of new rich people. However, it was just a mirage, a phantom. Since 2008, with the worst economic crisis since the Spanish Civil War (1936-1939), things had become very different. The political system of 1978, the economy, and the society were changing dramatically. An unemployment rate of 25%, the emigration of young people in pursuit of a new and better life and the doubting of every single certainty about the country had transformed Spain. The television shows of these golden years before 2008 were also the image of that Golden Spain. This paper is an analysis of how the media showed that lost Spain.

**Keywords:** *television, Spain, society, economy, politics*

**Paula-Andreea ONOFREI, "Alexandru Ioan Cuza" University, Iași, Romania**

### **THE BEAUTY OF TRANSLATING "SE ÎNTORC MORȚII ACASĂ" ("THE DEAD ARE COMING BACK HOME") BY CORNEL CONSTANTIN CIOMÂZGĂ**

The process of translation of the book *Se întorc morții acasă* (*The Dead are Coming Back Home*) by Cornel Constantin Ciomâzică definitely has a special intellectual flavour, for this is by far one of the best books about spiritual development and total rejuvenation of the soul, in search for light, after half of existence of terror and oppression for the people who surrounded the main character, Petre who was a veritable "dictator of the prison" where scholars were held and tortured. Being a transfigured Romanian reality, this work encapsulates a bouquet of beliefs, ideas, arguments, being the living proof of the author's soul, solid interdisciplinary general knowledge, hard work, refined linguistic skills and passion for life, because the belief in the human being's ability to find the Truth after darkness is the strong theme of this masterpiece.

**Keywords:** *religion, Christian Orthodox, the Romanian "legionary", spiritual growth, turning points in life*

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

### **LA BELLE ÉPOQUE: ON THE READING PATTERNS OF MULTILINGUAL WEST-ROMANIAN PUPILS IN THE PRE-INTERNET AGE**

This study employs historical data regarding the reading patterns of pupils aged 10-18, collected in the 1990's, in Pre-Internet West-Romanian multilingual secondary schools. It illustrates the morphology of reading in Pre-Internet pupils by combining the data regarding their recommended versus free reading with their language choices in reading. The paper also points out the influence these factors have on the topic choices and the reading patterns of the pupils. Showing the influence of school requirements on the reading portfolios and comparing it to the curricula of the schools, the paper describes the high level of influence teachers used to have on Pre-Internet pupils' reading.

**Keywords:** *sociology of reading, reading proficiency, literacy, language acquisition, language choice*

**Felix NICOLAU, Technical University of Civil Engineering Bucharest, Romania**

### **THE TENSE AND CHALLENGING RELATIONSHIP BETWEEN SIGNS AND SIGNALS IN TRANSLATION STUDIES**

Translation Studies has crossed a tumultuous interval of theorization. But has it passed the linguistic limits instituted by a semiotician like Umberto Eco? Wouldn't be the time to access more courageously the intersemiotic interregnum with its heterogeneous transfer of signs? As it happens in advertising, concrete poetry, tattoos, and stage or filmed version of famous texts? If we have gradually accepted that in the postcolonial and cross-cultural epoch what matters is not consensus, but negotiation and understanding, if we assimilated the postmodern lesson about Grand Narratives (J.-F. Lyotard) and the subjectivity of recorded history, then we have to question ourselves about the role of translation and translators in a post-industrial society which blends globalized edutainment and corporatist efficiency, prejudice, reverse colonialism and anti-establishment movements. What type of equivalence are we supposed to choose in order to persuade today? The ekphrastic approach of translations may be better tuned to our gadgetized and image-informed epoch.

**Keywords:** *edutainment, ekphrasis, generations, intersemiosis, imagetext*

**Adriana Cristina VULPE, Technical University of Civil Engineering Bucharest, Romania**

### **FILM AND TELEVISION SERIES ADAPTATIONS OF CHARLES DICKENS' NOVEL "DAVID COPPERFIELD" AS A FORM OF CULTURAL TRANSLATION**

This paper is a search for the meanings and understandings of the various cultural typologies that can be discerned in several adaptations of the same novel, in this case *David Copperfield*, by Charles Dickens. It offers a very brief survey of the most popular discourses about adaptation, developing an original perspective on adaptations as a form of cultural translation, which "means, in its broadest sense, cross-cultural understanding" (Rosman 2003). As early as the functionalist anthropological paradigm, followed by the structuralist and the postmodern one, the notion of cultural understanding was seen as a form of translation. The term *traduttore traditore*, that is "The translator is a traitor", supported by Clifford brings in "the reality of what is missed and what is distorted in the very act of understanding, appreciating and describing another culture" (Clifford 1997). Viewing adaptation as a form of translation of a far more complex nature than that of the literary translation, this paper will analyze not only the historical and cultural context of the adaptations proposed, but also the problems associated with adapting and receiving the final product. The corpus consists in one British adaptation (1999, BBC), representative for the heritage films, three American adaptations very distant in time (the famous MGM production of 1935, directed by George Cukor and produced by David O. Selznick).

**Keywords:** *cultural translation, adaptation, context, anthropology, domestication*

**Cristina SCARLAT<sup>1</sup>, "Alexandru Ioan Cuza" University, Iași, Romania**

### **MIRCEA ELIADE AND THEATRE**

Mircea Eliade, reputed historian of religions known worldwide, also wrote novels and novellas. However, his fantastic literature drawing on good quality myth is less known, not to mention his theatre and especially his writings on teatrology. In his literature, be it novel, novella or plays – he approaches aspects regarding Theatre via his characters, in a theoretical manner. In essays and talks, he deals with the same aspects directly: time in theatre, the problematic of the theatre character, the relation of modern man with concrete historical time and its discontents, and the soteriological function of performance. In this study, we will tackle some of Eliade's ideas, as developed in his literary texts and expressed by his characters, most of them his alter ego.

**Keywords:** *Eliade, teatrologist, novella, novel, performance*

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**Monica MANOLACHI, University of Bucharest, Romania**

### **ON TRANSLATING CARIBBEAN POETRY INTO ROMANIAN**

Caribbean culture and language is a hybrid, multilingual construct, which produced a great amount of literature in several languages, English included, over the twentieth century. The Caribbean literary text written in English is a combination of Standard English, linguistic organic novelty based on interracial and interethnic syncretism and cultural intertext, determined by the colonial and the postcolonial condition. To translate poetry written in English by contemporary poets originating in the Caribbean involves dealing with forms of what theorists know as "dynamic equivalence" or "functional equivalence" (Eugene A. Nida), according to which the reception of the translated text should be similar to the reception of the original text. However, although such similitude is possible and this principle is usually applicable when Caribbean poetry in English is rendered into Romanian, it sometimes presupposes detours and unusual solutions, because the principle of the "dynamic equivalence" tends to rule out otherness. The Creole language, cultural references, the "local colour" and a specific history rather unknown in Eastern Europe may be received as exotic by a foreign reader, whereas the poetic text originally aimed at an audience who experienced the reality expressed in the text directly. Yet, in contrast with scientific or technical writings, poetic language plays different roles. Readers of translated poetry may have other cultural backgrounds, aesthetic values and personal experiences than both the audience of the original poetic text and of other types of texts. They follow what Edouard Glissant called the "poetics of relation", which means that "each and every identity is extended through a relationship with the Other". This essay discusses a range of translation techniques that can be used in translating Caribbean poetry from English into Romanian. It provides examples for each technique, by drawing on writings by contemporary poets originating in Caribbean countries.

**Keywords:** *Caribbean poetry, literary translation, Creole English, cultural hybridity*

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

### **MIRON COSTIN'S "WORLD'S LIFE" - A BAROQUE TURN AGAINST THE END OF THE WORLD**

Both translations and literary works are usually written in conformity with "the school" that trained the translator or the author. Consequently, the topic of "synchrony and diachrony in translation, interpretation and terminology" can be expanded to literary works too. If we think about S.T. Coleridge and W. Wordsworth, we automatically refer to "Lake Poets", but going back two hundred years, there was another cultural trend that represented the landmark of that time: the Jesuit education. Miron Costin studied at the College of Bar where he came into contact with the artistic values of baroque, Latin classicism and the filter of church and feudality's interests.

The main theme of Costin's poem is death. This theme appears since *Harper's Songs* and King Solomon's *Book of Wisdom* from Egyptian and Hebrew literature, going to Horace's *To Posthumus* and to Fr. Villon's *Ballad of the Ladies of Bygone Times* to Jean de Sponde's *Stances de la mort*.

The theme of death envisages Miron Costin's obvious relations with the previous reifications which were easily noticed within the continuity of tonality marvelously converted in the lamentation of human being in front of death.

**Keywords:** *dissatisfaction nothingness, time, vagary, death*

## ***Section 3: Terminology and Lexical Studies***

**Euphrosyne EFTHIMIADOU, Hellenic Air Force Academy, Cholargos, Greece**

### **WHAT IS THE FUTURE FOR THE CORPUS AND THE COLLOCATIONS IN THE SPECIALIZED DICTIONARIES?**

Since its birth, the dictionary reflects the ideology of its time and its authors. The interest in the creation of a specialised dictionary such as the reference dictionary for French business (DAFA) is to make better use of the language of the business world in situations of real communication. Each article is a description of a true semantic field with the aid of families of related words to their equivalent combinatorial possibilities. More specifically, the examples inspired by authentic texts illustrate the concrete use of words and collocations. To locate the meaning of a collocation, the user must search among the categories of combinations and go toward the search for synonyms and antonyms to achieve by following the constructions of sentences and integrate them in situations of genuine communication. On the other hand, the singularity of a dictionary of business is focused on the opportunity to promote the access to professional communication while allowing professionals to create real contacts either in oral communication or in written communication with the aim to demonstrate professional know-how. That is why, the creation of a specialized multilingual dictionary should propose dynamic complexes intended for the didacticisation to satisfy the requirements of users in understanding but also in discursive autonomy.

**Keywords:** *collocations, words combinations, variation in meaning, dynamic set, professional know-how*

**Mariana BARA, European Institute of Romania / "Hyperion" University, Bucharest, Romania**

### **LEXICAL DOUBLETS IN TERMINOLOGY**

Uniformity and consistency of the terminology used in the translation of EU legislation and case law require, as a first step, to consult the official bases, multilingual databases that provides, in principle, standardized terminology in various fields. Translating texts published by the European Union institutions must observe the official names of agencies, institutions, bodies, services etc. These databases are: Eur-Lex, IATE, plus the website of the European Institute of Romania, [www.ier.ro](http://www.ier.ro), with a special section dedicated to terminology. Multilingual translations open the perspective to the necessity of legal, official terminology in the source languages to be faithfully and accurately transposed in target language terminology, which is a terminology agreed and used by specialists in Romanian. However, a problem of terminology that I met, in my work as a terminologist, in the process of translating EU documents into Romanian, is the existence of lexical doublets in Romanian (synonymous with different etymology, usually French and English), which generates terminological doublets (simple or complex nominal groups). One of doublets analyzed is rom. adjuvant *tehnologic* / *auxiliar tehnologic*, both meaning "processing aid". When used in the plural form, both terms are referring to a class of substances. Their use is validated by occurrences in dozens of documents (legal orders and regulations) published in *Monitorul Oficial* (the *Official Gazette* of Romania). Issuers of these documents are authorities in different areas (chemistry, public health, food industry and food safety, cosmetology, agriculture). Studying various lexical doublets in terminology is a part of a wider research that can shed light on the causes of this situation, the evolution of such doublets in time, and possible solutions of standardization.

**Keywords:** *consistency, contemporary Romanian, synonymy, source languages, terminology databases*

**Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania**

### **ANGLOPHONE INFLUENCES ON THE ROMANIAN AESTHETIC DISCOURSE – TEN YEARS AFTER**

An important part of my youth years' research was dedicated to the anglophone influences on the Romanian aesthetic discourse which was also the subject of my PhD thesis. Ten years after or so, this presentation focuses on a comparison between the state of things at that time and the way in which the artistic and aesthetic discourse has evolved in Romania since then.

**Keywords:** *terminology, adaptaion, aesthetic discourse, fine arts, comparison*

**Anna KIZIŃSKA, University of Warsaw, Poland**

### **INCONGRUITY OF CIVIL LAW TERMS UNDER POLISH AND BRITISH LEGAL SYSTEMS - SUCCESSION LAW AND POWER OF ATTORNEY**

The present paper presents Polish and British incongruent terms referring to civil law (succession law and power of attorney) and constitutes an attempt to assess the adequacy of the English equivalents of the analysed Polish terms. The equivalents in question appear in the Polish Civil Code translations into English and/or in bilingual Polish-English dictionaries. The definitions of the Polish civil law terms are presented beginning with the definitions of a term and equivalence. In the process of assessing the adequacy of their equivalents, the appearance of equivalents in the sources of British law has been checked, and the legal definitions of equivalents have been presented. Furthermore, the translation methods applied while forming the equivalents have been determined. It should be emphasized that in the present paper new functional equivalents (not published in bilingual dictionaries or Polish Civil Code translations into English to date) for Polish incongruent terms are proposed. Nonetheless it was concluded that the occurrence of system-bound terms as well as the phenomenon of the incongruity of terms make the process of translation extremely challenging and it is difficult to find the only most adequate equivalent.

**Keywords:** *equivalence, terminological incongruity, term, translation methods, civil law*

**Violeta NEGREA, "Dimitrie Cantemir" Christian University Bucharest, Romania**

### **THE LINGUISTIC ASSET OF THE PROFESSIONAL LANGUAGE: A HISTORICAL APPROACH**

The development of specific linguistic competences of the students in economics targets their successful professional abilities through the power of their competent expression. Our purpose is to point out that the historical awareness of the professional language is not only wisdom, an art of living, but also an instrument to make business more effective. The article encompasses the study of specific vocabulary origins and the analysis of its acquisition and implementation in the current use. It also makes reference to the boundary between the language internal technical data and its actual structure through extra-linguistic picture which refer back to a social and economic general context. The account starts from the Greek and Latin roots in Old English, goes on to the linguistic and cultural sources put to work by the extension of the British colonial Empire, followed by the Industrial revolution accomplishment and by the modern day process of new specific vocabulary development and standardization. The vocabulary samples given and analyzed reveal the contribution of cultural content to the accuracy, correctness and richness of business English acquisition making the business card of the professional effectiveness.

**Keywords:** *professional language, linguistic asset, business English Franca, language standardization, cultural content of business English*

**Mihaela CIOBANU, Romanian-American University, Bucharest, Romania**

### **INTERDISCIPLINARITY IN TOURISM TERMINOLOGY?**

Interdisciplinarity is a current tendency which manifests itself at technical and scientific levels. It involves the collaboration or interrelation between several fields that belong to the same scientific area. It is also apparent as a reality present to different degrees at the level of recent subject matters or those which enjoy a large social interest, as is tourism nowadays. This analysis takes into consideration the linguistic elements, as well as the extralinguistic aspects which reflect at the terminological level. Interdisciplinarity is a scientific feature that also comprises tourism terminology. Tourism terminology is heterogeneous and comprises elements from different fields (economics, geography, history, law, sociology, anthropology, psychology, sports, etc.). It transfers and makes its own the concepts it uses in order to define its object of study. This form of interdisciplinarity manifests itself under the following circumstances: as a natural tendency to integrate knowledge from other fields of study into the subject matter under discussion; this is seen as a consequence (at the terminological level) deriving from the need to introduce new concepts that were not operating at the previous levels of the scientific evolution; on the other hand, it is seen as an artificial tendency, the result of specialist research conducted in order to discover or to build up new concepts that should mark a revolutionary perspective within the reference field.

**Keywords:** *interdisciplinarity, tourism terminology, lexicographic definitions, specialized vocabulary*

**Tatjana RUSKO, Vilnius Gediminas Technical University, Lithuania**

### **SOME ASPECTS OF TEACHING TERMINOLOGY**

Intensive development of computer technologies enables to consider terminological lexis from different points of view: morphological, word-building and semantic. Computing terminology is an example of young terminology: being formed in the middle of the XX century it is still in the process of active development. The dynamic character of computing terminology makes it suitable for the study of means of linguistic nomination. Keeping in mind that terminology is a subsystem of the general lexical-semantic system of a language, it contains all structural word types, all means of nomination and all semantic processes that are characteristic of the lexis in general. Specific character of any terminology manifests itself in different realization of the above processes depending on the type of science and technology, history of its development and typology of a national language. Particular characteristics of computing terminology are determined by these factors as well. Understanding computing terms structural and semantic specific features, system character of computing terminology seems important for the practice of English language teaching, ensures better comprehension and mastering of the terms, improves the efficiency of academic performance.

**Keywords:** *computing terminology, word-formation, structural model, lexical-semantic category, ways of terms formation*

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### **THE BENEFITS OF TERMINOLOGY MANAGEMENT**

The consistent use of terminology and a solid terminology management are primary conditions for maintaining consistency and quality in translation. CAT tools provide invaluable support when it comes to managing the terminology by using built-in features of the respective tools or creating so-called termbases. The purpose of this article is to explain the meaning of professional terminology management in the context of technical and specialized translation as well as to present the main benefits derived from using CAT Tools for terminology management.

**Keywords:** *terminology management, CAT tools, termbase, consistency, quality*

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### **AUGMENTATIVES IN GERMAN CONTEMPORARY LANGUAGE AND THEIR TRANSLATABILITY INTO ROMANIAN: A CONTRASTIVE AND CORPUS-BASED ANALYSIS**

German augmentatives are very diverse and complex and word formation representing the act, the result and the process of augmentation occurs very often in the youth language, the media and advertising as well as in literature. But there are also cases of augmentation in the special or technical language. They don't convey only the attitude of the speaker towards the given facts, but are usually employed to express definitions whereas the prefixes can be classified as native or borrowed. The tendency to expand the semantic domain of individual compound constituents leads to the term „affixoid“. Augmentatives are nouns or adjectival groups in which a lexeme that exists as such in the language is amplified/intensified in its meaning by a prefix/prefixoid. With augmentation the denotative meaning remains the same, only the connotative one is changed. Augmentation can have an intensifying or a negative effect. A scientific analysis of this phenomenon addresses the linguistic predefinition of the semantic nature of the prefixes/prefixoids, the difficult and controversial designation of the constituents and the question of origin: native vs. borrowed prefixes. The augmentative formation remains despite these problems one of the most productive sources of enrichment of the German contemporary vocabulary.

**Keywords:** *translatability, amplification, words, current German, Romanian*

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### **LABELS OF THE GERMAN NATIONAL FOOTBALL TEAM IN FOREIGN COUNTRIES. A PERSPECTIVE UPON THE TWEETS DURING THE SEMIFINAL BETWEEN GERMANY AND BRASIL AT THE WORLD CUP 2014**

Before or after any football match of any national football team, we read uncountable articles or Facebook posts about the game. We have accustomed ourselves in Romania to call our players "*tricolorii*". The French present their team with the name "*Les Bleus*", the Brits with the "Three Lions". Every country has its own characteristics in order to name their national football team. But how does one come to use a certain name in a foreign land that is a rather important question. Does one inspire themselves from the national presentation of the team or from certain stereotypes? We will try to answer this question by studying the names awarded to the German national football team by people in the USA and the Netherlands.

**Keywords:** *football, Twitter, Germany, World Cup*

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### **LANGUAGE TEST DEVELOPMENT**

The necessity to provide quality, coherence and transparency in language skill assessment during tests and exams implies the implementation and development of modern evaluation strategies, meant to acknowledge the actual level of language learners and to anticipate their needs in the changing environment of the job market. The European initiatives to promote multilingual and intercultural education and the curriculum requirements of many universities that have signed an agreement with the Technical University of Civil Engineering of Bucharest present new challenges for teachers to elaborate language tests designed not only to assess the students' level, but also to raise their awareness regarding their strengths, weaknesses and potential. As the current exam of linguistic competence, taken by every second-year student of our university, is meant to assess various skills (e.g. listening, reading, writing, grammar, specialized vocabulary), it is important to make it relevant both for the students, who must become aware of their abilities and lacks, after two years of studying a foreign language, and for the examiners, who should dwell on this experience in order to improve their teaching and testing methods. Therefore, the purpose of this paper is to propose some new criteria to have in mind when designing a test, to give some examples of well-structured or poorly elaborated exam subjects and to offer insights into the concepts of validity, reliability and usefulness, related to specialized tests.

**Keywords:** *test design, validity, reliability, evaluation*

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### **BILINGUAL DICTIONARIES - HOW MUCH DO THEY REALLY HELP?**

This article presents a critical analysis of the Russian-Romanian, Romanian-Russian, French-Romanian and Romanian-French bilingual dictionaries available at present on the Romanian book market and on the Internet. The study points out their role as efficient work tools for the students in translation and focuses on the lexicographic organisation of the polysemic entries in order to assess the extent to which the above mentioned dictionaries can really satisfy the needs of a student in translation and further on of a translator.

**Keywords:** *bilingual dictionary, polysemy, synonymy, equivalence, translation*