

CONFERENCE PROGRAMME

10 NOVEMBER 2016

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, Director of the Department of Foreign Languages and Communication

Opening Address: Radu VĂCĂREANU, Rector of the Technical University of Civil Engineering Bucharest

Opening Address: Radu SÂRGHIUȚĂ, 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: Hermann SCHEURINGER, University of Regensburg, Germany

GERMAN IN ROMANIA AND BEYOND - A "FOREIGN" LANGUAGE?

11.15-11.30

Coffee Break

11.30-12.15

Plenary session 2

Keynote Speaker: Titela VÎLCEANU, University of Craiova, Romania

LOSS IN TRANSLATION? BILINGUAL SYNONYMY AND CULTURAL INTERTRAFFIC

12.15-14.00

Lunch break

Rooms II-7, III-1 Faculty of Hydrotechnics

14.00-15.30

Concurrent Sessions – Part One

15.30-15.45

Coffee break

15.45-17.15

Concurrent Sessions – Part Two

Chairpersons:

Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania

Cătălina RADU, Technical University of Civil Engineering Bucharest, Romania

Anca BUNEA, Technical University of Civil Engineering Bucharest, Romania

Elena-Georgiana VINTILĂ, University of Craiova, Romania, University of Liège, Belgium - *TYPOLOGIES OF THE FLE BLOGS*

Roxana-Maria GĂZ, Babeş-Bolyai University, Cluj-Napoca, Romania - *MOTIVATION AND ATTITUDE IN ENGLISH LANGUAGE LEARNING FOR FIRST-YEAR STUDENTS ENROLLED AT THE FACULTY OF PSYCHOLOGY*

Euphrosyne EFTHIMIADOU, Hellenic Air Force Academy, Greece - *DEVELOPING STRATEGIC COMPETENCE IN DISCURSIVE EXCHANGES WITH THE CLASS-GROUP IN THE FLE*

Ortansa Nina CONSTANTINESCU-FRANȚESCU, University of Craiova, Romania - *THE MANUAL - EVIDENCE OF A SPECIFIC EDITORIAL WORK*

Odette ARHIP, Ecological University Bucharest, Romania - *POLITICAL JOURNALISM - MIHAI EMINESCU*

Budsaba KANOKSILAPATHAM, Silpakorn University, Thailand - *PREPARING MECHANICAL ENGINEERING STUDENTS FOR THE JOB MARKET: MULTIPLE PERSPECTIVES REGARDING ENGLISH EDUCATION IN THAILAND*

Alina GANEA, "Dunărea de Jos" University of Galați, Romania - *ON ACTION THROUGH WORDS IN POLITICAL DISCOURSE*

Gabriela SCRIPNIC, "Dunărea de Jos" University of Galați, Romania - *THE PLURAL SPEAKER STRATEGY IN THE SCIENCE POPULARIZATION DISCOURSE*

Nur Amanah ILHAM ATJO, Islamic University of Indonesia - *THE MAGIC OF ADVERT: CREATIVE AND INSPIRATIVE (ANALYSIS OF UNIVELER PROJECT SUNLIGHT ADVERT)*

Yolanda-Mirela CATELLY, Politehnica University of Bucharest, Romania - *FROM THEORY TO PRACTICE IN POWERPOINT DESIGN AND DELIVERY – BEYOND THE "CLASSICAL" TIPS*

Otilia PACEA, Ovidius University, Constanța, Romania - *IF YOU CAN READ, YOU CAN COOK: FOOD DISCOURSE IN DIALOGUE 2.0*

Raluca-Vasilica FARISEU, University of Craiova, Romania - *FROM TEXT TO PARATEXT AND FROM PARATEXT TO TEXT: A DISCURSIVE ITINERARY WITH IDENTITARY STAMPS*

Mirel ANGHEL, Technical University of Civil Engineering Bucharest, Romania - *ASPECTS WHICH INFLUENCE TEACHING ROMANIAN TO FOREIGN STUDENTS*

Iuliana-Florina PANDELICĂ, University of Craiova, Romania - *MIGRANT TERMS: THE 'BLUE' IN SPECIALIZED LANGUAGES*

Marinela Doina NISTEA, Technical University of Civil Engineering Bucharest, Romania - *EPONYMY AS A MEANS OF ENRICHMENT IN THE FIELD OF TECHNICAL AND SCIENTIFIC VOCABULARY*

Marinela Doina NISTEA, Mirel ANGHEL, Technical University of Civil Engineering Bucharest, Romania - *WOODEN LANGUAGE IN POLITICS AND SPORTS*

Mălina GURGU, Technical University of Civil Engineering Bucharest, Romania - *DIALOGUE AND SELF EXPRESSION IN POPULAR SCIENCE MAGAZINES*

SESSION 2 – LITERARY AND CROSS-CULTURAL STUDIES
SESSION 3 – TRANSLATION AND INTERPRETING STUDIES

Room III-1 Faculty of Hydrotechnics

Chairpersons:

Felix NICOLAU, Technical University of Civil Engineering Bucharest, Romania

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

Diana OȚĂT, University of Craiova, Romania - *TRANSLATORS' ETHICAL DILEMMAS IN CROSS-CULTURAL COMMUNICATION: PERPETUATION OF STEREOTYPES VS THE LOSS OF NATIONAL IDENTITY*

Sorin GĂDEANU, Technical University of Civil Engineering Bucharest, Romania, University of Vienna, Austria - *WHAT THEORY CAN BUY A FUNCTIONAL MODEL OF MINORITY LITERATURE? A CASE STUDY ON THE BANAT AREA*

Nina PUTUNTEAN, State Agrarian University of Moldova – *VALUE VS LITERARY-ARTISTIC VALUES*

Adriana Cristina VULPE, Romanian Television, Technical University of Civil Engineering Bucharest, Romania - *CULTURAL TRANSLATION - THE BIBLE AS INTERTEXT IN FILM AND TELEVISION SERIES ADAPTATIONS OF CHARLES DICKENS'S NOVELS*

Luiza MARINESCU, Spiru Haret University, Bucharest, Romania - *BEYOND WORDS AND INTO THE MESSAGE: AT THE COURTYARD OF YEARNING (1922 AND 1938) BY ANTÓNIO SARDINHA (1887-1925) AND LUCIAN BLAGA (1895-1961) - A CASE STUDY ABOUT BUILDING COMMUNICATION ACROSS LANGUAGES*

Felix NICOLAU, Technical University of Civil Engineering Bucharest, Romania - *CULTURALIZED OBJECTS: JEWISHNESS AND GLOBALIZATION. BORDERLESS ITEMS*

Marina-Cristiana ROTARU, Technical University of Civil Engineering Bucharest, Romania - *THE SYMBOLISM OF THE NATIONAL FLAG IN COMMUNIST AND POST-COMMUNIST ROMANIA*

Elena MAFTEI-GOLOPENȚIA, Technical University of Civil Engineering Bucharest, Romania - *DIFFICULTIES IN TRANSLATING FRENCH/ROMANIAN LEGAL TEXTS*

Raluca GHENȚULESCU, Technical University of Civil Engineering Bucharest, Romania - *TRANSLATION OF RELIGIOUS TERMS IN HISTORICAL TEXTS*

Carmen ARDELEAN, Technical University of Civil Engineering Bucharest, Romania – *FOCUS ON LANGUAGE CHANGES DURING TRANSLATOR TRAINING*

Marianna FUCIJI, Cahul State University “Bogdan Petriceicu Hașdeu”, Republic of Moldova - *CULTURAL PHENOMENON IN HOLLYWOOD FILM TITLES*

Irina PUȘNEI, Cahul State University “Bogdan Petriceicu Hașdeu”, Republic of Moldova - *CULTURAL ASPECTS OF IDIOM TRANSLATION. CASE STUDY: "THREE MEN IN A BOAT" AND "THREE MEN ON THE BUMMEL"*

Zoia MANOLESCU, Arizona State University, USA, Technical University of Civil Engineering Bucharest, Romania – *CAN WE DO A HOLLYWOOD CODE?*

Nadejda MATOSINA, Cahul State University “Bogdan Petriceicu Hașdeu”, Republic of Moldova - *TRANSLATING TERMINOLOGY SPECIFIC TO THE FIELD OF TOURISM*

Oana AVORNICESEI, Technical University of Civil Engineering Bucharest, Romania - *A SEMIOTIC TAKE ON INTERPRETING*

Raluca-Maria TOPALĂ, Technical University of Civil Engineering Bucharest, Romania – *PROFESSIONAL ETHICS IN CONFERENCE INTERPRETING*

ABSTRACTS

Plenary Session 1

Hermann SCHEURINGER, University of Regensburg, Germany

GERMAN IN ROMANIA AND BEYOND - A "FOREIGN" LANGUAGE?

The paper deals with the history and the presence of German as a minority language in what is present-day Romania. It tries to explain that German, like other languages of Romania, cannot be dealt with simply as a "foreign" language. Instead, students of German should be informed about its specific basis within the country, and resources originating within the country should be used, as well.

Keywords: *German, Romania, foreign language, Transylvania, Banat*

Plenary Session 2

Titela VÎLCEANU, University of Craiova, Romania

LOSS IN TRANSLATION? BILINGUAL SYNONYMY AND CULTURAL INTERTRAFFIC

The paper features an interdisciplinary landscape in addressing the topical issue of entropy or loss in translation at the semantic and cultural levels. Mainstream literature associates translation (as product or process) with partial transfers from the source language and culture to the target language and culture within the broad framework of equivalence, drawing on Nida's far-reaching concept of *dynamic equivalence*. The bilingual translator embarking on the translation of a text should be aware of such notions as *standards of readership's expectations, text-type, equivalence, translation methods and procedures, culture-bound items*, etc. Therefore, we would like to point out that translation cannot be done solely on an intuitive basis, that standards are to be met consciously or purposely so as to fit for purpose. More particularly, we envisage literary translation as boosting context sensitivity in order to achieve and operationalise equivalence at the structural and functional levels. We aim to demonstrate that literary translation will, more often than not, unearth the hidden agenda, the implicit meaning, the socio-cultural matrix in which the text is embedded (peritextually) and the situational context (ultimately reduced to the readership's structures of expectation).

Keywords: *entropy, bilingual synonymy, cultural intertraffic*

Section 1: Communication and Language Studies

Elena-Georgiana VINTILĂ, University of Craiova, Romania, University of Liège, Belgium

TPOLOGIES OF THE FLE BLOGS

New technologies are increasingly more used in the learning process, particularly in the field of foreign languages. Not only students employ such technologies, either to have access to authentic documents, or to deepen newly discovered cultures, but also professors and field specialists who have by now understood the impact that these technologies can have on the learning process of a new language. Our work analyses web available FLE blogs, by paying special attention to blogs created by FLE professors.

Keywords: *blogs, education, French, digital, typology*

Roxana-Maria GĂZ, Babeş-Bolyai University, Cluj-Napoca

MOTIVATION AND ATTITUDE IN ENGLISH LANGUAGE LEARNING FOR FIRST-YEAR STUDENTS ENROLLED AT THE FACULTY OF PSYCHOLOGY

Students' motivation and attitudes influence greatly any learning process. In this article, we describe two groups of first-year students enrolled at the Faculty of Psychology and Educational Sciences (Babeş-Bolyai University of Cluj-Napoca, Romania), and we analyse their motivation and attitudes towards the English language course.

Keywords: *motivation, attitudes, English language learning, first-year students, psychology*

Euphrosyne EFTHIMIADOU, Hellenic Air Force Academy

DEVELOPING STRATEGIC COMPETENCE IN DISCURSIVE EXCHANGES WITH THE CLASS-GROUP IN THE FLE

In the Didactic of FLE, the approach *coactionnelle* aims to give a central place to the learner to make it active and aware of its strategic choices in the learning process. While taking into account the skills to cultivate, the strategic competence is the ability to be able to assemble and organize various tasks with maximum efficiency. It is question of well managed learning strategies to foster the relationship between facilitator and learners and avoid misunderstandings or possible failure in discursive exchanges.

It is possible to distinguish four steps in the development of a strategic competence: a. implementation situation-commitment-initiates, b. experimentation-problem-project, c. the objectification-reflection, d. the reinvestment-transfer of acquired-demonstration of the jurisdiction. Even if the cognitive strategies are proving to be of premium order in the execution of a task, the strategies have the socio-affective aim to encourage the interaction, in order to promote the control of the affective dimension in discursive exchanges. Finally, the constructive metacommunication focuses on the general attention, the selective attention, self-management. Therefore, the decision effective initiatives fact acquire new know-how and fact evolve the degree of strategic competence to allow the class-group to assume all its energy in discursive exchanges.

Keywords: *coactionnelle approach, strategic competence, situations contextualized, cognitive socio-emotional, metacognitive strategies, acquire new know-how*

Ortansa Nina CONSTANTINESCU-FRANȚESCU, University of Craiova

THE MANUAL - EVIDENCE OF A SPECIFIC EDITORIAL WORK

The manual is a very encouraging study object. Our research starts from the idea that the content recorded in the book object can be addressed in the plan of "graphics signifying" (J. Anis, 1983) and the concept of "graphic space" of the text, that J. Anis defined as "the set of traits that characterize its materialisation on a writing medium, and the relationships that exist between these traits and significance." We will analyze also other features such as the dimensions of the usable space, registration type, font used characters and

typographic features. These elements have a very important role, they can highlight and identify distinct elements that make up the manual. As regards the relations established between these traits and significance, our focus is on two main systems of meaning the icon (the images) and the graphic symbol (the texts), which articulate the other according to several kinds of reports. It is through these points of differentiation by game graphic art: variation in the characters, their body fat, etc., change justification, boxes and other methods that can visualize and identify the types of particular texts. We are interested on the one hand, the text elements that are found in the "periphery" and the other, those who form the main body of the manual. The text elements placed at the periphery, also called "paratext" (P. Lane: 1992) consist of text providing information on editing and longer texts but which remain on the margins of the central body of the manual. These elements are found in all textbooks.

Keywords: *graphic space, manual discourse, rhetoric of the image, paratext, periphery*

Odette ARHIP, Ecological University Bucharest, Romania

POLITICAL JOURNALISM - MIHAI EMINESCU

Mihai Eminescu continued a quite long tradition of Romanian journalism and his interest in political aspects can be easily understood taking into consideration the tumultuous historical epoch. Our approach does not emphasize the well-known virulent stylistic features of Eminescu's texts, but what and who proceeded this kind of criticism and outstanding dignified attitude towards authorities, political parties and national social reality. The present paper brings out mainly the feminine prophiles involved in this process as the author had previous contributions regarding this subject.

Keywords: *journalism, Romania, political, style, nationalism*

Budsaba KANOKSILAPATHAM, Silpakorn University, Thailand

PREPARING MECHANICAL ENGINEERING STUDENTS FOR THE JOB MARKET: MULTIPLE PERSPECTIVES REGARDING ENGLISH EDUCATION IN THAILAND

English education at tertiary level in Thailand has attracted substantial attention due to the ongoing trend of globalization and the emerging trend of regionalization - that can be quite daunting if Thai graduates are not well prepared for the job market. Because of Thai learners' generally unsatisfactory performance, they may not be able to compete regionally and internationally. The goal of this study is to prepare Thai mechanical engineering (ME) students to be successful English communicators in the workplace, addressing two objectives of 1) identifying the needs for English language skills and other relevant issues perceived by 4th year ME students and Thai employers, 2) highlighting the mismatch between the ME employers' and the students' needs. To address these two objectives, first, both groups of participants completed two parallel sets of questionnaires devised to elicit personal information, and assess English knowledge and related skills that possibly contribute to successful communication in the workplace. Then, semi-structured interviews were conducted on randomly selected participants, followed by onsite visitation to six workplaces. The analysis of the triangulated data revealed that both participant groups were aware of the utmost importance of English listening and speaking skills in workplace communication. However, certain differences prevailed. For example, while the ME students did not consider cultural knowledge and English pronunciation to have a tremendous impact on English communication, the employers considered them just as important as listening and speaking skills. The analysis elucidates that, as articulated by the employers, effective use of English in the workplace requires more than a mastery of the English language skills. In short, the curriculum for ME students in higher education needs to be modified, incorporating additional features essential for communication, to enable them to compete in regional and international job markets.

Keywords: *Mechanical engineering, employers, university students, English education, Thailand*

Alina GANEA, "Dunărea de Jos" University of Galați, Romania

ON ACTION THROUGH WORDS IN POLITICAL DISCOURSE

This study aims at analysing linguistic forms of self-reference used by politicians in their discourse. The hypothesis underlying our research is that these forms account for the interactional relations created by the

speaker with the audience and the role he/she assigns to himself/herself in the political evolution of the country. This study, which is conducted on the Gaullian discourse, analyses the use of the deictic "je" (and its adjacent forms "me", "moi", "mon") as tools used to build a credible and responsible ethos, placing the orator in a dominant position on the political arena.

Keywords: *political discourse, gaullian discourse, self-reference, ethos, persuasion*

Gabriela SCRIPNIC, "Dunărea de Jos" University of Galați, Romania

THE PLURAL SPEAKER STRATEGY IN THE SCIENCE POPULARIZATION DISCOURSE

The science popularization discourse is characterized by a strong polyphony due to the fact that the popularization author's voice is intermingled to specialists' opinions, to experts' considerations in a particular field. This study draws on the theory of "effacement énonciatif" (Vion 2001, Rabatel 2004, Rosier 2004) and is placed between the concealment of the enunciation source and the open presentation of this source in the reported discourse. We take into account the situations in which the speaker/writer (the author of the popularization) chooses to put forward, as the source of knowledge, a plural or a collective speaker seen as a group, whose members share the same standpoint. Through the analysis of excerpts of science popularization discourses, we attempt to highlight the rhetorical impact brought about by the use of this discourse strategy which aims at a particular type of enunciation source: is the use of a plural speaker meant to enhance the impact of the standpoint on the audience/readers due to this collective conscience envisaged as the origin of knowledge or, on the contrary, because of its lack of specificity, the plural speaker decreases the impact of the standpoint on the target audience?

Keywords: *argument from authority, reported discourse, knowledge source, polyphony, rhetoric*

Nur Amanah ILHAM ATJO, Islamic University, Indonesia

THE MAGIC OF ADVERT: CREATIVE AND INSPIRATIVE (ANALYSIS OF UNILEVER PROJECT SUNLIGHT ADVERT)

Advertisement are generally promotions which purpose to attract the audiences. Therefore, it must be presented with attractive advertisement. This research discusses about an advertisement of PT Unilever Indonesia, Tbk as one of the biggest companies in the country which implemented a Corporate Social Responsibility (CSR) program, namely "Unilever Project Sunlight", advertised through the medium of television. "Unilever Project Sunlight" advert which aired on television seems different and interesting. Therefore, the writer doing research about that advert which aims to know strategy and creativity of creative ideas from advertisers who successful to create this creative and inspiring advert through a descriptive analytical method. The results of the research concluded that "Unilever Project Sunlight" advert is an advert that attracts audiences that can be qualified as creative and inspiring. This advert is successful because it based on the right strategy and creativity.

Keywords: *advertisement, Unilever Project Sunlight, television, creative, inspiring*

Yolanda-Mirela CATELLY, Politehnica University of Bucharest

FROM THEORY TO PRACTICE IN POWERPOINT DESIGN AND DELIVERY – BEYOND THE "CLASSICAL" TIPS

One of the most widely spread manners of presenting one's message, both in the academic and in the professional environments, is that based on designing PowerPoint slides that are delivered to the targeted audience. Therefore, the psycho-pedagogical, linguistic and communication connected paradigms in teaching higher education students such a useful vehicle are worth being debated upon, in an attempt to go one step beyond merely listing/discussing/assessing the already commonplace tips to be found in the literature of the recent years on this rather challenging topic. Consequently, the focus of this study is placed on analyzing the theoretical and practical components involved in a coherent comprehensive approach to the teaching and learning of creating and delivering content, based on PowerPoint. The specific features of the educational context profile, viz. bachelor and/or master engineering students in a technical university taking ESP and/or CLIL courses, are certainly taken into account in structuring the proposed approach. A selection of tasks,

meant to turn the theoretical support into a good practice example, is given, covering key stages such as: ways of sensitizing the learners to the topic, providing examples of good (or bad!) practice, as well as developing the specific writing and speaking skills required in designing and delivering input based on PowerPoint.

Keywords: *PowerPoint presentation, writing & speaking skills, L2 education, ESP, engineering higher education*

Otilia PACEA, Ovidius University, Constanța, Romania

IF YOU CAN READ, YOU CAN COOK: FOOD DISCOURSE IN DIALOGUE 2.0

No doubt is the internet today the most inviting new locus for communication and social interaction generating a wide range of text-based situations that have acquired recognizable names not only online but also within real-life communities. Similar situations tend to occur and they require comparable responses: new forms of discourse are born on the recurrence of such distinct situations that are enacted with the advent of the new media. Of all computer-mediated genres, blogs received most research attention from early on, given their constitutive shaping of identity through interaction, which inspired the much-debated question: what makes people blog in the first place? More recently, a particular text-based situation has become surprisingly popular and invites us to ponder more on the same, yet new-fangled question: what makes people blog about food? Food blogs are indeed the new kids on the block as they offer unprecedented opportunities for old and new media to meet, for traditional everyday food practices and cooking discourse to interact with emerging digital forms in the most unpredictable ways. In the context of such genre migration and proliferation, conventional taxonomies are thus no longer valid. To classify blogs today between thematic and personal blogs, as previously suggested, is to blissfully ignore the legions of such successful content prosumers as the food bloggers. Computer-mediated communication may be overpopulated with a myriad of mixed forms and blogs in general might be dead or simply, difficult to reach with so much overlapping. Yet the increasing popularity of the more recently emerged genre of the food blog proves the contrary. This paper explores the socio-cultural construction of identity in the discourse of the most widely read food blogs, testing a unifying framework for computer-mediated discourse that correlates traditional linguistic indicators of self-expression with media features (image, theme, website design, link, exchange analysis).

Keywords: *computer-mediated discourse analysis, genres, food blogs, self-expression, linguistic indicator*

Raluca-Vasilica FARISEU, University of Craiova, Romania

FROM TEXT TO PARATEXT AND FROM PARATEXT TO TEXT: A DISCURSIVE ITINERARY WITH IDENTITARY STAMPS

The present paper ranges among the analysis perspective of the speech and of the text analysis, focusing on an area which comes from the text of the proper work to the outdoor of this text, its surroundings, which, in Gérard Genette's opinion, are called "paratext". The research question to which we intend to respond concerns a type of communication which is specific to the literary domain: the literary communication, with a restriction which, in our opinion, ensures the suitable organization of the itinerary: the speech of the foreign writers, who are using French as the writing language. Therefore, our aim is to analyze the relation between the textual surroundings and the identity forms of the literary speech, belonging to the writers "come from elsewhere" and representing different French zones, as Panait Istrati for the Eastern Europe, Malika Mokeddem for Maghreb and others.

Their works show a strong presence of the notes at the foot of the page. Our research settles at this point in order to study these formulas at the foot of the page, by relieving their relation with the text, with the reading public and their discursive constructions. The stake is to analyze these relations under the angle of the discursive consistency and cohesion, but also under the perspective of a "foreign" voice, which tries to be heard in the adoptive territory.

Keywords: *literary communication, text, paratext, speech, notes at the foot page*

Mirel ANGHEL, Technical University of Civil Engineering Bucharest, Romania

ASPECTS WHICH INFLUENCE TEACHING ROMANIAN TO FOREIGN STUDENTS

Romanian language teaching is influenced by a multitude of factors. These relate both to the culture and language of students and to the way they adapt to the Romanian academic environment and our society. There are many factors which influence Romanian teaching: the students' cultural background, their native language (whether it is a Romance language or not), the way foreign students are integrated in our society, the academic environment where they learn a language and a specialized vocabulary etc.

Keywords: *teaching Romanian, foreign students, language teaching*

Iuliana-Florina PANDELICĂ, University of Craiova, Romania

MIGRANT TERMS: THE "BLUE" IN SPECIALIZED LANGUAGES

The objective of the article is to present on the one hand, the presence of the term "blue" in the specialized languages and, on the other hand, to provide its translation into Romanian language and to compare the meaning of the term in different contexts. We will highlight the trajectory of this term from its origins to the specialized use.

We will try to make a comparison between the terms which evolves in a language and are taken up by specialized languages from the general language and those who are entering the respective language through translation, due to the need for standardization.

Keywords: *blue, terms, migration, specialized language, contexts*

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

EPONYMY AS A MEANS OF ENRICHMENT IN THE FIELD OF TECHNICAL AND SCIENTIFIC VOCABULARY

This article aims at analyzing the importance of eponyms in Romanian vocabulary. It begins with a short introduction of the subject, the following section presenting examples of eponyms from various fields. In order to make the presentation clearer and easier to understand, we split the terms into two main classes: one pertaining to their morphological category, and the other referring to their lexical field.

Octavian Laiu-Despău, author of the only Romanian dictionary of eponyms, considers eponyms "proper nouns which are the basis for common nouns". The equivalent term in English has a similar definition. It involves the name of an object or activity that is also the name of the person who produced the object or performed the activity for the first time. Secondly, in DEX we find a much more limited definition: "A magistrate whose name was used to name the year". In the edition published in 1986, this dictionary includes the same term: "A magistrate whose name was used to name the year in the cities of Ancient Greece and Ancient Rome; especially the first of the nine magistrates of Athens or one of the first two consuls of Rome, whose names were used to name the year."

Regardless of our perspective, eponymy is not an isolated phenomenon in Romanian, but it represents an important means of vocabulary renewal and enrichment, in particular when specialized vocabulary is involved. On the other hand, eponymy is an interesting phenomenon which helps us learn more about the world we live in and everything around us.

Keywords: *eponym, proper name, appellative, origin, classification*

Marinela Doina NISTEA, Mirel ANGHEL, Technical University of Civil Engineering Bucharest, Romania

WOODEN LANGUAGE IN POLITICS AND SPORTS

The collocation "wooden language", so used in recent years, has been associated by both speakers and specialists who have studied the phenomenon with a vague semantic content which, in recent years, evolved as a result of perception and gradual revelation of additional features. It is generally thought that the "wooden language" developed prodigiously especially during the Communist regime, the necessity of its emergence resulting from the desire to disguise the fierce reality of that time in elaborated and sophisticated

sentences. The ostentatious descriptions produced a more powerful effect, they were difficult to follow and achieved their goal – the dissolution of individuality and uniformity of the masses. We can say that today it's worse from this point of view, and although we live in a more prosperous and freer world, the wooden language continues to be part of everyday life, the convenience or ignorance of Romanian speakers depriving the rich Romanian language of its nuances of reality and content. Although it uses many metaphors, has a ceremonious tone, and tries to implicate speakers unanimously in different actions, the wooden language is, in fact, poor and false, as it uses the same phrases and mimics just good intentions, disguised in hideous messages. The phrases reduced to commonness because of their excessive repetition are like plastic flowers planted in a fertile plain.

Keywords: *wooden language, stereotype, pattern, lexical poverty, communication*

Mălina GURGU, Technical University of Civil Engineering Bucharest, Romania

DIALOGUE AND SELF EXPRESSION IN POPULAR SCIENCE MAGAZINES

One of the theoretical approaches regarding popularization of science sees the author of popular science texts as a "third man", managing the discourse interface between the realm of science and the one of their supposed audience (Moirand, 2000). As far as the organisation of the discourse is concerned, these texts become stages where scientists, third men and audience take the floor in order to build a milder, more understandable version of the scientific and technological progress. This paper aims at analysing the use of dialogue, self expression and mirroring in order to achieve this goal.

Keywords: *dialogue, self expression, popular science magazines, discourse analysis, dialogism*

Section 2: Literary and Cross-Cultural Studies

Diana OȚĂT, University of Craiova, Romania

TRANSLATORS' ETHICAL DILEMMAS IN CROSS-CULTURAL COMMUNICATION: PERPETUATION OF STEREOTYPES VS THE LOSS OF NATIONAL IDENTITY

As cross-cultural mediators, translators invariably commute between the source language cultural settings and the target language background in search of the most appropriate translation strategy to meet the rigor and the requirements imposed by up-to-date quality assurance standards of this profession. Besides two central translation principles, i.e. the functionalist view endorsed by Nord (1997) that the source text transference into the target language needs to fulfil the appropriate function for which it has been produced, both in form and content, and Venuti's (1995) foreignizing perspective aimed to diminish ethnocentrism and provide the readership with the socio-cultural savour of the source text, we still need to grow aware of a third truism - that translators observe product or expectancy norms (Toury, 1995). Hence, since translators are readership-oriented, seeking to meet its expectations, they tend to become affiliated with certain prevailing ideologies, attitudes, behaviours, and shared values. Under the circumstance, translation ethics is challenged. Beyond its narrow sense, to domesticate or to foreignize a target text, translation ethics may give raise to further moral dilemmas. Designed as a corpus-based analysis, our present paper aims at investigating the Romanian translated version of some newspaper headlines and short statements released by foreign agencies. Thus, we seek to investigate whether translators are inclined to perpetuate and overgeneralize socio-cultural stereotypes of the source culture into the target culture, a detrimental effect upon intercultural communication. However, a reversed facet of the ethical issue in translation will be also placed into discussion. We shall highlight some effects foreignizing or exoticizing translation practices, as manifestations of a contemporary globalised culture, may have upon national and cultural identity.

Keywords: *translation strategies, translation ethics, cross-cultural communication, national identity*

Sorin GĂDEANU, Technical University of Civil Engineering Bucharest

WHAT THEORY CAN BUY A FUNCTIONAL MODEL OF MINORITY LITERATURE? A CASE STUDY ON THE BANAT AREA

Seeking for a functional description model for the German Literature in the Banat area, this talk outlines the role and function of its three programmatic literary movements: the Submersion Programme, the Immersion Programme and the Autarchy Programme.

The talk also shows how - beyond their literary dimension - these three programmatic movements play a key role in the development of cultural and political subgroups within the German minority and how they determine the socio-cultural and political identity of the German minority in the Banat area.

Keywords: *regional literature, sociology, language, identity, ideology*

Nina PUTUNTEAN, State Agrarian University of Moldova

VALUE VS LITERARY-ARTISTIC VALUES

The value is defined by a number of criteria - author/subject creator, national affiliation, importance, magnitude, frequency, area of use, etc., all being synthesized by pedagogical categories such as education, instruction, culture. The author presents several theories of values developed by scientists containing substructures - depending on the way of how values are defined: philosophical, sociological, ethnological and pedagogical theories. Values are things and beings important to individuals, groups, community, humanity because as cultural-spiritual being, the man is a value producer, producer of culture - all the values created by mankind. Claiming that values represent the essence of human life, we consider that without values human life is impossible, because namely the values determine the quality of human life.

The way the literary-artistic values are understood-defined has a great impact on the way literature is taught in schools and interpreted in theoretical studies. The world is unified in its diversity and it can be known entirely due to the principle of transdisciplinarity, in the artistic-esthetic knowledge that is manifested by the principle of interaction of arts and in the literary-artistic education - by the principle of interaction of literatures and universals of literary-artistic texts, which generate implicitly the national-universal unity in the

literary creation and reception - the defining characteristic of literary axiology of students studying foreign languages also based on original literary texts. The category of literary-artistic values covers all phenomena of the literary work and its reception, which assigns identity to them – to the message (content), to the form/language and to the action of reception. The conceptual framework includes philosophical, sociological, aesthetic, theoretical-literary, communicative-linguistic, psychological and pedagogical notions and categories developed by the theory of literary-artistic education and science of communication, resulting in general criteria and defining characteristics of the literary-artistic values.

Keywords: *theory of values, literary-artistic values, literary-artistic education, literary-artistic texts, reception, readers*

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CULTURAL TRANSLATION - THE BIBLE AS INTERTEXT IN FILM AND TELEVISION SERIES ADAPTATIONS OF CHARLES DICKENS'S NOVELS

We shall look at adaptations as a way of recuperating the Biblical text that has fallen out of fashion by revisiting it in an epoch in which current sensibilities are no longer in tune with the Biblical message. The aim of the paper is to analyze how the Bible has been appropriated in society and, as a result, in literature and how the cultural context dictates the use of Biblical imagery in film and television series adaptations of the literary works, also exploring how texts have been adapted cross-culturally. The discussion will be focused on the following main motifs: the recreation of Eden, the test of Job, the redeemer or the prototype of Jesus, the flood, the villain, the devil and hell, as well on the topic of Jesus's teachings and the theme of duty.

Keywords: *cultural translation, intertextuality, adaptation, Bible, archetype*

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BEYOND WORDS AND INTO THE MESSAGE: AT THE COURTYARD OF YEARNING (1922 AND 1938) BY ANTÓNIO SARDINHA (1887-1925) AND LUCIAN BLAGA (1895-1961) - A CASE STUDY ABOUT BUILDING COMMUNICATION ACROSS LANGUAGES

The study *Beyond Words and into the Message: At the Courtyard of Yearning (1922 and 1938)* by António Sardinha (1887-1925) and Lucian Blaga (1895-1961) - a Case Study about Building Communication across Languages is about the thematic synchronism in the literary European spaces of Portugal and Romania at the beginning of the XXth century. The metaphorical title of two volumes of poetry printed in Portugal in 1922 by António Sardinha and in Romania in 1938 by Lucian Blaga *At the Courtyard of Yearning* is the starting point of this study. António Sardinha was an important Portuguese politician, a remarkable historian and an inspired poet. Lucian Blaga was a prominent Romanian philosopher with important works in metaphysics, aesthetics, philosophy of culture, epistemology, anthropology, philosophy of culture, philosophy of history, philosophy of science and philosophy of religion, an important poet, playwright, translator, journalist, university professor and diplomat, an imposing personality and a polyvalent of the interwar Romanian culture, who marked that period by originality elements compatible with his entry in the universality. This study will develop the following topics: 1) Lucian Blaga and António Sardinha: biographical sketches; 2) building communication through the philosophy of philosophy *Na corte de Saudade (At the Courtyard of Yearning 1922)* by António Sardinha; 3) the epistemology and its illustration in poetry: *La curțile dorului (At the Courtyard of Yearning, 1938)* by Lucian Blaga; 4) the metaphysics of the thematic integration of a title in Romanian culture.

Keywords: *saudade - dor- yearning, Lucian Blaga, António Sardinha, Romanian literature, Portuguese literature*

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CULTURALIZED OBJECTS: JEWISHNESS AND GLOBALIZATION. BORDERLESS ITEMS

Seymour Mayne's literary output is imbued with Canadian-fashioned multiculturalism. Additionally, an indefatigable search for his Jewish roots and Yiddish texts as preservers of ethnic memory involved his fictions and word-sonnets in a restorative approach. In spite of his academic profession, Mayne has a keen eye for landscape, nature and ecological implications. His subtlety resides in the mellow humour with which he welcomes every oddity related to tradition, religious rituals, cultural conflicts, and consumerism. My paper will analyze the impressive gamut of Mayne's multicultural understanding of the world and the versatile literary skills with which he reasserts his cultural and ethnic heritage under the cover of an ironic discourse.

Keywords: *multiculturalism, ethnic heritage, tradition, rituals, discourse*

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THE SYMBOLISM OF THE NATIONAL FLAG IN COMMUNIST AND POST-COMMUNIST ROMANIA

Upholding of symbols and the perpetuation of their meanings contribute to the preservation of the identity of a nation. The national flag and anthem are central national symbols and their continuity mirrors, in a way, the political continuity of a country. When this continuity is broken, the fabric of which the identity of a people is made of falls apart, leading to a sort of alienation that affects both the individuals and the nation as a whole. Alienation then makes way to manipulation, the aim of which often is the alteration of one's identity and subjection to a way of life and a set of values which are unfamiliar to those who fall victims to such practices.

Keywords: *wooden language, symbols, ideological manipulation, re-contextualization, communism*

Section 3: Translation and Interpreting Studies

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FOCUS ON LANGUAGE CHANGES DURING TRANSLATOR TRAINING

As a rule, translator trainers/teachers maintain the focus on an academic level of language, which largely differs from the constantly changing linguistic corpus. Students, on the other hand, are directly exposed to a lively language that is often ignored by theoretical frames. Is this a dilemma that can be solved in the classroom?

Keywords: *formal vs. informal, adaptation, new terms, creative teaching*

Marianna FUCIJI – Cahul State University "Bogdan Petriceicu Haşdeu", Republic of Moldova

CULTURAL PHENOMENON IN HOLLYWOOD FILM TITLES

The concept of culture industries in film studies drives to the analysis of Hollywood as a distinctive mode of cinematic production. The growing impact of globalization during the 1990's made Hollywood films more familiar and popular artifacts throughout the world. From the cultural point of view, films serve as cultural products and open themselves up to multiple translational and interpretative practices. The film has gradually stood out as an important media of communication. Thus film title, reflecting the content of the movie, plays an important role in the process of cultural exchange and serves as a convenient bridge for cross-cultural communication. The main goal of the present study is to highlight the issue of cultural phenomenon and identity which must be taken into consideration when dealing with the translation of Hollywood film titles.

Keywords: *cultural phenomenon, identity, perception, translation, cultural differences*

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DIFFICULTIES IN TRANSLATING FRENCH/ROMANIAN LEGAL TEXTS

Translating legal texts has always been a challenge which translators don't take up too easily. In fact, many of them avoid this field, because unlike technical, business, medical etc. language, legal texts need much more in terms of skills and knowledge in order to be translated. Not only do translators need to know the vocabulary, but also the legal discourse and, first and foremost, the organisation of the legal system the text belongs to which is culture-bound. The biggest challenge is actually related to the fact that the texts can belong to completely different legal systems. So having a thorough knowledge of the legal systems, vocabulary, discourse and, of course, of the translation techniques is just a small part of the legal translator's survival kit. This article aims at analysing the features of the legal French/Romanian texts and the challenges the translator has to address in order to pass on the correct message which in most cases has legal implications

Keywords: *legal discourse, features of legal texts, legal vocabulary, legal systems*

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CULTURAL ASPECTS OF IDIOM TRANSLATION. CASE STUDY: "THREE MEN IN A BOAT" AND "THREE MEN ON THE BUMMEL"

Studies on humour translation acknowledge the cultural priority in terms of message and amusement convection from source to target text. The tendency towards moving up and down the cultural translation scale which ranges from exoticism to cultural transplantation (Hervey, 1994: 28) is reflected in translators' effort to reach maximal closeness to the original text. One of the constitutive elements of the English comic literary text, the idiom, reflects the cultural identity of the source text humour as well as its linguistic value due to its lexical structure and semantic integrity, facts that determine the equivalence effect achievement. From these perspectives, the current paper aims at identifying the idiomatic expressions J.K. Jerome's novels "Three Men in a Boat" and "Three Men on the Bummel", at analyzing their target variants in terms of the applied cultural translation strategies and humorous effect conveyance.

Keywords: *culture-oriented approach, exoticism, cultural transplantation, equivalence*

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CAN WE DO A HOLLYWOOD CODE?

This paper explores translation and interpreting in the medical field, with focus on both the jargon and slang of health professionals. There is not always easy to understand their secret language, especially when their language cannot be found in medical textbooks, as in the case of medical slang. Political correctness and the strict codes of ethics, especially in hospitals and medical centres, have developed a certain type of discourse that can be difficult to be decoded without the direct guidance and help of doctors and nurses. Medical slang, being both a psychological and cultural phenomenon, creates translation problems that are marked by social and cultural differences between languages. Moreover, there are cases when slang, an extremely informal register of speech, becomes incomprehensible for the translator/interpreter. Several methods for translating medical slang will be analysed and exemplified.

Keywords: *medical slang, jargon, metaphor, sensitive language, strategies*

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TRANSLATING TERMINOLOGY SPECIFIC TO THE FIELD OF TOURISM

The present article deals with the translation of terminology that is specific to the field of tourism. Tourist texts, such as brochures, booklets, magazines, flyers, guidebooks, provide tourists with different useful information about a certain place. Tourist texts are full of terminology and the translator has to be aware of different techniques and methods when dealing with tourism related terms.

Keywords: *tourism, terminology, terminological standardization, abbreviation*

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A SEMIOTIC TAKE ON INTERPRETING

The present paper aims to define a place for the act of interpretation within the more general purview of semiosis as it is regarded in the major tradition of contemporary semiotic development. Dines Johansen suggested a model for anthroposemiosis which can usefully be used in the current analysis. Interpretation is at once discourse and communication, and since both of them are "bound up with the experience of the parties", it follows that interpretation is, too. Johansen's model is used here, on the one hand, as a heuristic device which should make it possible to recognize the multiple relationships of each element; on the other hand, it should further the inquiry into the nature of interpretation both as a the signifying and communication process.

Keywords: *sign, semiosis, signified, signifier, interpretant, semiotic self, semiotic other, proposition, communication*

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PROFESSIONAL ETHICS IN CONFERENCE INTERPRETING

This article aims at analysing some principles of professional in conference interpreting. Although the profession of interpreter is as old as minding, it has only been taught in higher education institutions beginning with the nineteenth century, and researched begging with the twentieth century. The first professional ethics for interpreters was also drafted in the twentieth century. The paper analyses some of these principles, as set forth in various codes of professional ethics, along with the possible consequences of breaching them.

Keywords: *professional conduct, code of ethics, conference interpreting, confidentiality*