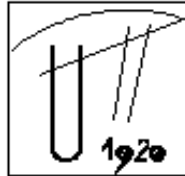


POLITEHNICA UNIVERSITY OF TIMISOARA



DEPARTMENT OF COMMUNICATION AND  
FOREIGN LANGUAGES

**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

**INTERNATIONAL CONFERENCE  
6<sup>TH</sup> EDITION**

3-4 April 2009  
TIMIȘOARA, ROMÂNIA

# CONFERENCE PROGRAMME

## April 3, 2009

- 09.00 – 10.00 **Welcome and Registration** - DCFL - *Constantin Avram* Hall
- 10.00 - 10.30 **Official Opening**
- 10.30 – 11.00 **Coffee Break and Registration**
- 11.00 – 13.30 **Paper Presentations** - DCFL, ASPC
- 13.30 – 14.30 **Lunch Break**
- 14.30 – 16.30 **Paper Presentations** - DCFL, ASPC
- 16.30 – 17.00 **Coffee Break**
- 17.00 – 18.30 **Paper Presentations** - DCFL, ASPC
- 19.00 **Cocktail**

## April 4, 2009

- 10.00 – 12.00 **Paper Presentations** - DCFL, ASPC
- 12.00 – 12.30 **Coffee Break**
- 12.30 – 13.30 **Paper Presentations** - DCFL, ASPC
- 13.30 **Closing Session**

# CONFERENCE VENUE

Politehnica University of Timisoara  
Department of Communication and Foreign Languages - DCFL, Str. Traian Lalescu 2 a  
ASPC, Str. Oltului 2  
300223 Timisoara, Romania  
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## CONFERENCE SECTIONS

**April 3, 2009**

<b>Linguistics and Communication</b>	<b>Translation Studies</b>	<b>Translation Studies</b>
Time: 11.00 – 13.30 Room:  Moderator: Marion Cohen-Vida	Time: 11.00 – 13.30 Room:  Moderator: Georgeta Ciobanu	Time: 11.00 – 13.30 Room:  Moderator: Gyde Hansen
La nostalgie communiste comme argument persuasif dans les produits publicitaires roumains Sorina Serbanescu	A General View on the Relationship between ESP and EGP Anda Popescu	Langzeitstudie zur Revision in Übersetzungsprozessen Gyde Hansen
Approche interactionnelle de la communication professionnelle orale Carmen-Ştefania Stoean	Peculiarities of Branding Terminology Georgeta Ciobanu	Kulturelle und diskursive Strategien in der Translation Larisa Schippel
Aspects génériques de la presse quotidienne d'information générale Andra-Teodora Catarig	The English Influence upon the Romanian Vocabulary Iulia Para	Prozessindikatoren: ein mentales Spiegelbild der Produktion von Übersetzungslösungen Claudia Icobescu
Les métaphores dans le langage de l'internet Marion Cohen-Vida	The Subject-neutral Vocabulary Anda Popescu	Besonderheiten beim deutsch-rumänischen Übersetzen von Fachtexten aus Kunstgeschichte Andreea-Magdalena Sándor
Les métaphores lexicalisées dans la langue et dans les langues de spécialité : un obstacle à la compréhension Marion Cohen-Vida	Le développement du travail terminologique et l'apport des ingénieurs électrotechniciens roumains Dorina Chiş	
Sur quelques toponymes qui désignent le champ sémantique de l'appellatif „sel „sare” Virginia Oprisa, Mariya Tsiple	La reprise anaphorique des expansions du syntagme terminologique Mihaela Visky	
Le message et le métamessage de la communication institutionnelle Lavinia Suci	Principiile proiectării unei baze de date cu exemple de traducere Nadia-Luiza Dincă	
Discours institutionnel – discours publicitaire: approche délimitative Lavinia Suci		

April 3, 2009

Professional Communication	Translation Studies	Translation Studies
Time: 14.30-18.30 Room:  Moderator: Adriana Ritt	Time: 14.30-18.30 Room:  Moderator: Rodica Superceanu	Time: 14.30-18.30 Room:  Moderator: Maria Tenchea
Communication in Contemporary Arab Societies: The Search for Identity Muhammad Ayish	Translation Strategies of Philosophical Concepts in Siddhartha Jutamanee Tipparach and Supath Kookiattikoon	Quelles compétences développer au cadre d'une formation universitaire à la traduction spécialisée ? Deliana Vasiliu
Culture and Internet Consumption Monica Condruz-Bacescu	The Concept of Translation Equivalence in Communication (Linguistic Approach VS. Pragmatic Considerations) Akbar-netaj Nabi-Olla	Traduction et textualité: découpage séquentiel et jeu des connecteurs. Perspective didactique Maria Tenchea
Models of Cross-Cultural Business Communication: Pros and Cons Virginia Mihaela Dumitrescu	Audiovisual Translation in Time and Space: The Hong Kong Case Olivia Mok	La pensée du dire ... Le dit du (re)penser Mihaela Pasat
For whom should we vote? Political identities on electoral debate shows: public vs. private Diana Elena Popa	Vegetal Symbolism in the Romanian Translations of William Shakespeare's <i>Hamlet</i> and <i>Othello</i> Dana-Andreea Percec Andreea-Ioana Șerban	La traduction en roumain des documents personnels anglais et français: éléments culturels Mirela-Cristina Pop, Rodica Superceanu, Lucia Beica
PR challenges in promoting the cross-border cooperation Danube-Cris-Mures-Tisa (DKMT) Mariana Cernicova-Bucă	The Image of the Other in Ezra Pound's Translations Roxana Stefania Birsanu	La traduction – outil de réduction des écarts typologiques entre le français et le roumain. Laura Chiriac
Recognizing Culture in the World of Business Elena Claudia Constantin	Translation and Ideology Camelia Petrescu	Quelques problèmes liés à la traduction des titres Mihaela Visky
Nonverbal Communication in Print Advertisements Annamaria Kilyeni	The Intertext and the Political Translator's Algorithm Sorin Ciutacu	Reformulation et traduction Mirela-Cristina Pop
Creativity in Public Relations Adina Ramona Palea	Towards a methodology for creating source- or target-oriented texts Daniel Dejica-Cartis	Enseigner à traduire, c'est enseigner la traduction? Laura Chiriac
Ethics and Individual Behaviour Elena Claudia Constantin	Translation and Translationese Camelia Petrescu	
Comunicarea de marketing si comunicarea de risc colaboreaza pentru protectia consumatorului Adriana Ritt		

April 4, 2009

Professional Communication	Linguistics and Communication	Translation Studies
Time: 10.00-13.30 Room:  Moderator: Claudia Icobescu	Time: 10.00-13.30 Room:  Moderator: Hortensia Pârlog	Time: 10.00-13.30 Room:  Moderator: Daniel Dejica-Cartis
Die Abteilung für moderne angewandte Sprachen der „Transilvania“ Universität – eine Bilanz nach der ersten Bachelor Generation. Ioana Andrea Diaconu	Royal Speech Prevents Crown Crisis: Queen Elizabeth's Speech on the Death of Princess Diana Steluța Coculescu Marina-Cristiana Rotaru	Translating Specialized Texts from Arabic into English and from English into Arabic: Problems and strategies Sahbi Hidri
Zur Wissensvermittlung im FaSU am Beispiel der Geschäftsbriefe Lora-Dagmar Constantinescu	Topic-triggered metaphors in newspaper headlines Silaški Nadežda	Translation Students' Online Discussion Forums Reima Al-Jarf
Politische Kommunikation im Wandel Tanja Becker	Lexical Gaps: Romanian and English Facial Expression Verbs Octavian Coste	Translating the Language of Romanian Teenage Magazines Luminita Frentiu, Codruta Gosa
Mehrsprachigkeit in multinationalen Unternehmen Claudia Icobescu	Considerations on the Style and the Structure of Emails Used in Professional Communication Alina Nistorescu	Identifying and Analysing Syntactic Holons for Translation Purposes Daniel Dejica-Cartis
Die Rolle der nonverbalen Kommunikation in der Verhandlungstypologie Dana Grosseck	Thematic and Rhematic Patterns in Written Advertisements Simona Şimon	Translating Neologisms: Correspondence in Rendering Neologisms from English to Persian Panahi Maryam
Der Literarische Text als Werkzeug kommunikativen Handels Anca Dejica-Cartis	Visual intra-/ inter-textuality of brands – Kent, Marlboro and Winston Cristina Dama	Difficulties Encountered by Arab Translators in Translating Love Songs from Arabic into English Mahmoud Al-Khatib
Jugendsprache als Provokation Andreea Rodica Ruthner	Media coverage of an imminent intra-national and inter-national conflict between Italy and Romania Dobrota Corina, Diana Popa	Restrictions of the Translation of Poetry Mohammadreza Ghanbari
	Intercultural Negotiations: A Cultural Approach Raluca Rogoveanu	Communication Issues in Translation Job Searching in Saudi Arabia Reima Al-Jarf

# ABSTRACTS



## PAPERS IN ENGLISH



**Nabi-Olla Akbar-netaj - Islamic Azad University of Babol, Iran**

### **The Concept of Translation Equivalence in Communication (Linguistic Approach VS. Pragmatic Considerations)**

Although there are hot debates concerning the concept of equivalence in the area of translation theories, one can claim that the core debate of this concept is mostly found between the written elements of the source and the target languages. If we accept that a good translation is the one which must have the same effect on the readers' mind as that of the SL speakers receive from the original text, then translation process must be inevitably put somewhere beyond the mere linguistic findings. This is especially true about proverbs, idioms, cliché, etc. Teaching Iranian students, when I said, " *The grass is always greener on the other side of the fence*", did not make the appropriate sense to them. However, when I resorted to its Persian equivalence, " *Morgh-e hamsaye ghaz-e'*, meaning in English, " *The neighbor's hen seems to be the goose*", they immediately got the exact concept of the proverb. Hence, there are lots of such idioms or proverbs which cannot be communicated based on the mere linguistic knowledge, rather they can be conceptualized by finding the TL equivalence to give the TL speakers the same effect as those of the SL speakers.

**Reima Al-Jarf - King Saud University**

### **Translation Students' Online Discussion Forums**

Translation students' online discussion forums create opportunities for in-depth peer-to-peer and student-instructor-administration interaction. The forums support collaborative knowledge creation and sharing in an academic environment. Participants surveyed find the topical language and translation resources, language learning lessons and translation issues discussed helpful. They receive feedback and moral support from peers especially when they post academic inquiries or problems related to the college programs, registration, transferring to and from the college and others. Graduate students ask questions about and receive feedback on proposal writing and research methodology. College administrators respond to queries and give the rationale for rules, regulations or programs components.

**Reima Al-Jarf - King Saud University**

### **Communication Issues in Translation Job Searching in Saudi Arabia**

A sample of female translation graduates and translation senior students were surveyed to define their job search techniques, job searching problems, use of online job advertising, job searching and recruitment; and whether the translation program provides any instruction in translation job searching. Results showed that 35% did not know where translation jobs are available; 62% applied to the Ministry of Civil Service; 19% use walk-ins, call-ins, and write-ins; 72% indicated that translation jobs are not advertised in newspapers. The students receive no instruction in online job searching, resume preparation, and translation job websites. Recommendations for job preparation instruction will be given.

**Mahmoud Al-Khatib - University of Science and Technology, Irbid-Jordan**

**Difficulties encountered by Arab translators in translating love songs from Arabic into English**

This study investigates the problems and difficulties that Arab translators encounter in translating Arabic songs from Arabic into English. It is believed that every culture has distinct characteristics that make it different from every other culture. Intercultural communication thus presents many challenges and one of them refers to the need to create awareness about the importance of understanding the cultural-literary aspects of life cross-culturally. The text chosen for translation are five of the most popular love songs in the Arab world. Four major strategies of those used by Arab song writers were identified: Flattery, blaming, Suffering, and Complaining. A translation task was designed to find out how these songs are translated into English. The subjects were 10 English or linguistics major Arab translators all of whom are M.A holders in either translation, English or Applied linguistics. The difficulties that Arab translators encounter in translating Arabic songs of love into English were identified and discussed under three main headings: lexical collocation, lexical gap, and cultural transference. Extracts of data containing the mistakes made by the translators are presented and the socio-pragmatic implications for meaning and intercultural communication are discussed.

**Muhammad Ayish - University of Sharjah**

**Communication in Contemporary Arab Societies: The Search for Identity**

For many years, the study of communication as an academic discipline has drawn largely on Western-oriented views of the field as describing manipulative relationships between message sources and receivers. U.S.-based empirical research has always emphasized media effects while new European traditions have given more attention to qualitative approaches drawing on culture as the defining concept of communication. In this research article, the author employs a cultural studies methodology to illustrate the dynamics of communication processes in the Arab World within the context of both normative prescriptions and actual living experiences. The main thesis advanced here is that communication in contemporary Arab societies is searching for its own identity in the midst of inherited traditions and acquired modern tools and techniques. The challenge facing Arabian societies in the 21<sup>st</sup> century, according to the author, is to evolve a synthetic formula that accommodates both traditional and modern modes of communication in order to empower individuals and communities to realize their sustainable development goals.

**Roxana Stéfania Birsanu - Romanian-American University, Bucharest**

**The Image of the Other in Ezra Pound's Translations**

The paper looks into Ezra Pound's translating activity with emphasis on his intent to reveal, via translations, the intriguing face of Otherness, in all its mystery and promises of the extraordinary. The Other, as present in his translations, is remote not only in space, but also in time, the approached literatures covering a large span of time and geographic areas. In his translations, foreignness is tackled both with the tools of the poet and with those of the translator and the result is a positive confrontation in which the familiar and the alien are shown as essential components of the new civilization Pound intended to create.

**Mariana Cernicova-Bucă - Politehnica University of Timișoara**

**PR challenges in promoting the cross-border cooperation Danube-Cris-Mures-Tisa (DKMT)**

The cross-border cooperation is viewed in Europe as an important tool for unifying

the once divided continent and for dismantling historic rivalries between states. In the border region of Romania, Hungary and Serbia the euroregional cooperation known as DKMT (Danube-Cris-Mures-Tisa) develops as a model for Romania. The elected officials at the regional level from the three states involved agree to develop projects and try to assess DKMT as part of the "big Europe". The paper looks into the PR practice of the administrative bodies of DKMT and analyzes some of the current problems in delivering euroregional information to the general public.

**Georgeta Ciobanu - Politehnica University of Timișoara**

#### **Peculiarities of Branding Terminology**

The present paper approaches the English and Romanian terminology in the field of branding. Basic concepts, descriptors, relations between terms represent the starting point in exploring the branding terms. Main peculiarities envisaged refer to Romanian equivalents, term formation, synonymy, adaptation of branding Anglicisms to the Romanian language system. The examples under discussion are selected from the author's work *Termeni de branding în limbile engleză și română*.

**Sorin Ciutacu - University of the West, Timișoara**

#### **The Intertext and the Political Translator's Algorithm**

The intertext in political discourse ties into the host text "perpetuating socio-semiotic structures such as myth and ideologies" (Hatim and Mason, 1990). Intertextuality may pass off a prior text as a "dependant intertextual construct" (idem) or it may signal a prior text only as 'contributing to a code which evolves as the text unfolds'(idem). The paper picks up on the algorithmic hints indicated by Hatim and Mason (1990), redefines them and finds suitable examples in translated political discourse. It puts forward a practical set of recommendations within an algorithmic framework for the translators of political discourse.

**Steluța Coculescu - Gas-Oil University, Ploiesti**

**Marina-Cristiana Rotaru - Romanian-American University, Bucharest**

#### **Royal Speech Prevents Crown Crisis: Queen Elizabeth's Speech on the Death of Princess Diana**

The approach we have adopted in analyzing the Queen's speech on the death of Princess Diana focuses on two aspects: critical discourse analysis (or CDA) and strategies of televised communication. The analytical framework of this investigation is based on Norman Fairclough (1992, 1998, 2000) and Steluța Coculescu (2004). CDA emphasizes the importance of language to the understanding of issues of social concern. Strategies of televised communication aim to project a certain image to get a certain response from the public. The tragic death of the Princess of Wales triggered an unprecedented emotional response from the British public, a response the Crown had to carefully handle in order to avoid a crisis.

**Monica Condruz-Bacescu - Academy of Economic Studies, Bucharest**

#### **Culture and Internet Consumption**

Cross-cultural marketing and advertising research reveal important influences of culture on the global consumption of the Internet and its World Wide Web. The prevailing concepts of culture in this field of research are discussed here with respect to their limitations and utility for the increasing number of web-related contributions from marketing research. As a consequence, additional findings on cultural influences on website design, related structural design criteria, basic



conditions, and complementary criteria for culturally appropriate websites are discussed that may impact the future of the Digital Divide.

**Elena Claudia Constantin - *Politehnica* University of Timișoara**

#### **Recognizing Culture in the World of Business**

The author starts from the idea that there has been a dramatic change in the way of doing business in Romania, since there are a lot of people who work for international companies without having to leave their own homes. They belong to multinational teams without meeting their colleagues "face to face". Still they are able to communicate and solve problems irrespective of the nationality of the clients they are doing business with, because, first of all, they are aware of the existence of cultural differences. And it is generally agreed that culture can be a powerful force that can undermine or thrive a business.

**Elena Claudia Constantin - *Politehnica* University of Timișoara**

#### **Ethics and Individual Behaviour**

People who intend to work for different companies have to be aware of the fact that they have to comply with the company value system. Some of these values may not be congruent with the employee's personal moral belief and ethics. One factor that influences the employee's behavior is the organization. That is why sometimes "cultures collide". All business people have to be aware of the dangers of inappropriate conduct and for this they need both ethics and communication knowledge. The current economic context is considered by some specialists as one of the best moments to replace the present working-force with a better, more qualified one.

**Octavian Coste - University of the West, Timișoara**

#### **Lexical Gaps: Romanian and English Facial Expression Verbs**

The English and Romanian semantic fields of facial expression verbs are examined to reveal similarities and dissimilarities on the basis of semantic relations and translation equivalence. The paper analyses the matrix lexical gaps in each field (i.e., the concepts that are not named by a lexical item) as well as the lexical gaps (or lacunae) which occur in translating between the two languages. The causes of these lexical gaps are looked into and solutions are offered in order to fill in such instances.

**Cristina Dama - University of the West, Timișoara**

#### **Visual intra-/ inter-textuality of brands – Kent, Marlboro and Winston**

My paper focuses on the visual intra-/ inter-textuality of three cigarette brands and the corresponding advertisements. With the purpose of highlighting how well-known brands preserve their personal identity and always use their characteristic elements in advertisements, I chose to define each brand according to its unique features, symbols, type of products, colors and promoted message. Whether the ads included in my analysis have an informative or a persuasive purpose, this paper describes and skillfully compares the brands, being an interesting and genuine portrait of the process of advertising and branding.

**Daniel Dejica-Cartis - *Politehnica* University of Timișoara**

#### **Towards a methodology for creating source- or target-oriented texts**

Recent translation studies claim that most translation theories to date are source

text oriented and more often than not, even source language oriented. In this paper we present a structural-functional translation method, which allows the translator to produce different versions of the source text, all different and at the same time all correct, depending on the decisions the translator has taken in the process of translation.

**Daniel Dejica-Cartis - Politehnica University of Timișoara**

#### **Identifying and Analysing Syntactic Holons for Translation Purposes**

In this paper we present a method for the identification and analysis of syntactic holons (*holon – a system within a system*) in source texts. The analysis contributes to the identification of the source text author's preferences for a particular sentence construction or word order at text level.

**Corina Dobrota, Diana Popa - Dunarea de Jos University of Galati**

#### **Media coverage of an imminent intra-national and inter-national conflict between Italy and Romania**

By examining the scripts of the *Sinteza Zilei* political debate show on the give topic, the present study would like to describe and dissect the central terms, assumptions, labels attributed to this conflict between Italy and Romania, and also bring forth some reflections on its direct, practical consequences.

**Virginia Mihaela Dumitrescu - Academy of Economic Studies, Bucharest**

#### **Models of Cross-Cultural Business Communication: Pros and Cons**

The paper examines the relevance of major models of intercultural analysis to actual cross-cultural business communication, identifying both the advantages of using them as guidelines for effective communication, and the disadvantages. It raises three major objections to the uncritical use of theoretical models: their tendency to glibly equate culture with the concept of the nation state, their frequent assumption that national culture is a predictor determining individual attitudes and behaviour, and their effect of reducing national cultures to a series of labels (e.g., "monochronic"/"polychronic", "high context"/"low context", etc.) or placing them on a scale of "dimensions", while ignoring their complexity.

**Luminita Frentiu and Codruta Gosa - University of the West, Timișoara**

#### **Translating the Language of Romanian Teenage Magazines**

Our paper will analyse three most popular teenage magazines in Romania: *Bravo*, *PopCorn* and *Cool Girl*, focusing on translation issues contained. Our paper investigates some aspects raised by the translation of problematic words, phrases and concepts posed by the hybridisation of cultures these magazines instantiate.

**Mohammadreza Ghanbari - Islamic Azad University of Jouybar, Iran**

#### **Restrictions of the Translation of Poetry**

Basically texts can be classified as literary or polysemic and instrumental or monosemic in order to examine the interaction between reader and the text. The purpose of nonliterary text is to convey or transfer some information or teach something, so the writer tries to avoid being ambiguous and sophisticated. In turn the translator has the least problem in rendering the text. But literary text, in particular poetry, is in some way or another different from nonliterary text. Especial qualities and patterns such as grammatical deviation, lexical deviation, phonological deviation, graphological deviation, semantic deviation together with

poetic license, which gives the poet the right of violating the rules, make this distinction. Each of the fore mentioned deviations make the understanding of the poetry more complicated and sometimes impossible. This in turn puts the translator into trouble and makes the process of translation sophisticated. One who wishes to translate poetry should have especial characteristics and ability in order to be recognized as so.

**Sahbi Hidri - Higher Institute of Language, Tunis**

**Translating specialized texts from Arabic into English and from English into Arabic: Problems and strategies**

Inappropriate translation is most often attributed to a lack of sufficient knowledge of the source and/ or target language(s). This paper attempts to examine the strategies used by the Diplôme National de Traduction (DNT) students in the *Institut Supérieur des Langues de Tunis* (ISLT) to translate specialized texts from Arabic into English and from English into Arabic. The study triangulated different data: writing essays, translation tasks, questionnaire, think-aloud protocol (TAP) and retrospective interview (RI). Results of the study indicated that the DNT learners had lexical, grammatical and discursal difficulties in translating legal, business, medical, technical and literary texts both in Arabic and English. Thus, the teaching materials and methodology might be considered, on the whole, inefficient and inadequate. Recommendations were made to improve the status of translating specialized texts within an interdisciplinary field. Translation, French, Arabic, and English teachers, for instance, were called upon to engage in a team work to focus on the learners' needs and seek to equip them with the appropriate strategies to handle any text variety and to be operational and competent in their field of work upon graduation.

**Annamaria Kilyeni - Politehnica University of Timișoara**

**Nonverbal Communication in Print Advertisements**

The starting point of the present paper is the observation that communication in print advertisements is not only realized verbally. Browsing through various women's glossy magazines we could not help noticing that most of the advertisements they contain make extensive use of pictures to convey the advertising message. Moreover, meaning in the print advertisements present in these magazines is often communicated nonverbally through paralanguage. Therefore, in this paper we shall focus on the way in which print advertisements communicate meaning through the exploitation of images, on the one hand, and of the paralanguage of both writing and pictures, on the other hand.

**Olivia Mok - City University of Hong Kong**

**Audiovisual Translation in Time and Space: The Hong Kong Case**

This paper argues that audiovisual translation prepared for TV programs and films at a particular time and space tend to reflect linguistic, political and socio-cultural changes of a society. Hong Kong has also tried, in the past 50 years, to render audiovisual translation services increasingly meaningful and effective. Attempts will be made to account for the different norms, strategies and policies in audiovisual translation in the thirty-some years before the 1990's when the colony was still a diglossic society with English being the High Language and Chinese Low and in the ten-some years after the 1990s when the linguistic milieu and political climate have moved so drastically to being increasingly dominated by China.

**Silaški Nadežda - Belgrade University**

#### **Topic-triggered metaphors in newspaper headlines**

The paper deals with metonymically-based metaphors in sport newspaper headlines. These are novel, topic-triggered metaphors, in which the choice of metaphorical source domain is triggered by some aspect of the target domain. We deal with such metaphors in sport newspaper headlines where the NICKNAME of a sport clubs (e.g. Eagles, Doves, Bulls, Milkmen, Brewers, etc.) metonymically stands for a SPORT CLUB and where the conceptualisation of VICTORY and DEFEAT in sport competition depends on some salient properties of the whole category expressed by the sport club's nickname. Thus, victory may be conceptualised in terms of EATING THE OPPONENT, DRINKING THE OPPONENT, TAMING THE OPPONENT, while defeat is conceptualised as LOSING THE WINGS, FALLING, DROWNING IN THE RIVER, etc.

**Alina Nistorescu - Dragan European University of Lugoj**

#### **Considerations on the Style and the Structure of Emails Used in Professional Communication**

The article focuses mainly on presenting the mixed nature of an email, that of containing elements both of the written and oral varieties. The analysis is conducted on 300 emails exchanged between business professionals working in a multinational company, where English is used for international communication. The structure of the email is outlined: formulas of address, content, closing line and signature. The structure of the email is also compared to that of the traditional business letter.

**Adina Ramona Palea - Politehnica University of Timișoara**

#### **Creativity in Public Relations**

Public relations are a "hot" issue nowadays. People talk about it, read about it and think they understand what it is all about. One of the reasons why people feel so confident about their knowledge in this domain is based on the belief that public relations can be learned and practiced by observing the rules. What I would like to point out throughout this article is that creativity is an essential part of PR. Contrary to what many people may think success in this domain cannot be achieved without creative thinking.

**Maryam Panahi – University of Isfahan, Iran**

#### **Translating Neologisms: Correspondence in Rendering Neologisms from English to Persian**

This work focuses on one of the most important categories of unfindable words introduced by Newmark(1988) called *neologisms* classified into twelve types: newly coined words, new collocations, compound words, old phrases with new senses, acronyms, abbreviations, blends, eponymous words, derivational combinations, transferred words, phrasal words and pseudo neologisms (Newmark: 1988, pp.140-141). For the purpose of this study, tokens of neologisms in the fifth book of Harry Potter series, *Harry Potter and The Order of Phoenix*, by J.K. Rowling have been extracted and compared with their respective equivalents proposed by six Persian translators. This study will investigate whether there are any correspondences between the English neologisms and their Persian equivalents.

**Iulia Para - University of the West, Timișoara**

#### **The English Influence upon the Romanian Vocabulary**

The international role of the English language today is nothing but controversial. In

the wake of economic and technological globalization, we are fast entering a situation where the most significant division among the world's languages is that between English, the master-language, on the one hand, and all other languages, on the other. In the past few years, Romanian has been the subject of many changes, as it has turned itself into a great importer of words, especially of English origin. Nowadays it seems that Romanian and the Romanians try to keep up with Europe and integrate, at least, linguistically as English origin words are spreading and penetrating our language constantly. We can even say that there is almost no field of activity in which such words have not entered and this article focuses upon the many reasons for facilitating the enrichment of our language with English-origin terms, and also the most common ways through which Romanian "imports" English origin words.

**Dana-Andreea Percec and Andreea-Ioana Şerban**

### **Vegetal Symbolism in the Romanian Translations of William Shakespeare's *Hamlet* and *Othello***

The paper focuses on the comparative analysis of lexical and syntactic elements belonging to the semantic field of vegetal nature in two Shakespearean tragedies in which plant symbolism plays a major part – *Hamlet* and *Othello*. We will pay special attention to Romanian translations of Shakespeare's works, arguing about the translators' choices in terms of the accessibility of the language to contemporary readership and the readers' expectations, shaped by the historical, political and cultural context. Thus, we will discuss post-war translations – more traditionalist, archaic, and poetic – and very recent translations, which propose a more global, integrative approach to the written text and its reception.

**Camelia Petrescu - Politehnica University of Timișoara**

### **Translation and Translationese**

Under the pressure of the "language of Europe", i.e. English, the translation of the EU documents in European languages has increasingly become a process of utter "translationese". The concept of *translationese* is redefined based on a comparative analysis of Romanian target texts and EU source texts. This is meant to identify and illustrate the part interference and/or institutional hegemony play(s) in the process. The paper also points to the danger that the very identity of the target language is affected by translationese.

**Camelia Petrescu - Politehnica University of Timișoara**

### **Translation and Ideology**

Ignored until recently and therefore relatively undocumented, the manifestation of ideology in the process of translation has become an increasingly important issue in translation studies. After discussing several definitions of ideology as related to language and giving a short overview of the translation theories dealing with it, the paper focuses on some translation situation, e.g. interpreting in Romania of "behind the iron curtain" meant to illustrate how ideology can affect the "rewriting" of the source text.

**Diana Elena Popa - Dunarea de Jos University of Galati**

### **For whom should we vote? Political identities on electoral debate shows: public vs. private**

Abstract\* (100 words): The present study focuses on the presentation of political identities on electoral debate shows. The data analyzed are from a TV debate held in November 2008, on Antena 1, when three key Romanian political figures

identified themselves as potential Prime Ministers. Although not running for the title, Calin Popescu Tăriceanu, Mircea Geoana and Theodor Stolojan represented the three main parties competing against each other in the Parliamentary elections. Thus the context forced them to build up an identity of the best potential Prime Minister so as to create a persuasive relationship with the public. Their credibility is constructed on both public and private features and their main concern is to have the perlocutionary effect of getting people to vote.

**Anda Popescu - Politehnica University of Timișoara**

#### **A General View on the Relationship between ESP and EGP**

The present study is an attempt to inquire succinctly into the relationship between English for Specific Purposes (ESP) and English for General purposes (EGP). In particular, the general scopes of any of them as well as their distinctive features are elaborated upon and examined. The potentially major problem of a contrast leading to emphatic separation of these two fields of study is sometimes because of ill-defined descriptions or ill-described definitions.

**Anda Popescu - Politehnica University of Timișoara**

#### **The Subject-neutral Vocabulary**

The main function of the scientific text is the proof. The selection of language means must therefore meet this principle requirement. The genre of scientific works is mostly characteristic of the written form of language. The language of science is governed by the aim of the functional style of the scientific text, which is to prove a hypothesis, to create new concepts, etc. The language means used, therefore, tend to be objective, precise, unemotional, and devoid of any individuality. A particularly important aspect of scientific and technological language is the subject-neutral vocabulary which cuts across different specialized domains. The aim of this paper is to analyze some aspects of the neutral vocabulary.

**Raluca Rogoveanu - Ovidius University, Constanta**

#### **Intercultural Negotiations: A Cultural Approach**

The unique characteristic of international versus domestic business negotiations is that international negotiations are influenced by a wide diversity of environments. These require changing perspectives that determine the selection of appropriate tactics and strategies. When negotiating internationally, what is right, reasonable, or appropriate are parameters largely dependent on the cultural values of the country in which the act of negotiation takes place. This article intends to explore different negotiating styles evolving from various cultures: some favoring the search for compromise, others opting for consensus, while others fighting until the "opponent" surrenders.

**Simona Șimon - Politehnica University of Timișoara**

#### **Thematic and Rhematic Patterns in Written Advertisements**

Advertisements have become a ubiquitous presence of our lives. Some of them are dull, others are intriguing, partly due to the thematic and rhematic patterns chosen by the advertisers. In the present paper I shall try identify the types of themes and rhemes that occur in written advertisements taking into account the classification of advertisements on basis of the interpersonal function. I shall also try to interpret the results and draw some conclusions.

**Jutamane Tipparach and Supath Kookiattikoon - Ubon Rajathanee University, Thailand**

#### **Translation Strategies of Philosophical Concepts in Siddhartha**

The paper studies strategies employed by two Thai translators to translate philosophical concepts expressed at the word level in Herman Hesse's *Siddhartha*. The English version of *Siddhartha* translated by Hilda Rosner constitutes the source text of the two Thai translations. The study finds that there are two strategies common to both translations: 1) explaining the concept, and 2) creating compounds. The two translations, nevertheless, differ in other aspects. Sodsai, one of the translators, translated according to the principle of "formal equivalence," emphasizing a close approximation of the text's grammatical forms. She also tried to retain linguistic forms and cultural peculiarities of the source text. Her translation sounds somewhat foreign to Thai readers. In contrast to Sodsai, Choon, the other translator, translated according to the principle of "dynamic equivalence". His dynamic equivalence strategies and skillful use of domestication technique help resolve the problem of non-equivalent words and enhance the naturalness in translation. It also allows the target language receptors, the Thai audience, to understand and appreciate the original concepts of the source text without the awkwardness of translation. As far as translation philosophical concepts is concerned, "dynamic equivalence" coupled with "domestication" overall yield better and more natural translation than "formal equivalence" and "foreignization."



## **PAPERS IN FRENCH**



**Andra-Teodora Catarig – University of Oradea**

#### **Aspects génériques de la presse quotidienne d'information générale**

L'objectif de notre communication est d'illustrer le profil générique des quotidiens nationaux d'information générale français (*Le Monde, Le Figaro*) et italiens (*Corriere della Sera, La Repubblica*). Les aspects génériques, ainsi que les centres d'intérêt, l'idéologie, la titraille, le ton, la manière dont on utilise les citations, sont des composantes essentielles de la ligne éditoriale. Nous allons observer comment développent les quotidiens français et italiens un même thème informatif, c'est-à-dire comment se construit le discours journalistique autour d'un événement médiatique. L'examen du mode de traitement de l'information nous permettra d'identifier les caractéristiques définitives de ces organes de presse.

**Laura Chiriac - Politehnica University of Timișoara**

#### **La traduction – outil de réduction des écarts typologiques entre le français et le roumain.**

Dans la pratique de la traduction, on rencontre des cas où un énoncé français peut être traduit littéralement en roumain. Mais, c'est l'exception plutôt que la règle, puisque, dans la plupart des situations, une reformulation, plus ou moins substantielle s'impose. Évidemment, cet aspect a constitué une préoccupation permanente pour les théoriciens de la traduction, le résultat étant l'élaboration des procédés de traduction, ayant comme enjeu la correction des écarts typologiques entre la langue source et la langue cible. Dans le travail, on analyse quelques uns de ces procédés, concernant la traduction du français en roumain, des recommandations pratiques y étant formulées.

**Laura Chiriac - Politehnica University of Timișoara**

**Enseigner à traduire, c'est enseigner la traduction?**

Enseigner à traduire est avant tout un travail de rigueur bien plus universel qu'enseigner la traduction. Enseigner à traduire requiert une approche complexe de la bi-culturalité entre les langues source et cible. Les connaissances, au-delà de la compréhension linguistique, puisent dans les codes géographiques, ethnographiques et culturels tout ce qui permettra de restituer les concepts tels que: sens, culture, société, histoire, qu'une simple traduction aurait tendance à écarter. L'interdépendance qui caractérise nos sociétés avec la mondialisation fait de la traduction un métier d'avenir où une grande culture générale et spécialisée sont exigées.

**Dorina Chiș - Tibiscus University, Timișoara**

**Le développement du travail terminologique et l'apport des ingénieurs électrotechniciens roumains**

La création de la Commission électrotechnique internationale (CEI), en 1906, marque un moment important dans la constitution de la terminologie en tant que discipline. L'académicien Remus Răduleț, membre et ensuite président (entre 1964 – 1967) du Comité de Terminologie de la CEI, y joue un rôle important. Ses contributions portent aussi bien sur l'établissement des principes théoriques et normes de la terminologie scientifique et technique, que sur la constitution d'ouvrages terminographiques. Ses travaux, théoriques et pratiques, consacrés au vocabulaire du domaine, sont continués aujourd'hui par ses collaborateurs, dans le cadre du Comité Electrotechnique Roumain, apportant une contribution majeure au développement de la terminologie roumaine moderne.

**Marion Cohen-Vida - Politehnica University of Timișoara**

**Les métaphores lexicalisées dans la langue et dans les langues de spécialité: un obstacle à la compréhension**

La métaphore est un outil particulièrement utile dans la création lexicale. De fait, il n'existe aucun domaine de la langue qui puisse s'en passer, y compris les langues de spécialité. Motivée, la métaphore ne l'est jamais qu'*a posteriori*, dans une langue donnée, et elle constitue un sérieux obstacle à la compréhension d'une langue étrangère. On pourrait dire que cet obstacle est particulièrement important pour les langues de spécialité, car, ici plus que dans l'usage ordinaire, la langue est liée au savoir. Il ne s'agit alors pas seulement d'apprendre un lexique, mais de saisir une organisation. Comprendre les métaphores lexicalisées qui sont souvent nombreuses dans les langues de spécialité est donc d'une importance capitale.

**Marion Cohen-Vida - Politehnica University of Timișoara**

**Les métaphores dans le langage de l'internet**

Le foisonnement métaphorique est symptomatique du développement de l'internet, le rôle de cette figure étant primordial lors des découvertes scientifiques qu'elle accompagne, en ce qu'elle permet tout d'abord d'appréhender une nouvelle perception de la réalité, mais également de la structurer. La métaphore fait plus que décrire la réalité ; parfois elle donne naissance à cette réalité. L'article se propose d'analyser les traits spécifiques des métaphores dans le langage de l'internet.

**Virginia Oprisa, Mariya Tsiple - University of the West, Timișoara**

**Sur quelques toponymes qui désignent le champ sémantique de l'appellatif *se/„sare”***

Cette étude propose mettre en évidence la diversité linguistique qui est à la base



de la toponymie majeure et mineure dans la zone/région de Banat et de Maramureș. La toponymie, comme valeur d'un document vivant, représente, selon l'affirmation de Dimitrie Oancea (Geografia României 1984: 16) „une synthèse concentrée des caractéristiques physico-géographiques de l'écorce terrestre”. Sous l'aspect méthodologique, la toponymie travaille avec les appellatifs (des noms géographiques communs) qui représentent la terminologie géographique. Dans la recherche des noms de lieux, un problème de base c'est leur traitement du point de vue étymologique. La détermination de l'étymologie des toponymes contribue à la fixation de la stratification linguistique. Les toponymes qui désignent les activités concernant l'extraction des ressources minérales (sel, minerais, pétrole) reflètent la réalité dans le territoire. Donc, le nom *se/* est à la base de nombreuses toponymies majeures ou mineures dans la zone/région présentée.

**Mihaela Pasat - University of the West, Timișoara**

#### **La pensée du dire ... le dit du (re)penser**

Nous aimerions mettre en exergue le fait que la construction du sens/ de la signification à travers la *mémoire* des mots, des actes, sous l'emprise des relations *énonciateur - énonciataire, narrateur - narrataire* et *locuteur - allocutaire*, qui ont des marques spécifiques, ne devient pertinente que dans une "mise ensemble" fort élaborée, qui implique la présence - dans une traduction - (in?)consciente mais coïncidente, aussi bien de la voix source que de la voie (sic !) cible. Le "corpus" incorpore (sic ! sic !) le texte du roman *Une Femme pour l'Apocalypse* de Vintilă HORIA, traduit par nous en roumain (*O femeie pentru Apocalips*, Editura ART, București, 2007). La grande difficulté de cette approche consiste tout d'abord dans l'insolite d'une expérience dite en français par un auteur censé penser en roumain (langue maternelle oblige !), redite en roumain par une traductrice présumée (re)penser en français (profession oblige également !), lorsque l'auteur lui-même, après lecture de la traduction, affirme : "Ma pensée (si j'avais écrit en roumain, n.n.) n'aurait pas trouvé un meilleur dire".

**Mirela-Cristina Pop - Politehnica University of Timișoara**

#### **Reformulation et traduction**

Les spécialistes de la traduction sont unanimes à reconnaître l'importance du travail de reformulation dans l'activité de traduction, en interprétation et en production d'énoncés. Comme toute activité humaine impliquant l'intervention d'un ou de plusieurs sujets, l'activité de traduction s'accompagne de déformations qui peuvent aller de glissements de sens imperceptibles jusqu'à l'altération inacceptable du contenu original. C'est l'essence même de toute activité de reformulation, qu'elle soit intra- ou interlinguale, et peut concerner un mot, une séquence ou un énoncé entier (cf. aussi Franckel, 2004). Ce principe de la déformabilité du contenu s'appuie sur la «conception dynamique de la signification» dans laquelle s'inscrivent la plupart des travaux actuels menés en linguistique de l'énonciation (Fuchs, 2006, 1994, 1988, 1982, Franckel, 2004, 1998, Victorri, Bernard, 1992, etc.), basés notamment sur la *reformulation intralinguale*. Dans notre intervention, nous proposons d'étendre le champ d'application de ce principe dans le domaine de la *reformulation interlinguale* et de réfléchir sur les limites de la déformabilité acceptable des contenus lors du transfert du français vers le roumain et sur les types de transformations, quantitatives et/ou qualitatives, subis par les contenus de base sous l'effet de l'activité de reformulation de plusieurs sujets.

**Mirela-Cristina Pop, Rodica Superceanu, Lucia Beica - Politehnica University of Timișoara**

#### **La traduction en roumain des documents personnels anglais et français : éléments culturels**

L'analyse des problèmes et des difficultés de traduction des documents personnels

de l'anglais et du français vers le roumain impose, comme étapes préliminaires, d'établir le corpus et de circonscrire l'objet de la recherche. Notre intervention vise, d'une part, à délimiter les documents qui constitueront notre corpus et à les classer par types et genres correspondants, et, d'autre part, à identifier les éléments culturels, d'ordre général et d'ordre spécifique, référant à deux cultures source, anglaise et française dans notre cas, tels qu'ils apparaissent dans les documents sélectionnés.

**Carmen-Ştefania Stoean - Academy of Economic Studies, Bucharest**

**Approche interactionnelle de la communication professionnelle orale**

La communication professionnelle constitue un domaine de recherche de plus en plus offrant depuis que les milieux professionnels sont devenus conscients du rôle qu'elle joue dans les relations de partenariat. La communication s'apprend et c'est pourquoi son étude fait partie des programmes d'études des facultés non-philologiques. Mais pour l'enseigner/apprendre, il faut l'étudier. Notre communication a comme objet l'analyse d'une forme de communication professionnelle orale – la réunion de travail – sous la perspective théorique de l'interactionnisme socio-discursif et la théorie de l'action.

**Lavinia Suci - Politehnica University of Timișoara**

**Discours institutionnel – discours publicitaire : approche délimitative**

La prémisse de notre démarche consiste dans l'observation rapportée à l'existence d'une perception sur le discours institutionnel de type signature, selon laquelle il est encadré dans la sphère du discours publicitaire. En dépit de leur similarité, déterminée par le même émetteur (l'entreprise) et par la construction identique (le slogan), on considère cette acception inadéquate et on s'évertue à délimiter les deux types de discours, à préciser la place de chacun dans l'architecture communicationnelle de l'entreprise, en procédant à une analyse comparative reposant sur les points suivants : la fonction, le but, l'orientation, la configuration, l'aspect sémantique, l'envergure temporelle.

**Lavinia Suci - Politehnica University of Timișoara**

**Le message et le métamessage de la communication institutionnelle**

Toute communication permet une « lecture » sur deux plans : celui du message à proprement parler, correspondant à sa composante de contenu et celui des éléments non-verbaux associés au message, qui renvoient à sa composante de relation. L'acte communicationnel de l'entreprise ne s'y soustrait non plus, et, par conséquent, nous avançons l'idée que les éléments analogiques – rapportables à l'attitude, à la posture de l'entreprise-émetteur vis-à-vis de son message – acquièrent la consistance et la fonction d'un métamessage, en soulignant le message de l'entreprise et en surlignant les composantes de contenu et de relation. Le rôle du métamessage dans la communication institutionnelle ne se réduit pas seulement à faciliter et à approfondir la compréhension du message, mais, en outre, il tend à maximiser la crédibilité de celui-ci.

**Sorina Şerbanescu - University of the West, Timișoara**

***La nostalgie communiste comme argument persuasif dans les produits publicitaires roumains***

L'une des conséquences de la mondialisation est la mise en place d'un système de références commun à tous les habitants de la planète, celui de la consommation de marques de produits. La promotion d'une marque impose de plus en plus un style de vie, un ensemble de valeurs, un "look", une idée. Après l'enthousiasme

révolutionnaire des années '90 allant de pair avec l'incrimination du communisme et la révélation de ses zones obscures, paradoxalement, une tendance opposée, appelée "la nostalgie du communisme", a commencé à se manifester dans les productions culturelles et publicitaires des pays de l'Europe Centrale et de l'Est.

**Deliana Vasiliu - Academy of Economic Studies, Bucharest**

**Quelles compétences développer au cadre d'une formation universitaire à la traduction spécialisée?**

La réflexion proposée sous ce titre cible en premier lieu une réalité à laquelle les enseignants roumains de langues vivantes de spécialité ne peuvent plus tarder d'apporter leurs réponses concrètes et diversifiées. Il s'agit des besoins en communication spécialisée multilingue que l'appartenance à l'espace politique, économique, social et culturel européen a réellement décuplés ces dernières années. Il s'ensuit que, pour mettre en place des formations universitaires à la traduction spécialisée porteuses et en même temps réalistes, il devient urgent de coordonner les stratégies linguistiques des établissements intéressés et permettre par là aux formateurs de profiter des acquis nationaux et européens du domaine. Notre recherche se propose, à partir du débat européen actuel en la matière, d'analyser de plus près la nécessaire et difficile conjugaison entre le linguistique, le domanial (la fonction publique, dans notre exemple) et le culturel, les trois volets majeurs impliqués dans la réalisation d'un tel programme d'enseignement. La formation de vrais professionnels roumains de la traduction spécialisée dont le marché européen du travail a et aura pour longtemps encore besoin dépend de la qualité de la réponse des formateurs et de leur capacité à (se) mobiliser en ce sens.

**Maria Tenchea - University of the West, Timișoara**

**Traduction et textualité: découpage séquentiel et jeu des connecteurs. Perspective didactique**

À partir de l'analyse d'un corpus traductionnel (français-roumain et roumain-français), on met en évidence les changements visant le découpage textuel (phrases - séquences - paragraphes), ainsi que les opérations traductives qui portent sur les connecteurs ou organisateurs textuels (explicitation, suppression, substitution). On peut affirmer que, dans ces cas, il s'agit le plus souvent d'une modulation opérée au niveau des séquences textuelles. La didactique de la traduction devrait prendre en considération ce type d'équivalence, par le recours à des commentaires et des exercices appropriés.

**Mihaela Visky - Politehnica University of Timișoara**

**Quelques problèmes liés à la traduction des titres**

La traduction des titres ne pose pas seulement des problèmes de stylistique ou de langue, mais elle doit aussi assurer un transfert culturel. L'opération traduisante devient d'autant plus compliquée lorsque la traduction se réalise par le biais d'une troisième langue, qui intervient entre la langue source et la langue cible du texte. Nous nous proposons d'analyser les problèmes apparus lors de la traduction d'un essai d'interprétation textuelle des romans policiers d'Agatha Christie .

**Mihaela Visky - Politehnica University of Timișoara**

**La reprise anaphorique des expansions du syntagme terminologique**

La terminologie textuelle permet au terminologue et au terminographe d'analyser le fonctionnement des termes dans un contexte donné, ainsi que celui des unités linguistiques plus grandes, c'est-à-dire des syntagmes. Nous nous proposons de

mettre en évidence le fonctionnement de la reprise anaphorique des expansions du syntagme terminologique en français et en roumain. Après avoir défini le syntagme terminologique et la reprise anaphorique, nous analysons quelques types de situations suivant différentes classifications.

## ◆ PAPERS IN GERMAN ◆

**Tanja Becker - University of the West, Timișoara**

### **Politische Kommunikation im Wandel**

Viele Experten sprechen von einer Entwicklung hin zur Mediengesellschaft. Mehr denn je setzt die Fähigkeit und Bereitschaft zur Teilnahme und Teilhabe an Politik Informiertheit, medienrelevante Artikulationsfähigkeit und Kommunikationsfähigkeit voraus. Politische Kompetenz steht somit in funktionalem Zusammenhang mit politisch-medialer Kompetenz. Welche Folgen hat das für die politische Kommunikation und ihre Akteure? Ist es angemessen von Telekratie zu sprechen oder mit Martin Walser von der öffentlichen Meinung als dem „letzten Gott“? Der Vortrag versucht Antworten zu finden welche Theorie der politischen Kommunikation den veränderten Anforderungen gerecht wird.

**Lora-Dagmar Constantinescu - Academy of Economic Studies, Bucharest**

### **Zur Wissensvermittlung im FaSU am Beispiel der Geschäftsbriefe**

In meinem Beitrag behandle ich einige Aspekte des Wissensvermittlung im FaSU. Zu den Textsorten des Wirtschaftsdeutschen gehören auch diejenigen im Bereich der *Geschäftskorrespondenz*. In der Geschäftsanbahnung und -abwicklung ist es angebracht zu verfolgen, wie die fach- bzw. geschäftseigenen Merkmale mit den textsortenspezifischen- und textsortendidaktischen zusammenhängen.

Im Mittelpunkt des Interesses stehen in meiner Arbeit die dabei immer wieder erwähnten fachlich-fachsprachlichen „Denk- und Mitteilungsstrukturen“ in verschiedenen Briefftextbeispielen, in den vorhandenen/eingesetzten Lehrwerken, mit Fokus auf einerseits die Empfängerorientierung, andererseits auf Argumentationsmöglichkeiten.

**Anca Dejica-Cartis - Politehnica University of Timișoara**

### ***Der Literarische Text als Werkzeug kommunikativen Handels***

Man geht von der Prämisse aus, dass der Text im Spracherwerbprozess integriert bleibt. Unter dem Spektrum der Sprachlichen Mittel thematisch und kulturell beeinflusst, verfügt der literarische Text über Redemittel kommunikativen Handels. Analysiert werden verschiedene Dialogformen, die in unterschiedlichen literarischen Textsorten vorkommen, mit dem Ziel eine kommunikative Sprachkompetenz zu entwickeln. Verschiedene Sprachhandlungen werden nach kommunikativen Absichten angedeutet, wie im Falle des Kommunikationsaustausches, des Gefühlsausdrucks, der Einstellungen, der sozialen Konventionen u.ä.

**Ioana Andrea Diaconu – *Transilvania* University, Brasov**

**Die Abteilung für moderne angewandte Sprachen der „Transilvania“ Universität – eine Bilanz nach der ersten Bachelor Generation.**

Ich möchte in meinem Beitrag zeigen, wie es an der Philologiefakultät aus Kronstadt gelungen ist, die vom Bologna – Prozess aufgezwungenen Änderungen zum Vorteil der Abteilung für moderne angewandte Fremdsprachen zu unternehmen, ohne aber die negativen Aspekte außer acht zu lassen. Die von der Reduzierung der Stundenanzahl ausgehenden Überlegungen betreffen nicht nur die Lehrpläne auf globaler Weise, sondern haben auch zum Umdenken der Inhalte geführt. Dieser Aspekt wird an den Inhalten des Faches „Kommunikationstechniken“ verdeutlicht.

**Dana Grosseck – *Politehnica* University of Timișoara**

**Die Rolle der nonverbalen Kommunikation in der Verhandlungstypologie**

In der Kommunikationspsychologie ist jede Verhandlungsform Folge einer subtilen Handlung. Prinzipiell muss im Rahmen der Verhandlungen jede Partei ihre Ansprüche und ihre ursprünglichen Ziele umdenken zugunsten des eigenen Vorteils. Abgesehen davon, wo und zwischen wem sie geführt werden, greifen Verhandlungen auf die Rhetorik, auf die Logik und auf Elementen der Argumentationstheorie zurück. Ebenfalls hat die nonverbale Kommunikation eine sehr große Wichtigkeit. In internationalen Geschäftsvorgängen, obwohl die Verhandlungen durch schriftliche Kommunikationen abgeschlossen werden, hat die verbale Kommunikation eine maßgebende Rolle, weil durch das Fehlen der Wahrnehmung Mißverständnisse auftauchen können. Zur Wahrnehmung gehören selbstverständlich auch nonverbal Kommunikationsmittel. Ihre Rolle und Wichtigkeit soll in der vorliegenden Arbeit präsentiert werden.

**Gyde Hansen - Copenhagen Business School**

**Langzeitstudie zur Revision in Übersetzungsprozessen**

Für das Gelingen von interkulturellen Kommunikationsprozessen sind Aufmerksamkeit und Kontrolle, d.h. auch Selbstaufmerksamkeit und Selbstkontrolle wichtige Voraussetzungen. Dies zeigt eine interdisziplinäre, empirische Langzeitstudie von Übersetzungsprozessen an der Copenhagen Business School (CBS), bei der weniger das Produkt als vielmehr der mentale Übersetzungsprozess aus holistischer Sicht mit seinen vielfältigen Einflüssen im Mittelpunkt stand. 1997/1998 wurden Versuche mit einer Gruppe von Studierenden im letzten Jahr ihres Studiums zum staatlich geprüften Dolmetscher und Übersetzer durchgeführt. 2006/2007 wurden mit denselben Versuchsteilnehmern wieder Versuche, diesmal an ihren Arbeitsplätzen, durchgeführt. Es handelt sich um ein interdisziplinäres Projekt, bei dem Methodenpluralität, d.h. Kombination und/oder Triangulierung von qualitativen und quantitativen Methoden und Daten, verwirklicht wurde. Um einem besseren Verstehen der Komplexität des Übersetzungsprozesses näher zu kommen, wurden Erkenntnisse der Psychologie, Soziologie, Kognition und methodische Ansätze anderer Disziplinen einbezogen.

**Claudia Icobescu - *Politehnica* University of Timișoara**

**Prozessindikatoren: ein mentales Spiegelbild der Produktion von Übersetzungslösungen**

Untersuchungen des Übersetzungsprozesses mittels Protokolle des lauten Denkens sind nicht gerade einfach. Während bei produkanalytischen Ansätzen durch die Festlegung einer Norm sehr schnell das relevante Datenmaterial abgegrenzt werden kann, muss bei LD-Protokollen zunächst einmal geklärt werden, welche

Äußerungen für welche Fragestellung in welcher Weise ausgewertet werden können. In diesem Vortrag werden die Ergebnisse einer empirischen Untersuchung dargestellt. Es werden einige Prozessindikatoren aufgezählt und kurz erläutert, um sie dann anschließend einer eingehender Analyse zu unterwerfen und mit Beispielen aus den LD-Protokollen zu belegen.

**Andreea Rodica Ruthner - Politehnica University of Timișoara**

#### **Jugendsprache als Provokation**

Warum empfinden Erwachsene *die Jugendsprache* als eine Provokation? – Das ist die erste Frage, die man sich zu diesem Thema stellen sollte. Wir alle haben dieses schwierige Alter erlebt, uns mit denselben Fragen, Sorgen und Gedanken geplagt, wir alle hatten unsere Konflikte mit den einen oder anderen Erwachsenen, und dann fragt man sich, warum scheint denn eigentlich die Jugend der Gegenwart so provokativ?

**Andreea-Magdalena Sándor - Continental Automotive Romania**

#### **Besonderheiten beim deutsch-rumänischen Übersetzen von Fachtexten aus Kunstgeschichte**

Die Arbeit beschreibt Besonderheiten, die beim Übersetzen von Texten aus dem Bereich Kunstgeschichte aus dem Deutschen ins Rumänische auftreten können. Dabei wird auf die übersetzungsrelevante Textanalyse, auf Übersetzungsprobleme, Übersetzungsprozeduren, und auf die funktionsgerechte Übersetzung eingegangen. Es werden gleichzeitig Übersetzungsprobleme semantischer Art, auf lexikalischer, syntaktischer und morphologischer Ebene, sowie Textualitätsprobleme jeweils durch Beispiele veranschaulicht. Dazu werden selbstverständlich auch Lösungen geliefert, die die Erhaltung der informativen und Darstellungsfunktion, sowie der Kohäsion und der Kohärenz des Textes anstreben. Die Bedeutung der Recherche bei der Übertragung eines solchen Textes aus dem Deutschen in das Rumänische, sowie der Kenntnisse über Weltgeschichte im Allgemeinen und über Kunstgeschichte im Einzelnen, und der Vertrautheit mit dem Stil dieser Fachtexte soll dabei auch nicht unterschätzt werden.

**Larisa Schippel - Humboldt-Universität Berlin**

#### **Kulturelle und diskursive Strategien in der Translation**

Translation vollzieht sich nicht nur als kultureller sondern auch als diskursiver Transfer. Der Vortrag will darstellen, welche Wirkungen Übersetzungen im zielsprachigen Diskurs entfalten können. Dazu wird Material aus verschiedenen Fachdisziplinen im deutsch-rumänischen Sprachenpaar als Belegmaterial herangezogen.



## **PAPERS IN ROMANIAN**



**Nadia-Luiza Dincă - Research Institute for Artificial Intelligence, Romanian Academy**

#### **Principiile proiectării unei baze de date cu exemple de traducere**

Una dintre regulile interne ale traducerii bazate pe exemple este dependența calității traducerii de lungimea și modul de reprezentare a exemplilor de

traducere. La rândul lor, acestea sunt gestionate de către o bază de exemple, în proiectarea căreia lingvistul este obligat să răspundă la două întrebări cheie:

- ce mod de reprezentare va alege pentru exemplul de traducere?

- care sunt posibilitățile de generalizare a exemplului de traducere stocat în baza de date?

În acest articol propun, pentru limbile română, engleză și franceză, două posibile răspunsuri ale acestor întrebări, orientându-mă spre reprezentarea exemplilor de traducere ca arbori de dependență și, respectiv, spre generalizarea lor prin informația semantică introdusă de clasele verbale descrise de Levin.

**Adriana Ritt - University of Agricultural Sciences and Veterinary Medicine, Timișoara**

### **Comunicarea de marketing si comunicarea de risc colaboreaza pentru protectia consumatorului**

Ca stat membru al Uniunii Europene, Romania trebuie sa respecte prevederile unor documente si acte normative, europene si nationale, care promoveaza educarea si informarea corecta a cetateanului, in vederea protejarii sale impotriva unor riscuri legate de produsele alimentare. Comunicarea de risc are ca scop informarea opiniei publice cu privire la pericolele la care sunt expusi oamenii si mediul, daca nu sunt respectate normele si standardele in vigoare. In promovarea comunicarii de risc, un rol activ si permanent il joaca mass-media. Constientizarea consumatorilor reprezinta primul pas spre protectia lor. La aceasta actiune participa, pe langa mass-media si producatorii, distribuitorii si organismele abilitate, de stat sau non-guvernamentale.

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Should you wish to have your paper published, please bring it in final form or send it by May 1, 2007 to Dr. Rodica Superceanu, *Politehnica* University of Timisoara, Department of Communication and Foreign Languages, Str. Traian Lalescu 2a, 300223, Timisoara, Romania, both as a hard copy and on a disk, respecting the indications below:

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