

DCLS

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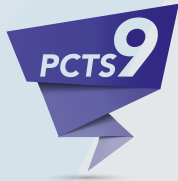
Universitatea
Politehnica
Timisoara

*Professional Communication
and
Translation Studies*
International Conference

LANGUAGE AND COMMUNICATION
IN THE DIGITAL ERA

PCTS9

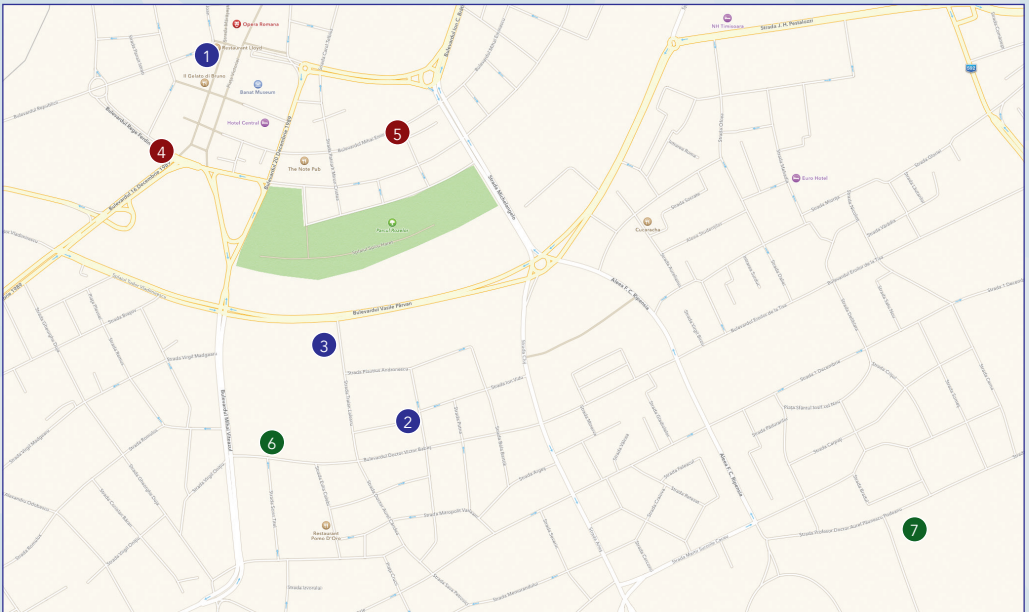
26 MARCH
TIMISOARA **27 2015**



Professional Communication and Translation Studies

International Conference

Venue, Accommodation, and Social Programme Map



1 Politehnica University of Timișoara,
Rectorate Building
Piața Victoriei nr. 2
300006 - Timișoara

2 Department of Communication and
Foreign Languages
Strada Petre Râmăneanșu nr. 2, A204
300596 - Timișoara

3 UPT Central Library
Bulevardul Vasile Pârvan nr. 2B,
300223 - Timișoara

4 Politehnica House 1
Bulevardul Regele Ferdinand nr. 2
300006 - Timișoara

5 Politehnica House 2
Bulevardul Mihai Eminescu nr. 11
300028 - Timișoara

6 1MV University Restaurant
Bulevardul Mihai Viteazul nr. 1
300222 - Timișoara

7 Baza 2 University Restaurant
Strada Păunescu Podeanu nr.2
300586 - Timișoara

*For more information
please visit www.cls.upt.ro*

POLITEHNICA UNIVERSITY OF TIMISOARA
DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

***PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES***

INTERNATIONAL CONFERENCE
9TH EDITION

***LANGUAGE AND COMMUNICATION
IN THE DIGITAL ERA***

CONFERENCE PROGRAMME and BOOK OF ABSTRACTS

26-27 March 2015
TIMIȘOARA, ROMANIA

Overall conference coordination: Daniel Dejica
Chair of the Scientific committee: Mariana Cernicova-Bucă
Chair of the Organizing committee: Vasile Gherheș

Scientific committee

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Eugenia Arjoca-Ieremia, University of Timișoara, Romania
Ștefan Bratosin, Université de Montpellier 3, ORC IARSIC, France
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Igor Charskykh, Donetsk National University, Ukraine
Sebastian Chirimbu, *Spiru Haret* University, Bucharest, Romania
Georgeta Ciobanu, *Politehnica* University of Timișoara, Romania
Daniel Dejica-Carțiș, *Politehnica* University of Timișoara, Romania
Vasile Gherheș, *Politehnica* University of Timișoara, Romania
Gyde Hansen, Copenhagen Business School, Denmark
Carmen Holotescu, *Politehnica* University of Timișoara, Romania
Angelika Ionas, University of Timișoara, Romania
Debra Journet, University of Louisville, USA
Anthony O'Keeffe, Bellarmine University, USA
Uros Mozetic, University of Ljubljana, Slovenia
Hortensia Pârlog, University of Timișoara, Romania
Mirela-Cristina Pop, *Politehnica* University of Timișoara, Romania
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Maria Tenchea, University of Timișoara, Romania
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CONFERENCE PROGRAMME

March 26, 2013

08.00 - 09.00	Welcome and Registration <i>Politehnica</i> University of Timisoara Rectorate Building, Senate Room 2 Victory Square [Piața Victoriei nr. 2], Timisoara
09.00 - 09.30	Official Opening
09.30 - 11.30	Keynote presentations
12.00 - 13.00	Lunch Break
13.00 - 14.00	Book Presentations <i>Politehnica</i> University of Timisoara Dept. of Communication and Foreign Languages Str. Petre Râmneantu, nr. 2, Timisoara
14.00 - 15.45	Paper Presentations
15.45 - 16.00	Coffee Break
16.00 - 17.30	Paper Presentations
17.30 - 17.45	Coffee Break
17.45 - 19.45	Paper Presentations
20.00	Cocktail

March 27, 2013

09.00 - 10.00	Keynote Presentations
10.00 - 10.30	Coffee Break
10.30 - 12.00	Paper Presentations
12.00 - 12.15	Coffee Break
12.15 - 14.00	Paper Presentations
14.00	Closing of the Conference

CONFERENCE PROGRAMME

Keynote presentations

March 26, 2015, 09.30 - 11.30

Politehnica University of Timisoara, Rectorate Building, Senate Room
Piața Victoriei nr. 2, 300006 Timisoara, <http://www.upt.ro/>

Despre votul electronic

Petru Andea, Academy of Romanian Scientists

*Beyond Boundaries: A Perspective on the
Limitations of Machine Translation*

Peter Cooper, Sam Houston State University, USA

*The Transfer of Signs Between Heterogeneous
Systems: Incongruent Equivalences*

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

*Digital Literacy and the Challenges of Digital
Technologies for Learning*

László Komlósi, Széchenyi István University, Győr, Hungary

Book presentations

March 26, 2015, 13.00 - 14.00

Politehnica University of Timisoara, Dept. of Communication and Foreign
Languages, Str. Petre Râmneantu, nr. 2, 300596 Timisoara, www.cls.upt.ro

Keynote presentations

March 27, 2015, 09.00 - 10.00

Politehnica University of Timisoara, Politehnica University Library
Str. Vasile Pârvan nr.2 B, 300223 Timișoara, <http://www.library.utt.ro/>

Research Trends in the Digital Humanities

Mary P. Sheridan - University of Louisville, USA

Born Digital Scholarship

Debra Journet - University of Louisville, USA

CONFERENCE PROGRAMME

March 26, 2015

14.00 - 15.45

Paper presentations

Politehnica University of Timisoara
Dept. of Communication and Foreign Languages
Str. Petre Râmneanțu, nr. 2, 300596 Timisoara

www.cls.upt.ro



Professional Communication	Translation Studies	Translation Studies	Linguistics and Communication
Room: A203 Moderator: Nicolae Melinescu	Room: A225 Moderator: Peter Sandrini	Room: A208 Moderator: Gyde Hansen	Room: A210 Moderator: Daniela Gheltofan
How Much Is Entertainment the New News Nicolae Melinescu	Towards a Digital Translation Policy Peter Sandrini	Unterrichtspraxis des Gerichtsdolmetschens online Josef Štefčík	O abordare asupra anglicismelor limbii române Andrea Kriston
Authorship and Copyright in the Digital Age Mariana Cernicova-Bucă	ISO 2384: The Case of Technical Translations in Romanian Daniel Dejica, Claudia Elena Stoian	Translation: Was verschwindet und was bleibt? Gyde Hansen	Analiza subtitrării <i>Pirates of the Caribbean: On Stranger Tides</i> Elena Laura Vulpoiu
Instruments for online communication in organizations Ioan Hosu, Mihai Deac	Challenges in Translating Compound Nominal Phrases in Naval Architecture Texts Anca Trișcă (Ionescu)	Veränderung des translatorischen Berufsbildes durch IT-Innovationen Vlasta Kučič	Despre antonimele intraparemiologice și interparemiologice Daniela Gheltofan
Designing a Book: Economic and Social Challenges - Now and Then Alexandra Bardan, Bogdan Hrib	Sports Vocabulary in English and Serbian in the Light of Translation Challenges Valentina Budinčić, Tijana Dabić	Facebook versus Website / Informieren über soziale Netzwerke und über „klassische“ Websites Stefana-Oana Ciortea-Neamțiu	Traducerea frazeologismelor, a proverbelor și a zicătorilor din limba sârbă în limba română Mața Țaran Andreici
UN Goodwill Ambassadors in the PR-isation of International Relations Anna Balanyk	A Corpus-based Approach on the Relevance of Translating Interjections Olivia Rusu	Geschichte durch Geschichten. Ein Unterrichtsansatz für universitäre Kultur- und Landeskunde-Kurse Dieter Hermann Schmitz	Traducerea termenilor tehnico-științifici (cu privire specială la limbile rusă și sârbă) Mața Țaran Andreici
Recent media images of Donbass as justification of war Igor Charskykh	Translation Studies and Postmodernism Rouhullah Parsa	Die Tücken des Stehgreifübersetzens Claudia Iobescu	Conceptul de normă din perspectiva lingvisticii integrale Nadia Obrocea
Political Discourse and Manipulation Bianca Drămnescu	Extratextual Elements in Subtitling - the Battle of Linguistic and Cultural Codes Elena Violeta Tănase	Zum Einsatz der Hypermedialität im landeskundlichen DaF-Unterricht Karla Lușșan	Conectorii (logico-)discursivi ai contextului antonimic Daniela Gheltofan
Social Media For Public Diplomacy Alaaddin Paksoy			

CONFERENCE PROGRAMME

Paper presentations

March 26, 2015
16.00 - 17.30

Professional Communication	Translation Studies	Linguistics and Communication	Foreign Language Pedagogy
Room: A203 Moderator: Lucian Ionică	Room: A225	Room: A208 Moderator: Claudia Icobescu	Room: A210 Moderator: Claudia Elena Stoian
Comunicarea mediatică și discursul de influențare Cristina Ariton-Gelan	Workshop Control over Digital Technology - Free and Open Source CAT Tools Peter Sandrini	<i>Der neue Simon-Beckett-Roman ist wieder ein David-Hunter-Roman. Zu Ad-hoc-Komposita in der aktuellen deutschen Pressesprache</i> Bogdana Crivăț	Challenging Aspects of Teaching Inclusive, Politically Correct Language in an EFL Classroom (based on American/vs. European Experience) Olena Hundarenko
Comunicarea între persuasiune și perversiune Daniel-Liviu Ciurel		Individualismus versus Kollektivismus in der deutschen und rumänischen Werbung. Eine vergleichende Studie. Patrick Lavrits	Teacher and the Teaching of Foreign Languages in Classroom, Eliona Naqo
Retorica tetraedei media Cosmin-Constantin Băiaș		Zum Verhältnis von fachsprachlichem und allgemeinsprachlichem Fremdsprachenunterricht Anca-Raluca Maghețiu	Education Methodologies and Integrated Approaches of Collaborative Learning Alma De Pietri
Web TV. Criterii de identificare și particularități intrinsece Anamaria Filimon-Benea		Mitteln und Strategien in der diskursiven Gestaltung von Nachrichten. Einige Aspekte im interkulturellen Vergleich Ruxandra Buglea	Using Cartoons to Teach English to Young Learners in Italy Vanessa Leonardi
Problema depozitului legal pentru presa online Lucian Ionică		Die Verbselektion auf dem A1-Niveau in den Rumänisch-als-Fremdsprache - Lehrbüchern. Die Abakus-Methode Daniela Kohn	Young English Learners in the Digital Age Alexandra Jic
Crizele de imagine ale organizațiilor Ioana Vid		Literaturübersetzungen . (Neue) Möglichkeiten und Grenzen Ioana Diaconu	The Essence of Teaching Business Communication Skills to IT Students in ELT in Serbia Tijana Dabić, Valentina Budinčić
			Training and Development in the digital era Simona Olaru-Poșjar

CONFERENCE PROGRAMME

March 26, 2015

17.45 - 19.45

Paper presentations

Professional Communication	Translation Studies	Linguistics and Communication	Translation Studies
Room: A203 Moderator: Mariana Cernicova-Bucă	Room: A225 Moderator: Andrea Kriston	Room: A208 Moderator: Simona Şimon	Room: A210 Moderator: Mihaela Visky
The Influence of Intranet on the Managerial Communication Style. Communicationally and Stylistically Quantified Matrix of the Manager Raluca Tudor	Communicative Translation as an Innovative Foreign Language Teaching Technique in a Spanish University Nune Ayzayan	Globalization in Japanese Politeness Strategy: Hierarchy Reduction in Medical Services in the Internet Age Akiko Nojima	La contribution des traductions de pionnières de C. Negruzzi à la constitution de la langue roumaine moderne Elena Petrea
Redefining "Public Relations" in the 21 st century Mariana Cernicova-Bucă	Translation and Globalization: A Postcolonial Approach Rouhullah Parsa	Copywriters' Perceptions of Ads Adaptation Sanda Cristea	Interpreter ou Traduire? Le traducteur est aussi interprete Raul Pascalau
Media and its Responsibilities. Romanian System of Education and its Public Perception within Romanian Contemporary Media Adrian Păcurar, Lucia Lia Epure	Intersemiotics in Contemporary Advertising. From Sign Translation to Meaning Coherence Vasile Hodorogea	Cononyms. An Interpretation from the Point of View of the Dynamic Contradictory Logic Sorin Ciutacu	Problèmes et méthodes de terminologie juridique réalisés au moyen d'outils informatiques Barnabas Novak
The Impact of New Media on Iohannis' Presidential Victory Andreea Voina, Ada Ţirlea	Translator's Ideology and Superstructure Analysis in Translating BBC Media into Arabic Kais Al Alwan	Sources in the Digital Age. Citation Practices in a Corpus of Romanian Texts of Economics Teodora Ghivirigă	L'impact des nouvelles technologies sur la traduction spécialisée Mariana Pitar
Promoting Romanian tourist resorts. Case study: Geoagiu Bai Adina Palea	Skopos Theory in the Translation of Online Advertising from English into Arabic Karima Bouziane	Necessary and Luxury English Loanwords in Some Romanian Online Newspapers and Magazines Simona Şimon	La nature de l'apport informationnel en situation didactique Liviu Călburean
Workshop Massive Open Online Courses (MOOCs) for Language Learning and Communication Carmen Holotescu Gabriela Grosseck	The Translation of Metaphor - Translator's Point of View Vladimer Luarsabishvili	Theme-Rheme Analysis of English and Romanian Tourism Websites Claudia Elena Stoian, Daniel Dejica	
	The Role of Subtitles in Film Perception: In the Case of Subtitling Chinese Film into English, Lin Chen	Ladies and Governesses: Linguistic Aspects Violeta-Estrella Craina	

CONFERENCE PROGRAMME

Paper presentations

March 27, 2015
10.30 - 12.00

Professional Communication	Professional Communication	Translation Studies	Linguistics and Communication
Room: A203 Moderator: Gabriel-M. Dragomir	Room: A210 Moderator: Ileana Rotaru	Room: A225 Moderator: Daniel Dejica	Room: A208 Moderator: Annamaria Kilyeni
Convergențe și divergențe între profesori și studenți pentru utilizarea TIC în educație și formare profesională Gabriel-Mugurel Dragomir, Liliana-Luminița Todorescu	Mobilisation in Hezbollah's Military Arm Media Discourse: Creating and Maintaining Public Sphere in Lebanon Hatem El Zein	Between "Words" and "Ideas" in the Translation Practice (with Examples from English and Romanian Proverbs) Anca-Mariana Pegulescu	The Presentation of Iranian Cultural Tradition in <i>the Adventures of Haji Baba of Isfahan</i> with an Emphasis on the Hermeneutical Experience of the Ethnographer Heidar Hatamipoor
Comunicarea video online într-un teatru de război al dezvoltării tehnologice și al monopolului publicității Valentin Lucian Ciorbă	The Utilised Frames by Militant Organisations in the Arab-Israeli Conflict: A Case of Hezbollah's Military Arm Hatem El Zein	The Analysis of Causative Constructions in Chinese-English Translation from the perspective of Cognitive Grammar Le Gao	Impacts of Facebook and Twitter Representations on Egypt's Coup: A CDA Account Kamel A. Elsaadany
<i>Media literacy:</i> concepte, abordări și competențe Daniel-Liviu Ciurel	Why Should I Join a Students' Club? Anisoara Pavelea, Lorina Iulia Culic, Ioana Iancu	On the Untranslatability of Metaphors Tenor in Religious Discourse Kamel A. Elsaadany	Lexical Gaps: Romanian and English Verbs of Emission Octavian Coste
Atitudinea studenților față de comerțul online Ciprian Obrad, Vasile Gherheș	From the Blackboard to the Internet or How the Teaching Perspective Is Changing Ileana Rotaru	A Corpus-based Analysis of Hybridity in English Translation of Taiwan Literature Chu-ching Hsu	Phonetic Traps for Romanian Speakers of English in Medical Communication Patricia Serbac
Multimodalitatea și "multimedialitatea" comunicării actuale Lavinia Suciuf, Muguraș Mocofan	UN Goodwill Ambassadors in the PR-isation of International Relations Anna Banalyk	Incorporating Translation Theory in Teaching Translation to Bilingual Students: An SFL Approach Kamel A. Elsaadany	Minimal and Elaborated Answers in Romanian Witness Examinations Marcela Farcasiu
Socializarea - între modelele efective și cele virtuale Bogdan Nadolu Delia Nadolu	Unofficialonyms in the social network Instagram Dinara Madiyeva, Gazizova Rakhima	The Socio-cultural Dimension of Public Service Translation/ Interpreting among Minority/Immigrant Groups Saleh Al-Salman	Functions of a Myth in the Semantical Structure of the Novels by J. F. Cooper Nurgul Saparkhojajeva
			Texting and Learning: Integrating Mobile Phones in Learning English Idioms, Sebastian Chirimbu, Dara Tafazoli

CONFERENCE PROGRAMME

Paper presentations

March 27, 2015
12.15 - 14.00

Professional Communication	Foreign Language Pedagogy	Translation Studies	Foreign Language Pedagogy
Room: A203 Moderator: Vasile Gherheș	Room: A225 Moderator: Sebastian Chirimbu	Room: A210 Moderator: Marion Cohen-Vida	Room: A208 Moderator: Ana-Maria Dascălu
Lexicul politic în presa bănățeană la sfârșitul secolului al XIX-lea începutul celui de-al XX-lea Ioan David	Developing Communication Skills in Romania in the Digital Era Valentina Carina Mureșan	La pratique de l'interprétation dans le protocole diplomatique Elena Maftai-Golopenția	Alternative Methoden für den DaF-Unterricht Anca Dejica-Carțiș
Rolul și importanța rețelei de socializare Facebook în rândul studenților din Timișoara Vasile Gherheș, Ciprian Obrad	Attitudes of English Language Students towards Computer-Assisted Language Learning: A Cross-Cultural Study Dara Tafazoli, Seyyed Mohammad Alavi	Les emprunts massifs des anglicismes comme conséquence d'une perception déformée de la mondialisation Sorina Șerbănescu	Phonetische Fallen für rumänische Sprecher des Deutschen in der medizinischen Kommunikation Patricia Serbac
Devianța și delincvența juvenilă ca sincopă a comunicării adulți-copii Gabriel-Mugurel Dragomir	Languages in the Cloud Carmen Holotescu, Gabriela Grossecck, Diana Andone, Maria Perifanou, Mona Bran	Les écarts de conduite et communication du milieu universitaire vus par les médias Elena Maftai-Golopenția	Die Rolle der visuellen Medien im DaF-Unterricht Ana-Maria Dascălu
Dezvoltarea resursei umane ca investiție strategică în IMM-urile din județul Timiș. Abilitățile de comunicare ca indicator al deciziei de angajare Marius Vasiliuță Ștefănescu, Mariana Anghel	Acquisition of a Foreign Language Through Communicative and Action Oriented Didactics in Pre-School, Primary and Secondary School Sebastian Chirimbu, Adina Barbu-Chirimbu	Des préjugés sur la traduction des étudiants en début de formation Mihaela Visky	Grammatik für kommunikative Zwecke Anca Dejica-Carțiș
Particularități ale stilului publicistic în presa bănățeană de la sfârșitul secolului al XIX-lea începutul celui de-al XX-lea Ioan David	A Comparative Study of English Native Speakers and Iranian EFL Learners' Production and Recognition of the Speech Act of Promising Sayyid Nasser Saeidi	Texte et image dans la publicité en ligne Marion Cohen-Vida	Zur Sprach- und Kulturvermittlung durch interkulturelle Begegnungen anhand von <i>face-to-face contacts</i> , <i>ethnography</i> , Tandem lernen, netz- und mediengestützten Lehr- und Lernprozessen und kultursensibilisierenden Methoden Andreea Rodica Ruthner
Utilizarea tehnologiei informației și comunicarea la persoanele cu deficiență de auz Gherheș Semida	Saudi Students' Flying the Nest of "Knowledge": Reality and Prospects Golam Faruk	La démarche traductionnelle et les notes en bas de page Mihaela Visky	

CONFERENCE PROGRAMME

Round Table

March 27, 2015
12.15, A203

Editing in the Humanities and Social Sciences

Chair

Daniel Dejica, Politehnica University of Timișoara

Co-chairs

Mariana Cernicova-Bucă, Politehnica University of Timișoara

Gyde Hansen, Copenhagen Business School

Bogdan Hrib, Tritonic Publishing House

Loredana Pungă, University of the West, Timișoara

Alexandru Silanovici, De Gruyter Open

ABSTRACTS

KEYNOTE PRESENTATIONS

Petru Andea - Academy of Romanian Scientists, Politehnica University of Timișoara, Romania

Despre votul electronic

În lucrare se prezintă o serie de considerații privind posibilitatea introducerii și în sistemul electoral românesc a „votului electronic”. Pornindu-se de la experiența în domeniu a unor state din America de Nord și de Sud, precum și din Europa, se analizează punctele tari și punctele slabe ale unor sisteme de vot electronic, văzută ca soluție pentru accesul la scrutinele electorale a celor cca. 3 milioane de români din diaspora.

Peter Cooper - Sam Houston State University, USA

Beyond Boundaries: A Perspective on the Limitations of Machine Translation

Machine Translation, referring to computerized systems designed to provide automated translation services, has undergone numerous conceptual changes in the last 80 years. From Troysanskii's 'logical analysis of base forms and syntactic functions', empirical grammar parsers, predictive syntactic analysis, and the development of interlinguas, the early years of MT have been guided by linguistics, culminating in the 1970's with Systrans and Logos, albeit for specific bilingual systems and specific subject domains. Since the late 1980's, there has been a general trend towards corpus-based translations, although rule-based and interlingua research continues. This address focuses however, not on the technical or structural underpinnings of MT but on current limitations and the 'next' approaches that might move us forward. In particular, we examine the boundaries of web-based, interactive translation systems and current research and innovation directions.

Debra Journet - University of Louisville, USA

Born Digital Scholarship

This presentation offers an overview of "born-digital scholarship." Such scholarship is not simply a digitized version of print text, but is instead created for and exists only in digital format. It thus uses

the affordances or possibilities that are inherent in a range of modalities, including visual images, moving images, sound, and alphabetic text. Accordingly, it accomplishes a kind of intellectual or aesthetic work that cannot be translated into print without a serious change or loss in its meaning. I will illustrate my presentation with brief excerpts from three pieces of digital scholarship I have recently published, including two journal articles and one co-edited book.

László Komlósi - Széchenyi István University, Győr, Hungary

Digital Literacy and the Challenges of Digital Technologies for Learning

The major objective of the talk is to suggest ways of how to best exploit the vast potentials and increased efficiency of individual and social cognition provided by digital information technologies, which, no doubt, will be a landmark in learning theories in the near future. The talk proposes to examine the notion of literacy as a synergic outcome of a number of socially developed phenomena, such as education, erudition, primary and secondary socialization, social cognition, cultural conceptualization, discourse skills and intentionality, multilingualism and intercultural competences. The notion of learning will be extended beyond the individual and social-psychological foundations to neuro-linguistics, discursive reasoning, social and cultural cognition and ecological-psychology. The talk puts forward and examines two hypotheses: (i) the Weak Hypothesis concerns the universal mental processes in perceiving, processing, managing and making sense of information of any type (be it verbal, multi-modal, concrete, abstract, figurative, symbolic, analog or digital, etc.) which guarantee similar dispositions to reasoning coherence; (ii) the Strong Hypothesis concerns the environmental conditions of flexible adaptations to context-sensitive and context-dependent parameters of mental modeling or conceptualization. After a comparison of some characteristic features of digital information and traditional information, the talk argues a possible consequence of the Strong Hypothesis which may create a socialization gap between the advantaged and the disadvantaged. The talk concludes by claiming a historic opportunity for social and cultural cognition: respecting the stages of the socio-ecological development of human beings, the vast potentials and increased efficiency of social and cultural cognition should be exploited through the novel and innovative digital information technologies.

Felix Nicolau - The Technical University of Civil Engineering, Bucharest, Romania

The Transfer of Signs between Heterogeneous Systems: Incongruent Equivalences

After decades of theorization what is the stance of Translation Studies nowadays? Has it passed the linguistic limits still proclaimed by a semiotician like Umberto Eco? Wouldn't be the time to access more courageously the intersemiotic interregnum with its heterogeneous transfer of signs? As it happens in advertising, concrete poetry and stage or filmed version of famous texts? If we have gradually accepted that in the postcolonial and cross-cultural epoch what matters is not consensus, but negotiation and understanding, if we assimilated the postmodern lesson about *Grand Narratives* (J - F. Lyotard) and the subjectivity of recorded history, then what should be the role of translation and translators in a post-industrial society which blends globalized edutainment and corporatist efficiency, prejudice, reverse colonialism and anti-establishment movements? What type of equivalence are we supposed to choose in order to persuade today?

Mary P. Sheridan - University of Louisville, USA

Research Trends in the Digital Humanities

The rise of digital communication networks is changing the ways we in the academy research, teach, and work with community partners. These changes build on traditional strengths of academic work (e.g., analysis, interpretation and innovation), as well as challenge traditional practices (e.g., who is involved in knowledge production; what method and tools are central to this work). In this talk, I will discuss what I consider some of the most important recent trends, focusing primarily on large, collaborative, interdisciplinary projects falling under the umbrella of the Digital Humanities. I will also focus on what these trends may indicate about language and communication research in our digital age.

ABSTRACTS

WORKSHOPS

Control over Digital Technology - Free and Open Source CAT Tools

March 26, 2015, 16.00 - 17.30, A225

Peter Sandrini - Innsbruck University, Austria

In a digitalized and globalized world, translation technology is becoming an inevitable part of translation. It not only concerns translators but also users of translation, trainers of translators, and localizers. Translation Technology can boost the efficiency and consistency of translation, but inconsiderate use of software and services may also cause translators losing control over the translation process and translation data. The workshop outlines the concept of translation technology as well as free and open source software and presents two compilations of available free translation technology tools developed at the University of Innsbruck: USBTrans - a collection of preinstalled packages on a USB stick, and tuxtrans - a tailor-made Linux distribution for translators.

Massive Open Online Courses (MOOCs) for Language Learning and Communication

March 26, 2015, 17.45 - 19.45, A225

Carmen Holotescu - Politehnica University of Timișoara

Gabriela Grosseck - University of the West, Timișoara

Over the last years, major challenges in academia are represented by blended courses/flipped classrooms enhanced with Social Media (SM), Open Educational Resources (OERs) and Massive Open Online Courses (MOOCs). Such blended courses become more deeply integrated into the teaching-learning process and also involve tremendous development and innovation. The main aim of this workshop is to explore the Massive Open Online Courses phenomenon: classification, platforms and directories, and the relations between MOOCs and Open Educational Resources and Practices. The participants will be able to learn about and discuss possible scenarios for integrating MOOCs in university-blended courses for Language Learning and Communication.

ROUND TABLE

Editing in the Humanities and Social Sciences

March 27, 2015, 12.15 - 13.30, A203

Daniel Dejica - Politehnica University of Timișoara

Mariana Cernicova-Bucă - Politehnica University of Timișoara

Gyde Hansen - Copenhagen Business School

Bogdan Hrib - Tritonic Publishing House

Loredana Pungă - University of the West, Timișoara

Alexandru Silanovici - De Gruyter Open

All conference participants are invited to join this round table to discuss and find answers to a series of issues related to editing in the humanities and social sciences, including, but not restricted to best practices for journal editors, fairness and reliability of peer review, ethical issues, obligations and responsibilities of the editorial board, position of translators in the editorial process, indexing and visibility of journals, or printed versus electronic journals: future challenges.

ABSTRACTS

PAPER PRESENTATIONS

PAPERS IN ENGLISH

Kais Al Alwan - University of Malaya, Kuala Lumpur, Malaysia

Translator's Ideology and Superstructure Analysis in Translating BBC Media into Arabic

The study investigates whether the translator's ideology affects the reproduction of superstructure in translated argumentative newspaper articles from English into Arabic. The superstructure of an English argumentative newspaper articles and their Arabic versions with opposing ideologies are compared using Hoey's (2001) Superstructure Model and van Dijk's (2003) description of ideology.

Saleh Al-Salman - Arab Open University, Kuwait, Kuwait

The Socio-cultural Dimension of Public Service Translation/Interpreting among Minority/Immigrant Groups

Multicultural societies embrace a wide array of language and cultural diversity. Such pluralism originates from immigrant groups finding it difficult to assimilate. As such, it is of paramount importance for host countries to provide adequate translation/interpreting services. Taking the Arabic-speaking immigrant groups as a case in point, the present study probes into the role of translation/interpreting in bringing such groups into the socio-cultural norms of the larger community (inclusion) or else leading to a state of (exclusion). Among other data-collection tools, a 10-item questionnaire was designed to elicit data based on seven independent variables: 1) age, 2) gender, 3) education, 4) years in country, 5) employment, 6) attitude, and 7) country of residence: English speaking or non-English speaking.

Anna Balanyk - Donetsk National University, Ukraine

UN Goodwill Ambassadors in the PR-isation of International Relations

The peculiarity of Goodwill Ambassadors' diplomacy consists in specific information they report to the global audience. To achieve their purpose, methods and means of PR are used. The particular attention is drawn towards social networks and special campaigns conducted by means of the Internet. The examples of successful PR usage are: Yao Chen with her 80 million followers on Weibo; Jackie Chan who doubled all donations from his fans for his charity projects; "Match against poverty" campaign conducted by football players and (concurrently) UNDP Ambassadors; Angelina Jolie who utilizes video appeals, movies and charity campaigns to help refugees.

Alexandra Bardan, Bogdan Hrib - University of Bucharest, Romania, National University of Theatre and Film, Bucharest, Romania

Designing a Book: Economic and Social Challenges - Now and Then

Our society responds to a new paradigm of the cultural industries (Miège, 2000). Along with globalisation and consumerism, the democratisation of information reconfigures the content as well as the form of cultural products. In this respect, the publishing sector is subject to a series of transformations where the book industry integrated these changes later than other industries (Patimo, 2008). Besides production processes, with the passage of the printed book to the audio-book, then the e-book, publishers have to face challenges raised by new marketing and consumer techniques of the online market. The expression Book-object is linked more to the hand-made books from the Early Middle Age or Gutenberg's first printed on paper books (Lommen, 2012); or, on the other side, is linked to the Book-like jewel, tailored or build with expensive materials and sophisticated fabrication processes, which leave far behind the value of the content. We estimate that one of the main future challenges raised by the online market concerns the balance between the originality and the quality of the text and / or the illustrations on one side and the value of the object itself. Also, we may suppose that the text of a book, for instance, a novel, will be less important in the promotion, distribution and selling of the product, while the visual aspect and the design of the book will make a difference. Good

or bad, this trend forces a rapid adaptation of the market and a change of the major players. After decades or even centuries of the Rule of the Writers, nowadays the Book Designer will reign, along with new actors such as sociologists and marketing specialists. Not the hundreds of written pages, but the image will make the difference on the bestsellers lists. As Michael Levin notes (2013), “the publishers recognize that readers have shorter attention spans; maybe authors do, too. Are publishers still occasionally publishing doorstep-size tomes? Yes, because they think they should, but this is a trend with a rapidly approaching expiration date”.

Karima Bouziane - Chouaib Doukkali University, El Jadida, Morocco

Skopos Theory in the Translation of Online Advertising from English into Arabic

The aim of this research is to find out the type of functional equivalence adopted in the translation of online advertising, specifically, in *Max Factor* website advertising in English and its Arabic version. This research adopted skopos theory (Vermeer, 1978) which is a functionalist theory that shifts from the linguistic equivalence to the functional appropriateness of the target text; it emphasizes the role of the translator as a creator who gives priority to the skopos/purpose of the target text. By comparing 40 online English advertisements and their rendered version into Arabic, the results of this research revealed that skopos theory was significantly used in target advertisements. Generally, the translator adds, explains, replaces or omits source linguistic terms at the expense of cultural concepts to achieve a functional equivalence. This resulted in a significant cultural loss and misrepresentation of the source culture. The study concluded that skopos equivalence as a target culture-oriented type of translation was not effective in the translation of online advertising (observed) since it obscured many source cultural concepts.

Valentina Budinčić, Tijana Dabić - Sinergija University, Bijeljina, Bosnia and Herzegovina

Sports Vocabulary in English and Serbian in the Light of Translation Challenges

Due to the fact that the powerful influence of the English language on Serbian has played a significant role in the process of formation of sports vocabulary in Serbian since the 19th century and that English influence on Serbian is not abating, moreover, it is more powerful now than ever, numerous translation concerns in this field are emerging and are to be discussed. In order to point out some possible translation difficulties which can appear as a consequence of the lack of sufficient terminology knowledge in the sports field in English and Serbian and due to the complex socio-linguistic and cross-cultural influences, the authors focus on several lexical issues which can cause these difficulties: false friends, collocations and lexical gaps. The sports terms analysed in this paper are extracted from the detailed contrastive analysis of English and Serbian sports terminology, which included terms from over 100 sports which are popular all around the world. The results of the research can be useful for linguists who are interested in contrastive analysis and translation studies, as well as for ESP teachers.

Mariana Cernicova-Bucă - Politehnica University of Timișoara, Romania

Authorship and Copyright in the Digital Age

This article explores what authorship and copyright mean in the digital age, due to the intensive debate around the two notions. Michel Foucault's definition of authorship as a condition of existence, circulation and functioning of discourse in society influences the current debate. Traditionally, the author was defined as the creator and producer of a work, while the publisher and the user were separate entities. The evolution of technology enhances the powers and possibilities of the author, redefining his/her position in the creative world. Copyright, on the other hand, also is a topic for debate, almost militant positions being visible in the intellectual battle between the desires to stimulate the free circulation of ideas and the need to attribute intellectual property to the original author. The article focuses on the debate itself, but also on the outcomes of the authorship definitions for the scientific writer.

Mariana Cernicova-Bucă - Politehnica University of Timișoara, Romania

Redefining “Public Relations” in the 21st century

Understanding that “Public Relations” represent a dynamic and evolving practice, a number of influential professional associations (PRSA, CIPR, CPRS) embarked, in the last 10 years, upon the mission to redefine the notion. This debate has consequences both on the communities of practice in PR, and on the education of future professionals. While the debate includes an increasing number of

ideas, the social media evolution puts pressure on the communication sciences area, to acknowledge and formalize additional tasks for the PR practitioners. The paper looks into the results of the debate and reflects upon the teaching and research that should follow the attempt to revolutionize the PR profession and practice.

Igor Charskykh - Donetsk National University, Ukraine
Recent Media Images of Donbass as Justification of War

Hostility in the East of Ukraine and Donbass as the epicenter of the armed conflict are very ambiguous and multidimensional phenomena not least due to new features and signs of communicative practices applied in a confrontation that numerous experts define as a hybrid war. Integral and deliberate image of Donbass (or what is happening there) is absent in the post-soviet, as well as in the world media. Been succeed in grasping certain trends, mass media use to present them in such an exaggerated form that reality becomes hopelessly distorted in metaphors. The images fabricated in such a way and imposed by media for home or external consumption are useless for politicians and poisonous for public. Journalesse allegories have been constructed, bubble and burst in the chaotic flows of biased and sometimes overtly dirty information. They aimed at demonizing the opposite side, prescribed to be the enemy in advance. In this context, such images of Donbass as a "mob fringe", "gathering of criminals", "racketeer's torture tool", "raped woman", "small change" and other (which are even more provocative) exacerbate psychological war, incite opposite parties to conflict and hamper its objective perception from the outside.

Lin Chen - University of Roehampton, United Kingdom

The Role of Subtitles in Film Perception: the Case of Subtitling Chinese Film into English

Marshall McLuhan argues that "The medium is the message" (2001: 7). The 'message' of subtitles is to enable a larger scale distribution and dissemination of films. Subtitles alter people's watching habits, for instance, the balance between foreign and local programmes. Audiences have more channels to access foreign films and foreign culture, which indirectly change people's relation to the outside world and to themselves. Subtitles do not only change the way of how audiences watch films, but also the way of how they perceive films. The audiences watching films via soundtrack and images may generate very different understandings with audiences watching films via subtitles. This paper, through comparing the differences between ST and TT in Chinese films, and the different perceptions of Chinese and British audiences, explores the role of subtitles in transferring culture and shaping the image of China.

Sebastian Chirimbu - University of Wales Romania / Spiru Haret University, Bucharest, Romania

Dara Tafazoli - Islamic Azad University, Science & Research Branch, Iran

Texting and Learning: Integrating Mobile Phones in Learning English Idioms

This study aimed to investigate the effectiveness of SMS on Iranian EFL learners' idiom learning. To this end, 45 advanced EFL learners were given a TOEFL test to examine their language proficiency. Before the instruction, a pretest including 50 multiple-choice questions related to common English idioms and expressions was used to ascertain the participants' knowledge of English idioms. To obtain information about students' perceptions of mobile learning and the application of SMS in teaching and learning English idioms, participants of the SMS-based group were asked to complete a written post-study survey, consisting of 22 questions: 15 items based on the 5-point Likert scales, evaluating mobile phone and its SMS capability, perceived usefulness of SMS for teaching and learning English idioms, students' feedback and their attitudes toward the integration of m-learning approach into the conventional methods of English learning; five in-depth questions dealing with students' preferences for receiving instruction via SMS by choose the answer from the given alternatives and two open-ended questions obtaining any further comments relating to their experience on SMS-based learning. Three groups were assigned for this experiment: the self-study group, SMS-based group and contextual learning group. The SMS-based group received 60 idioms by mobile phone's SMS in a scheduled timetable. In conclusion, as the most user-ready and cost effective function of mobile phones, SMS could be regarded as a practical and convenient medium for teaching and learning English idioms.

Sebastian Chirimbu - University of Wales Romania / Spiru Haret University, Bucharest, Romania

Adina Barbu-Chirimbu - Spiru Haret University, Bucharest, Romania

Acquisition of a Foreign Language Through Communicative and Action Oriented Didactics in Pre-School, Primary and Secondary School

In the recent decades, numerous studies on strategies of acquisition of a foreign language have been published. Language acquisition and the choice of strategies is influenced, more or less, by the age, sex, ways of learning, social differences, the attitude, motivation, previous experiences of language learning. An increased role of pre-school institutions, primary and secondary education in the introduction and study of foreign languages led to an enrichment of communication skills and intercultural competences. The European schools (including the "European schools" in Romania) have begun to realize the importance of proper linguistic knowledge, practical skills of using foreign languages, skills and learning methods. Over time, the process of teaching and learning of modern languages underwent a series of transformations that have moved this process from an extreme rigour and academism towards a desirable space of freedom, responsibility and creative ingenuity. Among the best known methods in language acquisition, the audio-oral method and the audio visual method rely on behaviorist psychology which facilitates the storing of structures of language and the acquisition of automatisms. The emergence of new linguistic and psychological theories have paved the way in which the communicative role of didactics of professor has evolved greatly. The communicative approach gives up the old teacher-student relationship, the latter having an active role in their own training. Starting with the 2000s, the action-oriented approach has been promoted by the European linguistic papers, focusing on the actions which the student proposes to do in the language studied. The principle is the completion of a task by an actor through different strategies in four areas: personal, public, educational, and professional. Foreign language thus becomes an active pedagogy and construction itself subject of a legitimate professional speech.

Sorin Ciutacu - King Khalid University, Abha, Saudi Arabia

Cononyms. An Interpretation from the Point of View of the Dynamic Contradictory Logic

The semantic discussion of cononyms, i.e. of the words displaying one form and two opposite meanings present at the same time, like: fast, cleave, weather, etc., has received little attention so far. It is the author's intention this time to interpret the case of cononyms through the lens of a less known kind of logic developed by the Romanian-French philosopher, Stephane Lupasco, who creates the tertium included logic type called "la logique dynamic du contradictoire" and who handles the concepts of actualisation, potentialisation and the contradictory implication T. The thorny problem of cononyms will appear in a new light and the paradoxical nature of language will be spelled out in new-fangled logical terms.

Octavian Coste - University of the West, Timișoara, Romania

Lexical Gaps: Romanian and English Verbs of Emission

The paper analyses the way in which the verbal concepts referring to the emission of light, sound, smell, and substance are lexicalised in English and Romanian, i.e. whether the lexicalisation of these concepts is governed by certain principles. Such concepts are expressed by single verbs or by complex lexicalisations (VP-idioms and VP-collocations). The concepts which fail to get lexicalised (lexical gaps) and may be expressed by free combinations of words are especially insisted upon.

Violeta-Estrella Craina - C. D. Loga National College, Timișoara, Romania

Ladies and Governesses: Linguistic Aspects

This paper is part of a Cultural Studies thesis researching the contribution of 19th c. Governess writings to the social mutations regarding women's social role and education, by looking at stereotypes. In this context, the complex Employer-Employee relation between the "lady of the house" and the "Governess" needs to be studied in its language-related dimensions. The word "lady", formerly a precise denominator, transitioned to the semantically augmented and less precise word "lady" of the 19th c. This transition, expressed in newly coined phrases and in new usage contexts, reflects quintessential social changes. The word "Governess" names a social position at the core of Victorian social debate. It was used in collocation with certain determinant adjectives, carrying little information. This usage pattern is particularly relevant for the Victorian concepts of social interaction and social improvement. The research employs different Governess-related texts: advertisements, instructionals, letters, memoirs, children's books and fiction.

Sanda Cristea - University of the West, Timișoara, Romania
Copywriters' Perceptions of Ads Adaptation

The aim of the paper is to stress the importance of professionalism in print ads translation. The pairs or groups of ads selected by the author will reflect how the American/ the British or the Romanian ad translators convey the same message. For instance, the British versions of some ads show that, compared to the American or the Romanian advertisers, the British copywriters always respect the 'face' of the potential buyer by using politeness markers, and that they successfully succeed in connecting the texts and the images of the ads. The language or punctuation mistakes made by some copywriters also prove that a translator should have both academic and commercial skills.

Tijana Dabić, Valentina Budinčić - Sinergija University, Bijeljina, Bosnia and Herzegovina
The Essence of Teaching Business Communication Skills to IT Students in ELT in Serbia

This paper deals with the needs of IT students in ELT in the context of business communication skills. The results presented in this paper are a part of much greater research. The mix-method research was conducted at eight IT departments in five cities in Serbia during the academic year 2011/2012. The quantitative sample included 775 IT students at II and III year of their studies and 77 professors and assistants teaching domain content courses, while the subsample for the structured interview included 16 students, 10 professors and 10 assistants. One of the aims of this research was to establish a detailed framework of English language courses suitable for IT students in Serbia. Among the courses that emerged, as the ones that meet the needs of IT students in ELT at tertiary level in Serbia, was the course of Business Communication. In this paper, the authors present the aims of the Business English Communication Course and elaborate on the specific activities and genres that emerged essentially for this type of course. The findings may be useful for all ESP teachers teaching at Technical faculties, especially the ones teaching IT students.

Alma De Pietri - University of London, United Kingdom
Education Methodologies and Integrated Approaches of Collaborative Learning

My aim is to focus on new methodological theories concerning the developing of students' successful outcomes through a complete "awareness" of the teaching-learning process. That involves not just the analysis both about "how" knowledge is being conveyed along with the educational process, and "what" kind of knowledge students acquire, through the educational action. The need for a "practical" education, beyond the layers of a stratified academic tradition is an urgency of our technological societies, that are being exposed to dynamic changes very rapidly. I will enquire into two valuable concepts, "Integration" and "Collaboration", as concrete attitudes that reflect the need of a changing atmosphere in the academic world. Promoting and articulating an Integrated Approach means a global commitment to meeting the individual needs of students, regardless of standard and typical academic structures. By giving practical examples, I will motivate teachers to redesign their educational actions and students to feel confident and satisfied about a fully successful educational action.

Ioan Hosu - Babeș-Bolyai University, Cluj-Napoca, Romania
Mihai Deac - Babeș-Bolyai University, Cluj-Napoca, Romania
Instruments for Online Communication in Organizations

The study we propose is based on quantitative research data from a national survey conducted in 2014, as well as on traffic data and data concerning user interaction with institutional communication technology gathered from other sources, in order to assess which are the most frequently used online communication instruments within organizations. We also draw conclusions on the efficiency of these systems, measured through specific indicators such as user engagement, click-through-rate, time spent viewing item etc. The study attempts to cover communication both with employees/members of the organization, as well as with other target audiences of the organization.

Daniel Dejica, Claudia Elena Stoian - Politehnica University of Timișoara, Romania
ISO 2384: The Case of Technical Translations in Romanian

The ISO standard 2384 "Documentation - Presentation of translations" sets out rules to ensure that translations are presented in a standard form which will simplify their use by different categories of user. We look at the way the provisions of the standard are followed or flouted on a corpus of dependent and interdependent technical translations in Romanian. Our findings may be useful to technical translators, for practical purposes, and to lecturers, for teaching purposes during translation classes.

Bianca Drămnescu - University of the West, Timisoara

Political Discourse and Manipulation

Political discourse analysis usually begins with a correlation between language and thought. Language is intended to express thoughts and create a social reality. In this paper, I want to highlight how political discourse has intentions to manipulate the audience. Political language can radically change the way people think. Firstly I will investigate the concept of manipulation in political discourse based on the theoretical ground. In the second part I will analyze the linguistic forms used to create the manipulation. Nowadays manipulation represents an important procedure used in political discourse to gain control and power. From the linguistic point of view, "words" play a decisive role in the process of manipulation.

Hatem El Zein - School of Education and the Arts, Central Queensland University, Australia

Mobilisation in Hezbollah's Military Arm Media Discourse: Creating and Maintaining Public Sphere in Lebanon

Since its inception in 1982, Hezbollah's military arm, "The Islamic Resistance", occupied a public sphere in the Lebanese landscape. As a result of its military successes and its flow of media discourse, virtual "Community of Resistance" has emerged after May 2000 to reflect the existed public sphere and maintain it. This paper examines the notion of mobilisation in "The Islamic Resistance's" media discourse after May 2000. It bridges the gaps in the existing studies in this field, because it seems no study has shown the linkage between mobilisation and Hezbollah's results in the last three Parliamentary elections in Lebanon.

Hatem El Zein - School of Education and the Arts, Central Queensland University, Australia

The Utilised Frames by Militant Organisations in the Arab-Israeli Conflict: A Case of Hezbollah's Military Arm

The new communication technologies provide militant organisations in the Middle East a medium to transmit their messages. Generally, the purpose of broadcasting is informing and/or manipulating propaganda. In the context of Arab-Israeli conflict, organisations, such as *Hezbollah's* military arm, "The Islamic Resistance", embed their media discourses with frames. Although the current studies have uncovered the ideology of *Hezbollah*, it seems there is a dearth in research about the utilised linguistic frames in the media discourse of its military arm. However, this paper aims to bridge this gap. It identifies the frames, classifies them and interprets their denotations.

Kamel A. Elsaadany - Gulf University for Science and Technology, Kuwait

Impacts of Facebook and Twitter Representations on Egypt's Coup: A CDA Account

This study investigates the Facebook and Twitter representations and their impacts on the ideological and political transformations in Egypt after the July 2013 coup. It critically analyzes what is undervalued, overvalued, and excluded. To achieve this target, it tries to find answers to the following questions: 1) how do Facebook and Twitter write about the ideological and political transformations in Egypt after the coup in terms of rhetoric and framing? And 2) what kinds of ideological notions are advanced in the Facebook and Twitter representations of the coup? The study adopts the CDA theoretical framework to examine the selected Facebook/Twitter texts. It shows that Facebook and Twitter representations were effective communicative tools in enhancing the ideological and political transformations in Egypt before and after the coup. It also revealed that Facebook and Twitter enhanced their roles as powerful tools in the making of political changes in Egypt after the coup in 2013.

Kamel A. Elsaadany - Gulf University for Science and Technology, Kuwait

Incorporating Translation Theory in Teaching Translation to Bilingual Students: An SFL Approach

This study investigates the effectiveness of incorporating translation theory in teaching translation tasks to bilingual students through an integrated approach of theory and practice. The study argues that exposing neophyte translation bilinguals to different translation approaches and frameworks enhances their bilingual competencies in translation and their perception of various translated texts. The intertwining of translation theory and translation teaching proves to be very effective in teaching translation. The paper concludes that to develop students' translation skills, translation instructors should provide students with various translation frameworks. The proposed translation course and syllabus for English and Arabic implemented the suggested translation

theories/frameworks and their application in translation works. The study proves that the implementation of such an integrated approach to translation teaching helps bilingual students to be flexible in making decisions both in their translation tasks and in their real-life professional careers.

Kamel A. Elsaadany - Gulf University for Science and Technology, Kuwait

On the Untranslatability of Metaphors Tenor in Religious Discourse

The perception of metaphors is bound by the socio-cultural beliefs. The linguistic/rhetorical features of religious texts challenge translators in rendering metaphors from Arabic into English. This study investigates the untranslated tenor of metaphors in some Quranic verses. It aims to analyze and compare the translations of some selected metaphors in Quran. It adopts both a semantic and cognitive approach in analyzing the translations of metaphors. The findings show that there are no one-to-one equivalence between the metaphoric elements in Arabic and English. They also reveal some inadequacies in the translations of metaphors. They concluded that the untranslated tenor of metaphors in religious discourse can be achieved to some extent if translators depend on the semantic, textual, and socio-cultural contexts of Arabic and English.

Golam Faruk - King Khalid University, Abha, Saudi Arabia

Saudi Students' Flying the Nest of "Knowledge": Reality and Prospects

The paper investigates Saudi university students' predominant and traditional learning strategy of "knowledge" (Bloom et. al, 1956) and the prospects of persuading them to adopt higher learning strategies like "understand", "apply", "analyze", "evaluate", and "create" (Anderson 2001). The study was conducted with 33 4th year students of the Department of English of King Khalid University, Saudi Arabia, who were never formally trained for critical thinking. The researcher tried to instill critical thinking skills in one of their courses for one semester (42 contact hours) by adopting heuristic teaching method and challenging students' cognitive skills in the tests. Statistical data analysis of their final examination scores confirms the widely acknowledged view that they are very good in memorization. However, after completing the course, they are found to be able to lift their dependence on "remember" as they developed their learning domains of "understand", "apply" and "analyze" if not those of "evaluate" and "create". The paper concludes that if the students' critical thinking skills can be developed to this extent in a stand-alone course in such a short time, a combined and synchronized effort of all the course teachers throughout the students' academic career would be able to develop all the higher order cognitive skills in a much better way.

Marcela Fărcașiu - Politehnica University of Timișoara, Romania

Minimal and Elaborated Answers in Romanian Witness Examinations

Witness examinations, strings of question-answer adjacency pairs interlaced into larger patterns and occurring in the courtroom, represent a very resourceful and interesting area of research for discourse analysts. This paper discusses the second pair parts, namely the answers provided by the witnesses to the questions asked by the judges during the Romanian witness examination. The witnesses' answers are classified into minimal and elaborated answers based on the judge's types of questions and are analysed from a syntactic and functional perspective.

Le Gao - Tianjin University, Tianjin, P. R. China

The Analysis of Causative Constructions in Chinese-English Translation from the Perspective of Cognitive Grammar

This article takes the causative constructions in Chinese-English translation as the evidence by using parallel corpus of Lu Xun's novels and its English version of Yang Xianyi and of Lyell (<http://corpus.usx.edu.cn/>). It aims at digging the cognitive operation during translation process and exploring the difference between semantic representation on causative constructions of English and Chinese. The text produced by translators could be regarded as the collection of translators' judgments about the meaning of the linguistic forms in the source texts. Translation corpora could be considered as a means of empirically testing intuitions about the semantics of linguistic forms, which could be complementary to the evidence provided by monolingual corpora. In Cognitive Grammar's terminology, meaning is subjective, and thus the meaning representation involves what the expression refers to, but also how conceptualizers see things. Specifically, the semantic representation is determined by different construe, including perspective, selection of scope, prominence, dynamicity, etc. The tentative study on translation of a specific construction could be served as an interface

between translation studies and cognitive linguistics. Firstly, incorporating ideas from cognitive linguistics (e.g. subjectivity of meaning, etc.) could help translation studies explain language phenomena. Secondly, translation provides a new ways to test informant's intuition about meaning of certain expression for cognitive linguists. Thirdly, in studying grammar structure, this study focuses on translation process, which helps to understand the original text by focusing the translator's attention on formal minutiae.

Heidar Hatamipoor - Islamic Azad University of Janah, Iran

The Presentation of Iranian Cultural Tradition in *the Adventures of Haji Baba of Ispahan* with an Emphasis on the Hermeneutical Experience of the Ethnographer

The most important aim of anthropology has always been to understand and comprehend a culture or cultures other than one's own. This inevitably involves the need for translation of words, ideas and meanings from one culture to another. As a result, translation is crucial to "writing about culture". This paper ethnographically focuses on the intricate representation that cultural translator faces when encountering such specificities. In this study, I try to ethnographically approach the book of *The Adventures of Haji Baba of Ispahan* and analyze the hermeneutical experiences of the ethnographer when encountered by a new cultural tradition-Iranian culture. To analyze the factors involved in hermeneutical experiences of the ethnographer, I will use some essential Gadamer's components of theory. Then I will enumerate some features the ethnographer attributed to Iranian cultural tradition of Qajar era.

Vasile Hodorozea - University of Bucharest, Romania

Intersemiotics in Contemporary Advertising. From Sign Translation to Meaning Coherence

The very informed contemporary advertising-reluctant consumer asks for coherence and transparency from the creators of the advertising discourses, who, on the other hand, try to be relevant using local and contextual features even if the brand is international (Pepsi uses a Romanian song within Shazam and the international brand Danone is "Made in Romania"). This paper explores a series of theoretical concepts, from intersemiotic complementarity and cohesion to a contextual model of social semiotics, from translation and adaptation theories to multimodality and intermediality, in order to find some simple instruments for the construction and adaptation of the advertising messages to the consumers' social, technological and cultural context, able to better target an audience and to maintain coherence all along a discourse that uses from conventional print media and TV to very innovative mobile apps and other digital endeavors.

Carmen Holotescu - Politehnica University of Timișoara, Romania

Gabriela Grasseck - University of the West, Timișoara, Romania

Diana And one - Politehnica University of Timișoara, Romania

Maria Perifanou - National & Kapodistrian University of Athens, Greece

Mona Bran - University of the West, Timișoara, Romania

Languages in the Cloud

Over the last years, major challenges in academia are brought by blended courses/flipped classrooms enhanced with Social Media (SM), Open Educational Resources (OERs) and Massive Open Online Courses (MOOCs). Such blended courses become more deeply integrated into the teaching-learning process and also involve tremendous development and innovation of open education. This paper explores how academia blended courses for foreign languages can benefit of the new collaborative applications hosted in the cloud. The article main objectives are to introduce a classification of the collaborative applications, to present possible scenarios for integrating such applications in foreign languages teaching and learning, to identify the actual benefits of these cloud technologies as well as to highlight some of the barriers encountered, and to propose an agenda for future research in order to develop open practices for this sector.

Chu-ching Hsu - Chien Hsin University of Science and Technology, Taoyuan, Taiwan
A Corpus-based Analysis of Hybridity in English Translation of Taiwan Literature

This study concerns how “linguistic hybridity” is used in Taiwan literature and how the hybridity in multilingual text is rendered into English. Therefore, developed on the base of Homi Bhabha’s concept of hybridity, this study adopts the corpus-based methodology to analyse the novel *Rose, Rose, I Love You*, written by Wang Chenho and its English rendition translated by the Sinologist, Howard Goldblatt, to explore how the writer Wang manages to combine and use different languages together in his Chinese novel and how such linguistic hybridity is translated into English and what translation strategies are employed by the English translator.

Olena Hundarenko - Kirovohrad State Pedagogical University, Ukraine
Challenging Aspects of Teaching Inclusive, Politically Correct Language in an EFL Classroom (based on American/vs. European Experience)

Academic register is the term used to describe the linguistic elements that define a text in its genre. When writing, it is very important to use language that fits your audience and matches purpose. Inappropriate language uses can damage your credibility, undermine your argument, or alienate your audience. Thus, encountering the usage of academic register, namely less formal and more formal words, as well as gender-marked and gender-inclusive words, biased lexis and politically correct terms, a learner can easily overcome gaps in intercultural communication thus making it more efficient and neat.

Teodora Ghivirigă - Alexandru Ioan Cuza University of Iași, Romania
Sources in the Digital Age. Citation Practices in a Corpus of Romanian Texts of Economics

The present paper investigates the pattern of citation practices in professional communication in the digital age. The research is based on a corpus of Romanian texts on Economics. Quantitative data will be provided and interpreted with view to partially outlining the profile of the Romanian authors of Economic texts, the types of sources - digital and other - they use, how they communicate science, how they relate to their peers and also how they manage the process of integrating knowledge from various sources.

Alexandra Jic - University of the West, Timișoara, Romania
Young English Learners in the Digital Age

The aim of the paper is to discuss the importance of employing modern technologies to support English language learning of young learners. The paper will start from outlining the need to reform teaching styles in order to meet the needs of the 21st century young learners who have grown up in a digital world. Then the paper moves on to examine the need for a reformed educational system in Romania within the context of the newly introduced digital books for the 1st and 2nd grades. Moreover, the paper will deal with some of the problems that might occur when using technologies and will suggest some ideas that may enable teachers to overcome these possible issues and be able to use technology to the benefit of the learners. In order to do this, the paper will present the findings of a survey carried out in several Romanian schools at the end of January 2015 among both teachers and young learners regarding their opinion on the use of technology in classroom and the biggest challenges to use digital books in school.

Vanessa Leonardi - University of Ferrara, Italy
Using Cartoons to Teach English to Young Learners in Italy

The world is becoming multilingual and multicultural and early language learning is thus witnessing drastic changes in terms of teaching and assessment. The globalization of the economy has also greatly influenced the language system all over the world and, as a consequence, English is nowadays the most commonly taught and learnt language in virtually all countries of the European Union. This work is part of a larger, ongoing research project on the validity and feasibility to use animated cartoons to teach English to young Italian primary school learners. The aim of this work is to show how the use of authentic animated cartoons can prove a very efficient way to teach and learn English in primary school contexts.

Vladimer Luarsabishvili - Ilia State University, Tbilisi, Georgia
The Translation of Metaphor - Translator's Point of View

The translation was a sphere of interest of professionals, writers and non-professionals during many centuries. From that times the debates about methods of translation originate, including point of views of Cicero, Horace and continued in XX century, with the works of L. Venuti, philosophical theories and audiovisual translation. The goal of our article is to understand the possible ways of the translation of different type of metaphors - *literary* and *philosophical*.

Dinara Madiyeva - Al-Farabi Kazakh National University, Kazakhstan
Gazizova Rakhima - Al-Farabi Kazakh National University, Kazakhstan
Unofficial onyms in the social network Instagram

The article describes unofficial onyms (nicknames) in the Instagram. Social network gives people wide choice variety for having any nickname as account. In the past few years Instagram is getting popular among young people. In order to reflect the individuality youngsters try to show it through unusual unofficial name. Authors focus on reasons and ways of choosing nicknames of Kazakh and Russian respondents for the account in the social networks. The results of sociolinguistic survey show that Kazakhstanian young respondents have their own cultural peculiarities.

Nicolae Melinescu - Babeş-Bolyai University, Cluj-Napoca, Romania
How Much Is Entertainment the New News

Infotainment has become a new approach to news reporting lately. Perceived as the third way between hard news and soft news, this „new news” has gained its place within the media industry not unblemished. Associated to tabloidization by some researchers, infotainment proved to be a way to expand the communication procedures of television. Infotainment introduced into the public sphere matters that seemed hard to crack, especially in terms of economic, financial and political analysis. On the other hand, it has not deterred the public from accessing hard news. Infotainment has been growing constantly and it blurred sometimes the line in the sand that isolated news from entertainment, from the PR industry and from the advertizing machinery. The inner structure of news production has changed in terms of gathering, processing and disseminating novelties and in the way in which the public evaluated the shifts in media planning biased towards commercialization and entertainment. The «new news» will probably share the fate of the so-called new media (actually, new digital platforms that took over the signs and their significance from print, radio, cinematography and television): groundbreaking experiences will become gradually goods and gains of the journalistic trade while the useles ones will be shaken off in the media industry's search for new approaches to reality and truth.

Valentina Carina Mureşan - University of the West, Timișoara, Romania
Developing Communication Skills in Romania in the Digital Era

In this paper, I discuss current theories and practices in the development of oral skills from the perspective of the evolution of English language teaching methods in Romania, but also considering the current demands of the job market. I also analyse the expectations of a group of Romanian teachers regarding the students belonging to the “Net generation”, as well as the views of the students on how teachers meet their own expectations of relevant instruction in the age of technology.

Eliona Naqo - Ismail Qemali University, Vlorë, Albania
Teacher and the Teaching of Foreign Languages in Classroom

Language education may take place as a general school subject or in a specialized language school. There are many methods of teaching languages. Some have fallen into relative obscurity and others are widely used; still others have a small following, but offer useful insights. While sometimes confused, the terms “*approach*”, “*method*” and “*technique*” are hierarchical concepts. An approach is a set of assumptions about the nature of language and language learning, but does not involve procedure or provide any details about how such assumptions should be implemented into the classroom setting. In this article, I intend to present some ideas about how we second and foreign language teachers can do our share to educate students in a holistic way by helping them become more proficient in a new language. Implementing these ideas is more difficult than just sticking to the textbook, but our heartfelt experience with our own - students tells us that teaching via global issues can be deeply rewarding and satisfying.

Akiko Nojima - Ritsumeikan University, Japan

Globalization in Japanese Politeness Strategy: Hierarchy Reduction in Medical Services in the Internet Age

The coming of the age of the Internet created a new situation when people resort to the web for communicating. Before the Internet era, when people talked each other in direct, face to face presence gave information for making decision concerning politeness strategies in view of hierarchical relationship between people in Japan. However, in the Internet era in medical field reduced hierarchy between patients and medical staff. In this study, focus on the two words “sama” and “san” as shown on the website and analyzing these two words affect people using medical services in non face to face web communication.

Ayvazyan Nune - University Rovira i Virgili, Spain

Communicative Translation as an Innovative Foreign Language Teaching Technique in a Spanish University

Tarragona (Spain) is a place where Immersion is the dominant language teaching technique. This means that language teaching is regarded from a monolingual perspective, that is, there is hardly any L1 present in foreign language classes at university level. My task, therefore, has been to analyze how translation can be best integrated into English lessons at the University Rovira i Virgili. For this, I conducted a study with a group of 54 students in their second year of the degree in English. I used some of the communicative exercises included in Duff (1989) and combined them with my own lesson designs. I also conducted interviews with the participants where they reflect on the use of Communicative Translation in their English lessons. The interviews show that the students are strongly in favor of Communicative Translation in an EFL class.

Simona Olaru-Poşjar - University of Medicine and Pharmacy Victor Babeş Timișoara
Training and Development in the digital era

Training is a process through which individuals are helped to learn a skill or technique. The skill may be manual, as in using a keyboard or rather intellectual, such as negotiating a contract. There is often an end-point, perhaps the achievement of a specific data-entry speed. Progress in today's digital era places emphasis on the growth of the individual, relating to acquiring a broad range of planned activities and experience that is most commonly acquired through the extensive use of the computer or other means of modern technology. The Internet has far-reaching implications for the availability of information, for education. It is changing the way we work and creating new businesses that support technology. At the same time, technology and the Internet also provide new techniques for trainers to use in the process of training itself. However this can affect interpersonal communication.

Rouhullah Nemati Parsa - University of Birjand, Iran

Translation and Globalization: A Postcolonial Approach

This paper investigates how the issues raised by globalization and translation in the dimension of cultural values, conflict and identity will be more appropriately addressed by cultural studies criticism when it is enhanced by translation studies theories, in particular the concept of “postcolonial translation”. In this regard, the term “translation” is used as a “metaphor” in the cultural or as a tool in postcolonial sense. And then the role of globalization in leading English language as a Lingua franca and its hegemony on other languages will be discussed.

Rouhullah Nemati Parsa - University of Birjand, Iran

Translation Studies and Postmodernism

The contribution of postmodern theories to translation studies has been quite significant and far-reaching, particularly in regard to matters related to gender, minority, and postcolonialism, as well as questions of ethics in translation theory and practice. It is therefore interesting to look at some of the ways in which translation history has managed to keep up with the times, especially with respect to the developments of concepts or research paradigms such as Postcolonialism, cultural studies, and postmodernism. It argued that postmodern theories have greatly influenced contemporary developments in translation studies, calling attention to erstwhile neglected research paradigms such as power relations and ideology, sociology and trans-culturality, gender and postcoloniality.

Alaaddin Paksoy - Anadolu University, Turkey

Social Media for Public Diplomacy

Public diplomacy is a new tool for Turkish Government to sustain its communication with the rest of the world. A public diplomacy Institution was established in 2010 under the Prime Minister's Office. The institution is already engaged in some activities such as raising the reputation of Turkey in international circles by organising meetings where foreign journalists meet Turkish ministers. The institution seeks to increase "the visibility and effectiveness of Turkey in international public opinion, as one of the most important tools of Turkish foreign policy and soft power capacity" (Kamu Diplomasisi Koordinatörlüğü, 2015, <http://kdk.gov.tr/en/faaliyetler/vision-mission/8>). This paper aims to look at how that institution employs social media to implement its aims. The study will be conducted by using a content analysis on the institution's Facebook and Twitter accounts.

Adina Palea - Politehnica University of Timișoara, Romania

Promoting Romanian tourist resorts. Case study: Geoagiu Bai

In the 21st century image plays a key role in all aspects of life and business. In the mind of the consumer, attractiveness, quality, reliability are linked to reputation and therefore promoting products and services is key to any business endeavour. In the tourism sector, for example, Romania faces a special challenge, i.e. the attempt to revive tourist resorts which have known great success in the communist time but which have been forgotten and deserted ever since. The paper presents the results of a research conducted in Geoagiu Bai, a typical communist balneal resort from Hunedoara county, where considerable marketing and PR efforts are made to resurrect people's interest for the resort and its surroundings.

Anisoara Pavelea - Babeș-Bolyai University, Cluj-Napoca, Romania

Why Should I Join a Students' Club?

College students' socialization and the level of their socialization will directly influence the process of the student's growth, their living and their development in the future. Student clubs affiliation in particular is the focus of our study's attention. We have tried to identify the profile of the student involved in these clubs, his motivation for involvement, the means by which these clubs are being promoted among students, how they attract new members and what type of activities do they organize. We have used a mixed methodology, combining questionnaires and interviews, to get a better picture of these clubs activities and members.

Adrian Păcurar & Lucia Lia Epure, Vasile Goldis University of Arad, Romania

Media and its Responsibilities. Romanian System of Education and its Public Perception within Romanian Contemporary Media

This study tries to uncover a possible conceptual frame for the new media evolutions from contemporary Romanian public space regarding the issue of education. Thus, at the beginning we summarize some concrete ways in which today the national Romanian media deals with this issue. The theoretical undertaking is developed on two distinct dimensions. Briefly, the first one tries to disclose a possible pattern in which news and debates about education, most of them negative, are being now delivered by the Romanian media to the general public. A relatively wide range of elements will be briefly scrutinized beginning with the issue of plagiarism and ending with the issue that appears from the very poor level, in terms of quality, in which has now failed the entire Romanian system of education. The debate here will be focused upon the mode in which media usually treats these topics in the present. The second one intends to see in which measure the contemporary Romanian media is ready to take part to a general collective effort in order to improve, within the limits of its possibilities, of course, the general status of education from contemporary Romania. In the end we make a short incursion into the *cultural background* of the whole subject. It is just trying to indicate some key national cultural elements which in our view are responsible for the ways in which media delivers right now the general theme of education to Romanian public.

Anca-Mariana Pegulescu - Ministry of Education and Scientific Research, Romania

Between "Words" and "Ideas" in the Translation Practice (with Examples from English and Romanian Proverbs)

Starting from Savory's list of pair-wise contradictory translation principles, I intend to prove that the link between different 'forms' and their 'contents' lies in the principle of relevance when referring to

proverbs. Seen as special patterns or even 'small texts', displaying sometimes hidden meanings, proverbs have always conveyed feelings, states of mind, behavioural examples, metaphorical descriptions of certain situations (Krikmann). My analysis will target the ethnofields of the verbs 'to buy' and 'to sell' in English proverbs and their Romanian versions.

Ileana Rotaru - University of Reșița, Romania

From the Blackboard to the Internet or How the Teaching Perspective Is Changing

The following considerations refer to a general perspective on the learning process. It is pointing out the necessity of developing new competences such as "media competence ". The paper tackles a paradigmatic change that takes place in the inner of the school organization which becomes not only a knowledge producer but an institution that "learns how to learn". In this context, this paper includes a point of view regarding the influence of the Internet and new media as means of teaching, learning, evaluation and communication. The small-scale case study examines how the Internet (new media) is perceived by teachers within the educational process. We argue that the necessary changes should be introduced in order to train teachers' media competence as a corner stone of media pedagogy. These changes should start from the inner perspective of the teacher, from the self consciousness of himself/herself accordingly to his/her key role in the educational process.

Olivia Rusu - Alexandru Ioan Cuza University of Iași, Romania

A Corpus-based Approach on the Relevance of Translating Interjections

Usually defined as an atypical class of linguistic signals, within Relevance Theory interjections take on the function of communicative clues. The purpose of this paper is to attest whether translation guidelines set up within the framework of relevance theoretic approach are of help in transferring the analytical and contextual values of interjections from English to Romanian, in layered texts. The research is illustrated with examples from a corpus of children's literature considered by means of software tools involved in terminological research.

Sayyid Nasser Saeidi - Training and Education Ministry, Qom, Iran

A Comparative Study of English Native Speakers and Iranian EFL Learners' Production and Recognition of the Speech Act of Promising

The strategies employed by Native English speakers and Iranian EFL learners for expressing promising in different situations in order to find the differences that may exist between these two languages are investigated in this study.

Peter Sandrini - Innsbruck University, Austria

Towards a Digital Translation Policy

Translation policy represents a core component of an efficient language policy; it guarantees that multilingual communication works as intended within a company, organization or institution. This paper looks at the contents of such a translation policy and tries to outline the effects of a general digitalization and globalization of the translation industry. By describing these changes the necessity of a sensible translation technology policy - in the sense of what kind of translation technology should be deployed, used by whom and when, on what kind of texts, etc. - is stressed. Also, the need for an overall strategy with regard to translation data and language resources in general is addressed and integrated into the concept of an overall translation technology policy.

Nurgul Saparkhojayeva - Al-Farabi Kazakh National University, Almaty, Kazakhstan

Functions of a Myth in the Semantical Structure of the Novels by J. F. Cooper

In this article, the issues of a myth are discussed and the problems of searching approaches to an explanation of its functions in the semantical structure of texts of the Leatherstocking Tales Pentalogy by J. F. Cooper are presented. In this article it is suggested to discover the structural elements of myth plots in the American literature of Romantism period, especially in the novels of J. F. Cooper and study "equivalence" between events of a plot of a myth and a plot of modernity. At present time works on myths, their functions and problems of a text are done actively, that it is certified about the growth of the interest to these notions and necessity for a language and literature. At this modern period there is an opportunity for us to reconstruct a myth in the art text, because a man is a transformer of the mythological culture, which includes a consciousness, thinking and also perception.

Patricia Serbac - University of Medicine and Pharmacy of Târgu-Mureș, Romania
Phonetic Traps for Romanian Speakers of English in Medical Communication

Communication in the medical field is often impaired because of mistakes made by Romanian speakers of English. Confusion may appear because of the differences in the phonological systems of the two languages. The tendency of some speakers to make pronunciation mistakes touches several areas: the reproducing of vowels and consonants, the accent and the segmentation of the string of sounds. The paper brings relevant examples of pronunciation traps which should be avoided. Correct pronunciation is important both in direct communication and in telemedicine.

Claudia Elena Stoian, Daniel Dejica - Politehnica University of Timișoara, Romania
Theme-Rheme Analysis of English and Romanian Tourism Websites

This paper presents the results of a contrastive Theme-Rheme analysis performed on a corpus of commercial websites from Great Britain and Romania. The study looks at the texts meant to promote these countries and some of their heritage sites internationally via Internet. Its aim is twofold: to analyse and to compare these texts, paying attention to the development of their thematic-structure. The thematic-structure analysis is carried out according to the framework provided by Systemic Functional Linguistics.

Simona Șimon - Politehnica University of Timișoara, Romania
Necessary and Luxury English Loanwords in Some Romanian Online Newspapers and Magazines

The socio-economic and political context of contemporary Romania favours the private and professional communication between the local people and other nationalities. As English is the most frequently taught language in the Romanian state schools, but also an international language spoken by a large number of persons around the globe, it is no wonder that it is often used in private and professional exchanges. An expected consequence of such a situation is the borrowing of English words in the Romanian language. The purpose of the present article is to identify English loanwords in some Romanian online newspapers and magazines and to find out whether they are necessary or luxury borrowings.

Dara Tafazoli, Seyyed Mohammad Alavi - Islamic Azad University, Damavand, Iran
Attitudes of English Language Students towards Computer-Assisted Language Learning: A Cross-Cultural Study

The advancement of computers and technology in our daily lives influences our learning and teaching behavior. Moreover, this advancement may provide great opportunities for language learning and teaching for teachers and students. Because of differences among societies and cultures the consequences of applying technology in educational settings may be different. The attitude plays a vital role in the process of language learning and teaching. Therefore, the aim of this cross-cultural study was to investigate the attitudes of the Iranian and non-Iranian English language students towards computer-assisted language learning. Furthermore, the relations of gender, education level, and age to this attitude are investigated. This cross-cultural study was a kind of mixed methods research design. The most well-known approach to mixing methods is the convergent design. To find the response to these questions, an online web-based questionnaire was distributed among different English language students around the world. The online questionnaire comprised 44 closed- and open-item questions. The participants of the study were 415 male and female English language students. The findings revealed that being Iranian or not has no relationship with the attitudes of English language students towards CALL. Moreover, different genders, age groups, and education levels have no relationships with the attitude.

Elena Violeta Tănase - Alexandru Ioan Cuza University of Iași, Romania
Extratextual Elements in Subtitling - the Battle of Linguistic and Cultural Codes

The subtitled audiovisual text is a result of a double transition: it passes from the spoken to the written code and from the source language into the target language, being entangled, all along the way, in an intricate mechanism of extratextual elements. . This study aims at pointing out the constraints and challenges brought up by extratextual elements, especially when it comes to the translation of culture-bound terms. Objects, settings, physiognomies, gestures, costumes, music and noise tracks, background conversation, radio announcements and television commercials, intertitles, canned laughter and written materials such as posters, billboards or newspapers add up to the 'foreignness' of an audiovisual product and have an impact upon the subtitler's choices.

Anca Trișcă (Ionescu) - University of Galați, Romania

Challenges in Translating Compound Nominal Phrases in Naval Architecture Texts

The present research article aims at identifying difficulties encountered in translating compound nominal phrases in naval architecture texts. In order to achieve this aim, compound phrases are classified according to their components. Furthermore, nominal phrases were translated and analyzed. Out of the total number of nominal phrases, only the most frequent ones were the topic of our interest. Our research article is an insight into the nominalization of the naval architecture language.

Raluca Tudor - National School of Political Science and Public Administration, Bucharest, Romania

The Influence of Intranet on the Managerial Communication Style. Communicationally and Stylistically Quantified Matrix of the Manager

Due to its mainly informative and strongly hierarchical character, the Intranet creates distortions in the communication relations. The transparency and democratization of the access to information, as well as the restrictive centralization of the online expression impact the middle management in regard to the tensions between the communication structure and the formal relations structure. In the organizations that use the Intranet, the middle management's direct communication is centered on consensus, on understanding and correctly interpreting content. This paper offers a quantified matrix of the managerial communication styles in the frame of an organization that uses the Intranet.

Andreea Voina, Ada Țîrlea - Babeș-Bolyai University, Cluj-Napoca, Romania

The Impact of New Media on Iohannis' Presidential Victory

2014 marked Romania's first new media presidential campaign, resulting in the unexpected victory of the candidate who had previously been presented by polls and media as the runner-up. Through the same electoral event, we could observe, for the first time, a presidential result favored by the "citizen-camera witnessing" phenomenon, generated by the Facebook civic engagement of the Romanian voters from abroad. In the present paper, we aim to weigh the impact of the campaign which was carried out on Facebook on the runoff voting days, on the election results. By using the content analysis method, we are going to assess the voting dealignment generated by the first web 2.0 presidential campaign in Romania.

PAPERS IN FRENCH

Liviu Călburean - Diaconu Coresi Secondary School 2 Brașov, Romania

La nature de l'apport informationnel en situation didactique

De nos jours, l'explosion informationnelle rend obligatoire l'organisation de l'information selon des critères précis, qui puissent rendre efficace le parcours exploratoire spécifique à la situation didactique. Le but de la présente communication est d'étudier les rapports entre connu/ancien et nouveau et les manières les plus pertinentes conduisant à un renouveau informationnel véritable, qui évite les risques de l'incongruité entre le message de l'enseignant et la perception qu'en a l'apprenant.

Marion-Ivonne Cohen-Vida - Politehnica University of Timișoara, Romania

Texte et image dans la publicité en ligne

La publicité peut être conçue comme un reflet direct de la société à un moment donné. Etant connu le rôle de l'Internet dans tous les domaines de la vie professionnelle et privée, le développement extraordinaire de la publicité en ligne n'étonne personne. La publicité en ligne offre plus que tous les autres mass-médias pouvaient offrir. Elle représente une nouvelle modalité d'expression, beaucoup plus ouverte et attrayante que la publicité traditionnelle. On se propose d'analyser dans cet article la combinaison texte- image dans la publicité en ligne.

Elena Maftel-Golopenția - Technical University of Civil Engineering Bucharest, Romania

La pratique de l'interprétation dans le protocole diplomatique

Ce travail se propose d'analyser la relation entre le protocole diplomatique et l'interprète, ainsi que le rôle de ce dernier dans l'architecture des événements impliquant des règles strictes de protocole. Il s'agit d'étudier la symbiose entre ces deux activités qui jouent une fonction importante dans l'économie de la communication à tout niveau, d'autant plus dans l'économie des manifestations officielles. L'interprète et l'interprétation, bien qu'indispensables dans ce type de manifestations, sont

peu connus et, donc, très peu décortiqués dans les recherches scientifiques dédiés à ce sujet, qui marquent ainsi un vide à combler par notre analyse.

Elena Maftel-Golopenția - Technical University of Civil Engineering Bucharest, Romania

Les écarts de conduite et communication du milieu universitaire vus par les médias

Ce travail a pour objectif d'analyser la façon dans laquelle les médias décortiquent les écarts de conduite et de communication du milieu universitaire roumain actuel. L'analyse sera basée sur l'identification des thèmes de prédilection abordés dans les articles de presse, ainsi que sur les cadres utilisés par les médias pour faire une meilleure radiographie de ces écarts qui apparaissent dans un milieu qui est censé fonctionner comme un baromètre des changements au niveau social. Pour ce faire nous allons constituer un corpus d'articles de presse qui recensent des écarts universitaires (qu'il s'agisse des cas de plagiat, d'immixtion du domaine politique dans la vie universitaire, de la communication déficiente à l'intérieur ou à l'extérieur, etc.).

Barnabas Novak - Károli Gáspár University of the Reformed Church in Hungary, TERMIK Research Center, Budapest, Hungary

Problèmes et méthodes de terminologie juridique réalisés au moyen d'outils informatiques

Dans les limites des frontières nationales, le développement technique, économique, commercial, technologique et juridique ont fondamentalement changé les caractéristiques de la profession de terminologue. Dans un cas comme dans l'autre, le terminologue par la base de données terminologique se retrouve en première ligne pour fournir, harmoniser et normaliser les termes juridiques sans lesquels il n'y a pas de communication nationale efficace, en répondant en même temps, à des critères absolus de fiabilité, pertinence, exhaustivité, et sûreté d'utilisation. Les outils informatiques d'aide à la traduction juridique, c'est-à-dire les bases de données terminologiques font de plus en plus partie de l'environnement professionnel du traducteur. La possibilité de saisir ces outils terminologiques et informatiques sur la législation, et les mettre à la disposition des traducteurs résulterait l'amélioration de la qualité de la loi. Pour le terminologue, leur utilisation permet de mettre à jour, de corriger, de compléter, de stocker sans restriction le vocabulaire d'une discipline donnée - dans notre cas droit constitutionnel -, et d'afficher toute information supplémentaire le concernant. Le présent article se propose de présenter de trois parties complémentaire. Dans un premier temps nous rappelons les principaux éléments qui caractérisent l'approche terminologique juridique. Dans un deuxième temps, nous montrons l'organisation et structure générique d'une fiche terminologique dans le domaine de droit constitutionnel, conduisant ainsi à un modèle compatible avec l'ISO 16642. Enfin, nous décrivons comment il est possible d'intégrer concrètement cette démarche dans les travaux terminologique juridique en donnant les caractéristiques principales.

Raul Pascalau - Sc Rimax Bau Srl, Romania

Interpreter ou Traduire? Le traducteur est aussi interprete?

Traducteur et Interprète, deux métiers différents ou semblables? Quelles sont les différences entre le traducteur et l'interprète ? Le traducteur utilise l'écrit, l'interprète l'oral, langue écrite pour le traducteur, langue parlée pour l'interprète. La traduction et l'interprétariat ont un rôle central dans le développement des cultures et des langues, représentant leur fascinant dialogue. Le traducteur-interprète maîtrise parfaitement sa langue maternelle et au moins 2 langues étrangères. Les compétences requises sont diverses et parfois les mêmes. Il y a des formations distinctes pour les deux? Comment devient-on traducteur juré ? Mais interprète juré ? L'examen est le même?

Elena Petrea - Ion Ionescu de la Brad University of Agricultural Sciences and Veterinary Medicine of Iași, Romania

La contribution des traductions de pionniérat de C. Negruzzi à la constitution de la langue roumaine moderne

L'une des formes de manifestation de la communication interculturelle, la plus spécifique et, incontestablement, la plus complexe, est l'activité de traduction. Dans le contexte de la première moitié du XIX^e siècle roumain, à côté d'actions comme le développement de l'enseignement en roumain et la création de théâtres et de sociétés, il s'est manifesté une véritable « politique des traductions » en roumain, ces actions visant l'essor culturel. Les initiateurs de ce mouvement ont eu l'intuition de la fonction de ces traductions pour l'enrichissement et le perfectionnement de la langue roumaine. Notre communication s'intéresse à la contribution des traductions en roumain de la

littérature française à l'époque citée pour l'évolution de la langue roumaine littéraire. En lisant attentivement les traductions de la littérature française dues à Constantin Negruzzi et en utilisant des dictionnaires de référence, nous avons identifié et analysé les néologismes introduits par le traducteur roumain, dont la majorité a été conservée dans le lexique roumain actuel. Les aspects relevés constituent une preuve incontestable du rôle crucial joué par les traducteurs et par leurs traductions au moment du fondement de la langue roumaine littéraire sur des bases modernes.

Mariana Pitar - University of the West, Timișoara, Romania
L'impact des nouvelles technologies sur la traduction spécialisée

Les nouvelles technologies sont devenues un instrument utile pour toutes les domaines de la science, que ce soit les sciences dures ou les sciences humaines. La toile offre des ressources d'information et des logiciels spécifiques qui peuvent être exploités dans plusieurs domaines. En tant qu'enseignante nous nous sommes appuyée sur les facilités offertes par ces technologies dans l'enseignement de la traduction spécialisée. À la différence de la traduction littéraire, la traduction spécialisée, par l'univocité sémantique des termes, aussi que par une construction des phrases dépourvue d'éléments stylistiques, devient la bénéficiaire des résultats des nouvelles technologies. Dans notre communication nous allons essayer de suivre l'apport de ces technologies en fonction des étapes de la traduction : extraction des termes, dictionnaires spécialisés en lignes, ressources terminologiques de spécialité, logiciels de traitement de bases de données, logiciels de traduction automatiques, mémoires de traduction, aides à la vérification de la traduction. Sans entrer dans de détails de fonctionnement des logiciels ou d'analyse précise des offres, nous nous proposons de faire le point des ressources à employer dans chacune de ces étapes.

Sorina Șerbănescu - University of the West, Timișoara, Romania
Les emprunts massifs des anglicismes comme conséquence d'une perception déformée de la mondialisation

Le terme de *mondialisation*, voire *globalisation*, a été longtemps considéré comme l'équivalent de l'*américanisation*. En Roumanie, le phénomène a imbriqué l'équivalence des deux concepts et l'aspiration ardente de la société roumaine de brûler les étapes afin d'atteindre au plus vite le niveau de développement qu'elle croyait être symboliquement représenté par les Etats-Unis. Le mimétisme du modèle américain s'est rapidement manifesté surtout dans le langage mais aussi dans les styles et les comportements d'affaires ainsi que dans les relations publiques. Cet ouvrage offre un aperçu sur les types d'emprunts d'anglicismes (lexicaux, sémantiques, syntaxiques, faux emprunts, xénismes) et de structures linguistiques calquées sur l'anglo-américain, saisis dans les différents registres discursifs.

Mihaela Visky - Politehnica University of Timișoara, Romania
Des préjugés sur la traduction des étudiants en début de formation

Pour former chez les étudiants les compétences nécessaires, les enseignants doivent connaître leurs préjugés sur la traduction en début de formation. À la base de notre étude se trouve un sondage à dix questions adressé aux étudiants de première et deuxième années d'études de la Faculté des Sciences de la Communication de l'Université Politehnica de Timișoara. Nous nous sommes proposé un double but : premièrement, réaliser une comparaison entre leurs réponses et celles d'un groupe d'étudiants canadiens et, deuxièmement, identifier leurs idées reçues sur la traduction pour orienter et améliorer les stratégies et les méthodes d'enseignement.

Mihaela Visky - Politehnica University of Timișoara, Romania
La démarche traductionnelle et les notes en bas de page

Le traducteur, tenant compte du destinataire et de la langue-culture du texte cible, peut ajouter ou non des informations qui complètent sa traduction. Nous analysons les éléments péritextuels représentés par les notes en bas de page de cinq romans policiers. Chaque traducteur de ces polars a adopté sa propre démarche traductionnelle des notes infrapaginales, allant de zéro notes en bas de page jusqu'à une surabondance de notes. Notre but est d'identifier la typologie des notes en bas de page, leurs caractéristiques pragmatiques (rôle et fonctions), ainsi que la place qu'elles occupent dans la démarche adoptée par chaque traducteur. Les notes en bas de page permettent au traducteur d'introduire des informations sur des *realia*, pour compléter les connaissances qu'il suppose absentes chez son récepteur, mais aussi de faire des commentaires sur sa démarche traductionnelle.

PAPERS IN GERMAN

Ruxandra Buglea - Politehnica University of Timișoara, Romania

Mitteln und Strategien in der diskursiven Gestaltung von Nachrichten.

Einige Aspekte im interkulturellen Vergleich

Der Mediendiskurs hat in unserer Gesellschaft einen privilegierten Stellenwert. Die vierte Macht im Staat ist gleichzeitig die Widerspiegelung auf gesellschaftlicher Ebene der anderen Mächte und nicht selten Teil von ihnen. Der Mediendiskurs ist ein Ort der Verflechtung sprachlicher Erscheinungen, angepasst an die Gegebenheiten einer Kommunikationssituation. Diese, ihrerseits, gestaltet sich als ein Konstrukt der Gegenwart mit einem symbolisch nachvollziehbaren Erwartungshorizont.

Stefana-Oana Ciortea-Neamțiu - University of the West, Timișoara, Romania

Facebook versus Website / Informieren über soziale Netzwerke und über „klassische“ Websites

Wo und wie suchen wir heute nach Informationen und wie sind diese organisiert? Wo und wie finden wir am schnellsten die Informationen, die wir brauchen? Was erschwert, was erleichtert die Recherche? Das Organisieren von Informationen wie auch die Suche danach ist heute anders gestaltet als noch vor zehn Jahren. Twitter, Facebook und Co. haben die Art, in der sich vorwiegend die jungen Leute heute informieren, geändert. Ziel der wissenschaftlichen Arbeit ist es, die Facebook-Seite mit der Website einiger Kulturinstitutionen aus Temeswar zu vergleichen, um die Vor- und Nachteile des Informierens über die eine oder andere Plattform herauszufinden.

Bogdana Crivăț - University of Craiova, Romania

Der neue Simon-Beckett-Roman ist wieder ein David-Hunter-Roman. Zu Ad-hoc-Komposita in der aktuellen deutschen Pressesprache

Ad-hoc-Komposita sind aus den aktuellen deutschen Print- wie Onlinemedien nicht mehr wegzudenken. Laut Fachstudien können solche Gelegenheitsbildungen bis zu einem Drittel aller Komposita ausmachen, die in einem Zeitungsbericht vorkommen. Weshalb diese eher locker und unkompliziert wirkenden Sprachmittel für den journalistischen Diskurs so attraktiv sind, soll der vorliegende Beitrag an realen Belegen aufzeigen. Wesentliche Merkmale der Ad-hoc-Zusammensetzungen wie Neuartigkeit und Originalität (und dadurch Auffälligkeit), Ökonomie (knapper Ausdruck bei Informationskonzentrierung) und Produktivität (im Sinne einer größtenteils uneingeschränkten Kombinationsmöglichkeit von Lexemen) sowie eine starke Situations- bzw. Kontextgebundenheit kommen den Zielen der Presse sehr entgegen. Außerdem wirkt sich ihre semantische Unterdeterminiertheit fördernd und fesselnd auf den Empfänger aus und rechtfertigt mithin ihren gezielten Einsatz, insbesondere in Überschriften.

Anca Dejița-Carțiș - Politehnica University of Timișoara, Romania

Alternative Methoden für den DaF-Unterricht

Die alternativen Methoden stehen im Zeichen verschiedener Ansätze und Einflüsse. Dazu gehören Verstehensansätze (Erklärungen, Verfahren, Prinzipien, Techniken zur Steuerung und Aufnahme der Informationen), soziale Ansätze, (Meinungsäußerung, Gespräche führen), kommunikative Ansätze (kommunikative Handlungsfähigkeiten entwickeln, Fragen stellen, Antworten geben, Dialoge führen, Redewiedergabe), interkulturelle Ansätze (Lebensstile vergleichen, internationale Vergleiche im Vordergrund setzen, Kulturen vergleichen, Bräuche vergleichen) und produktive Ansätze (Themen persönlich analysieren und interpretieren, thematische Wendungen und Äußerungen anwenden), aber auch fachsprachliche Ansätze (berufsbezogene sprachliche Äußerungen vermitteln). Das Ziel der alternativen Methoden ist, Sprachkenntnisse und Kulturkenntnisse zu vermitteln, die Sprache mündlich wie schriftlich gezielt zu verwenden. Hervorgehoben werden verschiedene Verfahren, Strategien und Techniken, wobei thematische, inhaltliche Aspekte und kontextbesonderheiten Inhalte näher beobachtet werden.

Anca Dejița-Carțiș - Politehnica University of Timișoara, Romania

Grammatik für kommunikative Zwecke

Die Grammatik für kommunikative Zwecke geht von den grammatischen Regeln aus, wendet Strukturen und Konstruktionen an, analysiert morphologische, semantische und syntaktische Aspekte der Sprache und entscheidet über den Stil und über der Bedeutung der Sprache. Die heutige Tendenz

der Anwendung der Sprache für kommunikative Zwecke ist thematisch und kontextuell abhängig. Es entsteht ein Wechsel zwischen Situation und Intention. In der vorliegenden Arbeit möchte man den Bezug zwischen Grammatik und kommunikativen Situationen näher analysieren.

Ana-Maria Dascălu - Romanian Academy, Bucharest, Romania

Die Rolle der visuellen Medien im DaF-Unterricht

Die wesentliche Funktion der visuellen Elemente erkannte bereits der Humanist Johann Amos Comenius, als er Mitte des 17. Jahrhunderts sein *Orbis sensualim pictus* (*Die sichtbare Welt*, 1658) als erstes bildliches Sprachlehrbuch verfasste. Wenn man die Entwicklung der Fremdsprachenmethodik zurückverfolgt, so kann man feststellen, dass die visuellen Medien in den letzten Jahren immer stärker an Bedeutung gewonnen haben. Durch ihren Einsatz im DaF-Unterricht wird nicht nur das Verständnis der zu vermittelnden Kenntnisse erleichtert, sondern auch die aktive Teilnahme des Lernenden gefördert. Der Schwerpunkt dieses Beitrags besteht darin zu zeigen, wie die zielgerichtete Verwendung von Bildern und die mit ihnen verbundenen Lehrmaterialien und Übungen es ermöglichen, bessere Lernergebnisse zu erzielen und die Qualität des Unterrichts zu optimieren.

Ioana Andrea Diaconu - Transilvania University, Braşov, Romania

Literaturübersetzungen. (Neue) Möglichkeiten und Grenzen

Der Ausgangspunkt der vorliegenden Arbeit ist Ana Enes Theorie, die sie „peritextualen Dialog“ nennt. Ene versucht auf dieser Weise die bisherig anerkannten Grenzen der literarischen Übersetzungen anhand einer Übersetzung ins Englische von Caragiales „Mosi“, eine scheinbare Wortliste, zu überschreiten. Die vorliegende Arbeit versucht die oben aufgeführte Theorie für das Sprachenpaar Rumänisch - Deutsch anzuwenden.

Gyde Hansen - Copenhagen Business School, Denmark

Translation: Was verschwindet und was bleibt?

„Verba volant, translatore manent“ war das Logo der EMT-Konferenz der EU-Kommission in Brüssel im Jahre 2010. Schon zwei Jahre später, bei der EMT-Konferenz von 2012, war das digitale Übersetzen ein zentrales Thema, und seither ist auf dem Gebiet der Translation viel geschehen. Maschinenübersetzungen werden immer häufiger eingesetzt. In letzter Zeit muss man sich fragen, was denn eigentlich verschwinden und was bleiben wird. Was wahrscheinlich am ehesten bleibt, wird wohl die komparative Linguistik und Stilistik sein. Obwohl Maschinenübersetzungen auf vielen Gebieten schon sehr hilfreich sein können, ist auf die digital erstellten Zieltex te noch kein Verlass. Ausgehend von empirischen Analysen und Vergleichen der drei germanischen Sprachen, Deutsch, Englisch und Dänisch soll gezeigt werden, dass Unterschiede und Übereinstimmungen nicht nur Humanübersetzungen sondern auch digitale Übersetzungen stark beeinflussen. Daher werden sowohl die linguistische Vorbereitung als auch die Nachbereitung von Texten - das Postediting - immer wichtiger.

Claudia Iacobescu - Politehnica University of Timișoara, Romania

Die Tücken des Stehgreifübersetzens

Stehgreifübersetzen oder Vom-Blatt- Dolmetschen ist ein fester Bestandteil der Dolmetscherausbildung der Fachrichtung Übersetzen und Dolmetschen an der UPT. Das Vorhandensein eines schriftlich fixierten Ausgangstextes veranlasst Studierende diese Dolmetschart falscherweise als eine leichte einzustufen. Doch schon nach den ersten Laborstunden erweist sich der viel gelobte Ausgangstext als die Achilleferse ihrer Dolmetschleistung.

Der Beitrag geht von der Definition des Stehgreifübersetzens aus, hebt die im Unterricht zu vermittelnden Fähigkeiten und Fertigkeiten hervor, setzt sich mit den häufigsten Schwierigkeiten des Sprachenpaares Deutsch-Rumänisch auseinander und identifiziert Strategien, die die Flüssigkeit der Wiedergabe verbessern sollten.

Daniela Kohn - Victor Babeş University of Medicine and Pharmacy Timișoara, Romania

Die Verbselektion auf dem A1-Niveau in den Rumänisch-als-Fremdsprache - Lehrbüchern. Die Abakus-Methode

Die meisten neueren RaF-Lehrbücher stützen sich, wie selbstverständlich, auf dem vom Europarat verfaßten Gemeinsamen europäischen Referenzrahmen für Sprachen. Die Konkretisierungen in Form von Lehrbüchern für die Niveaustufe A1 fungieren als Interpretationsmöglichkeiten des Referenzrahmens. Welche sind aber die wichtigsten Verben, für die sich die Lehrbuchautoren

entschieden haben, Verben, die für die Kannbeschreibungen des A1 Niveaus als Skelett fungieren? Welche sind die Formen, die als Basis des Gerüsts dienen und wie einfach war es für die Verfasser dieser Lehrmaterialien auf exhaustive Paradigmen zu verzichten? Der Vergleich der am meisten benutzten RaF-Lehrbücher sollte die für A1-Niveau unumgänglichen Verben und deren entsprechenden grammatischen Formen ergeben.

Vlasta Kučič - University of Maribor, Slovenia

Veränderung des translatorischen Berufsbildes durch IT-Innovationen

Translation wird in der zeitgenössischen digitalen Gesellschaft als aktive und bewusste Datenverarbeitung verstanden und der alltägliche, professionelle Übersetzungsprozess wird mit dem Datenverarbeitungsprozess gleichgesetzt unter Berücksichtigung von spezifischer Translationstechnologie (Translation Environment Tools). Die rasante Entwicklung der Informationstechnologie ermöglicht den ÜbersetzerInnen Zugriff auf Translation-Memory-Systeme, terminologische Datenbanken, CAT, MT als auch Open Translation Data Systeme, die als integraler Bestandteil der translatorischen Kompetenz aufzufassen sind, um Wettbewerbsvorteile auf dem globalen Markt zu erzielen. Qualität und Kostenersparnis stehen im Vordergrund der Translationsindustrie. Translation wird durch den Umgang mit digitalen Daten bedingt, wobei man selektiv, kreativ und adaptiv vorgehen soll. In diesem Beitrag wird die Bedeutung der IT-Innovationen und damit verbundenen Veränderungen im Bereiche translatorischer Kompetenz näher beleuchtet.

Patrick Lavrits - University of the West, Timișoara, Romania

Individualismus versus Kollektivismus in der deutschen und rumänischen Werbung. Eine vergleichende Studie.

Die Dimension Individualismus vs. Kollektivismus gehört zu den wichtigsten Differenzierungsmerkmalen der Kulturen. Im Vordergrund dabei steht die Einordnung der Beziehung zwischen Individuum und Gesellschaft. Diese Dimension ist wegen ihrer Allgegenwart und Offensichtlichkeit eine der am besten erforschten. Die Kulturdimension zwischen Gruppenverhalten und Einzelverhalten zeigt den größten Unterschied zwischen westlichen und östlichen Ländern im Vergleich zu allen anderen Kulturdimensionen. Individualismus kann als ein Wertesystem in einer Gesellschaft oder Organisation betrachtet werden, in dem eine Einzelperson im Mittelpunkt steht. Kollektivismus, also das Gruppenverhalten, ist kein höhergestelltes Werteverständnis zum Individualismus. Grundsätzlich kann aber das Ergebnis eine Gruppenentscheidung besser sein, als das eines Einzelnen. Auch in der Werbung wurde diese Kulturdimension herangezogen, um kulturell unterschiedliche Zielgruppen anzusprechen und die verschiedenen Kulturmerkmale hervorzuheben.

Karla Lupșan - University of the West, Timișoara, Romania

Zum Einsatz der Hypermedialität im landeskundlichen DaF-Unterricht

Zumal die Hypermedialität d.h die Kombination von Text-, Bild-, Ton- und Filmdokumenten heute nicht mehr wegzudenken ist, erzielt der vorliegende Beitrag am Beispiel einer landeskundlichen Unterrichtseinheit, die Relevanz der Hypermedia als Mittel der Kulturvermittlung zu zeigen. Hervorgehoben wird nicht nur die Informationsfunktion der Digitalisate, sondern auch die durch ihre Authentizität verliehene Emotionalisierungsfunktion, die Erinnerungen aufruft und das Gefühl des Miterlebens gibt.

Anca-Raluca Maghețiu - University of the West, Timișoara, Romania

Zum Verhältnis von fachsprachlichem und allgemeinsprachlichem Fremdsprachenunterricht

Die Nachfrage nach Fachsprachenunterricht ist in den letzten Jahren eindeutig gestiegen. Vor allem im Kontext der Dominanz der englischen Sprache, deren Kenntnis eine eindeutige Voraussetzung für die berufliche Entwicklung darstellt, bedeutet das Beherrschen der deutschen Sprache einen klaren und nicht zu vernachlässigenden Pluspunkt. Dies geschieht vor allem im Hinblick auf die viel thematisierte und zunehmende Globalisierung und auf Umstände wie berufliche Mobilität, Schul- und Hochschulwechsel, Tourismus usw. Auch der Bedarf an Experten mit fachsprachenbezogenen kommunikativen Fertigkeiten, Mittlern mit Fachsprachenkenntnissen und Fachleuten für fachsprachliche Unterweisung steigt, deshalb ist Fachsprachenforschung im weitesten Sinne notwendig, um die für die Optimierung der Kommunikation erforderlichen Voraussetzungen zu schaffen.

Andreea Rodica Ruthner - Politehnica University of Timișoara, Romania

Zur Sprach- und Kulturvermittlung durch interkulturelle Begegnungen anhand von *face-to-face contacts*, *ethnography*, Tandem lernen, netz- und mediengestützten Lehr- und Lernprozessen und kultursensibilisierenden Methoden

Den öffentlich formulierten Empfehlungen nach wird in der heutigen Ära der Digitalisierung von den Lernenden erwartet, eine viel aktivere Rolle im interkulturellen kommunikativen Fremdsprachenunterricht zu übernehmen, als es im traditionellen Unterricht üblich ist. Ob der Kontakt zu fremdkulturellen Gemeinschaften im Rahmen von Auslandsaufenthalten anhand von persönlichen interkulturellen Treffen (*face-to-face contacts* und *face-to-face Tandem Lernen*) aufgenommen wird oder mithilfe virtueller Interaktionsformen, d.h. in virtuellen Klassenräumen und in Internetforen, durch *Videoconferencing*, *Videoarbeit* oder *e-mail-Tandem-Lernen* hergestellt wird, ermöglicht er jedes Mal interkulturelle Lernprozesse.

Dieter Hermann Schmitz - University of Tampere, Finland

Geschichte durch Geschichten. Ein Unterrichtsansatz für universitäre Kultur- und Landeskunde-Kurse
Aneinandergehende Übersetzer sollten neben translatorischen Fertigkeiten und einer Beherrschung ihrer Arbeitssprachen auch ein ausreichendes Maß an Kulturkenntnissen mitbringen. Auch „Vokabeln“ aus Geschichte, Politik und Kultur müssten beherrscht werden. Im Falle von Deutsch als Arbeitssprache sollten historische Schlagworte wie „Stunde Null“, „Deutscher Herbst“, „Fünf neue Länder“ usw. ebenso geläufig sein wie die Bezeichnungen der wichtigsten politischen Organe. Hier bietet sich der Zugang über (Spiel-)Film an, der wie Literatur Identifikation ermöglicht, Gefühle erweckt oder unterhaltend ist. In meinem Beitrag stelle ich ein Unterrichtsmodell vor, bei dem aktuelle deutsche Spielfilme im Rahmen eines Kulturkundekurses zum Einsatz gekommen sind, und diskutiere Vor- und Nachteile.

Josef Štefčík - Constantine the Philosopher University, Nitra, Slovakia

Unterrichtspraxis des Gerichtsdolmetschens online

In dem Beitrag wollen wir unsere Erfahrungen im Dolmetschunterricht online präsentieren, indem wir auf die Webplattform „Interpretty.com (von Androme Iberica)“ für Dolmetscher und ihre Kunden eingehen werden. In den aufeinanderfolgenden Beispielen werden verschiedene Unterrichtsmodelle gezeigt, die an der Konstantin-Universität Nitra im Dolmetschtraining für künftige Dolmetscher eingesetzt werden und die als semi-authentisch didaktischen Modelle in dem Training der (Gerichts)Dolmetscher benutzt werden. Der Beitrag setzt sich hierbei mit dem Qualitätskonzept auseinander, das die Verbesserung des Gerichtsdolmetschens den neuen technologischen Entwicklungen gleichzusetzen versucht.

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

Phonetische Fallen für rumänische Sprecher des Deutschen in der medizinischen Kommunikation

Die Kommunikation in deutscher Sprache im medizinischen Bereich ist oft wegen Aussprachefehlern von rumänischen Sprechern des Deutschen gestört. Die Quellen von Unklarheiten sind die Unterschiede in den phonologischen Systemen der zwei Sprachen: Deutsch und Rumänisch. Die Neigung mancher Sprecher zu Fehlern berührt mehrere Bereiche der Aussprache: das Hervorbringen von Vokalen und Konsonanten, den Akzent usw. Diese Studie bringt relevante Beispiele von Aussprachefällen, die vermieden werden sollten. Eine richtige Aussprache ist sowohl in der direkten Kommunikation als auch in der Telemedizin wichtig.

PAPERS IN ROMANIAN

Cristina Ariton-Gelan - Ovidius University of Constanța, Romania

Comunicarea mediatică și discursul de influențare

Studiul pe care îl propunem reprezintă o încercare de argumentare a modalității în care mass-media contribuie la formarea opiniei publice, instituind ideologii și promovându-le prin intermediul unor practici manipulative aservite unor interese. Având ca punct de plecare ideea conform căreia mass-media au o influență din ce în ce mai mare în ceea ce privește relațiile sociale, devenind indispensabile cel puțin în ceea ce privește gestionarea informațiilor în câmpul social, studiul încearcă să scoată în

evidență modalitatea în care mass-media contribuie la formarea reprezentărilor sociale, promovând ideologii care structurează opinii și valorizări în câmpul social. Un rol definitoriu în acest sens îi revine utilizării limbajului, discursul fiind înțeles ca un reflex al relației de putere, determinat de faptul că orice situație de comunicare este influențată de structurile de putere în care vorbitorii sunt plasați convențional sau nu.

Cosmin-Constantin Băiaș - Politehnica University of Timișoara, Romania

Retorica tetraedei media

Odată cu dezvoltarea accentuată a mijloacelor de comunicare în era digitală este necesară și o metodă de analiză a noilor tehnologii. Printr-o analiză textuală și metateoretică evaluăm metodologic teoria tetraedei media elaborată de către Marshall McLuhan împreună cu fiul său Eric McLuhan. Pe baza a patru elemente (amplificarea, depășirea, recuperarea și inversarea), pot fi descoperite, formulate și analizate patru legi care privesc impactul și dezvoltarea oricărui mijloc de comunicare. Considerăm că tetraeda media oferă o teorie simplă a efectelor media, una care poate fi utilizată critic pentru evaluarea căilor prin care un anumit mijloc modifică procesele culturale ale societății care îl adoptă. În final, argumentăm în favoarea considerării tetraedei media ca metodă calitativă de analiză în domeniul științelor comunicării.

Daniel-Liviu Ciurel - Independent researcher

Comunicarea între persuasiune și perversiune

Orice comunicare are ca scop influențarea celuilalt. Influența comunicațională se desfășoară pe o axă ale cărei extreme sunt persuasiunea și manipularea. Persuasiunea și manipularea au două rădăcini: una antică (retorica) și alta modernă (psihosociologia). Abordările celor doi poli ai influenței variază, de la echivalare, până la opunere. Atât persuasiunea, cât și manipularea presupun intenționalitatea utilizatorului, dar putem identifica o serie de elemente diferențiatoare. Persuasiunea utilizează procedee licite de influențare, prin respectarea autonomiei țintei, în timp ce manipularea recurge la tactici reprobabile, prin ocultarea stratagemelor de influențare. Cu toate că persuasiunea și manipularea sunt omniprezente, ele nu sunt în niciun caz omnipotente: ținta se poate proteja prin strategii de rezistență și de contracarare.

Daniel-Liviu Ciurel - Independent researcher

Media literacy: concepte, abordări și competențe

În plin Ev Media, într-o societate dominată de comunicare și suprasaturată mediatic, abilitatea de a înțelege și de a analiza critic mecanismele discursive utilizate transformă consumatorii media din receptori pasivi și neavizați în utilizatori responsabili, capabili să ia decizii informate, mai puțin vulnerabili față de profesioniștii care dețin controlul informațional și dispun de diverse tehnici de comunicare sofisticate. *Media literacy* se referă la un set integrat de strategii, care permit utilizatorilor să acceseze, să interpreteze și să structureze în mod active mesajele mediatic. Deși, pe plan internațional, *Media literacy* s-a dezvoltat pe parcursul mai multor decenii, în România, educarea competențelor de a descifra mesajele mediatic se află, încă, în stadiu incipient.

Ioan David - Romanian Academy, Timișoara Branch, Titu Maiorescu Institute of Banat Studies, Romania.

Lexicul politic în presa bănățeană la sfârșitul secolului al XIX-lea, începutul celui de-al XX-lea

Vorbind despre lexicul presei, despre stilurile funcționale și, implicit, despre stilul publicistic, trebuie să ne raportăm inevitabil la relația presă - limbă literară - stil. Între aceste elemente s-au statornicit, în timp, raporturi de întrepătrundere, de conlucrare în folosul limbii, despre care Mihai Eminescu scria, în „Federațiunea”, că reprezintă măsurariul civilizației unui popor. Stilul publicistic, privitor la perioada la care ne raportăm, se deosebește de alte varietăți ale limbii prin prezența *neologismelor* și printr-o *terminologie specifică*. Evident, nu sunt singurele elemente în această diversitate stilistică. Prin prezența comunicare, vom încerca să evidențiem modul în care viața politică a românilor din Banat de la sfârșitul secolului al XIX - lea și începutul următorului veac a conturat o terminologie specifică.

Ioan David - Romanian Academy, Timișoara Branch, Titu Maiorescu Institute of Banat Studies, Romania.

Particularități ale stilului publicistic în presa bănățeană de la sfârșitul secolului al XIX-lea începutul celui de-al XX-lea

Preocupările pentru unificarea și dezvoltarea limbii române culte, printr-un sistem de reguli general acceptate, se regăseau nu numai în scrierilor literaților, ci și în lucrări de specialitate, precum și în cele aparținătoare sectoarelor de activitate ale instituțiilor statului: administrație, justiție, armată etc. S-a conturat, ca urmare a trăsăturilor specifice de limbă uzitată în respectivele domenii, categoria stilurilor funcționale ale limbii române, compusă din stilurile științific, administrativ, stilul publicistic și artistic (limba artistică). Stratificarea stilistică, cu focusare pe stilul publicistic, menit a înlesni comunicarea deplină și eficientă a mesajului de presă, într-o perioadă istorică delicată, face obiectul actualei comunicări științifice.

Gabriel-Mugurel Dragomir - Politehnica University of Timișoara, Romania

Devianța și delincvența juvenilă ca sincopă a comunicării adulți-copii

Lucrarea se bazează pe studiile realizate în rândul puberilor și adolescenților delincvenți care de cele mai multe ori provin din medii familiale ostile, lipsite de afecțiune, autoritare și cu un grad scăzut al afecțiunii familiale. La aceste se pot adăuga de multe ori un mediu școlar rece, cu reguli impersonale în care cadrul didactic nu reușește să compenseze deficiențele familiale. Pentru aceasta am realizat pe două cercetări în rândul cadrelor didactice și elevilor din județul Timiș, în anii 2012 și 2014, prin care dorim să reliefm deficiențele de comunicare și percepție ale celor doi actori importanți din spațiul educațional, elevul și cadrul didactic, cu posibile reacții nedorite ale educabililor.

Gabriel-Mugurel Dragomir, Liliana-Luminița Todorescu - Politehnica University of Timișoara, Romania

Convergențe și divergențe între profesori și studenți pentru utilizarea TIC în educație și formare profesională

Un domeniu cu atâtea valențe cum este cel al tehnologiei informației și-a găsit un rol bine definit în spațiul educațional. Deși este utilizat în diverse moduri în spațiul educațional în activitatea practică întâlnim rezerve și de o parte și de alta. Pentru aceasta am întreprins un studiu în rândul studenților și al cadrelor didactice pentru a surprinde liniile de convergență ale utilizării optime a acestei tehnologii în educație.

Anamaria Filimon-Benea - University of the West, Timișoara, Romania

Web TV. Criterii de identificare și particularități intrinsece

Termenul generic de Web TV sau Internet TV desemnează transmiterea de conținut video și de televiziune online. În contradicție cu termenul „WebRadio”, care definește un radio analog cu bandă FM (transmite 24h/24 și are o grilă de program), difuzat pe Internet prin streaming, Web TV-ul poate avea mai multe forme. Vom lua ca și criteriu de bază a unui WebTV: un site care transmite video-uri prin streaming, dar având o logică editorială în tot ce înseamnă conținut. Acest conținut este obligatoriu a fi realizat de către echipa WebTV-ului, și nu de către utilizatori sau internauți. Un conținut creat exclusiv pentru mediul online și nu preluat de la televiziunea clasică.

Daniela Gheltofan - University of the West, Timișoara, Romania

Conectorii (logico-) discursivi ai contextului antonimic.

În acest studiu, vom acorda o atenție deosebită dimensiunii discursive a antonimiei, mai precis, raportului funcțional-semantic dintre membrii antonimici, prin identificarea conectorilor discursivi care ajută la proiectarea contrastivității. Profilul contrastului sau al opoziției depășește însă relațiile de contrastivitate pur semantică, urmărite de noi, astfel că ne vom limita doar la identificarea semantismului contrar la nivelul discursiv, obținut cu ajutorul doar a unor conectori discursivi. Acești conectori sunt instrumente discursive care asigură coerența și coeziunea textuală (antonimică). Contextul antonimic se leagă de o anumită tipologie contextual-funcțională, pe care am stabilit-o într-un alt studiu, cu ajutorul căreia încercăm să oferim o imagine mai clară asupra operatorilor discursivi și a mărcilor distinctive antonimice.

Daniela Gheltofan - University of the West, Timișoara, Romania

Despre antonimele intraparemiologice și interparemiologice

Proverbul implică o suită de operații care îl prezintă ca fenomen lingvistic, dar și cognitiv, ontologic, cultural și pragmatic deopotrivă. În discurs, proverbele și zicătorile funcționează precum stereotipiile verbale, fiind unități discursive care se reproduc, se folosesc „de-a gata”, în funcție de intenția emițătorului și de legătura cu mesajul comunicat. Structurile antonimice sunt decelabile la nivel paremiologic; astfel, am identificat diverse structuri contrastante proverbiale implicite și explicite, pe care le-am reunit sub denumirea convențională de antonime paremiologice (AP), delimitând două tipuri principale: antonime intraparemiologice și antonime interparemiologice. AP sunt exemplul cel mai viu al (co)existenței antonimelor propriu-zise și ocazionale la nivel frastic, contextual.

Ghergeș Semida, CJRAE Timiș, Timișoara, Romania

Utilizarea tehnologiei informației și comunicarea la persoanele cu deficiență de auz

Persoanele cu deficiență de auz simțeau o puternică nevoie de a socializa unii cu alții prin vizite reciproce, petreceri la restaurante, activități culturale sau sociale desfășurate în structuri special create (cluburi de hipoacuzici) pentru a se informa și a-și îmbogăți viața socială. Odată cu folosirea noilor tehnologii, persoanele hipoacuzice și-au pierdut interesul față de aceste structuri iar frecvența acestora s-a redus. În mod frecvent apelează la CamFrog, un program de comunicare în limba mimico-gestual online prin camere web, cu ajutorul căruia pot comunica între ele chiar și un număr mai mare de persoane din orice colț de lume. Alături de acest program mai sunt folosite Yahoo Messenger, Facebook, Youtube. Studiul prezintă rezultatul unei analize făcute asupra modalităților de comunicare a persoanelor cu deficiență de auz cât și impactul tehnologiei asupra stilului de viață și a comportamentului social.

Vasile Ghergeș, Ciprian Obrad - Politehnica University of Timișoara, Romania, University of the West, Timișoara, Romania

Rolul și importanța rețelei de socializare Facebook în rândul studenților din Timișoara

Cu peste 1 miliard de utilizatori la nivel planetar și peste 7.800.000 de utilizatori în România, rețeaua de socializare Facebook se bucură de o foarte mare popularitate, în principal, în rândul persoanelor cu vârste de până în 35 de ani. În acest articol vor fi prezentate rezultatele studiului efectuat în rândul studenților din Timișoara cu privire la locul, importanța și rolul pe care-l joacă rețeaua de socializare Facebook în viața de zi cu zi.

Lucian Ionică - University of the West, Timișoara, Romania

Problema depozitului legal pentru presa online

Problema depozitului legal pentru presa online Apariția și creșterea numărului publicațiilor online în ultimii ani a devenit un fenomen cu implicații majore în societate. Având în vedere că presa constituie un izvor important de informații pentru studiile istorice, lucrarea pune în discuție necesitatea de a se găsi și în România, cât mai urgent, o soluție acceptabilă pentru păstrarea, în condiții de siguranță, a presei electronice, astfel încât ea să fie disponibilă și în viitor, pentru cei interesați să o cerceteze.

Andra Kriston - Tibiscus University of Timișoara, Romania

O abordarea asupra anglicismelor limbii române

Limba engleză se vorbește peste tot în lume, iar azi anglicismele au ajuns să reprezinte o unitate lingvistică atât din punct de vedere al expresiei, sensului sau construcției gramaticale în limba română, cât și a tipului de pronunție și scriere din engleza americană sau britanică. Lucrarea de față își propune să studieze anglicisme ale limbii române și să stabilească dacă acestea sunt împrumuturi necesare sau de lux. Totodată, prezenta lucrare pune accentul pe sectoarele unde acești termeni sunt cel mai des întâlniți pornind de la articole variate dintr-o colecție a ziarului Capital.

Bogdan Nadolu, Delia Nadolu - University of the West, Timișoara, Romania

Socializarea - între modelele efective și cele virtuale

Socializarea - între modelele efective și cele virtuale reprezintă un studiu sociologic focalizat pe efectele cotidiene generate de utilizarea noilor tehnologii informatice. Folosirea extensivă a oricărui dispozitiv dedicat diverselor tipuri de comunicare mediate de computer poate genera o alterare a abilităților socializării de bază, cum ar fi interacțiunile directe, comunicarea față-în-față, empatizare și așa mai departe. Dacă interacțiunile sociale tind să fie realizate mai ales în stilul mediat tehnologic, acestea se vor reflecta și în pierderea abilităților clasice de a trăi împreună, unii cu alții. Suntem oare pregătiți să adoptăm un model de viață similar cu cel descris de Isaac Asimov în binecunoscuta năvelă SF "Roboții de pe Aurora", fără nicio interacțiune directă? În această lucrare vom încerca nu să identificăm soluții ci doar să evidențiem niște riscuri contemporane.

Ciprian Obrad, Vasile Gherheș - University of the West, Timișoara, Romania, Politehnica University of Timișoara, Romania

Aitudinea studenților față de comerțul online

Comerțul online în prezent cunoaște la nivel mondial o popularitate crescută și o tendință de creștere într-un ritm accentuat. Și în România următorilor ani, este așteptat ca tot mai mulți oameni să își achiziționeze produsele și serviciile necesare în acest mod. Prezentul studiu ilustrează percepțiile unei categorii cu deschidere față de ce se întâmplă în mediul online - studenții. Cercetarea întreprinsă s-a focalizat pe atitudinea acestora față de comerțul electronic, frecvența cu care se realizează cumpărături online, tipurile de produse și servicii pe care le cumpără, avantajele principale și riscurile asociate acestui fenomen, etc.

Nadia Obrocea - University of the West, Timișoara, Romania

Conceptul de normă din perspectiva lingvisticii integrale

Concept dezvoltat de către Eugeniu Coșeriu, în anul 1952, în cadrul trihotomiei: sistem, normă, vorbire, și pus în relație, ulterior, cu noțiunea de tip lingvistic, norma a fost definită ca sistem de realizări și tradiții obligatorii, comune, normale ale limbii, care nu sunt în mod necesar funcționale și care variază de la o comunitate de vorbitori la alta. În concepția lingvistului de la Tübingen, în aceeași comunitate lingvistică și în același sistem funcțional pot fi identificate mai multe tipuri de normă: norma limbii literare, norma limbajului popular, norma limbajului familiar, norma limbajului elevat, norma limbajului vulgar etc. Lingvistul român realizează, în ceea ce privește norma, și o altă distincție semnificativă, aceea dintre norma socială și norma individuală. Lucrarea de față abordează norma lingvistică, așa cum a fost aceasta înțeleasă de Eugeniu Coșeriu, cu referire specială la norma limbii române. Luând în considerare „arhitectura” limbii istorice, deci diferențele interne ale limbii: diatopice, diastratice și diafaze - descrise și analizate de asemenea de Eugeniu Coșeriu - vom ilustra divizarea normei în interiorul limbii române.

Lavinia Suci, Muguras Mocofan - Politehnica University of Timișoara, Romania,

Multimodalitatea și "multimedialitatea" comunicării actuale

O mare parte din studiile actuale axate pe noile tehnologii de comunicare tind să reliefeze oportunitățile și facilitățile pe care le oferă mediul de transmitere, lăsând în plan secund preocuparea pentru modurile de reprezentare. Considerând că între diferitele forme de reprezentare sau comunicare și mijloacele de difuzare a lor există o strânsă conexiune, intenționăm să relevăm aspecte ale elaborării mesajului din perspectiva acestei conectivități. Diversitatea formelor de reprezentare, generată de particularitățile mediului de transmitere, varietatea modurilor de prelucrare și de transfer ale lor impun o abordare complexă a mesajului. În acest cadru urmărim construcția mesajului de promovare al unui program de studii, relevând pe de o parte coercițiile impuse de context, scop, cadrul comunicării, iar pe de altă parte, implicațiile mesajului datorită diversificării canalelor de comunicare; cu alte cuvinte, intenționăm să surprindem multimodalitatea și „multimedialitatea” comunicării.

Marius Vasiluță Ștefănescu - University of the West, Timișoara, Romania

Mariana Eleonora Anghel - University of Petroșani, Romania

Dezvoltarea resursei umane ca investiție strategică în MM-urile din județul Timiș. Abilitățile de comunicare ca indicator al deciziei de angajare.

Prezentarea noastră se fundamentează pe o cercetare sociologică privind mediului organizațional din sectorului IMM. Ipoteza centrală investighează posibilitatea unei evoluții inegale accentuate a indicatorilor economici și sociali cu consecințe negative pe termen scurt și mediu asupra gradului de dezvoltare organizațională durabilă a IMM-urilor din Timiș. Principalele rezultate în ceea ce privește competența în comunicare și promovarea imaginii organizațiilor, indică faptul că abilitățile de comunicare sunt necesare mai ales la momentul deciziei de angajare a personalului, acestea apelând la Internet ca mijloc preferat de creștere a vizibilității produselor, serviciilor și imaginii, prin resurse și specialiști proprii și prin firme specializate.

Mața Țaran Andreici - University of the West, Timișoara, Romania

Traducerea frazeologismelor, a proverbelor și a zicătorilor din limba sârbă în limba română

Lucrarea de față reprezintă o contribuție originală referitoare la posibilitățile de echivalare a expresiilor idiomatice, a unităților frazeologice și a proverbelor, propunându-se câteva soluții pentru transpunerea adecvată a acestor construcții dintr-o limbă în alta (în particular, din limba sârbă în limba română). Aceste structuri frazematice și paremiologice sunt deosebit de importante în procesul traducerii, fiindcă ele poartă pecetea reperelor culturale, istorice, folclorice tradiționale și a mentalităților specifice fiecărui popor. Ele reflectă modul în care aceste popoare își reprezintă, adesea într-o manieră unică, tabloul (extra)lingvistic al lumii. În consecință, în traducerea lor apar dificultăți semnificative, asupra cărora autoarea atrage atenția, propunând metode și procedee de traducere adecvate pentru depășirea acestor dificultăți.

Mața Țaran Andreici - University of the West, Timișoara, Romania

Traducerea termenilor tehnico-științifici (cu privire specială la limbile rusă și sârbă)

În condițiile progresului tehnico-științific contemporan, o importanță și o amploare deosebită a dobândit traducerea textelor tehnico-științifice. Deși, la prima vedere, s-ar părea că traducerea unui asemenea text, lipsit de coloratură expresivă, este mai facilă, sarcina traducătorului este îngreunată de interferența dintre sensurile uzuale și sensurile terminologice ale lexemelor. Premisa unei traducerii corecte în aceste cazuri o reprezintă cunoașterea temeinică a domeniului în care se plasează traducerea, a fenomenelor realității și a denumirilor lor.

Ioana Vid - University of the West, Timișoara, Romania

Crizele de imagine ale organizațiilor

Imaginea unei organizații este totalitatea percepțiilor pe care publicul le are despre ea și poate fi diferită de realitate, atunci când aceasta este necunoscută, înțeleasă sau comunicată greșit. Criza de imagine apare când produsele sau serviciile oferite de organizație nu mai au aceeași căutare pe piață, iar onestitatea scopurilor, corectitudinea și legalizarea acțiunilor organizației devin subiecte de dezbatere publică sau juridică. Vom analiza criza de imagine a companiei DACIA pentru că produsele și serviciile acestei companii au reprezentat mereu un subiect de discuție intens și pentru că este principalul producător de automobile din țara noastră.

Elena Laura Vulpoiu - University Jaume I, Castellón, Spain

Analiza subtitrării *Pirates of the Caribbean: On Stranger Tides*

Studiul, pe care doresc să-l prezint, descrie situația actuală a traducerii audiovizuale în România și caracteristicile subtitrării, modalitatea de traducere audiovizuală folosită de formă generală în această țară. Metodologia utilizată în acest studiu este descriptivă și comparativă și are ca obiectiv descrierea convențiilor, care stau la baza realizării subtitrării în cazul filmelor care se distribuie în format DVD. Pentru realizarea acestui studiu se elaborează inițial o revizie teorică a situației traducerii audiovizuale în România, rolul dublajului în această țară și, în special se studiază convențiile subtitrării, accentuând acele norme matriciale care definește Toury (1995), utilizând în același timp interviuri și informație extrasă din diferite pagini WEB. Ulterior se analizează subtitrarea filmului american *Pirates of the Caribbean: On Stranger Tides* (Rob Marshall, 2011), pentru a comproba dacă aceste convenții se aplică și în ce măsură. De acest mod se realizează un triunghi de date: cele extrase din bibliografia despre subtitrare, cele care ne-au fost furnizate de către agenții intervievați, care realizează acest proces în România, și datele empirice de la analiza filmului, care vor contrazice sau vor confirma ce am expus anterior.

PARTICIPANTS

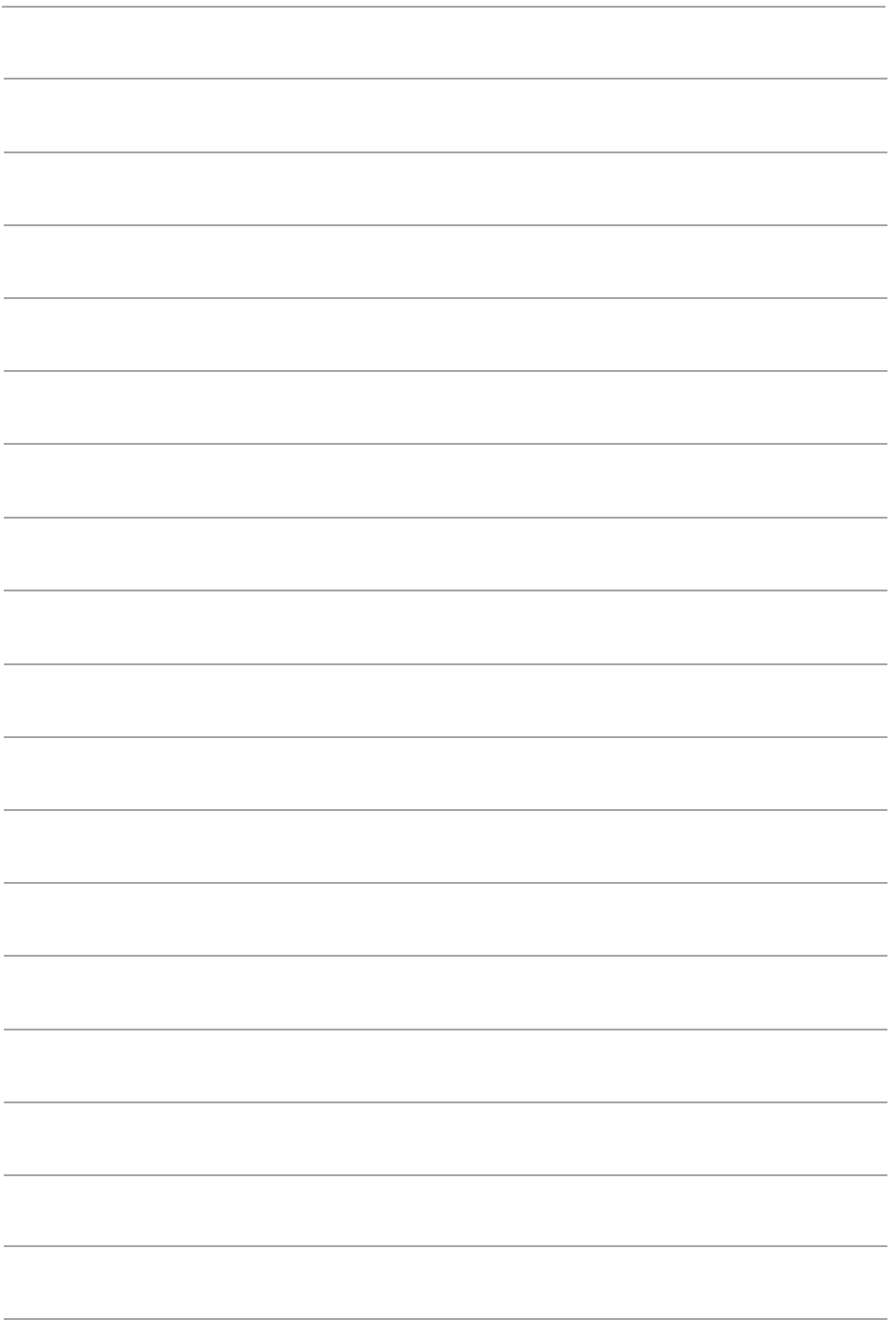
1. Al Alwan, Kais University of Malaya, Kuala Lumpur, Malaysia kaisamir@um.edu.my
2. Alavi, Seyyed Mohammad Islamic Azad University, Damavand, Iran dara.tafazolli@yahoo.com
3. Al-Salman, Saleh Arab Open University, Kuwait salehalsalman@hotmail.com
4. Andea, Petru Academy of Romanian Scientists, Politehnica University of Timișoara, Romania petru.andea@upt.ro
5. Andone, Diana Politehnica University of Timișoara, Romania diana.andone@upt.ro
6. Anghel, Mariana Eleonora University of Petroșani, Romania marry_amy2007@yahoo.co.uk
7. Ariton-Gelan, Cristina Ovidius University, Constanța, Romania crisdali@yahoo.com
8. Ayvazyan, Nune University Rovira i Virgili, Tarragona, Spain nune.az@gmail.com
9. Băiaș, Cosmin-Constantin Politehnica University of Timișoara, Romania cosmin.baiaș@upt.ro
10. Balanyk, Anna Donetsk National University, Ukraine balanikanna@rambler.ru
11. Baltag, Irina Freelance translator, Bucharest, Romania irina.baltag@globalworth.com
12. Barbu-Chirimbu, Adina Spiru Haret University, Bucharest, Romania directorceretareuwr@gmail.com
13. Bardan, Alexandra University of Bucharest, Romania bohrib@gmail.com
14. Bouziane, Karima Chouaib Doukkali University, El Jadida, Morocco bouzianekarima@gmail.com
15. Bran, Mona University of the West, Timișoara, Romania ramona.bran@e-uvt.ro
16. Breabăn, Doina Avitech Romania Doina.Breaban@avitech.ro
17. Budinčić, Valentina Sinergija University, Bijeljina, Bosnia and Herzegovina vvalentinab@yahoo.com
18. Buglea, Ruxandra Politehnica University of Timișoara, Romania ruxandra.buglea@upt.ro
19. Călburean, Liviu Diaconu Coresi Secondary School 2, Brașov, Romania lcalburean@gmail.com
20. Cernicova-Bucă, Mariana Politehnica University of Timișoara, Romania mariana.cernicova@upt.ro
21. Charskykh, Igor Donetsk National University, Ukraine icharsk@gmail.com
22. Chen, Lin University of Roehampton, United Kingdom chenl1@roehampton.ac.uk
23. Chirimbu, Sebastian University of Wales Romania / Spiru Haret University, Bucharest, Romania directorceretareuwr@gmail.com
24. Ciorbă, Valentin Business Plus, Timișoara, Romania lucian.ciorba@business-plus.ro
25. Ciorteă-Neamțiu, Stefana-Oana University of the West, Timișoara, Romania stefana.ciorteă@e-uvt.ro
26. Ciurel, Daniel-Liviu Independent researcher daniel.ciurel@gmail.com
27. Ciutacu, Sorin King Khalid University, Abha, Saudi Arabia sorinciacu@gmail.com

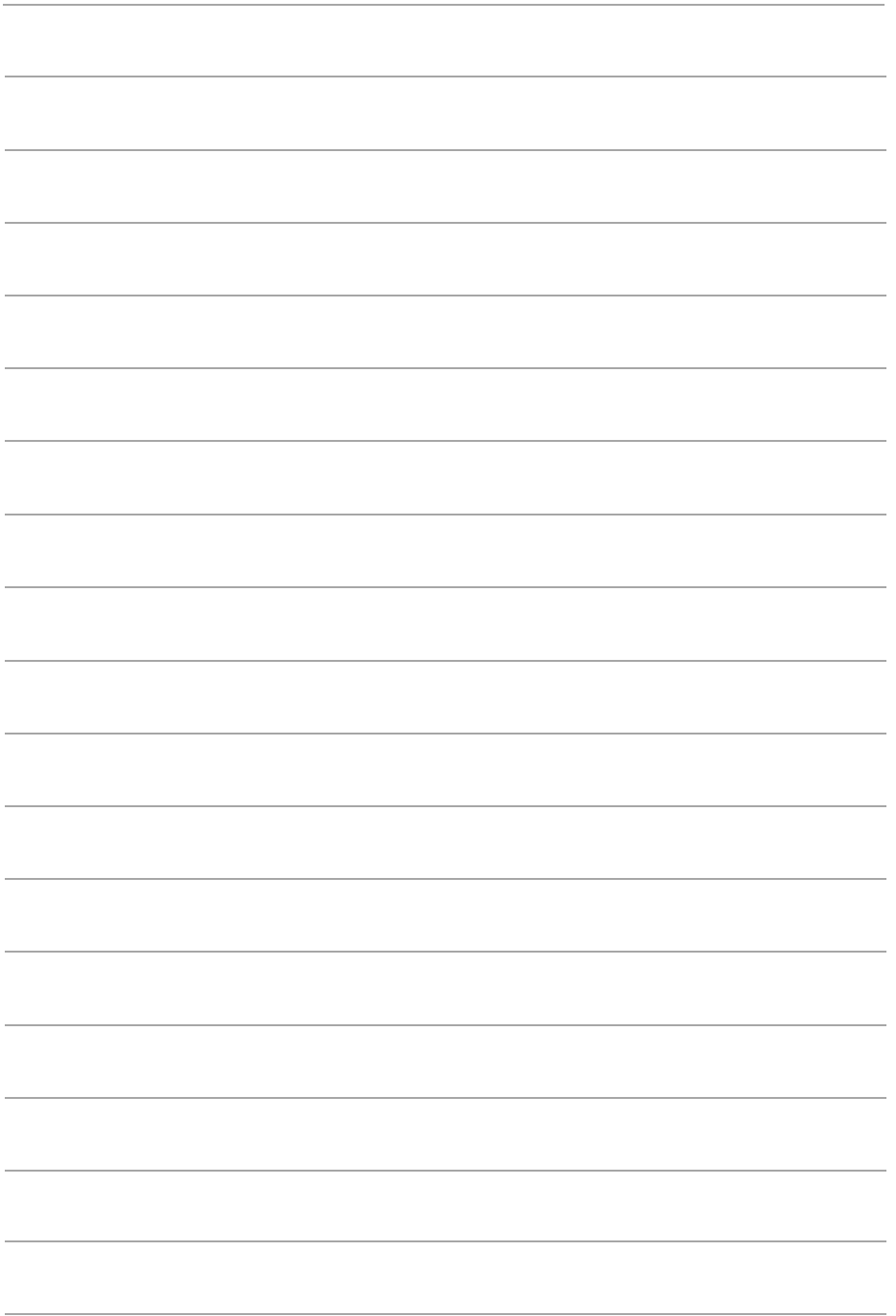
28. Cohen-Vida, Marion-Ivonne *Politehnica University of Timișoara, Romania* marion.cohen-vida@upt.ro
29. Cooper, Peter *Sam Houston State University, Huntsville, USA* CSC_PAC@shsu.edu
30. Coste, Octavian *University of the West, Timișoara, Romania* cvtavi@gmail.com
31. Craina, Violeta-Estrella *C.D. Loga National College, Timișoara, Romania* violeta_craina@yahoo.com
32. Cristea, Sanda *University of the West, Timișoara, Romania* sanda.cristea@gmail.com
33. Crivăț, Bogdana *University of Craiova, Romania* bogdana_crivat@yahoo.de
34. Culic, Lorina Iulia *Babeș-Bolyai University, Cluj-Napoca, Romania* culic@fspac.ro
35. Dabić, Tijana *Sinergija University, Bijeljina, Bosnia and Herzegovina* tijanadabic@yahoo.com
36. Dascălu, Ana-Maria *Romanian Academy, Bucharest, Romania* ana_romitan@yahoo.de
37. David, Ioan *Romanian Academy, Timișoara Branch, Titu Maiorescu Institute of Banat Studies, Romania* ioandavidtm@gmail.com
38. De Pietri, Alma *University of London, United Kingdom* almadepietri@gmail.com
39. Deac, Mihai *Babeș-Bolyai University, Cluj-Napoca, Romania* mdeac@fspac.ro
40. Dejica, Daniel *Politehnica University of Timișoara, Romania* daniel.dejica@upt.ro
41. Dejica-Carțiș, Anca *Politehnica University of Timișoara, Romania* anca.cartis@upt.ro
42. Diaconu, Ioana Andrea *Transilvania University, Brașov, Romania* ioana.andrea.diaconu@gmail.com
43. Dragomir, Gabriel-Mugurel *Politehnica University of Timișoara, Romania* mugur.dragomir@upt.ro
44. Drămnescu, Bianca *University of the West, Timișoara, Romania* b.dramnescu@gmail.com
45. El Zein, Hatem *Central Queensland University, Australia* hatem.elzein@cqumail.com
46. Elsaadany, Kamel A. *Gulf University for Science and Technology, Kuwait* dr.elsaadany@yahoo.com
47. Epure, Lia Lucia *Vasile Goldis University of Arad, Romania* liaepure@yahoo.com
48. Faruk, Golam *King Khalid University, Abha, Saudi Arabia* faruk.golam@yahoo.com
49. Fărcașiu, Marcela *Politehnica University of Timișoara, Romania* marcela.farcasiu@upt.ro
50. Filimon-Benea, Anamaria *University of the West, Timișoara, Romania* anamariabenea@yahoo.com
51. Gao, Le *Tianjin University, Tianjin, P. R. China* gaole19@tju.edu.cn
52. Gheltofán, Daniela *University of the West, Timișoara, Romania* danielagheltofán@yahoo.com
53. Gherheș, Vasile *Politehnica University of Timișoara, Romania* vasile.gherhes@upt.ro
54. Gherheș, Semida *CJRAE Timiș, Timișoara, Romania* shgerhes@yahoo.com
55. Ghivirigă, Teodora *Alexandru Ioan Cuza University of Iași, Romania* teoghivi@yahoo.com

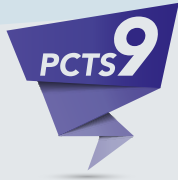
56.	Gold, Gabriele	Fremdspracheninstitut der Landeshauptstadt München, Germany	gabigol1@gmx.de
57.	Grosseck, Gabriela	University of the West, Timișoara, Romania	ggrosseck@socio.uvt.ro
58.	Hansen, Gyde	Copenhagen Business School, Denmark	gh.ibt@cbs.dk
59.	Hatamipour, Heidar	Islamic Azad University of Janah, Iran	h_hatamipour@yahoo.com
60.	Hodorogea, Vasile	University of Bucharest, Romania	vasile.hodorogea@gmail.com
61.	Holotescu, Carmen	<i>Politehnica</i> University of Timișoara, Romania	carmen.holotescu@upt.ro
62.	Hosu, Ioan	<i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania	hosu@fspac.ro
63.	Hrib, Bogdan	National University of Theatre and Film, Bucharest, Romania	bohrib@gmail.com
64.	Hsu, Chu-ching	Chien Hsin University of Science and Technology, Taiwan	sunsterhsu@gmail.com
65.	Hundarenko, Olena	Kirovohrad State Pedagogical University, Ukraine	gundarenko@gmail.com
66.	Iancu, Ioana	<i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania	iancu@fspac.ro
67.	Icobescu, Claudia	<i>Politehnica</i> University of Timișoara, Romania	claudia.icobescu@upt.ro
68.	Ionică, Lucian	University of the West, Timișoara, Romania	lucian.ionica@yahoo.com
69.	Israel, Peter	Assuit University, Egypt	peter_bohnan@yahoo.com
70.	Jic, Alexandra	University of the West, Timișoara, Romania	alexandra_jic@yahoo.com
71.	Journet, Debra	University of Louisville, USA	debra.journet@gmail.com
72.	Kilyeni, Annamaria	<i>Politehnica</i> University of Timișoara, Romania	annamaria.kilyeni@upt.ro
73.	Kohn, Daniela	<i>Victor Babeș</i> University of Medicine and Pharmacy Timișoara, Romania	kohndaniela@gmail.com
74.	Komlósi, László	Széchenyi István University, Győr, Hungary	komlosi.laszlo@sze.hu
75.	Kriston, Andrea	<i>Tibiscus</i> University of Timișoara, Romania	andrea.kriston13@gmail.com
76.	Kučič, Vlasta	University of Maribor, Slovenia	vlasta.kucis@um.si ; asta.kucis@siol.net
77.	Lavrič, Patrick	University of the West, Timișoara, Romania	patricklavrits@yahoo.com
78.	Leonardi, Vanessa	University of Ferrara, Italy	vanessa.leonardi@unife.it
79.	Luarsabishvili, Vladimer	Iliia State University, Tbilisi, Georgia	tato_luarsabishvili@iliauni.edu.ge
80.	Lupșan, Karla	University of the West, Timișoara, Romania	lupsan_karla@yahoo.com
81.	Madiyeva, Dinara	Al-Farabi Kazakh National University, Kazakhstan	mode-di@mail.ru
82.	Maftei-Golopenția, Elena	Universitatea Tehnică de Construcții București, Romania	maftei.elena@gmail.com
83.	Maghețiu, Anca- Raluca	University of the West, Timișoara, Romania	anca.maghetiu@gmail.com
84.	Melinescu, Nicolae	<i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania	nicolaemelinescu@yahoo.co.uk

85.	Mocofan, Muguras	<i>Politehnica</i> University of Timișoara, Romania	muguras.mocofan@upt.ro
86.	Muresan, Valentina Carina	University of the West, Timisoara, Romania	muresan.valentina@e-uvt.ro
87.	Nadolu, Bogdan	University of the West, Timișoara, Romania	bogdan.nadolu@e-uvt.ro
88.	Nadolu, Delia	University of the West, Timișoara, Romania	bogdan.nadolu@e-uvt.ro
89.	Naqo, Eliona	University "Ismail Qemali", Vlorë, Albania	eliona.naqo@gmail.com
90.	Nemati Parsa, Rouhullah	University of Birjand, Iran	rouhullah.parsa@gmail.com
91.	Nicolau, Felix	The Technical University of Civil Engineering, Bucharest, Romania	hamsun10@yahoo.com
92.	Nojima, Akiko	Ritsumeikan University, Japan	gr0060vv@ed.ritsumeik.ac.jp
93.	Novak, Barnabas	<i>Károli Gáspár</i> University of the Reformed Church in Hungary, TERMIK Research Center, Budapest, Hungary	barna.novak@gmail.com
94.	Obrad, Ciprian	University of the West, Timișoara, Romania	ciprian.obrad@e-uvt.ro
95.	Obrocea, Nadia	University of the West, Timișoara, Romania	nadia.obrocea@e-uvt.ro
96.	Paksoy, Alaaddin	Anadolu University, Turkey	afpaksoy@gmail.com
97.	Palea, Adina	<i>Politehnica</i> University of Timișoara, Romania	adina.palea@upt.ro
98.	Pascalau, Raul	Sc Rimax Bau Srl, Romania	raulpascalau@yahoo.com
99.	Pavelea, Anisoara	<i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania	pavelea@fspac.ro
100.	Păcurar, Adrian	<i>Vasile Goldis</i> University of Arad, Romania	adpacurar@gmail.com
101.	Pegulescu, Anca-Mariana	Ministry of Education and Scientific Research, Romania	a_pegulescu@yahoo.com
102.	Perifanou, Maria	National & Kapodistrian University of Athens, Greece	mariaperif@gmail.com
103.	Petrea, Elena	<i>Ion Ionescu de la Brad</i> University of Agricultural Sciences and Veterinary Medicine of Iași, Romania	elenapetrea@uaiasi.ro
104.	Pitar, Mariana	University of the West, Timișoara, Romania	pitarmariana@yahoo.fr
105.	Poșiar, Simona Olaru	University of Medicine and Pharmacy Victor Babeș Timișoara, Romania	simona.posiar@yahoo.com
106.	Pungă, Loredana	University of the West, Timișoara, Romania	loredana.punga@yahoo.ro
107.	Rakhima, Gazizova	Al-Farabi Kazakh National University, Kazakhstan	mode-di@mail.ru
108.	Roșca, Adriana	INTERBALKANIK, Athens, Greece	arosca@interbalkanik.gr
109.	Rotaru, Ileana	University of Reșița, Romania	ileana_rotaru08@yahoo.com
110.	Rusu Olivia	<i>Alexandru Ioan Cuza</i> University, Iasi	olivia.rusu@tuiasi.ro
111.	Ruthner, Andreea Rodica	<i>Politehnica</i> University of Timișoara, Romania	andreea.ruthner@upt.ro
112.	Saeidi, Sayyid Nasser	Training and Education Ministry, Qom, Iran	mobin314@gmail.com
113.	Sandrini, Peter	Innsbruck University, Austria	peter.sandrini@uibk.ac.at

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|------|------------------------------|--|--|
| 114. | Saparkhojayeva, Nurgul | Al-Farabi Kazakh National University, Almaty, Kazakhstan | nuri1379@mail.ru |
| 115. | Schmitz, Dieter Hermann | University of Tampere, Finland | dieter.hermann.schmitz@uta.fi |
| 116. | Selage, Nicolae | Aurel Vlaicu University, Arad | selage_n@yahoo.com |
| 117. | Serbac, Patricia | University of Medicine and Pharmacy of Târgu-Mureș, Romania | patricia.serbac@yahoo.com |
| 118. | Sheridan, Mary P | University of Louisville, USA | maryp.sheridan@louisville.edu |
| 119. | Silanovici, Alexandru | De Gruyter Open, Romania | Alexandru.Silanovici@degruyteropen.com |
| 120. | Štefčík, Josef | Constantine the Philosopher University, Nitra, Slovakia | jstefcik@ukf.sk |
| 121. | Stoian, Claudia Elena | <i>Politehnica</i> University of Timișoara, Romania | stoian.claudia@gmail.com |
| 122. | Suciu, Lavinia | <i>Politehnica</i> University of Timișoara, Romania | lavinia.suciu@upt.ro |
| 123. | Șerbănescu, Sorina | University of the West, Timișoara, Romania | sorserb@gmail.com |
| 124. | Șimon, Simona | <i>Politehnica</i> University of Timișoara, Romania | simona.simon@upt.ro |
| 125. | Ștefănescu, Marius Vasiliuță | University of the West, Timișoara, Romania | mvasiluta@gmail.com |
| 126. | Tafazoli, Dara | Islamic Azad University, Damavand, Iran | dara.tafazoli@yahoo.com |
| 127. | Tănase, Elena Violeta | <i>Alexandru Ioan Cuza</i> University of Iași, Romania | elena.tanase@uaic.ro |
| 128. | Todorescu, Liliana-Luminița | <i>Politehnica</i> University of Timișoara, Romania | lilitodorescu@yahoo.com |
| 129. | Trișcă (Ionescu), Anca | University of Galați, Romania | anca.ionescu25@yahoo.com |
| 130. | Tudor, Raluca | National School of Political Science and Public Administration, Bucharest, Romania | tudor_raluca@yahoo.fr |
| 131. | Țaran Andreici, Mața | University of the West, Timișoara, Romania | mtaran75@yahoo.com |
| 132. | Țirlea, Ada | <i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania | tirlea@fspac.ro |
| 133. | Vid, Ioana | University of the West, Timișoara, Romania | ioanavid@yahoo.com |
| 134. | Visky Mihaela | <i>Politehnica</i> University of Timișoara, Romania | mihaela.visky@upt.ro |
| 135. | Voina, Andreea | <i>Babeș-Bolyai</i> University, Cluj-Napoca, Romania | voina@fspac.ro |
| 136. | Vulpouiu, Elena Laura | University Jaume I, Castellón, Spain | lauravulpouiu@gmail.com |
| 137. | Will, Renate | Fremdspracheninstitut der Landeshauptstadt München, Germany | rg-will@t-online.de |







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Str. Petre Râmneanțu no. 2, A204
RO 300596 - Timisoara
Tel: +40 256 404 014
Fax: +40 256 404 017
www.cls.upt.ro

