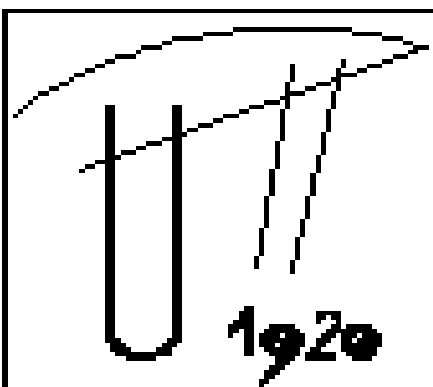


Universitatea 'Politehnica' din Timișoara
Facultatea de Construcții și Arhitectură

Catedra de Limbi Moderne

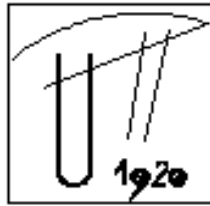


**CONFERINȚĂ INTERNAȚIONALĂ
IN DOMENIUL
COMUNICĂRII PROFESIONALE
ȘI TRADUCTOLOGIEI**

Ediția a II-a

**26 – 27 Septembrie 2002
TIMIȘOARA, ROMÂNIA**

Universitatea 'Politehnica' din Timișoara
Facultatea de Construcții și Arhitectură



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Organizatori

Catedra de Limbi Moderne, Universitatea 'Politehnica' din Timișoara

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PROGRAMUL CONFERINȚEI

Joi, 26 septembrie

09.00 – 09.30	Primirea și înregistrarea participanților - Facultatea de Construcții și Arhitectură, Amfiteatrul Constantin Avram, str. Traian Lalescu, nr.2a, et.I
09.30 – 10.30	Deschiderea lucrărilor - Amfiteatrul Constantin Avram
10.00 – 11.00	Înregistrarea participanților; pauză - Amfiteatrul Constantin Avram
11.00 – 13.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură, Amfiteatrul Constantin Avram; Corpul ASPC, sălile 201, 206, 220 (Str. Oltului, nr.2, et.II)
13.00 – 14.30	Pauză de prânz
14.30 – 16.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
16.00 – 16.15	Pauză
16.15 – 19.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
19.30	Cocktail - Facultatea de Construcții și Arhitectură, Sala de Consiliu

Vineri, 26 septembrie

09.00 – 11.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
11.00 – 11.30	Pauză
11.30 – 13.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
13.00 – 14.30	Pauză de prânz
14.30 – 16.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
16.00 – 16.15	Pauză
16.15 – 18.00	Sesiune de lucrări - Facultatea de Construcții și Arhitectură; Corpul ASPC
18.30	Încheierea lucrărilor - Facultatea de Construcții și Arhitectură, Amfiteatrul Constantin Avram, Sala de Consiliu

Comunicare Profesională	Lingvistică	Traductologie	Metodică
Data: Joi, 26 Septembrie Ora: 11.00 – 12.30 Sala: ASPC 206 Moderator: Florina Mohanu	Data: Joi, 26 Septembrie Ora: 11.00 – 12.30 Sala: Constantin Avram Moderator: Maria Kiraly	Data: Joi, 26 Septembrie Ora: 11.00 – 12.30 Room: ASPC, 201 Moderator: Elena Croitoru	Data: Joi, 26 Septembrie Ora: 11.00 – 12.30 Room: ASPC, 220 Moderator: Lia Hantiu
Marcel Iordache - <i>O analiză funcțională a discursului campaniei politice</i>	Maria Kiraly - <i>Bilingvismul - factor decisiv în dezvoltarea aspectului comunicativ al limbii</i>	Camelia Petrescu - <i>A Contrastive Approach to Translation</i>	Rodica Mercea - <i>Supporting greater student autonomy - for better or worse</i>
Florina Mohanu - <i>Comunicarea în afaceri: probleme actuale</i>	Aida Todî - <i>Sincronie și diacronie în terminologia maritimă românească</i>	Rodica Dimitriu - <i>Source Text Analysis in Translator Training</i>	Lia Hantiu, Dan Negrut - <i>The Use of Movies in Teaching Compositional Skills</i>
Andrei Maria - <i>Comunicarea și conotația numelor de persoane</i>	Mariana Pitar - <i>Câteva observații asupra formării termenilor în domeniul arheologiei</i>	Rodica Superceanu - <i>Selecting and Grading the Source Text in Professional Communication</i>	Dana Urs - <i>Where Does Genuine Communication Come From?</i>
Lavinia Suciu - <i>Dimensiunea socială a comunicării instituționale</i>	Valeria Nistor - <i>Sinonimia în lexiconul specializat</i>	Elena Croitoru - <i>Cross-Cultural Awareness in Translation</i>	Yolanda Mirela Catelly - <i>Mini Projects on Cultural Diversity – The Hidden Agenda</i>
Ovidiu Simonetti - <i>Tehnici și tehnologii de varf în domeniul comunicării profesionale: Internet, Intranet, CD-uri multimedia</i>	Petronela Wainberg - <i>De la istorie la interdisciplinaritate. O abordare lingvistică a lui Publius Cornelius Tacitus</i>	Judith Moise - <i>Modalități de transpunere textuală a etnografismelor și neoașismelor în limba engleză</i>	Mihaela Blandu, Yolanda Mirela Catelly - <i>Professional Presentations – Improving Engineering Students' Oral Communication Skills</i>
Laurențiu Tiru, Florin Fara - <i>Intranetul o nouă tendință în comunicarea instituțională</i>	Alin Gherman - <i>Inceputurile limbajului etnic românesc: dictionarul lui Teodor Corbea (1691 – 1702)</i>	Ancuța Livia - <i>Traducerea de texte juridice din domeniul protecției mediului</i>	Zhu Feng Ying - <i>Chinese Barriers in English Communication and their Countermeasures</i>
Nicoleta Gabor - <i>Rolul dezvoltării strategice în comunicarea instituțională</i>			Chiru Maria Ionela - <i>Optional Courses – a Way Towards Integration</i>
Magda Ilie - <i>Comportamentul comunicațional al manipulatorilor în câmpul social</i>			
Data: Joi, 26 Septembrie Ora: 14.30 – 16.00 Sala: ASPC 206 Moderator: Adriana Ritt	Data: Joi, 26 Septembrie Ora: 14.30 – 16.00 Sala: Constantin Avram Moderator: Sorin Vintila	Data: Joi, 26 Septembrie Ora: 14.30 – 16.00 Sala: ASPC, 201 Moderator: Rodica Superceanu	Data: Joi, 26 Septembrie Ora: 14.30 – 16.00 Sala: ASPC, 220 Moderator: Rodica Mercea
Sorin Ciutacu - <i>The Politics of Meaning and the Meaning of Politics</i>	Simona-Diana Constantinovici - <i>Terminologia - între lexicologie și lingvistică aplicată</i>	Oana Stefanescu et al. - <i>Theories concerning the translation of Specialty texts</i>	Anca Gata - <i>The Functional Syllabus in Teaching Professional Communication: the Case of LSP</i>
Adriana Ritt - <i>Using Interviews to Communicate Knowledge and Skills</i>	Sorin Vintila - <i>Analiza componentială și conotația a conceptului drum în limbile română și rusă</i>	Marcela Fărcașiu, Sanda Popa - <i>Translating Collocations. A Media-Based Corpus.</i>	Corina Andone - <i>A Functional Approach to Teaching Professional Communication: the Case of Defining in LSP</i>
Doina Simion - <i>Solitude and isolation in the HTS</i>	Suciu Lavinia - <i>Rolul figurilor retorice în discursul instituțional</i>	Gina Maciucă - <i>Translatability of Humour. A Contrastive Sketch: English, German, Romanian – The Comic of DE- Or Recomposing Idiomatic Meaning –</i>	Camelia Dicu - <i>Preparing Engineering Students to Use English Professionally</i>
Alina Nistorescu - <i>English - An International Language</i>	Adela Dragan, Alina Ganea - <i>Valori pragmatice ale interogației în discursul din domeniul asigurărilor</i>	Dana Rus - <i>Translating Idioms</i>	Dana Urs - <i>Students Today, Leaders Tomorrow</i>
Dana Chetrinescu Percec - <i>Proxemics and Self-Defence in the Salutational Ritual</i>	Lavinia Suciu - <i>Principii ale comunicării reflectate în discursul instituțional</i>	Sanda Bogoevici - <i>Reflected Meaning - A Useful Concept</i>	Doina Irina Simion - <i>The Ideal Communication Course</i>
		Pei Heng Yan - <i>The Establishment of an Internally Grammatical Category to aid English/Chinese Translation</i>	Nicolof Madalina - <i>Teaching Communication to Technical Students</i>
		Sorina Chiper - <i>Translating for Business: an Exercise in Intercultural Communication</i>	Iuliana Stefanescu, Alina Matei - <i>Teaching ESP - New Communicative Approaches</i>

Comunicare Profesională	Lingvistică	Traductologie	Metodică
Data: Joi, 26 Septembrie Ora: 16.15 – 17.45 Sala: ASPC 206 Moderator: Constantin Chevereșan	Data: Joi, 26 Septembrie Ora: 16.15 – 17.45 Room: Constantin Avram Moderator: Fawwaz Al-Abad Al-Haq	Data: Joi, 26 Septembrie Ora: 16.15 – 17.45 Room: ASPC, 201 Moderator: Camelia Petrescu	Data: Joi, 26 Septembrie Ora: 16.15 – 18.45 Room: ASPC, 220 Moderator: Ed Pope
Gabriela Soare – <i>Naturalization and Ideological Common Sense in the Political Discourse after September 11, 2001</i>	Iuliana Stefanescu, Alina Matei – <i>An Essay in Stratificational Semantics concerning Spatial Uses of English Prepositions</i>	Dragos-Ioan Ciobanu – <i>Generating Property Advert for Various Audiences in Various Languages</i>	Sabina Stanila – <i>Professional Communication in the Global Age</i>
Violeta Mihalache – <i>Key terms in the English Political Discourse</i>	Brandusa Prepelita-Raileanu – <i>Models of Secondary Predication Constructions</i>	Luiza Caraivan – <i>The language of Printed Advertisements</i>	Paula Pirvu – <i>The Role of the ESP Teacher</i>
Constantin Chevereșan, Luminița Chevereșan – <i>Transactional Analysis as Communication Theory</i>	Fawwaz Al-Abad Al-Haq – <i>Implications from Language Planning to Term Engineering</i>	Camelia Petrescu – <i>Language, Speech and Meaning Units in Interpreting</i>	Sonia Munteanu – <i>Teaching Research Paper Abstracts</i>
Sanda Popa, Marcela Fărcașiu – <i>Oral and Written Models in the Press</i>	Dana Urs – <i>Terms in the Language of Science and Technology</i>	Daniela Blue alita – <i>The Semiotics of Subtitling</i>	Alina Nistorescu – <i>Electronic Mail in Professional Communication and in the Foreign Language Classroom</i>
	Loredana Fratila – <i>The Language of Ecology. Adequate or Not?</i>	Matei Alina, Oana Stefanescu, Oana Popescu – <i>Translating biochemistry into English</i>	Sorin si Ileana Baci – <i>Job Hunting and its Place in the FL Curriculum</i>
	Ecaterina Popa – <i>Debating on Language and Learning with Chomsky and Piaget</i>		Ada Oprea – <i>Teaching Reading as a Receptive Skill</i>
			Ed Pope, Luminita Saftu, Sanda Popa – <i>Success and Leadership Seminar: Practicum for Mastering Spoken English (WORKSHOP: 17.45 - 18.45)</i>
Data: Vineri, 27 Septembrie Ora: 9.30 – 11.00 Sala: ASPC 206 Moderator: Monica Ioani	Data: Vineri, 27 Septembrie Ora: 09.30 – 11.00 Sala: Constantin Avram Moderator: Florentina Barbulescu	Data: Vineri, 27 Septembrie Ora: 09.30 – 12.00 Sala: ASPC, 201 Moderator: Rodica Miut	Data: Vineri, 27 Septembrie Ora: 09.30 – 11.00 Sala: ASPC, 220 Moderator: Luminita Saftu
Andreea Gheorghiu – <i>Du bon usage des stéréotypes culturels. Application de la grille des valeurs de Hofstede à un texte de fiction</i>	Anca Dobrinescu – <i>From Text to Discourse. An Instance of Communication</i>	Sorin Ciutacu – <i>A Portrait of the Translator as a Split Man</i>	Elena Claudia Constantin – <i>Culture Teaching</i>
Monica Ioani – <i>Modelisation dans le français de la communication scientifique et technique</i>	Florentina Barbulescu – <i>The Evaluation Phase of the Academic Engineering Discourse</i>	Rodica Miut – <i>Situational Adaptations in Translation</i>	Luminita Saftu – <i>Towards Proficiency: Learning Versus Production</i>
Steluta Coculescu – <i>Communication verbale et non verbale dans le débat télévisuel</i>	Daniel Dejica – <i>On Spoken Discourse Strategies: Relevance and Ambiguity</i>	Anca Maican – <i>Translations – Bridges to Communication</i>	Delia Robescu – <i>Developing Engineering Students' Reading Skills</i>
Sorina Serbanescu – <i>Le symbolisme numéral dans la création dramatique</i>	Diana Madroane – <i>Tabloid Discourse: An Analysis</i>	Andrea Peterlicean – <i>Translation Practice: Cultural Problems</i>	Elena Claudia Constantin – <i>Affective Goals in Language Teaching</i>
	Diana Stefan – <i>Advertising is Persuasive Communication</i>	Mariana Nicolae – <i>It Takes Two to Tango (The long road to empowerment)</i> WORKSHOP (11.00 – 12.00)	Popescu Alexandra Valeria – <i>Fluency, Accuracy, Real Communication</i>
	Simona Simon – <i>Defining the Advertisement as Genre</i>		Mirela Ciutacu – <i>Teacher development – a lifelong process of growth</i>
	Irina Toma – <i>Literature as Communication</i>		Daniel Dejica – <i>Student Behaviour and Teacher Expectations in EFL Classes</i>
	Dariana Cristea – <i>Irony: What lies behind?</i>		Popescu Alexandra Valeria – <i>Question Formation: No More a Difficulty</i>
*** Germana	Lingvistică	Traductologie	Metodică
Data: Vineri, 27 Septembrie	Data: Vineri, 27 Septembrie	Data: Vineri, 27 Septembrie	Data: Vineri, 27 Septembrie

Ora: 11.30 – 13.00 Sala: ASPC 206 Moderator: Claudia Icobescu	Ora: 11.30 – 13.00 Sala: Constantin Avram Moderator: Carmen-Ştefania Stoean	Ora: 11.30 – 13.00 Sala: ASPC, 201 Moderator: Maria Ţenchea	Ora: 11.30 – 13.00 Sala: ASPC, 220 Moderator: Rodica Vlaicu
Lora-Dagmar Constantinescu – <i>Business Deutch</i>	Mihaela Passat – <i>Maitrise de la parole maitresse</i>	Georgiana Lungu-Badea - Remarques théoriques sur le terme <i>traductème</i> . Définitions et emplois	Opris Miruna - <i>Il y a interference et interference</i>
Mona Petzek - <i>Morphologische Untersuchung der Kompositabildung in der Fachsprache des Metallbaus</i>	Carmen-Ştefania Stoean – <i>L'échange verbal: spontanéité interlocutive ou technique maîtrisée ?</i>	Maria Ţenchea – <i>Traduction et communication: le probleme de la qualite des traductions</i>	Rodica Vlaicu - <i>La modélisation – pratique d'apprentissage à multiples portées</i>
Emilia Muncaciu-Codarcea - <i>Fachsprachen in Unterricht und Ausbildung: Merkmale der fachsprachlichen Wortbildung</i>	Daciana Vlad - <i>Conditionnels de reprise et polyphonie</i>	Mioara Codleanu - <i>Coutumes et croyances spécifiques : problèmes de traduction</i>	Ruxandra Literat - <i>Problematizarea si creativitatea in invatarea limbajului specializat</i>
Claudia Icobescu - <i>Kommunikative und kognitive Aspekte des Übersetzens</i>	Goicu Simona - <i>Les suffixes -ose, -ite, -ome utilisés en médecine</i>	Valeria-Maria Pioras - <i>L'auto-traduction, de la version à la ré-écriture</i>	
Haja Cristina - <i>Lerntechniken und Lernstrategien zwischen Theorie und Praxis</i>	Carmen-Ştefania Stoean - <i>Fonctions interactives dans le discours didactique écrit</i>	Andreea Gheorghiu – <i>De l'explicitation à la traduction "politiquement correcte". A propos de la traduction de l'ouvrage La République européenne de Michel Foucher</i>	
Tanja Becker - <i>Kreatives Schreiben im DaF Unterricht</i>	Luiza Venera Sarbu - <i>La règle de non-contradiction</i>	Letitia Costea - <i>Est-ce que la correspondance des affaires peut être sujet de traduction?</i>	
Mona Tripon - <i>Lexikalische Übungen im fachsprachlichen Unterricht</i>		Mirela-Cristina Pop - <i>L'équivalence comme adéquation – essai de définition du concept</i>	
Ruxandra Buglea - <i>Die Übersetzung von Wirtschaftstexten im Unterricht (Strukturen und Äquivalenzen)</i>		Luciana Penteliuc Cotosman - <i>Traduire l'imaginaire. Equivalence sémantique et mutation des images dans la traduction de textes poétiques</i>	
Data: Ora: Sala: Moderator:	Data: Vineri, 27 Septembrie Ora: 14.30 – 16.00 Sala: Constantin Avram Moderator: Marion Cohen-Vida	Data: Vineri, 27 Septembrie Ora: 14.30 – 16.00 Sala: ASPC, 201 Moderator: Andreea Gheorghiu	Data: Ora: Sala: Moderator:
	Marion Cohen-Vida – <i>L'organisation de la tour de parole dans la conversation</i>	Constantin-Ioan Mladin - <i>Remarques sur quelques stratégies linguistiques et périlinguistiques en traductologie - principes et analyse de cas. Les appellatifs</i>	
	Mariana Pitar - <i>Le texte procédurale et la psycholinguistique cognitive</i>	Andreea Gheorghiu - <i>Le Traité DE l'Union européenne ou le Traité SUR l'Union européenne? L'utilité des compléments cognitifs dans l'enseignement du français des relations européennes</i>	
	Adina Tihu – <i>Emplois et valeurs de comme et leurs correspondants roumains</i>	Mihaela Visky - <i>Le pronom indéfini ON et sa traduction en roumain</i>	
	Marion Cohen-Vida – <i>Les microstructures conversationnelles</i>	Andra Catarig - <i>Sur la traduction des adverbes démonstratifs du roumain. Le cas de așa</i>	
		Sandina-Iulia Vasile - <i>Univers cognitif et traduction: le cas de l'articulateur discursif OR</i>	
		Mirela-Cristina Pop - <i>Difficultés de « repérage » chez les apprentis-traducteurs</i>	
		Laura Chiriac – <i>Le traducteur – un mediateur entre deux cultures</i>	

REZUMATE

Lucrari prezentate in limba engleză

Andone Corina – Universitatea 'Dunarea de Jos' din Galati

A Functional Approach to Teaching Professional Communication: The Case of Defining in LSP

Defining is one of the functional discourse patterns widely used in LSP. In the second language acquisition process, observation and practice of this function enables the student to improve specific discourse competence, as well as lexis and grammar competence.

Baciu Sorin, Baciu Ileana – Universitatea 'Politehnica' din Bucuresti

Job Hunting and its Place in the FL Curriculum

'Job hunting' seems to have pertinently claimed its status of a prerequisite for any job seeker. As part of the complex process of finding and obtaining the desired employment (letter of application, CV, interview), 'job hunting' has increasingly become well defined stage in raising any future applicant's awareness about the job market, his/her own educational and professional assessment, awareness about cultural and corporate culture relevance and, ultimately, the means to accomplish a career objective and obtain a successful and rewarding position.

The paper focuses on highlighting the importance and place of 'job hunting' within, by now, quasi-institutionalised practice of 'career preparation' and the ways in which it should become a most instrumental curriculum component.

Blandu Mihaela, Cately Yolanda - Universitatea 'Politehnica' din Bucuresti

Professional Presentations – Improving Engineering Students' Oral Communication Skills

Years of experience have shown that engineering students encounter a lot of difficulty in giving professional presentations. Among other things this is due to their taking written examinations almost exclusively during their five years of study according to the present curriculum.

In order to develop better oral communication skills, a special module devoted to professional presentations has been designed for Computer Science students.

The paper presents the structure of the module, the rationale underlying it, as well as suggestions for further improvement based on the students' actual performance and feedback.

Bogoevici Sanda - Universitatea 'Politehnica' din Timisoara

Reflected Meaning - A Useful Concept

The paper puts forward a fairly comprehensive view of *reflected meaning* from the perspective of one professionally concerned with translation and argues for its use in the teaching of semantics to trainee translators.

Chetrinescu Percec Dana – 'Universitatea de Vest' din Timisoara

Proxemics and Self-Defence in the Salutational Ritual

Like all animals, man also has his own territory that he holds inviolate and his tendencies to protect this space are part of every-day human behaviour. This paper looks at a range of gestures that accompany formal and informal greetings and analyses them from a proxemic perspective, concluding that kinesic behaviour in the salutational interaction is massively influenced by the human instinct of self-defence.

Barbulescu Florentina - Universitatea 'Politehnica' din Timisoara

The Evaluation Phase of the Academic Engineering Discourse

The paper represents a sequence to a series of previous analyses we have undertaken on the academic engineering discourse and whose results have been partially communicated.

In the oral engineering discourse one can distinguish five major phases, each one serving in unfolding the communication.

This time we had in view the evaluation phase. We consider that this phase represents a distinct component of the discourse as it serves to indicate the value of each of the examples given to students. At the same time it helps them evaluate the material that has been presented and indicate the value to be placed on various parts of the content.

Caraivan Luiza – Universitatea 'Dimitrie Cantemir' din Timisoara

The language of Printed Advertisements

The paper will take into consideration advertisements from different English and Romanian newspapers and magazines and will analyse the style used and the problems that appear when translating them.

Cately Yolanda - Universitatea 'Politehnica' din Bucuresti

The paper will present the advantages of a form of alternative assessment – the mini project. The students' mini projects were based on the topic of "Cultural Diversity" and they were carried out by first year students of the Computer Science Faculty. The multiple benefits of such a type of assessment are discussed in detail. These range from creating a database of materials on the topic - to be then used for various purposes, including designing end-of-year tests, through providing opportunities to students to enlarge their knowledge of the topic and demonstrating to trainees how the Internet can be used appropriately as a resource, to giving them a first chance to experience the process of preparing and making a short oral presentation.

Chiru Maria Ionela - Universitatea din Ploiesti

Optional Courses – a Way Towards Integration

A democratic education should include mother tongues, minority languages, the immigrants' languages, the early learning of foreign languages, the development of a plurilinguism to promote the free access to international relations. The aim of this paper is to make an inventory of the latest European trends in linguistic policies and to name some of the ways in which each teacher may contribute to a modernist approach of the language classes.

Ciobanu Dragos-Ioan – Universitatea 'Alexandru Ioan Cuza' din Iasi

Generating Property Adverts for Various Audiences in Various Languages

It is my strong belief that, in a world where the concept of "globalisation" has become a key issue, in order to save time, human effort and money, a natural language generation system built for the sole purpose of generating property adverts in different languages would represent a significant breakthrough in bringing people and their interests together and, at the same time, avoiding coming to the point where one particular language holds a monopoly as far as conveying information is concerned.

Building such a system is by no means an easy task, as one has to be aware of the differences in style, wording, and content, specific to every section of the audience in every country. I will mainly focus on the English, French and Romanian audiences, I will present my hypotheses concerning the actual building of the system, and I will outline the main difficulties with which I was confronted in the process, as well as the solutions which I believe will solve some of these problems.

Ciutacu Mirela – Scoala Generala Nr. 19, Timisoara

Teacher Development—A Lifelong Process of Growth

The paper tackles the topic of the portrait of the 21st century teacher by analyzing the following criteria: professional and personal attitudes, knowledge and skills; personal evolution; institutional backup; experience backlog of teachers; learners' needs; knowledge and practice systems. The salient philosophy underlining this analysis is the shift of outlook on how to train a foreign language and culture teacher to meet the challenges of tomorrow.

Ciutacu Sorin – 'Universitatea de Vest' din Timisoara

A Portrait of the Translator as a Split Man

The translator is a communicator standing astride two (or more) cultures and languages, being at work to bridge the inter-subjective gap between SL and TL, thus fulfilling his social function as a hidden or discrete negotiator of meanings and provider of services. The expert system model fails to capture his paradoxical plight as a split man. The author resorts to a reshuffled model harnessing the concepts from psychiatry and communication studies in order to spell out his multiple identity as a necessary social transactional construct and not as a pathological object of study.

Ciutacu Sorin – 'Universitatea de Vest' din Timisoara

The Politics of Meaning and the Meaning of Politics

The author sets out from the prerequisite that real historical societies are held together by some shared social

meanings. Social reality is symbolical man-built reality. Belonging to a shared meaning community means to mutually react according to mutual expectations. In this respect, politics can mean to keep the bundles of shared meanings under control through sundry methods: persuasion, promise, threat, pressure, etc. Politics can wield power in order to spawn new socially shared meanings and to unravel life pattern webs that are deep-rooted in many shared meaning communities.

Constantin Cheveresan, Luminta Cheveresan – ‘Universitatea de Vest’ din Timisoara

Transactional Analysis As Communication Theory

Reviewing the main theoretical aspects of TA as a theory of personality, of development (based on life-scripts), a theory of psychopathology (with practical applications in a systematic psychopathology aimed at development and personal change), the present paper focuses mainly on TA as a theory of communication, applicable in any organizational and educational system, for ensuring and maintaining clear communication and avoiding non-productive confrontations.

Constantin Elena-Claudia - Universitatea ‘Politehnica’ din Timisoara

Affective Goals in Language Teaching

Education is more than the training of the intellect or the learning of specific skills. We also have to take into account the affective component as a language teaching objective.

Constantin Elena-Claudia - Universitatea ‘Politehnica’ din Timisoara

Culture Teaching

Human culture can be defined as learned behaviour acquired by individuals as members of a social group in contrast to genetically endowed behaviour. Culture can also be considered as the sum total of human knowledge and acquired behaviour of humankind.

Parallel to the teaching of a foreign language, the teaching of culture can be regarded as leading to a sociocultural competence, to certain sociocultural skills or to an appropriate sociocultural behaviour.

Cristea Dariana - Universitatea ‘Politehnica’ din Bucuresti

Irony: What lies behind?

This article represents an analysis of verbal irony within the domain of linguistics. The basic issue accounted for in the article is that irony cannot be reduced to the violation of a norm (Grice’s theory); irony relies heavily on phenomena such as common experience, shared background knowledge, the understanding of ironic utterances being deeply anchored in the culture of origin. Sperber & Wilson offer probably the best solution for the analysis of irony (irony as echoic interpretation). However, in this article I also refer to Brown & Levinson’s politeness theory and Clark & Gerrig’s pretence theory, whose contribution in the field cannot be denied. My views are supported by an analysis of ironic instances.

Croitoru Elena - Universitatea ‘Dunarea de Jos’ din Galati

Cross-Cultural Awareness In Translation

The paper deals with the importance of the cultural component (introduced by the function-oriented description of translation) which affects the reception of the target-text (TT).

The conclusion which is drawn is that the cultural factors do not only influence the final product, but also weigh upon the decision-making process

Dascalita Daniela - Universitatea ‘Alexandru Ioan Cuza’ din Iasi

The Semiotics of Subtitling

Subtitling is a multimedia translation type, and its process consists of several stages:

- *copying* of the film print on a time-coded VHS cassette;
- *spotting* (or timing/ cueing): the breakdown of the dialogue according to the film frames or seconds, establishing the number of spaces and length of subtitles;
- translation process;
- *adjustment*: the lines are inserted on the film according to the technical constraints of time, space, synchronization;
- final *checking* of the product.

Accordingly, subtitling should theoretically require a team work, with professional technicians, the translator of subtitles having the only task of completing the translation process as such. However, the market constraints the translator to accomplish all the above-mentioned tasks. He/she must have received a specialized training and be

always able to use the new technical equipment (e.g. specialized computer software, DVD).

The focus of my paper will be the presentation of the technical and theoretical elements involved in this audiovisual type of translation, and the depiction of the role that the professional communication plays during the translation process.

Dejica Daniel - Universitatea 'Politehnica' din Timisoara

On Spoken Discourse Strategies: Relevance and Ambiguity

The paper focuses on those linguistic and extralinguistic features used in instances of spoken discourse characterized by a low reciprocity between participants—speeches and interviews in official settings—and analyses the two great forces by means of which the intended message of the speaker is conveyed: Relevance and Ambiguity.

Dejica Daniel – Universitatea 'Politehnica' din Timisoara

Students' Behaviour and Teachers' Expectations in EFL Classes

The generations currently in university perceive EFL courses differently than previous generations did. With the advent of new teaching methods—the communicative method—students' behaviour changes (lack of motivation due to misinterpretation of teaching techniques, e.g., warm-up activities, role play, or jokes; no or less attendance; lack of interest for taking notes, etc.) leading sometimes to a form of non-communication during courses, while teachers' expectations are high, especially at final exams. The paper examines such occurrences, and comes up with suggestions—many as a result of discussions with other teachers of English—for keeping students' behaviour up to their teachers' expectations.

Dicu Camelia – Universitatea 'Constantin Brancusi' din Tg. Jiu

Preparing Engineering Students to Use English Professionally

It is well-known the fact that English is an international language is used at all conferences all over the world and in all important magazines, newspapers as well as many of the specialized engineering books are also written in English.

This paper presents a modality of making the students trust themselves and speak up.

Dimitriu Rodica - Universitatea 'Alexandru Ioan Cuza' din Iasi

Source Text Analysis in Translator Training

Nowadays pragmatic and functionalist orientations in Translation Studies lay particular emphasis on source text analysis in translator training for the specific purposes of refining the trainees' interpretation of the original and enhancing the communicative value of the translated text. At the same time, during such activities trainees can better anticipate translation difficulties and problems they will be confronted with during translating and which are due to different kinds of reasons.

My paper critically examines two recent functionalist models that are used prospectively in ST analysis (C. Nord and A. Trosborg) and highlights those factors that are of particular relevance for the translation of specific text-types, drawing on a few case studies.

It also pleads for a more flexible and more comprehensive framework of (ST) analysis that should do full justice to all the extra-textual factors that may guide the translators' options. Finally, it suggests ways in which such activities could be efficiently undertaken within translation programmes without being too much time-consuming.

Dobrinescu Anca Mihaela - Universitatea din Ploiesti

From Text to Discourse. An Instance of Communication (through Literature)

Literature is generally seen as a corpus of texts, stress being laid on the linguistic material, with an extension towards the writer and the age. Thus literature is more seldom considered as a communication act, the reader's contribution being often ignored. When approaching literature as discourse, there is a movement beyond text, meaning inevitably becoming a form of negotiation between writer and reader. This approach helps one avoid the idea of isolation and elitism which is associated to serious literature and make even the most difficult pieces of literary writing seen as instances of communication.

Fărcașiu Marcela, Popa Sanda – Universitatea 'Politehnica' din Timisoara, 'Universitatea de Vest' din Timisoara

Translating Collocations. A Media-Based Corpus

The aim of our paper is to analyse some collocations taken from English newspapers & magazines.

Apart from the fact that we are going to categorise the collocations found in the corpus, we intend to present the problems that might arise when translating them into Romanian, and the way they reflect the two peoples' behaviour.

Fawwaz Al-Abed Al-Haq - Yarmouk University, Jordan

Implications from Language Planning to Term Engineering

The main goal of this article is to identify criteria for evaluating a number of issues connected with technical terminology planning. Examples: Linguistic quality of terms, the social validation of these terms as evidenced by adoption of the terms, etc. The paper is conceived as a theoretical discussion. The issues which this paper seeks to deal with are of interest to technical terms planners. This article aims at investigating the contribution of language planning to terminology planning.

Fratila Loredana - Universitatea 'Tibiscus' din Timisoara

The Language of Ecology. Adequate or Not?

Until recently environmental matters have not been an issue either for the man in the street or for the scientist. The fact that ecological aspects have not been a subject of debate for quite some time resulted in a number of language deficiencies.

The present paper examines, in some detail, some such specific deficiencies which, in the case of English, are analyzable in at least three areas: that of referential adequacy, i.e. language should have the capacity to meet the needs of its users as an instrument of referential meaning; that of systematic adequacy, i.e. language should have a clear and uniform semantic structure, with a terminology that is unambiguously translatable and that of social adequacy, i.e. language should be acceptable to a maximum number of speakers in the target community.

Gata Anca - Universitatea 'Dunarea de Jos' din Galati

The Functional Syllabus In Teaching Professional Communication: The Case of LSP

The second language acquisition process, having as an objective professional communication, involves teaching a wide range of functional discourse patterns. Courses and seminars should be structured in view of this syllabus shift by subordinating lexis and grammar competence to language functions.

Hantiu Ecaterina Lia, Negrut Dan - Universitatea din Oradea

The Use of Movies In Teaching Compositional Skills

The aim of this paper is to evaluate the necessity of introducing Film Studies classes in the traditional curriculum. Using movies in the Academic environment, during practical courses, is a practice most of use resorted to, because of all its benefits and advantages. First of all, the drastic changes our society has undergone since the appearance of cinema signal a radical shift from the print culture to one overloaded with images and sounds, be they electronic or computer-generated. In the present paper, we will refer briefly to our experience with this over the years, to what our purpose was in showing different movies to the students, to what their response was and to whether they benefited at all from this experience.

Maciucă Gina - Universitatea 'Ștefan cel Mare' Suceava

Translatability of Humour. A Contrastive Sketch: English, German, Romanian - The Comic of De- Or Recomposing Idiomatic Meaning

International decomposition or recombination of idiomatic meaning more often than not aims at achieving comic effects. The technique at work here is the superimposition of idiomatic/non-idiomatic meaning on the non-idiomatic/idiomatic one, which in turn triggers off the reaction phase of the listener/reader confronted this time with the real intentions of the speaker/writer. In other words, „the moment of truth” is also the one that helps reinforce the perlocutionary act.

The paper at hand focuses on the type of humour originating mainly in the polysemous verbal component of the function verb phrases involved. The bulk of this type make verb combinations including what I took the liberty to call 'marginal function verbs', where interference of idiomatic meaning with the semantics of the verb is dramatically reduced.

Madroane Diana - 'Universitatea de Vest' din Timisoara

Discourse Effects of Theme and Rheme

The paper analyses how the message and the meanings of a media text with a particular discourse structure (such as news stories or various news features) are reflected at the Theme/Rheme level and highlights certain patterns which emerge in the process.

Maican Anca - Universitatea 'Transilvania' din Braşov

Translations – Bridges to Communication

This paper is meant to give an overview of translations as a means of paramount importance in the process of communication, with emphasis on the dynamics of the translations and on the role they play in understanding and spreading information and values.

Focus is also given to models developed throughout the years for the explanation of the process, to the nature of translation (sciences | art), to the problem of equivalence (formal | functional) and to the role of the translator as a mediator between two distinct cultures.

Matei Alina, Stefanescu Oana - Universitatea de Medicina si Farmacie din Craiova

Teaching ESP - New Communicative Approaches

The two main suggestions in this paper are to place more emphasis on the successful L2 user and to use the L1 more in teaching. This paper argues that the prominence of the native speaker in language teaching has obscured the distinctive nature of the successful second language (L2) user. It puts forward some suggestions for how language teaching can recognise students as L2 users both in the classroom and in the world outside. The methodology of English Language Teaching is approached as it is applied in ESP.

Matei Alina, Stefanescu Oana, Popescu Oana - Universitatea de Medicina si Farmacie din Craiova

Translating Biochemistry into English

Scientific terms have common grounds in all languages: Latin or Greek, most of the time. The current paper presents the mistakes that the non-native speaker of English makes when scientific translations from/ into English are required. We have developed a general „formula”, applicable to scientific terms (biochemical, in our case), that would make translations of the above mentioned terms from/ into English easier. The results of our research are presented in the paper, together with the set of rules used in translation, rules that are applicable not only in the field of biochemistry. The end result of our research was a tool - useful not only to those who possess knowledge of the specific field.

Mercea Rodica – ‘Universitatea Tehnica’ din Cluj-Napoca

Supporting Greater Student Autonomy - For Better or Worse

The paper examines several activities that have been designed collectively for three ESP modules: English for Construction- structures and processes; teaching academic writing - elaborating a research paper; Business English- shaping the complete file for a job. The purpose is that of analysing to what extent student autonomy and initiative hinders a further development towards language proficiency but favours and builds up better target-oriented abilities.

Mihalache Voileta – ‘Universitatea de Vest’ din Timisoara

Key Terms in the English Political Discourse

Nowadays it is broadly true that political writing is bad writing. Where it is not true, it will generally be found that the writer is some kind of reberlexpressing his/her private options. The political dialects to be found in pamphlets, leading articles, manifestos, White Papers and the speeches of the politicians, of course, vary from party to party, but they are all alike in that one almost never finds in them a vivid speech.

Miut Rodica - Universitatea ‘Politehnica’ din Timisoara

Situational Adaptations in Translation

The paper presents the transformations that a SL text may undergo in the process of translation arising from a change in the communicative situation. Situational adaptations of a target text are required by a particular receptive situation. Empirical studies can help to define the scope and character of the modifications that are required when specific SL and TL situations are paired.

Munteanu Sonia – ‘Universitatea Tehnica’ din Cluj-Napoca

Teaching Research Paper Abstracts

This paper attempts to have a look at the teaching of abstracts to engineering students. It will undertake both a theoretical approach - that is raising students’ awareness of the features of this genre - and a more practical one - that is analyzing the purpose and the writing process of a research paper abstract. Some suggestions for classroom activities will be given, as well as observations on the difficulties of teaching abstracts.

Nicolae Mariana – 'Academia de Studii Economice' din Bucuresti

It Takes Two to Tango (The long road to empowerment)

As **European integration** advances there is a growing need for **good communication**. The workshop focuses on stereotypes, the relevance of teaching to the real life of organizations and experienced vs. inexperienced learners. It will stress the necessity of **teacher development** and discuss degrees of **learner autonomy**. A series of integrated skills activities will be presented, with a focus on translation. Key words and concepts: the **market place as metaphor for pedagogic exchange**, communication skills and strategies, **multicultural education**, experienced/inexperienced; training and development.

Nicolof Madalina - Universitatea din Pitesti

Teaching Communication to Technical Students

The present paper intends to be an up-to-date reflection on the teaching of specialised uses of language in the field of science and technology (namely in the field of Mechanical Engineering and that of Road Motor Vehicles). It aims at developing the communicative skills of mechanical engineering students, keeping in mind the target vocabulary, a less painful approach to English grammar and reaching a high level of fluency.

Nistorescu Alina - 'Universitatea Europeana Dragan' din Lugoj

Electronic Mail in Professional Communication and in the Foreign Language Classroom

This article presents the importance of electronic mail in modern society. It analyzes the major characteristics of e-mail writing and it points out its multiple uses. E-mail is viewed both as a new means of communication and as a language learning facilitator. E-mail as instructional tool has many pedagogical benefits and provides a context for authentic professional interaction.

Nistorescu Alina – 'Universitatea Europeana Dragan' din Lugoj

English - An International Language

This article presents English in its privileged status of international professional and technical language of the future. The importance of English in modern world is considered from different points of view: business, banking, research, diplomacy, entertainment, news, international communication, intelligence, technology, travelling and tourism. The paper also tries to explain why English has become an international language.

Oprea Ada - Universitatea din Pitesti

Teaching Reading as a Receptive Skill

The present paper makes an overall description of teaching reading as a receptive skill and its usage in teaching English as a second language. In order to use reading, competent users of a language need to develop a number of sub-skills for processing the language that they use and are faced with. For example, one reads either for general understanding or in order to extract specific bits of information. People who use language skills and sub-skills that go with them, are able to select those sub-skills that are most appropriate to their task. I will develop here some of these sub-skills necessary when reading: reading for gist, reading to extract specific information, reading for detailed understanding, for information transfer, for communicative tasks, reading to confirm expectations and to take notes and summarize.

Peterlicean Andrea - Universitatea 'Petru Maior' din Tg Mures

Translation Practice: Cultural Problems

Among the problems encountered by a translator when working with a text, one of the most complex ones is represented by the cultural differences that lie behind the text specific level. Every language expresses the frame of mind and conceptualization of the world that are specific to each people and have developed over the years of history known by that language community. Providing the meaning from one text into another targeted language, these cultural problems should be carefully handled in order to avoid ambiguity and misunderstanding. This is why cultural problems constitute an important factor that should thoroughly be considered by each translator and interpreter at the level where language itself blends with cultural phenomena.

Petrescu Camelia - Universitatea 'Politehnica' din Timisoara

Language, Speech and Meaning Units in Interpreting

As a particular type of translation, interpretation deals with speech vs language, communicative meaning vs.

semantic meaning, discourse vs. text. Therefore, minimum meaningful discourse sequences are different from the minimum meaningful units of language. The former are based on a purely sequential awareness of meaning owing to the gap between discourse and interpretation. They dissociate sound – image and concept, are built on sound sequences of variable length, depending on individual knowledge; they are, in contrast with the words which produce them, immaterial and, as compared to the permanently fixed language units, they are evanescent. Such characteristics of discourse units should be related to such defining features of discourse as: absence of polysemy, of word motivation, and of phrasal ambiguity.

Petrescu Camelia - Universitatea 'Politehnica' din Timisoara

A Contrastive Approach to Translation

Some lexical and grammatical features of English and Romanian are studied with a view to identifying relevant differences. In translation, such differences account for the use of such procedures as transposition and modulation. Different structural – lexical, morphological and syntactic – configurations are responsible for different degrees of expressiveness languages display.

Samples of informative and vocative texts are meant to illustrate that, if meaning can be fully rendered by transposition, form – connected with expressiveness - can be only partially rendered by modulation. This how ever does not affect communication in either informative or vocative texts.

Pirvu Paula – Universitatea din Pitesti

The Role of the ESP Teacher

"Give us the tools and we will finish the job." (Winston Churchill)

Popa Ecaterina - Universitatea 'Babes-Bolyai' din Cluj-Napoca

Debating on Language and Learning with Chomsky and Piaget

The paper will point out the major issues of the debate between Chomsky and Piaget, as far as language learning is concerned, and the differences in approaches upheld by the two antagonists. The focus of the paper will be placed on strategies of debating and techniques of argumentation.

Popa Sanda, Fărcașiu Marcela – 'Universitatea de Vest' din Timisoara, Universitatea 'Politehnica' din Timisoara

Oral and Written Models in the Press

This paper aims at presenting oral text characteristics in English newspapers & magazines. Starting from the differences between oral and written texts, we shall present some oral characteristics that may be used in a written journalistic text in order to emphasize the journalist's attitude towards the reader and the surrounding reality.

Pope Ed, Saftu Luminita, Popa Sanda - United States Peace Corps, Universitatea 'Politehnica' din Timisoara

Practicum for Mastering Spoken English

The development of this Practicum has been a joint venture and has as its main goal to make effective oral communication a worldwide reality. Being tailored specifically for Eastern European Communities, the seminar methodology is a democratic learning experience. This Practicum, like its American counter-part, is designed to create a new generation of young leaders for business, industry, civic, education and government who have a positive life view and share an exciting vision for the future. It offers the participants the opportunity of practising and "mastering spoken English", along with the hope and confidence inflicted by this positive democratic experience and the renewing belief that "Hope Exists Because We Have Seen the Future".

Popescu Alexandra Valeria - Universitatea 'Politehnica' din Timisoara

Question Formation: No More A Difficulty

Students spend a great deal of their time *answering* questions, but they often need more opportunities to ask them. The article contains activities which provide such opportunities. While the process of English question formation might seem quite complicated, in fact, it is really rather simple and clear cut. In intermediate classes teachers might consider making students responsible for writing questions about texts they have read. They even enjoy writing questions and having classmates answer them. The students have the opportunity to focus on important details in their readings.

Popescu Alexandra Valeria - Universitatea 'Politehnica' din Timisoara

Fluency, Accuracy, Real Communication

The aim of the article is to present some strategies to develop the intermediate students' oral skills. We consider students should be encouraged to help each other, to correct each other. They must be given opportunities to develop their own skills.

Speaking practice should be active. Students shouldn't think for long time about what they should or might like to say. Communication is an activity. The group leaders' job is to give commands, act as teachers and be the primary source of peer correction, at least until the group members feel comfortable correcting each other. Through these activities students become aware of the benefits a collaborative work may bring. They become more motivated and their time and energy in class is well spent

Prepelita-Raileanu Brandusa - Universitatea 'Politehnica' din Bucuresti

Models of Secondary Predication Constructions

Different models of Secondary Predication Constructions are discussed, involving Stowell's (1983) approach of these constructions as lexical category as well as the Inflectional Projection analysis of Lightfoot and Hornstein (1987), the Agreement or Predication Projection analysis proposed respectively by Aarts (1992) or Bowers (1993) and the Complementizer Phrase model. This subject was analysed mainly in English, but there are also some papers referring to this phenomenon in Italian, Spanish, Portuguese, Swedish or even in Romanian. Suitable instances from French literature are given for these models

Ritt Adriana - Universitatea de Științe Agricole și Medicină Veterinară a Banatului din Timișoara

Using Interviews to Communicate Knowledge and Skills

Transferable skills are an important asset to be used in interviews. Employers are looking for easy adaptable, flexible people. In order to market personal knowledge and skills, one has to look very carefully to the hiring announce and try to match the skills gained in previous jobs/positions, with the new working environment.

Robescu Delia - Universitatea 'Politehnica' din Timisoara

Developing Engineering Students' Reading Skills

The paper analyses the difficulties encountered by 2nd year Computer Science students in comprehending technical texts, and suggests some seminar activities meant to improve their reading skills.

Rus Dana - Universitatea 'Petru Maior' din Tg Mures

Translating Idioms

The paper is an attempt to tackle with the difficult problem of translating idioms and fixed expressions, which constitutes one of the most serious challenges encountered by translators. The emphasis is laid on the cultural concepts implied by any language and on the best choices to be made so as the original sense is preserved but rendered in a material structure that the foreign reader is culturally accustomed to.

Saftu Luminita - Universitatea 'Politehnica' din Timisoara

Towards Proficiency: Learning Versus Production

Language learning and language production are most important in the process of language acquisition. As steps, they follow each other, but never in a strictly definite order. The paper brings to the fore aspects of the ways in which our students use/don't use their language knowledge for reciprocal interaction and discusses the methods with which the ability to do this can be developed in foreign language learners.

It also argues convincingly that the essential dissonance that we hear when a language learner seems to be speaking without mistakes, but something nonetheless sounds 'wrong', comes from the interference, especially in terms of the metaphorical conceptual patterns, of the learner's native tongue.

Simion Doina - Universitatea 'Politehnica' din Bucuresti

The ideal communication Course

The paper outlines the underlying assumptions of the current curricular attempts at introducing communication modules in the HTS as part of the FLT programme in parallel with the results of a poll on the engineering students' opinions on the same issue.

Simion Doina - Universitatea 'Politehnica' din Bucuresti

Solitude and isolation in the HTS

The paper overviews current concepts associated with the life of educational practitioners in the post - modern world as a background for the focus on solitude and isolation. Some of the empirical data and conclusions come from a questionnaire based mini survey carried out in the Home Teaching Situation within the framework of culture bound dichotomies.

Simon Simona - Universitatea Politehnica din Timisoara

Defining the Advertisement as Genre

According to J.M. Swales genre is a communicative event characterized by a set of communicative purposes, it is highly structured and conventionalized, it imposes constraints on allowable contributions, taking into account their intent, positioning, form and functional value. The genre is easily identified and understood by the members of the discourse community in which it is used. On the other hand, V.K. Bhatia identifies seven steps that one has to take in order to define a genre.

The purpose of this paper is to define the advertisement as genre and to classify the advertisements according to genre criteria.

As much has been written about advertisements, this paper only tries to shed some more light on something that has become part of our daily life.

Soare Gabriela - Universitatea 'Dunarea de Jos' din Galati

Naturalization and Ideological Common Sense in the Political Discourse After September 11, 2001

The paper proposes to identify the dominant discourse types which have come to be labelled as legitimate and natural within the broad political discourse which is characteristic of period after September 11. The paper also focuses on the connection of naturalization to the concept of ideological common sense.

Stanila Sabina - Universitatea 'Politehnica' din Bucuresti

Professional Communication in the Global Age

In the current paper I intend to take into consideration the issues raised by teaching professional communication in the era of globalization; I plan to enlarge upon the changes that professional communication, both written and oral, undergoes and the challenges it is faced with, with a special focus on teaching written professional communication.

Stefan Diana - Universitatea 'Politehnica' din Timisoara

Advertising is Persuasive Communication

The article deals with the language used in advertisements, a language that is very carefully chosen to have special effects. In such a discourse, the words will create images as well as convey information and often there will be more than one meaning to the same expressions. The questions accompanying each advertisement try to give you an idea of the cultural background and focus on a few examples of the use of the language.

Stefanescu Oana Iuliana et al. - Universitatea de Medicina si Farmacie din Craiova

Theories Concerning the Translation of Specialty texts

The translation has been considered for a long period of time as being the rendition of a text from the source-language (S.L) into the target-language (T.L) so that the surface meaning of the two texts to be almost the same, and the structures of the base- text to be kept the same while they are not affecting the structures of the target-text.

This paper tends to be a short analysis of the way in which translation is made at different levels and in different area of communication, that is in medical, electrical and mechanical texts.

We will speak about a series of progresses existing now in the theory of translations: the orientation towards translation as a product (that makes the accent on functional aspects of the text from LT into the LS text) and the orientation towards translation as a process (that makes the accent on the analysis of what is going on during the process of translation.)

Stefanescu Oana, Matei Alina - Universitatea de Medicina si Farmacie din Craiova

An Essay in Stratificational Semantics Concerning Spatial Uses of English Prepositions

English Prepositions serve a wide variety of functions. In classifying their functions it is customary to distinguish between "grammatical" and "local" uses.

In the case of the considered prepositions, not all temporal and spatial uses will be taken into consideration.

Sometimes it is specifically stated in the text that a particular use is being ignored. The idea is to characterise the overall structure of this area of the semantics of English, rather than to be exhaustive on any given preposition.

There is a further important distinction that needs to be made in relation with prepositions, namely the distinction

between "determined" and "non-determined" uses. This is one point in which this paper will try to focus.

Superceanu Rodica - Universitatea 'Politehnica' din Timisoara

Selecting and Grading the Source Text in Professional Communication

A major problem in teaching professional translation, albeit often neglected, is the appropriate selection and grading of STs. This paper is intended to set forth the factors determining ST selection and also the criteria for assessing text difficulty.

Toma Irina - Universitatea din Ploiesti

Literature as Communication

The paper deals with the way in which postmodernist literature functions within Guy Cook's discourse theory. Literature is seen as refreshing the reader's perception of reality as mediated through the literary text. In this perspective, the literary text achieves the well-desired communication between author and reader, modifying the latter's perception and understanding. Literature thus acquires a new status or rather this new perspective enhances and already established goal associated with the literary text.

Urs Dana - Universitatea 'Politehnica' din Bucuresti

Where Does Genuine Communication Come From?

The paper suggests a set of tasks that are aimed at arising the students' awareness of how people communicate their ideas and feelings. The activities will hopefully, reveal why certain people find both professional and everyday communication so easy while others have difficulties in getting their thoughts through to their colleagues or superiors. Efficient communication is ultimately simple when it is based on self-respect, tolerance and consideration or the other individuals.

Urs Dana - Universitatea 'Politehnica' din Bucuresti

Students Today, Leaders Tomorrow

Our students have probably asked themselves many times what it takes to make a leader. The tasks suggested in the present paper may help students to analyze the differences between leadership styles while, at the same time, start outlining the principles involved in inspiring, motivating and influencing others. These principles can be further used by them to improve their communicative skills, to foster their integrity and self discipline and trigger a positive change of personality. By understanding the characteristics that set successful leaders apart, our students will, hopefully, develop the vision and motivation required in their future career.

Urs Dana - Universitatea 'Politehnica' din Bucuresti

Terms in the Language of Science and Technology

Communication in the English field of science and technology is centered round terms that are mainly compounds i.e. formations that have a paradoxical behaviour in that they are described both by morphological and by syntactic rules. Compounds, like word formation in general, are situated at the interface of the two major areas of linguistics. Compounds in EST, particularly, have features that are basically typical of the respective style and usually represent the major obstacle in decoding engineering texts.

Yan Pei Heng - Universitatea 'Lucian Blaga' din Sibiu

The Establishment of an Internally Grammatical Category to aid English/Chinese Translation

This paper begins from the premise that the external linguistic grammar of English language possesses an internally grammatical system to match it. Through the analysis of Nida's four of the Semantic Categories and Seven of the Kernel Sentences, the author seeks to establish an intra-grammatical category, which, while it is different from the normal, "external" linguistic grammar, can also be termed as a "logical" grammar.

Zhu Feng Ying - Universitatea 'Lucian Blaga' din Sibiu

Chinese Barriers in English Communication and their Countermeasures

The essay will analyze Chinese barriers in English communication, with special attention to English teaching and English learning in China. At the same time, the author will advance the idea that there are some drawbacks in English as a foreign language teaching and learning in our country. Finally, the solutions or countermeasures to the problems will be expounded in detail. It aims to improve English teaching and learning in China.

Lucrari prezentate in limba franceză

Catarg Andra Teodora - Universitatea din Oradea

Sur la traduction des adverbes démonstratifs du roumain. Le cas de așa

Așa est un morphème extrêmement complexe qui entre dans de multiples structures distributionnelles. En français il n'existe pas d'équivalent unique qui fonctionne comme *așa* dans toutes les occurrences possibles. À l'aide d'un corpus bilingue nous allons mettre en évidence ses valeurs fondamentales, à savoir la propriété de reprise anaphorique et la possibilité de s'intégrer dans divers systèmes corrélatifs, et nous allons présenter des solutions de traduction.

Chiriac Laura - Universitatea 'Politehnica' din Timisoara

Le traducteur – un médiateur entre deux cultures

Le terme traduction permet plusieurs abords: la traduction qui vise l'établissement de correspondances au niveau du lexique, de la grammaire ou des expressions figées ou bien, la traduction des textes dans laquelle il n'y a plus seulement correspondances entre les éléments de sens.

Dans l'enseignement des langues, les problèmes de traduction sont essentiellement des problèmes linguistiques. Mais, le traducteur, dans son travail, ne peut pas se passer de renseignements qui ne sont pas contenus dans la langue du texte mais qui donnent le sens à celui-ci (les éléments *extra* – linguistiques).

Coculescu Steluta - Universitatea 'Petrol-Gaze' din Ploiesti

Communication verbale et non verbale dans le débat télévisuel

Les tendances actuelles en linguistique du discours et les approches interactionnelles qui privilégient la relation interlocutive prennent en compte la complexité des codes par lesquels nous communiquons : verbal, nonverbal, paraverbal. Le langage s'élargit de tous les éléments communicationnels qui ont leur origine dans le corps humain.

Notre corpus, appartenant au discours télévisuel (« Bouillon de Culture » – Bernard Pivot), est donc un processus communicatif complexe dont la description s'effectue par rapport à deux axes complémentaires : *un axe interne*, incluant les comportements discursifs et non verbaux du sujet montré et *un axe externe*, comprenant les paramètres visuels qui résultent des choix opérés par l'instance de réalisation.

Codleanu Mioara - Universitatea 'Ovidius' din Constanta

Coutumes et croyances spécifiques: problèmes de traduction

L'existence d'une série de zones et de sous-zones de diversification spécifique ; conceptuelle et linguistique, devient évidente dans la traduction. Pour le domaine roumain français il s'agit principalement des zones de la culture matérielle et des systèmes socio-culturels spécifiques.

Un système socio-culturel d'un intérêt particulier pour la comparaison des deux langues et cultures mentionnées est celui des coutumes et des croyances. L'article se propose d'analyser cette sous-zone conceptuelle à partir des textes bilingues où il y a référence à ce système, les divers problèmes posés par la traduction et les solutions proposées par les traducteurs. Nous considérons que la recherche entreprise est nécessaire aussi bien dans le domaine de la traduction littéraire que dans la traduction des ouvrages de spécialité : histoire, ethnographie, anthropologie.

Cohen-Vida Marion - Universitatea 'Politehnica' din Timisoara

L'organisation de la tour de parole dans la conversation

L'article s'inscrit dans le domaine de l'analyse de la conversation, étudiant les tours de parole. On s'occupe de leurs deux composantes, notamment leur organisation et leur attribution. En ce qui concerne l'organisation des tours de parole, on analyse leur prévisibilité et leur complétude. Quant à l'attribution des tours de parole, on présente les techniques de cette attribution. Les tours de parole sont considérés comme des réalisations interactives, constitués des << unités de tour de paroles >> et des << unités pendant le tour >>, comportant des éléments verbaux, paraverbaux et non-verbaux.

Les microstructures conversationnelles

L'article s'inscrit dans le domaine de l'analyse de la conversation, étudiant une notion centrale: << *la paire adjacente* >>. Après avoir analysé plusieurs types de paires adjacentes, on montre l'importance de la place qu'elles occupent dans le déroulement de l'interaction pour déterminer leur valeur. Mais à côté de ces unités d'interaction à définition structurale, il faut aussi admettre l'existence d'unités d'interaction à définition sociale, en contexte et en négociation avec le ou les partenaires. En même temps, pour mieux expliquer le fonctionnement de ces microstructures conversationnelles, on doit associer l'idée de la dépendance séquentielle à un principe de construction hiérarchique des unités.

Est-ce que la correspondance des affaires peut être sujet de traduction?

On considère que tout texte peut être traduit. Pourtant il y en a qui, dans l'activité pratique, ne sont pas traduits dans l'intégralité. Combien d'une lettre d'affaires est obligatoirement traduit et dans quelles circonstances? Notre intervention tente une réponse à ce problème.

Du bon usage des stéréotypes culturels. Application de la grille des valeurs de Hofstede à un texte de fiction

Qu'advient-il à un Européen s'il tente de s'adapter au mode de travail d'une grande entreprise nipponne? Il peut être séduit, du moins en théorie, par l'altérité radicale, insondable, de l'Asie, tout comme il peut faire la découverte de sa marginalité d'étranger inassimilable. *Stupeur et tremblements* (Amélie Nothomb, 1999) démontre qu'en toute logique (cartésienne) l'Européen est condamné à l'échec. La protagoniste du roman, Amélie-san, traverse les étapes d'une initiation décevante: stagiaire prometteuse au début, elle finit gloireusement sa carrière dans les toilettes de l'entreprise Yumimoto. Le malentendu culturel – hilaire ou féroce – est une fatalité, semble dire Amélie-san. Tout individu est programmé par les valeurs dominantes de sa culture d'origine, explique Geert Hofstede. Nous avons donc appliqué la grille des valeurs de Hofstede à un texte romanesque, en supposant qu'il nous est permis de prendre au sérieux la fiction et que l'étude du relativisme culturel ménage une place à l'imaginaire.

Le Traité DE l'Union européenne ou le Traité SUR l'Union européenne? L'utilité des compléments cognitifs dans l'enseignement du français des relations européennes

On désigne habituellement les traités européens successifs par leur lieu de signature. Par exemple, on dit le *Traité de Paris*, en faisant référence au **Traité instituant la CECA, signé à Paris le 18 avril 1951 et entré en vigueur le 25 juillet 1952*. Par mégarde ou ignorance, les étudiants pourraient appliquer ce même *pattern* dans le cas du *Traité de Maastricht* (1993), supposant qu'il s'agit d'un nouveau traité qui *institue* quelque chose. Or le titre exact, *Traité sur l'Union européenne*, reflète les âpres débats qui ont précédé la mise en forme définitive de ce document. Expliquer le contexte et les enjeux de ce "simple" choix linguistique (*sur* au lieu *de*) s'avère assez laborieux.

De l'explicitation à la traduction "politiquement correcte". A propos de la traduction de l'ouvrage La République européenne de Michel Foucher

Ce travail rend compte des difficultés soulevées par la traduction en roumain d'un ouvrage de géopolitique, *La République européenne* (Michel Foucher, 1998). En Roumanie, l'histoire de la construction européenne et le fonctionnement institutionnel de l'UE sont relativement peu connus par le grand public; c'est pourquoi la traduction a dû déborder par endroits le texte de départ pour fournir une information manquante. De même, M.Foucher exprime un point de vue très français sur les sujets européens (entre autres, il est le conseiller du ministre français des Affaires étrangères); il a donc fallu démarquer ces prises de position. Ensuite, certains mots, relevant du vocabulaire technique, mais fortement connotés, ont posé le problème d'une traduction "politiquement correcte" (ex: *glacis* et *allégeance*). Enfin, la compétence notionnelle très inégale des deux traducteurs a été à l'origine de quelques erreurs hautement significatives; ainsi, le traducteur totalement novice en matière de géopolitique a-t-il pu comprendre négativement le terme *compromis*, tandis que l'autre, formé dans ce domaine exclusivement en français, s'est trompé sur l'équivalent roumain du terme *régalien*.

Les suffixes -ose, -ite, -ome utilisés en médecine

Rezumat: Le langage médical a développé pendant le XX^e siècle des éléments qui existaient déjà dans le système morphologique français, mais auxquels il a donné, par différenciation, des valeurs d'emploi qui en ont fait des suffixes autonomes susceptibles de s'adjoindre à des bases diverses. Le suffixe *-ose* représente une «affection dégénérative ou une affection chronique», le suffixe *-ite* désigne une «inflammation aiguë», l'élément *-ome* entre en

composition des mots qui indiquent une «tumeur» ou une «tuméfaction».

Ioani Monica - Universitatea 'Tehnica' din Cluj -Napoca

Modélisation dans le français de la communication scientifique et technique

Diffuser ses résultats de recherche est un acte majeur pour les laboratoires: la notoriété internationale implique que l'on participe à des congrès, séminaires pour notamment les communiquer. Dans le cadre d'une communauté scientifique la publication de travaux coïncide avec l'acquisition de prestige, immédiatement reconverti en moyens matériels et influence sur le plan scientifique. L'étude fait une analyse de la capacité à communiquer des ingénieurs, chercheurs et élèves-ingénieurs qui doivent faire face à des besoins en français, dans les différents domaines de leur vie professionnelle: rédaction d'articles et documents scientifiques, présentation de résultats de recherche, échanges de courrier avec les partenaires étrangers, expression orale lors de contact avec leurs collègues (présentation de travaux ou de laboratoires) et au cours de congrès (présentation orale d'une communication, questions et réponses lors d'une discussion) et offre des modèles permettant un accès plus rapide et plus efficace à l'environnement international de la science et de la technique. Quelques-uns des « modèles » ne constituent que des étapes dans la réalisation de textes de plus ou moins grande envergure, d'autres s'adressent aux étudiants qui font des études ou aux ingénieurs qui sont à la recherche d'un emploi, à l'étranger. Les modèles pour l'oral sont une aide dans le cas des entretiens ou des contacts personnels, parfois en directe liaison avec les cas mentionnés.

Lungu-Badea Georgiana - Universitatea 'Politehnica' din Timisoara

Remarques théoriques sur le terme traductème. Définitions et emplois.

Le concept de *traductème*, ou l'unité de traduction, constitue l'objet d'étude de cet article. Nous présentons en ce qui suit une synthèse des acceptions du terme telle qu'elles apparaissent chez les théoriciens de la traduction, nous montrons les limites de la recherche et la relativité de la notion en discussion. Nous analysons l'un des concepts fonctionnels dans la théorie et la critique de la traduction et nous accompagnons nos considérations théoriques d'exemples commentés afin de rendre ce concept opérationnel.

Mladin Constantin-Ioan - Universitatea din Cluj-Napoca

Remarques sur quelques stratégies linguistiques et périlinguistiques en traductologie - principes et analyse de cas. Les appellatifs.

L'auteur se propose d'examiner quelques stratégies de la grammaire de transcodage, domaine roumain-français, portant sur des récits à contraintes dures, dues aux différences de structuration des deux langues, ainsi qu'à des divergences culturelles ou civilisationnelles. L'analyse de cas se limite au lexique et plus précisément à la sémantique – la recherche ayant pour but de dresser le tableau des ressources linguistiques et périlinguistiques dont on peut se servir lors de la transposition des appellatifs (noms communs et propres, adjectifs nominalisés).

Opris Miruna - Universitatea 'Tehnica' din Cluj-Napoca

Il y a interférence et interférence

Dans sa pratique pédagogique, l'enseignant constate souvent que ses étudiants commettent des erreurs dues au phénomène de l'interférence, mais sans savoir toujours d'où celles-ci proviennent, car elles peuvent être provoquées par l'influence de la langue maternelle des apprenants, d'autres phénomènes propres à la langue étrangère concernée (interférences internes se produisant dans le cadre de chaque langue) mais aussi d'une autre langue étrangère, que l'on peut considérer alors comme langue étrangère de référence (dans la plupart des cas, il s'agit évidemment de l'anglais).

Pasat Mihaela - 'Universitatea' de Vest din Timisoara

Maîtrise de la parole maîtresse

A force de vouloir à tout prix être "branche", on oublie trop souvent la trame traditionnelle de la communication, qui sous-tend tout acte de langage. Cette étude porte un regard critique sur ce que je nommerais 'ignorantiacratia', phénomène qui semble faire carrière surtout dans les mass-media. Sans prendre en compte les positions institutionnelles, qui ne devraient pas permettre à un professionnel de s'adresser au public de la même manière qu'un quidam, le langage qui se veut "ancré en situation" semble totalement "en dérive" sur l'océan lexico-morpho-syntaxique. Si l'on peut encore s'entendre lorsqu'on dit 'vendre/acheter EN(!) détail' pour 'vendre/acheter AU détail', comment éviter que la communication n'échoue pas quand on traduit dans un quotidien de grand tirage 'chamPIGNON' par 'chamPION'(facsimile de l'original à l'appui !!!), ou bien lorsqu'on dit, dans un journal télévisé, 'le premier ministre X va prendre la retraite EN DEPIT DE sa grave maladie'? N'y aurait-il plus de lien entre "langue" et "discours"? Autant de questions auxquelles je m'évertue à répondre.

Penteliuc Cotosman Luciana - Universitatea 'Tibiscus' din Timisoara

Traduire l'imaginaire. Equivalence sémantique et mutation des images dans la traduction de textes poétiques

Le texte poétique confronte le traducteur avec des choix difficiles concernant la méthode de traduction, les stratégies et les techniques employées. Le sens et la lettre, l'idée et la forme, le style de l'original et le désir d'originalité sont autant d'impératifs extrêmes auxquels celui-ci essaie de répondre dans la poursuite d'une chimérique traduction idéale. L'introduction dans l'équation de la traduction d'un nouveau terme — l'image symbolique — confère à cette problématique encore plus de profondeur et soulève quelques questions intéressantes : comment préserver les images et les structures imaginaires du texte source tout en obéissant aux contraintes formelles, sémantiques et stylistiques qu'il impose ? quel est le degré de réussite du transfert des contenus symboliques entre le texte source et le texte cible ? l'équivalence sémantique garantit-elle l'équivalence des univers imaginaires ?

Pioras Valeria-Maria - Universitatea '1 Decembrie 1918' din Alba-Iulia

L'auto-traduction, de la version à la ré-écriture

L'exposé se propose de présenter: une brève chronologie de cette pratique sui generis; quelques considérations sur le rapport auto-traduction - bilinguisme; la pertinence des concepts de la traduction appliqués à l'auto-traduction; la liberté auctoriale; une étude de cas: des auteurs-traducteurs de la diaspora roumaine de France: Miron Kiropol, Ilie Constantin et Virgil Tanase.

Pitar Mariana - 'Universitatea de Vest' din Timisoara

Le texte procédurale et la psycholinguistique cognitive

Branche relativement récente de la linguistique, la psycholinguistique cognitive met ensemble des disciplines assez éloignées, telles que la psychologie, la linguistique et l'intelligence artificielle. Un des résultats de ce mélange est la modélisation des textes. Bien que le texte narratif soit le type le plus étudié de ce point de vue, le texte procédural, ou injonctif, est entré lui-aussi dans l'attention des spécialistes depuis peu de temps et cela en raison de sa structure canonique, de son aspect très pratique, de l'algorithme de l'enchaînement des procédures à exécuter. Notre étude se propose de présenter ces recherches et aussi les caractéristiques de ce type de textes qui facilitent son traitement automatique.

Pop Mirela-Cristina - Universitatea 'Politehnica' din Timisoara

L'équivalence comme adéquation – essai de définition du concept

Le concept d'« équivalence » a été au cœur des réflexions de la plupart des spécialistes de la traduction qui l'avaient placé parmi les notions-clé de la théorie et de la pratique de la traduction. L'observation des modèles théoriques proposés par les professionnels du domaine nous a permis de continuer la réflexion sur le concept d'équivalence, sous l'angle de l'*adéquation*.

Notre démarche se situe dans une perspective globale d'étude de l'équivalence comme résultat de toute opération de traduction, ce qui démontre la tendance de plus en plus manifeste au niveau théorique d'élargir le contenu de la notion et de dépasser le cadre de la méthodologie comparative (l'équivalence en tant que procédé de traduction).

À partir de la définition de la traduction en tant que situation de contact entre deux langues et entre deux cultures, nous envisageons l'étude du concept d'*adéquation* en traduction sous deux aspects. Le premier envisage de définir la relation de « correspondance » établie entre le sens voulu du locuteur d'origine et le sens compris du traducteur (adéquation sémantique). Le second critère permet de décrire la relation de « correspondance » entre deux situations énonciatives, la situation du texte de départ et celle du texte d'arrivée (adéquation situationnelle).

Pop Mirela-Cristina - Universitatea 'Politehnica' din Timisoara

Difficultés de « repérage » chez les apprentis-traducteurs

Dans l'activité didactique, nous avons remarqué la tendance des étudiants débutants dans la pratique de la traduction générale de reproduire les mots et les structures de l'original sans prendre en compte leur environnement. Or, les spécialistes du domaine avaient démontré que la réussite de toute traduction était fonction du degré de compréhension du traducteur, variable selon ses compétences, ainsi que de son talent et de sa propre expérience (compétence de « reconnaissance / reconstruction des formes » au sens culiolien).

À partir du modèle culiolien relatif au repérage énonciatif, nous nous proposons d'identifier et de grouper les *difficultés de repérage* auxquelles se confrontent les apprentis-traducteurs lors de la compréhension du sens des énoncés.

Notre démarche a été inspirée par les recherches expérimentales, empiriques, censées orienter l'étude de la traduction vers une *didactique des difficultés*. Notre approche pourrait être utile dans le domaine de l'enseignement de la traduction, car elle nous permettrait de classer les problèmes de traduction en fonction de leur gravité et, par conséquent, d'améliorer la compétence de traduction des étudiants.

Sarbu Luiza Venera - Universitatea din Pitesti

La règle de non-contradiction

Mon ouvrage traite la règle de non-contradiction au niveau micro-structurel, du point de vue de la textualité, aussi bien que du point de vue de la stylistique et de la logique.

Après avoir réalisé un corpus théorique, j'ai fait l'analyse quelques textes de facture dadaïste, surréaliste, théâtre de l'absurde où la règle de non-contradiction n'a pas été totalement respectée et j'ai essayé de démontrer qu'aux différents niveaux de lecture des textes, il y a toujours Cohérence, donc la règle est respectée.

Serbanescu Sorina - Centrul Cultural Francez din Timisoara

Le symbolisme numéral dans la création dramatique

La création dramatique est l'un des plus ineffables moyens de communication, compte tenu du fait que le locuteur, le codage du message, le récepteur et le décodage ne se produisent plus dans le cadre de la relation fondée sur le binôme question (argument) – réponse. Dans la communication théâtrale les actants sont également, à côté de l'auteur et du metteur en scène, le scénographe, les acteurs, les techniciens et le public qui sont impliqués dans des rapports d'interdépendance et de complémentarité différant d'un spectacle à l'autre.

En paraphrasant Pythagore on peut affirmer que « celui qui connaît les nombres connaît l'univers » d'un dramaturge et d'une pièce de théâtre dans son altérité-même. L'usage du symbolisme des nombres dans la construction des personnages, dans l'agencement de la trame et de la structure des créations dramatiques (nombre des scènes et/ou des actes), dans les indications scénographiques (temporelles, spatiales, entrées et sorties des acteurs etc.) a le rôle de mettre en évidence les analogies et l'unité des univers poétiques des créateurs de théâtre.

Stoian Carmen-Ştefania – 'Academia de Studii Economice' din Bucureşti

Fonctions interactives dans le discours didactique écrit

La fonction interactive, établie entre les constituants *directeurs* et *subordonnés* d'une même intervention qui déterminent le sens d'un constituant, a le rôle d'indiquer l'*orientation rétroactive* ou *proactive* de la subordination et de déterminer, par cela, les types de structures l'intérieur d'une intervention.

L'étude de cette fonction est menée, en principe, de front avec l'étude des fonctions interlocutives manifestées lors d'un échange verbal, dans le cadre d'une analyse de conversation.

Notre intention est de voir comment se manifeste de ce point de vue la structure du discours didactique écrit, caractérisé au niveau interlocutif par l'absence physique de l'interlocuteur.

Stoian Carmen-Ştefania – 'Academia de Studii Economice' din Bucureşti

L' échange verbal: spontanéité interlocutive ou technique maîtrisée ?

Tous les développements connus par les sciences de la communication se sont reflétés avec plus ou moins de force dans tous les domaines de la communication, la communication verbale y comprise. Dans ce dernier cas, le schéma général de la communication s'est vu enrichi par des ajouts qui ne tiennent pas seulement aux particularités individuelles des participants à l'acte communicatif mais aussi au caractère particulier du moyen de communication – le langage – et aux particularités de structuration des différents types de communication verbale. Si dans la langue maternelle, la capacité de communiquer, de participer à un échange verbal paraît être une qualité innée de l'individu, lorsqu'il s'agit de la communication dans une langue étrangère, cette capacité devient une compétence qui doit être développée afin que l'individu concerné atteigne une certaine performance qui fasse de lui un coparticipant compétent. C'est à ce niveau que la linguistique intervient en fournissant non seulement le matériau nécessaire à la mise en place de l'échange, à savoir : lexies, règles morpho- sémantiques, structures syntaxiques, mais aussi les règles d'emploi et d'interprétation.

Notre intention est donc de mettre en évidence de quelle manière les règles constitutives de l'échange verbal trouvent leur explicitation au niveau linguistique, à l'aide du matériau mentionné ci-dessus.

Tenchea Maria – 'Universitatea de Vest' din Timişoara

Traduction et communication: le problème de la qualité des traductions

L'opération traduisante est, par définition, destinée à faciliter la communication, le transfert interculturel. La qualité de la traduction peut jouer un rôle très important dans la réception du message du texte de départ lorsque celui-ci est présenté dans une autre langue. On peut constater des degrés variables en ce qui concerne la qualité des textes traduits chez nous du roumain vers le français, avec des effets variables, parfois très négatifs, sur le lecteur. Nous envisagerons, dans ce sens, le cas de certains guides touristiques qui offrent des exemples étonnants de mauvaises traductions. Les conclusions de notre analyse pourraient s'avérer utiles pour la didactique de la traduction.

Tihu Adina – 'Universitatea de Vest' din Timişoara

Emplois et valeurs de comme et leurs correspondants roumains

Comme est-il, dans ses différents emplois, une conjonction (à valeur subordonnante et même coordonnante) ou un adverbe, tantôt conjonction, tantôt adverbe, adverbe conjonctif ou tout simplement adverbe (intégratif), dans tous

les cas ? On parle même de statut proche de la préposition ou de morphème relatif. Les grammairiens ne se mettent pas d'accord à ce sujet, même lorsqu'il s'agit du même emploi (le *comme* de comparaison, par exemple). Sa valeur première est-elle celle de comparaison, d'où les autres en découleraient, ou bien c'est « la manière fondamentalement indéfinie » ? Nous nous proposons d'analyser les emplois de ce morphème et ses valeurs (comparative, d'analogie, d'identification, explicative, d'approximation, d'exemplification, d'indication quantitative, temporelle, causale etc), telles qu'elles figurent dans les grammaires et à partir des articles de Le Goffic (1991) et Portine (1995), notamment. Nous allons indiquer, chaque fois, les correspondants roumains des constructions analysées, en vue d'une analyse contrastive. Nous nous proposons également l'analyse du statut syntaxique des éléments introduits par *comme* : complément circonstanciel de comparaison, de manière, apposition, attribut, complément du nom, subordonnée circonstancielle de comparaison, de temps, de cause etc.

Vasile Sandina-Iulia - Universitatea 'Ovidius' din Constanta

Univers cognitif et traduction: le cas de l'articulateur discursif OR

Dans le contexte des recherches actuelles en analyse du discours, nous considérons que l'articulateur *or* n'a pas joué de l'intérêt qu'il mérite, vu sa signification culturelle centenaire et son fonctionnement logico-discursif déroutant. L'article essaie de retracer diachroniquement la valeur de cet articulateur, aussi bien que sa valeur indicelle dans la constitution du discours philosophique et scientifique moderne en mettant en évidence l'interdépendance entre le langage et la théorie de la connaissance, ainsi que les problèmes de sa traduction et finalement, de son emprunt, du français en roumain. Par là nous voulons apporter des arguments linguistiques et culturelles en faveur du « phénomène *or* » en roumain et démontrer d'une manière ponctuelle la relation entre la pensée, le discours et la traduction.

Visky Mihaela - Universitatea 'Politehnica' din Timișoara

Le pronom indéfini ON et sa traduction en roumain

Le pronom indéfini *on* pose de nombreux problèmes de traduction à cause de ses «qualités intrinsèques», mais aussi faute d'un pronom équivalent en roumain. Les difficultés de traduction se multiplient dans les cas où le pronom *on* acquiert aussi des valeurs stylistiques. Dans le roman policier, ce pronom accentue toujours le suspens et, grâce au talent de l'écrivain il peut être utilisé dans d'autres buts aussi. Dans ce cas, le traducteur est obligé soit de faire preuve d'une grande inventivité, soit de se limiter à une traduction fidèle au sens et à la langue d'arrivée, mais infidèle vis-à-vis de l'intention de l'auteur.

Vlad Daciana - Universitatea din Oradea

Conditionnels de reprise et polyphonie

Nous nous proposons d'étudier certains des emplois du conditionnel qui impliquent une reprise par le locuteur du discours d'autrui, laissant ainsi parler plusieurs voix au sein d'un seul énoncé. Nous nous arrêterons à des emplois tels que le conditionnel du discours rapporté, le conditionnel dit « polémique » et le conditionnel testimonial et nous essaierons d'expliquer leur fonctionnement discursif en prenant appui sur une théorie polyphonique du discours. Nous essaierons également d'établir sur quoi repose la capacité du conditionnel d'exprimer la polyphonie.

Vlaicu Rodica - Universitatea 'Tehnică' din Cluj-Napoca

La modélisation – pratique d'apprentissage à multiples portées

En tant que démarche didactique, la mise en place des modèles des principaux genres du discours scientifique n'est qu'une modélisation de second degré. Elle repose en effet sur la réflexion préalable de l'enseignant, sur l'étude et le traitement des variables dont l'architecture forge la matrice textuelle des types de discours.

Si la modélisation proprement-dite vise à faire acquérir aux étudiants des compétences de réception/production, la prise en compte des conditions d'énonciation rend plus "lisible" le réseau des paramètres pragmatiques (d'autant plus subtil qu'il s'agit de la communication écrite) et met à l'oeuvre la compétence de communication. Par ailleurs, mobilisant des aptitudes interactionnelles fondamentales (prendre et garder la parole, exprimer l'opinion, négocier le sens), le scénario didactique lui-même est censé renforcer les compétences langagières intégrées et engendrer des acquis transversaux.

Lucrari prezentate in limba germană

Becker Tanja - DAAD

Kreatives Schreiben im DaF Unterricht

In dem Vortrag werden einige Methoden vorgestellt mit Studenten kreativ zu schreiben und auf ihre Einsatzmöglichkeit im Unterricht untersucht.

In Zeiten des kommunikativen Ansatzes des DaF-Unterrichts ist die Förderung der Fähigkeit Schreiben in den Hintergrund getreten, wenn nicht sogar vernachlässigt worden. Schreiben dient zumeist als Mittel und nicht als Ziel und wird oft wenig beachtet, weil es schwer ist die Studenten dazu zu bewegen längere Texte zu schreiben. Durch den Einsatz von Techniken des kreativen Schreibens kann es erstaunlicherweise gelingen auch wenig interessierte Studenten zu motivieren. Vorgestellt werden folgende Methoden: 1. Assoziative Verfahren, 2. Schreiben nach Textvorlagen, 3. Schreiben nach visuellen Vorlagen, 4. Schreiben nach Musik. Zum Abschluss haben die Konferenzteilnehmer Gelegenheit eine Übung aus dem Bereich des kreativen Schreibens selbst auszuprobieren.

Constantinescu Lora-Dagmar – 'Academia de Studii Economice' din Bucuresti

Business-Deutsch

In meinem Beitrag beziehe ich mich auf die "unendliche Geschichte" der fremden Wörter in der deutschen Sprache, diesmal im Bereich der Geschäftskommunikation. Es geht hauptsächlich um den fachexternen aber auch um den fachinternen Gebrauch der Wortentlehnungen (Anglizismen), so wie dieser im Zusammenhang mit verschiedenen im Deutschseminar mit unseren Wirtschaftsstudenten behandelten Themenkreisen vorkommt. Es stellt sich die Frage nach der Motivierung der (pseudo)fachlichen Termini und deren Relevanz für die Entwicklung der gegenwärtigen Geschäftssprache.

Grossek Dana - Universitatea 'Politehnica' Timisoara

Die Rolle der Formulierungen in der Kommunikation

Erfolgreiche Kommunikation besteht aus klaren Kernaussagen und schlüssigen Gedankenketten in übersichtlicher Darstellung. Wenn man zusätzlich noch geschickt argumentiert und stilsicher ist, hat man so gut wie gewonnen.

Die vorliegende Arbeit zeigt, wie wichtig die Formulierungen für die Kommunikation sind.

Das Thema, über das gesprochen wird zeigt uns wie man an sich selbst arbeiten muss, um ein besserer Kommunikationspartner zu werden.

Wer auf andere Einfluß gewinnen möchte, muß sich selbst ständig beobachten, kontrollieren und verändern. Er muß mit den Formulierungen, durch die er auf andere einwirkt, geschickt und behutsam umgehen.

Kommunikation heißt, wie gesagt, daß Menschen mit unterschiedlichen Weltanschauungen, Auffassungen, Denkweisen aufeinandertreffen und versuchen, jeweils beim anderen Veränderungen zu erreichen.

Haja Cristina - Universitatea 'Tehnica' din Cluj Napoca

Lerntechniken und Lernstrategien zwischen Theorie und Praxis

Das Lernen des Lernens ist heute ein sehr besprochenes Thema. Selbstgesteuertes und selbstverantwortetes Lernen wird immer häufiger gefordert. Die Lernenden werden also als die "Subjekte" ihres Lernens verstanden, die im Idealfall autonom, auch über die Grenzen von Unterricht und Schule hinaus, ihr eigenes Lernen konstruieren, indem sie es planen, steuern und kontrollieren. Dabei zeigt es sich, dass bei allen ein hoher Bedarf sowohl an Informationen, Übersichten und Systematiken zu Lerntechniken als auch an praktischen Umsetzungs- bzw. Anwendungsvorschlägen besteht. Disziplinen wie Psycholinguistik, Fremdspracherwerbsforschung, Sprachlehrforschung usw. stellen die Lernenden im Mittelpunkt. Lehrern kommt dabei vor allem eine unterstützende Funktion zu, in der sie informieren, beraten, fördern.

Es folgt also ein Entwurf eines Lernmaterials, das den Lernenden (In unserer Situation handelt es sich um den Studenten an der Technischen Universität, der sowohl allgemeines Deutsch lernen muss, als auch bestimmte Fachtermini) in seiner Lerntätigkeit unterstützen soll.

Icobescu Claudia - Universitatea 'Politehnica' din Timisoara

Kommunikative und kognitive Aspekte des Übersetzens

Die Übersetzungswissenschaft stellt mit einem kommunikationswissenschaftlichen Herangehen nicht nur eine ausreichend breite transdisziplinäre Grundlegung und Bezugsbasis für letztlich alle heterogenen Beschreibungsansätze dar, sondern erlaubt darüber hinaus auch kognitive Ansätze voll zu integrieren. Kommunikatives Handeln, das immer intentional abläuft, leistet viel mehr und Anderes als im engeren Sinn Kognitives; doch dominiert letzteres im allgemeinen alle Kommunikationsvorgänge.

Von dieser tragfähigen gemeinsamen kommunikationswissenschaftlichen Bezugsbasis sind die anteiligen Beschreibungs- wie Erklärungspotentiale der einzelnen theoretisch-methodischen Ansätze im Hinblick auf deren Leistungsfähigkeit zu überprüfen, Interrelationen herauszuarbeiten und Neubestimmungen bzw. Uminterpretationen aus einzeldisziplinärer Sicht bereits definierter wesentlicher Beschreibungskonzepte anzubieten.

Muncaciu-Codardea Emilia - Universitatea 'Babes-Bolyai' Cluj-Napoca

Fachsprachen in Unterricht und Ausbildung: Merkmale der fachsprachlichen Wortbildung

Die fachsprachliche Kommunikation, die immer mehr zunimmt und viele Bereiche des gesellschaftlichen Lebens beeinflusst, bedeutet nicht nur neue Kommunikationstechnologien, sondern hat als Folge auch die Differenzierung, Spezialisierung und Ausweitung fachsprachlicher Texte und Textsorten. Im studienbegleitenden Fachsprachenunterricht werden u.a. lexikalisch-semantische, syntaktische und funktionalstilistische Strukturen einzelner Fachsprachen, die den Gegenstand der Fachsprachenforschung bilden, beschrieben und analysiert. Ziel der vorliegenden Arbeit ist die Beschreibung der fachsprachlichen Wortbildungsverfahren durch Ableitung und Zusammensetzung anhand der grundlegenden Begriffskategorien unter grammatischer und semantischer Perspektive. Der Beitrag versucht am Beispiel von naturwissenschaftlich-technischen Texten die Merkmale der fachsprachlichen Wortbildung zu systematisieren unter Berücksichtigung der Anzahl von Fremdwörtern in fachsprachlichen Texten und der Probleme der semantischen Unklarheit, die manchmal zu Kommunikationsbarrieren führen können.

Petzek Mona - Universitatea 'Politehnica' din Timisoara

Morphologische Untersuchung der Kompositabildung in der Fachsprache des Metallbaus

Die Spezifik der Fachsprachen im allgemeinen ist ihre Wahl sprachlicher Strukturen, die in bestimmter Frequenz für die fachliche Kommunikation genutzt werden. Als Hauptträger der Information in der Fachsprache sind die Komposita. Die Arbeit untersucht die morphologischen Aspekte der Kompositabildung anhand eines Beispieltexes aus der Fachsprache des Metallbaus; näher werden die substantivischen und die adjektivischen Komposita analysiert.

Tripon Mona Cristina - Universitatea 'Tehnică' din Cluj- Napoca

Lexikalische Übungen im fachsprachlichen Unterricht

Die Arbeit versucht ein paar Übungsmöglichkeiten, die im Fachsprachenunterricht bestehen, darzustellen, wobei besonders auf diejenigen Übungstypologien eingegangen wird, die ihre Effizienz während des Unterrichts in Fachsprache/ Technik bewiesen haben. Da der Fachsprachenunterricht eine scharfe Trennung zwischen Übungsmöglichkeiten und Fertigungsbereiche voraussetzt, werden spezifische Übungen für die Förderung bestimmter Fertigkeiten dargeboten. Die Übungsbereiche erstrecken sich auf dem Gebiet der Lexik, weil diese die erste Stufe im fachsprachlichen Kommunikationssystem darstellt, wobei diese Art von Kommunikation eine angemessene Benutzung der Fachtermini voraussetzt. Die Fachtermini sind sowohl für die Sprachrezeption, als auch für die Sprachproduktion im fachlichen Kontext unentbehrlich, und folglich richten sich die vorgeschlagenen Übungen nach diesen zwei Kategorien. Die Übungstypologien sichern sowohl eine Einprägung der schon vorhandenen Begriffe, aber, wie aus den verschiedenen Beispielen bemerkbar sein wird, sind manche auch als Vermittlungsmöglichkeiten neuer Termini denkbar.

Lucrari prezentate in limba romană

Adela Dragan, Alina Ganea - Universitatea 'Dunarea de Jos' din Galati

Valori pragmatice ale interogatiei in discursul din domeniul asigurarilor

Comunicarea profesionala, ca spatiu lingvistic propriu diferitelor domenii de activitate, permite validarea tuturor valorilor pragmatice ale interogatiei (cerere, invitatie etc.). Acestea reflecta la randul lor statutul interlocutorilor in situatia de comunicare. O abordare a discursului agentilor de asigurari pune in evidenta ponderea si rolul pe care enunturile interogative le au in atingerea scopului cu care sunt utilizate: convingerea.

Andrei Maria - 'Universitatea de Vest' din Timisoara

Comunicarea si conotatia numelor de persoane

Fixarea unor conotatii sociale pentru o forma antroponimica concreta este extrem de dificila. Cu toate acestea, participantii la actul comunicarii, fara greseala, determina conotatiile sociale ale formelor antroponimice si caracterul oportun ori neoportun al folosirii lor in situatia data. Orientarea rapida a comunicantilor se explica prin compententa lor sociala si lingvistica, ce se bazeaza pe doua fundamentari. Prima fundamentare consta in raportarea formei antroponimice la caracterul relatiilor dintre vorbitor si ascultator, cea de-a doua fundamentare o constituie structura calitativa a paradigmei antroponimice, ce reflecta un tip concret de relatii dintre vorbitor si ascultator. Lucrarea isi propune sa evidentieze conotatiile numelor, raportate la relatiile participantilor la actul comunicarii.

Constantinovici Simona-Diana - 'Universitatea de Vest' din Timisoara

Terminologia - între lexicologie și lingvistică aplicată

Studiul *Terminologia - între lexicologie și lingvistică aplicată* își propune să contureze cât mai exact statutul unei discipline moderne, adesea controversate, *terminologia*. Privită ca o branșă descriptivă sau normativă a lingvisticii aplicate, terminologia pine de lexicologie și tratează separat domeniile semantice corespunzătoare diverselor discipline. Terminologia contemporană nu se limitează la o reflecție asupra semnului; ea concepe limba nu numai ca pe o simplă nomenclatură, ci ca pe o zonă de interferență între ontologie, logică și lingvistică. Lucrarea definește în perspectivă diacronică și sincronică noțiuni indispensabile unei doctrine terminologice, precum: *nume, termen, cuvânt, lexic, sens, semnificație, concept, referent* etc. De asemenea, un punct central rezidă în prezentarea modalităților de perfecționare lingvistică (limbile artificiale, ideografiile, limbajele formale, limbile exacte în terminologia lor și riguroase prin discursivitate).

Gabor Nicoleta - Universitatea 'Politehnica' din Timisoara

Rolul dezvoltării strategice în comunicarea instituțională

Studiul vizează domeniul psihologiei organizaționale interculturale. Perspectiva interacționistă privește relația conducere-angajați în conformitate cu o normă coerentă, ajustabilă funcție de particularitățile și limitele psihologice naționale. Planurile de acțiuni coordonate sunt modele occidentale care practicate în context românesc, la nivel instituțional, probează rezistența organizațională în condiții de adaptabilitate și dezvoltă inhibițiile naționale.

Gherman Alin - Universitatea din Alba-Iulia

Inceputurile limbajului tehnic românesc: Dictionarul lui Teodor Corbea(1691 - 1702)

Dicționarul latin-român al lui T. Corbea este o lucrare fundamentală, cuprinzând 35.000 de cuvinte-titlu latine. Pe lângă o amplă parte dedicată echivalării lingvistice și enciclopedice, dicționarul cuprinde o serie de termeni care denotă cultura tehnologică și științifică de la începutul revoluției științifice moderne. În prezenta lucrare se încearcă stabilirea ariei acestor termeni.

Ilie Magda - 'Universitatea de Vest' din Timișoara

Comportamentul comunicațional al manipulatorilor în câmpul social

Comportamentul comunicațional este axat pe obținerea controlului asupra comportamentului, gândirii sau sentimentelor indivizilor într-o situație socială și pe parcursul unei perioade de timp, în vederea câștigării unor avantaje substanțiale pentru cei care manipulează în detrimentul celor controlați. Ele pot avea efecte imediate sau pot rămâne în faza latentă, pot fi induse în mod vizibil ori pe căi subtile, se pot solda cu rezultate durabile în timp sau pot înregistra schimbări doar pentru o perioadă avută în vedere de manipulatori. Cuvinte, lozinci, regulamente, legi inclusiv prezența celorlalți sunt factori cu o mare putere de influență asupra individului, dirijându-i reacțiile și comportamentul uneori chiar fără ca respectivul să-și dea seama.

Kiraly Maria - 'Universitatea de Vest' Timisoara

Bilingvismul - factor decisiv in dezvoltarea aspectului comunicativ al limbii

În actuala etapă de dezvoltare economică, socială și culturală, bilingvismului și plurilingvismului le revine un foarte important rol.

În lucrare se fac câteva constatări privind diferența dintre bilingvismul natural și cel dobândit (artificial). Se subliniază, în cel de-al doilea caz, ideea necesității de a perfecționa limba străină învățată într-un mediu lingvistic adecvat, având ca obiectiv formarea competenței comunicative la un nivel care să corespundă cerințelor bilingvismului coordonativ.

Laurențiu ȚIRU, Florin FĂRA - 'Universitatea de Vest' din Timișoara, Asociația de Studii și Cercetări Sociale Timișoara

Intranetul o nouă tendință în comunicarea instituțională

Intranetul, se constituie ca o nouă tendință în comunicarea din mediu instituțional, prin avantajele oferite în gestionarea informațiilor în cadrul unei firme. Dacă Internetul are un aspect global prin faptul că interconectează utilizatori din întreaga lume, Intranetul reprezintă aplicarea tehnologiilor Internet la nivelul rețelei interne a unei firme.

Intranetul funcționează ca o rețea de calculatoare care permite personalului unei firme să comunice prin mesaje e-mail sau schimb de documente de uz intern. Îmbunătățirea managementului activităților din cadrul firmei, facilitarea accesului la o bază de date care conține informațiile utile în desfășurarea muncii angajaților, pot fi considerate ca avantaje indiscutabile pe care le are folosirea acestui sistem intern de comunicare.

Literat Ruxandra - Universitatea 'Tehnică' din Cluj-Napoca

Problematizarea si creativitatea in invatarea limbajului specializat (experiment didactic)

Lucrarea, bazata pe un experiment didactic, pledeaza pentru abordarea problematizata si creativa accentuata a intregului proces de invatare de catre studenti a limbajului specializat pentru a le forma deprinderi de comunicare profesionala in limba straina.

Obiectivele finale ale experimentului, concentrate pe pozitivarea personalitatii studentilor si responsabilizarea acestora in alegerea strategiilor de invatare si efectuarea activitatilor in cadrul seminarului, au urmarit atat formarea competentelor lingvistice, cat si dezvoltarea performantei comunicative in limba straina necesare unei mobilitati crescute profesionale si atitudinale in exercitarea activitatii lor viitoare.

Evaluarea rezultatelor experimentului a evidenciat superioritatea tehnicilor de instruire cu caracter problematizat si accent creativ, aplicate la grupele experimentale fata de cele de control, referitor la componentele intelectuale, afective si comportamentale ale personalitatii studentilor.

Livia Ancuta – Universitatea 'Babes-Bolyai' din Cluj-Napoca

Traducerea de texte juridice din domeniul protectiei mediului înconjurator. Asemănări și deosebiri în punctuație și topica în texte juridice paralele din limbile germana, engleza franceza și româna.

În lucrarea de fata am tratat problemele cu care m-am confruntat în traducerea a doua documente, directive din Legislatia Mediului a Uniunii Europene, si anume: 31988L0436 si 31988L0076. Aceste texte cu terminologie tehnica, juridica si ecologica le-am extras de pe internet am analizat in paralel variantele lor în engleza, germana si franceza.

Voi trata termenii 'dificili', pe care i-am gasit incomplet în dictionar, sau pe care nu i-am gasit în nici un dictionar, urmarind sa explic în primul rând metodologia de lucru in procesul traducerii, cu exemple concrete. Topica si punctuația au fost si ele diferite de la o limba la alta în textele traduse în paralel.

Mărășescu Dan - Universitatea 'Babes-Bolyai' din Cluj-Napoca

Probleme de utilizare a limbajului în cazul traducerilor legislative

În condițiile în care interpretarea sensului unui text juridico-legislativ este o chestiune problematică pentru traducător, pentru că depășește cu mult intenția autorilor lui, problema alegerii limbajului din limba țintă nu mai este numai o problemă de stil, ci o problemă esențială, deoarece traducerea contribuie la crearea sensului, impunând și o nouă concepție hermeneutică în cadrul culturii țintă, fapt care îi conferă traducerii juridice un statut aparte în cadrul general al disciplinei. Studiul traducerii legislației comunitare în limba română ne poate oferi în acest sens o imagine a tuturor valențelor traducerii juridice, scoțând în evidență specificul ei.

Marcel Iordache – Universitatea de Vest' din Timișoara

O analiză funcțională a discursului campaniei politice

Specialiștii care studiază discipline care se ocupa cu comunicarea consideră de mult timp comunicarea ca o prioritate față de alte câmpuri ale cercetării. Esența politicii este „a vorbi” sau interacțiunea umană. Acest tip de interacțiune poate fi formală sau informală, verbală sau nonverbală, publică sau privată, dar întotdeauna este persuasivă, forțându-ne conștient sau inconștient să interpretăm, să evaluăm și să acționăm. Comunicarea este vehiculul pentru interacțiunea umană.

Prezentul studiu prezintă o analiză funcțională a discursului politic conținând: presupuziții de bază ale teoriei; caracteristici ale publicității politice; strategii de susținere; strategii de atac; strategii de apărare si metodologia de analiză.

Mohanu Florina – 'Academia de Studii Economice' Bucuresti

Comunicarea în afaceri: probleme actuale

Comunicarea în afaceri este de două feluri: scrisă –corespondența comercială – și cea orală. Dacă legile primei sunt deja studiate și fixate în manualele de specialitate, în legătură cu a doua –comunicarea orală în afaceri – există încă anumite neclarități. Comunicarea se va referi la unele din particularitățile acestei comunicări în cadrul discuției de afaceri, al pregătirii pentru negocieri și al negocierilor. Premisa de la care se va porni este aceea că există o cultură a vorbirii în afaceri și că ea este condiție a eficienței activității în acest domeniu. Ea, această cultură a comunicării eficiente în afaceri, este artă și știință.

Moise Judith – 'Universitatea de Vest' din Timisoara

Modalitati de transpunere textuala a etnografismelor si neaosismelor in limba engleza

Traducerea este procesul de redare cu alte cuvinte dintr-o limba sursa, intr-o limba tinta.Este, un fel de "transfer"al unui continut , cu obligatia de a gasi echivalente care sa pastreze trasarurile originalului, adica problema centrala a traducerii este "gasirea echivalentelor".

Practica traducerii dovedeste insa, ca este discutabila masura in care pot fi respectate spiritul si litera originalului in

traduceri, care, inevitabil vor sacrifica unul dintre aspecte pentru a-l salva pe celalalt.

Nistor Valeria – ‘Universitatea de Vest’ din Timisoara

Sinonimia in lexicul specializat

Sinonimia, ca si polisemia, reprezinta una dintre problemele ‘eterne’ ale semanticii lingvistice, pentru care pana in prezent nu s-a gasit o rezolvare unanim recunoscuta, cu toate eforturile neintrerupte in plan teoretic si practic. In sistemul lexical al oricarei limbi naturale, sinonimele contribuie la diversificarea si variatia exprimarii, la sporirea potentialului expresiv al limbii.

Autoarea sustine ca manifestarile sinonimiei in discursul stiintific, desi limitate, trebuie, in principiu, evitate, deoarece sunt generatoare de echivoc si nu raspund exigentelor terminologiei stiintifice.

Pitar Mariana – ‘Universitatea de Vest’ din Timisoara

Câteva observații asupra formării termenilor în domeniul arheologiei

Procesul de stabilizare a relației termen- concept este cu atât mai dificil cu cât realitatea este în continuă schimbare, oferindu-ne noi obiecte, noi concepte, de unde necesitatea găsirii și apoi a stabilizării în limbă a unor noi termeni pentru aceștia.

Studiul nostru își propune o analiză a unor termeni care reflectă, după opinia noastră, tocmai această încercare de căutare a unui termen care să reflecte cât mai fidel posibil încadrarea obiectelor în clase de concepte. Pentru aceasta ne vom opri în special asupra modului de formare a termenilor în domeniul arheologiei.

Simonetti Ovidiu – Primaria Municipiului Timisoara

Tehnici și tehnologii de vârf în comunicarea profesională: Internetul, Intranetul, compact-discurile, multimedia, etc.

Internet, Intranet, compact-disc (CD, CDROM), multimedia, iată doar câteva dintre cuvintele care fac parte din vocabularul uzual al persoanelor care lucrează în domeniul - atât de actual - al comunicării profesionale. Internetul - poate cea mai mare descoperire a omenirii, de la foc încoace - este cea mai importantă rețea de calculatoare din întreaga lume, permițând schimbul de informații între un număr extrem de mare de instituții și utilizatori. Intranetul are cam aceleași funcțiuni ca și Internetul, însă în cadrul unei instituții, sau între instituții cu interese complexe ori complementare. Cât privește compact-discurile, cele ce vizează domeniul comunicării pot incorpora atât tehnici și tehnologii Internet și Intranet, cât și multimedia. Iată cum - dincolo de cuvânt - DOMENIUL COMUNICĂRII PROFESIONALE practic NU POATE EXISTA FĂRĂ EXTENSIILE SALE INFORMATICE!

Suciu Lavinia - Universitatea ‘Politehnica’ din Timisoara

Dimensiunea socială a comunicării instituționale

Fără a situa demersul întreprins sub auspiciile orientării sociologice din lingvistică, dar, pe de altă parte, având în vedere aspectul social al limbajului, considerăm comunicarea instituțională ca fiind alcătuită din două componente, una de conținut și una de relație. Din această perspectivă, analiza lingvistică a actului de vorbire al Instituției presupune investigarea limbajului și a practicilor de semnificare sau comunicare ca practici sociale.

Suciu Lavinia - Universitatea ‘Politehnica’ din Timisoara

Principii ale comunicării reflectate în discursul instituțional

Activitatea de decodare pe care o presupune mesajul Instituției constă în emiterea unor ipoteze raportate atât la conținutul său explicit, dar mai ales la cel implicit. Dintre aceste ipoteze se va disocia aceea adecvată pe baza regulilor de organizare discursivă. În acest sens, cunoașterea și aplicarea principiilor comunicării se dovedește a fi imperativă în interpretarea acestui tip de discurs, al cărui caracter inferențial funcționează în vederea „seducției” interlocutorului.

Suciu Lavinia - Universitatea ‘Politehnica’ din Timisoara

Rolul figurilor retorice în discursul instituțional

Situația conflictuală din domeniul economic impune Instituției emiterea unui enunț autoreferențial axat pe evidențierea unei activități deosebite. Justificarea discursului instituțional se regăsește în necesitatea Instituției de a-și preciza utilitatea și eficiența activității desfășurate. Scopul fiind de a convinge publicul de capacitățile sale, Instituția pune în joc, în calitate de locutor, o întreagă paletă de argumente. Reținem, astfel, valoarea argumentativă a figurilor retorice, care funcționează în discursul instituțional în scopul persuadării auditorului.

Todi Aida - Universitatea ‘Ovidius’ din Constanta

Sincronie și diacronie in terminologia maritima romaneasca

In aceasta comunicare ne-am indreptat atentia asupra unei zone mai putin studiate a limbajelor profesionale – lexicul maritim. Pornind de la datele si informatiile furnizate de lucrarile lexicografice elaborate pana in prezent (EMR, CDDE, DLR, DEX, DLRLC, DLRM), precum si de textele romanesti (incepand cu primele scrieri in limba romana), articolul de fata propune o incursiune in evolutia terminologiei noastre legate de navigatie si marinarit. In clasificarea acestui lexic am avut in vedere mai multe *criterii*, in mod special pe cele *etimologic, morfologic* si *semantic*.

Ni s-a parut firesc si util sa insistam asupra aspectelor *terminologiei maritime actuale*, precum si asupra inregistrarii respectivelor cuvinte in *dictionarele mai noi* (generale, de specialitate si / sau bilingve). Am urmarit, de asemeni, in ce masura imbogatirea rapida a lexicului romanesc din ultimele decenii se manifesta si in acest domeniu.

Vintila Sorin - Universitatea "Tibiscus" Timisoara

Analiza componentiala si conotativa a conceptului drum în limbile romana si rusa

Analiza semantica a acestor lexeme, nume de cai de comunicatie, releva multimea si varietatea semnelor distinctive din care sunt compuse si care fac parte din cateva sisteme semice eterogene. Ramane de analizat in ce masura se apropie, ori se deosebesc, sistemele respective in cele doua limbi, romana si rusa. Oricum, in ambele cazuri a actionat o tendinta de simplificare, realizata printr-o economie de mijloace, ceea ce denota o saracire a conceptului "drum". In acelasi timp insa, trebuie remarcata si tendinta contrara, de imbogatire, prin imprumuturi, prin deplasari semantice, ceea ce subliniaza complexitatea conceptului analizat.

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