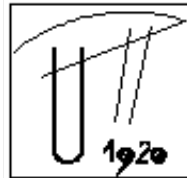


POLITEHNICA UNIVERSITY OF TIMISOARA



DEPARTMENT OF COMMUNICATION AND
FOREIGN LANGUAGES

**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

**INTERNATIONAL CONFERENCE
4TH EDITION**

29 – 30 September 2005
TIMIȘOARA, ROMÂNIA

CONFERENCE PROGRAMME

VENUE

Regional Business Centre, Timisoara - Centru Regional de Afaceri Timisoara
B-dul Eroilor de la Tisa 22, Timisoara 300575
tel: +40 -256-219173 www.cciat.ro

September 29, 2005

08.30 - 09.30	Registration
09.30 - 10.00	Official Opening
10.00 - 10.30	Coffee break and registration
10.30 - 12.30	Paper Presentations
12.30 - 14.00	Lunch Break
14.00 - 16.00	Paper Presentations
18.00	Cocktail

September 30, 2005

09.00 - 11.00	Paper Presentations
11.00 - 11.30	Coffee Break
11.30 - 13.30	Paper Presentations
13.30	Closing Session

Organised by

The Department of Communication and Foreign Languages
Politehnica University of Timisoara

With the support of

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The Department of Communication and Foreign Languages,
Politehnica University of Timisoara

Macmillan Romania

29 September 2005

Professional Communication	Linguistics and Communication	Translation Studies	Translation Studies
Time: 10.30 – 12.30 Moderator: Ionel Narita	Time: 10.30 – 12.30 Moderator: Judith Moise	Time: 10.30 – 12.30 Moderator: Carmen – Stefania Stoean	Time: 10.30 – 12.30 Moderator: Rodica Superceanu
Valeria Nistor - Limbajele Specializate – Raportul dintre semantic si sintactic	Vincent Tao-hsun Chang - Figures of Speech in Persuasive Communication: An Advertising Discourse Perspective	Letitia Costea - Variations sur un thème de Fred Forest, L'esthétique de la communication	Alami Manizheh - Interpersonality Indices: Loss of Meaning in Subtitling
Ionel Narita - Sintaxa logică a limbajului	Brândușa Prepeliță-Răileanu - Secondary Predication Constructions in English and French	Luciana Penteliuc – Cotosman - Aspects typologiques des problèmes de traduction	Hortensia Parlog - Old Hand, Dead Hand
Mironica Corici - Strategii eficiente de comunicare instituțională	Judith Moise - On Eponyms	Maria Țenchea - Constructions détachées vs constructions liées dans l'opération traduisante	Diana Ana-Elena Popa - Meaning Construal and the Functionalist Approach to Translations
Adriana Ritt - Cum comunicăm știința?	Octavian Coste - Light Verb Constructions in English and Romanian	Patricia Kerres - La traduction dans l'audiovisuel (<i>workshop</i>)	Dana Elena Comisu - Translation – with or without?
Ruxanda Literat - Comunicarea – teritoriu al capitalizării relației	Delia Tanase - News Syntax		Matiu Ovidiu – Translation and Culture – The Gestalt Principle in Translation
Simona Constantinovici - Comunicarea ideală: locvacitate sau brevilocvență?	Voichita Alexandra Ghenghea - Aspects of Corporate Identity in Technical Documentation		Georgina Gabor - The Ideology of Translation: A closer look at intercultural artefacts
			Maria Camelia Dicu - Using L1 for translating technical texts in ESP classes

29 September 2005

Linguistics and Communication	Linguistics and Communication	Translation Studies	Interpreting and Translation Studies
Time: 14.00 -16.00 Moderator: Maria Andrei	Time: 14.00 -16.00 Moderator: Camelia Petrescu	Time: 14.00 -16.00 Moderator: Maria Tenchea	Time: 14.00 -16.00 Moderator: Hortensia Pârlog
Daniel Dejica - Eficientizarea structurii informației și coerenței în secțiunea Obiectivul proiectului din cadrul genului Propunere de proiect	Sanda Cristea - Functional Aspects of Advertising	Constantin Paun - Pour une meilleure acquisition de la compétence de communication spécialisée en langue étrangère	Camelia Petrescu - The Interpreter as a Speaker's Trainer
Rodica Superceanu - Caracteristici pragmatice ale raportului din administratia publica	Irina Diana Madroane - Visual Communication in the Romanian Press: a Case Study	Constantin Ioan Mladin - Pour une systématique contrastive (roumain - français) du remerciement. Quelques notes pragmatiques et sociolinguistiques	Raluca Ioana Furnea - Note Taking Techniques for Consecutive Interpreting
Marcela Fărcașiu - Adresa externă în comunicarea administrativă: coordonate pragmatice	Sorin Ciutacu - It Runs in the Family. English and European Terminology Revisited	Coculescu Mariana-Steluta - Coopération et polémique dans la confrontation pour les présidentielles	Andreea Vertes-Olteanu - Translating the legal discourse - common mistakes
Maria Andrei - Antroponimele în mass-media românească	Mirela Ciutacu - The Political Discourse of Pressure Groups in UK	Carmen - Stefania Stoean - Valeurs temporelles et/ou modales des formes verbales dans le discours théorique écrit	Mihaela Cozma - Expectancy Norms for the Translation of the EU Legislation
Mariana Pitar - Text injectiv sau text procedural?	Annamaria Kilyeni - Standard English and Acceptability	Marion Cohen-Vida - Reformulation et transcodage dans le discours scientifique	István Lengyel, Gábor Ugray - A comparative analysis of lexical consistency in LSP texts translated individually and in teams (<i>workshop</i>)
Nadia Obrocea - "Comunicarea " cultică	Monica Sim - Englishes Around the World	Daciana Vlad - Quand interroger, c'est contester	

30 September 2005

Professional Communication	Linguistics and Communication	Linguistics and Communication	Translation Studies
Time: 09.00 – 11.00 Moderator: Adriana Ritt	Time: 09.00 – 11.00 Moderator: Dorina Chis	Time: 09.00 – 11.00 Moderator: Peter Bagoly	Time: 09.00 – 11.00 Moderator: Mihaela Pasat
Monica Bacescu - The Importance of Intercultural Knowledge for the Future	Maria Alexe - Aspecte ale folosirii simbolurilor specifice sărbătorilor în definirea retoricii discursului publicitar.	Harald Patrick Lavrits - Internationalismen im gegenwaertigen Wirtschaftsdeutsch	Antonia Cristinoi-Bursuc - Traduire l'imaginaire. Equivalence sémantique et mutation des images dans la traduction de textes poétiques
Dieter-Dumitru Penteliuc-Cotosman - New Media's influence on how the visual Corporate Culture is represented, communicated and perceived	Lavinia Suciuc - Comunicare și metacomunicare în discursul instituțional de tip semnătură	Mareike Schellenberg - Kommunikation im beruflichen Kontext	Sorina Serbanescu - Difficultés d'équivalence dans la traduction des termes de français des affaires
Luiza Caraivan - Advertisements and branding the body	Nicoleta Gabor - Funcția analizei sistemelor în managementul crizei	Angelika Ionas - Medien und ihr didaktischer Aspekt	Georgiana Lungu Badea - Dès idiosyncrasies du traducteur au choix des équivalences
Olga Balanescu - Morality in Advertising	Dorina Chis - Terminologie și sociolingvistică	Karla Lupșan - Zu den Ellipsen in der deutschen und rumänischen SMS-Kommunikation	Mihaela Pasat - Mondialisation et traduction
Magdalena Roibu - Rhythm and "bulz"	Gabriela Moraru - Polisemia cuvântului „foc”, analiză semiotică și antropoculturală	Maria Dana Grosseck - Die Interkulturalität der Werbung	Corina Barna - Difficultés concernant les traductions entre le français et le roumain dans le domaine de l'hippologie
Mariusy Wolansky - The Interdependencies and Influences Between Communication and Public Relations	Daniel Sorin Vintilă - Aspecte ale bilingvismului in Banat	Anca Mihaela Cartis - Die thematische Analyse von Texten	

30 September 2005

Linguistics and Communication	Linguistics and Communication	Translation Studies
Time: 11.30 – 13.30 Moderator: Doina Irina Simion	Time: 11.30 – 13.30 Moderator: Rodica Superceanu	Time: 11.30 – 13.30 Moderator: Angelika Ionas
Andreea Gheorghiu - Les défis de la formation à l'Europe dans les facultés de langues étrangères	Ioana-Ruxandra Dascalu - Directions of study in the philosophy of language	Olga Sudareva - Terminologieausbildung – ein integrierender Bestandteil bei der Fachausbildung von Übersetzern/ Dolmetschern
Céline Mollaert - Les relations publiques face au cadre européen commun de référence	Dana Percec - Is Dramatic Dialogue a Real Conversation?	Peter Bagoly - Deutschsprachige geographische Fachartikel. Eine Analyse der Zeitschrift Studia Universitatis Babes-Bolyai, seria Geographia
Doina Irina Simion - Certificatul <i>EURO LABEL</i> și programele UE de competență lingvistică (<i>workshop</i>)	Sonia Munteanu – Mindreading and Language Acquisition	Andrea Rita Severeanu- Besonderheiten der deutschen juristischen Fachsprache und Übersetzungsschwierigkeiten veranschaulicht anhand von Übersetzungsbeispielen aus dem deutschen Grundgesetz und der rumänischen Verfassung
	Magda Mara Maftei - Textbook Writing as Professional Communication	Violina Andreeva - Die Frage der Äquivalenz im Lichte der Übersetzungen von EU-Rechtsakten
	Aba-Carina Parlog - Triggers of Inefficient Communication in Public Relations	Claudia Icobescu - Ergebnisse empirischer Analysen des Übersetzungsprozesses
	Anamaria Mirabela Pop - Business English Communication	Felicia - Raluca Silion - Politische Sprache – theoretische Überlegungen

ABSTRACTS



PAPERS IN ENGLISH



Monica Băcescu – *The Importance of Intercultural Knowledge for the Future*

While the field of intercultural communication is not free from its own problems and pitfalls, it does have tremendous potential for helping to solve human problems. Everything we do across national and cultural borders, or within diverse societies, needs to take cultural differences into account. Intercultural specialists are beginning to move into strategic decision making and marketing in large companies: the perception of companies, products, and marketing approaches can differ tremendously across cultures. A wide variety of management strategies, such as recruiting procedures, need to be adapted when operating in a different country.

Olga Bălănescu - *Morality in Advertising*

My paper is focused on the Romanian present day printed ads (newspapers, magazines) as I thought it easier to exemplify the theoretical part. I've found several categories of ads in point of the persuasive strategies and in building up the ads. Advertising has to attract attention somehow in order to penetrate the divided interests of the audience. There are too many commercial stimuli fighting for attention and most are ignored. So, ads have to find ways of breaking through the noise. I intended to see whether it disregards morality or not in doing it (according to the law in use).

Luiza Caravan - *Advertisements and Branding the Body*

The paper will analyse the transformations of the human body in advertisements connecting them with the concept of 'brand' and 'branding'. Another problem discussed in the paper will be the part played by nonverbal communication in changing the modality modern society used to consider the body and in giving new meanings to the idea of 'branding'.

Vincent Tao-hsun Chang - *Figures of Speech in Persuasive Communication: An Advertising Discourse Perspective*

This paper aims to propose a pragmatic study and a critical analysis of Eslite's print advertisements. The rhetorical strategies of repetition and parallelism of metaphor and names of person (artist/writer/celebrity), place, literature, and brand names, from both Western and Eastern cultures, are creatively crafted and widely employed within the captions to attract the audience's more attention, to initiate cognitive poetic effects and advertising literariness, to perform diverse communicative functions thereafter, and to convey the significant ideologies, viz. intellectualism, elitism, nostalgia, friends' rapport, feminine awakening, humanistic concern, and those current lifestyles of petits bourgeois in urban contexts. Placing quite little emphasis on the target commodity iX books, they encourage an imaginative audience to spell out a variety of weak implicatures along these lines and reach the 'optimal relevance' (Sperber & Wilson 1986/1995), fairly invisibly persuading her to recognise the prominent inter-/cultural values and furthermore construct the identity of cultural pluralism. Also they help shorten the social distance and shape Eslite's corporate image as a cultural landmark. This functional linguistic study reveals that the selling motive could well be melted and/or hidden through such a communicative strategy and stylistic pattern due to its implicitness, indirectness and vagueness. The dialogic relations between form and function in advertising discourse reflect the interaction and dynamics of communicator and audience, and thus keeping the dialectical relationship between sociocultural structures and social practice/discourse (Fairclough 1995).

Mirela Ciutacu - *The Political Discourse of Pressure Groups in UK*

The paper analyses some of the issues at stake in Great Britain and the strategies developed by sundry pressure groups in order to reach their political goals.

Sorin Ciutacu - *It Runs in the Family. English and European Terminology Revisited*

English and the other European languages (especially the Germanic and Romance languages) tend to evince "un air de famille". The paper sets out to draw the lines along which recognisable Latin and Greek neologisms take up their place in the data-bases and along which derivational patterns of term morphology (calques or loan-translations) reveal the same "software instructions" drawing upon Latin and Greek paragons. These languages are thus becoming more and more European.

Dana Comisu - *Translation – with or without?*

The importance of translations from and into the students' mother tongue in the process of acquiring a foreign language – a diachronic approach: modern and postmodern approaches. After decades of emphasis on translation, the communicative approach challenged the very idea of using translation as a method of teaching-learning a foreign language. This workshop is designed in order to prove that translations, as means of acquiring a foreign language, are of paramount importance in the current learning process.

Octavian Coste - *Light Verb Constructions in English and Romanian*

Light verb constructions are made up of a semantically vague main verb - in English, generally, *make, do, give, have* and *take*; in Romanian, *face, da, avea*; the nominal complement is headed by an action noun, which is the true predicate on events (e.g.: *claim, walk, suggestion; cerere, sfat, discutie*); the constructions where the definite article accompanies the noun will not be taken into account. There is, generally, a rough paraphrase relation between the light verb construction and the simple verb corresponding to the nominal head. The paper analyses the characteristics and behaviour of light verb constructions in English and Romanian, pointing out certain instances of (dis)similarity.

Mihaela Cozma - *Expectancy Norms for the Translation of the EU Legislation*

The paper starts from the idea that the target text reflects the norms followed by the text producer and, consequently, these norms can be analyzed and described. Moreover, by gathering evidence of how the norms have led to the production of successful texts, we can consider them as models for future translations in a particular culture. The paper will discuss the relevance that the study of the expectancy norms reflected by the Romanian variant of the EU documents might have for other Romanian translators of this type of text.

Sanda Cristea - *Functional Aspects of Advertising*

The aim of our paper is to illustrate what linguistic means are employed by copywriters in order to persuade, inform, entertain the consumer.

Ioana Dascălu - *Directions of study in the philosophy of language (Anthology of texts for students)*

The philosophical conceptions regarding human language are a priority in the contemporary exegesis; making a selection of philosophical works from Antiquity (preplatonic, platonic and aristotelic texts) to St. Augustine and to modern times: to Frege, Wittgenstein or contemporary authors as Bahtin, Gadamer and Derrida, the present project proposes itself to familiarize students with the main trends in the philosophy of language: at the beginning, words were a transcendental reality, of religious essence in the Indian mysticism; later, in the greek philosophy the concept of persuasion means magic and fascination; with a double essence, both of truth and false; in the christian tradition occurs the semiotic interpretation of the theology of "Logos"; modern and contemporary theories propose a paradigmatic decentralization of the speaking subject, language becoming a social and political entity.

Maria Dicu - *Using L1 for translating technical texts in ESP classes*

This paper presents the importance of using L1 in English classes generally and specifically in ESP classes. My personal experience as a learner and teacher of English as a foreign language has shown me that moderate and judicious use of the mother tongue can aid and facilitate the learning and teaching of the target language. In English for Specific Purpose this can facilitate a better understanding of the text and an easier achievement of the English specific terms corresponding to the Romanian Technical ones.

Raluca Furnea - *Note Taking Techniques for Consecutive Interpreting*

It is known that at present the interpreter plays an important role in cross-cultural communication. Though simultaneous interpreting is often preferred, certain events and high level meetings require consecutive interpretation that is, the re-expression of the speech after having been delivered by the speaker. How does the interpreter manage to convey the message in an appropriate style and without omitting anything? With the help of his notes! But how does he know what to note and in what form? Knowing a few note taking techniques is essential in defining an individual note taking style.

Georgina Gabor - *The Ideology of Translation: A closer look at intercultural artefacts*

This study examines the rhetoric that guides the production of knowledge at the intersection of two or more cultures. The argument states that knowledge production occurs as an effect of strategic encounters between self and other, viewed as sites of rhetorical action aimed at the demystification of their 'impossible exchange'. The visible display of such intercultural dynamics resides in textual artefacts. Their power-based functionality is being made overt through a closer examination of translation processes. A new perspective on the purposes and scope of translation processes is being suggested, while its implications for the general study of intercultural communication are being explored.

Voichița Ghenghea - *Aspects of Corporate Identity in Technical Documentation*

Corporate Identity represents an issue which tends to become more striking in nowadays Technical Documentation. Some specialists share the opinion that the latter is a "support" of the corporate image. The effectiveness of discourse, for instance, in user manuals for electrical household is crucial and has to be considered in terms of the usefulness of the instructions proper. Technical documentation as a constitutive part of a product or service has to cope with the same high quality requirements and is thus going to become more and more standardized. However, irrespective of the existing standards on a European scale, there is still some room left for "personalization" that is for introducing special aspects of Corporate Identity into the discourse of user manuals. In the present paper we shall try to illustrate our assumptions by analyzing thoroughly a few examples of German and Romanian user manuals.

Annamaria Kilyeni - *Standard English and Acceptability*

This paper aims to explain the concept of a standard of a language and to illustrate to what extent the adjectives *good*, *correct* and *standard* mean the same thing when applied to the noun *English*. The fact that there are no easy answers to questions like "who has the right to decide what should be included in the standard and what not, and on what grounds (beauty, effectiveness, clarity, etc. ?), "why is form X seen as unacceptable or incorrect?" shows that the forms of the standard, what is included in it or excluded from it, are above all matters of social negotiation.

István Lengyel, Gábor Ugray - *A comparative analysis of lexical consistency in LSP texts translated individually and in teams*

Although several authors identify consistency as one of the key factors that contribute to quality, only a few have actually conducted empirical research into this field. Today's translation scenario of long texts, short deadlines, advanced communication technology implies that such texts are usually not translated by a single person but by a translation team, and team translations are especially prone to inconsistency because translators may differ in style and the use of lexis,

they can have a different understanding of the text, and as there is no collective memory, they cannot always recognize that a lexical element has occurred before.

In this paper, we take a very basic approach to analysing lexical consistency, which is limited to the analysis of lexical repetitions. After syntax-specific lemmatisation, we first identify a restricted set of lexical repetitions in source texts (those that can be analysed simply, i.e. single-token repetitions, multiword expressions, and simple collocations where a single-token or multiword noun and a verb appear together), and examine whether they are also repeated in translation.

We introduce $\frac{\text{SL and TL repeated lexical elements}}{\text{SL repeated lexical elements}}$ as a measure of consistency for general

texts, which we further refine using word-frequency lists, filtering out general language words, to get a measure more relevant to LSP texts.

It is suggested that there is a significant difference in the consistency of texts translated individually, texts translated in teams without any briefing/without common terminology and texts prepared for team translation. In the paper, we examine texts translated in different ways. All the texts analysed are translated without the use of translation memories, because translation memories usually improve consistency of team translations.

Diana Madroane - *Visual Communication in the Romanian Press: a Case Study*

The paper analyses visual devices used by the Romanian weekly publication, 'Catavencu,' for the purpose of amusing, persuading, and even manipulating readers. The analysis is carried out from the perspective of Halliday's metafunctions of language, which have been adapted to visual communication.

Magda Maftai - *Textbook Writing as Professional Communication*

In this post-post-modern century, the text has become more real than ever, turned out to be extremely lively; the text is a continuous dialogue between fiction – non-fiction – everyday life. The text is not a construct any longer; it overtook the notion of the *double image* from literature and forced this to get an artificial shape, which was then copied in the concept of textbook. What we nowadays call *textbook writing* has its own history, based on the relation between writer-reader-author. Textbook writing is both science and literature, involving a more stimulating participation of the reader in the scheme that s/he creates for himself/herself than in any other different kinds of fiction or imaginative debates, but both taken very close to what we identify as Reality. What I try to demonstrate in this paper is that textbook is an artificial processing of different slices of Reality. Nowadays, because of the forced process of globalisation, there is even an internationalisation of vocabularies and concepts, teaching methods, skills and practices. Textbook is just a prolongation of fiction, and I shall try to prove that everything that gets printed receives its own existence, strictly dependent on social and political backgrounds; textbook is almost a form of literature in the 21-th century.

Alami Manizheh - *Interpersonality Indices: Loss of Meaning in Subtitling*

Translation as a communicative process is always said to be associated with various aspects of meaning loss or gain. Subtitling, in which the spoken sound track of a movie is represented in written mode, due to some factors such as censorship imposed by political system upon it, the differences between spoken and written languages, the differences between source and target languages, losing many aspects of interpersonal communication such as gesture, facial expressions, kinetics, phonological features, etc is believed to be obvious case of this loss or gain. In fact interpersonal meaning is amongst one of the most significant aspects of meaning sacrificed in subtitling (Hatim & Mason 1997). The purpose of present study is to investigate the nature of this meaning loss, i.e. to find out how and why interpersonal dimension of intended message is affected in subtitling process. For this purpose, the interpersonal indices including modals, tag-questions, verb1+ to + verb2 sequences, Pre-that + verb and pronouns of address were identified carefully and then our data, i.e. a movie named "Gone with the Wind" was examined to determine the effect of subtitling on interpersonal dimension of the intended message. The result showed that in many cases these indices have been neglected deliberately in the subtitling process.

Ovidiu Matiu - *Translation and Culture – The Gestalt principle in translation*

The present-day socio-political and cultural environment offer the individual of the 21st century a new perspective on the concepts which used to be given straightforward definitions in the past. The present paper is making an attempt to prove that the fundamental formula of Gestalt theory may be perfectly applied to the processes translation involves, as these processes are first and foremost intellectual. What a Gestalt theory of translation would propose is a new type of translator for a new world, a bi-, aiming to become a multi-lingual translator performing a bi-cultural, moving ideally towards a multi-cultural activity.

Iudith Moise - *On Eponyms*

Everybody knows that eponyms are common nouns derived from proper ones. They belong to a special segment of our daily used vocabulary and some of them still remind us of the people or the places who were well-known some time in the past and have remained so up to this days even if not everybody knows where this words come from. In this paper we have tried to analyze some of the most frequently used eponyms we have identified in various dictionaries and show their origin, which in most cases is no longer remembered.

Sonia Munteanu - *Mind-Reading and Task Solving In Language Learning*

This paper will discuss the concept of mind-reading, a cognitive ability of utmost importance involved in the pragmatic processes of utterance interpretation, in relation with task solving. Several types of tasks are analysed in an attempt to show where the ability of mind-reading contributes and supports their solving and furthers the foreign language learning process.

Aba Carina Pârlog - *Triggers of Inefficient Communication in Public Relations*

Abstract: The paper focuses on the importance of right appearance and proper language in public relations. The flaws in looks, clothes, posture, attitude together with the wrong tone of voice and unfortunate choice of words may trigger unsuccessful communication, thus driving possible clients away.

Hortensia Pârlog - *Old hand, dead hand*

Words hardly ever occur on their own, because they can hardly mean anything on their own. The verbal contexts in which words appear influence or sometimes clarify their semantic value; it is because of contextual factors that a word may have more than one meaning. Therefore, the analysis above word level is extremely important. An analysis of translational decisions may also prove to be a valuable source of information in establishing the semantics of a lexical item. The above statements are illustrated by discussing the semantics of *hand*. The word occurs in a great number of structures in both English and Romanian, of which several will be analysed.

Dieter Dumitru Penteliuc Cotosman - *New Media's influence on how the visual Corporate Culture is represented, communicated and perceived*

Most of the *Corporate Culture Programmes* that we, in our daily life, have the chance to interact with is build, in rough lines, on similar structures of principles: recognizable *meaning* within a rhetorical message, expressing a certain *quality* — usually related to the well known triad "Good-Truth-Beauty" —, and *substance*. This last comprised element expresses, in a visual and verbal synthesis, both the essence of what a company is and what it aspires to be. Every public contact represents an « impression ». From letterhead to signage, from TV and Web advertising to packaging, to how a phone is answered —, all are media; all have the capacity to affect how a company is perceived.

Dana Percec - *Is Dramatic Dialogue a Real Conversation?*

Many literary critics as well as linguists agree that drama is the literary genre closest to 'real' conversation. However, the differences are quite numerous, starting with the presence, in the case of drama, of an extra addressee – the audience – absent in most (if not all) naturally occurring dialogues. The paper discusses a set of similarities and differences between dramatic

dialogue and real conversational circumstances, focusing in particular on such notions as register, turn-taking, speech acts and felicity conditions, politeness or power relations. The examples of dramatic dialogue are basically extracted from plays by William Shakespeare and G.B. Shaw.

Camelia Petrescu - *The Interpreter as a Speaker's Trainer*

The idea that speakers at international meetings should be made aware of the interpretation job requirements in order to assume more responsibility for the success of an interpreting performance is increasingly favoured by pragmatic approaches to interpretation. It is the interpreter's charge to train speakers to facilitate interpretation. How / when / to what extent / under what circumstances can this be done? - are questions we try to answer here.

Anamaria Pop - *Business English Communication*

The ability to communicate effectively is essential for success. Academic achievement, getting a job, keeping it, even the satisfaction we find in our work and leisure lives, all depend on successful communication. Effective communicators have many tools at their disposal when they want to get across a message. Whether writing or speaking, they know how to put together the words that will convey their meaning. We may never completely overcome linguistic and cultural barriers, but we can communicate effectively with people from other cultures if we work at it. The best way to prepare yourself to do business with people from another culture is to study their culture in advance.

Diana Elena Popa - *Meaning Construal and the Functionalist Approach to Translations*

The centrality of paradigmatic relations, semantics, pragmatics and context within the Functionalist theory makes it a feasible approach to the process of meaning construal in translations. The present paper will thus mainly focus on the semantic complexity of language in translation as it is rendered by the three Functionalist metafunctions: the Experiential, the Interpersonal and the Textual, which deal, in turn, with meanings relating to how we represent experience, meanings to do with the relationship between the interlocutors and, finally, meanings relating to our organization of texts – all at the same time.

Brandușa Prepelită Răileanu - *Secondary Predication Constructions in English and French*

French Secondary predication constructions are discussed, as well as their connections with the English ones. Some lists of causative and argument Small Clauses are provided, as well as some instances of Small Clauses-taking verbs.

Magdalena Roibu - *Rhythm and "bulz"*

My paper aims at examining the role of the woman in the modern society, with special focus on the woman-lawyer facet. Recent European studies have revealed a weak representation of women in decision-making professions, whether these belong to the legal/political or to the economic/administrative field. In a truly modern, non-biased Europe, women-lawyers prove one of the exceptions to a rule still governed by prejudice, namely that "there is no room for her at the Inn)". Or that she'd better cook up the "bulz", look after the family and forget about the rhythm and energy of the professional cocktail.

Monica Sim - *Englises Around the World*

Many who teach business communication observe gradual changes in Standard English. As the third millennium begins, new factors influence Standard English: work environments are becoming more richly intercultural, international business is using English increasingly as a global language of business. But what is Standard English, and what is the place of Standard English in teaching business communication in contexts that are more and more international? How, as teachers, do we make our peace with the multiple, competing standards and values affecting what is "acceptable English"? These are some of the aspects approached in this paper.

Delia Tănase - *News Syntax*

The paper analyses syntactic features of news discourse and looks into ways newswriters employ syntactic means for persuasive purposes.

Andreea Vertes Olteanu - *Translating the legal discourse – common mistakes*

The law is a profession of words. Therefore, the use of language is crucial to any legal system because lawmakers typically use language to make law, and courts typically use language to state their grounds of decision. The translation of a legal text is as important as the original. And yet, mistakes do occur. This paper analyzes the Romanian translation of the brochure on commercial arbitration: "Rules of Arbitration", translation that abounds in both grammar and vocabulary errors as well as in stylistic mistakes.

Mariusz Wolanski - *The Interdependencies and Influences between Communication and Public Relations*

The paper deals with communication and public relations in perspective of the interdependences and influences occurring between them. Although both sections exist as separate fields of human life, the aim of the paper is to demonstrate a close connection between these two domains. Public relations is not only the activity that serves positive creation of self-image and building the bonds with environment. Public relations is always based on communication. However, at this point, it does not concern simple information (one-side communication) in order to gain publicity, but a certain complex process containing the exchange of ideas, thoughts, needs and feelings (two-side communication). The analysis of public relations in the context of communication indicates that it can be considered as systematised communication or strategic management of communication.



PAPERS IN FRENCH



Corina Barna - *Difficultés concernant les traductions entre le français et le roumain dans le domaine de l'hippologie*

Dans le langage scientifique français du domaine vétérinaire, les lexiques spécifiques à chaque espèce du monde animal ont des différences, concernant les parties du corps, les petits, les maladies spécifiques et d'autres aspects, au cadre de la même langue et, en contraste, entre le roumain et le français. Le but de cet ouvrage est de révéler quelques aspects concernant des difficultés des traductions entre le français et le roumain dans le domaine de l'hippologie. Le cheval représente un des sujets favoris des textes scientifiques du domaine vétérinaire, ainsi que son champ sémantique est fort développé.

Steluța Coculescu - *Coopération et polémique dans la confrontation pour les présidentielles*

Dans la campagne électorale pour les présidentielles, le débat et le face-à-face constituent des événements qui captent l'intérêt de toute la société. Nous nous proposons d'étudier les stratégies discursives des deux candidats qui se sont confrontés dans l'émission télévisuelle du 8 décembre 2004. Nous allons montrer tout d'abord quelles sont les contraintes de format imposées par l'instance télévisuelle, ensuite quelles sont les stratégies coopératives, de manifestation de l'accord et/ou du désaccord des candidats, pour montrer à la fin comment la polémique, manifestation verbale du désaccord, est à la base de la confrontation en face-à-face.

Marion Cohen - *Reformulation et transcodage dans le discours scientifique*

La *reformulation* qui opère sur le discours des documents scientifiques se définit mieux si on l'oppose à la *reformulation* du discours du texte littéraire. Le document scientifique est reformulable sauf le noyau conceptuel premier, tandis que le texte littéraire n'est jamais reformulable sauf à devenir autre. Le discours de la science comme celui de la littérature se constitue d'un double mouvement de mise en cause et en question du flou notionnel, domaine de la doxa, selon deux voies : la monosémisation pour le document scientifique, la polysémisation pour le texte littéraire.

Letitia Costea - Variations sur un thème de Fred Forest, L'esthétique de la communication

Notre intervention porte sur la mise en relief des éléments esthétiques présents dans la communication quotidienne et professionnelle, ainsi que sur la nécessité de retrouver et de renforcer ces éléments importants pour le bon fonctionnement de la relation de communication. C'est un peu l'inverse de ce que Fred Forest propose dans ses études sur les arts et les moyens de communication.

Antonia Cristinoi Bursuc - Aspects typologiques des problèmes de traduction

Les développements récents des outils d'aide à la traduction et des traducteurs automatiques exposent le linguiste - traducteur à de nouveaux problèmes, liés à la rencontre des contraintes du traitement automatique et des contraintes linguistiques. Il convient notamment de prendre en compte les ressemblances mais aussi les différences entre les langues en termes de marques morphosyntaxiques afin de permettre une formalisation servant de base à l'élaboration de logiciels de traduction automatique. Je défendrai une approche typologique de la traduction, axée sur une analyse des indices morphosyntaxiques de genre et de nombre en français, anglais et roumain, permettant de dresser un inventaire des problèmes de traduction générés par la présence/absence de marques, inventaire qui servirait à l'amélioration d'outils de traduction utilisant les langues mentionnées.

Andreea Gheorghiu - Les défis de la formation à l'Europe dans les facultés de langues étrangères

L'adhésion de la Roumanie à l'UE signifie, entre autres, des carrières européennes pour les diplômés des facultés de langues de chez nous. En nous appuyant sur la définition du profil du candidat et les types d'épreuves de sélection (documents EPSO), nous allons nous pencher sur des questions relevant de la formation universitaire en langues étrangères : contenus indispensables à fournir, démarches à privilégier, compétences à approfondir.

Patricia Kerres - La traduction dans l'audiovisuel

A l'ère de l'informatique, des prouesses technologiques et de l'Internet, après l'élargissement de l'Europe et une augmentation rapide des contacts interculturels, à l'ère aussi de la découverte des films de toutes les nations par le biais du DVD, un institut ou une faculté chargés de former de futurs traducteurs et interprètes se doivent de prendre en considération un aspect de la traduction dont l'essor a été explosif ces dernières années: le sous-titrage uni-, bi- ou multilingue d'un document source jusque là inaccessible. S'il est vrai que le sous-titrage est, à côté du doublage, une des possibilités de traduire un document vidéo, il consiste en une technique sans doute proche de la traduction, mais également très différente. Le tableau de ses limites et de ses possibilités sera brièvement retracé dans le cadre de cet exposé.

Georgiana Lungu Badea - Dès idiosyncrasies du traducteur au choix des équivalences

La notion d'*équivalence* caractérise le rapport qui s'instaure lors de la traduction (=processus) entre le texte source et le texte cible et qui rend compte des variations (*translation shifts*) qui éloignent la traduction (=résultat) de son texte d'origine. Conformément aux règles et aux prescriptions traditionnelles, les traducteurs devraient reproduire correctement le sens de l'original et arriver tous au même résultat. Les chances d'obtenir des traductions identiques sont très faibles ; cependant, il est fort possible d'obtenir des effets similaires ou des fonctions analogues, parce qu'en traduction l'*équivalence* se situe sur le plan du discours.

Constantin Mladin - Pour une systématique contrastive (roumain - français) du remerciement. Quelques notes pragmatiques et sociolinguistiques

Fondée sur l'observation empirique d'échanges réellement attestés, cette approche contrastive

présente le fonctionnement des formules de remerciement en roumain et en français. L'auteur se propose pour but d'enregistrer les comportements langagiers liés à ce sujet dans les deux langues. L'intérêt de la recherche se porte sur les similitudes (dus aux universaux communicatifs) et sur les différences (d'origine culturelle) des ces stéréotypes rituels à valeur relationnelle et interactionnelle que représentent les formules de remerciements.

Celine Mollaert - *Les relations publiques face au cadre européen commun de référence*

Dans le contexte général de l'harmonisation internationale des niveaux de langues, cet article propose de se pencher sur l'application du cadre européen commun de référence au domaine des études de relations publiques. "Quel niveau de langue étrangère les professionnels de ce secteur doivent-ils maîtriser pour l'exercice de leur profession ?" sera la première question à nous poser. Sa réponse devrait nous permettre de déterminer comment harmoniser les programmes de cours pour que celui-ci soit atteint par les étudiants. Nous pourrions alors essayer de cerner les compétences à développer, en particulier, pour atteindre cet objectif. Une réflexion sur le niveau minimum acceptable à l'entrée des études pourrait alors découler logiquement de cette analyse.

Mihaela Pasat - *Mondialisation et traduction*

Quelle langue pour tel propos ? Comment percevoir la langue de l'AUTRE ? Entre l'accueil inconditionné, l'accueil à la rencontre et l'accueil à ... l'encontre, où poser sa tête ? Et où reposer sa/la langue ? Qu'est-ce qu'on va perdre ? Qu'est-ce qu'on va gagner ? Et, surtout, à quel prix ? Voilà seulement quelques unes, triées au volet, des GRANDES questions auxquelles la traduction (perdante ?, récupérante ?, inventive ?, subversive ?, (trop) audacieuse ?) va se heurter. Nous nous évertuerons, dans cette étude, à mettre en exergue l'avenir de la traduction, entre la compétence d'une pensée intuitive et la performance d'une parole compétitive, soutenues par le trame pragmatolinguistique, distordues par la communication interculturelle.

Constantin Păun - *Pour une meilleure acquisition de la compétence de communication spécialisée en langue étrangère*

Dans cette communication, on procède à une analyse des principaux éléments linguistiques et socioculturels qui constituent la trame de la formation et du développement de la compétence de communication spécialisée en langue étrangère. En outre, on y met en lumière l'importance des activités langagières (personnelles et collectives) déroulées en cours de langue et qui sont basées sur le principe du "action learning", c'est-à-dire l'accomplissement des tâches communicatives dirigées ou libres, susceptibles d'améliorer la compétence de communication spécialisée indispensable aux échanges d'informations individuels ou sociaux dans les milieux professionnels.

Luciana Pentelici Cotoșman - *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 ?

Carmen Stoean - *Valeurs temporelles et/ou modales des formes verbales dans le discours théorique écrit*

L'étude des formes verbales présentes dans les textes illustrant le type de discours appelé

discours théorique écrit ne jouit pas d'une attention particulière de la part des spécialistes . Quelle en serait la raison ? Il faudrait peut-être la chercher dans l'interprétation presque unanimement acceptée du fonctionnement des formes verbales dans ce type de discours , à savoir : dans le discours théorique écrit on retrouve les formes verbales 'de base ' - le présent, le futur et le passé composé - qui manifestent leurs valeurs de sens basiques, c'est-à-dire temporelles. L'interprétation est issue d'études de corpus assez divers de discours théorique écrit, elle est donc validée empiriquement. Cette interprétation est valide tant qu'on reste dans les cadres théoriques qui ont contribué à sa formulation. Mais, si l'on change la base théorique, l'analyse des formes verbales peut aboutir à des conclusions enrichissantes pour l'interprétation de leur fonctionnement. En nous appuyant sur les principes théoriques de l'interactionnisme socio-discursif, de la théorie des actes de langage et de la sémantique de la temporalité, nous avons procédé à l'analyse des formes verbales présentes dans le discours théorique écrit économique dans l'intention de démontrer que les valeurs manifestées sont de loin beaucoup plus variées et non pas seulement temporelles mais aussi modales.

Sorina Șerbănescu - Difficultés d'équivalence dans la traduction des termes de français des affaires

L'équivalence des termes économiques soulève un dilemme pour le traducteur car il cherche à produire un *texte* équivalent mais sa démarche exige également d'obtenir une équivalence *économique*. On peut parler même d'intraduisibilité de termes porteurs d'une notion étrangère au système et à la culture d'arrivée. Vu la tendance du langage économique vers la monosémie, on constate la difficulté de cerner certains termes économiques à cause des inadéquations entre le signifié et le signifiant ou à cause de divers procédés linguistiques tels la néologie, la métaphore, l'oxymoron, la réduction ... qui peuvent être autant d'entraves à la clarté requise en terminologie.

Maria Țenchea - Constructions détachées vs constructions liées dans l'opération traduisante

On étudie trois types de situations qui, dans la traduction du français vers le roumain, mettent en jeu des constructions détachées (CD), que l'on opposera aux constructions liées ou intégrées (CL) : a) CD → CD ; b) CD → CL ; c) CL → CD.

Daciana Vlad - Quand Interroger, c'est contester

Notre communication a pour objet de faire une description du fonctionnement discursif de quelques énoncés interrogatifs qui tout en étant polyphoniques ont une valeur polémique. Il s'agit d'énoncés du type *P, peut-être ?*, *Parce que P ?* et *Mot interrog. + Cond. ?*, qui véhiculent deux points de vue opposés, l'un assumé par le locuteur et l'autre introduit par celui-ci dans son discours, point de vue qu'il met sur le compte de l'allocutaire tout en le contestant. Nous nous proposons également de voir quels sont les types de liens énonciatifs que le locuteur engage avec ce point de vue.



PAPERS IN GERMAN



Violina Andreeva - Die Frage der Äquivalenz im Lichte der Übersetzungen von EU-Rechtsakten

Die Äquivalenz bei juristischen Übersetzungen ist geprägt von spezifischen Faktoren des Rechtstextes sowie des Zwecks der Übersetzung. Übersetzungen von EU-Rechtsakten werden zum Zwecke der rechtlichen Gültigkeit angefertigt und zwar mit der Besonderheit, dass sie den anderen sprachlichen Fassungen gleichgestellt sind hinsichtlich der Authentizität. Dies erhebt die Frage der Äquivalenz der einzelnen sprachlichen Fassungen in eine besondere Position. Der Beitrag befasst sich mit dieser Fragestellung aus der Sicht der Übersetzungen von EU-Rechtsakten ins Bulgarische und versucht anhand einer Reihe von Beispielen Übersetzungsstrategien zum Erreichen der Äquivalenz herauszuarbeiten.

Peter Bagoly - *Deutschsprachige geographische Fachartikel. Eine Analyse der Zeitschrift Studia Universitas Babes-Bolyai, seria Geographia*

Die rumänischen geographischen Fachartikel erleben einen linguistischen Wandel im Sinn der Verfassungssprachenwahl. Die früher dominant rumänischsprachigen Artikel werden durch fremdsprachige ersetzt. Es können mehrere Sprachen identifiziert und untersucht werden. Folgende Arbeit nimmt sich vor die gegenwärtige Reihe der Universitätszeitschrift Studia Universitas Babes-Bolyai, seria Geographia zu untersuchen. Im ersten Teil der Arbeit wird die zeitliche Entwicklung der fremdsprachigen Artikel mit Hilfe eines Indikatorensystems dargestellt. Weiter wird auf die Grundzüge der deutschsprachigen Artikel zugegangen. Es werden Übersetzungen und deutschsprachige Verfassungen analysiert. Die Ergebnisse erscheinen unter der Form eines systematisierten linguistisch-semantischen Systems mit Berücksichtigung der Fachterminologie.

Anca Carțis - *Die thematische Analyse von Texten*

Diese Arbeit befasst sich mit der funktionalen Satzperspektive eines Textes. Man geht von der Idee aus, dass jeder Text (wiedergibt) sich auf ein bestimmtes Thema bezieht und gleichzeitig ein bestimmtes Rhema (am Ende) ausdrückt. Diesbezüglich wird versucht die Funktion des Textes als Ausdrucksform eines Themas und die Rolle der Segmente (Sätze), die den Text bilden zu erläutern. Die thematische Funktion findet man im Inhalt der Sätze und sie wird, durch verschiedene Ausdrucksformeln und Intonation der Wörter gedeutet. Es wird die Idee hervorgehoben, dass jeder Text als Satzreihe nach einer bestimmten Logik strukturiert ist, die ein bestimmtes Verständnis des Textes sichern sollte.

Maria Dana Grossec - *Die Interkulturalität der Werbung*

Werbung greift Trends in der Gesellschaft auf, verstärkt sie in der gewünschten Richtung und prägt ihrerseits so auch wieder neue Trends oder bringt sie zumindest ins allgemeine Bewußtsein. Sie schafft Leitbilder und Traumwelten, sie kann fesseln, aber auch einfach langweilen. Werbung fungiert außerdem als "Superzeichen": Sie markiert mit ihren riesigen Leuchtfelder die Mittelpunkte der Städte, die "richtungsweisend" für Touristen wie Einheimische sind.

Claudia Icobescu - *Ergebnisse empirischer Analysen des Übersetzungsprozesses*

Die Übersetzungswissenschaft beschäftigte sich zunächst hauptsächlich mit zwei Phänomenen, der Übersetzung als Produkt und der Übersetzungskompetenz. Als Konsequenz der Produkt- und Kompetenzorientierung der Übersetzungswissenschaft blieb der Übersetzungsprozess weitgehend unerforscht. Diese Verengung des Untersuchungsbereichs und der Untersuchungsdimensionen wurde als Defizit erkannt und hat dazu geführt, dass sich in den 80er Jahren erste Ansätze einer übersetzungsprozessualen Forschung herausgebildet hat. Innerhalb dieses Forschungsbereichs sind auch die in der Arbeit dargestellten Ergebnisse zu situieren. Sie beziehen sich auf einen Versuch, in dem psycholinguistische

Angelika Ionas - *Medien und ihr didaktischer Aspekt*

Im angehenden XXI. Jahrhundert überfluten uns Informationen und das vor allem nicht über die ehrwürdigen Bücher und Zeitungen (Print-Medien), sondern über den digitale Highway. Schüler und Studenten surfen im Internet und haben so Zugang zu einer Informationsfülle, die sich ältere Semester nicht einmal erträumen konnten. Das Tor zur Welt des Wissens ist der Computer. Unter diesen Umständen ist es nur recht und billig, dass sich Lehrer auch mit den neuen Medien auseinandersetzen, wenn sie nicht wollen, dass ihr Unterricht als überholt und verstaubt eingestuft wird. Auch ist Unterricht heute -durch seine Eingliederung in den allgemeinen Fortschritt- nicht mehr denkbar ohne den Einsatz neuester Technologien. Unterrichtsmedien sind Interaktionsvehikel, die eine angebbare Funktion im Lehr- und Lernprozess haben. So unterscheidet man im didaktisch-organisierten Lernprozess Unterrichtsmedien als Mittel aktiver Kommunikation drei Funktionen: kommunikationsstützende, kommunikationstragende, kommunikationssteuernde mit entsprechender Zielsetzung: Medien werden so ins kommunikative Handeln der Interaktionspartner (Lehrer - Schüler, Schüler - Schüler) eingebunden. Sie können - als Mittel aktiver Kommunikation - im Deutschunterricht den Lernern zur Bewältigung verschiedenen Aufgaben dienlich sein: kreativen, reflexiven, informativ - appellativen Was die Medien unter

didaktischem Aspekt im Einzelnen leisten können, möchten wir hier ausführen.

Harald Patrick Lavrits - *Internationalismen im gegenwaertigen Wirtschaftsdeutsch*

Die Arbeit untersucht das Vorkommen der Anglizismen, und hauptsächlich der Amerikanismen, in der deutschen Wirtschaftssprache, sowie ihren Einfluss auf diese Sprache. Der Vorstellung von Sprache, als einen natürlichen, lebendigen Organismus, wird die Vorstellung der Globalisierung, der angeblichen Weltoffenheit gegenübergestellt. Die englischen Ausdrücke sind kurz und prägnant, leicht einzuprägen, und sie weisen nur selten Zusammensetzungen in der Wortbildung auf. Was aber durch englische Wörter an sprachlichen Aufwand eingespart wird, geht oft an der Verständlichkeit verloren, da die Stärke der deutschen Sprache ihre Anschaulichkeit ist. Das „Denglische“ bringt aber die Gefahr mit sich, das Interesse hauptsächlich auf die amerikanische Kultur zu verleiten.

Carla Lupșan - *Zu den Ellipsen in der deutschen und rumänischen SMS-Kommunikation*

Die Einsparung von Wörtern gilt als ein Merkmal der SMS-Kommunikation. Die Arbeit bezieht sich auf die kontextunabhängigen und situativen Ellipsen, die in authentischen deutschen und rumänischen SMS-Botschaften auf grammatischer Ebene vorkommen.

Mareike Schellenberg - *Kommunikation im beruflichen Kontext*

Kommunikation in beruflichen Situationen unterscheidet sich von der in privaten Kontexten in ihren Voraussetzungen und Intentionen. In zunehmenden Maße wird Kommunikationsfähigkeit nicht nur als eine wichtige berufliche Qualifikation anerkannt, sondern gilt mittlerweile sogar als Voraussetzung für erfolgreiches Handeln. Im Zusammenspiel von Personen im beruflichen Kontext sind demnach neben anderen entscheidenden berufsqualifizierenden Faktoren sprachliche und rhetorische Kompetenzen notwendig, um Informationen und Ideen so weiterzugeben, dass diese die Abläufe effizient und prozessorientiert beeinflussen. In diesem Vortrag sollen Kommunikationsmuster dahingehend analysiert werden, inwiefern Kommunikationsprozesse durch geschulte Rhetorik tatsächlich positiv beeinflusst werden können. Zuletzt soll ein Beispiel gegeben werden, wie rhetorische Grundlagen bereits während des Studiums vermittelt und trainiert werden können.

Rita Severeanu - *Besonderheiten der deutschen juristischen Fachsprache und Übersetzungsschwierigkeiten veranschaulicht anhand von Übersetzungsbeispielen aus dem deutschen Grundgesetz und der rumänischen Verfassung*

Die vorliegende Arbeit erläutert einige Besonderheiten der deutschen Rechtssprache wie z.B.: hoher Grad an Abstraktion, spezieller Wortschatz, Nominalstil, Abkürzungen, lange komplizierte Satzgefüge, inhaltliche Komplexität, Verwendung des Passiv und der Infinitivkonstruktionen. Diese Eigenschaften werden mit Hilfe einiger Übersetzungsbeispiele aus dem deutschen Grundgesetz und der rumänischen Verfassung veranschaulicht und auf auftretende Übersetzungsschwierigkeiten solcher Texte hingewiesen.

Raluca Silion - *Politische Sprache – theoretische Überlegungen*

Da sich politische Kommunikation im Allgemeinen und die Form der politischen Rede im Besonderen primär in sprachlicher Form konstituiert, beschäftigt sich die Politolinguistik mit der Analyse, Kategorisierung, Typisierung, Dokumentation und Kritik der Sprache der Politik. Im Rahmen dieser Forschungsrichtung setze ich mich mit der Problematik politischer Sprache auseinander. Ich werde einige theoretische Aspekte der politischen Sprache untersuchen und Fragen nach den Funktionen der politischen Sprache und nach dem Ziel und Nutzen sprachwissenschaftlicher Beschäftigung mit politischen Texten zu klären versuchen. Ich versuche zu zeigen, dass die Sprache ein wesentlicher Bestandteil der Politik ist und dass Politik und politische Sprache sich gegenseitig stark beeinflussen.

Olga Sudareva - *Terminologieausbildung – ein integrierender Bestandteil bei der Fachausbildung von Übersetzern/ Dolmetschern*

Mit zunehmender internationaler Verflechtung von Wissen, technologischer Entwicklung und Wirtschaft werden fachliche Kommunikation, produktions- und dienstleistungsbegleitende Information über Sprachbarrieren hinweg immer bedeutender. Hier hat die mehrsprachige

Terminologiearbeit, d.h. die Aufbereitung und Zuordnung von Fachwörtern in zwei und mehr Sprachen, ihren Platz. Eine so gesicherte Terminologie erleichtert die Kommunikation. Sie gewährleistet Klarheit und Eindeutigkeit der Information und beschleunigt dadurch jede Art von betriebsinterner Textproduktion. Ebenso wird dadurch die Leistung der Übersetzer und Dolmetscher signifikant gesteigert. Ohne die Terminologieausbildung ist also die Fachausbildung von Übersetzern/Dolmetschern nicht wegzudenken. Die Terminologieausbildung ermöglicht den Studenten die methodische Suche nach fachsprachlichen Termini, das Anlegen eigener Terminologie-sammlungen sowie den Einstieg in eine tiefergehende Beschäftigung mit der Terminologielehre.

PAPERS IN ROMANIAN

Maria Alexe - *Aspecte ale folosirii simbolurilor specifice sărbătorilor în definirea retoricii discursului publicitar*

În dialogul creatorilor de publicitate cu publicul, se recurge adeseori la simboluri specifice obiceiurilor tradiționale care sunt re-semantizate în contextul comunicațional actual. În cadrul noii retorici, acestea își pierd semnificațiile tradiționale și se încarcă cu sensuri induse de creatorul reclamei. Astfel iepurașul de Paști sau Moș Crăciun devin intermediari ce pot înlesni cumpărarea unor bunuri de folosință îndelungată. Prezentarea își propune să analizeze unele din cele mai frecvente imagini de acest tip și impactul lor asupra publicului țintă, încercând să găsească răspunsuri la întrebarea dacă folosirea acestor imagini poate fi încadrată între multele aspecte kitsch ce ne înconjoară.

Maria Andrei - *Antroponimele în mass-media românească*

În lucrare autoarea analizează modalitățile de numire ale personalităților din viața politică românească. Pentru observație au fost selectate atât personalități din spectrul politic local, cât și central. Studiul a fost realizat pe baza materialului cules din mass-media românească a anului 2005.

Dorina Chiș - *Terminologie și sociolingvistică*

Terminologia, ca disciplină s-a născut din nevoia de a studia limba, în general, și termenii, în special, nu doar într-o perspectivă pur lingvistică, ci și ținându-se seama de situațiile concrete de comunicare, bine determinate din punct de vedere istoric, social și cultural. Unitățile terminologice, a căror primă funcție este cea referențială, sunt folosite în domenii specifice, bine circumscrise, de către utilizatori specializați, în situații de comunicare caracterizate de grad înalt de formalizare, ilustrând un discurs profesional /științific. Crearea noilor termeni reflectă evoluția limbii dar și pe aceea a culturii și științei, precum și politica lingvistică a unei societăți interesată să-și adapteze resursele de expresie la noile realități și exigențe.

Simona Constantinovici - *Comunicarea ideală: locvacitate sau brevilocvență?*

Se remarcă, în actualitate, tot mai acut, o tendință duală, uneori paradoxală, a limbii, anume proliferarea a două tipuri distincte de discurs: (1) discursul de dimensiuni reduse, concentrat, specific reclamelor, anunțurilor publicitare și (2) discursul de dimensiuni mari, augmentat, ilimitat, specific stilului politic. Studiul de față își propune să identifice resorturile care animă un anumit tip de comunicare și potențiala suprațitudine, în timp, a uneia dintre ele. Comunicarea ideală este, credem, aceea care nu înclină balanța niciodată prea tare spre una din cele două extreme, în sensul că se plasează mereu într-un punct de echilibru lingvistic.

Mironică Corici - *Strategii eficiente de comunicare instituțională*

Cultivarea imaginii unei firme depinde în mare măsură de modul în care se comunică, adică de stilul comunicării pentru că stilul reprezintă variabila cognitivă, afectivă și comportamentală aferentă procesului de comunicare și presupune un efort continuu, sistematic și planificat prin care organizațiile sunt preocupate să obțină și să mențină încrederea, simpatia, înțelegerea și

sprijinul public. Relațiile publice presupun, sub aspect comunicațional, investigarea tuturor publicurilor, fapt care implică influențarea pozitivă a opiniei publice față de instituția respectivă iar ca și activitate distinctă desfășurată de întreprinderi și instituții, implică cultivarea unor contacte directe, realizate consecvent și sistematic în scopul obținerii sprijinului și dezvoltării intereselor sale.

Daniel Dejica - *Efficientizarea structurii informației și coerenței în secțiunea Obiectivul proiectului din cadrul genului Propunere de proiect*

Lucrarea face parte dintr-un studiu mai amplu dedicat comunicării în mediul de afaceri și administrativ și își propune, cu ajutorul teoriei Temă-Remă, să eficientizeze structura informației și coerența în secțiunea *Obiectivul proiectului* din cadrul genului *Propunere de proiect*. Prima parte descrie secțiunea și rolul acesteia în cadrul proiectului; partea a doua prezintă teoria Temă-Remă și diverse tipuri de structuri tematice cunoscute; partea a treia prezintă corpusul și analiza propriu-zisă; partea a patra prezintă moduri de eficientizare a structurii informației și coerenței din cadrul acestei secțiuni.

Marcela Fărcașiu - *Adresa externă în comunicarea administrativă: coordonate pragmatice*

Comunicarea eficace reprezintă un deziderat al organizațiilor administrative întrucât asigură îndeplinirea scopurilor acestora și contribuie la realizarea unor relații adecvate între membrii comunității discursive. Lucrarea de față se ocupă cu comunicarea organizațională externă realizată prin intermediul genului profesional - adresa externă. Lucrarea identifică coordonatele pragmatice ale adresei externe utilizată în instituțiile administrației de stat din România (scopul comunicării, destinatarul, emițătorul, relația dintre ei și comunitatea discursivă, situațiile de comunicare) și arată necesitatea cunoașterii acestora în elaborarea unor astfel de documente.

Nicoleta Gabor - *Funcția analizei sistemelor în managementul crizei*

Lucrarea își propune o extindere a analizei sistemelor la nivelul culturii organizațiilor umane în condițiile globalizării economice. Fuziunile și achizițiile corporative impun instituțiilor implicate schimbări structurale și adaptări culturale. Studiul analizează implicațiile sociale ale acestor transformări de factură culturală, în sens larg și strict.

Ruxandra Literat - *Comunicarea - teritoriu al capitalizării relației*

Lucrarea abordează problema comunicării prin prisma resorturilor funcționării procesului de comunicare relaționat cu mediul în care se desfășoară. Se analizează mijloacele și circuitele aflate la dispoziția comunicatorilor, conținutul ca bază a schimbului verbal precum și aspectul procesual al reacțiilor partenerilor. Latura didactică a lucrării prezintă recomandări pentru optimizarea comunicării profesionale a studenților prin cunoașterea și aplicarea tehnicilor de bază ale comunicării (ascultarea activă, reformularea, chestionarea, metacomunicarea).

Gabriela Moraru - *Polisemia cuvântului „foc”, analiză semică și antropoculturală*

Lucrarea de față se vrea a fi o încercare de analiză semică și antropoculturală a lexemului polisemantic „foc”, având la bază teoria câmpurilor semantice, teorie lansată anterior de către lingvistul german J. Trier, și evoluția acesteia în lingvistica actuală. O evaluare exhaustivă a concepțiilor existente este desigur dificilă, astfel că suntem nevoiți să luăm în discuție punctele de vedere care prezintă o deosebită însemnătate teoretică și metodologică. Intenția noastră este aceea de a urmări pentru început „structura” de tip paradigmatic a câmpului lexico-semantic al cuvântului „foc” în limba română, deși ulterior în teza noastră vom aborda și aspectul sintagmatic al unităților analizate.

Ionel Narița - *Sintaxa logică a limbajului*

În ultimul timp cercetările semiotice s-au centrat cu deosebire asupra chestiunilor legate de semantică și pragmatică. Cu toate acestea, în afara condițiilor sintactice nu există propoziții, iar comunicarea nu se poate realiza. Intenționez să readuc în atenție importanța sintaxei în analiza actelor de comunicare, îndeosebi a sintaxei logice. În neglijarea constrângerilor sintaxei logice își găsesc sursa numeroase paradoxuri. Sintaxa logică a limbajului, inițiată de cercetările lui Frege

și dezvoltată de R. Carnap, își propune să evidențieze condițiile în care o expresie lingvistică este în măsură să aibă o valoare determinată de adevăr. Fundamentul sintaxei logice îl constituie *principiul toleranței* teoretizat de R. Carnap.

Valeria Nistor – Limbaje specializate – raportul dintre semantic și sintactic

Una dintre particularitățile principale ale limbajelor specializate constă în caracterul specific al relației existente între elementele sale componente și noțiunile sau obiectele denumite. Exprimarea unor raționamente, judecăți obiective, precum și a unor teorii deductive, necesită folosirea unui limbaj științific riguros construit, abstract și logic. Acesta operează în virtutea unor reguli sintactice, pur formale, și a unor reguli semantice. Regulile de formare a enunțurilor și de derivare a lor unele din altele sunt date de procedeul logic numit formalizare, care se aplică limbajelor științifice exacte, în general, și limbajului matematic, în special.

Nadia Obrocea - Comunicarea cultică

Lucrarea de față își propune să cerceteze "comunicarea" cultică ("comunicarea" cu Dumnezeu, cu Iisus Hristos, cu Sfânta Treime, cu Fecioara Maria, cu sfinții, cu îngerii etc.) realizată în cultul creștin ortodox. Este analizat modul în care sunt actualizate în "comunicarea" cultică funcțiile (ce trimit la schema unui act de comunicare) propuse de Karl Bühler, Roman Jakobson, Eugen Coșeriu. Sunt tratate și alte aspecte, precum "contextul" "comunicării" cultice și actele ilocuționare care se manifestă în acest tip "special" de "comunicare". Această lucrare deschide interpretarea de tip pragmatic a comunicării realizate în sfera *religiosului*, domeniu ignorat de cercetarea lingvistică, o lungă perioadă.

Mariana Pitar - Text injoectiv sau text procedural?

Textul injoectiv, așa cum apare el la Werlich, cunoaște mai multe denumiri în literatura de specialitate : procedural, prescriptiv, text-recomandare, text-reteta, text-cerinta et.). Articolul nostru urmărește să justifice aceste denumiri prin explicarea modului în care, prin titlu, se focalizează un aspect sau altul al acestui tip de text. Vom urmări, de asemenea, diferitele aspecte ale textului injoectiv (elemente injoective, procedurale, prescriptive etc.) în diferitele genuri ale acestuia.

Adriana Ritt – Cum comunicăm știința?

A comunica știința în termeni ușor de înțeles pentru fiecare reprezintă o provocare. Deoarece, de cele mai multe ori, cercetarea este finanțată din bani publici, plătitorul de taxe trebuie să poată afla pe ce și cu ce rezultate au fost cheltuiți banii săi. Lucrarea își propune o prezentare a modului în care realizările științei și tehnologiei pot fi comunicate public.

Doina Irina Simion - Multilingvismul reprezintă o abilitate vitală pentru destinul unui cetățean activ pe piața muncii într-o Europă multiculturală/lingvistică.

Planul de acțiune pe care Comisia UE îl propune pentru susținerea eforturilor individuale și instituționale în acest sens vizează: abilitatea de a vorbi minimum *două* limbi străine în afară de limba maternă, îmbunătățirea *calității* predării limbilor străine de la nivel de grădiniță la nivelul educației pentru adulți, precum și crearea unui *mediu* lingvistic prietenos, capabil să valorifice bogăția de limbi vorbite pe teritoriul european.

La nivelul Uniunii Europene, acest plan se realizează prin investiții anuale de ordinul milioanei de euro în proiecte destinate atât profesorilor cât și celor care învață limbi străine. Succesul acestui plan depinde însă în egală măsură de implicarea autorităților, actorilor și profesioniștilor angajați în formarea lingvistica din Statele Membre.

Atelierul își propune să sprijine- *informativ și formativ* - potențialul de acțiune în direcția implementării obiectivelor de mai sus. Astfel, vor fi prezentate *oportunitățile existente* (ex. *Euro Label*) sau de *perspectivă* (ex. *Cel mai bun profesor/ student European Language Label, Noua Generație de Programe Comunitare 2007 - 2013*) de participare la programele Europene de competență lingvistică. Partea *aplicativă* este menită să dezvolte capacitatea participanților de a identifica programul potrivit în situația de predare-acțiune locală.

Lavinia Suci - Comunicare și metacomunicare în discursul instituțional de tip semnătură

În calitatea sa de formă de manifestare a comunicării instituționale, discursul-semnătură vizează obținerea încrederii interlocutorului, raportabilă la o organizație. Descrierea acestui tip de discurs, subordonată finalității sale, presupune reperarea unui clivaj al organizării discursive, și anume, ca proces de comunicare și ca proces de metacomunicare. Percepția asupra discursului-semnătură pe care o propunem, așadar, este aceea de sistem complex și coerent, care, prin conexiunea celor două planuri, al comunicării și al metacomunicării, pune în scenă anumiți indicatori, a căror funcționare este susceptibilă de a induce interlocutorului un sentiment de încredere față de organizația-emitător.

Rodica Superceanu - Caracteristici pragmatice ale raportului din administrația publică

Lucrarea circumscrie situația de comunicare a raportului ca gen major al comunicării interne și definește elementele sale componente. Scopurile comunicative sunt corelate cu funcțiile, iar emitorul este definit prin responsabilitățile față de receptor și comunitatea discursivă, ambele caracterizate prin așteptări cu privire la mesaj și formă. Se arată în continuare că așteptările s-au constituit în norme - de conținut și formă -, a căror aplicare este, ca urmare, o condiție a comunicării eficiente și eficiente.

Sorin Vintilă - Aspecte ale bilingvismului în Banat

Lucrarea este parte a unei cercetări mai ample, care urmărește problemele specifice bilingvismului din zona Banatului, și are, ca punct de pornire, identificarea, în interiorul stilului conversației, a două arii: rurală și citadină. În continuare, ea urmărește să evidențieze comportamentul unor cuvinte împrumutate din maghiară, înregistrate în dicționare, de regulă, drept *regionalisme* sau *învechite*, care astăzi însă pot fi considerate *familiarisme*. Fenomenul este posibil datorită înaltei expresivități a acestor cuvinte și faptului că mulți vorbitori le preferă, după ce și le-au însușit în urma contactului cu opere literare în care ele apar. Termenii respectivi vin să înlocuiască alte cuvinte, considerate ca aparținând limbii literare, dar care s-au tocit; pe de altă parte, mulți din acești termeni intră în vocabularul vorbitorilor pe cale cultă, astfel încât poziția lor marginală în vocabular devine paradoxală. Nu în ultimul rând, e vorba de sublinierea unor relații firești, care s-au instituit și durează între două limbi, prin intermediul celor care le vorbesc. Concluziile vor fi relevante pentru o corectă evaluare a consecințelor diferitelor forme de bilingvism și pentru o justă apreciere a evoluției ulterioare a limbilor comunităților minoritare din regiune în raport cu limba oficială.

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