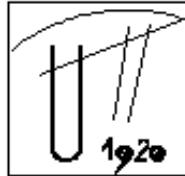POLITEHNICA UNIVERSITY OF TIMISOARA

DEPARTMENT OF COMMUNICATION AND
FOREIGN LANGUAGES

PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES

INTERNATIONAL CONFERENCE
7TH EDITION

1-2 April 2011
TIMIŞOARA, ROMÂNIA

Organised and sponsored by

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

Catalogues and book discounts offered to

all conference participants by

LINCOM Academic Publishers (25% discount)
http://www.lincom.at/

VENUE

Politehnica University of Timisoara

Department of Communication and Foreign Languages (DCFL)

Str. Traian Lalescu 2 A, Room 302
300223 Timisoara, Romania

Tel: 004 0256 40 40 11
Fax: 004 0256 40 40 13
Web: http://www.cls.upt.ro
Conference e-mail: pcts@cls.upt.ro

CONFERENCE PROGRAMME

PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES

INTERNATIONAL CONFERENCE, 7TH EDITION, 1-2 APRIL 2011

April 1, 2011

09.00 – 10.00	**Welcome and Registration** DCFL – *Ca3 Hall*	
10.00 - 10.30	**Official Opening**	
10.30 – 13.00	**Paper Presentations**	
13.00 – 14.30	**Lunch Break**	
14.30 – 16.30	**Paper Presentations**	
16.30 – 17.00	**Coffee Break**	
17-00 – 19.00	**Paper Presentations**	
20.00	**Cocktail**	

April 2, 2011

09.30 – 11.00	**Paper Presentations**
11.00 – 11.30	**Coffee Break**
11.30 – 13.30	**Paper Presentations**
13.30	**Closing Session**

April 1, 2011

Linguistics and Communication	Linguistics and Communication	Translation Studies
Time: 10.30 – 13.00 Room: C304 Moderator: **Hortensia Pârlog**	Time: 10.30 – 13.00 Room: Ca3 Moderator: **Claudia Icobescu**	Time: 10.30 – 13.00 Room: C303 Moderator: **Rodica Superceanu**
Lexical Gaps in the Field of Communication Verbs: The Case of English and Romanian **Octavian Coste**	Der Kontextbezug in der Vermittlung von Schlüsselkompetenzen – am Beispiel: Kommunikationsfähigkeit im Beruf **Ulrich Heyder, Cristian Mustata**	Handling a database of modal verbs in a translation environment **Attila Imre**
A Prototypical Approach to the English Military Verb **Elena Fuiorea**	Rhetorikausbildung als die notwendige Komponente der Berufskultur des Lehrers **Svetlana Menshenina**	Community Terminology Translation into the Romanian Language **Sebastian-Cristian-Marian Chirimbu**
The MONEY IS A LIQUID metaphor in economic terminology – a contrastive analysis of English, Serbian and Romanian **Nadežda Silaški, Annamaria Kilyeni**	Interkulturelle Aspekte der Wissenschaftskommunikation am Beispiel der Textsorte wissenschaftlicher Aufsatz **Anne Schlömer**	"Translations between Borders": A Metaphor for Constructing Cultural Otherhood **Cristina-Georgiana Voicu**
Lingvo-pragmatic Features of Persuasive Communication in Business Presentation **Svetlana Kamysheva**	„Mit Deutsch in Europa". Sprachenlernen und interkulturelle Kompetenz **Lora-Dagmar Constantinescu**	Constructing Cultures through Translation **Laura Adina Muresan**
Aspects of advertising discourse **Alina Negoescu**	Deutschsprachiger Fach- und Fachsprachenunterricht am Beispiel des Faches Unternehmenskommunikation in den Fachrichtungen Wirtschaftsingenieurwesen **Elisabeth Lazarou**	The Importance of Memory Training in Interpretation **Andrea Kriston**

April 1, 2011

Professional Communication	Linguistics and Communication	Translation Studies
Time: 14.30 – 16.30 Room: Ca3 Moderator: **Mariana Cernicova**	Time: 14.30 – 16.30 Room: C304 Moderator: **Maria Ţenchea**	Time: 14.30 – 16.30 Room: C303 Moderator: **Ioan – Lucian Popa**
Ideologies and Political Communication in International Public Relations **Igor Charskykh**	Le management interculturel et la rupture avec le système socialiste **Ana Tudoran**	The Contribution of *Secolul 20* to the Advance of Translation Studies in Romania: the Translators from English **Ioan – Lucian Popa**
The blog – Political PR Tool in the 2009 Presidential Electoral Campaign **Antonio Momoc**	Peut-on enseigner la communication professionnelle? **Carmen-Ștefania Stoean**	Translation to Test Language Areas and Skills **Arif Saricoban**
Tentative conclusions regarding Romanian professional perceptions on the competences specific for PR specialists **Mariana Cernicova, Mugur Dragomir, Adina Palea**	«Les langages véhiculaires" spécialisés» : une question d'actualité à l'époque de la mondialisation **Sorina Serbanescu**	English as an International Language: the global curricula under scrutiny **Ali Rahimi, Forough Rahimi**
Communicating in multi-cultural Europe **Elena Claudia Constantin**	La politesse dans la communication mediate par l'ordinateur **Lavinia Suciu**	Recreating Meaning In Translation **Aba Carina Parlog**
Promotional Strategies in Romanian Banking System **Anca Maria Roşu**	Néologismes d'auteur dans la presse quotidienne d'information générale **Andra-Teodora Catarig**	On the Way to Absolute Language **Plamen Gaptov**

April 1, 2011

Professional Communication	Translation Studies	Translation Studies
Time: 17.00 – 19.00 Room: Ca3 Moderator: **Adriana Ritt**	Time: 17.00 – 19.00 Room: C304 Moderator: **Georgiana Lungu-Badea**	Time: 17.00 – 19.00 Room: C303 Moderator: **Camelia Petrescu**
Intertextualitatea şi informativitatea comunicatului de presă: factori determinanţi ai comunicării dintre relaţionist şi jurnalist **Rodica Superceanu**	Thème et domaine dans la traduction. Une perspective didactique **Mariana Pitar**	Apocrypha in modern society's world perception: Karel Čapek's *Apocryphal Tales* in the Russian translation **Natalia Chuveleva**
Comunicarea ştiinţei ca formă potenţială de relaţii publice. Rolul personalităţilor de prestigiu şi specificul diseminării ştiinţei prin accesibilizarea limbajului ştiinţific. **Adrian Pacurar**	Contrastivité et traduction: quels équivalents roumains pour les formes composées en -*ant* du français ? **Maria Ţenchea**	Cultural Transfer in Advertising: A Semiotic Approach in Investigating Translated Advertisements from English to Arabic: The Case of Cosmetics **Karima Bouziane**
Un model ansamblist al comunicarii **Ionel Nariţa**	Méthodologies générale et spécifique de la traduction **Georgiana Lungu-Badea**	Translation and Translationese **Camelia Petrescu**
Unitate şi diversitate culturală europeană **Elena Claudia Constantin**	Modèles d'analyse du TAT appliqués dans l'enseignement de la traduction **Mirela Pop**	Individual Differences and Quality of Translation: A Personality-Based Perspective **Mahsa Mahjoobi**
Rolul asociaţiilor profesionale în definirea profesiei de relaţii publice. Situaţia din România **Adina Palea**	Enchaînements parataxiques et implication du lecteur-traducteur **Mihaela Visky**	Specifics of translation of postmodern terminology in Russian language and communication features in Russian postmodern space. **Polina Zolina**
	Traduire la parataxe **Mihaela Visky**	Translating Gender **Hossein Eidizadeh**

April 2, 2011

Translation Studies	Linguistics and Communication	Translation Studies
Time: 09.30-11.00 Room: C303 Moderator: Daniel Dejica	Time: 09.30-11.00 Room: C304 Moderator: Simona Constantinovici	Time: 09.30-11.00 Room: Ca3 Moderator: Dana Maria Grosseck
The Translation of Verbal Complements of Cognition-utterance Verbs: A Case Study from English to Thai in 'Harry Potter and the Chamber of Secrets **Patchanok Kitikanan**	Aspecte ale deprecierii şi înnobilării limbii române **Simona Constantinovici**	Didaktik der falschen Freunde – praktische Ansätze für die Übersetzer- und Dolmetschergruppen im Universitätsbereich **Adriana Ionescu**
Translation of Urdu Poetry in English and Problems Associated with Language Translation **Kamran Muhammad**	Comunicarea didactică în cadrul cursurilor intensive de limbi străine: cazul limbii române **Mirela Pop**	Einbürgerung vs. Verfremdung: Eingesetzte Übersetzungsstrategien bei der Harry Potter Romanenserie **Lucia-Alexandra Tudor**
Framing the Text: An Exercise in Source- or Target-Oriented Translation **Daniel Dejica**	Comunicarea în domeniul religiosului. Rugăciunea ca act de limbaj **Nadia Obrocea**	Das Zwischenspiel zwischen dem Übersetzungsauftrag und dem kognitiven System des Übersetzers **Claudia Icobescu**
Relationship between Specific Self-esteem, Self-efficacy, Translation Motivation, Extroversion/Introversion and Translation Quality **Alesa'di Zohreh**	"L' italiano si impara a tavola?" sau despre lexicul artei culinare în didactica limbii italiane. **Mirela Boncea**	Übersetzungs- und Kommunikationsschwierigkeiten bei der Übersetzung von Studiendokumenten aus dem Rumänischen ins Deutsche **Patricia Serbac**

April 2, 2011

Translation Studies	Linguistics and Communication
Time: 11.30 -13.30 Room: C303 Moderator: **Luminita Frentiu**	Time: 11.30 -13.30 Room: Ca3 Moderator: **Claudia Icobescu**
The Application of Collocational Studies in the English Translation of *Boof-e Koor* by Sadegh Hedayat: A Corpus Linguistic Analysis **Mahdi Ayyar**	Universitäts Bibliothek zwischen Information und interkulturelle Kommunikation. Fallstudie Universitäts Bibliotheken aus Temeswar (Rumänien) **Simona Marilena Bursașiu, Maria Micle**
Enhancing our students' employability rates through international English medium examinations **Luminita Frentiu, Codruta Gosa**	Ach, das Recherchieren! **Claudia Icobescu**
Error Analysis: An Investigation of Errors among IAU Translation Trainee Students **Ameneh Soufiany**	Deutsche Spuren im technischen Fachwortschatz wurden nicht verwischt **Dana Maria Grosseck**
Perceptions of Cultural Competence: The Trainees' Perspective **Mihaela Cozma**	Textkompetenz und kommunikatives Handeln im Deutschunterricht **Anca Dejica-Cartis**
Successful communication in a beginner's translation class, or how to help students develop interpersonal sub-competence without hindering the acquisition of all others **Borislava Eraković**	Zur Bedeutung des interkulturellen Phänomens in den multiethnischen „Kommunikationsgemeinschaften" Europas **Andreea Rodica Ruthner**

ABSTRACTS

♦

PAPERS IN ENGLISH

♦

Mahdi Ayyar - Isfahan University, Isfahan, Iran
The Application of Collocational Studies in the English Translation of *Boof-e Koor* **by Sadegh Hedayat: A Corpus Linguistic Analysis**

The results of the present study would hopefully shed light on the quality of the texts' collocations and usefulness of corpora theoretically and practically in translation. Understanding the importance of correct collocations by considering the numbers of their occurrence can increase the quality of the translated text. Since the Persian corpora is not rich enough to make a kind of parallel corpus, the English corpus of 226 authentic novels have be used to evaluate these two Persian-English translations. The number of some randomly extracted collocations' frequencies and their distribution in this corpus are discovered by the use of two lexical software programs to highlight the amount of authentic collocations used by these two translators in their translations. In the end the results have been sent to SPSS program to release the function of two translators.

Karima Bouziane - Chouaib Doukkali University, Eljadida, Morocco
Cultural Transfer in Advertising: A Semiotic Approach in Investigating Translated Advertisements from English to Arabic: The Case of Cosmetics

The purpose of my research is to investigate Venuti's (2001) domestication and foreignization strategies in the transfer of verbal elements non-verbal elements in advertising from English into Arabic using semiotic tools. By comparing 100 English and their Arabic version, using qualitative and quantitative method of analysis, the study revealed that foreignization is significantly used in the transferred version of brand names and in their non-verbal elements.

Mariana Cernicova, Mugur Dragomir, Adina Palea - Politehnica University of Timişoara, Romania
Tentative conclusions regarding Romanian professional perceptions on the competences specific for PR specialists

The paper is an attempt to present current perceptions of Romanian PR practitioners on the output of higher education institutions, delivering programs for this new profession. It is based on a qualitative survey and on the discussion of the results, compared against relevant literature regarding the "professional identity" of PR specialists and their competences and skills. The basis for the survey is underpinned by national efforts to create a generally accepted template of knowledge and skills as part of the accreditation of university programs, a process still in progress on the national level, as part of a European effort to forge the European Higher Education Area.

Sebastian-Cristian-Marian Chirimbu - Spiru Haret University, Bucuresti, Romania
Community Terminology Translation into the Romanian Language

The increasing number of documents translation of the European institutions has been determined by the exigencies of communication between Member States and third parties lately, the European area being characterized by a spectacular information exchange within the European Community policies (economic, monetary, financial, social, environmental, research). Translating terminology,

texts and Community documentation into Romanian represents a job that requires skills, stages of research required for disclosure of transfer characteristic into the target language, training, experience; sense of language; also "to translate such texts is to know the history of that country, its legal system and culture" as shown in treaties and specialty academic articles.

Natalia Chuveleva - Masaryk University, Brno, Czech Republic
Apocrypha in modern society's world perception: Karel Čapek's *Apocryphal Tales* in the Russian translation
This contribution analyzes reception peculiarities of Karel Čapek's *Apocryphal Tales* in the Russian language. Firstly the contribution focuses on the phenomenon of apocryphal texts, which are connected with a specific field of social communication. There are two different vectors of apocrypha's development nowadays: in the sphere of religion and in the sphere of Internet culture. Further, apocrypha reception is one of the most topical problems concretely in the Russian cultural area. By comparative analysis of translations published in the Soviet Union and in Russia, we point out some distinctive features of Soviet and Russian readers' reception. Here is shown the way from complete negation by ideological censorship to its liberalization, when some texts from the cyclus could appear at last. Nevertheless it is still possible to notice their sanctioned handling. Finally, such a problematic reception is connected with significant points of the 21st century reader's world perception. Here is mentioned a complicated attitude to Čapek as a writer (cliché of his works' vision). Besides this, there is lack of attention and interest on the part of modern Russian readers concretely towards *Apocryphal Tales*' problematics.

Igor Charskykh - Donetsk National University, Ukraine
Ideologies and Political Communication in International Public Relations
Regarding public diplomacy as communicative struggle in a global marketplace of ideas, and deeming the tagging isolated cases alone as limitation of our understanding of international public relations, the author bases theoretical framework of his study on a *two-way symmetrical model of PR* which means that excellent public relations uses social scientific research to communicate with strategic publics in foreign countries and actively seek out a win-win zone with them. Thus, ideologies can be viewed not only the obstacles but also a tools for effective international political communication by speaking the common language of human rights, commonweal and worldwide advocacy of peace.

Elena Claudia Constantin - Politehnica University of Timişoara, Romania
Communicating in multi-cultural Europe
The article analyses the changes made in the way in which the European Commission communicates with its citizens in order to bridge the gap between the policy makers and the European citizens. The author studies the new strategy for communication in multi-cultural Europe, including the tools and the means used to transmit information. One of the Commission's objectives is to address citizens in their own language and in their own cultural context and through channels they prefer. Particular emphasis is put on the way in which the average Romanian citizen has access to information on the European Union Programs.

Octavian Coste – University of the West, Timisoara, Romania
Lexical Gaps in the Field of Communication Verbs: The Case of English and Romanian
The paper analyses the way in which certain aspects of verbal communication (such as manner or medium) are lexicalised in English and Romanian, i.e. it aims to find out whether the lexicalisation of communicative concepts is governed by certain principles. Such concepts are expressed by single verbs or by complex lexicalisations (VP-idioms and VP-collocations). The concepts which fail to get lexicalised (*lexical gaps*) are especially insisted upon.

Mihaela Cozma - University of the West, Timisoara, Romania
Perceptions of Cultural Competence: The Trainees' Perspective

An important element of what is generally referred to as translation competence is represented by the translator's ability to offer an appropriate treatment of the culturally-embedded words, phrases and structures presented by the source text. Which are the most effective means by which the translator trainer can help his/her students develop the cultural competence? Which are the translation trainees' needs with regard to the cultural training, and what kind of difficulties do they most frequently encounter from this point of view? The paper will discuss these aspects, taking into account both theoretical and research data.

Daniel Dejica - Politehnica University of Timişoara, Romania
Framing the Text: An exercise in Source- or Target-Oriented Translation

Consisting of two main parts, this paper presents a methodology for frame identification and analysis suggested to be applied to the translation of pragmatic texts. The first part presents the concepts of frame and frame analysis as they appear in literature and as they are interpreted in this paper for translation purposes. The second part focuses on a methodological framework which exemplifies how frames can be introduced into the translation process. It is shown that when using frames, translators can draw the cognitive image of the text, create various versions of the source text in the target language, and use translation strategies consistently and transparently.

Hossein Eidizadeh - Tehran Azad University, Iran
Translating Gender

After Culture made its way through different aspects of our life, it was not surprising that we talk about gender in issues long thought neutral. Translation Studies was not an exception. Categorizing languages to Gendered and Un-gendered ones shed some important lights on the issue of translation .This paper aims to show the problem of conveying gender when translating from English to Persian, as elaborated in the paper, English language is a Pronominal Gendered Language while Persian is an Un-gendered Language, and this differentiation causes some problems for translators that in its turn lead to misunderstanding the translated text.

Borislava Eraković - University of Novi Sad, Serbia
Successful communication in a beginner's translation class, or how to help students develop interpersonal sub-competence without hindering the acquisition of all others

Interpersonal sub-competence in a pedagogical setting usually refers to the ability to work in teams that depends on developed negotiation and leadership skills (Kelly 2005:33). As students' communication skills on the topic of translation are usually nonexistent in their first practical translation course, lively student discussions in cooperative learning environments may all too often lead to communication breakdowns. This paper aims to address some common causes for communication pitfalls among the students in a third year literary translation course at the English Department, University of Novi Sad. It will propose an approach based on student translation diaries as a means of leading the discussions away from the emotional issues of whose expression is the best toward a more constructive identification of translation problems and a discussion of strategies that can be applied to resolve them.

Luminita Frentiu, Codruta Gosa - University of the West, Timisoara, Romania
Enhancing our students' employability rates through international English medium examinations

In this paper we will overview the range of work-related examinations available in Romania focusing on their relevance and recognition. We will also present a case study on the views of some students and young professionals who have decided to sit these examinations.

Elena Fuiorea - Babes-Bolyai University, Cluj Napoca, Romania
A Prototypical Approach to the English Military Verb

Our paper first expands upon several theoretical considerations regarding the prototype theory. Further on, we shall use the prototype theory as a framework within which to systematize the problem of aspect in English. What makes the grammatical features aspectual is the fact that they make a particular kind of contribution to the meanings of the sentences in which they occur. We shall try to explain the prototypical meaning of the progressive and of the perfect and show that, both for the progressive and for the perfect in English, there exists a family of senses that can be regarded as variations on a prototypical meaning as applied to prototypical situations. The syntactic property of English verbs, that of undergoing a transformation, as well as the relational nature of predicativity, defined through the contrasting effects of verbalization or nominalization will also be dealt upon. We will also shortly mention several English verbal alternations restricted to nonprototypical and psychological predicates.

Plamen Gaptov - Asen Zlatarov University of Burgas, Bulgaria
On the Way to Absolute Language

The paper discusses the revolutionary potential of the kind of 'weird English' which is the result of the direct/literal translation from a source language into English. I look at Walter Benjamin's essay "The Task of the Translator" as well as at other landmark theoretical statements on direct translation (Chinua Achebe's criticism of this translation strategy, Kamau Brathwaite's notion of "nation language", NourbeSe Phillip's African feminist agenda etc.) The appropriation of literal translation for literary purposes includes the work of J.M. Synge (e.g. his translations of Petrarch's poetry into his "invented" language which he forged by borrowing from Irish peasant speech). In a brief section, the paper charts the historical vicissitudes of these kinds of colonial Englishes and looks at Irish historiography of translation where the notion of direct translation of the Gaelic substratum is a central discussion.

Attila Imre - Sapientia University, Tg-Mures, Romania
Handling a database of modal verbs in a translation environment

The 21st century has brought about changes in the translation business as well, including the growing interest in terminology databases in multiple languages. We have attempted to create a database of more than 1,000 entries regarding the English modal verbs and their translation into Romanian and Hungarian, which were saved in the translation memory and the term base of a translation environment, MemoQ. The conclusion part also tries to predict what the future might hold regarding machine translation and translation software in general.

Svetlana Kamysheva - State Pushkin Institute of Russian Language, Moscow, Russia
Lingvo-pragmatic features of persuasive communication in Business Presentation

Every day and every hour, there are thousands of presentations of new companies, products, election platforms, concepts of investment projects, cultural and other programs. Genre presentation is actually essential for almost all spheres of activity. Public presentation as a form of persuasive communication is designed to provide a persuasive effect on the audience and encourage them to take actions that are directly or indirectly beneficial to the speaker or the audience. This article, focusing on business presentation is an attempt to comprehend the discursively-textbuilding-process of mechanisms for implementing various aspects of the speech effect, detected in both the pragmatic principles of textual organization and the field of rhetoric-hermeneutic aspects of the text interpretation in business discourse.

Patchanok Kitikanan - Naresuan University, Thailand
The Translation of Verbal Complements of Cognition-utterance Verbs: A Case Study from English to Thai in 'Harry Potter and the Chamber of Secrets'

In the translation of verbal complements of cognition-utterance verbs from English to Thai, it is necessary to use the appropriate complementizers and verbal complement structures. The objective of this study is to locate translation strategies on verbal complements of cognition-utterance verbs from English to Thai in 'Harry Potter and the Chamber of Secrets.' This study employs Functional Syntax (Givon, 1990) to identify cognition-utterance verbs and their English verbal complements. Six types of verbal complements have been discovered. Besides each type requires both similar Thai syntactic structures and different ones, the uses of complementizers relates to the meaning of the verbs.

Andrea Kriston - Tibiscus University, Timisoara, Romania
The Importance of Memory Training in Interpretation

Among the many things an interpreter should learn in order to perform simultaneous or consecutive interpretation, memory is an important element that needs training. In the present paper, my aim is to discuss about some techniques of improving one's memory, the characteristics of short and long term memory, and the way in which they influence the interpreting performances.

Mahsa Mahjoobi - Research and Sciences University, Shiraz, Iran.
Individual Differences and Quality of Translation: A Personality-Based Perspective

The current study was targeted at investigating the relationship between translation students' personality types and the quality of their English-into-Persian translations with respect to different text types. To achieve the purpose, 35 undergraduate senior students of translation were randomly sampled. To obtain some demographic information about the participants, the researcher administered the background questionnaires to them. Next, they were distributed 3 different text types for the task of translation. An advertisement, a scientific and a narrative text were chosen to serve Reiss' text typology including operative, informative and expressive texts, respectively. The students were also provided with retrospective questionnaires to shed light on their performances in the act of translating. Subsequently, once the participants' personality types were determined via the Myers-Briggs Type Indicator (MBTI) anchored in Jung's psychological theory, their dominant mental functions were identified involving intuition, sensation, feeling and thinking. To analyze the data, One-way Analysis of Variance (ANOVA) procedure and post-hoc analysis were employed. The results of the study indicated that the only dichotomy showing the significant difference was that of intuition versus sensation. Simply put, the intuitors outperformed their sensing counterparts in the translation of the expressive text. Investigation of this kind leads to a better insight towards the role of individual differences in the act of translating.

Antonio Momoc - University of Bucharest, Romania
The blog – political PR tool in the 2009 presidential electoral campaign

The article *The blog – political PR tool in the 2009 presidential electoral campaign* resulted after monitoring the blogs of the electoral campaign candidates. The research hypothesis is that populists are more attentive to new media, understand the advantages of online communication, hence use the blog for image improvement, for Balkans-like quarrels, or for encouraging the rational debates. I monitored whether the speech of the blogger politicians promoted their image (conveying electoral messages, attacking the rivals, rejecting competitors' statements) or mobilized the voters offline (at rallies or at the poll). I also inventoried the blog-roll, links and the attitude of viewers who commented. This article will be incorporated in the research called *Electoral*

Kamran Muhammad - Punjab University Oriental College, Lahore- Pakistan
Translation of Urdu Poetry in English and Problems Associated with Language Translation
Language is a communication tool. It can be used in many different ways to express either the same idea, or completely different idea. The problem arises when translators attempt to translate word for word. This can be disastrous because the context in which the words are used is not taken into consideration. Translation is basically the technical artifice for creating healthy dialogue as well as mental harmony between two civilizations and languages. Thus the translator gets the position of an ambassador. Communication is normally taken into consideration so for as prose translations are concerned yet translating the verse of one language into that of another is next to impossible. Two opinions are rather well-known with regard to translating poetry. The adherents of one point of view believe that a verse should be translated into a verse so that by going through it, the reader may enjoy the beauty lies preserved in the magic, expression and internal music of itself. Thus engenders the best and the most difficult form of translation. The second point of view believes that a verse should be translated into prose because poetry can never be translated in its real self. Urdu is the national language of Pakistan. It has a wide range of topics. Many translators from Sub-continent, Europe and America tried to transform the beauty and fragrance of Urdu poetry in English, which made a little bridge between East and West. This article is not only the critical study of the problems associated with language translation, it will highlight the variety of the cultures of South Asia and the history of the translation of Urdu poetry in English.

Laura Adina Muresan - Babes Bolyai University, Cluj Napoca, Romania
Constructing Cultures through Translation
We perceive the world through our senses, our memories, the culture to which we belong and the language we happen to speak. So, language is an essential part of our understanding of the world around us as it enables much of the interaction between humans. Culture, religion and science depend on language and language carries them all. Therefore language is necessary premise to differentiate worlds and the barriers among languages are to be diminished through translations. Almost every aspect of life in general and of the interactions among speech communities in particular can be considered relevant to translation, a domain which has to concern itself with how meaning is generated within and among various groups of people in various cultural settings. Consequently, translations should no longer be seen as mere transfer from one language into another, from source language into target language, but as Susan Bassnett puts it:"a translation is not a monistic composition, but an interpretation and conglomerate of two structures. On the one hand, there are the semantic content and the formal contour of the original, on the other hand, the entire system of aesthetic and cultural features bound up with the language of the translation."

Alina Negoescu - Lucian Blaga University, Sibiu, Romania
Aspects of advertising discourse
Language is a great source of power for advertising; the creativity is at its ease, the words are very carefully chosen to create something unique, surprising and memorable in order to achieve the most impact upon the audience. Advertising uses different linguistic techniques at different levels to be persuasive: phonetics, lexical and morphology, semantics and pragmatics. However, when analyzing language in use in real situations these boundaries between the levels of the language are blurry, but for the aims of this article we will focus on the sounds and the use of graphology together with the pictures that accompany them.

Aba Carina Parlog - University of the West, Timisoara, Romania
Recreating Meaning In Translation

My research paper focuses on the manner in which the translator signals his/ her presence in the literary work, in which s/he chooses to render the meaning of the ST and in which the dialogue author-translator develops. In the light offered by semiotics, I will attempt to illustrate the differences regarding shades of meaning, the appropriateness of lexemes in the given context and the occasional inaccuracies that emerge in the TT. The study will also prove that receptor response is usually challenged by the content, form and style of the ST and that it loses its importance if the translation has not previously been evaluated. The TT will be assessed in relation to the lexis used, phonetic transformations and translator's personal interventions in the literary text.

Camelia Petrescu - Politehnica University of Timişoara, Romania
Translation and Translationese

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

Ioan – Lucian Popa - Vasile Alecsandri University of Bacău, Romania
The Contribution of *Secolul 20* to the Advance of Translation Studies in Romania: the Translators from English

Secolul 20 was edited by the Romanian Writers' Union from 1961 to 2001. The first issue of 2001 marks a new stage in the life of the publication that is currently published under the name of *Secolul 2.* Between 1961 and 1989, during the totalitarian regime, it was the most valuable world literature review in Romania and, for almost three decades, its editor-in-chief was Dan Hăulică. In November 1987, on the occasion of the Bienalle, UNESCO awarded it "the prize for the best literature and art review in the world". For decades, *Secolul 20* was a lifeline for the Romanian intelligentsia, a spiritual connection with the free world, a means for avoiding the marginalization of our national culture. Our paper focuses on the contributions of Romanian translators from English with a view to identifying the major trends of thought in the field. Another aim is to popularize the contributions to the theory and practice of translation of almost legendary names of practitioners of the art.

Forough Rahimi - Islamic Azad University, Shiraz, Iran
Ali Rahimi - University of Kashan, Iran
English as an International Language: the global curricula under scrutiny

This paper seeks to scrutinize the global textbooks published and practiced uniformly in an Iranian EFL context with a critical lens. It is an attempt to delineate the hidden agenda behind the spread of American culture, values, and ideology via English language textbooks. This paper proposes a need for a change in the design and content of English textbooks, stressing the inclusion of the students' needs, lifestyles, culture, values, and rituals in their English textbooks. It also suggests that for the development of more culturally-bound, context-specific materials, it is desirable to have local, rather than globally-recognized, syllabus designers and material developers involved in the process of writing, designing, and developing EFL materials.

Anca Maria Roşu - Academy of Economic Studies, Bucharest, Romania
Promotional Strategies in Romanian Banking System

In the last two years, the banking market has witnessed unprecedented turmoil as it has undergone a period of massive uncertainty and change. Openness, transparency and truthfulness of provided information are fundamental pillars of modern and effective communication. In an economic climate as difficult as this one, the issues of the promotion policy are becoming more and more important. The purpose of this paper is to gain better understanding of banks' promotional strategies and to analyze what is relevant to a successful banking communication, so as to achieve and maintain customers and to manage customer relationships today.

Arif Saricoban - Hacettepe University, Ankara, Turkey
Translation to Test Language Areas and Skills

It is common knowledge that translation has been favored by the majority of foreign-language teachers since the birth of foreign-language teaching started many years ago. Translation requires awareness of native language (L1) and target language (L2) in both language structures and cultures exploring similarities and differences between them. This paper focuses on the applicability of translation as a testing tool not only in the four main languages skills; namely, listening, speaking, reading and writing, but also in other language areas such as vocabulary, grammar and pronunciation. At the end of the study some recommendations for evaluation procedure are given.

Nadežda Silaški - University of Belgrade, Serbia
Annamaria Kilyeni - Politehnica University of Timişoara, Romania
The MONEY IS A LIQUID metaphor in economic terminology – a contrastive analysis of English, Serbian and Romanian

Within the framework of Conceptual Metaphor Theory, as propounded by cognitive linguists (Lakoff and Johnson 1980; Lakoff 1987; Kövecses 2002; etc.), in this paper we deal with the MONEY IS A LIQUID metaphor as linguistically instantiated in economic terminology in English, Serbian and Romanian. The main aim of this cross-cognitive and cross-linguistic analysis is to establish whether the three languages share the same conceptualisations of some important economic concepts based on the LIQUID metaphor, or alternatively, whether they exhibit any cross-cultural differences. Since the mind is embodied and our bodily experience with water is universal, we expect to find little difference across the three languages.

Ameneh Soufiany - Islamic Azad University, South Tehran Branch, Iran
Error Analysis: An Investigation of Errors among IAU Translation Trainee Students

As pedagogical scholars are always in an attempt to provide translation trainees with appropriate education, the present study is a contribution to pinpoint some of the most frequent types of errors among BA translation trainee students in English to Persian translation at IAU. To meet this aim, employing error analysis and evaluation methods, translations of six short passages of 92 students were inspected and 732 detected errors were categorized according to American Translators Association list of translation errors. Respectively, the frequency and percentage of each error-type was calculated. It was concluded that Misunderstanding of Original Text or Mistranslation into Target Language, Punctuation, and Ambiguity were the most frequent types of errors. Finally, sources of such errors were discussed in order to aggrandize the guidelines needed to be undertaken to overcome such problems, to define syllabuses and course materials, and in sum, to improve the quality of students' translations.

Cristina-Georgiana Voicu - Alexandru Ioan Cuza University of Iaşi, Romania
"Translations between Borders": A Metaphor for Constructing Cultural Otherhood
Throughout my paper, I am referring to topics such as the notion of translation as a way of negotiating differences and of rendering difference manifest; translation as not just an intercultural, but also an intracultural phenomenon; translation as a condition of the self-reflexivity of cultures in the wake of Homi Bhabha and Lawrence Venutti. Thus, I will oppose translation to the concept of 'dialogue' as it appears in some contexts where it forces an apparently symmetrical dichotomy, but really hides a hierarchy. I mean here the idea of a "dialogue between cultures" (implying closed communities with defined *borders* as agencies), as opposed to *contextual translation* among individuals and languages.

Polina Zolina - Masaryk University, Brno, Czech Republic
Specifics of translation of postmodern terminology in Russian language and communication features in Russian postmodern space.
The article is devoted to the specifics of the translation of postmodern terminology and the concept of "postmodernism" in the Russian language, to the problem of adaptation of the terminology in the closed and for a long time self-developing area and the peculiarities of them in the context of Russian literature, which is very different from European by outliterary circumstances. In addition, the contribution focuses on the communicative features of postmodern context, an immanent presence in the new generation and the new context with the postmodern signs. Postmodern theory was formulated by the European poststrukturalists. But Russia has long been closed to the context of European country. Although postmodern texts began to be created from the second half of the 20th century, European terminology is available in full only at the end of the 80s. The terms had to adapt and apply to a already existing system, which was formed in closed environment. That's why it is an interesting dispute about translation and adaptation of the terminology of postmodernism, carried on the Russian context. Besides the current situation in which the increasingly strong thought about the end of postmodernism is prominent, about the completion of this phase of cultural development, we can pay attention to a number of interesting factors in communication sphere. For example, as postmodernism, which is "overcome", "finished", formed a generation of postmodernism, which every day without resorting to the terminological always acts in the postmodern matrix. That is how modern communication operates within the boundaries of postmodernism.

Alesa'di Zohreh - Azad University, Iran
Relationship between Specific Self-esteem, Self-efficacy, Translation Motivation, Extroversion/Introversion and Translation Quality
This study investigates the relationship between specific self-esteem, self-efficacy, translation motivation, extroversion/introversion and translation quality. The participants in this study were 65 senior students majoring in English translation at Shiraz Azad University. Through an Oxford Quick Placement Test, 54 homogeneous students were selected to answer four questionnaires and take a translation test containing three different passages based on Reiss's text type. The findings revealed that there is a significant relationship between specific self-esteem and translation quality. Moreover, it showed that extroverts were better in translating. It was also found that there was no significant correlation between motivation, self-efficacy and translation quality.

◆

PAPERS IN FRENCH

◆

Andra-Teodora Catarig – University of Oradea, Romania
Néologismes d'auteur dans la presse quotidienne d'information générale
Partagée entre le devoir de donner des informations claires, correctes et précises et la tentation de jouer avec les mots, l'écriture de presse utilise une large gamme de stratégies. Le journaliste informe, argumente, convainc, émeut, amuse, incite. La créativité de l'écriture journalistique se manifeste surtout dans les pages d'opinion et dans les sections « Politique » ou « Économie ». En nous appuyant sur un corpus formé de quotidiens français, italiens et roumains, nous allons étudier les néologismes créés par fantaisie. Vu le caractère éphémère du quotidien, toutes les créations ne résistent pas à l'épreuve du temps. Leur compréhension exige une bonne connaissance du contexte politique, économique et culturel de ces pays.

Georgiana Lungu-Badea - University of the West, Timisoara, Romania
Méthodologies générale et spécifique de la traduction
L'interdisciplinarité et la multidisciplinarité de la traductologie mettent en discussion l'existence d'une méthode propre de la traductologie. Le classique clivage *traduction littéraire — traduction non littéraire* (technique et autres) légitime l'existence des méthodes et stratégies de traduire correspondant à des types, genres et fonctions de textes bien différents et des méthodologies traductologiques qui leur conviennent. Pour parvenir à identifier des règles méthodologiques spécifiques, il est souhaitable de faire un distinguo entre les compétences du traducteur scientifique et du traducteur littéraire. Dans ce contexte, pourrait-on parler d'une méthodologie générale de la traductologie ? et envisager, par la suite, l'utilité des règles de la globalisation traductologique ?

Mariana Pitar - University of the West, Timisoara, Romania
Thème et domaine dans la traduction. Une perspective didactique
La traduction mot à mot constitue une des causes des échecs dans le processus de traduction des étudiants. Une autre, aussi importante, c'est le fait que les étudiants ne se débrouillent pas dans le travail avec le dictionnaire et n'ont pas de critères claires dans le choix des synonymes ou des variantes données. Toutes ces difficultés relèvent en faite d'une stratégie de traduction et d'enseignement de la traduction qui met l'accent sur quelques étapes principales: la compréhension globale du texte; l'établissement claire du thème et du sujet, ainsi que des idées principales du texte; la délimitation des termes spécifiques au domaine; le choix des dictionnaires spécialisés et des mots (termes) appropiés dans les dictionnaires générales. Nous partons dans notre étude des fautes typiques des étudiants en analysant les causes de ces fautes et les stratégies appropriées dans l'enseignement de la traduction, en nous rapportant surtout à la traduction spécialisée.

Mirela Pop - Politehnica University of Timișoara, Romania
Modèles d'analyse du TAT appliqués dans l'enseignement de la traduction
La conception d'une démarche traduisante décomposable en étapes successives, véhiculée avec les approches orientées sur la description du processus de traduction, a une application didactique par le regard systématique porté par les enseignants sur chaque étape du processus global ; l'analyse du texte à traduire en fait également partie. Nous proposons d'entreprendre une lecture critique

des modèles d'analyse fournis par des théoriciens et didacticiens de la traduction afin d'en dégager les caractéristiques générales et de juger de leur applicabilité en classe de traduction. Notre choix se portera sur trois modèles conçus dans les années '90 : le modèle que nous appellerons « interprétatif » dont M. Lederer (1994) nous fournit quelques repères, le modèle « fonctionnel », intitulé « modèle orienté vers l'analyse du TAT » (« Model for Translation-Oriented Text Analysis »), conçus par C. Nord (1991), et le modèle proposé par F. Grellet (1991).

Carmen-Ştefania Stoean - Academy of Economic Studies, Bucharest, Romania
Peut-on enseigner la communication professionnelle?
A l'égard de la communication professionnelle, la didactique des langues vivantes se trouve devant un paradoxe : bien que la préoccupation pour l'enseignement/apprentissage d'une langue vivante à visée professionnelle ne date pas d'aujourd'hui, et que ce dernier ait évolué des vocabulaires scientifiques et techniques vers les situations de communication professionnelle ou le jargon des métiers, bien que la nécessité d'une formation à la communication professionnelle soit reconnue et clamée comme une exigence de la mondialisation, il n'y a pas à vrai dire d'approche systématique de ce domaine. Qu'est-ce que la communication professionnelle ? Par quoi se caractérise-t-elle ? Qu'est-ce qui la différencie de la communication ordinaire ? Comment se manifeste-t-elle ? Peut-on l'enseigner/apprendre ? Nous essaierons de trouver des réponses, qui restent à être évaluées, en nous appuyant sur notre pratique enseignante.

Lavinia Suciu - Politehnica University of Timişoara, Romania
Modèles d'analyse du TAT appliqués dans l'enseignement de la traduction
La conception d'une démarche traduisante décomposable en étapes successives, véhiculée avec les approches orientées sur la description du processus de traduction, a une application didactique par le regard systématique porté par les enseignants sur chaque étape du processus global ; l'analyse du texte à traduire en fait également partie. Nous proposons d'entreprendre une lecture critique des modèles d'analyse fournis par des théoriciens et didacticiens de la traduction afin d'en dégager les caractéristiques générales et de juger de leur applicabilité en classe de traduction. Notre choix se portera sur trois modèles conçus dans les années '90 : le modèle que nous appellerons « interprétatif » dont M. Lederer (1994) nous fournit quelques repères, le modèle « fonctionnel », intitulé « modèle orienté vers l'analyse du TAT » (« Model for Translation-Oriented Text Analysis »), conçus par C. Nord (1991), et le modèle proposé par F. Grellet (1991).

Lavinia Suciu - Politehnica University of Timişoara, Romania
La politesse dans la communication médiate par l'ordinateur
Nous aimerions mettre en exergue le fait que la communication interpersonnelle médiate par l'ordinateur est à même de mettre en scène un type de relation propre aux interactions interpersonnelles destinées à entamer les liens sociaux, et elle ne crée pas seulement une relation formelle, dépourvue de subjectivité. En dépit de l'absence physique de l'interlocuteur et des opérateurs non-verbaux, ayant le rôle de nuancer et de rendre plus complexe l'échange verbal, aussi sous son aspect cognitif que sous celui affectif, la communication médiate par l'ordinateur use d'un répertoire de stratégies susceptible de lui conférer un caractère moins formel et de construire une relation de proximité.

Sorina Şerbanescu - University of the West, Timisoara, Romania
«Les langages véhiculaires" spécialisés » : une question d'actualité à l'époque de la mondialisation
Les langues sont des organismes vivants qui évoluent et suivent, en général, les destins de leurs peuples. Si les interférences linguistiques trouvaient, il n'y a pas longtemps, leur explication naturelle dans les contacts directs entre les langues, nous assistons, à l'époque contemporaine, à

une "contamination" linguistique qui affecte les langues nationales sous l'effet de la mondialisation. Il s'agit de la création de "langages véhiculaires" spécialisés, grâce auxquels la langue anglo-américaine a acquis le statut de langage universel (par exemple les langages : informatique, des affaires, etc.). Cette étude se propose d'étudier, d'une manière contrastive, les emprunts lexicaux anglais dans les langues française et roumaine, ainsi que leurs influences sur la gestion des antinomies telles l'identité linguistique et l'interculturalité, l'enrichissement et l'uniformisation/universalisation des langues.

Ana Tudoran – Technical University of Civil Engineering, Bucharest, Romania
Le management interculturel et la rupture avec le système socialiste
L'adhésion à l'Union Européenne des pays socialistes représente, pour ces acteurs économiques repliés sur eux-mêmes pendant plus de 50 ans, une occasion de s'ouvrir aux partenaires étrangers, d'être une partie active de la dynamique de la zone de libre-échange. La coopération des entreprises de l'Est et l'Ouest de l'Europe révèle des différences culturelles et incite les partenaires à trouver une réponse aux problèmes de communication qui apparaissent dès les premiers contacts.

Maria Ţenchea - University of the West, Timisoara, Romania
Contrastivité et traduction: quels équivalents roumains pour les formes composées en -*ant* du français ?
Le système verbal du français comporte quatre formes en -*ant*, correspondant à deux modes non personnels – le participe et le gérondif : d'une part, le *participe présent* (*marchant*) et le *participe passé composé* (*ayant marché*), et, d'autre part, le *gérondif* (forme simple : *en marchant*) et le *gérondif passé* (forme composée : *en ayant marché*). Vu l'inexistence de formes correspondantes en roumain (qui connaît une seule forme en -*ând*, appelée *gerunziu* « gérondif » : *mergând*), la traduction des formes composées en -*ant* pose problème. L'analyse d'un corpus nous permettra d'envisager les équivalents possibles de ces formes, avec une insistance toute particulière sur le gérondif passé.

Mihaela Visky - Politehnica University of Timişoara, Romania
Enchaînements parataxiques et implication du lecteur-traducteur
Les constructions parataxiques, c'est à dire les enchaînements phrastiques dépourvus de mots de liaison, imposent une implication plus profonde du lecteur-traducteur lors de la démarche sémasiologique du processus de traduction. Le lecteur procède à une lecture plus rapide du texte, au rythme de l'écriture de l'auteur, tandis que le traducteur s'efforce d'identifier le plus exactement possible les liens logiques qui se cachent derrière les constructions elliptiques. À partir d'exemples extraits d'un roman policier français, nous tentons d'identifier comment et à quel niveau s'implique le lecteur-traducteur dans la compréhension des enchaînements parataxiques.

Mihaela Visky - Politehnica University of Timişoara, Romania
Traduire la parataxe
Dans un roman policier, l'écriture rapide, sans mots de liaison, assure une accélération du récit, du suspense et oblige à une lecture en profondeur du texte, ce qui détermine le traducteur à s'impliquer plus profondément lors de la démarche sémasiologique, mais aussi lors de la démarche onomasiologique. Pendant l'étape de restitution du sens, le traducteur se trouve coincé entre son désir d'expliciter l'implicite et son devoir de respecter le style de l'auteur et son vouloir-dire. En guise d'illustration, nous présentons quelques exemples de traductions d'enchaînements parataxiques, accompagnés de commentaires des solutions choisies.

♦
PAPERS IN GERMAN
♦

Simona Marilena Bursașiu - University of Bucharest, Romania
Maria Micle - University of the West, Timisoara, Romania
Universitäts Bibliothek zwischen Information und interkulturelle Kommunikation. Fallstudie Universitäts Bibliotheken aus Temeswar (Rumänien)

Die Förderung der Vielfalt und der kulturellen Kommunikation zwischen den verschiedenen Gemeinschaften setzt die die Festlegung von Grundsätzen voraus, die zu der sozialen Integration von Angehörigen verschiedener Kulturen und Minderheiten beiträgt. Die Bibliothek vermittelt Informationen aus verschiedenen Quellen und beweist die positive Koexistenz der kulturellen Vielfalt. Die Bestände sind vielfältig nicht nur aufgrund der Vielzahl von Bereichen, sondern auch dank der vertretenen Kulturen. Die Rumänischen Universitätsbibliotheken müssen ihre Bemühungen bei der Anwendung von Strategien der guten Kommunikations zur Unterstützung des interkulturellen Dialogs zwischen Bibliothekar und Benutzer intensivieren. Den freien Zugang zu den Informationen betrifft die Public Relations. Die Wirksamkeit der Public Relations Abteilung, hängt von der Zusammenarbeit des Personals aller Abteilungen ab. Wir schätzen, dass die Universitätsbibliotheken aus Temeswar eine geeignete Option für die Fallstudie unserer Präsentation ist.

Lora-Dagmar Constantinescu - Academy of Economic Studies, Bucharest, Romania
„Mit Deutsch in Europa". Sprachenlernen und interkulturelle Kompetenz

Kommunikation in DaF/FaSU ist sprachbezogen und mitteilungsbezogen. Andererseits ist das Fremdsprachenlernen als Weg zur Sozialisation Mittel zur Identitätsprägung wie auch „Kulturöffner". Und dies insoweit die Fremdsprache nicht nur im Sprachsystem als neu erscheint, aber auch wie die über sie vermittelten Gegebenheiten und Besonderheiten Sinn erhalten. Die Arbeit behandelt *Aspekte des Sprachenlernens und der Interkulturalität* im so genannten "studienbegleitenden DU" am Beispiel eines neuen Lehrmaterials für die A2-B1-Stufe im nichtphilologisch/
berufsbezogenen DU: „Mit Deutsch in Europa" (2009) mit seinen sprachhandlungs-orientierten, hier betont interkulturellen Lehr-, Lern- und Handlungsräumen, mittels Themen, Texten und Kompetenzen.

Anca Dejica-Cartis - Politehnica University of Timişoara, Romania
Textkompetenz und kommunikatives Handeln im Deutschunterricht

Im Deutschunterricht sind Texte auch eine Vorgabe für kommunikatives Handeln. Texte werden sowohl als Input als auch als Output für individuelle Aktivitäten gebraucht. Ziel der Arbeit ist, Modalitäten für den Umgang mit Texten zu unterstreichen und Kompetenzen wie: sich über Sachverhalte informieren, Ideen extrahieren, an Gesprächen teilnehmen, erzählen, Situationen erproben, auf Sprechanlässe reagieren u.a. hervorzuheben.

Maria-Dana Grosseck - Politehnica University of Timişoara, Romania
Deutsche Spuren im technischen Fachwortschatz wurden nicht verwischt

Die kulturellen und geistigen Interessen wechsel im Laufe der Zeiten. In unserer heutigen Sprache haben sie alle ihre Spuren hinterlassen. Das Interesse am irdischen Weltgeschehen verschwindet

eigentlich nie. Manchmal schläft es ein, erwacht aber immer wieder und wenn es dazu nicht kommt, sollte es wachgerüttelt werden. Das wechselvolle Leben, die Übermacht der Technik, das Eingreifen der Wissenschaft in allen Lebensbereichen, das Gewicht der Verwaltung und die internationalen Verflechtungen haben auch sprachlich ihre Spuren hinterlassen und zu neuen Wegen geführt. Die deutsche Sprache hinterließ im rumänischen technischen Fachwortschatz Spuren die auch im aktuellen Kontext ihre Gültigkeit nicht verloren haben, mehr sogar, sie bieten einen Ausgangspunkt für den Kontakt mit der deutschen Sprache auch in anderen Bereichen.

Ulrich Heyder – Sofia Technical University, Bulgaria, Braunschweig Technical University, Germany
Cristian Mustata – Politehnica University of Bucharest, Romania
Der Kontextbezug in der Vermittlung von Schlüsselkompetenzen – am Beispiel: Kommunikationsfähigkeit im Beruf
Die Kommunikationsfähigkeit, wie auch andere Schlüsselkompetenzen, z.B. Teamfähigkeit oder Konfliktfähigkeit werden heute vielfach noch rein formal vermittelt. Man lernt wie man präsentiert und Gespräche phasiert und zielorientiert gestaltet, wie man mit Ich/Du-Aussagen oder Distraktoren umgeht, etc. Weniger wird beachtet, dass man am Ende vielleicht wissen/können muss wie ein Arzt mit einem Patienten kommunizieren kann, ein Lehrer mit seinen Schülern, Eltern mit ihren Kindern oder Mitarbeiter mit ihren Vorgesetzten. Das bedeutet, es fehlt den Trainings der Kontext. Für das Kommunizieren in den heute zunehmend prozessorientierten Arbeitsformen (Projekte, Gruppenarbeit) in den Unternehmen ist es jedoch wichtig, die Spielräume in den Strukturen richtig zu erfassen. Arbeite ich in einem wissensorientierten lernenden Unternehmen oder noch in einer rein tayloristischen oder bürokratisch gesteuerten Organisation, in einem fraktalen oder in einem virtuellen Unternehmen, etc. Mitarbeiter- und Führungsrollen variieren dabei erheblich. Bologna hat uns für die Ausgestaltung des Professionalisierungsteils der Lehrpläne in einem praxisorientierten Studium große Spielräume eröffnet.

Claudia Icobescu - Politehnica University of Timişoara, Romania
Das Zwischenspiel zwischen dem Übersetzungsauftrag und dem kognitiven System des Übersetzers
Der Übersetzungsprozess beginnt mit der Entgegennahme des Auftrags, heißt es. In dieser Arbeit wird dem Zwischenspiel einzelner Elemente des Übersetzungsauftrags und dem kognitiven Wissen des Übersetzers nachgegangen. Die der Übersetzungstätigkeit daraus erwachsenden Schwierigkeiten werden anhand von Beispielen aus dem Unterricht durchleuchtet.

Claudia Icobescu - Politehnica University of Timişoara, Romania
Ach, das Recherchieren!
Bei einer Übersetzung sind Recherchen sehr wichtig, denn der Übersetzer ist selten in allen Themengebieten bis ins Detail bewandert. Der alltägliche Unterricht enthüllt jedoch eine völlig andere Wirklichkeit. Immer wieder konfrontiert sich der Dozent mit der Abneigung von Studierenden dieser Tätigkeit gegenüber. In dieser Arbeit soll ein Beitrag zur Klärung dieses Sachverhalts geleistet werden.

Adriana Ionescu – University of Bucharest, Romania
Didaktik der falschen Freunde – praktische Ansätze für die Übersetzer- und Dolmetschergruppen im Universitätsbereich
Die Arbeit hat als Fokus die möglichen didaktischen Ansätze im Bezug auf das Phänomen der falschen Freude und die Interferenzfehler, die zu dieser Erscheinung führen. Im Hauptteil wird über die Wahrnehmung der falschen Freunde im DaF Unterricht diskutiert: Gewichtung des Themas, vorhandene Übungen und praktische Anwendungen im Hochschulunterricht bei den Übersetzer-

und Dolmetschergruppen, wo das Problem der falschen Freunde besondere Schwierigkeiten bereiten kann. Einige der zentralen Fragen, die man sich im Rahmen dieser Arbeit stellt sind: Wann und wie detailliert wird über falsche Freunde im Unterricht gesprochen? Gibt es spezialisierte Übungen für den Deutschunterricht? Werden die spezifischen Probleme im Unterricht vorweggenommen? Wie werden die falschen Freunde korrigiert? Welche ist die Situation in den rumänischen Universitäten? Die Diskussion richtet sich anschließend auf die Etappen und Strategien zur Fehlervermeidung in der didaktischen Praxis. Der letzte Teil der Arbeit bietet eine vorgeschlagene Übungstypologie an.

Elisabeth Lazarou - University of Bucharest, Romania
Deutschsprachiger Fach- und Fachsprachenunterricht am Beispiel des Faches Unternehmenskommunikation in den Fachrichtungen Wirtschaftsingenieurwesen
In diesem Beitrag wird versucht, basierend auf das übergreifende Konzept des CLILiG (Content and Laguage Integrated Learning in German), was mit „Integriertes Sprach- und Fachlernen" übersetzt werden kann, methodisch-didaktische Aspekte zur Vermittlung des Faches *Unternehmenskommunkation* in den deutschprachigen ingenieurwissenschaftlichen Fachrichtungen (der Universität Politehnica Bukarest) aufzuzeigen. CLIL bzw. CLILiG hat in der didaktischen Diskussion, vor allem im Primar- und Sekundarbereich im letzten Jahrzehnt an Bedeutung gewonnen. Erste umfangreiche Studien zu CLILiG haben nachgewiesen, dass das integrierte Lernen von Sprache und Fach signifikant zur Stärkung der Deutschkenntnisse beiträgt, was auch für die deutschsprachigen Studiengänge von Bedeutung ist, zumal auch dort die Unterrichtssprache gleichzeitig Lernsprache ist und somit der Fachunterricht immer auch Sprachunterricht.

Svetlana Menshenina - Moscow University, Russia
Rhetorikausbildung als die notwendige Komponente der Berufskultur des Lehrers
Die moderne Informationsgesellschaft stellt hohe Anforderungen im Bereich der Kommunikation. Der Beruf des Pädagogen erfordert eine hohe kommunikative Kompetenz. Die kommunikativen Fertigkeiten und Fähigkeiten eines Lehrers sind das Grundwerkzeug der Tätigkeit. Leider müssen wir feststellen, dass der moderne Pädagoge nicht immer über ausreichende rhetorische Kenntnisse verfügt. Es sei betont, dass der Grund dafür das Fehlen des Faches Rhetorik in Russland im Laufe von einigen Jahrzehnten sowohl in der Schule als auch an der Hochschule ist. In Anbetracht der heutigen sprachlichen Situation in Russland wird das Problem der Erhöhung des Niveaus der Sprechkultur und der rhetorischen Fertigkeiten des Schullehrers eklatant.

Andreea Rodica Ruthner - Politehnica University of Timişoara, Romania
Zur Bedeutung des interkulturellen Phänomens in den multiethnischen „Kommunikationsgemeinschaften" Europas
Zum einen fördert die Abschaffung der Grenzen innerhalb der europäischen Union immer mehr den freien Verkehr, vor allem in der Suche nach einem besseren Arbeitsplatz, der das finanzielle Wohlbefinden garantieren soll. Unbedeutend ob Einwanderer oder Staatsangehörige, alle Bewohner Europas sind von diesen Veränderungen betroffen. Zum anderen sind vorwiegend in West- und Zentraleuropa infolge der Ein- und Auswanderungsbewegungen keine rein einsprachige Kulturen mehr vorhanden, und insbesondere die größeren Städte Europas erweisen sich als multiethnische Zentren und definieren sich durch einen „neuen Soziolekt als gemischtkulturell" (Androutsopoulus 2001).

Anne Schlömer - Babes-Bolyai University, Cluj-Napoca, Romania
Interkulturelle Aspekte der Wissenschaftskommunikation am Beispiel der Textsorte wissenschaftlicher Aufsatz

Die Textsorte wissenschaftlicher Aufsatz ist eine Form der Fachkommunikation, deren sprachliche Gestaltung maßgeblich durch Funktionen und Konventionen der Wissenschaftskommunikation bestimmt wird. Ein Gebot des Wissenschaftsbetriebes ist die Objektivität, welche sich sprachlich in unterschiedlichen Objektivierungs-strategien, zu denen vor allem die Anonymisierung zählt, niederschlägt. Grammatikalische und lexikalische Mittel zum Ausdruck der Verfasserreferenz und der Stellung des Autors zu seinem Beitrag werden in deutschsprachigen, germanistischen Publikationen, die einerseits in Deutschland, andererseits in Rumänien erschienen sind, untersucht. Der Vergleich zwischen Auslands- und Inlandsgermanistik kann Hinweise auf kulturspezifische Schreibtraditionen geben.

Patricia Serbac - University of Medicine, Tg-Mures, Romania
Übersetzungs- und Kommunikationsschwierigkeiten bei der Übersetzung von Studiendokumenten aus dem Rumänischen ins Deutsche

Die Übersetzung von Studiendokumenten aus dem Rumänischen ins Deutsche dient den Studenten oder Absolventen, die sich in einem deutschsprachigen Land weiterbilden möchten, oder die sich für ein Stipendium bewerben. Doch in der Verwaltungssprache in dem Bereich des Unterrichts ist nicht immer leicht, Äquivalenzen zu finden. Es gibt zwei Gründe dafür: erstens, das Unterrichtssystem der zwei Länder ist nicht identisch und zweitens, es gibt viele „falsche Freunde" aus dem gemeinsamen europäischen Wortschatz. Das kann nicht nur zu Übersetzungs- sondern auch zu Kommunikationsschwierigkeiten zwischen den sich bewerbenden Studenten und den betreffenden Behörden oder zwischen den Behörden der zwei Länder führen. Weil heute die Kommunikation immer wichtiger ist, sollten diese Probleme gelöst werden.

Lucia-Alexandra Tudor - Technical University Gh. Asachi, Iaşi, Romania
Einbürgerung vs. Verfremdung: Eingesetzte Übersetzungsstrategien bei der Harry Potter Romanenserie

Bei der Übertragung eines prägnant britischen Werkes wie der *Harry Potter* Heptalogie ergeben sich gewisse kulturbezogene Übersetzungsprobleme. Infolge einer kontrastiven Analyse der deutschen und bzw. der rumänischen Übersetzung des englischen Originals, werden die unterschiedlichen eingesetzten Übersetzungsmethoden und -verfahren identifiziert und erörtert, wobei die Übersetzung (in der Tradition von Reiß/Vermeer) als Sondersorte kulturellen Transfers beachtet wird.

◆

PAPERS IN ROMANIAN

◆

Mirela Boncea - *University of the West, Timisoara, Romania*
"L' italiano si impara a tavola?" sau despre lexicul artei culinare în didactica limbii italiane.

În această lucrare ne propunem să aducem în discuţie câteva aspecte importante la nivel lingvistic şi congnitiv, în parcursul învăţării unei limbi străine – în cazul nostru limba italiană –, având ca punct de plecare lexicul destinat unuia dintre sectoarele care a contribuit la sporirea cunoaşterii Italiei în lume şi din acest punct de vedere: *la cucina italiana (bucătăria italiană).* Dacă ar fi să ne

rezumăm doar la arhicunoscutele cuvinte *la pizza şi la pasta* (cuvinte ce reprezintă portdrapelul artei culinare italiene), am putea spune că, de fapt, bucătăria italiană este extrem de săracă în reprezentare lexicală. Nu vom vorbi, desigur, despre reţete, ci despre posibilitatea ca expresiile idiomatice, proverbele şi uzanţele ce includ termeni referitori la bucătăria italiană (alimente, nume de mâncăruri, ingrediente, obiceiuri, tradiţii etc.), să poată fi utilizate ca material didactic în învăţarea unei limbi.

Elena Claudia Constantin - Politehnica University of Timişoara, Romania
Unitate şi diversitate culturală europeană
Autoarea studiază rolul pe care îl are cultura naţională în contextul european actual. Noua arhitectură a instituţiilor europene se bazează pe soluţionarea problemei: identitate europeană versus identitate naţional-statală. Deviza UE „unitate în diversitate" dezvăluie importanţa colaborării, dar şi respectarea şi aprecierea diversităţii. Odată cu constituirea UE importanţa comunicării interculturale a crescut, lucru necesar pentru a face faţă exigenţelor lumii actuale, caracterizată prin diversitate. Cultura românească oferă un exemplu concret de asimilare a valorilor culturale şi, în acelaşi timp, de păstrare a valorii şi a identităţii specifice. Se constată că în politica culturală e nevoie de acţiuni coordonate şi unificate.

Simona Constantinovici - University of the West, Timisoara, Romania
Limbajul publicistic. Aspecte ale deprecierii şi înnobilării limbii române
Presa scrisă prezintă azi, mai mult ca niciodată, o diversitate stilistică greu cuantificabilă. Studiul nostru îşi propune o analiză stop-cadru a lexicului actual, centrată pe o suită de exemple mai mult sau mai puţin frapante, excerptate din ziarele şi revistele actuale. Materialul lexical neomogen asupra căruia se opreşte lucrarea noastră demonstrează, de fapt, caracterul neunitar al stilului publicistic în general, îndepărtarea de norme, sărăcirea limbii, deprecierea ei. Există însă şi o nişă publicistică în care redactorii, puţini la număr, înţeleg să înnobileze limba, în plin secol XXI, cu mijloacele, abilitatea şi inventivitatea omului de cultură modern.

Ionel Nariţa – University of the West, Timisoara, Romania
Un model ansamblist al comunicarii
Elementele actului de comunicare şi relaţiile dintre acestea sunt reprezentate în limbajul teoriei mulţimilor. Actul de comunicare este analizat în două componente, *actul de emitere* a unui mesaj şi *actul de receptare* a mesajului. Fiecare dintre aceste acte se caracterizează prin anumiţi parametri, care pot fi exprimaţi cu ajutorul termenilor din teoria mulţimilor. Totodată, se au în vedere relaţiile dintre emitent şi receptor, cât şi dinamica situaţiilor de comunicare.

Nadia Obrocea - University of the West, Timisoara, Romania
Comunicarea în domeniul religiosului. Rugăciunea ca act de limbaj
Comunicarea de faţă îşi propune o analiză a rugăciunii, din punctul de vedere al teoriei actelor de limbaj dezvoltată de John R. Searle. În concepţia noastră, actul de limbaj – actul lingvistic prin care *spunând ceva*, *facem ceva* – conferă specificitate comunicării în domeniul religiosului. Rugăciunea joacă un rol fundamental în cadrul acestui tip de comunicare.

Adina Palea - Politehnica University of Timişoara, Romania
Rolul asociaţiilor profesionale în definirea profesiei de relaţii publice. Situaţia din România
Asociaţiile profesionale de relaţii publice din întreaga lume urmăresc să sporească profesionalismul domeniului şi să sprijine dezvoltarea profesiei şi a profesioniştilor. Acestea şi -au propus să promoveze standarde profesionale, principii etice, să furnizeze un cadru pentru discutarea şi găsirea unei definiţii unanim acceptate şi să sporească credibilitatea profesiei. Scopul

acestei lucrări este de a analiza în ce măsură obiectivele organizaţiilor profesionale de relaţii publice din România sunt similare cu cele ale asociaţiilor de acelaşi profil din alte ţări, şi cum reuşesc să găsească soluţii la provocările menţionate anterior.

Adrian Păcurar - University of the West, Timisoara, Romania
Comunicarea ştiinţei ca formă potenţială de relaţii publice. Rolul personalităţilor de prestigiu şi specificul diseminării ştiinţei prin accesibilizarea limbajului ştiinţific.
Comunicarea işi propune să ia in discuţie aspecte teoretice dintr-o zonă mai puţin explorată din aria generală a teoriei relaţiilor publice. Este vorba despre analiza procesului de popularizare a ştiinţei prin accesibilizarea lucrărilor specialiştilor de vârf pentru marele public şi, în susbsidiar, de interpretarea acestui proces ca o formă particulară de relaţii publice. Aspectele vizate ţin de funcţia diseminării ştiinţei atât pe planul promovării popularizării ştiinţei cât şi pe planul promovării imaginii instituţiilor ştiinţifice în general. Ca subiecte particulare în acest context vor fi avute în vedere: specificul activităţii de diseminare a ştiinţei prin popularizare, modalităţi de accesibilizare prin utilizarea unor limbaje adaptate popularizarii, rolul personalităţilor de prestigiu şi al instituţiilor ştiinţifice în promovarea imaginii ştiinţei de vârf şi, în final, modurile în care procesul de diseminare a ştiinţei se poate constitui şi poate fi interpretat ca formă de relaţii publice. Comunicarea este susţinută în cadrul grantului „Reţea transnaţională de management integrat al cercetării post-doctorale în domeniul Comunicarea ştiinţei. Construcţie instituţională (şcoală post-doctorală) şi program de burse (CommScie)" POSDRU/89/1.5/S/63663.

Mirela Pop - Politehnica University of Timişoara, Romania
Comunicarea didactică în cadrul cursurilor intensive de limbi străine: cazul limbii române
Cercetarea propune un model al comunicării didactice în cadrul cursurilor intensive de limbi străine pornind de la experienţa predării limbii române ca limbă străină în cadrul cursurilor intensive organizate de Universitatea "Politehnica" din Timişoara în perioada 2009-2011 prin proiectul european *Erasmus Intensive Language Courses (EILC)*, derulat prin *Programul de Învăţare pe tot Parcursul Vieţii (Lifelong Learning Program - LLP)*. Modelul se axează pe următorii parametri: descrierea contextului comunicării (caracteristici generale, finalitate, spaţiu, durată, conţinut tematic, particularităţi ale publicului ţintă, constrângeri organizaţionale), forme ale comunicării didactice, strategii de comunicare în vederea îndeplinirii obiectivelor specifice şi operaţionale şi impactul asupra publicului ţintă.

Rodica Superceanu - Politehnica University of Timişoara, Romania
Intertextualitatea şi informativitatea comunicatului de presă: factori determinanţi ai comunicării dintre relaţionist şi jurnalist
În cazul comunicatului de presă, intertextualitatea şi informativitatea se dovedesc a fi factorii principali ai textualităţii în comunicarea dintre relaţionist şi jurnalist. Lucrarea avansează câteva ipoteze privind intertextualitatea acestui gen, care implică cunoştinţele participanţilor despre ştire şi comunicat de presă, actualizate diferit în etapele comunicării şi explorează elementele informativităţii la nivel discursiv, macrotextual şi microtextual. Totodată, lucrarea identifică direcţii de cercetare în viitor ale textualităţii comunicatului de presă, care, prin rezultate, pot completa cunoşterea cu aplicabilitate didactică a acestui subiect.

CONFERENCE PARTICIPANTS

Arjoca-Ieremia Eugenia	University of the West, Timisoara, Romania	earjoca@litere.uvt.ro
Ayyar Mahdi	Isfahan University, Isfahan, Iran	ayyarmahdi@gmail.com
Boncea Mirela	University of the West, Timisoara, Romania	bonceamirela@yahoo.it
Bouziane Karima	Chouaib Doukkali University, Eljadida, Morocco	bouzianekarima@gmail.com
Bursașiu Simona Marilena	University of Bucharest, Romania	simona_bursasiu@yahoo.de
Catarig Andra-Teodora	University of Oradea, Romania	acatarig@yahoo.fr
Cernicova Mariana	*Politehnica* University of Timişoara, Romania	mcernicova@gmail.com
Constantin Elena Claudia	*Politehnica* University of Timişoara, Romania	claudia.constantin@cls.upt.ro
Constantinescu Lora-Dagmar	Academy of Economic Studies, Bucharest, Romania	constant_lora@yahoo.com
Constantinovici Simona	University of the West, Timisoara, Romania	simonadiana@hotmail.com
Coste Octavian	University of the West, Timisoara, Romania	cvtavi@yahoo.com
Cozma Mihaela	University of the West, Timisoara, Romania	mgcozma@yahoo.com
Dejica-Cartis Anca	*Politehnica* University of Timişoara, Romania	cartisanca@yahoo.com
Dejica-Cartis Daniel	*Politehnica* University of Timişoara, Romania	Daniel.dejica@cls.upt.ro
Dragomir Mugur	*Politehnica* University of Timişoara, Romania	mugur_dgm@yahoo.co.uk
Eidizadeh Hossein	Tehran Azad University, Iran	goldmind86@yahoo.com
Eraković Borislava	University of Novi Sad, Serbia	bobaerakovic@yahoo.com
Frentiu Luminita	University of the West, Timisoara, Romania	frentiuluminita@yahoo.com
Fuiorea Elena	*Babes Bolyai* University, Cluj Napoca, Romania	dochinoiu_anda@yahoo.com
Gaptov Plamen	Asen Zlatarov University of Burgas, Bulgaria	plapig@yahoo.com
Gosa Codruta	University of the West, Timisoara, Romania	codrutagosa@yahoo.co.uk
Grosseck Maria-Dana	*Politehnica* University of Timişoara, Romania	dana.grosseck@yahoo.de
Heyder Ulrich	Sofia Technical University, Bulgaria, Braunschweig Technical University, Germany	u.heyder@tu-sofia.bg
Charskykh Igor	Donetsk National University, Ukraine	icharsk@gmail.com
Chirimbu Sebastian-Cristian	*Spiru Haret* University, Bucharest, Romania	sebastian_chirimbu@yahoo.com
Chuveleva Natalia	Masaryk University, Brno, Czech Republic	chuvel1@yandex.ru
Icobescu Claudia	*Politehnica* University of Timişoara, Romania	ca.icobescu@yahoo.com
Imre Attila	Sapientia University Tg-Mures, Romania	attilaimre@ms.sapientia.ro
Ionas Angelika	University of the West, Timisoara, Romania	angelika.ionas@yahoo.com
Ionescu Adriana	University of Bucharest, Romania	anana12003@yahoo.com
Kamran Muhammad	Punjab University Oriental College, Lahore- Pakistan	drmkamran@gmail.com
Kamysheva Svetlana	State Pushkin Institute of Russian Language, Moscow, Russia	skamysheva@yandex.ru
Kilyeni Annamaria	*Politehnica* University of Timişoara, Romania	annakil78@yahoo.com
Kriston Andrea	Tibiscus University, Timisoara, Romania	andrea.kriston@clicknet.ro
Lazarou Elisabeth	University of Bucharest, Romania	elazarou@aol.com
Lungu-Badea Georgiana	University of the West, Timisoara, Romania	glungubadea@yahoo.fr
Mahjoobi Mahsa	Research And Sciences University, Shiraz, Iran	mahjoobi71@yahoo.com

Menshenina Svetlana	Moscow University, Russia	menshen@yandex.ru
Micle Maria	University of the West, Timisoara, Romania	maria.micle@polsci.uvt.ro
Momoc Antonio	University of Bucharest, Romania	antoniomomoc@yahoo.com
Muresan Laura Adina	*Babes Bolyai* University, Cluj Napoca, Romania	adina.mures@yahoo.com
Mustata Cristian	*Politehnica* University of Bucharest, Romania	cristianmustata@yahoo.com
Nariţa Ionel	University of the West, Timisoara, Romania	inarita@litere.uvt.ro
Negoescu Alina	*Dimitrie Cantemir* University, Bucharest, Romania	alina.negoescu@yahoo.com
Obrocea Nadia	University of the West, Timisoara, Romania	nadia_obrocea@yahoo.com
Oniga Liliana	Virgil Madgearu College, Tg. Jiu, Romania	liliana_oniga@yahoo.com
Pacurar Adrian	University of the West, Timisoara, Romania	adpacurar@gmail.com
Palea Adina	*Politehnica* University of Timişoara, Romania	adina.palea@yahoo.com
Pârlog Aba-Carina	University of the West, Timisoara, Romania	abacarina.parlog@yahoo.com
Pârlog Hortensia	University of the West, Timisoara, Romania	abaparlog@gmail.com
Patchanok Kitikanan	Naresuan University, Thailand	nicenanina@gmail.com
Petrescu Camelia	*Politehnica* University of Timişoara, Romania	marion_cv@yahoo.com
Pitar Mariana	University of the West, Timisoara, Romania	pitarmariana@yahoo.fr
Pop Mirela	*Politehnica* University of Timişoara, Romania	mirela.pop@cls.upt.ro
Popa Ioan - Lucian	*Vasile Alecsandri* University Of Bacău, Romania	i.l.popa@hotmail.com
Rahimi Ali	University Of Kashan, Iran	rahimijah@yahoo.com
Rahimi Forough	Islamic Azad University, Shiraz, Iran	rahimi.forough@yahoo.com
Ritt Adriana	*Politehnica* University of Timişoara, Romania	adriana.ritt@gmail.com
Roşu Anca Maria	Academy of Economic Studies, Bucharest, Romania	anca.rosu@yahoo.com
Ruthner Andreea Rodica	*Politehnica* University of Timişoara, Romania	arruth2002@yahoo.com
Saricoban Arif	Hacettepe University, Ankara, Turkey	arifs@hacettepe.edu.tr
Serbac Patricia	University of Medicine, Tg-Mures, Romania	patricia.serbac@yahoo.com
Serbanescu Sorina	University of the West, Timisoara, Romania	sorinaserbanescu@yahoo.com
Schlömer Anne	*Babes Bolyai* University, Cluj Napoca, Romania	anne.schloemer@gmail.com
Silaški Nadežda	University Of Belgrade, Serbia	silaskin@sbb.rs
Soufiany Ameneh	Islamic Azad University, South Tehran Branch, Iran	amess_soufi@yahoo.com
Stoean Carmen-Ştefania	Academy of Economic Studies, Bucharest, Romania	carmen.stoean@gmail.com
Suciu Lavinia	*Politehnica* University of Timişoara, Romania	laviniasuciu31@yahoo.com
Superceanu Rodica	Politehnica University of Timişoara, Romania	rodica.superceanu@cls.upt.ro
Tenchea Maria	University of the West, Timisoara, Romania	mtenchea@yahoo.com
Tudor Lucia-Alexandra	*Gh. Asachi* Technical University, Iaşi, Romania	luciatudor_ro@yahoo.com
Tudoran Ana	Technical University of Civil Engineering, Bucharest, Romania	tudorana@yahoo.co.uk
Visky Mihaela	*Politehnica* University of Timişoara, Romania	mihaela_visky@yahoo.fr
Voicu Cristina-Georgiana	*Alexandru Ioan Cuza* University Of Iaşi, Romania	voicucristina2004@yahoo.fr
Zohreh Alesa'di	Azad University,Iran	zohreh.alesadi@gmail.com
Zolina Polina	Masaryk University, Brno, Czech Republic	polina-zolina@seznam.cz

CONFERENCE PROCEEDINGS

Selected papers will be published in *Professional Communication and Translation Studies*. Languages of publication: English, French and German. Should you wish to have your paper published, please send your contribution to Dr. Rodica Superceanu, Politehnica University of Timisoara, Department of Communication and Foreign Languages, Str. Traian Lalescu 2a, 300223, Timisoara, Romania, both as a hard copy and as a word-processing file (Microsoft Word 2000 or later, rich text format) on CD, respecting the following instructions:

STYLE SHEET
Paper length: 3000 – 5000 words (title, abstract, keywords and references included)
Page margins: 2.5cm all margins
Font: Times New Roman (TNR), 12pt.
Line spacing: 1.5
Indentation: 1.25cm
Title: all capitals, bold, centered, 16 pt.
Author's name: under title, bold, centered, 14pt.
Affiliation: under author's name, bold, centered, 12pt.
Abstract: under affiliation, 100 – 150 words, TNR, 10p., single spaced
Keywords: under abstract, 4 – 10 words, TNR, 10p., single spaced
Titles of sections: numbered (1., 2, 2.1. … 2.4, etc.), bold, left margin, 12pt.
References: all references given in the paper should be numbered and given in alphabetical order at the end of the paper under the heading References. Examples:

References
1. McElroy, W. D. 1999. *A Manual of Style*, 12th ed, Chicago: The University of Chicago Press.
2. Owyoung, A. 1979. "High Resolution Coherent Raman Spectroscopy of Gases" in *Laser Spectroscopy IV*,
   ed. by H. Walther and K. W. Rothe, New York: Springer- Verlag, pp. 175-182.
3. Thole, K., 1997. "Exploring the Possibility of Primitive Life on Mars" in *Undergraduate Engineering Review*,
   available at *http://tc.engr.wisc.edu/tcweb/uer/uer97/thole.html* [accessed May 2009].

Important:
- Do not insert page numbers, footnotes, pictures or photographs;
- Use *italics* for emphasis, keywords, etc., and **bold** for subtitles and headings;
- Use the corresponding diacritic signs for the language in which you write the paper;
- If your paper is written in French or German, provide an English translation of the paper's title, abstract and keywords and introduce them at the end of your paper (this part should not count in the overall paper length);
- Introduce a brief biographical paragraph in English (70 – 150 words, TNR, 10p., single spaced) at the end of your paper. Suggested content: affiliation, position, research interests, courses you give, published books, etc.
- **Deadline for submitting papers:** *May 10, 2011*