



Buletinul Științific al Universității Politehnica Timișoara  
Seria Limbi Moderne

# SCIENTIFIC BULLETIN

of  
The Politehnica University of Timisoara

Transactions on MODERN LANGUAGES

Volume 16, Issue 1, 2017



EDITURA POLITEHNICA

***Redactor șef / Editor-in-chief***

Prof. Dr. Daniel DEJICA, Politehnica University of Timișoara, Romania

***Colegiul de redacție / Editorial board***

Lect. Dr. Marion COHEN-VIDA, Politehnica University of Timișoara, Romania

Lect. Dr. Claudia ICOBESCU, Politehnica University of Timișoara, Romania

Lect. Dr. Annamaria KILYENI, Politehnica University of Timișoara, Romania

Asist. Dr. Marcela FĂRCAȘIU, Politehnica University of Timișoara, Romania

***Secretar de redacție / Editorial secretary***

Asist. Dr. Claudia Elena STOIAN, Politehnica University of Timișoara, Romania

***Referenți Științifici / Scientific Board***

Prof. Dr. Daniel DEJICA, Politehnica University of Timișoara, Romania

Prof. Dr. Gyde HANSEN, Copenhagen Business School, Denmark

Prof. Dr. Debra JOURNET, University of Louisville, USA

Prof. Dr. Anthony O'KEEFFE, Bellarmine University, USA

Prof. Dr. Mirela Cristina POP, Politehnica University of Timișoara, Romania

Prof. Dr. Maria ȚENCHEA, University of the West, Timișoara

Conf. Dr. Vlasta KUČIŠ, University of Maribor, Slovenia

Conf. Dr. Angelika IONAȘ, University of the West, Timișoara

Conf. Dr. Ioan Lucian POPA, Vasile Alecsandri University of Bacau, Romania

Conf. Dr. Loredana PUNGĂ, University of the West, Timișoara

Conf. Dr. Titela VÎLCEANU, University of Craiova, Romania

Lect. Dr. Claudia ICOBESCU, Politehnica University of Timișoara, Romania

Lect. Dr. Simona ȘIMON, Politehnica University of Timișoara, Romania

**Scientific Bulletin of the Politehnica University of Timișoara  
Transactions on Modern Languages**

**Vol. 16, Issue 1, 2017**

**CONTENTS**

**Linguistics and Communication**

Oleksandr KAPRANOV	The Framing of Music Therapy in Scientific Articles Published in "Dementia" in 2008-2017	5
Sorina ȘERBĂNESCU	"La Langue de Bois" et "Le Politiquement Correct" dans le Discours Public Roumain	17

**Translation and Interpreting Studies**

Mihaela COZMA	Dealing with Syntactic Discontinuities in the Translation of Legal Texts	27
Claudia E. STOIAN	The Importance of Thematic Structure in Teaching Translation	35
Alexandra ILIE	Le Phénomène de la Traduction entre Tradition et Evolution	45
Anca DEJICA-CARȚIȘ	Die digitale Textverarbeitung und die Textrevision	51

**Foreign Language Pedagogy**

Marcela Alina FĂRCAȘIU	Cultural Challenges in Teaching Ethics to Romanian Engineering Students	61
Valentina BUDINČIĆ, Tijana DABIĆ	Insights into Terminological Anglicisms in ESP Teaching	69
Jasmina RADIN	Mobile Assisted Language Learning: Advantages and Use among Different Age Groups	79

**Reviews**

Marcela Alina FĂRCAȘIU	Book review: Șimon Simona. 2014. <i>THE PERSUASIVE FUNCTION OF WRITTEN ADVERTISEMENTS.</i>	93
Annamaria KILYENI	Book review: Dejica Daniel, Cernicova-Bucă Mariana. 2014. <i>DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ENGLEZ - ROMÂN.</i> Cernicova-Bucă Mariana, Dejica Daniel. 2014. <i>DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ROMAN – ENGLEZ</i>	97
Simona ȘIMON	Book review: Stoian Claudia Elena. 2015. <i>THE DISCOURSE OF TOURISM AND NATIONAL HERITAGE: A CONTRASTIVE STUDY FROM A CULTURAL PERSPECTIVE</i>	101
Roxana GHIȚĂ	Conference report: <i>PCTS10 – PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES</i>	105

<b>Information for Authors</b>		110
--------------------------------	--	-----

**Buletinul Științific al Universității Politehnica Timișoara  
Seria Limbi Moderne**

**Vol. 16, Nr. 1, 2017**

**CUPRINS**

**Lingvistică și comunicare**

Oleksandr KAPRANOV	Încadrarea terapiei muzicale în articolele științifice publicate în „Dementia” în perioada 2008-2017	5
Sorina ȘERBĂNESCU	„Limba de lemn” și „corectitudinea politică” în discursul public românesc	17

**Traducere și interpretare**

Mihaela COZMA	Despre discontinuitățile sintactice în traducerea textelor administrative	27
Claudia E. STOIAN	Importanța structurii tematice în predarea traducerii	35
Alexandra ILIE	Fenomenul traducerii între tradiție și evoluție	45
Anca DEJICA-CARȚIȘ	Prelucrarea digitală și revizuirea textelor	51

**Didactica predării limbilor străine**

Marcela Alina FĂRCAȘIU	Dificultăți culturale în predarea eticii la studenții politehniști români	61
Valentina BUDINČIĆ, Tijana DABIĆ	Aspecte privind anglicismele terminologice în predarea ESP	69
Jasmina RADIN	Învățarea limbilor asistată mobil: Avantaje și utilizare în diferite grupuri de vârstă	79

**Recenzii**

Marcela Alina FĂRCAȘIU	Recenzie carte: Șimon Simona. 2014. <i>THE PERSUASIVE FUNCTION OF WRITTEN ADVERTISEMENTS</i>	93
Annamaria KILYENI	Recenzie carte: Dejica Daniel, Cernicova-Bucă Mariana. 2014. <i>DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ENGLEZ-ROMÂN</i> . Cernicova-Bucă Mariana, Dejica Daniel. 2014. <i>DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ROMAN-ENGLEZ</i>	97
Simona ȘIMON	Recenzie carte: Stoian Claudia Elena. 2015. <i>THE DISCOURSE OF TOURISM AND NATIONAL HERITAGE: A CONTRASTIVE STUDY FROM A CULTURAL PERSPECTIVE</i>	101
Roxana GHIȚĂ	Raport de conferință: <i>PCTS10 – PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES</i>	105

<b>Informații pentru autori</b>		110
---------------------------------	--	-----

## ADDRESSES OF THE AUTHORS

**Valentina BUDINČIĆ**

University Sinergija  
Department of English language and literature  
Bijeljina, BOSNIA AND HERZEGOVINA  
E-mail: [vvalentinab@yahoo.com](mailto:vvalentinab@yahoo.com)

**Tijana DABIĆ**

University Sinergija  
Faculty of Computing and Informatics and Faculty  
of Economics  
Bijeljina, BOSNIA AND HERZEGOVINA  
E-mail: [tdabic@sinergija.edu.ba](mailto:tdabic@sinergija.edu.ba)

**Marcela Alina FĂRCAȘIU**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [marcela.farcasiu@upt.ro](mailto:marcela.farcasiu@upt.ro)

**Alexandra ILIE**

*Alexandru Ioan Cuza* University of Iași  
Faculty of Letters and Faculty of Computer Science  
Department of Philology and Department of  
Computer Science, ROMANIA  
E-mail: [alexandrailie216@gmail.com](mailto:alexandrailie216@gmail.com)

**Annamaria KILYENI**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [annamaria.kilyeni@upt.ro](mailto:annamaria.kilyeni@upt.ro)

**Claudia E. STOIAN**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [claudia.stoian@upt.ro](mailto:claudia.stoian@upt.ro)

**Simona ȘIMON**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [simona.simon@upt.ro](mailto:simona.simon@upt.ro)

**Mihaela COZMA**

West University of Timișoara,  
Faculty of Letters, History and Theology,  
Department of Modern Languages, ROMANIA.  
E-mail: [mgcozma@yahoo.com](mailto:mgcozma@yahoo.com)

**Anca DEJICA-CARTIȘ**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [anca.cartis@upt.ro](mailto:anca.cartis@upt.ro)

**Elena Roxana GHIȚĂ**

*Politehnica* University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Traian Lalescu 2a  
300223 Timișoara, ROMANIA  
E-mail: [roxana.ghita@upt.ro](mailto:roxana.ghita@upt.ro)

**Oleksandr KAPRANOV**

University of Bergen, NORWAY  
E-mail: [oleksandr.Kapranov@uib.no](mailto:oleksandr.Kapranov@uib.no)

**Jasmina RADIN**

University of Graz  
Faculty of Humanities  
Dept. of English and American Studies, AUSTRIA  
E-mail: [jasmina.rdn@gmail.com](mailto:jasmina.rdn@gmail.com)

**Sorina ȘERBĂNESCU**

West University of Timișoara  
Faculty of Economics and Business Administration  
Department of Marketing and International  
Economic Relations, ROMANIA  
E-mail: [sorina.serbanescu@e-uvt.ro](mailto:sorina.serbanescu@e-uvt.ro)

## INFORMATION FOR AUTHORS

The *Scientific Bulletin of the Politehnica University of Timișoara* is a direct successor of the *Bulletin Scientifique de l'Ecole Polytechnique de Timișoara*, which was started in 1925. The *Transactions on Modern Languages* is published by of the Department of Communication and Foreign Languages of the Politehnica University of Timișoara.

The *Transactions on Modern Languages* publishes original papers and reviews in all areas of theoretical and applied linguistics. The journal, published as one volume per year, is included in the following databases: CEEOL, EBSCO, ERIHPLUS, Europeana, DOAJ, Google Scholar, MLA, ULRICH'S and WorldCat.

## GENERAL CONSIDERATIONS

Authors are invited to submit original contributions in all areas of theoretical and applied Linguistics: Linguistics, Translation and Interpreting Studies, Discourse Analysis, Pragmatics, Rhetoric, Terminology, Languages for Special Purposes, or Foreign Language Teaching.

The languages of publication are English, French or German. The length of the article may range between 3000 and 5000 words, excluding references. Please prepare your article using Word 2007 or a later version, following the template available for download in the Submission section of the Scientific Bulletin page at <http://sc.upt.ro/ro/publicatii/buletinul-stiintific/submission>

All articles should be accompanied by a Contributor Data Sheet and by a Copyright Transfer Agreement. Both forms are available for download in the Submission section. By submitting a paper to this journal, authors certify that the manuscript has not been submitted to, nor is it under consideration for publication by any other journal, conference proceedings, or similar publications.

There is no page charge. All papers submitted for publication are blindly reviewed by two members of the review board. Upon acceptance and after publication, the articles will also be available for download free of charge on the Bulletin page.

Deadlines for submitting papers:

- vol. 17/2018 - *February 1, 2018*
- vol. 18/2019 - *December 1, 2018*
- vol. 19/2020 - *December 1, 2019*

Please send your contributions by e-mail or by regular mail to Dr. Claudia Elena Stoian, Editor-in-Secretary, [claudia.stoian@upt.ro](mailto:claudia.stoian@upt.ro), or visit the publication page at <http://sc.upt.ro/ro/publicatii/buletinul-stiintific/about>

**Prof. Dr. Daniel DEJICA, Editor-in-Chief**

Editorial address:  
Politehnica University of Timișoara  
Dept. of Communication and Foreign Languages  
Str. Petre Râmneanțu (Oltul) nr.2, A204  
300596 Timișoara

Tel: [+40 256 404014](tel:+40256404014)  
Fax: [+40 256 404017](tel:+40256404017)  
E-mail: [sb.tml@upt.ro](mailto:sb.tml@upt.ro)



EDITURA POLITEHNICA

ISSN 1583-7467  
ISSN-L 1583-7467