



Buletinul Științific al Universității Politehnica Timișoara
Seria Limbi Moderne

SCIENTIFIC BULLETIN
of
The Politehnica University of Timisoara

Transactions on MODERN LANGUAGES

Volume 18, Issue 1, 2019



EDITURA POLITEHNICA

Editor-in-chief / Redactor şef

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

Editorial board / Colegiul de redacție

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

Dr. Marcela FĂRCAȘIU, Politehnica University of Timișoara, Romania

Dr. Claudia ICOBESCU, Politehnica University of Timișoara, Romania

Dr. Annamaria KILYENI, Politehnica University of Timișoara, Romania

Editorial secretary / Secretar de redacție

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

Scientific Board / Referenți Științifici

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. Hayssam SAFAR, University of Mons, Belgium

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

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

Dr. Annette DJUROVIC, University of Belgrade, Serbia

Dr. Ada GRUNTAR JERMOL, University of Ljubljana, Slovenia

Dr. Najwa HAMAOUI, University of Mons, Belgium

Dr. Vlasta KUČIŠ, University of Maribor, Slovenia

Dr. Claudia ICOBESCU, Politehnica University of Timișoara, Romania

Dr. Angelika IONAŞ, University of the West, Timișoara, Romania

Dr. Roberto Martinez MATEO, University of Castilla-La-Mancha, Cuenca, Spain

Dr. Armela PANAJOTI, University of Vlora, Albania

Dr. Ioan Lucian POPA, Vasile Alecsandri University of Bacău, Romania

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

Dr. Simona ȘIMON, Politehnica University of Timișoara, Romania

Dr. Bledar TOSKA, University of Vlora, Albania

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

Vol. 18, Issue 1, 2019

CONTENTS

Linguistics and Communication

Daniela GHELOFAN	Some Considerations about Discursive Antonymy	5
Sofiana Iulia LINDEMANN, Sabina HOMANA	The Implicit Causality in Verbs	14
Ilina-Mihaela STĂNCULETE	From “Saying” to “Doing”. Conversational Maxims in Political Speeches	23
Lutfi ABBAS LUTFI	Post-Colonial Discourse: The Impact of Imperial Elements on J. M. Coetzee’s Waiting for the Barbarians	34
Alexandra Ștefania ȚIULESCU	Play vs. Screen: An Analysis of Shakespeare’s Language in Transmediation	46
Silvia-Maria CHIREAC, Anna Devis ARBONA	Preserving and saving Quichua language with software. The value of indigenous laboratory of Quichua-Spanish language in San Lucas (Ecuador)	54

Translation Studies

Carmen ARDELEAN	Relevance of the Cultural Transfer in Translation: False-friends in Media Sources	62
Olenka Maria MĂNESCU	Touring the Translation of the Advertising Discourse	70
Dorđe BOŽOVIĆ, Borko KOVACEVIĆ	The Emergence of Grammar and Meaning in Intertextual and Interlinguistic Practice	79
Verona-Elena CIOCIOI	Metaphor Translatability, Untranslatability and In-Betweens	90
Mariana PITAR	Les phraséologies dans la formation des traducteurs : types et traitement	100

Foreign Language Pedagogy

Amira Rabah ASADI	The Difficulties of Teaching English through Literature in the Israeli EFL Classroom	112
Elena MEŞTEREAGĂ	Integrating the Social Context and Learning Ecologies of Digital Natives in EFL Teaching Approaches	124
Liliana-Luminița TODORESCU, Gabriel-Mugurel DRAGOMIR, Anca GRECULESCU	Learning by Teaching at University Politehnica of Timișoara – A Case Study	134
Ramona BRAN, Gabriela GROSSECK	Speaking about SPOC: Can a Small Private Online Course (SPOC) Be a Viable Solution for Teaching English	142
Iozefina ȘANDOR	The EFL Lesson Stages. Linguistically Connected?	158

Reviews

Daniel DEJICA	Book review: Hamaoui, Najwa. 2019. <i>MEDIATION LINGUISTIQUE: ENJEUX CULTURELS ET MEDIATIQUES A L'ERE DU NUMERIQUE.</i>	168
---------------	---	-----

Information for Authors

Buletinul Științific al Universității Politehnica Timișoara
Seria Limbi Moderne
Vol. 18, Nr. 1, 2019

CUPRINS

Lingvistică și comunicare

Daniela GHELTOFAN	Câteva considerații cu privire la antonimia discursivă	5
Sofiana Iulia LINDEMANN, Sabina HOMANA	Cauzalitatea implicită a verbelor	14
Ilina-Mihaela STĂNCULETE	De la "a spune" la "a face". Maxime conversaționale în discursurile politice	23
Lutfi ABBAS	Discursul post-colonial: impactul elementelor imperiale în romanul <i>Așteptarea barbarilor</i> de J. M. Coetzee	34
Alexandra Ștefania ȚIULESCU	Teatru vs. film: o analiză a limbajului Shakespearean în transmedie	46
Silvia-Maria CHIREAC, Anna Devis ARBONA	Păstrarea și salvarea limbii quichua cu ajutorul software-ului. Importanța laboratorului indigen de limbi quichua-spaniolă în San Lucas (Ecuador)	54

Studii de traducere

Carmen ARDELEAN	Relevanța transferului cultural în traducere: prieteni falși în surse media	62
Olenka Maria MĂNESCU Đorđe BOŽOVIĆ, Borko KOVACEVIĆ	Explorarea traducerii discursului publicitar Manifestarea gramaticii și a sensului în practica intertextuală și interlingvistică	70 79
Verona-Elena CIOCIOI Mariana PITAR	Traductibilitatea metaforelor, intraductibilitate și neutralizare Frazeologii în formarea traducătorilor: tipuri și abordări	90 100

Didactica predării limbilor străine

Amira Rabah ASADI	Dificultățile predării limbii engleze prin literatură în cadrul orelor de EFL din Israel	112
Elena MEŞTEREAGĂ	Integragerea contextului social și a ecologilor de învățare ale nativilor digitali în abordările didactice ale EFL	124
Liliana-Luminița TODORESCU, Gabriel-Mugurel DRAGOMIR, Anca GRECULESCU	Învățare prin predare la Universitatea Politehnica Timișoara – un studiu de caz	134
Ramona BRAN, Gabriela GROSSECK	Vorbind despre SPOC: poate un curs online privat cu un număr redus de cursanți (SPOC) să fie o soluție viabilă pentru predarea limbii engleză?	142
Iozefina ȘANDOR	Etapele lecției de limba engleză ca limbă străină. Conectate din punct de vedere lingvistic?	158

Recenzii

Daniel DEJICA	Recenzie de carte: Hamaoui, Najwa. 2019. <i>MEDIATION LINGUISTIQUE: ENJEUX CULTURELS ET MEDIATIQUES A L'ERE DU NUMERIQUE</i> .	168
---------------	--	-----

Informații pentru autori

174

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 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. 19/2020 - *December 1, 2019*
- vol. 20/2021 - *December 1, 2020*

Please send your contributions by e-mail or by regular mail to Dr. Claudia Elena Stoian, Editor-in-Secretary, 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
Fax: +40 256 404017
E-mail: sb.tml@upt.ro



EDITURA POLITEHNICA

ISSN 1583-7467

ISSN-L 1583-7467