LIST OF ABSTRACTS IN ENGLISH

THE AUTOETHNOGRAPHIC METHOD – AN ALTERNATIVE IN COMMUNICATION
Cosmin Constantin BĂIAŞ
Abstract: This paper aims to investigate the methodological framework in the communication sciences through a metadiscoursive approach. The approach focuses on the qualitative research methods, especially the new ethnography. We identify the advantages of using the autoethnographic method, the subjectivity and the alternative options, which turn around life, texts, game or authenticity. In a narrative manner, the approach brings forward our critical view on the academic life. The paper also takes over the task of answering some classical methodological objections that may be raised against this pedagogical and research approach. It is impossible not to evaluate.
Keywords: autoethnographic method, qualitative methods, communication, rhetorical critique, culture.

THE ROLE OF THE FRENCH LANGUAGE IN THE ESTABLISHMENT OF THE ROMANIAN SCIENTIFIC VOCABULARY
Dorina CHIȘ-ŢOIA
Abstract: The scientific style is achieved in several stylistic variants, each representing the elements of language and style of a science branch that is subject to the general scientific language. There was an important preoccupation for the enrichment of the Romanian language with foreign scientific terms and in this direction, we can speak about the fundamental role that the French language had in the establishment of scientific terminologies during the 19th century. We propose ourselves to achieve a presentation in this direction.
Keywords: style, borrowing, science, terminology, modernization, relatination, reromanisation.

“WHAT ARE WE WRITING ON?” AUTHORS AND REPORTERS AT WORK
Ştefana-Oana CIORTEA-NEAMŢIU
Abstract: The research has dealt with the medium as a carrier of the message and as the message itself for decades; my approach tries to shed the light on an area that has not yet been studied from this point of view, mainly the media used by the writers – authors or journalists – to record ideas, informations or even plans. The note, the message is in this case not intended for a wide audience, but for the personal use of the writer. Does the selected medium play a role? Is it chosen consciously or not? What does the medium stand for? These are some of the questions I am answering at.
Keywords: medium, notebook, reporter, author, notes, Goethe, Eco, Chatwin

GETTING MESSAGES ACROSS: THE INTEGRATION OF PROFESSIONAL COMMUNICATION SKILLS INTO ESP TEACHING
Monica COJOCARU
Abstract: For many years, ESP instruction was confined to teaching specialized terminology and translating texts. However, today’s globalized professional environment requires that its members should also master a set of communicative skills that round off their specialist knowledge if they are to complete their tasks effectively and preserve their margin of success. In spite of the apparent need for professional communication proficiency, there seems to be insufficient available research supplying an accurate understanding of the methods of teaching professional communication to undergraduate students as part of the ESP curriculum. This paper discusses the core skills underpinning successful professional communication and attempts to present a functional integrative professional communication model to be used in academic settings, with an emphasis on the use of English in an engineering environment.
Keywords: professional communication, ESP curriculum, engineering graduates, English as a lingua franca.
E-LEARNING/M-LEARNING – THE NEW TREND IN FOREIGN LANGUAGE TEACHING
Monica CONDRUZ-BACESCU

Abstract: The article deals with the importance of e-learning/m-learning in acquiring a foreign language. As the amount of information that must be accumulated in school/university has increased significantly in recent years, the pupil/student nowadays is moving towards using computers as a means of information in the learning process. The article also presents the advantages and disadvantages of e-learning and some examples of online platforms that offer English courses. A new concept is introduced, namely mobile learning. M-learning is a new method, a relatively new concept in the learning process. M-learning means that learning does not only happen at a desk, nowadays students should have constant access to information no matter the place they are. The conclusion is that e-learning/m-learning cannot completely replace the classical methods of learning, but can facilitate and improve the learning process.

Keywords: e-learning, m-learning, online platform, information, resources, education

THE ANALYSIS OF SYMBOLIC FORMS IN THE MCDONALD’S PRODUCT ADVERTISING CREATED FOR FRANCE AND INDIA
Mihai CRANGASU

Abstract: In this article we propose to analyze in which way the un-manifested cultural dimensions of communication for the McDonald’s products are the forms of symbolic expression? McDonald’s customizes its products to the cultural context of each country. Adaptation to local conditions is part of the DNA in the development of multinational McDonald’s. From these explicit statements of missions that we find in some McDonald’s advertisings, we are committed to conduct an analysis based on semiotic-hermeneutic method (Bratosin, 2007, 2011) according to which the meaning is produced in a practical context (cultural, religious, scientific, etc.). Therefore, the communication on McDonald’s products will be analyzed in its symbolic and mythical aspects, from culture as a symbolic form that created the conditions of possibility to open the advertising way on McDonald’s products to the intelligibility. Our corpus will be constituted by the most important advertisings for the McDonald’s products in France and in India. The expected results are to find the cultural, religious and mythical symbols that demonstrate the specificity of McDonald’s products compared to culture as a symbolic form.

Keywords: the symbolic form, semiotic-hermeneutic method, McDonald’s, mythical-religious thinking, culture.

TRANSLATING GERMAN BUSINESS TEXTS – A CASE OF STUDY
Anca DEJICA-CARTIS, Sebastian CHIRIMBU

Abstract: To deal with various translation problems which may occur during the translation of economic texts, the translation needs to use specific translation strategies and methods. In the present paper, we focus on and discuss different translation problems students encounter when translating business and economic texts during German translation seminars. Problems and solutions under discussion include those related to text comprehension and text production, in particular linguistic and cultural equivalence.

Keywords: Business German, theoretical perspective, text analysis, linguistic analysis, translation strategy, professional translator.

THE CURRICULUM AS A BASIS OF A TEXT BOOK PROJECT. CONSIDERATIONS ON THE ELABORATION OF THE SDU MANUAL „MIT DEUTSCH STUDIEREN, ARBEITEN, LEBEN“. Ioana Andrea DIACONU

The present paper refers to the development of the SDU manual „Mit Deutsch studieren, arbeiten, leben“, written by authors from several countries and presents it from the perspective of one of the authors. The paper focuses on the importance of writing a curriculum, and fixing the goals, principles and methods before beginning the work on a manual. The term SDU is explained.

Key words: Curricula, key skills qualifications, progression in grammar
SAUDIS’ ATTITUDE TOWARDS ENGLISH: TREND AND RATIONALE
Syed Md. GOLAM FARUK

Abstract: This paper investigates the trend of Saudis’ attitude towards English and the reasons behind it. To discern the trend of the attitudinal change, the paper analyses the findings of some relevant studies conducted in 1990s and 2000s. Moreover, to find out the raison d’être behind the change, the paper looks into the reasons underlying the introduction and expansion of English language teaching in Saudi Arabia as English language teaching and the positive attitude towards it are supposed to grow concomitantly. The paper focuses on two major contributing factors—Saudi Economy (SE) and Saudi English Language Education Policies (SELEP)—in the expansion of English language teaching in Saudi Arabia. The paper concludes that if the economic trend remains and if SELEP continue to exert their influence on Saudi citizens and the English language teaching, the increasingly positive attitude towards English will prevail in Saudi Arabia.

Keywords: Saudis’ attitude towards English, Saudi English language education policies, Saudi economy, Saudi Arabia

ASPECTS OF LANGUAGE AND STYLE IN MIHAIL SADOVEANU’S THE HATCHET
Elena FUIOREA

Abstract: The paper aims at stylistically comparing a selected excerpt of a Romanian contemporary novel, The Hatchet, with its English translation, laying stress on the lexical and grammatical levels. The study also includes an analysis of the Romanian text at the symbolic level. In the first part of the paper, Choice and Motivation, we will try to explain some of our translation choices and describe patterns of stylistic change which occurs during translation, laying emphasis on such elements as: parts of speech, sentence structure, descriptive patterns, constructions used for stylistic purposes, rhythm, insistent repetitions, the stylistic significances of several definite articles, as well as the use of un literary forms of verbs and nouns, specific to the vernacular language. The second part of the study, Visual and Auditory Elements, focuses, at the symbolic level, on both the visual and auditory elements within the text. It deals first with the visual elements, at the lexical and stylistic levels, with a special emphasis on the auditory elements, analyzed at the lexical, phonetical and syntactical levels.

Keywords: lexical level, grammatical level, visual elements, auditory elements, phonetic symbolism, consonantal alliterations, rhythm

BARE ENGLISH-ORIGIN NOUN-PHRASES IN ROMANIAN
Arina GREAVU

Abstract: English words borrowed in Romanian are most often adapted so as to conform to the morphosyntactic rules of the recipient language. However, sometimes borrowings remain uninfluenced for Romanian grammatical categories, by not receiving the relevant suffixes for gender, number, case, and definiteness. These unintegrated forms are known in the literature as bare forms. The present paper analyses such cases of English-origin bare nouns and noun phrases in Romanian, and tries to explain the structural, social and functional mechanisms that trigger their appearance.

Keywords: borrowing, Anglicism, integration, bare form

TELEVISION TERMINOLOGY: ASPECTS OF TRANSLATION FROM ENGLISH INTO ROMANIAN
Lucian IONICĂ

Abstract: English television terminology is very widely spread. Given the technological power that Anglophone countries hold in the field of television, it has become an international point of reference. The present paper deals with a series of problems related to finding the closest Romanian equivalents of several English terms. These problems arose while compiling the English-Romanian Dictionary of Television Terms (2001, 2005), when one of the compiler’s options was to choose between a normative or a descriptive type of dictionary.

Keywords: television, terminology, translation, English, Romanian
THE BROKEN MYTH OF THE OPINION LEADER. A SOCIOLOGICAL SURVEY CONDUCTED AMONG UBB STUDENTS
Meda MUCUNDORFEANU

Abstract: The present paper reports the findings of a carefully prepared survey conducted in the student city Cluj-Napoca regarding an important factor of the "two-step flow of communication" model. The aim of the study is to find out who the influentials for the students enrolled in the Babeş-Bolyai University are, whether they are formal or rather informal opinion leaders, persons from the media or from their everyday life, but also to find out which values are appreciated nowadays by the respondents. The results of this survey, although far from definitive, seem to be revealing and encouraging for conducting further studies in this direction.

Keywords: Two-step communication flow, opinion leaders, values, characteristics, information, behaviour

THE PUBLIC RELATIONS PROFESSIONAL. ELEMENTS OF IDENTITY
Adina PALEA

Abstract: As public relations have gained notoriety, the PR professional is becoming more and more part of our everyday lives. However, even if the public gets familiar with the terms public relations and public relations specialists, many people do not know what type of activities these professionals are supposed to do or what knowledge and skills they are expected to master in order to become successful at their jobs. Therefore, in this article we shall highlight the qualities, personality traits and specific competencies a public relations professional should have, based on the PR practitioner’s profile portrayed in the specialized literature.

Keywords: public relations, PR practitioner, professional competencies, personal qualities

ROMANIAN HIGHER EDUCATION SYSTEM IN THE FIELD OF COMMUNICATION SCIENCES. THE ANATOMY OF A HOAX AND THE FAILURE OF A GENERATION
Adrian PĂCURAR

Abstract: After an extended proliferation of the “Communication sciences” as a distinct line of study within Romanian Higher Education System which has been encountered for several years, today we must face and accept at least three things regarding this phenomenon. First, we have to admit that the academic educational content of such programs was, and still is far from reaching the expected targets for which it was, at least in theory, conceived. As evidences we mention the poor professional level of the students, and, on the other hand, a very low rate of integration of alumni within the specific market jobs. Also, a testimony of the failure is the low quality level of the Romanian public communication. Thirdly, we also must admit that this system of higher education did not succeed to carry out its own internal reforms since it is tainted by such phenomena as imposture, nepotism and group interests. This study attempts to unveil why the situation degenerated to such extent and to indicate what should be done in the near and medium future for the improvement of this situation.

Keywords: Communication Sciences, Higher Education System, Human Resource, Civic Responsibility

PROFESSIONALISM AND IMPROVISATION IN THE IMAGE CRISIS MANAGEMENT IN THE CONTEMPORARY ROMANIAN HIGHER EDUCATION SYSTEM
Adrian PĂCURAR, Lia Lucia EPURE

Abstract: This paper tries to uncover some elements of what some authors claim to be a total disaster of the content and strategy of public communication carried out by Romanian authorities in the Higher Education System. The paper does not disclose a systematic empirical approach, but aims at revealing aspects concerning recent image crises at the highest level of the Romanian Education system. A brief analysis of the causes follows and the paper ends with some recommendations for improving the crisis management in the given area.

Keywords: Image Crisis Management, Higher Education System, Public Communication
POSTMODERNIST CHALLENGES OF THE VIRTUAL COMMUNICATION: THE BATTLE OF TITANS
Ileana ROTARU

Abstract: The present paper, based on the socio-cultural arguments of the post-modern paradigm, demonstrates the necessity of theorising the concept of "virtual communication" as a specific element of the contemporary cultural and public space. From the methodological point of view, the research is based on a comparative approach: one that is originated in Jean Baudrillard’s ontological criticism, highlighting its dissonant elements and fear of an exaggerated technicism; the other one is rather an answer to the development of humanity as underlined in Pierre Lévy’s and Sherry Turkle’s works.

Keywords: virtual communication, postmodern paradigm, media effects, cyberculture.

WHAT SKILLS DO FOREIGN LANGUAGES TEACHERS NEED IN THE 21ST CENTURY?
AN INTERCULTURAL CONFIGURATION
Elena SAVU, Sebastian CHIRIMBU, Anca DEJICA-CARȚIȘ

Abstract: Reforming the educational institution for accommodating intercultural values, which are permanently in its current programmes and methods, cannot be achieved only through the full and unconditional commitment of the teaching staff as agents of social change. Through their work, teachers fulfill two fundamental responsibilities: transmission of information and the formation of educated individuals. From this point of view, the new profile of the teacher of foreign languages, i.e. in intercultural configuration, does not essentially differ from the portrait of the professional didactics specialist - an open mind to new, ready to experiment with alternative teaching tools that encourage individuals to attain the goals set for learning, able to initiate communication but also concerned with his / her own professional development.

Key words: inter-cultural teaching, inter-cultural skills, inter-personal skills, life-long learning

THE MONEY IS SOLID METAPHOR IN ECONOMIC AND BUSINESS TERMINOLOGY IN ENGLISH*
Nadežda SILAŠKI, Annamaria KILYENI

Abstract: Within the framework of Conceptual Metaphor Theory, as propounded by cognitive linguists (e.g. Lakoff and Johnson 1980, Kövecses 2002), in this paper we deal with the MONEY IS SOLID metaphor as linguistically instantiated in English economic terminology. Whereas money in its physical form comes in the shape of notes and coins that are tangible, visible and solid, we show that money in its more general and more abstract meaning is frequently structured conceptually by means of the MONEY IS SOLID metaphor, which is firmly grounded in our knowledge of the behaviour of solid matter. Based on a corpus of money-related terms collected mainly from several English dictionaries of economics and finance, the aim of our research is to determine and examine the various conceptual mappings the metaphor under discussion rests on.

Keywords: Conceptual Metaphor Theory, MONEY IS SOLID, economic terminology, English, ESP

THE MASKS OF AN ORGANISATION. METACOMMUNICATION ELEMENTS IN THE DIGITAL MEDIA
Lavinia SUCIU Simona ŞIMON

Abstract: Gaining a modus vivendi status in the contemporary society, the new communication means bring new values to the construction of meaning. The complex interaction between the technical instrument and the message points out the way in which, by articulating the enunciation, the technical devices turn into metacommunication elements and thus contribute to the meaning production. Our observations focus on the online organisational communication and pursue the creation and perception of the identity image. The comparative study on which our research is based on Samsung’s digital communication in Romania and France. Taking into account Thierry Libaert’s theory according to which the brand strategy is determined by four factors: the desired image, the possible image, the projected image and the perceived image, our study reveals the various masks used by the issuing organisation in relation to its receiver.
Keywords: communication, organisation, stands, metacommunication, image, digital.

THE TIMIŞOARA SYNDROME AND THE PANAMA INVASION: COMMUNICATION, PUBLIC RELATION AND THE SENSITIVE ISSUE OF THE DEATH TOLL
Lucian-Vasile SZABO

Abstract: At the end of 1989 two important events were marking the world’s media reality: the revolution in Romania which started in Timişoara, and the American invasion of Panama. It is somehow surprising that the American journalists were rather interested in the anticommunist protests in Romania, in the confrontations with the repressive forces here, than in the course of military actions in South America, a region geographically much closer. There are several explanations for this focus of attention, of which we are mentioning two: 1) uncertainty in the conflict between the citizens of Romania and the country’s leadership. The victory of revolutionary forces which claimed democratic changes seemed a utopia compared to the certainty shown by the American structures in the success of the action in the capital city of Panama; 2) the simplicity of the American invasion as compared to the complexity of the situation in Romania. In the first case, invasion was supported ideologically and by well trained troops, equipped with modern gear. In the second, weapons were in the hands of repressive troops, while the revolutionaries had on their side justness of cause and... nothing more.

Keywords: 1989, Revolution, Invasion, Panama, Timişoara, Deaths, Ceauşescu, Noriega

WEB 2.0 IN ENGLISH LANGUAGE TEACHING: USING WORD CLOUDS
Dara TAFAZOLI, Sebastian Cristian CHIRIMBU, Anca Dejică-CARTIŞ

Abstract: Wordle is a free word art tool that mixes any chunk of text in production of a visual representation of the content and creates word clouds from text. Word clouds visually highlight the most often used words in the passage. The more frequently a word appears in the text, the larger its size in the visual design. The user can alter the colors, style and layout of the word collage. Wordle has many advantages and benefits in various fields of study. This study aims to introduce Wordle.net as one of the most useful tools for English teachers. It presents different usages of wordling in teaching language skills – reading, writing, speaking and listening. The study also provides further recommendations for English teachers in using Wordle as a teaching tool.

Keywords: wordling, English language classrooms, English teaching, teaching language skills, teaching vocabulary.

THE NECESSITY OF RELEVANT DICTIONARY CONTEXTUALIZATIONS FOR THE TRANSLATOR OF NAVAL ARCHITECTURE TEXTS
Anca TRIŞCĂ (IONESCU)

Abstract: Translating naval architecture texts involves, besides knowledge and practice in the field, using specific terminology. The ability of handling specific terminology is supposed to be increased by relevant dictionary contextualizations illustrating the meaning and usage of naval architecture terminology. The technical dictionaries available, either on paper or as a wide web resource, provide the translation of terms, i.e. the equivalent(s) in the target language, and, in some cases, the explanation of meaning. However, these dictionaries lack the contextualizations that can help both students and translators. The paper focuses on some existing dictionaries and their relevance for the naval architecture translator. It also provides a possible model for dictionary items accompanied by an explanation and contextualization, which prove to be very useful for students and translators. Special attention will be paid to the lexical characteristics of the Romanian and English naval architecture terminology and relevant contextualizations will be given to illustrate the meaning.

Key words: naval architecture, English texts, translating naval architecture Romanian texts, terminology, context raevlevance, contrastive analysis, English and Romanian technical dictionaries.