LIST OF ABSTRACTS IN ENGLISH

RHETORIC OF TETRAD MEDIA
Cosmin-Constantin BĂIAȘ

Abstract: In the digital age, the great development of the media means of communication requires a method of analysis for the new technologies. Through a metatheoretical analysis, we evaluate, from a methodological point of view, the theory of tetrad media. Based on four items (enhancement, obsolescence, retrieval and reversal), four laws concerning the impact and development of every form of communication can be discovered, formulated and analysed. We consider that tetrad media provides a simple theory of media effects that can be critically used to evaluate the ways in which a particular means changes the cultural processes in the societies that adopt it. Finally, we argue in favour of the tetrad media as a qualitative method of analysis in communication sciences.

Keywords: tetrad media, media ecology, Marshall McLuhan, communication theories, rhetorical theories, rhetorical criticism, methodology of communication, aphoristic strategy.

SPORTS VOCABULARY IN ENGLISH AND SERBIAN IN THE LIGHT OF TRANSLATION CHALLENGES
Valentina BUDINČIĆ, Tijana DABIĆ

Abstract: Due to the powerful influence of English on Serbian in the sports field, which has been present since the nineteenth century and which is nowadays particularly striking, numerous translation concerns in this field are emerging. In order to point out some possible translation difficulties which can appear as a consequence of the lack of sufficient terminology knowledge in this field in English and Serbian and due to the complex socio-linguistic and cross-cultural influences, the authors focus on several lexical issues which can cause these difficulties: false friends, collocations and lexical gaps. The sports terms analyzed in this paper are extracted from the detailed contrastive analysis of English and Serbian sports terminology, which included terms from over 100 sports which are popular all around the world. The results of the research can be useful for linguists who are interested in contrastive analysis and translation studies, as well as for ESP teachers.

Keywords: translation, sports terms, false friends, collocations, lexical gaps.

READING IN A FOREIGN LANGUAGE AND THE DEVELOPMENT OF COMMUNICATIVE COMPETENCES AT THE LEVEL OF SECONDARY SCHOOL PUPILS
Sebastian CHIRIMBU, Adina BARBU-CHIRIMBU

Abstract: We all agree that reading has a decisive role in enriching and developing students’ knowledge for the activation of vocabulary, for the growing taste for reading, for beauty, developing imagination, the power of comparison. Through reading the children get to know more characters, go through many stories, identify themselves with the characters and learn to support their point of view. The issue of educating the taste for reading is extremely delicate, the demarcation between tools offered by the school and the pleasure of reading, which is much more difficult to obtain through standard methods in the classroom. Teachers in general and teachers of a foreign language in particular can only contribute to the formation of this passion, they can help children become autonomous readers. Didactic games remain active methods that contribute to the full development of the child’s personality.

Keywords: reading, active vocabulary, foreign languages, creativity.

FACEBOOK VERSUS WEBSITE. SEARCHING FOR INFORMATION ON SOCIAL NETWORKS OR ON “CLASSICAL” WEBSITES
Ștefana-Oana CIORTEA-NEAMȚIU

Abstract: Where and how are we researching today on information and how is information organized? Where and how do we find the information needed in the fastest way? What is
hindering and what is speeding the search? Today the information is organized in a different manner and the way we search is different than ten years before. Twitter, Facebook and Co. have changed the way especially young people are getting informed today. The purpose of the present paper is to compare the websites with the Facebook-presences of several cultural institutions in Timișoara, in order to find out about the benefits and disadvantages of searching information via one platform or another.

Keywords: information, (re)search, website, Facebook, cultural institution.

COPYWRITERS’ PERCEPTIONS OF ADS ADAPTATION
Sanda Ligia CRISTEA

Abstract: The aim of the paper is to stress the importance of professionalism in print ads translation. The pairs or groups of ads selected by the author will reflect how the American/ the Australian/ the British or the Romanian ad translators convey the same message. For instance, the British versions of some ads show that, compared to the American or the Romanian advertisers, the British copywriters always respect the ‘face’ of the potential buyer by using politeness markers, and that they successfully succeed in connecting the texts and the images of the ads. The language or punctuation mistakes made by some copywriters also prove that a translator should have both academic and commercial skills.

Keywords: the Romanian/ the American/ the Australian/ the British copywriters, ambiguity, spelling mistakes, politeness markers, coherence, antonymy, audience appropriateness, explicitness.

PAREMIOLOGICAL ANTONYM IN ROMANIAN AND RUSSIAN: THEORETICAL AND PRACTICAL CONSIDERATIONS
Daniela GHELTOFAN

Abstract: A proverb involves a set of operations that make it a linguistic and a cognitive, ontological, cultural and pragmatic phenomenon. In a discourse, proverbs and sayings function as verbal stereotypes: they are “ready-made” discourse units that reproduce, depending on the emitter’s intention and on the link with the message communicated. There are antonymic structures at paremiological level; thus, we identified different implicit and explicit proverbial contrasting structures that we gathered under the label “paremiological antonyms” (PrmA); we then distinguished two main types of PrmA: inter-paremiological antonyms and intra-paremiological antonyms. We exemplified on a Russian and Romanian corpus. PrmA are the most vivid example of the (co)existence of antonyms proper and occasional at phrase, contextual level.

Keywords: paremiological antonymy, inter- and intra-paremiological antonyms, contrasting paremiological meaning.

CITATION PRACTICES IN A CORPUS OF ROMANIAN TEXTS ON ECONOMICS
Teodora GHIVIRIGĂ

Abstract: The present paper investigates the pattern of citation practices in professional communication. The research is based on a corpus of Romanian texts on Economics. Quantitative data indicate a preference for the non-integral type of quotation, interpreted as placing more emphasis on the data than on the person of the authors cited. The existence of combined forms (footnotes and author/date) seems to indicate that the young researchers are not aware of the difference and may not be very confident in using either according to generally accepted practices in the academia.

Keywords: citation, corpus, Economics, Romanian.

INTERSEMIOTICS IN CONTEMPORARY ADVERTISING. FROM SIGN TRANSLATION TO MEANING COHERENCE
Vasile HODOROGEA

Abstract: The very informed contemporary advertising-reluctant consumer asks for coherence and transparency from the creators of the advertising discourses, who, on the other hand, try to
be relevant using local and contextual features even if the brand is international (Pepsi uses a Romanian song within Shazam and the international brand Danone is “Made in Romania”). This paper explores a series of theoretical concepts, from intersemiotic complementarity and cohesion to a contextual model of social semiotics, from translation and adaptation theories to multimodality and intermediality, in order to find some simple instruments for the construction and adaptation of the advertising messages to the consumers’ social, technological and cultural context, able to better target an audience and to maintain coherence all along a discourse that uses from conventional print media and TV to very innovative mobile apps and other digital endeavors.

Keywords: intersemiotic translation, context, coherence.

AN APPROACH TO ROMANIAN LANGUAGE ANGLICISMS
Andrea KRISTON

Abstract: English language is spoken all over the world, and today, anglicisms represent a linguistic unit from the point of view of the expression, meaning or grammatical construction in Romanian, as well as the spelling and pronunciation from British or American English. The present paper aims at studying Romanian language anglicisms and at establishing whether they are necessary or luxury loanwords. Nonetheless, the paper studies the presence of these terms in the sectors they appear most often, starting from various articles published in Capital newspaper.

Keywords: anglicism, necessary loanword, luxury loanword, economic sector, financial sector, IT and technology, job titles.

THE VERB SELECTION ON THE A1 LEVEL IN ROMANIAN AS A FOREIGN LANGUAGE TEXTBOOKS. THE ABACUS METHOD
Daniela KOHN

Abstract: Most of the latest textbooks for Romanian as a Foreign Language (RFL) are undoubtedly based on the Common European Framework of Reference for Languages (CEFR). Their materialization in form of textbooks for the A1 level actually represents interpretation alternatives of the CEFR. Vocabulary and grammar are therefore carefully blended for each “can do” descriptor especially at this first breakthrough level. The objective of this paper is to establish a broad overview of the verb selection operated by several textbook authors at level A1. Which are the verbs that make up the framework for “can do” descriptors of this first level? Which are the verb forms that serve as a foundation for this framework structure and how difficult it was for the authors of these teaching materials to forgo complete paradigms? A comparative analysis of the most used RFL textbooks should establish an absolutely indispensable corpus of verbs at level A1 and their relevant grammatical forms.

Keywords: Common European Framework of Reference for Languages, Romanian as a foreign language, descriptors, verb content, verb forms, A1 level.

ON THE RELATIONSHIP BETWEEN LSP AND GENERAL LANGUAGE TEACHING
Anca-Raluca MAGHEȚIU

Abstract: The demand for LSP-courses has increased considerably in recent years. Especially in the context of the dominance of the English language, which is a clear condition for professional development, mastering the German language represents a clear and important advantage. This happens especially with regard to the increasing globalization and to circumstances such as professional mobility, school and university exchange, tourism, etc. The demand for experts with LSP-related communication skills, mediators with LSP-skills and specialists in LSP-teaching is rising. Therefore LSP-research is necessary in order to create the essential conditions for optimizing the communication requirements.

Keywords: LSP, foreign language, didactics, LSP-teaching.
HOW MUCH IS INFOTAINMENT THE NEW NEWS?
Nicolae MELINESCU

Abstract: Infotainment has become a new approach to news reporting lately and introduced into the public sphere matters that seemed hard to crack, especially in terms of economic, financial and political analysis. The inner structure of news production has changed in terms of gathering, processing and disseminating novelties and in the way in which the public evaluated the shifts in media planning biased towards commercialization and entertainment. The «new news» will probably share the fate of the so-called new media (actually, new digital platforms that took over the signs and their significance from print, radio, cinematography and television): groundbreaking experiences will become gradually goods and gains of the journalistic trade while the useless ones will be shaken off in the media industry’s search for new approaches to reality and truth.

Keywords: infotainment, hard/soft news, media communication, news packages, current-affairs magazine.

THE SOCIALIZATION BETWEEN THE EFFECTIVE AND VIRTUAL PATTERNS
Delia NADOLU, Bogdan NADOLU

Abstract: The socialization between the effective and virtual patterns – represent a sociological paper focus on the daily effects generated by the over-utilization of the NICT. The extensive utilization of any devices dedicated for various kind of computer mediated communication can generate an alteration of the basic socialization skills, like direct interactions, face-to-face communication, empathize and so on. If the social interactions trend to be developed mostly into the technological mediated way, then this pattern will be reflected into the loosing of the classical abilities for living together with others. Are we approaching for a living model as in the well known Isaac Asimov SF novel, The Robots from Aurora, without any direct interactions? We will try not to find solutions, but only to show the contemporary risks.

Keywords: socialization, virtual space, computer mediated interactions.

EUROPEAN COMMUNICATION IN THE DIGITAL ERA. A CASE STUDY ON THE AUDIOVISUAL SERVICES OF THE EUROPEAN COMMISSION.
Cristina NISTOR, Rareș BEURAN

Abstract: The European Union’s media communication system has been changing rapidly during the latest years due both to new trends in media industry and also due the euro-scepticism wave expressed by some EU member states. The paper first provides a background on the main perspectives of media industry and public communication. Further, the paper refers to EU’s communication strategies, with a focus on the recent digital initiatives. As for the case study, the authors will conduct an analysis on the Audiovisual Services of the European Union (the video, photo and audio services), in terms of identifying the updated approach imposed by professional media industry and by the consumption preferences of the new segments of audiences in the digital era.

Keywords: public communication, media industry, Audio-Visual Services, video, photo, audio.

THE CONTRIBUTION OF CONSTANTIN NEGRUZZI’S PIONEERING TRANSLATIONS TO THE CONSTITUTION OF THE MODERN LITERARY ROMANIAN LANGUAGE
Elena PETREA

Abstract: In the context of the first half of 19th century, in addition to the development of the education in Romanian and the foundation of theatres and societies, there was an effective “translation policy” into Romanian, all these actions aiming at the national cultural development. The initiators of the movement had the intuition of the function of these translations for the enrichment and the improvement of Romanian language. By reading attentively the translations from French literature due to Constantin Negruzzi and by using reference dictionaries, we identified and analysed the neologisms attested in these texts, whose majority was preserved in the current Romanian lexicon. The raised aspects constitute an undeniable proof of the crucial role played by the translations at the time of the foundation of the literary Romanian language on modern bases.
Keywords: Romanian translations, 19th century, Constantin Negruzzi, neologisms.

‘HE IS A CRIMINAL IN SERIES’: A FORAY INTO ERRORS BY ROMANIAN LEARNERS OF ENGLISH
Loredana PUNGA, Hortensia PÂRLOG

Abstract: The paper contains a qualitative and quantitative analysis of errors resulting from the interference between the learners’ mother tongue (Romanian) and English as a foreign language. The errors have been identified in a sample corpus of argumentative essays (cca 15,000 words) written on general topics, by the Romanian corpus of learner English assembled by Madalina Chitez. They are classified, the type of L1-L2 transfer involved in their production is explained and their interpretation is complemented by quantitative considerations. The aim of the research is clearly pedagogical.

Keywords: aspect errors, cross-linguistic transfer, error analysis, function words errors, L1-L2 transfer, lexical-semantic errors, syntactic errors.

HISTORY BY STORIES. CLASSROOM USE OF FEATURE FILMS IN DIACHRONIC CULTURAL STUDIES
Dieter Hermann SCHMITZ

Abstract: Achieving cultural competence should be a key component in all university training for translators and interpreters. Usually, knowledge about foreign cultures is taught in specific culture courses, whose aim is to deal with cross-cultural communication. This is achieved by creating a core framework of values, behaviour patterns and personal experiences of the foreign (language) region in question (in my case: German and Germany for Finnish students of Translation Studies). Getting to know everyday life and the current orientations of a cultural area necessitates studying its history and maintaining a diachronic point of view. Although it bears some undisputable disadvantages, I plea for a well-dosed use of feature films based upon historical topics to awaken young students’ interest and to teach history through stories. However, films should be accompanied by other sources of knowledge and embedded into educational tasks, in any case they should never be misunderstood as reflections of reality. Instead, films should be seen as pieces of art displaying a certain point of view and inherent orientation patterns for interpretation. By providing a basic knowledge of film analysis, students should learn to uncover mechanisms of film reception. Ultimately, they should learn that history itself is a construction of set stories. In my paper I discuss the advantages and disadvantages in the use of films in teaching and present an approved model of teaching.

Keywords: didactics of translation, cultural competence, classroom use of films, diachronic Cultural Studies.

PHONETIC TRAPS FOR ROMANIAN SPEAKERS OF ENGLISH IN MEDICAL COMMUNICATION
Patricia SERBAC

Abstract: Communication in the medical field is often impaired because of mistakes made by Romanian speakers of English. Confusion may appear because of the differences in the phonological systems of the two languages. The tendency of some speakers to make pronunciation mistakes touches several areas: the reproducing of vowels and consonants, the accent and the segmentation of the string of sounds. The paper brings relevant examples of pronunciation traps which should be avoided. Correct pronunciation is important both in direct communication and in telemedicine.

Keywords: communication, pronunciation, phonological system, confusion, telemedicine.

TEACHING COURT INTERPRETING ONLINE
Jozef STEFČIK

Abstract: In this paper we try to share our experience in teaching court interpreting online by using both, the common communication technologies and the mobile platform for professional interpreters at the Constantine the Philosopher University in Nitra. In the subsequent
A combination of teaching and practice we want to depict how various online methods can be linked to the semi-authentic didactic models in the court interpreter training. The paper underlines the concept that quality of court interpreting can be improved provided that the outlined didactic modules are adapted to the newest technological trends. Based on this assumption several didactic models for training court interpreters in online mode have been presented.

Keywords: online interpreting, court interpreting, training, exercises, remote interpreting.

MULTIMODALITY AND MULTIMEDIALITY IN COMMUNICATION
Lavinia SUCIU, Muguraş MOCOFAN

Abstract: Many of the latest studies on the new communication technologies tend to focus more on the opportunities and facilities provided by the transmission medium rather than on the modes of representation. Starting from the idea that the various forms of representation or communication and their means of dissemination are intrinsically linked, in this paper we intend to highlight some aspects related to the production of the message from this particular perspective. The diversity of the forms of representation, which is generated by the peculiarities of the medium of transmission, coupled with the variety of means to process and transfer them demand a complex approach to the message. Hence, we will analyze the creation of a promotional message for an MA study program and we will emphasize the constraints imposed by the context, the aim and the communication framework, on the one hand, as well as the implications for the message due to the multiplicity of the communication channels, on the other. In other words, we attempt to showcase the multimodality and the multimediality of communication.

Keywords: multimodal message, new communication technologies, medium, role, visibility.

SEVERAL ISSUES CONCERNING THE TRANSLATION OF SCIENTIFIC TERMINOLOGY IN RUSSIAN AND SERBIAN
Maţa ŢARAN ANDREICI

Abstract: Due to the technical and scientific progress, the translation of technical and scientific texts has developed considerably and has gained an outstanding importance nowadays. Although translation of a technical text may seem easier at the first sight, on account of its lack of expressiveness, the task of the translator is hardened in this case by the interference between the lexemes common and technical usage. Therefore, in order to realize a correct translation, it is necessary for the translator to have consistent knowledge in the domain of the translated text and of the real phenomena described and of their designations.

Keywords: transliteration of terms, direct equivalent, calque, inner form, transformational translation, descriptive translation.

THE IMPACT OF NEW MEDIA ON IOHANNIS’ PRESIDENTIAL VICTORY
Ada-Maria ŢIRLEA, Andreea-Nicoleta VOINA

Abstract: 2014 marked Romania’s first new media presidential campaign, resulting in the unexpected victory of the candidate who had previously been presented by polls and media as the runner-up. Through the same electoral event, we could observe, for the first time, a presidential result favoured by the “citizen-camera witnessing” phenomenon, generated by the Facebook civic engagement of the Romanian voters from abroad. In the present paper, we aim to weigh the impact of the campaign which was carried out on Facebook on the runoff voting days, on the election results. By using the content analysis method, we are going to assess the voting dealignment generated by the first web 2.0 presidential campaign in Romania.

Keywords: new media, campaign, president, Facebook, citizen journalism.