LIST OF ABSTRACTS IN ENGLISH

TENTATIVE CONCLUSIONS REGARDING ROMANIAN PROFESSIONAL PERCEPTIONS ON THE COMPETENCES SPECIFIC FOR PR SPECIALISTS, Mariana CERNICOVA, Mugurel DRAGOMIR, Adina PALEA

Abstract: 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 at national level, as part of a European effort to forge the European Higher Education Area.

Key words: competence (general, specific), qualification, development outcomes, autonomy and responsibility, labour market, PR specialists

THE BLOG – POLITICAL PR TOOL IN THE 2009 PRESIDENTIAL ELECTORAL CAMPAIGN, Antonio MOMOC

Abstract: The article The blog – political PR tool in the 2009 presidential electoral campaign is the outcome of monitoring the blogs of the 12 candidates during the 2009 presidential elections. This article presents the results of the research Electoral Communication in Romania after 1989. Old and New Technologies in Presidential Campaigns, which is part of the post-doctoral program POSDRU/89/1.5/S/62259, applied social, human and political sciences. Post-doctoral training program and post-doctoral research scholarships in the field of the social, human and political sciences. The research hypothesis was that populists paid more attention to new media. The radicals understood better the advantages of online communication, so they used the blog for image improvement. I monitored whether the speech of the blogger politicians aimed to promote a certain self-image (by conveying electoral messages) or to depict a bad image of the competitors (attacking the opponents’ statements). I also inventoried the candidates’ replies to the readers’ comments.

Key words: blog, presidential campaign, electoral campaign, candidate

INTERTEXTUALITY AND INFORMATIVITY OF PRESS RELEASES: FACTORS DETERMINING THE COMMUNICATION BETWEEN PR PRACTITIONER AND JOURNALISTS, Rodica SUPERCEANU

Abstract: Of the textual properties of press releases intertextuality and informativity significantly influence the communication between the PR practitioner and the journalist. The article defines the release intertextuality by highlighting its specific characteristics and suggests future research directions. The notion of informativity as it was defined by R. de Beaugrande and W. Dressler does not apply to releases and therefore, it is re-defined and its sources of expectations are identified. The article also proposes a model of analysis, which can be used for didactic or research purposes to identify the release informativity.

Key words: press release, intertextuality, informativity, textual property source of expectation, model of analysis

COMMUNICATING IN MULTI-CULTURAL EUROPE, Elena C. CONSTANTIN

Abstract: The article is part of a research on the management of communication in the EU programs. It analyzes the way in which EU communicates with its citizens and it studies the EU
strategy for communication. The findings show that from 2001 to 2007, the Commission has made a lot of efforts to improve communication. The EU citizens have access to legislation, procedures and information in their national tongue and the possibility to communicate with all the institutions in 23 official languages. Nevertheless, the surveys indicate a general lack of interest of the public opinion in the European problems and the EU policy. Improving the way in which EU communicates with its citizens remains an ongoing process. The author suggests that the Romanian people should also be informed about the communication problems faced by the founding member states, so that adequate measures can be taken.

Key words: European Commission, EU average citizen, EU jargon, civil society, citizen-centred communication, strategy, media, information.

ZUR BEDEUTUNG DES INTERKULTURELLEN PHÄNOMENS IN DEN MULTIETHNISCHEN „KOMMUNIKATIONSGEMEINSCHAFTEN“ EUROPAS / THE IMPORTANCE OF THE INTERCULTURAL PHENOMENON IN THE EUROPEAN MULTI-RACIAL “COMMUNICATIONAL COMMUNITIES”, Andreea RUTHNER

Abstract: The elimination of internal borders in the European Union facilitates and supports the free circulation within its territories, primarily in search of a better workplace that would guarantee one’s financial well-being. All European residents, no matter if immigrant or citizen, act under the influence of major historic events: the foundation of the European Union, the fast worldwide technical and economic development and the surprising social changes. Furthermore, we have to admit there aren’t any pure mono-lingual cultures left, particularly in the west and central Europe, as a result of the emigration movements. Especially Europe’s large cities have turned into multi-ethnic centres and developed a “new sociolect” (Androutsopoulus 2001), which proves the inextricable cultural mélange and the necessity of acquiring a new competence: the intercultural competence, that will enable a common European spirit of tolerance and intercultural dialogue.

Key words: intercultural competence, interaction, cultural integration, fusion, multilingualism, linguistic creativity, sociolect, language crossing

PEUT-ON ENSEIGNER LA COMMUNICATION PROFESSIONNELLE? / CAN ONE TEACH PROFESSIONAL COMMUNICATION?, Carmen-Ștefania STOEAN

Abstract: Teaching modern languages for professional communication means facing a paradox: although it is not a recent preoccupation and has evolved from teaching the scientific and technical vocabulary to teaching professional communication situations or professional jargon, and although the need for training for professional communication has been acknowledged and claimed as a must in the context of globalisation, there is no systemic approach to the subject. What is professional communication? What is specific to it? What makes it different from ordinary communication? How does it manifest? Could one teach/learn it? We will try to find answers to these questions and to revise them based upon our teaching experience.

Key words: professional communication, context, hierarchy, information, reference area, communication situations

THE MONEY IS A LIQUID METAPHOR IN ECONOMIC TERMINOLOGY – A CONTRASTIVE ANALYSIS OF ENGLISH, SERBIAN AND ROMANIAN, Nadežda SILAŠKI, Anamaria KILYENI

Abstract: In this paper we deal with the MONEY IS A LIQUID metaphor as linguistically instantiated in economic terminology in English, Serbian and Romanian from the perspective of Conceptual Metaphor Theory, as propounded by cognitive linguists (Lakoff and Johnson 1980; Lakoff 1987; Kövecses 2002; etc.). 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 financial 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 liquids (water in particular) is universal, we expect to find little difference across the three languages.

**Key words:** conceptual metaphor, money is a liquid, economic terminology, Serbian, Romanian.

«NÉOLOGISMES D’AUTEUR» DANS LA PRESSE ÉCRITE GÉNÉRALISTE / “NEOLOGISMS BY AUTHOR” IN THE GENERAL WRITTEN MEDIA, Andra-Teodora CATARIG

**Abstract:** Oscillating between the responsibility to provide clear-cut, correct and precise information and the tendency to play with the words, the written media uses a wide range of strategies. The journalist informs, argues, persuades, touches, entertains and incites. The journalist’s creativity manifests itself especially in the opinion pages and in the sections “Economy” and “Politics”. The paper presents a study of the linguistic innovations created by fantasy on a corpus made of French, Italian and Romanian periodicals. Due to the ephemeral nature of periodicals, not all creations endure in time. To be able to understand them, one needs to have good knowledge of the political, economic and cultural contexts of these countries.

**Key words:** written media, neology, linguistic innovation, creativity, intercultural communication, interdiscoursivity.

“MIT DEUTSCH IN EUROPA”. SPRACHENLERNEN UND INTERKULTURELLE KOMPETENZ / “WITH GERMAN IN EUROPE”. FLL AND CROSS-CULTURAL COMPETENCE, Lora-Dagmar CONSTANTINESCU

**Abstract:** In the multi-layered process of FLL (LSP included, here in the case of German), communication is language system-oriented and at the same time it involves specific ways of sharing ideas, values, attitudes. FLL, as a means of social integration, moulds individual personality by widening one’s socio-cultural horizon. This happens to the extent that not only the linguistic system appears to be unfamiliar, but especially when “negotiations of (cultural) meanings” occur. The paper points to theoretical and practical aspects of teaching German as LSP/ “SDU”, within the framework of a never-ending debate on the cross-cultural competence, which A2-B1-learners of German are expected to acquire when using a new teaching material (“Mit Deutsch in Europa”/2009).

**Key words:** action competence, “SDU”, cross-cultural learning, cross-cultural competence

DEUTSCHE SPUREN IM RUMÄNISCHEN TECHNISCHEN FACHWORTSCHATZ WURDEN NICHT VERWISCHT / GERMAN INFLUENCES IN THE ROMANIAN TECHNICAL TERMINOLOGY HAVE NOT VANISHED, Maria-Dana GROSSECK

**Abstract:** The cultural and intellectual interests change over time. In today's language, they have all left their mark. The interest in world events never really disappears. The eventful life, the superiority of technology, the influence of science in all areas of life, and the tendency of globalization have influenced language as well. The German language has left marks in the Romanian technical vocabulary which have not lost their validity in the current context; more than that, they provide a starting point for contact with the German language in other areas, as well.

**Key words:** technical language, terminology, technology, specialized vocabulary, communication, borrowings
TRANSFORMING LITERATURE: THE HERMENEUTICS OF TRANSLATION, Aba-Carina PÂRLOG

Abstract: This article focuses on the manner in which the translator signals her presence in the translation of Kiran Desai’s *Hullabaloo in the Guava Orchard*. In the light offered by semiotics and componential analysis, 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 effect the content, form and style of the ST had on the translator and that it loses its importance if the translation has not been previously evaluated.

Key words: addition, dynamic equivalence, explicitation, free modulation, receptor response, shade of meaning

MODÈLES D’ANALYSE DES TEXTES À TRADUIRE (TAT), APPLIQUÉS DANS L’ENSEIGNEMENT DE LA TRADUCTION / TEXT ANALYSIS MODELS APPLIED IN TRANSLATION CLASSES, Mirela POP

Abstract: The perspective of translation as an undertaking consisting of successive phases, as it can be found in the theoretical approaches based on the description of the translation process has been included in translation pedagogy by those who have systematically dealt with every single phase of the global process. The source text analysis is part of this process. In this study we aim to deal with some of the source text analysis models designed by translation scholars and instructors in order to identify their characteristics and to evaluate to what extent they could be applied in translation classes. Particularly, we have focused on three models of the nineties: the “interpretive” model, the “functional” model and the model of F. Grellet.

Key words: text analysis, models, translation process, translation pedagogy

ACH, DAS RECHERCHIEREN / OH, THIS RESEARCH WORK! Claudia ICOBESCU

Abstract: Any translation task involves research work, mostly because translators cannot be fully knowledgeable about the subject matter of the texts they have to translate. The state of affairs in the translation classes reveals students’ dislike for documentation and research. In this paper, we try to find an explanation for this situation.

Key words: research competence, information retrieval competence, information validation competence, computer aided translation

DIDAKTIK DER FALSCHEN FREUNDE – PRAKTISCHE ANSÄTZE FÜR DIE ÜBERSETZER UND DOLMETSCHERGRUPPEN IM UNIVERSITÄTSBEREICH / FALSE FRIENDS DIDACTICS – A PRACTICAL APPROACH FOR TRANSLATION AND INTERPRETATION DEPARTMENTS IN ROMANIAN UNIVERSITIES, Adriana IONESCU

Abstract: This paper deals with the issue of false friends in teaching German as a foreign language at universities in Romania and with their dangers in this context. It is self-evident that false friends are a typical problem in beginner classes. The danger of ambiguity errors is high in the case of students of levels A1 to B1, but it diminishes in the case of students of level B1 or higher, that is B2 to C2 (according to the Common European Framework of Reference for Languages). What is the purpose of a discussion about false friends at university level? One could consider that false friends do not represent a problem for students of German Studies, but rather for school pupils. The intention of this article is to prove the opposite and to provide possible solutions to the existing problems.

Key words: false friends, interference, strategies, translation and interpretation