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DEPARTMENT OF COMMUNICATION AND
FOREIGN LANGUAGES**

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**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

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*Foreword:
Fostering Digital Culture,
Communication and Translation*

The 15th Professional Communication and Translation Studies volume includes papers presented at the PCTS12 conference, held virtually in the spring of 2021, due to the specific conditions imposed by the world-wide health crisis generated by the Covid-19 pandemic. The theme of the conference, Digital Culture, Communication and Translation, proposed by the organizers, the Department of Communication and Foreign Languages and the Faculty of Communication Sciences at the Politehnica University Timișoara, and supported by two academies, three professional associations and four major research centres, attracted interesting presentations, that, after a double peer review process, were accepted for publication in the 14th and 15th conference proceedings volumes. Following the major tracks of the conference – professional communication, linguistics and communication, translation studies, and foreign language pedagogy – this volume includes a selection of 17 papers, in English, German, and French. To facilitate the flow of ideas and the access to scientific information, and to promote networking among scholars sharing similar research interests, the editors have also included a full list of all abstracts in English in the final section of the volume. As soon as it is published, the volume will be abstracted and indexed in international databases including CEEOL, EBSCO – Communication and mass media complete, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio and WorldCat.

Since the academic world is led by the philosophy "publish or perish" (Doyle et al., 2012: 209) and researchers choose the venue for showcasing their intellectual output taking into consideration the impact of the publications, it is our pleasure and pride to announce that our series of PCTS issues enjoys a solid reputation in social sciences and humanities. Based on their scientific merit and circulation, there are articles published in PCTS with over 4 cites per year, the highest *h* factor for a single article being 38. The Publish or Perish application (available on <https://harzing.com/resources/publish-or-perish>), that retrieves and analyses academic citations for publications present on Google Scholar, has revealed that PCTS has an *h* index of 10, thus encouraging the editors to look confident at the evolution of this publication series.

The articles clustered together in the *Professional communication* section are anchored into the realities of the second decade of the 21st century. Tatiana Anopchenko (*Tentative considerations on the future of economy and society during and after the Covid-19 pandemic: the context of education*) sets the debate on the response given by higher education to the 2020-2021 health crisis and on the educational institutions' need to adapt to unexpected measures among which the rapid digitization of education. Mariana Cernicova-Buca's article (*An exploratory study into the Romanian students' motivations for online second-hand shopping*) remains within the area of higher education community but focuses on young adults' interest in circular economy and sparing natural resources. Daniel Ciurel (*Digital bovarism: advertising, rhetoric, and identity*) extends the concept of bovarism to the digital advertising instances, where consumers build idealized, glamorized and, ultimately, fictional representation of themselves, developed through alienating rhetorical visions. The section concludes with ethical remarks on visual communication, formulated by Sorin Suci (*Ethical dimensions of visual communication through photography*).

The largest section of the volume, *Linguistics and communication*, proposes fresh views on the uses of the (foreign) language for special purposes, in the online environment,

be it Francophone or Anglo-Saxon, as discussed by Mihaela Popescu (*Activités de communication langagière en français professionnel dans le milieu universitaire francophone de Timișoara*) or by Monica Condruz-Bacescu (*Building digital culture. The power of the virtual*), respectively. The debate goes along the same two languages, but dealing with institutional discourse (Andrea Kriston, with *Méthode d'analyse textuelle: le discours de l'entreprise*, and Corina Vasile, in *Language change in institutional discourses. Genre-based approaches*). Hermina Andreescu (Apostolache) proposes a comparative view, on the lexical semantic characteristics of the Romanian and English (official) version of the Bible (*A brief outline regarding the biblical lexical semantics*).

The relatively young discipline of *Translation studies*, at least for the Romanian humanities, gains new knowledge with the contributions published in the dedicated section of the present volume. It proposes reflections on the difficult task of translating literary texts (Iulia-Cristina Antonie Cotea, *Translatability of idioms – getting the best of both texts*) or the language of the beauty sector (Luciana Penteliuc-Cotoșman, *Le langage du secteur de la beauté : un défi pour le traducteur spécialisé*). Also, the machine translation is discussed (Andreea Ghiță, *La première relance de la ta – une approche «indirecte»*), alongside with the (new) competences required for contemporary professional translators (Maria Cristina Miutescu, *Designing ATC-based curricula: a complex and challenging undertaking. A case study of the most in-demand sub-competences required by potential employers on the Romanian translation market*).

The fourth and last section of this volume gathers papers on *Foreign Language Pedagogy*. Here Cristina-Eugenia Burtea-Cioroianu discusses her experience with teaching Romanian as a foreign language (*Online learning Romanian as a foreign language and teaching methods used in this approach*), Alina Roxana Popa presents lessons learned from the online teaching of foreign languages during the pandemic (*Paradigm shift: some challenges and opportunities of online language learning and teaching*), and Patrick Lavrits debates interculturality, context, spatial and time orientation in teaching/learning a foreign language (*Die Umsetzung der Kulturellen Dimensionen von Edward T. Hall im Unterricht*).

In sum, the articles compiled in this volume provide conceptually, empirically, and practically, diverse insights into the important issues of today's social sciences and humanities. They are an exciting read that opens the door for discussion and debate. Considering all this, the perspectives of Professional Communication and Translation Studies are promising and inspiring for researchers, consultants, and practitioners alike.

Timișoara, February 2022

The editors

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LIST OF ABSTRACTS IN ENGLISH

TENTATIVE CONSIDERATIONS ON THE FUTURE OF ECONOMY AND SOCIETY DURING AND AFTER THE COVID-19 PANDEMIC: THE CONTEXT OF EDUCATION

Tatyana Yurievna ANOPCHENKO

Abstract: The consciousness of modern society has been rapidly and instantly divided into the period before and after the pandemic. What to expect from the restrictive measures that are established in each region of Russia in different ways? What measures should the government take to stabilize the economy and society? The paper proposes some tentative insights into the future of the economy and society during and after the pandemic. The restrictive measures affected all areas of public and private life; governments were called upon to take measures aimed at stabilizing the economy and society. The developing crisis processes after a lockdown affect all spheres of civil life and trigger a revision of social agreements recorded in the basic legal documents. There are large-scale institutional failures in several areas and industries. Education recorded its' own share of failures and needs to restructure, to build resilience in the face of major disruptive events.

Keywords: Higher education; pandemic; lockdown; post-pandemic risks.

TRANSLATABILITY OF IDIOMS – GETTING THE BEST OF BOTH TEXTS

IULIA-CRISTINA ANTONIE

Abstract: The paper focuses on the use of idiomatic language as epitomizing cultural stereotypes and the problem of fidelity in literary translation. It is common knowledge that idioms are specific to every culture and may lack direct equivalents in the target language. The paper enlarges upon two main problems associated with the translatability of idioms: how to comprehend the connotation of idioms in the source language, and how to reconstruct conceptually and structurally these idioms in the target language, sometimes changing referents while conveying the same meaning and the writer's stylistic effect.

Keywords: culture-specific items; translation studies; equivalence; stereotyping; intercultural competence; idiomaticity.

A BRIEF OUTLINE REGARDING THE BIBLICAL LEXICAL SEMANTICS

Hermina APOSTOLACHE

Abstract: The biblical text has a very rich history in the context of lexical semantics. This important aspect comes from his millenary tradition, being the most translated text from all times. The Bible or the Holy Scripture contain expressions with symbolical meaning, allegorical constructions used in a spiritual context, etymologically interpretations which give us the possibility to understand the history of terms and their evolution. In our study, we will try to describe, in a brief outline, the lexical semantics characteristics of the biblical text. In this concern, we will refer to the next points of view: etymology, semantic changes, basic concepts and sense relations. Our research will have as support the official Romanian and English Versions of Bible.

Keywords: Biblical semantics; historical and cultural interpretation.

ONLINE LEARNING OF ROMANIAN AS A FOREIGN LANGUAGE AND TEACHING METHODS USED IN THIS APPROACH

Cristina-Eugenia BURTEA-CIOROIANU

Abstract: In the context of learning Romanian as a foreign language there is a need to adapt to the requirements of a communicative situation, becoming necessary to adapt the theoretical elements to the specific situation: teaching Romanian as a foreign language in the preparatory year of Romanian online. The article also offers a systematization of the difficulties faced by foreign students in the effort of understanding and adapting to the conditions of teaching and learning the Romanian language as an online foreign language. Understanding the Romanian language as a foreign language, with certain lexical meanings of the word, with a dynamic structure of functional grammar, with a communication system based on the particularities of logical-verbal thinking of the foreign student solves the problem of teaching Romanian language in this regard. It is necessary to take into account, in fact, in such a process of teaching-learning-online evaluation of the Romanian language as a foreign language and the experience of the teachers involved, but also the interests and needs of foreign students and analysing the quality of results. process Romanian as a foreign language is not learned overnight and is not the type of foreign language that creates a certain communicative fluency among students belonging to other cultures and other language systems,

which is why the weight of approaching such a language online becomes a challenge for both students and teachers involved.

Keywords: Contemporary Romanian language; teaching Romanian as a foreign language; on-line system; direct method.

AN EXPLORATORY STUDY INTO THE ROMANIAN STUDENTS' MOTIVATIONS FOR ONLINE SECOND-HAND SHOPPING

Mariana CERNICOVA-BUCA

Abstract: Online shopping became the main type of shopping in 2020, due to the restrictions posed by authorities to contain the COVID-19 pandemic. Students, who already were digitally literate, easily made full use of the digital platforms for shopping a variety of items, among which clothing. The study focuses on student shopping for a special category of products, second-hand garments, aiming to identify the motivations that animate such purchase in the student population. Also, the study aims to highlight which of the digital channels are used for such purchases. The research is based on a survey, self-administered by the respondents. Results show that students participating in the study display a complex set of motivations for secondhand products purchasing, such as economic reasons, fashion-related judgement, leisure, and ecological reasoning. While feeling 'at home' in the digital world, if given the choice, students prefer social media over websites, and Instagram over Facebook. Findings are useful for understanding student's behavior and motivations in the time of crisis, but also to anticipate the trend in e-commerce, since given the chance, many (small) businesses will need to be creative in promoting their products and/or services.

Keywords: Second-hand fashion; social network; Facebook; Instagram; Romania.

DIGITAL BOVARISM: ADVERTISING, RHETORIC, AND IDENTITY

Daniel CIUREL

Abstract: This paper aims to show how the consumers shape their identities via advertising rhetoric. The contemporary advertising industry is defining and cultivating customers identity, using tactics such as mental simulation and narrative transportation, based on data-driven social profiling. The consumers are lured in constructing the types of persona which marketers strive to establish, engaging in what I call digital bovarism: an idealized, glamorized and, ultimately, fictional representation of themselves, developed through alienating rhetorical visions. This rhetorical process can be understood using symbolic convergence theory and fantasy-theme analysis, as the individual's efforts to be unique result in more similarity via mimetic practices of consumption.

Keywords: Advertising; rhetoric; persona; digital bovarism; fantasy theme.

BUILDING DIGITAL CULTURE. THE POWER OF THE VIRTUAL

Monica CONDRUZ-BACESCU

Abstract: The paper focuses on the issue of digital culture. Digital culture has been defined as the right culture for the Internet age and this definition refers to the many and varied information available on the Internet that users have access to. The creation of digital content has become a necessity in the information society. The second part of the paper refers to virtual communities. Virtual communities are as real as possible and illustrate a particular culture, a culture that involves the valorisation of freedom. The next part of the paper deals with the idea of digital natives, digital literacies and digital abilities that children need to learn. A widespread idea in society is the existence of an inter-generations digital divide that makes young people born in the internet era to be digital natives, translated into a spontaneous knowledge of the use of digital technology. Digital literacy refers to the understanding and interpretation of all texts, images and video materials, whatever their level of complexity and whatever channel they are broadcast. The last part of the paper focuses on the benefits of technology use in English for Specific Purposes. Technology allows ESP learners to collaborate and engage in authentic communication in their professional discourse community, to access up-to-date information relevant to their profession, and to publish their ideas. The conclusion is that the ability to communicate unrestrictedly, to inform and express their opinions, gives citizens a good means of participating in the public debate, becoming active members of the community.

Keywords: Digital culture; virtual communities; digital natives; digital literacies; technology; ESP.

THE FIRST RELAUNCH OF MT - AN "INDIRECT" APPROACH

Andreea GHIȚĂ

Abstract: This paper aims to outline the period of rebirth of machine translation (MT) research after the ALPAC report (i.e. Automatic Language Processing Advisory Committee) in 1966, which called for its abandonment. In fact, this renewed interest started with the advent of indirect machine translation that encompasses two methods, namely *interlingual translation* and *transfer-based translation*. The interlingual approach, as its name suggests, relies on a syntactic representation in an intermediate language and will

benefit from advances in *artificial intelligence* and computational linguistics (e.g. KBMT – Knowledge-based Machine Translation). As for the transfer-based mechanism, it is essential to note that it involves multiple stages and that Systran is one of the large-scale projects that will exploit it. These advances will have a positive effect on the subsequent work in the field of MT from the 1970s -1980s up to the present.

Keywords: ALPAC; artificial intelligence; indirect translation; interlingual machine translation; transfer-based machine translation.

TEXT ANALYSIS METHOD: A CORPORATE DISCOURSE

Andrea KRISTON

Abstract: The aim of the current paper is to present a method of text analysis and to propose its illustration by a corporate discourse analysis. To begin with, we will have a short presentation of argumentation theory to linger then on textual, enunciative and argumentative aspects of the text. The benchmark reading grid is based on certain indicators that we will analyse: enunciative, referential and organizational aspects, verbs, argumentation elements or text modifiers.

Keywords: Discourse; coherence; company; enunciative aspects; referential aspects; organizational aspects.

THE IMPLEMENTATION OF EDWARD T. HALL'S CULTURAL DIMENSIONS IN THE CLASSROOM

Patrick LAVRITS

Abstract: Modern as well as traditional societies are faced with the same basic problems. They differ mainly in the answers and reactions to these challenges and how they can solve these problems. The American ethnologist Edward T. Hall is considered to be the founder of "intercultural communication" and identified three cultural dimensions, context orientation, spatial orientation and time orientation. Later he added the speed of information as a fourth dimension. The work examines how these four cultural dimensions of Edward T. Hall can be implemented in the classroom on the basis of tasks, case studies, speaking occasions and picture templates.

Keywords: Interculturality; intercultural perception; cultural dimensions; context orientation; spatial orientation; time orientation.

DESIGNING ATC-BASED CURRICULA: A COMPLEX AND CHALLENGING UNDERTAKING. A CASE STUDY OF THE MOST IN-DEMAND SUB-COMPETENCES REQUIRED BY POTENTIAL EMPLOYERS ON THE ROMANIAN TRANSLATION MARKET

Maria Cristina MIUȚESCU

Abstract: In order to keep up with the accelerating market trends, a convergence between the curricula of academic programmes focused on translator nurture and the requirements imposed by potential employers on the market is, if not compulsory, at least preferable as far as academic training is concerned. This study explores the profile of the translator in an era of modernization and digitization as highlighted by a number of potential employers in the Romanian translation industry. As the updated list of skills imposed to professional translators frequently surpasses those encompassed by the paramount linguistic (bilingual) sub-competence, the need for particular add-ons has also been considered. In order to gather precise information, quantitative and qualitative research methods were employed, most notably a questionnaire distributed to several enterprises located in Timișoara. This paper seeks to analyse the emerging results and comment on their significance.

Keywords: Linguistic add-on; multinational corporation; service provision; TQA procedure; translation agency; translation office; translation sub-competence; translator nurture.

THE LANGUAGE OF THE BEAUTY SECTOR: A CHALLENGE FOR THE SPECIALIZED TRANSLATOR

Luciana PENȚELIUC-COTOȘMAN

Abstract: Highly valued by contemporary society, the beauty sector is booming. The dynamism of this interdisciplinary field, open to scientific research and increasingly oriented towards medicine, pharmacology and chemistry, is also reflected in its specific language, which mixes codes and covers a varied register of uses ranging from ultra-scientific to ultra-vulgarized, as well as in its composite terminology, dazzling, abundant, marked by an incessant neology. The purpose of this article is to shed light on the specific translation problems posed by the variety of specialized texts in the field of beauty and cosmetology, and to show that the translation practice in this sector must be seen as a complex task, requiring from the specialized translator a multi-competence approach and global solutions capable to cover the different terminological, semantic, semiotic, communicational and marketing aspects that combine in the multidimensional discourse characteristic of the beauty sector.

Keywords: Terminology; specialized languages; specialized translation; beauty; cosmetology.

PARADIGM SHIFT: SOME CHALLENGES AND OPPORTUNITIES OF ONLINE LANGUAGE LEARNING AND TEACHING

Alina-Roxana POPA

Abstract: The current pandemic brought about unprecedented change in the way we envision education, which was forced to move online overnight, in the felicitous cases where the infrastructure was available. At least in the more theoretical field of foreign language instruction, the digital education era, whether imposed by lockdown periods or not, is here to stay. Despite its disadvantages, the affordances of online language learning cannot be discounted, nor can the prospect of significantly more people opting for online language instruction in the years to come. Hence adapting pedagogies for the virtual learning environment should be high on the universities agendas.

Keywords: online language learning; online education advantages; synchronous lessons; social presence; academic community; interaction.

PROFESSIONAL FRENCH LANGUAGE COMMUNICATION ACTIVITIES IN THE FRANCOPHONE UNIVERSITY ENVIRONMENT OF TIMIȘOARA

Mihaela POPESCU

Abstract: Professional French is a relatively recent concept that incorporates the field of French as a foreign language. This concept aims to acquire transversal linguistic skills in several sectors of activity by learners at the start of their career or by professionals looking for a job in a French-speaking company. The goal of this article is to analyze the textbooks used in the teaching of French in the non-linguistic fields of four universities of Timișoara, Romania, to understand whether the methods target French as a Professional Language (FLP) or other fields of French as a Foreign Language (FLE).

Keywords: professional French; professional communication; specialized French; French for Specific Purposes.

ANALYSIS OF THE ACADEMIC INSTITUTIONAL DISCOURSE - INTERDISCIPLINARY PERSPECTIVES.

Claudia-Raluca STAMATESCU

Abstract: The analysis of the discourse reveals, through the study of texts, that complex antagonistic world, which underlines the discourse, which the author/speaker often presents as "real world", although it is not always taken for granted by the readership/audience. Verbal strategies of conviction or persuasion have, in this sense, the objective to overcome this contradiction, trying to present the author's discourse (in our case the institutional discourse) as being true. The aim is not to build a piece of literature, but to act on the other through words, because the institutional discourse, not only the political or commercial one, tries to persuade, to convince, to conquer its target audience (in our case students from final grade, students, social partners, etc.). At the same time, if we refer to the sphere of the institutional discourse/speech, then the world of words is not subjective, but objective, (re)presenting realities and forms of social behaviour.

Keywords: Institutional discourse; communication; pragmatics; audience design.

ETHICAL DIMENSIONS OF VISUAL COMMUNICATION THROUGH PHOTOGRAPHY

Sorin SUCIU

Abstract: If regarding discursive creations we have codes, academic norms and ethical regulations that govern the author's activity, the world of images seems to be less ethically regulated and, with a few exceptions consisting of very general principles, seems to be an area without constraints. My article aims to emphasize the variety of problematic situations a photographer encounters and to provide some ethical guidelines.

Keywords: Photography ethics; deontology; manipulation; responsibility; documentary photography; photojournalism.

LANGUAGE CHANGE IN INSTITUTIONAL DISCOURSES. GENRE-BASED APPROACHES

Corina VASILE

Abstract: The paper starts from the basic assumption that genres are socially linked, and shall refer to those circumstances in which language changes due to historical, social and cultural factors, maintaining the need for a structural perspective with sets of rules stressing the right genre interpretations, yet focusing on language functional use in defining discourse in institutional settings. Therefore, we shall discuss elements such as time, space or protagonists which contribute to language change. The paper aims to explain how such controlling factors will connect language-genre-discourse in institutional settings, delimiting specific genres by forcing language change to (re)adapt to new contexts.

Keywords: Communication; genre; institutional setting; language.



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