

CONFERENCE SERIES

**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

EDITORS

DANIEL DEJICA – *Politehnica* University of Timișoara, Romania
MARIANA CERNICOVA-BUCĂ – *Politehnica* University of Timișoara, Romania

ASSISTANT EDITORS

SIMONA ȘIMON – *Politehnica* University of Timișoara, Romania
CLAUDIA E. STOIAN – *Politehnica* University of Timișoara, Romania

ADVISORY BOARD

EUGENIA ARJOCA-IEREMIA – West University of Timișoara, Romania
ȘTEFAN BRATOSIN – *Paul Valéry* University of Montpellier 3, France
MARIANA CERNICOVA-BUCĂ – *Politehnica* University of Timișoara, Romania
IGOR CHARSKYKH – Donetsk National University, Ukraine
SEBASTIAN CHIRIMBU - *Spiru Haret* University / University of Wales, Romania
ROGER CRAIK – Kent State University, USA
DANIEL DEJICA – *Politehnica* University of Timișoara, Romania
JAN ENGBERG – Aarhus University, Denmark
VASILE GHERHEȘ – *Politehnica* University of Timișoara, Romania
GYDE HANSEN – Copenhagen Business School, Denmark
LETICIA HERRERO – Autonomous University of Madrid, Spain
ANGELIKA IONAȘ – West University of Timișoara, Romania
DEBRA JOURNET – University of Louisville, USA
JEFFREY KILLMAN – University of North Carolina at Charlotte, USA
VLASTA KUČIŠ – University of Maribor, Slovenia
MARIANNE MARKI – West University of Timișoara, Romania
ARSENIO JESUS MOYA GUIJARRO – University of Castilla-La Mancha, Spain
HORTENSIA PÂRLOG – West University of Timișoara, Romania
IOAN LUCIAN POPA – *Vasile Alecsandri* University of Bacău, Romania
LOREDANA PUNGĂ – West University of Timișoara, Romania
ILIE RAD – *Babes-Bolyai* University, Cluj- Napoca, Romania
KLAUS SCHUBERT – Hildesheim University, Germany
RODICA SUPERCEANU – *Politehnica* University of Timișoara, Romania
JOZEF ŠTEFČÍK – *Constantine the Philosopher* University in Nitra, Slovakia
SLÁVKA TOMAŠČÍKOVÁ - *Pavol Jozef Šafárik* University in Košice, Slovakia
MIHAELA ALEXANDRA TUDOR – *Paul Valéry* University of Montpellier 3, France
MARIA ȚENCHEA – West University of Timișoara, Romania

PUBLISHER

DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES
POLITHENICA UNIVERSITY OF TIMIȘOARA

EDITORIAL ADDRESS

Professional Communication and Translation Studies
Department of Communication and Foreign Languages, *Politehnica* University of Timișoara
Str. Petre Ramneantu 2, Room 204, 300596 Timisoara, Romania
Email: pcts@upt.ro

Professional Communication and Translation Studies is indexed in
EBSCO - Communication & Mass Media Complete™ (CMMC), CEEOL, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio & WorldCat

DISCLAIMER: The authors are solely responsible for the content of their articles.

PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES, VOL 10 / 2017, ISSN 2065 – 099X

POLITEHNICA UNIVERSITY OF TIMIȘOARA

DEPARTMENT OF COMMUNICATION
AND FOREIGN LANGUAGES

**PROFESSIONAL COMMUNICATION
AND
TRANSLATION STUDIES**

Volume 10, 2017

Proceedings of the 10th International Conference

30-31 March 2017
TIMIȘOARA, ROMANIA

POLITEHNICA UNIVERSITY PRESS
TIMIȘOARA – 2017

Copyright © Editura Politehnica, 2017

No reproduction, copy or transmission of this publication may be made without written permission.

EDITURA POLITEHNICA

Bd. Republicii nr. 9
300159 Timișoara, Romania

Tel. 0256/403.823
Fax. 0256/403.823
E-mail: editura@edipol.upt.ro

Editorial advisor: Prof. dr. ing. Sabin IONEL
Redactor: Claudia MIHALI

Printing date: 08.12.2017
Printing paper: 14,5
ISSN 2065-099X

Printed in Romania
Printing order: 855
Printing center, Politehnica University of Timișoara

*By way of introduction:
Language and communication, the digital
challenge at Politehnica University of Timișoara*

Numerology has it: number 10 is magical, since it is the number of heaven and of the world and universal creation. Pythagoras believed that "Numbers rule all things" and whenever such round and powerful numbers as 10 are encountered, one can only reflect upon the 1 and 0 and the interplay of signs in an era often labelled "communication era", "media era", or "digital era". Therefore, it is a good reason to rejoice since the conference organized by the Department of Communication and Foreign Languages at Politehnica University of Timișoara reached its 10th edition in 2017, and the volume of the conference proceedings, *Professional Communication and Translation Studies* (PCTS), its 10th issue; these accomplishments give organizers and editors alike, good reasons to call the events fortunate and anniversary. PCTS10 dealt with major and current trends in humanities and social sciences: *Language and communication: the digital challenge*.

The PCTS conference series originated in 2001 as a "domestic" scientific event, which nonetheless enjoyed widespread national participation, and as soon as the second edition was organized in 2002, the conference became international. PCTS soon became a brand and it enjoyed constant raise in both the number of participants and visibility within the academic community.

The 10th edition of the conference took place in Timișoara, on 30-31 March 2017 and gathered more than 100 participants from 31 different universities in Europe (12 from Romania), Asia, Africa and the USA. The programme of the conference was received by both participants and media as rich and exciting, since it included two keynote sessions, four parallel conference tracks (professional communication, linguistics and communication, translation studies, foreign language pedagogy), a workshop on professional interpreting and two round tables, one on doing PhD research in translation studies and one on institutional communication. The conference tracks represent the four main directions of research of the Department of Communication and Foreign Languages and of the Faculty of Communication Sciences at Politehnica University.

The distinctive features of the conference and of the proceedings are their international character, multilingualism and plurality of thought. The Scientific Committee is genuinely international, benefitting from the input of prominent scientists from Europe (Denmark, France, Ukraine, Romania, Russian Federation, and Slovenia) and the United States. At the same time, since 2013, the conference is supported by the Romanian Academy of Scientists. The multilingual feature is reflected by the fact that PCTS is one of the few scientific events with four working languages (Romanian, English, French and German), and three languages of publication (English, French and German).

The volume of the conference proceedings is indexed in relevant international data bases: CEEOL, EBSCO – Communication and mass media complete, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio and WorldCat. The citation rate of the papers published in the volume underlines the impact of the conference in the scientific area of communication and translation studies, the h-index 7 of the volume being an indicator of the PCTS proceedings published by Politehnica Press. All papers have undergone a blind peer review and are published based on an Open Access policy.

The *Professional communication* section opens with the excellent keynote presentation of John Ryder on "Politics by Twitter", a topic much discussed as mediated communication seems to favour brevity, ubiquity and networked distribution. Carol Cooper continues the debate of the influence of technology on the self and identity building, but at a different layer of social interaction, namely among youngsters, empowered by such a tool as the mobile phone. From the private use back to societal issues, Lucian Vasile Szabo and Iasmina Petrovici investigate the ways in which technological revolution influenced the media scape and especially qualitative

journalism. And since social media is the buzz word for the second decade of the 21st century, Vasile Gherheș and Liliana Cismariu discuss the presence of the Romanian public administration on social media, Facebook, Twitter, LinkedIn, YouTube, blogs being channels favoured by citizens in asking for and receiving messages from administrative bodies. After such a marathon through public and private communication, Sorin Suciuc proposed a reflection on the rhetoric of post-truth. The section ends with two articles in German: Maria Dana Grosseck is interested in means to improve corporate communication, while Patrick Lavrits proposes a comparative analysis of German and Romanians manners of avoiding uncertainty in advertisement texts.

The second section, *Linguistics and communication*, consists of four articles. One of the keynote speakers of the previous conference, Felix Nicolau, discusses the paradigm of discourses in posthumanist contexts. Andreea Nicoleta Voina and Ada Maria Țirlea return to the topic of political communication, but from the point of view of rhetoric, being interested in the feminist aspects of speeches of Barack Obama and Hilary Clinton. Mața Țaran Andreici compares phraseological units with sacred numbers in two Slavic languages, Russian and Serbian. Ștefana Ciorteș-Neamțiu proposes a topic in line with the re-creation of identity in the Banat region, the online and offline creation of the myth around Eugene of Savoy, the liberator of Timișoara from the Ottoman rule three hundred years ago.

Translation studies is the third section of the volume. It opens with a look into European communication and translation digital resources, analyzed by Andrijana Đordan and continues with an assessment of machine translation, made by Andrea Kriston. Further, Tijana Parezanović expresses her interest in the posthuman environment, where polite forms of address are employed in human-to-human interactions. Loredana Pungă and Dana Percec discuss the challenges of future professionals engaged in literary translations. The section is completed by a comparative approach to English-Arabic practices in dealing with metaphors in translation, by the young scholar Mansoor Khalid.

The *Foreign language pedagogy* section consists of 7 articles, representing a valuable contribution to teaching English and German in a culturally rich, diverse medium, with traps and challenges which can be successfully addressed by competent and talented professors. Valentina Budinčić analyzes web-based teaching resources for business English classes and the following article, signed by Lulia Para focuses on the same area, of business English, but from the point of view of the teacher in quest of adapting resources for practical purposes. The following five articles are written in German. Anca Dejica-Carțiș returns to web-based teaching, but this time for the German language courses. Sabina De Carlo, DDAD lecturer at Politehnica University of Timișoara, shares her findings on the role of Germans in the Romanian higher education system, especially in the Banat region, where German is taught both as a mother tongue and as a foreign language. Sabina Homănă is interested in innovative means of simulating rich contexts for language learning, while Daniela Kohn compares the ways in which digital natives use their competencies to acquire a second language, be it German for Romanians, or Romanian for native Germans. The section is concluded by Anca-Raluca Maghețiu's study on foreign language acquisition in universities. Her questions, on how many languages are needed for the 21st century intellectual, which foreign language? to what degree of language command? are all legitimate concerns in foreign language pedagogy.

The volume also contains a section of abstracts in English, which is aimed at facilitating a wider dissemination of the published papers and at encouraging the cross-cultural reception of the endeavours of valuable researchers who attended the 10th PCTS conference in Timișoara.

The full programme of the conference can be found at <http://sc.upt.ro/ro/pcts10>; the conference Facebook page includes pictures which reflect the highlights of this event: <https://www.facebook.com/ProfessionalCommunicationAndTranslationStudies>.

The second volume of Proceedings (11/2018) is in preparation and it promises to be as valuable and as interesting as the present one.

Mariana Cernicova-Bucă & Daniel Dejica
Timișoara, December 2017

CONTENTS

PREFACE	v
CONTENTS	vii
EDITORIAL BOARD	ix
CONTRIBUTORS	xiv

I. PROFESSIONAL COMMUNICATION

POLITICS BY TWITTER: POLITICAL COMMUNICATION, DIGITAL TECHNOLOGY AND THE PURSUIT OF COMMON INTERESTS	3
John RYDER	
THE INFLUENCE OF THE MOBILE PHONE ON YOUNG ADULT COMMUNICATION	12
Carol COOPER	
QUALITY JOURNALISM AND OTHER CHALLENGES	21
Lucian-Vasile SZABO, Iasmina PETROVICI	
THE PRESENCE OF THE ROMANIAN PUBLIC ADMINISTRATION ON SOCIAL MEDIA	32
Vasile GHERHEȘ, Liliana CISMARIU	
THE RHETORIC OF POST-TRUTH	40
Sorin SUCIU	
DIE BEDEUTUNG DES FACHSPRACHENUNTERRICHTS UND SEINE ROLLE ZUR VERBESSERUNG UND UNTERSTÜTZUNG DER UNTERNEHMENSKOMMUNIKATION	45
Maria-Dana GROSSECK	
DIE UNSICHERHEITVERMEIDUNG IN DER DEUTSCHEN UND IN DER RUMÄNISCHEN WERBUNG	53
Patrick LAVRITS	

II. LINGUISTICS AND COMMUNICATION

THE CONVERGENCE OF THE THEORY OF DISCOURSE WITH THE THEORY OF PERFORMANCE IN POSTHUMANIST CONTEXTS	71
Felix NICOLAU	
FEMINIST RHETORIC IN BARACK OBAMA AND HILLARY CLINTON'S DISCOURSE	82
Andreea-Nicoleta VOINA, Ada-Maria ȚÎRLEA	
PHRASEOLOGICAL UNITS WITH SACRED NUMBERS IN RUSSIAN AND SERBIAN	92
Mața ȚARAN ANDREICI	
DIE GRÜNDUNG EINES MYTHOS – ON- UND OFF-LINE: EUGEN VON SAVOYEN, DER BEFREIER TEMESWAR	104
Ștefana CIORTEA-NEAMȚIU	

III. TRANSLATION STUDIES

APPROACHING THE EU: TERMINOLOGY AND TRANSLATION DIGITAL RESOURCES	117
Andrijana ĐORDAN	
MACHINE TRANSLATION IN TRANSLATING BUSINESS TEXTS: MYTH VERSUS REALITY	126
Andrea KRISTON	
MANAGING HUMAN-TO-HUMAN APPROACH WITH NO HUMANS PRESENT: A LOOK INTO POLITE FORMS OF ADDRESS IN SOFTWARE LOCALIZATION	137
Tijana PAREZANOVIĆ	
AN INQUIRY INTO CHALLENGES OF LITERARY TRANSLATION FOR FUTURE PROFESSIONALS	145
Loredana PUNGĂ, Dana PERCEC	
THE CONCEPT OF METAPHOR IN THE ENGLISH-ARABIC TRANSLATION	155
Khalid MANSOOR	

IV. FOREIGN LANGUAGE PEDAGOGY

WEB-BASED TEACHING RESOURCES FOR BUSINESS ENGLISH CLASSES	165
Valentina BUDINČIĆ	
ADAPTING MATERIALS FOR TEACHING BUSINESS ENGLISH	173
Iulia PARA	
DAS INTERNET IM STUDIENBEGLEITENDEN DAF-UNTERRICHT	178
Anca DEJICA-CARȚIȘ	
DEUTSCH ALS FREMDSPRACHE IM BANAT: UNTERRICHT ZWISCHEN TRADITION UND PRAKTISCHEM NUTZEN	186
Sabina De CARLO	
INNOVATIVE MITTEL BEI DER FÖRDERUNG DES KOMMUNIKATIVEN FREMDSPRACHENUNTERRICHTS	196
Sabina HOMĂNĂ	
DER STUDENT(INN)EN FREIE WAHL DIGITALE MEDIENNUTZUNG IM SELBSTSTÄNDIGEN DAF- UND RAF-ERWERB DER STUDIERENDEN AN DER MEDIZINISCHEN UND PHARMAZEUTISCHEN UNIVERSITÄT „VICTOR BABEȘ” TIMIȘOARA	204
Daniela KOHN	
FACHSPRACHENUNTERRICHT IM HOCHSCHULBEREICH	213
Anca-Raluca MAGHEȚIU	
LIST OF ABSTRACTS IN ENGLISH	220

EDITORIAL BOARD

Eugenia ARJOCA-IEREMIA, PhD, is reader in French at the Romance Languages Department at the University of the West, Timișoara. Her research interests focus on contemporary French semantics, discourse analysis, LSP translation and French grammar. She is a member in several international associations such as *Romanian Society of Romance Linguistics* or *Association des chercheurs en linguistique française*. E-mail: earjoca@litere.uvt.ro

Ștefan BRATOSIN, PhD, is full professor in Communication Sciences at Paul Valéry University of Montpellier 3, France. He is the founder and editor-in-chief of *Essachess – Journal for Communication Studies* (covered in 14 international databases) and President of *SUERS – Société des Universitaires Editeurs des Revues Scientifiques* from France. Ștefan Bratosin is the director of the international open research centre ORC IARSIC and the director of the Communication and social intervention team of CORHIS, the university centre for communication, human resources management and sociology at Paul Valéry University. His research interests include: public sphere, media, religion, organisational communication, and symbolic communication. He has published many articles and books, including *La concertation dans le paradigme du mythe* (Peter Lang, 2007). E-mail: sbratosin.univ.montp3@gmail.com

Mariana CERNICOVA-BUCĂ, PhD, is reader in the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara. Author of 14 books on stylistics, journalism and modern history and co-author of 4 professional dictionaries, her focus is on applied linguistics, communication sciences and political science. Her professional experience includes translation, counselling in public relations, academic management (provost of a private university, 2004-2008), and political journalism. She is distinguished with the National Order for Merit in Education (2004). She is a member of the European Communication and Research Association, vice-president of the Alliance of Universities for Democracy, vice-president of the Association for Romanian Media History, vice-president of the Centre for Ethical Resources and Initiatives and a member of the Association for Professors in Journalism and Communication. She is a book reviewer and editor for the *AUDEM: International Journal of Higher Education and Democracy* and co-editor of *Professional Communication and Translation Studies*. E-mail: mcernicova@gmail.com

Igor CHARSKYKH, PhD, is reader in the Department of International Relations and Foreign Policy, Donetsk National University, Ukraine. He teaches *IR Theory* and *International Communication* and publishes intensively analyses and forecasts on international media relations. Igor Charskykh is the President of Donetsk Association of International Researchers (DAIR) and supervisor of international projects in research and translation. He is an editor-in-chief of two scientific annuals *Conflicts* and *Eastern Europe & World Community*. E-mail: icharsk@gmail.com

Sebastian CHIRIMBU, PhD, is associate professor in the Department of Specialized Languages, Faculty of Letters, *Spiru Haret* University, Bucharest, Romania, and mentor-trainer in management and European affairs. He is the author of 20 textbooks and university courses in institutional and diplomatic discourse, translation studies, globalization studies, and terminology. He has published more than 25 articles on globalization, organizational management, economic welfare, EU integration process and Eurolect/ Eurojargon. E-mail: sebastian_chirumbu@yahoo.com

Roger CRAIK, PhD, is associate professor in English literature, college writing, and creative writing. He has written 3 books on literature (including an edition of John Donne, with his father, T. W. Craik), a host of academic articles and scholarly notes, and 6 books of poetry, one of which, *Those Years*, was translated into Bulgarian and nominated for a Pushcart Prize. His

poetry has appeared in journals in the U.S., the UK, Belgium and Romania. In 2008, he was awarded a Fulbright Scholarship to Sofia University, Bulgaria, and gave poetry readings in Bulgarian universities. In 2011 and 2012, he was poet-in-residence at the University of Abu Dhabi at Al Ain, in the United Arab Emirates. During the academic year 2013-14, he was a Fulbright Scholar in English at Oradea University, Romania. E-mail: rcraik@kent.edu

Daniel DEJICA, PhD, phil. hab., is professor in translation studies at *Politehnica* University of Timișoara, Romania. His research interests include translation theory and methodology, LSP translation, and discourse analysis for translation purposes. Daniel Dejica is a member of the Advanced Translation Research Center (ATRC) team at the University of Saarbrücken, Germany and a member of the Doctoral Studies Committee of the European Society for Translation Studies. He has been co-editing the *Proceedings of the Professional Communication and Translation Studies* conference, organized at *Politehnica* University of Timișoara since 2001; he has also been a member in the editorial boards of other international peer reviewed journals including *connexions: international professional communication journal* (New Mexico Tech), *MuTra Journal* (University of Saarbrücken), or *The European English Messenger* (ESSE - European Society for the Study of English). Daniel Dejica was the Head of the Department of Communication and Foreign Languages at *Politehnica* University of Timișoara (2012-2015), and he is now the Dean of the Faculty of Communication Sciences at the same university. E-mail: daniel.dejica@upt.ro

Jan ENGBERG, PhD, is professor of Knowledge Communication at Aarhus University, Department of Business Communication. His research interests include different aspects of specialised discourse, especially legal communication and multimodal mediation of scientific knowledge. His research focuses on the interplay between meaning and knowledge as individual and collective entities. Between 2000 and 2012, he was co-head of the section of Specialised Communication of the German association for Applied Linguistics (GAL). He is one of the editors of the international journal *Fachsprache* and member of a number of editorial boards of international journals. E-mail: je@asb.dk

Vasile GHERHEȘ, PhD, is senior lecturer and chair of the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara. His teaching and research interests include sociology, communication, Corporate Social Responsibility (CSR), fields in which he has published three books and more than 30 scientific articles. As researcher, with more than 15 years of practical experience, Vasile Gherheș has competences in social research methodology and statistical data analysis and was involved in the development of local and regional studies whose purpose was to surprise socio-economic issues in the area investigated. He was involved in research projects with administrative institutions, NGOs, local and multinational companies. E-mail: vasile.gherhes@upt.ro

Gyde HANSEN, PhD, Prof. Dr. Habil., has taught at the Copenhagen Business School since 1978 in the disciplines: comparative linguistics, intercultural communication, semiotics and marketing, translation theory and practice, textual analysis and revision, philosophy of science and empirical research methods. Between 2004 and 2010, she was the Vice President of EST (European Society for Translation Studies). Her research projects include: TRAP (Translation processes), the Copenhagen Retrospection Project, a longitudinal study From Student to Expert and TraREdit, an investigation of quality in translation and revision. E-mail: gh.isv@cbs.dk

Leticia HERRERO, PhD in English Studies by the University of Alicante, studied a MA in Translation Studies in Warwick University (United Kingdom). She is lecturer at Universidad Autónoma de Madrid in the degree of Translation and Interpreting since 2000, where she is responsible for teaching both general and economic translation at both undergraduate and postgraduate levels. Moreover, she has been a lecturer in other universities' postgraduate programmes. Her research covers a wide range of subjects, such as translation theory, literary translation and economic translation. She has written papers on translation and gender, translation theory as an interdisciplinary field of study, and translation and power, and more

recently, on issues related to the practice of economic and financial translation. She is a member of several advisory boards of journals and research centres, both national and international. Moreover, she has been working as a translator of economic and financial texts for over 13 years now for Spanish, as well as international, institutions. E-mail: leticia.herrero@uam.es

Angelika IONAȘ, PhD, is reader at the School of Letters, West University of Timișoara. Her research interests include communication theory, intercultural communication, rhetoric, and German didactics. She has been authoring and co-authoring more than 10 books and German language courses. Angelika Ionaș is a member of several international associations, such as *Deutsch-Rumänische Akademie-Internationales Forum für Wissenschaften, Ethik, Theologie, Literatur und Kunst* (Maniz, Germany). E-mail: angelika.ionas@yahoo.com

Debra JOURNET, PhD, is distinguished teaching professor and PhD supervisor at the University of Louisville, USA. Her research interests include rhetoric of science, narrative theory, technical and scientific communication, multimodal composition, and research methodologies in rhetoric and composition. In 2006 and 2008, she was Director of the *Thomas R. Watson Conference in Rhetoric and Composition*. E-mail: debra.journet@louisville.edu

Jeffrey KILLMAN, PhD, is assistant professor of Spanish in the Department of Languages and Culture Studies at the University of North Carolina at Charlotte, USA, where he teaches a range of topics including translation practice, translation technologies, translation theory and Spanish grammar and composition. He holds a PhD in Translation and Interpreting from the University of Malaga, Spain and his research centres on legal translation and translation technologies. E-mail: jkillman@uncc.edu

Vlasta KUČIŠ, PhD, is assistant professor in translation studies and head of the Department of Translation Studies at the University of Maribor. She is coordinator of the CEEPUS-network TRANS (*TRANS*cultural Communication and *TRANS*lation) and has experience in intercultural communication and foreign language adult education. Vlasta Kučič is a member of several international associations including EST (European Society for Translation Studies), IFCA (International Federation of Communication Associations) and SOEGV (Südosteuropäischer Germanistenverband). She is editor-in-chief of the scientific journal *Translatologia*. Her research areas include translation and communication studies, intercultural communication, translation theory and translation tools. E-mail: vlasta.kucis@um.si

Marianne MARKI, PhD, is reader in German at the University of the West, Timișoara. Her research interests focus on German linguistics, comparative linguistics, languages in contact and German grammar. She teaches courses of German morphology and syntax. She is the author and the co-author of numerous articles and several books: *Schwerpunkte der deutschen Grammatik: Die Präposition* (1999), *Grammatik im Überblick* (2000), *Das Verb* (2001), *Das Adjektiv* (2001), *Das Substantiv* (2003), *Lustiges/Listiges Deutsch* (2006), *ABC der deutschen Rechtschreibung* (2008), *Der Artikel* (2009), *Syntax. Der Satz* (2011). Marianne Marki is a member of several national and international associations including *Gesellschaft der Germanisten Rumäniens* and *Deutsch-Rumänische Akademie-Internationales Forum für Wissenschaften, Ethik, Theologie, Literatur und Kunst* (Mainz, Germany). E-mail: eva.marki@yahoo.com

Arsenio Jesús MOYA GUIJARRO, PhD, is professor of language and linguistics at the University of Castilla-La Mancha, Spain. He does research in Systemic Functional Linguistics and has published several articles on information, thematicity and picture books, etc. in international journals such as *Word, Text, Functions of Language, Journal of Pragmatics, Text and Talk, Review of Cognitive Linguistics, Atlantis and Perspectives: Studies in Translatology*. His research interests are also in Applied Linguistics. He is co-editor of *The Teaching and Learning of Foreign Languages within the European Framework*, published by the University of Castilla-La Mancha (Spain, 2003). In addition, together with Eija Ventola, he has co-edited *The World Told and The World Shown: Multisemiotic Issues* (Palgrave Macmillan, 2009). Finally, he

is also author of the book, *A Multimodal Analysis of Picture Books for Children. A Systemic Functional Approach* (Equinox, 2014). E-mail: arsenio.mguijarro@uclm.es

Hortensia PĂRLOG is Professor Emerita of English language at the West University of Timișoara, Romania. Her publications include *The Sounds of English and Romanian* (București, Editura Universității, 1984, co-authors Dumitru Chițoran and James Augerot); *Ghid de pronunție a limbii engleze* (București, Editura Științifică și Enciclopedică, 1989, co-author Dumitru Chițoran); *The Sound of Sounds* (Timișoara, Editura Hestia, 1995); *Dicționar englez-român de colocații verbale* (Iași, Editura Polirom, 2000, co-editor Maria Teleagă); *Translating the Body* (Munich, Lincom, 2007 and Iași, Institutul European, 2009, revised edition, co-authors Pia Brînzeu and Aba-Carina Pârlog). Hortensia Pârlog is editor in chief of *BAS. British and American Studies*, published uninterruptedly for almost 20 years. She has been a distinguished member of and has held leading positions in the European Society for English Studies whose publication – *The European English Messenger* she currently edits. E-mail: abaparlog@gmail.com

Ioan Lucian POPA, PhD, is reader in English at the English Department, Faculty of Letters, *Vasile Alexandri* University of Bacău, where he teaches English phonetics and phonology, morphology, the history of the English language and translation studies. He is a member of the European Association for Lexicography, of the European Society for Translation Studies, and of the International Association for Translation and Intercultural Studies. He is the author of several bilingual dictionaries (*Dicționar englez-român de afaceri*, 2007) and books on translation studies (*Translation Theories of the 20th Century*, 2008; *An Introduction to Translation Studies*, 2009). Ioan Lucian Popa is the Editor-in-Chief of *LIBRI – Linguistic and Literary Broad Research and Innovation*. E-mail: i.l.popa@hotmail.com

Loredana PUNGĂ, PhD, is associate professor in the Department of Foreign Languages and Literatures at the West University of Timișoara, Romania. Her domains of expertise are English lexicology, applied and cognitive linguistics and translation studies. She holds an MA in British and American Studies and a PhD in Philology from the university where she currently teaches. Her publications include books such as *On Language and Ecology* (2006) and *Words about Words: An Introduction to English Lexicology* (2011) and book chapters in thematic volumes, most of them published abroad. Loredana Pungă is (co)-editor of three volumes published by Cambridge Scholars Publishing (the most recent of which is *Language in Use. Metaphors in Non-Literary Contexts*) and member of the editorial board of two academic journals – *Translationes* and *British and American Studies*, both indexed in a number of important international databases. She has published over thirty-five articles in her areas of research and has attended over thirty conferences both in Romania and abroad. Loredana Pungă has been a PhD supervisor in philology since 2016. She has filled various university management positions – head of the English Department (2008-2012), head of the Department of Modern Languages and Literatures (2012-2016) and Vice-dean of the Faculty of Letters, History and Theology of the West University, Timișoara, Romania (since April 2016). E-mail: loredana.punga@e-uvt.ro

Ilie RAD, PhD, is professor in the Department of Journalism, Faculty of Political, Administrative and Communication Studies of the *Babes-Bolyai* University in Cluj-Napoca, Romania and a leader of a doctoral school in communication sciences at the same university. He is an accomplished writer, member of the Writers' Union of Romania. At the same time, as researcher and organizer, he is president of the Romanian Association for the History of Media, member of the Professional Journalists Union, member of the Romanian Association for compared literature, corresponding member of the Romanian-American Academy and others. He is the author of the following volumes (selection): *Wanderer in Europe. Log File: Vienna, Prague, Warsaw, Budapest* (1998), *Memoirs of the war in Romanian culture* (1999), *How to write a scientific text*, 2008, *Insights into the Romanian media history*, 2009. He initiated and organized seven national journalism conferences, some with international participation, whose works he edited and/ or prefaced: *Trends and tendencies in contemporary journalism* (2003), *Changes in Europe, changes in the media* (2004), *Trends in Cultural journalism* (2005), *Sequences in the history of Romanian press* (2007), *Media style and language media in Romania* (2007),

Manipulation of public opinion (2007), *Wooden Language in the media - Yesterday and Today* (2008), *Romanian journalism in exile and diaspora* (2009), *Documentation in journalism* (2010), *Censorship in the media* (2011), *Objectivity in Journalism* (2012). E-mail: ilierad@yahoo.com

Klaus SCHUBERT, PhD, phil. hab., is professor at the Institute of Translation Studies and Technical Communication, University of Hildesheim, Germany. His main areas of research include applied linguistics, communication science, translation science, interlinguistics and language technology. He has published many articles and books, including *Knowledge, Language, Media, Work. An integrative Model of a Multilingual and Professional Communication* (2007) and *Metataxis. Contrastive Dependency Syntax for machine Translation* (1987). [our translations]. Professor Klaus Schubert is also the co-editor of *trans-kom*, a scientific journal of translation studies and technical communication, and of the book series *TransUD*. E-mail: klaus.schubert@uni-hildesheim.de

Claudia E. STOIAN, PhD, received her doctoral degree in Applied Linguistics from the University *Autónoma* of Madrid, Spain. She is currently an assistant lecturer in the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara, and she teaches Translation, Discourse Analysis, and English as a Foreign Language. Claudia Stoian is also working as a translator of English, Spanish and Romanian. She has published a book on the discourse of tourism websites, several papers on discourse analysis and cultural differences, and some translations. E-mail: claudia.stoian@upt.ro

Rodica SUPERCEANU, PhD, is reader in the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara, where she has been teaching discourse analysis, pragmatics and translation since 1993. Her research has focused on areas which run parallel to her teaching: discourse and genre analysis, translation studies, translation didactics and lexicography. She is the author of *The Rhetoric of Scientific Articles* (1998), *Elements of Discourse and Discourse Analysis* (2000), *Translating Pragmatic Texts* (2004, 2009), of three LSP textbooks and of numerous articles. She has also co-authored *Professional Genres in Public Administration* (2006) and two bilingual dictionaries of robotics (2004). She coordinated a research project on a NCSRHE grant about professional genres used in business and public administration settings. Between 2003 and 2012, she was the editor of the *Scientific Bulletin of Politehnica University of Timișoara*, the Modern Languages Series, and between 2001 and 2012, co-editor of the proceedings volume *Professional Communication and Translation Studies*. E-mail: rodica.superceanu@cls.upt.ro

Simona ȘIMON, PhD, is senior lecturer in the Department of Communication and Foreign Languages of the *Politehnica* University of Timișoara, where she teaches Interpreting, Pragmatics, Oral Communication Skills in English, and Notions of Publicity. She holds a doctoral degree in Philology from the University of the West, Timișoara. She is the author of the book *The Persuasive Function of Written Advertisements* and of several scientific articles, published both in Romania and abroad. Her research interests are in the field of applied linguistics, genre studies, interpreting, advertising and teaching. E-mail: simon_cristina@hotmail.com, simona.simon@upt.ro

Jozef ŠTEFČÍK, PhD, is associate professor in translation studies at the Constantine the Philosopher University in Nitra, Slovakia. His main areas of research are specific didactic issues of translation and interpreting, community interpreting and translation of commercial texts. Jozef Štefčík is vice-chairman of The Slovak Society of Translators of Scientific and Technical Literature, associate editor and co-founder of a new online journal *TRANSLATOLOGIA* and a member of the Education Task Force of FIT. He is also involved in projects dedicated to terminology work. E-mail: jstefcik@ukf.sk

Slávka TOMAŠČÍKOVÁ, PhD, is associate professor in the field of British Studies at the Faculty of Arts, Pavol Jozef Šafárik University in Košice, Slovakia, the head of the Department of British and American Studies, and the guarantor of the B.A. study programme in Gender Studies and

Culture. Her current research focuses on food narratives in media discourses and she teaches courses in British studies, British media, and interpretation of media texts. She has been a President of the Slovak Association for the Study of English since 2003, the Secretary of the European Society for the Study of English between 2008-2013, the Deputy-Chair of the Academic Senate of Pavol Jozef Šafárik University in Košice between 2007-2011 and the Vice-Rector for International Relations of Pavol Jozef Šafárik University in Košice between 2011-2015. E-mail: slavka.tomascikova@upjs.sk

Mihaela Alexandra TUDOR, PhD, hab., is associate professor in Communication Sciences at Paul Valéry University of Montpellier 3, France. She is the executive editor of *Essachess – Journal for Communication Studies* (covered in 14 international databases). Her research interests include epistemology of communication, scientific journalism, symbolic communication, organizational communication. She has published many articles and books, including *Épistémologie de la communication: science, sens et métaphore*, Paris, l'Harmattan, 2013. E-mail: mihaela.tudor.com@gmail.com

Maria TENCHEA, PhD, is professor in French at the Romance Languages Department, University of the West, Timișoara. She teaches French linguistics and translation and her research interests include French and Romance linguistics, contrastive analysis, and translation theory and methodology. She is the author of *L'expression des relations temporelles dans le système des prépositions du français. Préposition et verbe; Études contrastives (domaine français-roumain); Le subjonctif dans les phrases indépendantes. Syntaxe et pragmatique; Noms, verbes, prépositions; (coord.) Etudes de traductologie; (coord.) Dicționar contextual de termeni traductologici (franceză-română)* [Contextual Dictionary of Translation Terms]. Maria Tenchea is a member of the SEPTET (Société d'Études des Pratiques et Théories en Traduction). E-mail: mtenchea@yahoo.com

CONTRIBUTORS

Valentina BUDINČIĆ, PhD in Philology, earned her BA and PhD degree at the Faculty of Philosophy, University of East Sarajevo and her MA degree at the Faculty of Philology, University of Banja Luka. She is working as an Assistant Professor at the Faculty of Foreign Languages at Alfa BK University in Belgrade, Serbia. She is teaching courses related to linguistics, ESP, teaching methodology and second language acquisition at the undergraduate and postgraduate studies. Her fields of interest are: applied linguistics, contrastive linguistics, sociolinguistics, ELT, ESP, sports language, terminology. E-mail: vvalentinab@yahoo.com

Sabina DE CARLO, M.A. is currently working within the framework of the Lector Programme of the German Academic Exchange Service DAAD at the Department of Communication and Foreign Languages, Politehnica University of Timișoara. She has been teaching for fifteen years at the Universities of Munich, Osnabrück, Koblenz and Münster in Linguistics and teacher training for German as second and foreign Language, German grammar, Multilingualism, Language Acquisition, Alphabetization of Adults, Narrative Development and Language Diagnostics and in teacher training in the framework of Integration of Immigrants. She has published a book on Migration and Sociostructural Change in Europe and several Articles on Language Development relating to Written Language, Orthography and Diagnostics. Her research interests are German as foreign and second language, Language Acquisition, Methodology and Didactics of Foreign Language Teaching and Multilingual Societies. E-mail: decarlo@daad.ro; decarlo@web.de

Ştefana CIORTEA-NEAMŢIU, PhD, is lecturer at the Faculty of Political Sciences, Philosophy and Communication Sciences of the West University of Timisoara, Romania. She holds a doctorate in philology (linguistics). She is interested in applied linguistics and media discourse analysis. Her main research themes are currently focused on the discourse of the preparation of the city of Timisoara as a European Capital of Culture in 2021 as well as the “bulimia of information”, a concept she is trying to promote in the social sciences and especially the communication sciences. Her most recent book is *Eine Stadt vermittelt sich: Temeswar – Kandidat für den Titel einer Kulturhauptstadt Europas 2021*. E-mail: stefana.ciortea@e-uvt.ro

Liliana CISMARIU, PhD, received her doctoral degree in Entrepreneurial Psychology. She is psychologist and assistant at *Politehnica* University of Timisoara. She has been involved in many European projects as a project manager and trainer of teachers and participants with different backgrounds and/or in disadvantaged situations. Liliana Cismariu participated at many national and international conferences and she wrote articles related to Open Learning, Entrepreneurial aspects, Social Media and MOOCs. E-mail: liliana.cismariu@gmail.com

Carol COOPER, PhD, is associate professor and chair of the department of mass communication at Rochester College, Rochester Hills, Michigan, USA. Her research interests include the influence of social media on the representation of news, the role of smartphones in blurring interpersonal and mass communication, and also the representation of religion in the media. Carol teaches a variety of courses including introduction to mass communication, media ethics, media and society, media writing, editorial writing, and video storytelling. Her publications include articles in the *American Communication Journal*, Vol. 11, No. 1, Spring 2009 and in *AUDEM: International Journal of Higher Education and Democracy*, Vol. 2, 2012. Carol is a member of the Association for Women in Communications, Detroit chapter. E-mail: ccooper@rc.edu

Anca DEJICA-CARTIŞ, PhD, is lecturer at *Politehnica* University of Timișoara, Department of Communication and Foreign Languages. Her research fields include grammar for communicative purposes, didactics of foreign languages, communication, linguistics and translation studies. She teaches German as a foreign language to engineering students, contemporary German and economic translation. She published various scientific articles in these fields and she has taken part in several international conferences, seminars and training programs (Goethe Institute in Bucharest, Romania; University of Saarbrücken, Germany; University of Nitra, Slovakia; University of Maribor, Slovenia). E-mail: anca.cartis@upt.ro

Andrijana ĐORDAN, PhD, is assistant professor at the Faculty of Foreign Languages, ALFA BK University in Belgrade, where she teaches courses in Spanish language, Hispanic culture and Sociolinguistics. She graduated from the Faculty of Philology, University of Belgrade, Department of Spanish Language and Hispanic Literatures in 2009. She defended her PhD thesis in 2016 (title: *Language Policy and Terminology in Professional Domains of Language Use in Standard Spanish and Serbian Languages*; Faculty of Philology, University of Belgrade). Her research interests are in the fields of sociolinguistics (language policy and planning, terminology management, language contact), Hispanic linguistics, translation and communication studies. E-mail: andrijana.djordan@alfa.edu.rs

Vasile GHERHEŞ, PhD, is senior lecturer and chair of the Department of Communication and Foreign Languages, *Politehnica* University of Timișoara. His teaching and research interests include sociology, communication, Corporate Social Responsibility (CSR), fields in which he has published three books and more than 30 scientific articles. As a researcher, with more than 15 years of practical experience, Vasile Gherheş has competences in social research methodology and statistical data analysis, which he applied in various studies at local and regional levels. He was involved in research projects with administrative institutions, NGOs, local and multinational companies. E-mail: vasile.gherhes@upt.ro

Maria-Dana GROSSECK, PhD, graduated from the West University of Timisoara, The Faculty of Philology, German – Romanian specialty. She has a PhD in Philology and a master in Germanistic from an interdisciplinary perspective. Currently, Maria-Dana Grosseck works at the Politehnica University of Timișoara, Faculty of Communicational Sciences, Department of Communication and Foreign Languages. Her research covers mainly these areas: German Terminology, LSP, Writing skills, Translation, Communication and German as a foreign language. Her research work is the result of numerous collaborations with German researchers from several Western Universities focusing on the practical implementation of theory. E-mail: dana.grosseck@upt.ro

Sabina HOMĂNĂ is university assistant at the *Transilvania* University in Brasov, Romania. Graduate of the Faculty of Letters, Al. I. Cuza University, Iasi, Romania; fields of study: French-German. PhD (20th century French literature) at the University of Konstanz, Germany. Scholarships at the Friedrich Schiller University of Jena and at the University of Konstanz, Germany. Research fields: teaching German, French and Romanian as a foreign language, contemporary French and German literature, interdisciplinary themes or projects. E-mail: sabina-mihaela.homana@unitbv.ro; sabhomana@yahoo.de

Khalid MANSOOR, PhD, received his PhD degree in Philology from the Doctoral School in Humanistic Sciences at West University of Timișoara, Romania. His research interests include applied linguistics, LSP and translation studies. He participated in several international conferences and published three research articles. His didactic activities include teaching English at secondary school or preparing students for TOEFL and IELTS examinations in India, Iraq and Jordan. He worked as a lecturer at Al-Anbar University in Iraq and as a tutor in many private institutes and universities in Iraq. He was invited to give several presentations on translation studies at the Politehnica University of Timișoara, Last but not least, Mansoor Khalid worked as translator for 15 years in the state and private sectors. E-mail: khalidrokan@yahoo.com

Daniela KOHN, PhD, is senior lecturer at the Department of Foreign Languages and Romanian Language of *Victor Babeș* University of Medicine and Pharmacy, Timișoara, where she teaches Romanian and German. She holds a PhD in Applied Linguistics from the West University of Timișoara. At the Romanian Cultural Institute in Vienna (2009 – 2012) she was the initiator and head-trainer of the projects *Romanian to Go* (partner: University of Vienna) and *Coaching Romanian*. Having a decade long experience as a freelance trainer for multinational companies in Romania created a good basis for her Romanian Language textbook *Puls* (levels A1 – B2), which was published in 2009/ 2012, a worldwide used and appreciated textbook. E-mail: kohndaniela@gmail.com

Andrea KRISTON, PhD, is university assistant at Politehnica University of Timisoara. She graduated from the University of the West in 1997 and completed her doctoral studies with the thesis entitled *Body Conundrums and Pleasuring Strategies in the Postmodern Novel* at the University of the West. She published papers on gender in specialized journals, and currently her main areas of interest lie in the study of translation and economics as she teaches Business translation. E-mail: andrea.kriston@upt.ro

Patrick LAVRITS, PhD, is lecturer at the West University of Timisoara, Faculty of Economics and Business Administration, Department of Marketing and International Business Relations. He delivers courses and seminars on intercultural communication in business and on business correspondence in English and German and published books and textbooks in German and Romanian to related topics: intercultural perception, German business correspondence, and Romanian regional history. E-mail: patricklavrits@yahoo.com

Anca-Raluca MAGHEȚIU, PhD, is lecturer at the West-University of Timisoara, Faculty of Economics and Business Administration, where she is currently teaching the courses on Business German and Intercultural Communication. Her research interests cover areas like

didactics, LSP, cross-cultural communication. She has published three books so far, all related to LSP-teaching: Maghețiu, Anca (2015): *Zur Didaktik der Fachsprachen - mit besonderer Berücksichtigung des Deutschen als Wirtschaftssprache*, Hamburg: Dr. Kovac. Maghețiu, Anca (2014): *Wirtschaftsdeutsch im Unterricht, Unterrichtsmodelle für die deutsche Wirtschaftssprache*, Timișoara: Eurostampa. Lavrits, Patrick / Maghețiu, Anca (2012): *Schriftverkehr im Wirtschaftsbereich*, Timișoara: Eurostampa. E-mail: anca.maghetiu@gmail.com

Felix NICOLAU, PhD, is professor in the Department of Foreign Languages and Communication, The Technical University of Civil Engineering, Bucharest, Romania. He defended his PhD in Comparative Literature in 2003 and is the author of eight books of literary and communication theory: *Morpheus: from Text to Images. Intersemiotic Translations* (2016), *Take the Floor. Professional Communication Theoretically Contextualized* (2014), *Cultural Communication: Approaches to Modernity and Postmodernity* (2014), *Comunicare și creativitate. Interpretarea textului contemporan (Communication and Creativity. The Interpretation of Contemporary Text*, 2014), *Homo Imprudens* (2006), *Anticanonice (Anticanonicals*, 2009), *Codul lui Eminescu (Eminescu's Code*, 2010), and *Estetica inumană: de la Postmodernism la Facebook (The Inhuman Aesthetics: from Postmodernism to Facebook*, 2013), five volumes of poetry (*Kamceatka – time IS honey*, 2014) and two novels. He is member in the editorial boards of "The Muse – an International Journal of Poetry" and "Metaliteratura" magazines. His areas of interest are translation studies, the theory of communication, comparative literature, cultural studies, translation studies, and British and American studies. Email: felixnicolau1@gmail.com

Iulia PARA, PhD, is lecturer for the Faculty of Economics and Business Administration, West University of Timișoara, where she teaches Business English, Communication in Business, Intercultural Studies for bachelor and master students. She has published in Germany *Anglicisms in the Romanian Business Vocabulary: On Analysis in the Finance and Banking Texts in the Ziarul Financiar*, (2012) LAP LAMBERT Academic Publishing, and *ESP as an Instrument of Communication in Business English*, (2017) Lambert Academic Publishing, among other 9 books published in Romania. Her main field of research is ESP, besides pragmatics and translation. E-mail: iulia.para@e-uvt.ro

Tijana PAREZANOVIĆ, PhD, is assistant professor at Alfa BK University in Belgrade, Serbia, where she teaches several courses in the 19th-and 20th-century British literature and translation studies. She is a member of the Association of Conference Interpreters of Serbia, the Association of Literary Translators of Serbia, and a translator of more than 20 book-length publications. She acts as executive editor of *[sic] – a journal of literature, culture and literary translation*, published by the University of Zadar, Croatia. She is a co-editor of four collections of essays published by Alfa BK University (*Religion in the Mirror of Literature*, 2013; *Language, Literature and Religion*, 2014; *Culture in the Mirror of Language and Literature*, 2015; *Language, Literature, and Popular Culture*, 2017). Her current research interests include Australian studies, spatiality in fiction, and translation studies (practice and didactics). E-mail: tijanaparezanovic@gmail.com

Dana PERCEC, PhD, is reader in English Studies at the West University of Timisoara, Romania. She teaches early modern and Victorian literature, literary translation, literary theory. She has published several books on Shakespearean drama, British culture, and literary genres. She is also a columnist in the Romanian literary and cultural press. E-mail: dana.percec@e-uvt.ro

Iasmina PETROVICI, PhD, is senior lecturer in the Department of Philosophy and Communication Sciences of the West University of Timișoara – Romania. Degrees and Postgraduate studies: Post-PhD Researcher in Human and Social Sciences, within the program AM-POSDRU/89/1.5/S/63663; M.A. in Media communications and Advertising; PhD in Philosophy; M.A. in Philosophy of science; B.S. in Philosophy. She is the author of one book, as well co-author of one book. She has published several book chapters and articles in the field of

aesthetics, hermeneutics, contemporary philosophy and communication sciences. E-mail: iasmipetrovici@yahoo.com

Loredana PUNGĂ, PhD, is associate professor in the Department of Foreign Languages and Literatures at the West University of Timișoara, Romania. Her domains of expertise are English lexicology, applied and cognitive linguistics and translation studies. She holds an MA in British and American Studies and a PhD in Philology from the university where she currently teaches. Her publications include books such as *On Language and Ecology* (2006) and *Words about Words: An Introduction to English Lexicology* (2011) and book chapters in thematic volumes, most of them published abroad. Loredana Pungă is (co)-editor of three volumes published by Cambridge Scholars Publishing (the most recent of which is *Language in Use. Metaphors in Non-Literary Contexts*) and member of the editorial board of two academic journals – *Translationes* and *British and American Studies*, both indexed in a number of important international databases. She has published over thirty-five articles in her areas of research and has attended over thirty conferences both in Romania and abroad. Loredana Pungă has been a PhD supervisor in philology since 2016. She has filled various university management positions – head of the English Department (2008-2012), head of the Department of Modern Languages and Literatures (2012-2016) and Vice-dean of the Faculty of Letters, History and Theology of the West University, Timișoara, Romania (since April 2016). E-mail: loredana.punga@e-uvt.ro

John RYDER holds a PhD in Philosophy from Stony Brook University of the State University of New York (1982), and serves as the Provost and Professor of Philosophy at the American University of Malta. He has served previously as Professor of Philosophy and Provost at the American University of Ras Al Khaimah, United Arab Emirates (2012-2016), Rector of Khazar University in Baku, Azerbaijan (2010-2012), and for 30 years held a range of positions at the State University of New York, from Dean of Arts and Sciences and Professor of Philosophy at SUNY Cortland to Director of the Office of International Programs and Director of the Center on Russia and the United States at the State University of New York System Administration. He is the author of nearly 100 books and articles, including *The Things in Heaven and Earth: An Essay in Pragmatic Naturalism* (2013) and *Interpreting America: Russian and Soviet Studies of the History of American Thought* (1999). He is the editor of *American Philosophic Naturalism in the 20th Century* (1994), and co-editor with Armen Marsoobian of *The Blackwell Guide to American Philosophy* (2004). He is the co-founder and co-chair, with Emil Višňovský of the Slovak Academy of Sciences, of the Central European Pragmatist Forum, and he served from 2002 - 2012 as the President of the Alliance of Universities for Democracy. E-mail: john.ryder@aum.edu.mt

Sorin SUCIU holds a PhD in Philosophy and is a lecturer at *Politehnica* University of Timisoara where he teaches courses on culture and civilization, ethics and politology. He is part of an international team of researchers interested in the fields of sociocultural studies, applied philosophy and technological transfer. He is a team member in several international projects including iDesigner – Certified Integrated Design Engineer, ResEU – Certified EU Research-Entrepreneur, LeadSUS – Leadership in Sustainability. E-mail: sorisuciu@gmail.com

Lucian-Vasile SZABO, PhD, is senior lecturer in the Department of Philosophy and Communication Sciences of the West University of Timișoara – Romania. He completed his PhD in Literature at the West University of Timișoara-Romania. In his researches, he touches subjects like the relation between writers and journalists and the political power, the involvement of mass-media in democratization and the changes appeared in journalism under the influence of digital media. He is the author of the books: *Libertate și comunicare în lumea presei (Freedom and Communication in the Press World)*, *Jurnaliști, eroi, teroriști (Journalists, Heroes, Terrorists)*, *Capcane ale comunicării (Communication Pitfalls)*, *The Facts in the Case of E. A. Poe: Fantasy, Real Life, Science Fiction, Journalism, Sindromul Timișoara 1989: Adevăr și imaginar (The Timișoara Syndrome 1989: Truth and Imaginary)*, *E. A. Poe: romantism, modernism, postmodernism (E. A. Poe: romanticism, modernism, postmodernism)*. E-mail: vasile.szabo@e-uvt.ro

Mața ȚĂRAN ANDREICI, PhD, is lecturer at the West University of Timișoara. She obtained a philology PhD in 2007. Since 2006 is a lecturer at Slavic Languages Department of Letters, History and Theology Faculty where she teaches special courses of Phraseology and Traductology, as well as Serbian Literature, Russian Literature and Russian Culture and Civilization. In parallel with the teaching activity, she has a significant researching activity, which is materialized in 30 scientific articles published in specialized volumes and magazines from Romania and abroad, numerous translations and reviews and scientific papers communicated at national and international conferences. In addition, she is the author of three books in the field, namely *Aspecte semantice, pragmatice și culturale ale frazeologiei limbilor rusă și sârbă* [*Semantic, Pragmatic and Cultural Aspects of Russian and Serbian Phraseology*] (2009), *Codurile și limbajele culturale în studierea confruntativă a idiomatiei limbilor rusă și sârbă* [*Codes and Cultural Languages in Comparative Research of Russian and Serbian Idiomaticity*] (2010), and *Introducere în teoria și practica traducerii, aplicată la studiul comparativ al limbilor sârbă și română* [*Introduction into Theory and Practice of Translation Applied to the Comparative Study of Serbian and Romanian Languages*] (2014). E-mail: mtaran75@yahoo.com

Andreea-Nicoleta VOINA, PhD Candidate in Political Science, is associate assistant at FSPAC – *Babes-Bolyai* University of Cluj-Napoca, and Fulbright grantee during 2016 – 2017 at the University of Georgia, USA. Her thesis tackles women's political representation and discourse in Romania and the United States of America. Voina's interdisciplinary research on gender and politics ranges from women's representation in politics to women in the media and political women's discursive performance. Committed to both political and communication sciences, the author published research papers on various subjects related to discourse and politics. E-mail: voina@fspac.ro

Ada-Maria ȚÎRLEA, PhD in Philosophy, is associate assistant within the Department of Communication, Public Relations and Advertising in the Faculty of Political, Administrative and Communication Sciences, *Babes-Bolyai* University of Cluj-Napoca. She focuses her research on the political discourse analysis and campaign strategies. Her publications concern the field of political communication, political marketing and different other themes regarding political sciences, and her PhD thesis tackles the liberal influences of John Stuart Mill on President Obama's discourse. E-mail: tirlea@fspac.ro

LIST OF ABSTRACTS IN ENGLISH

WEB-BASED TEACHING RESOURCES FOR BUSINESS ENGLISH CLASSES

Valentina BUDINČIĆ

Abstract: In recent years, the use of web-based resources for English language learning and teaching has become an integrative part of most English language courses worldwide. Since the advent of ESP numerous specialized online resources have been created in order to facilitate the process of English language learning and teaching in different specialized fields. The aim of our paper is to carry out a descriptive analysis of some particular online resources for ESP in the business field, highlight their advantages and provide some ideas for ESP teachers on how to use them for different purposes in Business English courses.

Keywords: ESP, Business English, teaching, web-based resources.

GERMAN AS FOREIGN LANGUAGE IN THE BANAT REGION: TEACHING BETWEEN TRADITION AND PRACTICAL USE

Sabina De CARLO

Abstract: The inheritance of the Banat Region is highly connected to a linguistic and cultural variety. The changing political conditions had always consequences for the status of languages, where and how they were used. As well the German Language was and is bound to these changing conditions. Currently German is learned, taught and used at schools and universities, in cultural institutions and in the media of the Banat Region. The motivations therefore range from the maintenance of a language tradition, the internationalization with language variety up to the necessity for the regional economy. The paper discusses the different argumentations for the maintenance and teaching of the German Language, presents a survey among students and draws conclusions for language teaching in a changing society.

Keywords: German as a foreign language, the role of Germans in the Romanian higher education system, German in Banat.

CREATION OF A MYTH ON- AND OFFLINE: EUGENE OF SAVOY, THE LIBERATOR OF TIMIȘOARA

Ștefana CIORTEA-NEAMȚIU

Abstract: In 2016, the city of Timișoara has celebrated 300 years since its liberation from Ottoman rule by Prince Eugene of Savoy. A series of events and festivities has highlighted this significant event in the history of the city. This scientific work addresses the question of whether the Prince Eugene of Savoy is becoming a myth in Timișoara, as it is the case in Austria and if only the events organized contribute to this or also a discourse on the web and how great the role played by the latter is. The ethnographic method is combined with discourse analysis.

Keywords: Eugen of Savoy, Timișoara, myth, online, offline.

THE INFLUENCE OF THE MOBILE PHONE ON YOUNG ADULT COMMUNICATION

Carol COOPER

Abstract: The convergence of media technology can now be held in one's hand. It offers new ways to communicate, unrestricted by location, mostly related to free choice and autonomy. Its portability has made possible the co-presence of synchronous and asynchronous communication, and has contributed to the popular notion that young adults are proficient multi-taskers. The ubiquitous use of the mobile phone by young adults serves as a vehicle for self-expression and collective identity, often through the use of text messaging and social media. This paper will explore some of the kinds of communication that are afforded via the mobile phone, and will then question some the potential strengths and weaknesses in communicating this way.

Keywords: mobile phones, young adults, communication, multi-taskers.

THE INTERNET FOR STUDY-BASED GERMAN LANGUAGE COURSES

Anca DEJICA-CARȚIȘ

Abstract: The Internet can be used as an audiovisual tool for teaching German language courses, with the aim of consolidating the learning process and introducing new topics. Teaching materials can be produced using learning programs. When using German language courses, lessons may be computer-assisted, which implies using internet sources that encourage understanding and autonomous learning, by stimulating the process of searching for information. Computer-assisted teaching materials allow the creation of worksheets or exercises for language classes or can deepen the knowledge by using supported information and authentic information. Thus, the use of the Internet in study-based German language classes can be two dimensional, for teaching and for learning purposes.

Keywords: visual media, the Internet, learning materials, teaching and learning programs, autonomous learning.

APPROACHING THE EU: TERMINOLOGY AND TRANSLATION DIGITAL RESOURCES

Andrijana ĐORDAN

Abstract: The Republic of Serbia applied for the European Union membership in 2009, received full candidate status in 2012 and started the membership negotiations in 2014. The accession process constantly keeps showing a need for high quality translation of the extensive EU documentation. This paper deals with the existing digital resources created from the beginning of the accession process. It focuses on two main projects, developed for translating EU legislation (*acquis communautaire*) into Serbian: *Evronim* – multilingual termbase and *Evroteka* - bilingual English-Serbian corpus of EU legislation texts. The paper will also bring some reflections on the perspectives of similar digital language resources, as results of language policy and planning activities.

Keywords: terminology, translation, digitalization, *Evronim*, *Evroteka*, language policy and planning, EU integration.

THE PRESENCE OF THE ROMANIAN PUBLIC ADMINISTRATION ON SOCIAL MEDIA

Vasile GHERHEȘ, Liliانا CISMARIU

Abstract: Social media has transformed the way people around the world communicate, and its use in different sectors of social life has steadily grown. Considering the success it enjoys among the general public, it is very likely to be used also in local public administration. Platforms such as Facebook, Twitter, LinkedIn, YouTube, blogs and many others have begun to be used as tools for communicating with citizens, with the aim of increasing the degree of information and interaction, on one hand, and, on the other, of making the act of governance more transparent. The present study intends to provide an assessment of the ways in which local government institutions use social media to communicate their actions.

Keywords: social media, communication, public administration, Facebook.

THE IMPORTANCE OF THE PROFESSIONAL COMMUNICATION AND ITS ROLE FOR THE IMPROVEMENT AND SUPPORT OF COMPANY COMMUNICATIONS

Dana GROSSECK

Abstract: The concepts of enterprise communication and professional enterprise communication are not yet clearly defined. The communication of a company is fundamentally of two types: inward and outward and it is adapted to meet new requirements. Therefore, it is extensive and also specific. At the beginning of the study the terminology used considered only the types of professional communication. Nowadays, we are considering the necessity and the non-use of specialized languages, along with their role, their efficiency and the belonging to a community. Professional languages are used in closed communication communities and are well established.

Keywords: professional language, company, communication, terminology, corporate communication.

INNOVATIVE MEANS FOR THE STIMULATION OF COMMUNICATIVE FOREIGN LANGUAGE TEACHING

Sabina HOMANĂ

Abstract: The main aim of modern foreign language teaching should be communication – hence the concept of communicative foreign language teaching. But how does this kind of teaching occur or rather by what means is it precisely realised? The focus today is on the one hand on applications of the digital world,

as multimedia course books, e-learning platforms, internet learning experiences, on the other hand on important suggestopedia findings. They have all been used for long in the foreign language teaching in pair work, role playing, board or card games. They accelerate the learning process and allow us to learn with all our senses.

Keywords: suggestopedia, communicative course books, e-learning and m-learning tools: didactical applications and non-didactical applications, audio adventures, serious games.

THE STUDENTS' FREE CHOICE. THE USE OF DIGITAL MEDIA IN INDEPENDENT GERMAN AND ROMANIAN SECOND LANGUAGE ACQUISITION BY THE STUDENTS AT THE VICTOR BABEȘ MEDICINE AND PHARMACY UNIVERSITY TIMIȘOARA

Daniela KOHN

Abstract: Both in the formal and informal classroom teaching, language teachers resort to digital media when it comes to language acquisition. When, on what, where or how often will the students themselves resort to these media for the purpose of learning the language without being instructed to do so? A survey offers insight in the learning habits of the medical students of the *Victor Babeș* University, both of the Romanian students that learn German as a foreign language and the foreign students that learn Romanian. The results show on the one hand different learning experiences, and on the other hand a tendency of the digital natives to handle digital media.

Keywords: foreign language acquisition, Romanian, German, digital media, independent learning, learning habits.

MACHINE TRANSLATION IN TRANSLATING BUSINESS TEXTS: MYTH VERSUS REALITY

Andrea KRISTON

Abstract: The translation of various types of texts is not a challenge anymore nowadays since the market offers several types of machine translation. But how reliable is it compared to human translation? In the present article, we focus on a business article issued by a Romanian financial newspaper and we translate it into English with the help of Google translate, SDL Free Translator and Microsoft Bing. Then we analyze the differences provided by these three tools and observe the advantages and drawbacks of machine translation compared to human translation.

Keywords: translation, economic texts, grammatical aspects, lexical aspects, translator, machine translation engines.

UNCERTAINTY AVOIDANCE IN GERMAN AND ROMANIAN ADVERTISING

Patrik LAVRITS

Abstract: The dimension of uncertainty avoidance is an expression of the tolerance or acceptance of general uncertainty. It shows the extent to which regulations and safety precautions are desired. In the case of high uncertainty avoidance, exact regulations and strict behavioral requirements are required in order to avoid uncertainties. On the other hand, low uncertainty avoidance is a sign of acceptance of more uncertainty in unknown situations. If society is tolerant of uncertainties and unknown facts, there are few explicit rules and guidelines. The uncertainty avoidance can also be recognized in the execution of advertising, the interactions between the characters and the nature of the characters represented, as well as the manner of conveying the message and influencing the target group in different cultures.

Keywords: intercultural perception, cultural dimensions, uncertainty avoidance, advertising.

TEACHING LSP AT UNIVERSITY

Anca-Raluca MAGHEȚIU

Abstract: The fact that all students need foreign language skills is not new. The world as a global village is polyglot and multicultural, business and academic occupational fields are becoming increasingly international. In this world, today's student generations must be able to exist, and for that they must be prepared as leaders of tomorrow. The question should not be whether students - regardless of which subject area - need foreign language skills, but at most how many - One foreign language? Two? Three? - Which foreign language: one known by all? One known by few? - To what degree of language command? etc. If application-oriented foreign language skills are part of the profile of an academic, it is the task of universities to provide adequate language skills in order for their students to acquire this profile.

Keywords: LSP, higher education, German as a foreign language, learner, motivation.

THE CONCEPT OF METAPHOR IN THE ENGLISH-ARABIC TRANSLATION

Khalid MANSOOR

Abstract: The present study is part of the vast area of translation studies. Its main purpose is to discuss the theoretical concept of metaphor and its role in the translation in process from a linguistic point of view. The use of metaphors allows people to convey special meanings when communicating, regardless if they express themselves verbally or in writing, in all aspects of their lives (religious, creative writing, linguistics, science, etc.). The use of metaphor has been rarely captured in the translation field and is often considered not useful; therefore, this paper will focus on the theoretical importance of metaphors in translation, as a means of rendering the poetic meaning of a word in a literary text and also as a manner of achieving linguistic and semantic equivalence.

Keywords: metaphor, concept, equivalence, translation, conclusion.

THE CONVERGENCE OF THE THEORY OF DISCOURSE WITH THE THEORY OF PERFORMANCE IN POSTHUMANIST CONTEXTS

Felix NICOLAU

Abstract: In recent times, pragmatics has made more and more room for the theory of discourse. The switch in emphasis was triggered, amid other phenomena and theories, by the flourishing of the communication theory, with its tenet that the process of communication is quite unstable and unpredictable. It is not only the context the one which distorts the transmission of messages, but also the mood of those involved in the process of communication, or what is called subtle communication. In my article, I am especially interested in the repercussions of the theory of discourse on another blooming theory, namely the theory of the performative acts, or the theory of performance. Thus, my research is inter-theoretical but it does not trespass the borders of other paradigms. It will maintain itself within the frontiers of this versatile and morphic paradigm: the paradigm of discourses with its intersemiotic skeleton.

Keywords: pragmatics, theory of discourse, theory of performance, subtle communication.

ADAPTING MATERIALS FOR TEACHING BUSINESS ENGLISH

Iulia PARA

Abstract: Selecting materials for teaching Business English is a crucial act, but the aim of this paper is not that of discussing whether we should use authentic or "doctored" texts. It presents several ideas, which have emerged, from personal experience and from the literature on the subject. The findings are suggestions and comments, rather than solutions. The article is intended to provide information regarding the steps of this so called "trip" of any Business English teacher, to the final destination of providing appropriate materials for students who study different fields of business. According to the field of business they study, it is in their interest for the Business English teacher to develop their linguistic and communicational skills and competencies.

Keywords: Business English, ESP, materials, adapting.

MANAGING HUMAN-TO-HUMAN APPROACH WITH NO HUMANS PRESENT: A LOOK INTO POLITE FORMS OF ADDRESS IN SOFTWARE LOCALIZATION

Tijana PAREZANOVIĆ

Abstract: Using examples extracted from the author's work on software localization in the field of automobile industry (English translated into Serbian-Serbia locale), this presentation centres on the issue of polite forms of address. Since software localization relies on the resources from linguistics, business and marketing, and information technologies, politeness is considered in relation to all three aspects: 1) as an important element of human-to-human approach to marketing, whereby 2) the use of personal pronouns has to be taken into account considering the differences between English and Serbian, and contextualized within 3) the largely impersonal process of localization itself. The analysis of the examples aims at defining certain patterns which could potentially facilitate practical work in this branch of translation studies.

Keywords: software localization, translation, automobile industry, politeness, human touch approach, first and second person.

AN INQUIRY INTO CHALLENGES OF LITERARY TRANSLATION FOR FUTURE PROFESSIONALS

Loredana PUNGĂ, Dana PERCEC

Abstract: The paper presents some results of the experiment the authors carried out starting from the description of literary translation competence in the PETRA-E European framework. It focuses on the assessment of the sub-competences that are required in the translation process itself, as they are demonstrated by some post-graduate translation studies students whose task was, among others in the larger experimental project, to render O. Henry's *The Gift of the Magi* into Romanian.

Keywords: extra-linguistic elements in translation, linguistic elements in translation, literary translation, PETRA-E framework, translation competence.

POLITICS BY TWITTER: POLITICAL COMMUNICATION, DIGITAL TECHNOLOGY AND THE PURSUIT OF COMMON INTERESTS

John RYDER

Abstract: In his recent Farewell Address US President Barack Obama remarked that if we want to improve our political environment and accomplish significant political ends we need to stop attacking one another on Twitter and on-line, and converse with one another face-to-face. We here explore the implication of Obama's comment that technology is currently an obstacle in political communication. We further explore the position that the strongest ground for political activity, especially democratic political activity, is the identification and pursuit of common interests within one's community and across borders. In the end, there is no reason to think that digital technology is necessarily detrimental to useful political engagement and communication with one another. That we often use it detrimentally contributes to misunderstanding and social divisions. More genuine communication in the sense of engagement through shared meanings is critical and a necessary condition of experience and growth, both individual and social. Such communication, digital or otherwise, is enhanced through the pursuit of common interests.

Keywords: political communication, Twitter, digital technology, common interests, politics.

THE RHETORIC OF POST-TRUTH

Sorin SUCIU

Abstract: There is a widespread belief that modern democracies, due to their organization, have institutional mechanisms that, like an immune system, are capable of eliminating dysfunctions, syncopes, and even the dangers that could threaten their own existence. The access to communication and the freedom of expression are important allies of democracies but, at the same time, these values can be diverted for purposes other than the general interest. Spreading alarmist news, messages that "reveal" conspiracies or narratives that have nothing in common with reality represent the tools of those who stir the currents of nationalism for political purposes. My paper analyzes the phenomenon of post-truth and its harmful implications for the democratic systems.

Keywords: post-truth, post-democracy, manipulation techniques, sophism, rhetoric.

QUALITY JOURNALISM AND OTHER CHALLENGES

Lucian-Vasile SZABO, Iasmina PETROVICI

Abstract: The challenges faced by qualitative journalism are numerous, and the effects are clearly obvious at society level, when information consumption from various sources is increasing; however, we find that only some of the users are qualified to undertake and analyze data and journalistic content. There are numerous pressures registered by professional journalism, equally as much as creating journalistic content regarding the rules of the trade can be a difficult task for the non-professional author. One of the first forms of such pressure was generated by the economic crisis in 2008, imposing a restructuring of media organizations. Another valence of pressure consists in the inability and slowness of active journalists to adapt to the rigors of digital media. A main focus and of major importance is the re-tabloidization phenomenon in Romanian and international media, on every branch: written press, radio, television, and online platforms. The technological revolution has been a favourable breeding ground for commercial television channels, less inclined to the rigors of deontology. A further development is the *citizen journalism*, varied in representation and extremely active. This study aims for the complicated mass media – *citizen journalism* relation, as well as the challenges of qualitative journalism.

Keywords: online newsroom, re-tabloidization, informative journalism, citizen journalism, intermedia, newsgathering.

PHRASEOLOGICAL UNITS WITH SACRED NUMBERS IN RUSSIAN AND SERBIAN

Maṭa ŢARAN ANDREICI

Abstract: Our aim is to study phraseological units that have numbers in their construction. The material was collected from phraseological dictionaries of Russian and Serbian languages. In both languages, phraseological units with sacred numbers appear frequently in speech and writing, for example: Rus. *книга за семью печатями* – Srb. *књига за седам печата* [a closed book, literally “a book with seven seals”]; Rus. *за семью запорами* – Srb. *иза седам брава/катанаца* [under lock and key, literally “well guarded”]; Rus. *семь смертных грехов* – Srb. *седам смртних греха* [capital sins, literally “seven deadly sins”]; Rus. *за тридевять земель* – Srb. *преко седам/девет брда/планина* [at (to) the other end of the world, literally “very far away”]; Rus. *чувствовать себя на седьмом небе* – Srb. *бити на седмом/деветом/десетом небу* [(be) in seventh heaven, literally “(to be, feel) boundlessly happy”]; Rus. *в трех шагах от кого, от чего* – Srb. *два три корака* [within a stone’s throw of, literally “very close (to s.o. or sth.), very near”]. Phraseological units with numeric components are regarded as a descriptive meta-language. This analysis can provide an insight into relationships between culture and language.

Keywords: phraseological units, sacred number, phrasemes with numeric components, cultural standard.

FEMINIST RHETORIC IN BARACK OBAMA AND HILLARY CLINTON'S DISCOURSE

Andreea-Nicoleta VOINA, Ada-Maria ŢIRLEA

Abstract: November 8, 2016, marked the beginning of a new era in the American political setting. The Obama era was known as a period of great opening, minority-friendly approach and liberal vision. Of the two candidates that were running for office in 2016, Hillary Clinton seemed to have the most similar approach to the now former president of the USA, Barack Obama; Clinton was framed as the *de facto* carrier and enforcer of Obama’s legacy. Feminist approaches are not gender-determined; Obama himself has made a mark as a feminist leader. Clinton ran for the highest office as a pioneer of women’s representation in politics. The aim of this paper is to discover the similarities between Obama’s discursive style and Hillary’s approach. Through critical discourse analysis, we launch this research in order to emphasize gender negotiations, in terms of both content and style.

Keywords: Feminism, discourse, communication style, gender, Barack Obama, Hillary Clinton.