

**POLITEHNICA UNIVERSITY OF TIMISOARA  
DEPARTMENT OF COMMUNICATION AND  
FOREIGN LANGUAGES**

# **professional communication and translation studies**

**Volume 11, 2018**



**EDITURA POLITEHNICA**

CONFERENCE SERIES

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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

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

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**PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES, VOL 11 / 2018, ISSN 2065 – 099X**

*POLITEHNICA* UNIVERSITY OF TIMIȘOARA

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**PROFESSIONAL COMMUNICATION  
AND  
TRANSLATION STUDIES**

Volume 11, 2018

**Proceedings of the 10<sup>th</sup> International Conference**

30-31 March 2017  
TIMIȘOARA, ROMANIA

POLITEHNICA UNIVERSITY PRESS  
TIMIȘOARA – 2018

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Printing date: 24.07.2018

Printing paper: 11

ISSN 2065-099X

Printed in Romania

Printing order: 133

Printing center, Politehnica University of Timișoara

## *Language and Communication: The Digital Challenge at Politehnica University*

This issue of *Professional Communication and Translation Studies* meets its readers in an anniversary context: 100 years since the Romanian provinces have formed a single state and 25 years since the first academic program on communication and translation studies has been inaugurated at Politehnica University Timișoara. From a constructivist perspective, we look into the history of the Romanian public sphere, its elements and possibilities of investigation. However, this issue is not Romanian-centered, although 4 papers focus on instances of Romanian realities and other 3 deal with comparisons that take Romanian as one of the analytical terms. It reflects the international setting of the Professional Communication and Translation Studies conference in 2017, namely its multilingualism and multiculturalism.

More than 100 participants took part in the conference Timișoara on March 30-31st, 2017, and they discussed and presented research issues dealing with major trends in humanities and social sciences today: Language and communication – the digital challenge. In the previous century, Jürgen Habermas defined *public sphere* as being "made up of private people (...) articulating the needs of society with the state". Through acts of assembly and dialogue, the public sphere generates opinions and attitudes. Due to the heavily technology saturated medium, the acts of assembly and dialogue in the 21st century acquire unique features. Many of the papers from the current issue reflect these features from different frames and methodological platform.

Once again, we emphasize the international character, multilingualism and plurality of thought of both the conference and the proceedings. The Proceedings volume is indexed in relevant international data bases, including 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. An indicator of the impact and visibility of the PCTS volume published by Politehnica Press, is the h-index 7 of the proceedings, based on Harzig's Publish or Perish software (July 2018). All papers undergo a double-blind peer review process, and are published following the Open Access policy, online first.

The *Professional communication section* opens with Sorin Suciu's research on the communication challenges for sustainability, and the importance of ensuring proper discursive strategies in on the impact of economic activities on environment. Further, Daniel Ciurel investigates the framing of protest, in an age of post-truth, fake news and multiple influencers that set the agenda for public debate. Ileana Rotaru shifts the debate to discussing the divided cultural space of the Romanian child who is caught between the internet society and the lack of simple and bare competencies of using the internet in its best ways. She shares with Daniel Ciurel a deep interest in media competence, media pedagogy and the necessity to critically view the construction of media messages in the online space. Veronica Ioana Ilieș continues the discussion on the uses of the online medium, but from the point of view of communication strategies in HoReCa industry. Her paper uses the case study of Marty Restaurants in Cluj-Napoca to analyze the digitization of the communication strategies in restaurant industry and the use of digital tools to establish consumer-brand relationships. The last paper in this section is signed by Anamaria Filimon-Benea, whose research interests lay in investigating the video and the web in carrying on the televisual communication. The video instances disseminated via social networks represent a significant alternative to the "traditional" television production.

The *Linguistics and communication* section opens with Monica Condruz-Băcescu's analysis of the corporate language used in the business environment in Romania, in the context of internationalization of economic relations. She underlines the importance of professional training and specialized knowledge as being crucial, alongside with strong communication skills in foreign languages and intercultural adaptation for successful communication strategies in the for-profit sector. The following three papers deal with contrastive approaches to grammar and phonetics. Anca Florina Lipan deals with grammatical synonymy with tense and aspect in English and Romanian, her findings being useful as a theoretical basis for translation purposes. Raad Aljomaely highlights the phonetic problems that Iraqi speakers encounter when learning and speaking English reveals the pedagogical implications that result from the comparison.

The *Translation studies* sections opens with Gyde Hansen's article on the digital turn which impacts communication and translation. Her study discusses the blessings and/or curses of machine translation, internet-based translation strategies and the (necessity) of human intervention in the translation process. Carmen Ardelean continues the discussion, under a different angle, introducing the concept of gradience versus appropriateness in translation. Increasingly, translation studies question whether the link between translation and linguistics should be extended towards other areas of humanities, such as sociology or cultural diplomacy. Elena Violeta Tănase continues the discussion, by immersing into the realities of subtitling. She convincingly argues that in the case of audiovisual translation, the main purpose of foreignizing and domesticating strategies is to mediate an intercultural encounter, enabling the audience to grasp and enjoy the rich content of the televised material. From the general-audience texts to professional communication, Anca Trișcă (Ionescu) points at the perils of Google translations in naval architecture texts. The presented case study shows the importance of educational strategies to prevent students in naval architecture from perpetuating mistakes, due to the non-critical use of machine translations in their work. Ioana Carmen Păștinăru is also interested in translation studies with a focus on the outcome of translations in the higher education area. She chose as case study the descriptions available on the Romanian universities' webpages of the degrees and courses in *Translation Studies* and *American Studies*. The paper critically discusses the outputs highlights the importance and necessity of both the Study Guides in English and the specialized translations of these academic texts.

The fourth section of this proceedings' volume is dedicated to the *Foreign language pedagogy*. Silvia Madincea Pașcu makes a detailed contrastive analysis of Italian and English proverbs containing terms about body parts, based on their semantic classification and offers suggestions for teaching and learning such proverbs. Anca Dejica-Carțiș discusses about the necessary skills and competences to master the German language at tertiary level. The last author in this proceedings volume, Luliana Florina Pandelică returns to the focus of the conference: the digital turn. Her paper analyses the impact of technology in teaching and learning literature in Romania, especially due to the shift in the memorizing strategies employed by the Net-generation students.

It is our strong belief that this volume is a valuable contribution to the ongoing discussions and research on digital humanities in Romania and worldwide. Further, we do hope that the series of the PCTS conferences and their proceedings offered all participants a forum of active exchanges of ideas during the sessions, workshops and roundtables, and will motivate them and other participants as well, to attend future scientific events at Politehnica University in Timișoara. We take this opportunity to invite them all to PCTS11, which will take place in Timișoara on 4-5 April 2019 (<http://sc.upt.ro/ro/home-pcts>).

*Mariana Cernicova-Bucă & Daniel Dejica*  
*Timișoara, July 2018*

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## LIST OF ABSTRACTS IN ENGLISH

### THE PRONUNCIATION OF DIPHTHONGS BY IRAQI LEARNERS OF ENGLISH

Raad ALJOMAELY

**Abstract:** This study examines the phonetic problems that Iraqi speakers encounter when learning and speaking English. The analysis of the data collected reveals that Iraqi learners face difficulty in the production of most English diphthongs. The comparative analysis between Iraqi English (IE) and Standard British English (BE) helps in determining which similarities and differences either facilitate or hinder communication. The study offers a phonetic description and analysis of IE as spoken by five Iraqis. First, the study explores the problems that these speakers face in the pronunciation of English. Second, it compares their spoken English with Standard British English (BE). Third, it reveals the pedagogical implications that result from the comparison.

**Keywords:** English diphthongs, Iraqi English, pronunciation errors, cross-linguistic interference

### GRADIENCE VERSUS APPROPRIATENESS IN TRANSLATION: IS THE LINK BETWEEN TRANSLATION AND LINGUISTICS STILL STRONG, OR IS IT READY TO EXPAND TO NEW AREAS OF HUMANITIES?

Carmen ARDELEAN

**Abstract:** For a long time, translation was perceived as a sub-category of linguistics and it took several centuries and the contribution of many passionate theorists to break away from this lock. Now, new developments in linguistics, among which the concept of Gradience are stepping into the realm of translation by attempting to adopt acceptability and accuracy as its own. At the same time, translation studies continue to expand their interest towards other areas of humanities, such as sociology or cultural diplomacy. Is there a border line between these conjoint domains? Can we predict their development for the future?

**Keywords:** translation studies, translation competence, gradience, appropriateness

### THE VIDEO AND THE WEB

Anamaria FILIMON-BENEA

**Abstract:** Video materials are a spectacular multimedia component that attracts a lot of users. Web 2.0 technology brings a change in the relationship between humans and video footage. The change is produced by the distribution of video sequences on social networks, which represents an important alternative in video TV production. The video sequence can be found in various forms on the web, from online advertising to Internet broadcast formats (Le Point Rouge, for example, directed by Jean Lepers for latelelibre.fr) or videos that become viral. All these elements give another dimension and another approach to video, at the global level.

**Key words:** videos, web 2.0, social media, multimedia

### THE FRAMING OF PROTEST

DANIEL CIUREL

**Abstract:** Framing is the process of selecting certain aspects from the perceived reality and placing them prominently within messages, in order to promote a particular definition of the situation, a certain causal interpretation, a certain moral evaluation and a proposal for some remedies. During social movements or protests, especially in an era of post-truth, alternative facts and fake news, framing is relevant in different ways of constructing and interpreting messages. Framing is a dynamic process, consisting in collective and ongoing shaping and reshaping of frames by protesters and audiences, in order to mobilize adherents, appeal to authorities and silence opponents. Social media enables social movement activists and participants to organize offline protests and to expand repertoires of action. Online platforms (social networks, etc.) facilitate dissemination of collective action messages and recruiting of supporters. Also, social media influence frame alignment processes of social movements.

**Keywords:** Social movements, Social media, Digital activism, Cyber protest, Facebook

### **CORPORATE LANGUAGE IN ROMANIAN BUSINESS ENVIRONMENT**

Monica CONDRUZ-BACESCU

**Abstract:** The paper focuses on the corporate language used in the business environment in Romania. English exerts the strongest influence on the Romanian vocabulary, influence appreciated by some politicians and businesspersons as beneficial, but at the same time, blamed by many linguists and cultural personalities. Corporate language is not a negative phenomenon by definition. But it becomes negative when used in excess or for no reason. In some cases, linguistic clichés turn into automatic formulas that limit thinking, while in others their use is not necessary. Corporate language manifests as a reality today both in terms of economic and social context in which organization evolves and as a distinct activity field of the organization. To meet the requirements imposed once with the internationalization of economic relations, sound professional training and a good grasp of specialized knowledge are just as important as communication skills in foreign languages, intercultural adaptation being a natural consequence.

**Keywords:** corporate language, Anglicisms, business environment, borrowings, communication.

### **GERMAN AS A FOREIGN LANGUAGE AT TERTIARY LEVEL**

Anca DEJICA-CARȚIȘ

**Abstract:** German as a Foreign Language is taught multidimensionally at tertiary level, and is used by students in social, cultural, academic and professional environments. Key competences for successful communication include language and professional skills. Mastering language skills requires efficient use of on lexical, linguistic and communicative aspects. The present article deals with the types of language skills needed by students to practice the German language efficiently.

**Keywords:** linguistic competence, social competence, communicative competence, key qualifications

### **THE DIGITAL TURN**

Gyde HANSEN

**Abstract:** The article provides an impression of the impact of digitalization on society, politics and economics, and especially on communication and translation. A short recollection of some memories of the life in Western Germany and Denmark at the end of the last century is meant to emphasize the changes. Digitalization has quickly developed into a digital revolution. Regarding communication, focus is on the dominant position of the English language and the significant improvements of Machine Translation (MT) via Google Neural Machine Translation (GNMT). MT may change the translation profession from Human Translation (HT) into Post-editing. In the end of the article, advantages and disadvantages of digitalization are shortly discussed.

**Key-Words:** Digitalization, communication, machine translation, digital power, blessing or curse

### **DIGITAL COMMUNICATION STRATEGIES IN HORECA INDUSTRY. CASE STUDY MARTY RESTAURANTS, CLUJ-NAPOCA**

Veronica Ioana ILIEȘ

**Abstract:** Generally speaking, the digital communication era works with easier mechanisms for generating, collecting and sharing information and content. Communication specialists changed their perspectives in the relationship of the company with the public. Today we speak about digital PR, digital marketing, and branding, digital all. This study aims to examine the digital implications of communication strategies in HoReCa industry. Previous researchers showed that the digitization of the communication strategies of restaurants around the world had a direct and positive influence in the consumer-brand relationship. Our research is based on the relationship that Marty Restaurants from Cluj-Napoca, Romania builds in online with its customers. We intend to provide a twofold approach. On one hand, we analyze the theoretical framework regarding the digitization of the communication strategies in the restaurant industry. On the other hand, we shall design an empirical research, based on interviews and content analysis that shall provide empirical information about how digital communication strategies are used in HoReCa industry in Romania and, how a successful restaurant can be visible in online in order to gain more clients and create a great brand experience.

**Keywords:** digital communication, consumer-brand relationship, digital PR, digital branding, HoReCa, restaurant, Marty Restaurants.

#### GRAMMATICAL SYNONYMY WITH PRESENT AND PAST TENSES IN ENGLISH AND ROMANIAN

Anca Florina LIPAN

**Abstract:** An important source of grammatical synonymy is represented by the various ways of expressing the same meaning by using different tenses. Time, tense and aspect play an important role within the linguistic expression of meaning. Present Tenses, Past Tenses, Future Tenses as well as other constructions can be used to convey similar or almost similar meaning. The fact that there seems to be no change in meaning between such constructions as “I have been learning English for 6 years” and “I started learning English six years ago” or between “to be about to” and “to be on the point of” or “be going to” in utterances such as “They are about to leave”, “They are on the point of leaving” and “They are just going to leave”, makes linguists speak about equivalence of meaning. However, the difference is the grammatical regimen of the constructions as well as the different nuances of meaning suggested. Considering that synonymy implies both a degree of similarity as well as difference between synonymous terms, the present paper will give a brief account of the similarities and differences between the constructions having different time reference both in English and Romanian. The matter of grammatical synonymy will be further applied to the translation process with a view to show that there is both contrast and similarity between language systems.

**Keywords:** synonymy, grammatical, aspect, tense, present, past

#### A CONTRASTIVE APPROACH TO ENGLISH AND ITALIAN PROVERBS ON BODY PARTS (TEACHING ACTIVITIES)

Silvia MADINCEA PAȘCU

**Abstract:** The richness and frequency of Italian and English proverbs containing terms as *head - testa, capo, eye - occhio, forehead - fronte, nose - naso, mouth - bocca, hand - mano, arm - braccio leg/foot - piede*, etc. all referring to different parts of the body, are well-known. The aim of the present paper is to make a detailed contrastive analysis of the proverbs containing these terms as a dominant term in the two languages, based on their semantic classification. Moreover, the second part of the paper makes some useful suggestions for teaching and learning such proverbs.

**Keywords:** proverbs, body parts, semantic classification, teaching

#### CRITICAL REFLECTION ON THE USE OF ICT IN TEACHING AND LEARNING LITERATURE IN ROMANIA

Iuliana-Florina PANDELICĂ

**ABSTRACT:** The teaching of literature has changed considerably since the beginning of education reform in Romania. Prior to 1989, teaching content was structured chronologically. Romanian literature was taught through literary comments made by scholars, transmitted from one generation to another.

After the Revolution, emphasis was placed on the elements of language and communication, and it was moved from memorization type to the creativity of students. Nowadays, the student finds himself between literary works that he sometimes considers too remote from his current world and the new technologies that, in our opinion, the modern teacher should use to motivate learners of all ages!

**KEY WORDS:** teaching, literature, ICT, motivation, stakes

#### THE WEB-BASED STUDY GUIDES IN ENGLISH – A KEY TO SUCCESSFUL INTERNATIONALISATION

Ioana Carmen PĂȘTINARU

**Abstract:** The scarce academic offer in English available on many universities' webpages comes to contradict their internationalisation strategy which views first and foremost the increase in the number of international students (either exchange or full-degree). The main goal of this paper is to raise awareness of the direct relation between the two by providing facts and numbers from several European universities. Furthermore, the objective is to bring to light a critical dimension of the translations from Romanian into English of the *Translation Studies* and *American Studies* degrees and course descriptions available on the Romanian universities' webpages. The outputs are meant to highlight the importance of both the Study Guides in English and the specialized translations of these academic texts.

**Keywords:** international students, degree and course descriptions, specialized translation, academic texts

#### **A DIVIDED SPACE OF MEDIATIZATION: ROMANIAN CHILDREN AND THE INTERNET**

Ileana ROTARU

**Abstract:** Media culture, stimulating the “fabrication of identities” – under the conditions where common people, dangling between globalisation and atomisation, are afflicted by a “transfer of anxiety” – asks for an efficient media pedagogy, understood as a new policy of media culture that maintains the distinction between popular and elite cultures, but demolishes the distinction between culture and communication: culture cannot be but communicational. In this framework, the present paper analyses the divided cultural space of the Romanian child who is caught between the internet society and the lack of simple and bare competencies of using the internet in its best ways. We draw the attention to the excessive interest of the internet use in the mediatized world and the receiver’s ignoring mediations aiming at practices, relations and social, cultural/ educational institutions. For the critical positioning in front of this socio-cultural phenomenon media pedagogy is needed, understood as a critical theory of society in the context where communication became a phenomenon of total civilisation.

**Keywords:** mediatization, media culture, media pedagogy, media effects, children and media.

#### **COMMUNICATION CHALLENGES FOR SUSTAINABILITY**

Sorin SUCIU

**Abstract:** More and more studies address the impact of economic activities on the environment. Applied to different sectors of goods and services production or consumption, they all converge to the same result: unregulated economic activities driven merely by strict economic criteria such as profit and market share, affect the environment in a serious and irreversible manner. These findings imply increased responsibility on the part of companies, both to consumers and the general public, as well as to future generations. My article aims to highlight the importance of communicating sustainability in an efficient manner and to provide a series of landmarks that will render it more effective.

**Keywords:** sustainability, efficient communication, interdepartmental communication, sustainable development

#### **REALIA IN SUBTITLING – AN INTERCULTURAL ENCOUNTER**

Elena Violeta Tănase

**Abstract:** The present study aims at providing an analysis of various translation strategies used by subtitlers in the translation of realia or culture-specific references. The corpus consists of excerpts from Series 8 of the American sitcom Friends. Culture-specific references are analysed in terms of their degree of transculturality and are classified into: proper names, names of places, objects, food and drinks, references to books, movies, TV shows, etc. The analysis indicates, on the one hand, that the degree of transculturality of culture-specific references varies according to the profile of the target audience and, on the other hand, that in audiovisual translation the main purpose of foreignizing and domesticating strategies is to mediate an intercultural encounter.

**Keywords:** culture-specific references, audiovisual translation, translation strategies, domestication, foreignization

#### **USING GOOGLE TRANSLATE IN TRANSLATING ENGLISH NAVAL ARCHITECTURE TEXTS BY 1ST YEAR NAVAL ARCHITECTURE STUDENTS - A CASE STUDY**

Anca TRIȘCĂ (IONESCU)

**Abstract:** The present article aims at presenting the most common errors encountered in naval architecture students’ translation using google as well as the most common difficulties encountered in translating a naval architecture text. Our study was conducted on 131 volunteers out of which 35 used google translate. We have gathered the results and analyzed them according to the language level (lexis, grammar, e.s.o.) and translation strategies.

**Keywords:** error analysis, translating strategies, language levels