

DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES



**Str. Traian Lalescu , Nr. 2
300223–Timisoara, Romania**

Tel: +40-256-404011

Fax: +40-256-404013

E-mail:

secretariat@cls.upt.ro

Web:

www.cls.upt.ro

DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

Researches in *TRANSLATION STUDIES*

RESEARCH FIELD

1. Romanian translators' problems and difficulties with the translation of official documents

Research in this area aims at exploring, through empirical and theoretical methods, the socio-cultural dimension of the problems and difficulties of professional translators with the official documents for personal use translated from English and into Romanian in order to identify their causes and conditioning. The research will result in a) explanations of problems and difficulties in terms of social and/cultural factors; b) a methodological model combining sociological methods with linguistic methods; c) inventories of pragmatic, textual and linguistic problems.

KEY TERMS

Translation of official documents, translators' problems and difficulties, socio-cultural problems in translation, sociological methods in translation research.

ACTIVITIES

- Identification of the culture specific items in the English and French official documents.

PUBLISHED PAPERS

1. Superceanu, R., Beică, L., *A Study of the Romanian Translators' Problems and Difficulties with the Official Documents: the Exploratory Pilot Work*, in *Romanian Journal of English Studies*, 6/2009, Timisoara, University of the West, pp. 153-161, ISSN 1584-3734.
2. Superceanu, R., *Translating English Official Documents: the socio-cultural content of Genres and Sub-genres*, in *Romanian Journal of English Studies*, Timisoara, University of the West. ISSN 1584-3734 (in print).
3. Pop, M., Superceanu, R., *La traduction en roumain des documents personnels anglais et français: éléments culturels*, in Superceanu, R. & D. Dejica (eds.) *Proceedings of the 6th International Conference on Professional Communication and Translation Studies*, Timișoara, 3-4 April 2009, "Politehnica" University of Timișoara, Timisoara: Editura Politehnica (in print).
4. Pop, M., *Du culturel au socioculturel, à propos de la traduction en roumain des documents personnels de langue française*, in *Translationes*

no. 1/ decembrie 2009, Editura Universității de Vest, Timișoara, 2009, pp. 81-96, ISSN 2067-2705.

PUBLISHED BOOK

Superceanu, R. 'Translating pragmatic Texts' 2nded., Timisoara: Editura Orizonturi Universitare, 144 pp., ISBN 978-973-638-394-6.

FURTHER DEVELOPMENTS

The research continues with the identification of the socio-cultural problems and difficulties with various genres of official documents.

RESEARCH TEAM

- Reader Rodica Superceanu, PhD
- Lecturer Gabriel Mugurel Dragomir, PhD
- Lecturer Claudia Icobescu, PhD
- Lecturer Mirela Pop, PhD
- Assistant Lucia Beică

Contact

Dr. Rodica Superceanu

Politehnica University of Timisoara
Department of Communication and Foreign Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: + 40-256-404012
E-mail: rodica.superceanu@cls.upt.ro

2. Translation as Intercultural and Interpersonal Communication

This research aims at:

- describing linguistic and sociological conditions for communication mediation, and,
- discovering whether translation relates two cultures and thus diminishes their differences or whether, on the contrary, it highlights these differences.

KEY-TERMS

Translation, culture, communication, culturally marked unit, ethnocentricity, fidelity, manipulation, language contest, vernacular language, referential language, political correctness, communication mediation, linguistic requirements in translation.

ACTIVITIES

- Building up a bank of relevant translations
- Assessing theoretical approaches;
- Studying linguistic, sociological and cultural features of translations;
- Studying original and translated texts.

PUBLISHED PAPERS

1. Dejica, D., *Approaching Cultural Relations for Translation Purposes*, in *Translation Studies: Retrospective and Prospective Views*, Volume 3, 2009, Galati: Galați University Press Foundation, pp. 43-50, ISSN 2065-3514.
2. Petrescu, C. *Ideology and Translation*, Superceanu R. & D. Dejica (eds.) Proceedings of the 6th International Conference on Professional Communication and Translation Studies, Timișoara, 3-4 April 2009, "Politehnica" University of Timișoara, Timisoara: Editura Politehnica (in print).
3. Pop, M., *Reformulation et traduction*, in Superceanu R. & D. Dejica (eds.) Proceedings of the 6th International Conference on Professional Communication and Translation Studies, Timișoara, 3-4 April 2009, "Politehnica" University of Timișoara, Timisoara: Editura Politehnica (in print).

FURTHER DEVELOPMENTS

The research will be extended with special emphasis on cross-cultural translation issues identified by recent translation theories.

RESEARCH TEAM

- Lecturer Camelia Petrescu, PhD
- Lecturer Marion Cohen-Vida, PhD
- Lecturer Mirela Pop, PhD
- Assistant Daniel Dejica-Cartis, PhD

Contact**Dr. Camelia Petrescu**

"Politehnica" University of Timisoara
Department of Communication and Foreign Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: + 40-256-404011
E-mail: camelia.petrescu@cls.upt.ro

Translation as Process

Research in this area focuses on the identification and analysis of salient source text features for translation purposes. The research resulted in the creation of a theoretical pragmatic model for the identification and analysis of information in texts and of a translation method based on this model.

KEYWORDS

Translation processes, translation methods, source text analysis, pragmatic texts.

ACTIVITIES

- Setting up a pragmatic model for the identification and analysis of salient information in texts;
- Setting up a stepwise translation process;

- Setting up a translation method for the translation of pragmatic texts.

PUBLISHED PAPERS

1. Dejica, D., *Probing for Relevance: Information Theories and Translation*, in Komar, Smiljana and Uroš Mozetič (eds.), *Elope - English Language Overseas Perspectives and Enquiries*, Volume V, 1-2/2009: *As You Write It: Issues in Literature, Language, and Translation in the Context of Europe in the 21st Century*, pp. 43-61, ISSN 1581-8918.
2. Dejica, D., *Identifying and Analysing Theme-Rheme Relations for Discourse production and Translation*, in Frentiu, Luminita (ed), *Romanian Journal of English Studies*, 6/2009, pp. 128-135, 1584-3734.

FURTHER DEVELOPMENTS

- Validation of the model and of the translation method: application on a corpus of pragmatic texts.

RESEARCH TEAM

- Assistant Daniel Dejica-Cartis, PhD
- Lecturer Camelia Petrescu, PhD
- Assistant doctoral student Claudia Constantin
- Assistant Lucia Beica

Contact**Dr. Daniel Dejica-Cartis**

"Politehnica" University of Timisoara
Department of Communication and Foreign Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: +40-256-404011
E-mail: daniel.dejica@cls.upt.ro

Researches in TERMINOLOGY**RESEARCH FIELD****Research on Public Relations Terminology**

The research theme focuses on outlining peculiarities of PR terminology in view of creating a terminological database (TDB) in English and Romanian; the TDB is to be designed on a systematic framework, including terms corresponding to the key concepts of the PR field. The main purpose to be accomplished is to tailor the TDB to the specific needs of its potential users.

KEYWORDS

Public relations, key concepts, terminological database.

ACTIVITIES

- Accomplishing thorough documentation
- Selecting representative text corpora

PUBLISHED PAPER

Ciobanu G., *Peculiarities of Branding Terminology*, in R. Superceanu and D.Dejica (eds.) Proceedings of the 6th International Conference on Professional Communication and Translation Studies, "Politehnica" University of Timișoara, vol. 2/2009, Timișoara: Politehnica Publishing House, ISSN 2065-099x (in print).

PUBLISHED BOOK

Ciobanu, Georgeta (coord.) 2009. *Termeni de branding în limbile engleză și română*, Timișoara: Editura Mirton. ISBN 978-973-52-0546-1.

FURTHER DEVELOPMENTS

- The research aims at processing the text corpora in order to provide proper selection of terms.

RESEARCH TEAM

- Professor Georgeta Ciobanu, PhD
- Reader Mariana Cernicova, PhD
- Assistant doctoral student Annamaria Kilyeni

CONTACT**Prof. Dr. Georgeta Ciobanu**

"Politehnica" University of Timisoara
Department of Communication and Foreign Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: +40-256-404011

E-mail: georgeta.ciobanu@cls.upt.ro

Researches in SPECIALIZED DISCOURSE**Analysis of specialized discourse**

The aim of our research is to analyze the most distinctive properties of specialized discourse and to identify strategies adequate to investigate its degree of specificity and diversification as compared to general language. Special attention is given to the journalistic and advertising discourses used for didactic purposes. The analyses are based on a corpus of printed press texts and advertising texts. Our concern is to delimit and highlight properties characteristic of the journalistic and advertising genres (news report, news analysis, editorial, advertorial, advertisement) with a view to accessibilizing the concerned discourses for students specializing in Communication and Public Relations.

KEYWORDS

Specialized discourse analysis, discursive strategies, stylistic strategies, persuasive language.

ACTIVITIES

- Corpus analysis, data processing;
- Identifying strategies to investigate the above-mentioned discourse types;
- Printing seminar-support materials for students specializing in Communication and Public Relations;

PUBLISHED PAPERS

1. Cernicova, M., *Noulimba de tranziție*, in Ilie Rad (ed.), *Limba de lemn în presă*, Bucharest: Tritonic Publishing House 2009, pp. 250-262, ISBN 978-606-92290-5-7.
2. Dejica, D., *Pragmatic Coordinates of Romanian Project Proposals*, in Proceedings of the International Colloquium Specialized Discourse: Theory and Practice, Third Edition - "Dunărea de Jos" University, Galați, Romania, October 23rd – 25th, 2009, Galati University Press (in print).
3. Kilyeni, A., Pop, M., *Metaphors of the Economic Crisis in English and in French*, in Proceeding of the English Language and Literature Studies: Image, Identity, Reality Conference, 4-6 December, University of Belgrade, Serbia (in print).
4. Tănase, D., *Lexico -Grammatical Properties of Editorials* in Proceedings of "XXIII MicroCAD International Scientific Conference, University of Miskolc, Hungary, Lehoczky, L. (ed.). Miskolc: Miskolc University Press, pp. 91-96, ISBN 978-963-661-882-7.

FURTHER DEVELOPMENTS

The research shall be further extended to other specialised discourses used for didactic purposes.

RESEARCH TEAM

- Assistant Delia Tănase, PhD
- Reader Mariana Cernicova-Bucă, PhD
- Lecturer Mirela Pop, PhD
- Assistant Daniel Dejica-Cartis, PhD
- Assistant Simona Șimon, PhD
- Assistant doctoral student Annamaria Kilyeni

CONTACT**Dr. Delia Tănase**

"Politehnica" University of Timisoara
Department of Communication and Foreign Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: +40-256-404011

E-mail: delia.robescu@cls.upt.ro

Researches in *COMMUNICATION*

1. The Culture and the Counterculture of Organizations

The research theme belongs to the domain of communication, both due to the specificity of the study field (verbal and nonverbal behaviour of the organization considering the cultural sign) and the applied analytical models. Starting from the premise that counterculture represents a culture of distinctiveness, of particularity we conceived the development of the research on two plans. One of the plans envisages the way in which the organization, by the means of communication, tends to impose its culture in the general social context, where certain values have become obsolete. The second one intends to observe and interpret the resettlement of the counterculture elements in the publicity and institutional communication.

KEYWORDS

Culture, counter culture, organization, communication.

ACTIVITIES

The development of the project implies a parallel approach of the two plans. The observations and the results of the individual analysis are communicated and debated within the regular meetings of the research team in order to ensure the coherence of the project. On the other hand, the individual studies are to be made public, depending on the working stage.

PUBLISHED PAPERS

1. Cohen-Vida, M., *Les métaphores lexicalisées dans la langue et dans les langues de spécialité: un obstacle à la compréhension*, in Professional Communication and Translation Studies, Volume 2 (1/2), Editura Politehnica, Timisoara, 2009, ISSN 2065-099X (in print)
2. Cohen-Vida, M., *Variations culturelles dans la communication d'affaires*, in Communication and Argumentation in the Public Sphere, Volume III, 2009, Issues 2-3, ISSN 1843-7893
3. Cohen-Vida, M., *La métaphore dans le métalangage linguistique*, in Actele Conferintei internationale «Lexic comun/lexic specializat», 17-18 septembrie 2009, Editura Europlus, 2009, pp. 133-137
4. Cohen-Vida, M., *Tutoiement ou vouvoiement*, in European Integration between Tradition and Modernity, Editura Universitatii Petru Maior, 2009, pp. 819-827, ISSN 18442048
5. Cohen-Vida, M., *La politesse et l'indirection*, in Annales Universitatis

Apulensis, Series Philologico, Issues no 1/2009, pp. 300-310, ISSN 1582-5523

6. Constantin, E. C., *Recognizing Culture in the World of Business*, in Professional Communication and Translation Studies, Volume 2 (1/2), Editura Politehnica, Timisoara, 2009, ISSN 2065-099X (in print)
7. Constantin, E. C., *Ethics and Individual Behaviour*, Lucrare comunicata la cea de-a 6-a editie a Conferintei internationale Professional Communication and Translation Studies, Timisoara, Universitatea "Politehnica", 3-4 aprilie 2009
8. Suciu, L., *L'enjeu de la communication institutionnelle. Approche communicationnelle*, in Limbă, cultură și civilizație: noi căi spre succes (a III-a Conferință cu participare internațională, 12-13 iunie 2009), Editura Politehnica Press, București, 2009, ISSN 2067-1628
9. Suciu, L., *Discours institutionnel – discours publicitaire: approche délimitative*, published in Professional Communication and Translation Studies, Volume 2 (1/2), Editura Politehnica, Timisoara, 2009, ISSN 2065-099X (in print)
10. Suciu, L., Constantin, E. C., *Utilizarea retorică a limbajului în discursul organizației*, published in Uniterm 8/2009, www.litere.uvt.ro/uniterm.htm
11. Suciu, L., *Le message et le metamessage de la communication institutionnelle*, lucrare comunicata la cea de-a 6-a editie a Conferintei internationale Professional Communication and Translation Studies, Timisoara, Universitatea Politehnica, 3-4 aprilie 2009.

RESEARCH TEAM

- Lecturer Lavinia Suciu, PhD
- Lecturer Marion Cohen-Vida, PhD
- Assistant doctoral student Ruxandra Buglea
- Assistant doctoral student Claudia Constantin

CONTACT

Dr. Lavinia Suciu

"Politehnica" University of Timisoara
 Department of Communication and Foreign Languages
 Str. Traian Lalescu 2A
 Timișoara 300223, Romania

Tel: + 40-256-404011

E-mail: laviniasuciu31@yahoo.com

2. Verbal and Nonverbal Communication in Advertising Discourse

The starting point of our research is the observation that advertising is primarily an act of communication in which several factors are involved: text, image, substance, situation, context, participants and function. The aim of our research is to analyze the various ways in which communication between advertisers/copywriters and target audience is realized through print advertisements in British glossy magazines. Our analysis focuses both on verbal/ textual communication (e.g. headline, slogan, body) and on nonverbal communication (e.g. image, paralanguage).

KEYWORDS

Advertising discourse, print advertisements, verbal communication, nonverbal communication, linguistic sign, visual sign.

ACTIVITIES

- building up the corpus of print advertisements
- classifying print advertisements according to the way in which they address the reader, i.e. text, image or both
- identifying the textual and visual signs that make up these print advertisements and analysing the way in which they combine in order to realise and transmit the advertising message.

PUBLISHED PAPERS

1. Kilyeni, A., *Nonverbal Communication in Print Advertisements* in Professional Communication and Translation Studies, Volume 2 (1/2) 2009, Timișoara: Editura Politehnica, ISSN 2065-099x (in print).
2. Kilyeni, A., *Modes of Address in Print Ads Targeted at Women* in Romanian Journal of English Studies, 6/2009, Timișoara: Ed. UVT, ISSN 1584-3734.

FURTHER DEVELOPMENTS

The research shall be further extended to print advertisements in Romanian glossy magazines in order to identify differences in communication patterns, especially on the textual level.

RESEARCH TEAM

- Asistant doctoral student Annamaria Kilyeni
- Asistant Simona Șimon, PhD
- Asistant doctoral student Ruxandra Buglea

CONTACT

As. drd. Annamaria Kilyeni

“Politehnica” University of Timisoara
Department of Communication and Foreign Languages
Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: + 40-256-404011
E-mail: annamaria.kilyeni@cls.upt.ro

3. The Ideological Dimension of Advertising Discourse

Although the primary aim of advertising is to promote a wide variety of goods to the public and thus support the free market economy, advertising also fulfills a pronounced ideological function. Many scholars have emphasized the fact that the contemporary advertising discourse has become more involved in promoting and shaping social values and attitudes, and less concerned with communicating essential information about the advertised commodities. Therefore, based on a corpus of print advertisements in British women’s glossy magazines, our research aims at identifying and analyzing the ideological aspects of advertising as well as the values print advertisements addressed to women attempt to promote as universal truths.

KEYWORDS

Advertising discourse, print advertisements, ideology, universal truth, social values

ACTIVITIES

- building up the corpus of print advertisements ,
- identifying the ideological elements present in print advertisements targeted at women,
- analyzing these ideological elements according to the social values they put forth and to the way in which they are sent out (both linguistically and visually) as part of the advertising message.

PUBLISHED PAPERS

1. Kilyeni, A., “*Hocus-pocusing” the Body. Technology and Femininity in Print Ads* in Translation Studies: Retrospective and Prospective Views, Volume 2, 2009, Galați: Galați University Press Foundation, pp. 84-91, ISSN 2065-3514.
2. Kilyeni, A., *The Tyranny of the Image in Print Ads and the Construction of Femininity* in Proceedings of the 9th International Conference of the Hungarian Society for the Study of English, January 22-24, 2009, University of Pécs, Hungary (in print).

3. Kilyeni, A., *Mirror, Mirror on the Wall... Regulated Beauty in Print Ads Targeted at Women* in Proceedings of the 19th Conference on British and American Studies, May 21-23, 2009, Universitatea de Vest din Timișoara (in print).

FURTHER DEVELOPMENTS

The next step in our research is to focus on the promotion of gender ideology in advertising discourse. We shall analyze the way in which feminine and masculine are culturally constructed signs.

RESEARCH TEAM

- Asistant doctoral student Annamaria Kilyeni
- Asistant Simona Șimon, PhD
- Asistant doctoral student Ruxandra Buglea

CONTACT

As. drd. Annamaria Kilyeni

Politehnica University of Timisoara
Department of Communication and Foreign
Languages

Str. Traian Lalescu 2A
Timișoara 300223, Romania
Tel: +40-256-404011
E-mail: annamaria.kilyeni@cls.upt.ro