DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES

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Researches in **TRANSLATION STUDIES**

**RESEARCH FIELD**

1. Cultural problems with the translation of English and German documents: communicational, legal and translation practices

Research in this area aims at exploring, through empirical and theoretical methods, a) the culture-specific items in official documents issued in English-speaking countries, i.e. their nature and linguistic realization; b) potentially problematic cultural terms in German documents for the tourism services and strategies for their equivalence. The research resulted in a) a model of legal-administrative culture comprising communicational and legal practices as well as cultural values and norms.

**KEY TERMS**

Culture-specific items, cultural model, translation of English documents, translation of German documents, scenes-and-frames strategy

**ACTIVITIES**

- Identification of the culture-specific items in the English official documents.
- Analysis of their nature and linguistic realization.
- Modeling the cultural content of English official documents of vital events.
- Identifying the process indicators solving the translation of culture-specific items.
- Analysis of process indicators in German documents.

**PUBLISHED PAPERS**


**RESEARCH TEAM**

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

**CONTACT**

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2. **Theoretical, Pedagogical and Methodological Approaches in the Field of Translation**

This research joins the applied theoretical studies in the field of translation focusing on the application of principles, models and methods identified in fields complementary to translation (linguistics, cognitive psychology, sociology, culture, hermeneutics etc.), in order to explain translation related phenomena and processes. The research also aims to identify theoretical, pedagogical and methodological approaches which can be applied in translator training to improve translation teaching and learning.

**KEY-TERMS**

Translation studies, applied research, approaches on translation, translation methods, translator training.

**ACTIVITIES**

- Applying linguistic models for establishing the acceptability of translations;
- Applying models proper to cognitive psychology in order to explain activities associated to translation;
- Identifying methodological approaches which can be applied in translator training.

**PUBLISHED PAPERS**


**RESEARCH TEAM**

- Lecturer Mirela Pop, PhD
- Lecturer Claudia Iacobescu, PhD
- Assistant Laura Chiriac, PhD
- Assistant Mihaela Visky

**FURTHER DEVELOPMENTS**

- Identifying models and methods for interpretations and reformulations validation in the translation process;
- Identifying models and methods for source text analysis or for target text quality evaluation;
- Validation of the models and methods in translation teaching process.

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3. 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.

**KEY TERMS**

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**


RESEARCH TEAM

- Professor Georgeta Ciobanu, PhD
- Assistant doctoral student Annamaria Kilyeni
- PR consultant: Reader Mariana Cernicova Buca, PhD

FURTHER DEVELOPMENTS

The research aims at processing the corpora in order to provide proper selection of terms and their usage. Further consultation of domain experts is in progress.

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Researches in SPECIALIZED DISCOURSE

RESEARCH FIELD

1. Metaphor in Romanian, English and French specialized discourse

The research is set within the wider field of cognitive linguistic studies focusing on the analysis of conceptual metaphors in specialized languages. Based on the metaphorical terms and expressions present in various news media, this research is an attempt at identifying, analyzing and describing metaphorical conceptualizations specific to Romanian, English and French specialized discourse in general, and to economic and technical discourse in particular.

KEY-TERMS

Conceptual metaphors, metaphorical conceptualization, metaphorical networks, metaphorical terms and expressions, specialized discourse, economic discourse, technical discourse, cognitive linguistics

ACTIVITIES

- Building up the corpus of Romanian, English and French metaphorical terms and expressions present in the economic discourse on the global financial crisis;
- Identifying the corresponding metaphorical networks;
- Comparing conceptualizations of the financial crisis in Romanian, English and French to identify instances of cross-linguistic and cross-cultural variation.

PUBLISHED PAPERS


RESEARCH TEAM

- Lecturer Mirela Pop, PhD
- Assistant doctoral student Annamaria Kilyeni
- Assistant Mihaela Visky

FURTHER DEVELOPMENTS

- Extending the corpus of economic metaphors;
- Building up a corpus of metaphors specific to technical discourse;
- Setting up a database of economic and technical metaphorical terms and expressions in Romanian, English and French.

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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).

**KEY-TERMS**

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**


**RESEARCH TEAM**

- Assistant doctoral student Annamaria Kilyeni
- As. dr. Simona Șimon
- As. dr. Ruxandra Buglea

**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.

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**RESEARCH TEAM**

**Public relations in Romanian and Euro-regional context**

The Euro-regional communication combines topics and strategies specific for public authorities of local relevance with international PR. The multiple voices in the region concur to forging specific types of messages for an emerging cross-border public. The research team attempts to investigate the fascinating process of the emerging Euro-regional public, public opinion and public message(s).

**KEY-TERMS**

Public relations, Euro-region, communication strategies

**MAIN ACTIVITIES**

- Studying the competences and abilities recognised by PR professionals and comparing these perceptions with the content of academic teaching in PR studies
- Participation to the session of validating the NQF for communication studies programs in Bucharest, project DOCIS (May 5th, 2011).
- Incorporating the National Qualifications Framework (NQF) in the academic program offered by DCLS for educating PR specialists

**PUBLISHED PAPERS**


RESEARCH TEAM
- Reader Mariana Cernicova-Bucă, PhD
- Reader Adriana Ritt, PhD
- Reader Rodica Superceanu, PhD
- Lecturer Mugurel Dragomir, PhD
- Asistant Adina Palea, PhD student

FURTHER DEVELOPMENTS
The team seeks to investigate to what extent PR activities are understood and applied in the Western part of Romania and in Euro-regional context.

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RESEARCH FIELD
Management of communication in European funding programs

The purpose of the research is to establish the role of mass media communication in accessing European Funds. The hypothesis is that communication might be partly responsible for the low access rate of European Funds. The premise is that adequate information might lead to a change of attitude as far as potential beneficiaries are concerned. The ways in which information is transmitted is analysed, mainly at the level of the Timis County. The existence of a connection between the way of presenting information on EU and the low access rate is tested.

KEY-TERMS
communication, mass media communication, interculturality, mass media, European Union, European funds

ACTIVITIES
- Setting up a research strategy
- Identifying the theoretic frame and of the disciplines related to the scientific research
- Analyzing the way in which mass-media presents EU funds
- Developing and administering research tools
- Using evaluation tools to evaluate the effects of communication: questionnaires, interviews
- Identifying socio-cultural problems and difficulties

PUBLISHED PAPERS

RESEARCH TEAM
- Assistant Doctoral Student Claudia Constantin
- Lecturer Marion Cohen-Vida, PhD
- Lecturer Lavinia Suciu, PhD

FURTHER DEVELOPMENTS
The team intends to design specific materials aimed at improving communication on EU funds.

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RESEARCH FIELD
1. Foreign Language Teaching Approaches in Specific Academic Fields
The research aims to approach foreign language teaching in specific academic fields in line with the
new pedagogical, methodological and technological perspectives, national and international foreign language teaching recommendations and reference tools. The major goal of the research team is to highlight concepts, principles and current academic foreign language teaching approaches, to showcase new methods and new types of activities in specific teaching-learning situations. The teaching-learning process is approached in terms of the triad learning (specific competences), teaching (objective – specific tasks in given situations – appropriate methods – support) – assessment (achievements – proficiency level). The main targeted languages are French, English and German, Romanian for foreign students, used both in general communication and specialized communication.

**KEY-TERMS**

Foreign language teaching, specific academic fields, approaches, methods, support, specific competences, curricular models, specific activities.

**ACTIVITIES**

- Identifying and applying foreign language teaching approaches in specific academic fields;
- Defining and describing competence-based curricular design for foreign language teaching in specific academic fields;
- Developing foreign language learning materials within specific academic fields.

**PUBLISHED PAPERS**


**E-COURSES**


**RESEARCH TEAM**

- Lecturer Mirela Pop, PhD
- Lecturer Claudia Icobescu, PhD
- Assistant Daniel Dejica-Cartis, PhD
- Assistant Delia Tănase, PhD
- Assistant doctoral student Claudia Constantin
- Assistant Mihaela Visky

**FURTHER DEVELOPMENTS**

- Designing curricular models;
- Developing foreign language learning / teaching materials for various specific academic fields;
- Integrating virtual learning platforms in foreign language teaching.

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2. Interculturality in specialized discourse and in foreign languages teaching

The birth of the European Union, the fast worldwide technical and economical development and the surprising social changes forced particularly the European countries to a better collaboration regarding science and education. The target is a serious progress towards a complete cultural and political integration into the interdependent European system. Research, education and teaching have to provide a solid foundation for the further development of the modern society, and teachers have to accept their role as „Culture Providers”.

**KEY-TERMS**

Cultural contact, socialization, culture provider, intercultural education, intercultural teaching, cultural and linguistic integration, intercultural exchange
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 BOOK


PUBLISHED PAPERS

1. Ruthner, A., Theoretische und didaktische Konzepte des interkulturellen Phänomens im Bereich der Fremdsprachendidaktik, in Temeswarer Beiträge zur Germanistik, West-University of Timișoara, Vol. 8, pp.63-81, ISSN 1453-7621.


RESEARCH TEAM

- Asist. dr. Ruxandra Buglea
- Asist. dr. Anca Dejica-Cartis
- Asist. dr. Marcela Fărcășiu
- Asist. dr. Maria Grosseck
- Asist. drd. Andreea Ruthner

FURTHER DEVELOPMENTS

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

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