

DEPARTMENT OF COMMUNICATION AND FOREIGN LANGUAGES



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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

1. Superceanu, R., *Culture-Specific Items in the Translation of Official Documents of Vital Events: A Model of Legal-Administrative Culture*, in Romanian Journal of English Studies, Timișoara, University of the West. 2011, pp 212-222, ISSN 1584-3734.

RESEARCH TEAM

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

CONTACT

Dr. Rodica Superceanu

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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

1. Chiriac, L., *Quelques considérations sur l'optimisation de la traduction*, in Scientific Bulletin of "Politehnica" University of Timisoara. Transactions on Modern languages, vol. 10 (1-2), 2011 (in print).
2. Icobescu, C., *Ach, das Recherchieren*, in Superceanu, R. & Dejica, D. (eds.) Proceedings of the 7th International Conference on Professional Communication and Translation Studies, 1-2 April 2011, Politehnica University of Timisoara, Timisoara: Editura Politehnica, vol. 4 (1-2), 2011, pp. 127-130. ISSN 2065 – 099X.
3. Pop, M., *Modèles d'analyse des textes à traduire (TAT), appliqués dans l'enseignement de la traduction*, in Superceanu, R. & Dejica, D. (eds.) Proceedings of the 7th International Conference on Professional Communication and Translation Studies, 1-2 April 2011, Politehnica University of Timisoara, Timisoara: Editura Politehnica, vol. 4 (1-2), 2011, pp. 117-126. ISSN 2065 – 099X.
4. Pop, M., *Interpréter et traduire le conditionnel journalistique dans les textes économiques d'intérêt général*, in Actes du Colloque International Langage(s) et traduction, București : Editura Universității din București, 2011 (in print).

5. Visky, M., *Les enchaînements paratactiques et leur traduction*, in Scientific Bulletin of "Politehnica" University of Timisoara. Transactions on Modern languages, vol. 10 (1-2), 2011 (in print).

RESEARCH TEAM

- **Lecturer Mirela Pop, PhD**
- Lecturer Claudia Icobescu, 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

1. Dejica, D., *Identifying and analysing professional genres' peculiarities for translation purposes: a methodological approach*. In Frentiu, L. (ed.) Romanian Journal of English Studies, 8/2011. Timisoara: Editura Universitatii de Vest. pp. 155-166. ISSN 1584-3734.

RESEARCH TEAM

- **Assistant Daniel Dejica-Cartis, PhD**
- Assistant doctoral student Claudia Constantin
- Assistant Lucia Beica

FURTHER DEVELOPMENTS

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

CONTACT

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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 tailored to the specific needs of its potential users. The TDB is to include the key concepts of PR, outlining the proper concept-term assignment and usage of terms for appropriate communication in the PR environment.

KEY-TERMS

Public relations, key concepts, terminology database, communication.

ACTIVITIES

- Project management
- Terminological analysis
- Design of conceptual system
- Theoretical update with focus on digital media in terminology

PUBLISHED PAPERS

1. Ciobanu, G., Varga, C., *Les competences du terminologie rapportees au Web 2.0*, Proceedings of 6th Realiter Scientific Day, 14 May 2010, Faro-Universidade do Algarve, 2011 www.realiter.net
2. Ciobanu, G., Palea, A., Kilyeni, A., *The New Digital Media in Educating Computer Engineering Students for In-Company Communication*, Proceedings of EUROCON 2011, 27-29 April 2011 Lisbon, Portugal, IEEE Explore, pp.957-960, ISBN 978-1-4244-7486-8.

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

1. Kilyeni A., Pop, M., *Metaphors of the Economic Crisis in English and French*, Proceedings of the English Language and Literature Studies: Image, Identity, Reality, Belgrade, Serbia, 4-6 December 2009", vol.1/2011, pp. 103-118, Belgrade: Faculty of Philology, ISBN 978-86-6153-005-0,.
2. Kilyeni, A., Silaski, N., *Understanding the global financial crisis – a cross-linguistic and cross-cultural analysis of metaphors in English, Romanian and Serbia*, Proceedings of the 10th Conference of the Hungarian Society for the Study of English, 27-29 January 2011, Pázmány Péter Catholic University, Piliscsaba, Hungary, 2011, pp. 174-183. ISBN 978-963-08-2794-2.
3. Pop, M., Kilyeni, A., *Les métaphores de la crise en français et en roumain*, in Pavelin Lesic, B (dir.) *Francontraste 1 Le français en contraste: expériences d'enseignement / apprentissage du français*, Mons: Editions du CIPA, 2011, p 211-221.
4. Silaski, N., Kilyeni, A., *The MONEY IS A LIQUID metaphor in economic terminology – a contrastive analysis of English, Serbian and Romanian*, "Professional Communication and Translation Studies" no. 4/2011, pp. 63-72, Ed. UPT, ISSN 2065-099X.

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

1. Kilyeni, A., *The Grammar of Skin in Print Ads in British and American Studies*, 17/2011, Timișoara: Ed. UVT, ISSN 1224-3086, pp. 291-306.
2. Kilyeni, A., *Personifications of the Female Body in Print Ads in Proceedings of the 10th Conference of the Hungarian Society for the Study of English, 27-29 January 2011, Pázmány Péter Catholic University, Piliscsaba, Hungary, 2011, ISBN 978-963-08-2794-2, pp. 165-173.*
3. Kilyeni, A., *Hair Matters: Metaphorical Reconceptualizations of Hair in Print Ads in Proceedings of the 21st International Conference on British and American Studies, 19-21 May 2011, University of the West, Timișoara: Ed. UVT, ISSN 1224-3086 (in print).*

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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Researches in PUBLIC RELATIONS

RESEARCH FIELD

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

1. Cernicova-Bucă, Mariana, Dragomir, Mugurel, Palea Adina, *Tentative conclusions regarding Romanian professional perceptions on the competences specific for PR specialists published in Professional Communication And Translation Studies*, 4/2011, Editura Politehnica, Timișoara, ISSN 2065 – 099X, p. 3-10.
2. Palea, Adina Ramona, *Communicating Across the Border. A European Experience from Western Romania*, Center of European Studies Working Papers Journal, Vol. 3, Issue

1, 2011, pag. 99, Alexandru Ioan Cuza University of Iasi, ISSN on-line edition: 2067 - 7693.

3. Superceanu, R. *Intertextuality and Informativity of Press Releases: Factors Determining the Communication Between PR Practitioner and Journalist*, in Superceanu, R. & Dejica, D. (eds.) Proceedings of the 7th International Conference on Professional Communication and Translation Studies, 1-2 April 2011, Politehnica University of Timisoara, Timisoara: Editura Politehnica, vol. 4 (1-2), 2011, pp. 21-30. ISSN 2065 – 099X.

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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Researches in COMMUNICATION

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

1. Constantin, C., *Integration through Communication and Information* in Proceedings of “International Scientific Symposium, Sustainable Rural Development, USAMVB, Facultatea de Management, Timisoara, Editura Agroprint Timisoara, 2011, pp. 129-136, ISSN 145-1410, E-ISSN: 2069-2307.
2. Constantin, C., *Communicating in multi-cultural Europe* in Superceanu, R. & Dejica, D. (eds.) Proceedings of the 7th International Conference on Professional Communication and Translation Studies, 1-2 April 2011, Politehnica University of Timisoara, Timisoara: Editura Politehnica, vol. 4 (1-2), 2011, pp. 31-40. ISSN 2065 – 099X.

RESEARCH TEAM

- **Assistant Doctoral Student Claudia Constantin**
- Lecturer Marion Cohen-Vida, PhD
- Lecturer Lavinia Suci, PhD

FURTHER DEVELOPMENTS

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

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Researches in FOREIGN LANGUAGE TEACHING

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

1. Dejica-Cartis, D & A. Dejica-Cartis, *Using Frame Analysis for Developing Foreign Language Competence in Engineering Students*. In B. Katalinic (ed.) *Annals of DAAAM for 2011 & Proceedings of the 22nd DAAAM Symposium*, pp. 1095-1096, published by DAAAM International, Vienna, Austria. ISBN 978-3-901509-83-4, ISSN 1726-9679.
2. Pop, M., *De la compétence de communication générale à la compétence de communication en langue de spécialité*, in Actes du Colloque International Les compétences en progression : défi pour la didactique des langues, Poitiers : Presses de l'Université de Poitiers, 2011 (in print).
3. Pop, M., *La communication didactique dans le cadre des Cours Erasmus Intensifs de Langues (CIEL): le cas de la langue roumaine*, in Scientific Bulletin of the "Politehnica" University of Timisoara. Transactions on Modern Languages, Vol. 10, Nr. 1-2, 2011, ISSN 1583-7467 (in print).
4. Tănase, D., *Deploying Moodle Capabilities to Showcase Interactive Content and Language Learning in the Engineering Students' Foreign Language Training*, in Procedia - Social and Behavioral Sciences Volume 15, 2011, p.

1153–1157, ISSN 1877–0428 Elsevier, electronic article available at <http://www.sciencedirect.com/science/article/pii/S1877042811004332>

E-COURSES

1. Superceanu, R. & Tănase, D. *English for Public Relations*, available at www.cv.upt.ro (2011)

RESEARCH TEAM

- **Lecturer Mirela Pop, PhD**
- Lecturer Claudia Icobescu, PhD
- Assistant Daniel Dejica-Carțiș, 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

1. Dejica-Cartis, A., *Literarische Texte im Deutschunterricht*, Timisoara: Editura Politehnica, 2011, ISBN: 978-606-554-320-1.

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.
2. Ruthner, A., *Zur Bedeutung des interkulturellen Phänomens in den multiethnischen „Kommunikationsgemeinschaften“ Europas* in Superceanu, R. & Dejica, D. (eds.) *Proceedings of the 7th International*

Conference on Professional Communication and Translation Studies, 1-2 April 2011, Politehnica University of Timisoara, Timisoara: Editura Politehnica, vol. 4 (1-2), 2011, pp. 41-48. ISSN 2065 – 099X.

RESEARCH TEAM

- **Asist. dr. Ruxandra Buglea**
- Asist. dr. Anca Dejica-Cartis
- Asist. dr. Marcela Fărcașiu
- 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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