

**Doina Butiurcă, *Lingvistică și terminologie. Hermeneutica metaforei în limbajele de specialitate*, Iași, Institutul European, 2015, 236 p.
(Radu Pașalega)**



This book is the work of a highly experienced linguist. Wishing to participate in the actual trend of interdisciplinarity, she has created an instructive and outstandingly rich tome, which has some distinctive features. It will be our task to underline them. She makes a point of honour in employing the severest scientific jargon she could ever use. The tome is almost esoteric for profanes. It also has a peculiar feature: it practically looks as if it had been written originally in French then translated into Romanian. The text is referentially loaded as well: almost every line of it sends to various sources. This is why the present tome is an exercise of virtuosity, because, in order to understand the text correctly, even a professional linguist has to be very attentive. The author is surfing through intertext as if it were the Internet. Her demonstrations are very strict, almost mathematical. Yet, the dimensions of the seven chapters are variable and she is passing sometimes rather eclectically from one domain to another, but she does that in order to reach a more important goal. Her previous works attest the fact that she has deeply studied the religious and literary types of metaphor (*Simbolismul religios* - 2005, *Semnul lingvistic* - 2007, *Introducere la estetica sacrului* - 2008, *The conceptual metaphor and the cultural substratum* - 2011) so the present tome looks in comparison like an exercise of rigour made upon a less resplending material. This is why it is very interesting to see how exactly the author approaches the treated matters: she does it gradually, through small but precisely targeted and defined moves. The purpose of the present work is mainly didactic and exploratory as well, in the sense of seeking metaphors precisely where they are harder to find. A laconic *Foreword* by Professor Gh. Chivu opens the tome. The first chapter, *Communication and functions of the language*, reminds at first the well-known functions then comes to watch for their play in texts from the written press and from the advertising practices. The matters of verbal interaction, of intertext, of iconic and linguistic signs and, generally, of the *image* in advertising are approached. The *quotation* is enforced as a type of “civic pedagogy” (p. 25) and the author relates advertising and newspapers (usually the less lasting texts) through some perennial patterns instituted as archetypes: the Circle, the Search for the Other One, the Eye and the Family (p. 34-37). The author’s classical formation does burst out, in spite of her familiarity with the French modern investigations in linguistics. Chapter II, *Terminology*, provides brief descriptions of the main active schools in the domain (of Vienna, Moscow, Québec, the French and Romanian schools) but for illustrations the specialized medical text is chosen. The author discusses the notions: “concept” and its “field”, “term”, “reference” by quoting from linguists (Saussure, Lyons, Ricoeur, A. Bidu-Vrânceanu)

but when it comes to the metaphor itself, she returns to Aristotle and Quintilian only in order to ease her way through more recent works and not only the French ones (I.A. Richards, Searle, M. Black, L. Goodman, G. Lakoff, M. Johnson). Ultimately, the author favours the theory of the latter: “(...) metaphor is the fundamental instrument for structuring the cognitive systems” (p. 63), and: “From a cognitive perspective, the authors demonstrate that the metaphor’s place is the thought and not the language” (p. 64). Their types of metaphors are “only” three: “structural”, “orientational” and “ontological”. This taxonomy is rather reductive, but the author has chosen it deliberately as the most appropriate for the present study (p. 63). Chapter III, *Hermeneutics of the metaphor in specialized jargons*, seems to be the largest in the book. For differentiating the scientific and poetic metaphors, the author quotes M. Mancaș and A. Bidu-Vrânceanu. The *specialized metaphor* (seen itself as a “functional variant of the scientific metaphor” (p. 67) is structured upon two levels: “the abstract image (the concept)” and “at the denominative level of the linguistic achievement” (p. 67). Specialized metaphors have to follow models: “The pre-conceptual model is *a priori* to the denomination, and this fact is able to sustain the metaphor's autonomy in respect to the model” (p. 69). “The denominative function of the specialized metaphor” is essential and I. Oliveira is quoted for its other four functions: cognitive, euristic, meta-linguistic and didactic. (p. 73) However, “the semantic and cognitive grounds of metaphor in terminology” are not really antagonistic towards the features of subjectivity and ambiguity stated by Wüster. The author discusses the “therapeutical metaphor and discourse” (p. 73-80). In order to classify metaphors, a brief taxonomy of motivations in a language is presented (p. 81-83). Then the author proclaims some rather functional terms as metaphors: *conceptual ones* as the *speculative-theoretical* and the *title* types; *terminological ones* as the “formed through interaction” and the “voyaging” types as well as the “categorical” and the “poly-lexical identifying” and the “domain-free” ones (p. 83-91). The matter of *transparency in communication* is then studied in various media: the Internet, informatics, journalism (where the metaphor’s *persuasive function* is underlined and the “Robin Hood” example is grounded upon Professor Coșeriu’s functional principles: *objectivity; humanism; tradition; anti-dogmatism; public utility*) (p. 91-112). Chapter IV examines in particular the “Greek and Latin sources of the specialized metaphor” with their actual dynamics in the medical jargon. It is a highly specialized analysis but the theoretical distinctions made between “equivalence” and “analogy” are very interesting (p. 113-124). Chapter V presents some “pre-conceptual patterns in the medical metaphor” such as the *anthropocentric model (man and family, parts of the human body, sensations)* or the *inhabiting* context, as well as the *mineral model* and the *Cosmos itself. The animal kingdom* and, last but not least, *the model of the biological virus* are involved too (p. 125-143). Chapter VI (p. 145-161) approaches some strictly linguistic and medical matters under an impetuous title and aiming towards the future. It discusses of the criteria according to which the Greek and Latin affixes should be analyzed: –*structural* – “(...) affixes are tri-dimensional: they are cognitive units, linguistic units (they pertain to natural languages, they own a linguistic content) and communicative units made use of in terminology during the former 200 years as deliberate creations of scholars” (M.T. Cabré, 1998) (p. 148); – *conceptual*; – *interdisciplinary* – “The prime invariant concept is turned into its own variations until it becomes *lexicalized*” (p.151); –*etymological*– in this matter the author makes two essential statements: “An obvious intra- linguistic influence manifests itself in the

medical jargon, through the capacity of affixes to interact in what concerns phonetics, morphology and the lexical corpus” (p. 152), and: “The Romanian medical jargon has accepted as well the Greek and Latin variants as the mixed variants entered via French/English/German/Russian” (*idem*). A very interesting historical survey concerns the “paradigmatic relationships among affixes” (p.153-155). Of course, the chapter’s end is dedicated to the: “Neological prefixes in medical terminology”. Chapter VII is dedicated to the “Interdisciplinary studies in terminology” and the most efficient definition of it was provided by B. Nicolescu (1996) quoted by the author: “(...) a transfer of methods achieved in three degrees: – epistemological; – applicative; –generating new disciplines in the domain of scientific knowledge” (p. 163). It is surprising to see that the author chooses now a simply quantitative criterion: “Let us notice, at an aggregate survey, that the interdisciplinary nature of specialized jargon is provided by the existence of at least five spheres of specialization, corresponding to the same number of different scientific domains” (p. 165). Compared to the research criteria presented in the previous chapter, the ones in Chapter VII are rather permissive: the *structural* one (occasioning a very interesting through philosophy) but also the *contextual* one (a pretext for studying the lexicology of three semantic fields) and the *thematical* ones (slowly slipping towards semantics only) (p. 167-174). Then the author jumps into topicality by studying the *economic jargon*: an interesting, but rather abrupt passage (p. 174-179). The final part of the chapter is an instructive study in both morphology and semantics made upon some medical terms (but *through classical means!*) (p. 180-199). Annex 1 represents a highly valuable dictionary for medical specialists. A rich Bibliography ends the present work. It is a skilful performance which represents the effort of someone classically formed to adapt herself to the newly existing trends. Though it is impoverishing in respect of the classical approach of terminology (Wüster), it is, however, highly useful under pragmatic circumstances to the specialists that the present tome directly addresses with a didactic purpose.