

IL RUOLO STRUMENTALE DELLA DONNA NELLA PUBBLICITÀ

Mirela AIOANE
Università "Al. I. Cuza", Iași
amirao@yahoo.com

ABSTRACT

The article deals with the image and role of women in advertising, as most ads are actually directed to women. Media advertising is more and more focused on aesthetics and must seduce in order to achieve its goal: the purchase of the advertised item. We present some types of female protagonists, such as the mother, the housewife, the seductress, the refined woman, the objectified woman. We shall deal with ads both in Italian and Romanian, as publicity is a reflection of everyday reality.

Key words: advertising, woman, seduction

DETTAGLI DI STILE: LA COMUNICAZIONE NEL BUSINESS IN UN'OTTICA INTERCULTURALE

Sveva BATTAGLIA
Università degli Studi di Udine, Italia
sveva.battaglia@libero.it

ABSTRACT

Every culture carries a *Weltanschauung*. To use the same language does not mean to share the same values. Therefore, being aware of some cultural differences is fundamental to avoid misunderstandings and be effective, especially in the world of business where so many interests converge.

This study offers some reflections upon the Italian language and culture from an intercultural perspective. Special emphasis will be given to some aspects which may compromise communication.

Key words: intercultural, communication, business

ROMANIAN FOREST TERMINOLOGY:

***COPAC* [= TREE] AND *POIANĂ* [= GLADE] – TWO GENERIC TERMS**

Ana-Maria BOTNARU
“Spiru Haret” University, Bucharest
amrbotnaru@yahoo.com

ABSTRACT

The hereby article proposes a linguistic monograph of two generic terms belonging to the semantic field of forestry in Romanian: *COPAC* (= tree) and *POIANĂ* (= glade), fully demonstrating and illustrating the importance and richness of related terminology.

Key words: tree, glade, toponym

STRUCTURI TOPONIMICE CU NUMERALE

Iustina BURCI
Institutul de Cercetări Socio-Umane
„C. S. Nicolăescu-Plopșor” din Craiova
iustinaburci@yahoo.com

ABSTRACT

Toponymic structures with numerals are less frequent than those with nouns and adjectives, but they are still highly important for the knowledge of the popular denomination system. This is why the hereby article analyses the segment of place names, from the point of view of involved numerals, both structurally and stylistically, and in terms of the involvement of human imagination in the denomination process.

Key words: toponymy, numeral, structure

NOTE SUR LA CONFIGURATION ENONCIATIVE DES TITRES DE COUVERTURE DES MEDIAS IVOIRIENS

Nanourougo COULIBALY
Université de Felix Houphouet-Boigny

Côte d'Ivoire
coulyna@yahoo.fr

ABSTRACT

This paper is a part of a wider study we are conducting on media discourse and specifically on how political discourse is suggested by headlines in daily Ivorian press. The study describes the discursive functions of titles, outlining their polyphonic and dialogical dimensions. Thus, all these factors turn the corpus into a space where the speaker's opinions and viewpoints are obvious, despite the *enunciative erasure* proposed by Jean-Michel Adam for media discourses with an *objectified* enunciation.

Key words: polyphony, dialogism, media discourse

LE VOCABULAIRE FRANÇAIS, LATIN ET ROUMAIN DU TRAITÉ PHILOSOPHIQUE *LES PASSIONS DE L'ÂME (PASSIONES ANIMAE)* DE RENÉ DESCARTES

Ioana-Rucsandra DASCĂLU
Universitatea din Craiova
rucsicv@yahoo.com

ABSTRACT

In this article I aim at discussing the reception of the Cartesian treaty *Les Passions de l'âme* in the Romanian culture, following the Romanian translations that were partially or integrally performed in the 20th and 21st centuries: 1952, 1984, 1999 and 2011, and comparing them to the original version of the text, written by the philosopher René Descartes in French and the Latin translation of the 17th century. Thus, I have analyzed the titles of all the published books, emphasizing words of Slavonic and of Latin origin (for instance the series *deosebit* - of Slavonic origin - and *diferit* - of Latin origin or *închipuire* - of Hungarian origin -, *fantazare* - of scholar Latin origin and *imaginație* - of scholar Latin origin.

Key words: Descartes' reception in the Romanian culture, French, Latin, Romanian versions

SYNTACTIC FUNCTION AND SYNTACTIC POSITION IN ROMANIAN GRAMMARS. SHORT CRITICAL VIEW

Alina GIOROCEANU
University of Craiova
alina.giorocceanu@gmail.com

ABSTRACT

The aim of this paper is to emphasize that recent Romanian Grammars are based on multiple theories of language. The two concepts under discussion in the present paper (*syntactic function* and *syntactic position*) are placed in a hyponymic relation and, connected with other concepts, reveal important linguistics theories. The concept *syntactic function* is not necessary in a modern generative description, but keeping the term represents the authors' solution for preserving a reconsidered contribution of traditional Grammar and guides the reader of previous Romanian Grammars into the study of the syntactic structure of Romanian, approached according to recent theories.

Key words: syntactic position, syntactic function, terminology

LE COMPLEMENT OBJET : RELEVÉ DES DIFFICULTÉS D'IDENTIFICATION ET D'EMPLOI EN SITUATION D'APPRENTISSAGE D'UNE L2

M^a Isabel GONZÁLEZ-REY
Universidad de Santiago de Compostela
misabel.gonzalez.rey@usc.es

ABSTRACT

The lack of an exact terminological correspondence between the grammatical systems of French and Spanish when designating the objects of the verb, as well as the different interpretations of the clitics that substitute them in both languages, can cause difficulty for students in their identification and use. We will tackle the study comparing these two systems from the perspective of students learning a foreign language (L2), in order to shed light on the problems that meta-language and different theoretical approaches in the construction of a grammatical knowledge pose for students.

Key words: objects of the verb, terminology, meta-language

IL LATINO, LINGUA DI CULTURA NEL MEDIOEVO E LE SUE INFLUENZE SULL'ALBANESE

Lindita KAZAZI
Università di Scutari, Albania
lindita.kazazi@unishk.edu.al

ABSTRACT

Relations between the Adriatic coasts date back to the early Roman period. As the language of culture and communication in the Middle Ages, Latin has left its mark on Albanian language, mostly in terms of vocabulary. The paper includes examples of words from different spheres of life where Latin influence may be distinguished.

Key words: lexis, culture, influence

WORTKOMIK: AUSLÖSENDE MECHANISMEN UND ÜBERSETZUNGSMÖGLICHKEITEN

Gina MĂCIUCĂ
Universitatea „Ștefan cel Mare” Suceava
ginamaciuca@litere.usv.ro

ABSTRACT

Grounding her approach in Coșeriu's Integral Linguistics, the author of the present contribution submits to the reader her own views on the infringement of language norms as a main generator of linguicomedy. In a first phase, the specimens extracted from the research corpus are anatomized in terms of various devices orchestrating the comic effects, while later on, after pinning down the language-norm type flouted in each joke, the author advances original translation strategies meant to help the punchline survive intact.

Key words: language norm, linguistic competence, translation strategies

REMOTE ORIGINS. THE CASE OF “WATER TOWNS”, OF *OLBICELLA*, AND OF ROOT **ALB-*

Francesco PERONO CACCIAFOCO

ABSTRACT

This paper outlines a new applied epistemological aspect of the *Convergence Theory*. Paleo-Ligurian place-names of the type *Alba*, Old European river names *Albis* and the like, as well as their ablauting forms *Olb-* (> *Orb-* in Romance Ligurian) do not reflect directly the proto-Indo-European adjective **albho-*, 'white'; rather, they all continue a Pre-PIE extended root **Hal-bh-*, 'water', cognate with Sumerian *ħalbia* (> Akkadian *ħalpium*, 'spring', 'well', 'water mass', 'water hole'). A further analysis of the same **Hal-bh-* leads to a comparison with the PIE root **Hal-*, 'nourish'. PIE suffixed form **HwaH-r-*, 'water', exhibits a similar diffusion.

Key words: **alb-*, pre-Proto-Indo-European, *Olbicella*

NOTES SUR L'ÉTYMOLOGIE ET LA LA MORPHOSYNTAXE DES FORMES DE FUTUR ET DE CONDITIONNEL DANS LES LANGUES ROMANES

Mihaela POPESCU
Université de Craïova
cecilia99_ro@yahoo.com

ABSTRACT

This study proposes a brief inventory of the etymological and especially morpho-syntactic data characteristic for the Future Tense and Conditional verbal paradigms in three of the most important linguistic systems of the former Western Roman Empire, where one can notice the "canonization" of synthetic forms resulting through the grammaticalization of the Latin circumlocution *CANTARE HABEO* (for the Future Tense) and, respectively, *CANTARE HABEBAM/HABUI* (for the Conditional Mood), as well as their diverse analytic enrichment with temporal and/or modal values in spoken language. With regard to this description, the situation of corresponding forms in Romanian can also be discussed, as their marked etymological and morpho-syntactic complexity is due to the use of a large number of analytical structures both in the verbal paradigm of the Future Tense, and in the representation of the modal prospective.

Key words: Future Tense, Conditional Mood, Romance languages

I PLURALI IN SIBILANTE POSTALVEOLARE NEL FRIULANO DEL CANALE DI GORTO

Paolo ROSEANO
Università di Barcelona
paolo_r@hotmail.it

ABSTRACT

This article describes a case of allomorphy in the Friulian conservative varieties spoken in the Lower Valley of Gorto. In the dialects of this alpine valley masculine nouns belonging to Class I whose stem-final non-sibilant consonant is elided do not display the unmarked Class I plural morpheme (that is [s]), but the postalveolar sibilant [ʃ].

Key words: Friulian, plural, allomorphy

JURNALISMUL ONLINE ȘI PUTEREA SIMBOLICĂ A LIMBAJULUI AUTORIZAT

Gabriela RUSU-PĂȘĂRIN
Universitatea din Craiova,
gabrielarusu.pasarin@yahoo.com

ABSTRACT

Online journalism targets individuals who reject ubiquity and are defined by three words: autonomy, self-containment, speed, in the name of the need to act. The written press public certainly migrates to the online formats of newspapers (as the printed format increasingly begin to disappear) and the audio-visual press public migrates towards the internet. We shall argue the two migrations by presenting the public impact (the *Gândul* newspaper and Radio Romania Oltenia Craiova).

Key words: delegated power, participating communication, symbolic effectiveness

BELLEZA / FEALDAD EN EL REFRANERO RUMANO Y ESPAÑOL

Lavinia SIMILARU
Universidad de Craiova
lavinia_similaru@yahoo.es

ABSTRACT

The reflection on beauty has existed from ancient times. All great writers have devoted at least a phrase to beauty. There are proverbs about beauty and ugliness in all languages, but they are not always the same. I have not found proverbs on beauty/ugliness with the same form in Romanian and Spanish, but I did find some that may be considered equivalent.

Key words: beautiful, ugly, proverbs

MOTS FRANÇAIS D'ORIGINE RUSSE

Adela-Marinela STANCU
Université de Craiova
adelast104@yahoo.com

ABSTRACT

Loanwords represent an interesting study topic, combining many linguistic systems, spiritual cultures and identities. Russian language has imposed itself on the vocabulary of French with the first translations of Russian novels in France. In this article we aim at underlining the significant influence of Russian language on French vocabulary, the domain and the period of appearance of loanwords.

Key words: loanword, vocabulary, meaning

**UN « DRAME TERMINOLOGIQUE » : LA
CONCURRENCE *SÉMIOLOGIQUE* / *SÉMIOLOGIE***

Cristiana-Nicola TEODORESCU
Université de Craiova
cteodorescu05@yahoo.fr

ABSTRACT

The article aims at analysing, from a socio-terminological perspective, a “terminological tragedy”, i.e. the terms *semiotics* and *semiology*, whose evolution has been highly competitive and conflictive, depending on their area of use. The competition of the two terms in the French, American and Romanian areas is analysed, and the conclusion is that Romanian borrows related terminology from both languages, using French as a direct source and English as an indirect source. However, it cannot be said that Romanian terminology is a simple transposition of the French or English one, as Romanian has developed its own semiotic terminology, by creating a wide range of new terms, contributing to a permanent enrichment of semiotic studies.

Key words: semiotics, semiology, socio-terminology

COMPOUNDING IN THE GENERATION OF NOMINAL FINANCIAL TERMS IN ENGLISH - A FEW CONSIDERATIONS

Alina Nicoleta ALBU
Universitatea din București
albu.alinan@gmail.com

ABSTRACT

The present paper aims at offering an insight into the way complex nominal financial terms are generated in the framework of the GTG (Generative Transformational Grammar) analysis, in other words, it deals with the implications of compounding within the terminological approach. From the beginning, it is important to underline that our point of interest is ‘financial terminology’, not ‘economic terminology’, as we try to capture the specificity of the language of finance, separated from the language of economics, of marketing, of management, etc., which may constitute topics for further investigations. Moreover, in order to restrict and circumscribe the area of research, a significant fact is that financial terminology was chosen because it is highly productive, especially from the point of view of compound types and the applied formation rules.

Key words: financial terms, compounding, generative analysis

MORPHOLOGICAL CONSIDERATIONS ON ENGLISH BORROWINGS INTO ROMANIAN (BEGINNING WITH D)

Oana BADEA
University of Medicine and Pharmacy of Craiova
o_voiculescu@yahoo.com

ABSTRACT

The constant promotion of internationalisation and globalisation, together with the new technological and scientific discoveries of the last decades, have facilitated the accelerated absorption of English borrowings (anglicisms) to Romanian, reflecting the quick changes in various social and material cultures. In the present article, we aim to analyse English borrowings selected from the Great Dictionary of Neologisms (MDN 2008) and from the Dictionary of the Romanian Language (DEX 2012), beginning with the letter D, from a morphological point of view. The corpus includes 141 English borrowings to Romanian and the analysis is based on an analytical, descriptive method.

Key words: morphology, classification, borrowings

**UN PANORAMA SEMANTICO INTEGRALE
SUL LIBRETTO QUALE TESTO**

Mirona BENCE-MUK
Università “Babeş-Bolyai”, Cluj-Napoca
mironacomana@yahoo.com

ABSTRACT

Although the hereby article may be perceived as a closing argument for a theoretical and analytical cycle, if integrated in a wider research, it actually represents a new perspective, an innovative version of the dynamic creation process of literary texts, i.e. librettos. Such a perspective is based on the theories of integralist poetical linguistics and enables us to observe the intrinsic evolution of the intuitive dynamism of discursive poetry.

Key words: libretto, discourse universe, discursive poesis

**THE ROLE OF THE PUBLIC IMAGE OF THE PARTIES
AND OF THE CANDIDATES IN THE DEMOCRATIC
ELECTIONS**

Larisa COMAN
University of Craiova
larisamihalcea@yahoo.com

ABSTRACT

In this article we want to explain the role of the public image of parties and candidates in democratic elections. Our research is based on the content analysis of the concept of political communication, political PR and the main functions of the political system, as well as image strategies. The final part of the article is devoted a distinction between political marketing and political propaganda.

In addition to the theoretical work, we shall also consider the various researches performed during the last year on the political phenomenon in the Romanian space. We shall also try an approach based on our investigation of press materials (print, new media), political advertising materials, internal documents of political parties and documents of election campaign staffs.

Key words: political communication, image strategy, political marketing

ASPETTI DELL'INSEGNAMENTO DELL'ITALIANO IN GRECIA

Athanasia DRAKOULI
Sofia MAMIDAKI
Anna Irini TSATALBASSOGLOU¹
Università Nazionale e Kapodistriaca di Atene
Università di Roma "Tor Vergata"
Università "Aristotele" di Salonicco
drakoulia@gmail.com
mamidaki.sofia@gmail.com
rena.tsatalbassoglou@gmail.com

ABSTRACT

The present paper consists an attempt to analyze the implementation of an initiative concerning the diffusion of the Italian language and culture in Greece motivated by the high civilization sensibility of its protagonists. Fifteen Greek professors of the Italian language offer 40 hours free language courses to more than 1500 citizens of the city and the surrounding area of the Iraklion province in the island of Crete.

With their considerable participation in the initiative, teachers and students send a very loud and clear message to the relevant state authorities and all officers, who are deaf

and deprive the Greeks of the possibility to learn the Italian language in the Greek public schools.

Key words: civilization initiative, Iraklion (Crete), Italian language

UNA SISTEMATIZACIÓN DE LAS PROPIEDADES DE LAS UNIDADES FRASEOLÓGICAS

Oana-Adriana DUȚĂ
Universitatea din Craiova
oana.duta@yahoo.com

ABSTRACT

Idioms differ from other lexical structures (single words, free combinations, sentences) by various features that can also be used as criteria for determining whether a certain unit belongs to this category or not. Some linguists speak of “phraseologicity”, defined in different ways and from distinct perspectives: either as idiomaticity, i.e. the absence of semantic compositionality, or as low translatability or stability. The hereby article presents both the main properties of idioms (fixation and idiomaticity) and other secondary properties, as found in scientific literature, also proposing a system of interdependences.

Key words: idioms, idiomaticity, stability

GRECO-LATIN ROOTS PERTAINING TO CARDIOVASCULAR TERMINOLOGY

Iulia Cristina FRÎNCULESCU
“Victor Babeș” University
of Medicine and Pharmacy, Timișoara
frinculescu_engleza@yahoo.com

ABSTRACT

Even though, nowadays, English terms have become internationalisms, medical terminology is still built on Greco-Latin word parts. The present article surveys the Greco-Latin roots in medical language, with special reference to cardiovascular terminology. The

roots are analysed in terms of meaning and etymology. The resulting list is completed with examples of words containing the considered roots.

Key words: medical language, cardiovascular terminology, Greco-Latin roots

LINGUISTIC MARKERS OF CLASSROOM ROLES

Raluca GALIȚA

Elena BONTA

“Vasile Alecsandri” University of Bacău

raluca.galita@yahoo.com

ABSTRACT

Any classroom interaction is dominated by a continuous series of performances in which teachers and students are positioned in particular ways, assuming and interpreting roles through ritualized behaviour. Both teachers and students “enter the stage” fully aware that they have to perform a certain role and to confirm it through their actions, so that their images could be confirmed. The aim of the present study is to analyse the linguistic markers of the roles in the English class as seen by the “performers” themselves, with particular reference to the Romanian context. Starting from theoretical perspectives on the roles played by teachers in the English language class, the paper tries to highlight the way how pre-service and in-service young Romanian teachers linguistically portray their own roles and those of their learners.

Key words: roles, classroom interaction, linguistic markers

DALLA STRADA ALLA LETTERATURA, LE SPERICOLATE E PROPIZIE VICENDE DEL FORESTIERISMO A.C.A.B.. IL CONTATTO LINGUISTICO TRA ITALIANO E INGLESE NELLE SOTTOCULTURE SKINHEAD E ULTRAS

Nicola GUERRA

University of Turku, Finland

nicola.guerra@utu.fi

ABSTRACT

This paper discusses the history of the acronym A.C.A.B. in the Italian language. It examines the mechanisms that have brought the acronym from the streets to literature and the role of the Skinhead and football Ultras sub-cultures in the language contact between English and Italian.

Key words: language contact, foreignisms, sub-cultures

SEMANTICA TROPILOR DIN POEZIA LUI VASILE ALECSANDRI

Maria Liana HALĂS
Universitatea “Babeş-Bolyai”, Cluj-Napoca
maria.liana79@yahoo.com

ABSTRACT

The semantics of poetry, as presented here, reinforces the idea that meaning varies according to context. Tropes determine the poetic idea and generate the entire poetry. Well-determined semantic spheres underpin the analysed poems, implying a wide variety of semantic relations. Alecsandri remains an image creator.

Key words: trope, semantics, poetry

STRUCTURA MORFOLOGICĂ A LIMBII ROMÂNE ÎN GRAMATICA RUMÂNEASCĂ (1757) A LUI DIMITRIE EUSTATIEVICI BRAȘOVEANUL

Mihaela MARCU
Alina Mihaela ICHIM
Universitatea din Craiova
mihaela_marcu2007@yahoo.com

ABSTRACT

The beginnings of Romanian grammar study are marked by the publication of Dimitrie Eustatievici Brașoveanul's *Gramatica rumânească* (*Romanian Grammar*), in

1757. This work aims at underlining the richness of Romanian language and establishing the rules for its comprehension, as well as spoken and oral production. Moreover, this 1757 work is the first step in a direction that starts in Romanian culture towards the middle of the 18th century and witnesses a considerable subsequent development, i.e. the establishment of linguistic guidelines by means of grammars and dictionaries. These benchmarks underpin our initiative of presenting the morphological structure of Romanian language in this grammar. It is an interesting topic, as Eustatievici Braşoveanul is the first scholar to present morphological classes in a normative writing in Romanian.

Key words: grammar, beginnings, evolution

ION GHEŢIE DESPRE PROBLEMELE FILOLOGIEI ROMÂNEŞTI

Aura MOCANU
Universită "Al. I. Cuza", Iaşi
albinutya@yahoo.com

ABSTRACT

This article aims to present a highly vexed question of Romanian philology from the point of view of the scholar Ion Gheţie. I intended to present Ion Gheţie's most important contribution to Romanian philology. The author's conclusions are original and were obtained after years of hard work. His studies are very important for Romanian philology and cannot be overlooked by those who want to research this field.

Key words: philology, historical dialectology, originally written Romanian

L'ITALIANO, LINGUA MODELLO NEL CELEBRE PARALELISM ÎNTRE LIMBA RUMÂNĂ ŞI ITALIANĂ DI ION HELIADE RĂDULESCU

Elena PÎRVU
Universită di Craiova
pival@clicknet.ro

ABSTRACT

Rejected by researchers not only for its Italic exaggerations, but rather because of the new political and linguistic context of the age, Ion Heliade Rădulescu's famous *Paralelism între limba rumână și italiană* (A Parallel Between Romanian and Italian Language) boasts, among other things, of having coined a large number of neologisms, mostly of Italian origin, according to Popescu-Sireteanu (1973: 25-26). The hereby article presents Ion Heliade Rădulescu's considerations on Italian language, in order to remind that Italian language was a model for some Romanian intellectuals at a time when French language and culture had a strong influence on the Romanian Principalities and Romanian language.

Key words: Italian, Ion Heliade Rădulescu, *Paralelism*

STATUTUL NUMELUI PROPRIU ÎNTRE CONVENȚIE LINGVISTICĂ ȘI DISCURS

Sabina ROTENȘTEIN
Universitatea „Al. I. Cuza”, Iași
sabinasavu@yahoo.com

ABSTRACT

The present article intends to determine the multifunctional nature of proper nouns. First, it critically discusses a range of theoretical approaches in order to clarify the referential function of proper nouns and their use and meanings in speech acts. This analysis establishes a clear-cut distinction between proper lemmas (names as dictionary entries) and their characteristics, on the one hand, and the proper nouns used in different types of discourse, from a semantic and syntactic point of view, on the other hand. The article also includes examples referring to the transition of proper names from one language to another and the changes involved in their adaptation to the Romanian onomastic system.

Keywords: proper names, referent, discourse

TRAVASI SOGGETTIVITÀ / OGGETTIVITÀ DEL DISCORSO ECONOMICO-FINANZIARIO

Mariana SĂNDULESCU
Academia de Studii Economice, București
sandulescu_mariana@yahoo.com

ABSTRACT

Due to media development, the discourse in the economic sections of today's publications has undergone changes that trigger its inclusion in the category of texts with the highest degree of subjectivity.

The object of our research is to identify the phoric mechanisms by which the objectivity of a specialised discourse is metamorphosed into subjectivity, resulting in a passionate discourse.

Today's business news are mostly dysphoric and elaborate structures, including not only superficial characteristics, such as the lexical component, but also features like duration, temporality, aspect and moralistic modalisation.

Key words: specialised discourse, enunciation strategy, dysphoric valence

APPUNTI PER UNO SGUARDO CONTRASTIVO – *MERCATO, PIAZZA E PIAȚĂ*

Diana SOPON
Università "Babeş-Bolyai", Cluj-Napoca
diasopon@yahoo.it

ABSTRACT

The article draws attention on the semantic, lexical and morphological aspects of the words *mercato*, *piazza* e *piață* and on their uses in Italian and Romanian. The analysis has been approached under three directions, the etymological, descriptive and comparative approach. The pragmatic approach has been considered too, as the terms have been analysed in terms of their employment in different levels of language, ranging from common language to language for specific purposes, such as business language.

Key words: *mercato*, *piazza*, *piață*

CONSIDERATIONS ON VOICE AS A FUNDAMENTAL ELEMENT IN ORAL COMMUNICATION

Ștefan VLĂDUȚESCU
University of Craiova
vladutescus@yahoo.com

ABSTRACT

This interdisciplinary paper lies at the interface between Communication Sciences and Linguistics. A spectral meta-analysis was made in a communicational context, with a view to revealing how voice is formed and used. The distinctive identity of human voice was analyzed from the extended perspective of verbal communication, paralanguage (F. Poyatos, M. L. Knapp, J. K. Burgoon, T. O. Meservy) and paralinguistics (G. Trager, H. L. Smith). The human voice is by definition used in the process of communication. I have identified nine identity and communication-related characteristics of human voice. Finally, it is emphasized that voice is not only a fundamental element in oral communication, but also an autonomous construction with a musical relevance.

Key words: oral communication, the human voice, identity-communication characteristics