

THE 9th INTERNATIONAL CONFERENCE

“LANGUAGE, LITERATURE AND CULTURAL POLICIES”

Centres and (Ex-) Centricities

Plenary Lectures:

Prof. Christian Moraru, University of North Carolina, Greensboro

No Joking Matter – Translation, Transnation and the Production of the Human

Taking its cue from a scene featured in Zadie Smith’s 2002 novel *The Autograph Man*, “No Joking Matter: Translation, Transnation, and the Production of the Human” dwells extensively on the unfolding cultural turn in translation studies, on the one hand, and the fictional representation of translation, on the other. Where classical theories of translation rest on a linguistic model of “accuracy” and a related “depth” semantics, what seems to have taken center stage since the mid-late 1980s is a translational pragmatics—a “horizontal” model—that pays attention more emphatically to the translated work’s cultural-historical context as well as to translation’s own context and author. Along these lines, the presentation argues that the role of translation and translators is more significant in today’s fast globalizing world more than ever before. This world is transnational as much as it is—and because it is—translational.

Prof. Leonard Mott, University of Barcelona:

Recent changes in English Phonetics and Phonology

We will consider, on the one hand, whether the actual changes in English Phonetics and Phonology themselves merit adjustments in our teaching of English pronunciation and, on the other, whether any commensurate modifications need to be made in the set of symbols that we use to represent the sounds of English in teaching.

As far as the teaching of pronunciation is concerned, the position that the amount of attention we pay to a particular innovation should depend on its salience will be defended. On the question of the symbols we use for notation, our judgment must needs be guided basically by usage in the principal pronunciation dictionaries on the market (LPD, CEPD, etc.), while allowing for minor modifications where it is thought that an adaptation (e.g. transcribing the LPD /e/ as /ɛ/) offers a significant advantage over traditional practice by providing a more accurate, phonetic representation.

This presentation will take into account shifts in the English short vowels, various vowel mergers (such as /ɪ/ ~ /ə/ in certain contexts, extended use of schwa in general, and loss of the CURE set), *happy* tensing, GOAT-fronting, and such phenomena as T-tapping and glottalling, L-vocalization, YOD-coalescence, /-ɪn/ for /-ɪŋ/ in gerunds, and intrusive [r].

Abstracts

JELENA ANDREJIĆ

Edgar Allan Poe’s *The Fall of the House of Usher*; challenging interpretation-Lady Madeline buried alive?

The paper will explore the possibility of alternative interpretations of Edgar Allan Poe’s *The Fall of the House of Usher*, based on Tzvetan Todorov’s *The Introduction to Fantastic Literature* and his division between marvelous, strange and fantastic. It will also offer opportunity to present different aspects of the same story in relation to marvelous/fantastic. The essence and the principle that characterizes the genre of the fantastic and differentiates it from others is this uncertainty and resulting hesitation felt by the reader about the nature of certain events in a text which violate the laws of nature- did they, could they actually have occurred? That hesitation is provoked by the way the text focuses on the supernatural while contrasting it with a realistic setting and it is often expressed, in order to facilitate our experiencing it, by a character in the story. Precisely this theory will be applied in order to show that it is possible to find another solution to the question: Was Lady Madeline buried alive, or...? The paper will also touch upon related themes in other Poe’s stories.

Key words: fantastic, horror, realistic vs. supernatural, marvellous.

FLORENTINA ANGHEL

Alterity in Martin McDonagh’s *The Pillowman*

Martin McDonagh’s play *The Pillowman* tackles the problem of alterity during the making and the reading of a literary work. The author aims to help the protagonist, a writer, to cross the distance from his authorial intention to

the meanings other readers could get from his stories while reading/"re-creating" them. This paper focuses on the identification of centres and eccentricities and of the relationship between them in McDonagh's play.

OANA BADEA

Coping with Technical Specialized Texts

Students learning a foreign language for special purposes (English, respectively) need to be able not only to cope with technical specialized texts, but also to manage to have a conversation, either in their future career or in a personal interest. The article analyzes the main characteristics of an informative text and, also, the best conditions in which specialized texts are to be used in order to provide the students with the necessary practice of skills, like reading comprehension, writing, listening and speaking. Thus, among the most important characteristics a specialized text must have, we may enumerate the following ones: it must be interesting, informative, and problematical and also in accordance to the level of knowledge the students possess in their preparing specialty. One of the basic problems in a curriculum for technical students in the first two academic years are: subjects connected to different technical specialties, present problems encountered in the students' specialty and present findings in the area of technical sciences. Specialized technical texts are very interesting and useful in the process of second language learning for special purposes, due to the fact that they provide a large number of technical terms referring to various areas of science and technology. Therefore, we consider specialized texts to be quite of value for students (and not only) both for the practice of technical terminology and also for their knowledge enrichment regarding technical problems and new discoveries.

Key words: specialized text, language for special purposes, technical terminology

SIMINA BADEA

An analysis of some EU specific terms and phrases

Not only does legal English vocabulary differ from the ordinary one, but it is also of a peculiar technical nature reflected in the use of various terms of art. Analyzing some aspects of the vocabulary of the EU documents implies discussing certain general matters as well as more specific issues which characterize this type of discourse. This analysis is related to the existence of Latinisms, neologisms and many other terms and phrases concerning different individual domains, which represent a starting point for a good understanding of the EU documents, objectives and activity.

Key words: legal terminology, EU legislation

RATAN BHATTACHARJEE

Theodore Dreiser's *Trilogy of Desire*: Centres and (Ex)-centricities in the East-West Dichotomy

Dreiser saw India as a land of spiritual wisdom. The last volume of *Trilogy of Desire* and *Notes on Life* are concerned with Hindu thought in a major way. Since the days of *Sister Carrie* through *An American Tragedy*, *The Financier* and *The Titan*, he raises questions about decentering caused by the material pursuit. In *The Stoic* the philosophy of the Bhagavad Gita sounds the voice of old intelligence and the Quest for happiness and ease of mind that begins with *Sister Carrie*'s material pursuit finally ends in the wisdom of the trilogy.

ANDREW BLAKE

The Opera Libretto: Adaptation and Literary Value

This paper will discuss adaptations of existing works in contemporary opera. The paper considers the role of the libretto in operatic productions, noting the number of textual sources for modern operas (including film), and applying adaptation theories from television and film studies to operas. The paper will examine the collaboration between composer Harrison Birtwistle and writer David Harsent over 'Gawain'; Robin Holloway's adaptation of 'Clarissa'; and the reworking of 'The Tempest' by composer Thomas Adès and librettist Meredith Oakes. The paper will conclude by discussing the ways in which adaptation in opera can impact on the existing literary canon, its centre and periphery.

LIGIA BRĂDEANU

Piece of Cake or Hard Nut to Crack - Translating 'Culture-bound' Lexical Units

Our experiences of the world are assumed to be filtered by language and culture to a great extent. Consequently, it is difficult to grasp and convey experiences that take place within a different system of filters, outside our own frames of reference. The present paper sets out to analyse the cultural dimension of translation, as illustrated in the translation of phraseological units, which are 'culture-bound' lexical units. The study examines actual practices of this type of literary translation that mediates cultural differences, while trying to reconcile respect for the cultural specificity with the desire to render the foreign familiar.

Key words: cultural translation, phraseological unit, cultural specificity

IRINA JANINA BONCEA

Modal Epicentres in Romanian Postmodernist Poetry

This paper sets a few theoretical milestones in the attempt to capture the key features of epistemic modality and, at the same time, approaches modality both synchronically as well as diachronically. Another attempt made here is to decompose epistemic modality in various instances that are to be found under the form of auctorial attitudes and voices postmodernist poems. The goal of this approach would be to identify the mechanics behind the multi-faceted relationship between reality and fantasy in a segment of postmodernist poetry.

Key words: epistemic, knowledge, certainty, doubt.

FELICIA BURDESCU

Her Story in Gail Godwin's *His House*

Gail Godwin is a well-known American writer of fiction, mainly of short stories. To critics, she is famous for having fought for women's emancipation in The USA, like a real suffragette.

Yet to interpret her texts as a direct propaganda for women's identification/ reformulation into a phallogocentric world would be a mistake (*His House*). In pages of artistic accomplishment, the author creates sensitive spaces and moments for the post-modern woman to creep into man's life, for they wish to be a couple in the story.

LAVINIA-DANIELA BURNEA

Psychoanalytical dimension in Albee's *Who's Afraid of Virginia Woolf?*

Edward Albee represents an important figure within the Theatre of the Absurd. The traditional narrative of American drama often ends with Edward Albee, who is celebrated mainly for his earliest plays. Albee's drama *Who's Afraid of Virginia Woolf?* is very significant since dawn breaks on the death of illusion. With his sharp verbal scalpel, Albee dissects two marriages to cut away the lies on which they are based. The theme of the play is the clash between illusion and reality and this aspect can be interpreted from a psychoanalytic perspective. The fantasy of the child can be explained in terms of psychoanalytic behaviour. The boy becomes the projection of the repressed desires, impulses and feelings, all of which combined creating the image of the things that lack in the life of the characters.

Key words: illusion, psychoanalysis, repressed desires, impulses

ELENA BUTOESCU

Levels of Narration in Luis Buñuel's Eccentric Revision of Robinson Crusoe: The Close-up, the Voice-over, and the Flashback

This article looks into one of the screen versions of the story of Robinson Crusoe, Luis Buñuel's *The Adventures of Robinson Crusoe*. My intention is to explore this emblematic film in order to examine the relation between a paradigmatic literary character, ideology (Buñuel's film was produced in a surrealist and transnational environment), film *écriture*, and those narrative elements and themes that are common to all Robinsonades. My aim is to explain how the notions of subjectivity and point of view have been constructed and describe the different patterns found in the levels of narration proposed by this cinematic Robinsonade.

SORIN CAZACU

Post-racial metaphors in Toni Morrison's *A Mercy*

Toni Morrison can be seen as a pioneer in post-racial writing. She started her literary career in a time when African Americans were still fighting for equal rights and her early novels show the devastating effect of whiteness for a black person. But Morrison has constantly moved on from there and her latest novel, *A Mercy*, can be interpreted as a next step in the author's process of transgressing racial lines. The novel is set during a time in American history in which racial categories were only beginning to emerge. As she presents a collection of women, all with unique backgrounds and social positions, Morrison highlights how blackness became linked not only to bondage but also to religiously based notions of evil.

Keywords: *post-racial writing, whiteness, transgressing racial lines, blackness*

MĂDĂLINA CERBAN

Ways of Combining Clauses: Expansion Phenomena

Alongside the projection phenomenon, the expansion phenomenon represents an important way of combining clauses. This article proposes a discussion on the paratactic and hypotactic expansion phenomenon that should be analyzed within a continuous semantic space, pointing out the differences among the three main types: elaboration, extension and enhancement. We concentrate on difficult examples to identify, cases in which the same conjunction may be used to signal different semantic relations or cases in which conjunctions are omitted.

Key words: logico-semantic system, expansion

CAMELIA ANDREEA CHIRILĂ

Business Lexical Items and Management Communication

The English language is a very useful tool in the business world. Therefore, we can say that a proper knowledge of the English language sends managers in the right direction. If so far the manager has not provided it too much importance, it is time to become a priority issue in management training.

Becoming familiar with the English terminology specific to the economic and business activities is an important step towards a correct and timely specialized training. In the current economic environment, managers must demonstrate an ongoing and consistent concern for understanding the various concepts, techniques, processes and forms of communication in order to create high competitiveness. Thus, knowing the English-derived terminology - used so intensively in the specialized business language - is now a prerequisite in the development of an effective communication.

Key words: *management communication training, business English*

IULIA CIUREZU

Measure phrases and the relevance of dimensions in nominal syntax

Starting from the distinction between the partitive and the attributive use of Measure Phrases (Schwarzschild (2006)) in English and Romanian and the concept of monotonicity, the paper analyses a range of relevant expressions in both languages, showing how the underlying syntactic structure can explain the asymmetries between them in the choice of prepositions and the types of constructions available.

Key words: measure phrase, attributive, partitive, dimension, monotonicity

MIHAI COȘOVEANU

King Lear and His Decentred World

The bad decisions King Lear makes when it comes to the future of his kingdom cause a “chaotic” order which destroys the centre and leads to independent satellites of power. Without a reference point, all the pieces scatter and, eventually, fall one by one.

ILEANA CRISTEA

Alice Walker and Jean Toomer - Two Poets Writing Prose ... Two Prosewriters Writing Poetry.

Both Alice Walker and Jean Toomer are two of the most representative African-American writers of the twentieth century. The first one, born in 1944 in Eatonton, Georgia, lived an unhappy childhood, fact which influenced all her life and work. Very much like her, Jean Toomer an outstanding representative of the Harlem Renaissance, born in 1894 in Washington D.C., was a male writer who also depicted the life of the oppressed black people of the South. They were both two gifted writers who have written poems, sketches, essays, stories, and novels about black rural and urban life, about the happy, mad, sad, and beautiful black people.

ILONA DELIA CRISTEA

Strether and Isabel Archer in the pursuit of self-discovery

The intricacies of Strether’s winding destiny in *The Ambassadors*, his journey of initiation from innocence to experience, and the failure to reach this state of grace of Isabel Archer, the heroine in *The Portrait of a Lady* deserve special attention. This comparison emphasizes the superiority achieved by the former, both stylistically and in terms of moral completeness. Although using different literary instruments, namely, in Strether’s case the analysis of the masterful use of the plot device, and in Isabel’s situation the parameters of the Emersonian doctrine, ultimately there is one purpose to this: to accompany the two characters during their journey towards self-discovery and truth.

Key words: journey of initiation, plot device, Emersonian doctrine, self-discovery

ANA-MARIA DEMETRIAN

Alice Walker’s *Color Purple* is a Pulitzer Prize-winning book that brilliantly and openly uncovers the realities of American and African life but is valuable to any reader from any time and place. The author focuses on violence and sexism, on the oppressors and the oppressed nevertheless this work is not a traditional or classic one. Abusers are not stereotypical, one-dimensional monsters who can be described as purely evil. The boundaries of traditional female and male gender roles are broken by emphasizing gender blurring and sexual ambiguity. Violence takes on various forms including a traditionally accepted and even appreciated act of embellishment. Patriarchy is harshly criticized through the negative portrayals of black males and opposed through the powerful portraits of black women who face not only white discrimination but also oppression from black men. These women find refuge and support in one another and sometimes end by discovering love and their sexuality which is definitely seen as a complex phenomenon. Walker’s political interests, social views and human concerns are thus evident throughout the entire novel. She does not limit herself to bringing out racial oppression, she chooses to shed light on many other real and threatening types of oppression showing the cynical nature of harmful behavior but in the same time expressing her confidence in a better future as long as objectification and male domination are rejected and independence and acceptance of differences in gender roles, sexual orientation and talents are sustained.

MARIA CAMELIA DICU

Yeats Politically Re-Structured

The paper represents an application of Michael North's study on *Political Aesthetic of Yeats, Eliot and Pound* and also an application of Professor Burdescu's study *The Self and the Other*. I intend to embark upon arguing this essay dealing with three most important landmarks of Yeats's poetical and political careers: the poem "The Second Coming" and the way it was interpreted by different scholars, Celtic heliolatry as he dedicated his work to this prehistoric creed, and Elitism, due to Yeats's identification with the Anglo-Irish Ascendancy, "the class who belong to no group" (Yeats's essay on Berkley, quoted by M. North, p.64).

Key words: politics, poetical, elitism, Celtic heliolatry, The Second Coming

GEORGIANA DILĂ

Arthur Miller's *The Crucible*: Reading the Past to Mould the Future

Arthur Miller's play *The Crucible* is a well-known example of the persecution and discrimination that occurred during the infamous Salem Witch Trials. It explores the social constraints which define an enclosed community guided by old-fashioned and traditional beliefs. The present paper will tackle with Arthur Miller's unique way of re-contextualizing present situations into historic events and of portraying representative figures for private and social self.

Key words: witch trials, McCarthy, re-contextualization, constraints.

MAGDALENA DUMITRANA

Oscar Wilde's Self Denial: *The Fisherman and his Soul*

The Fisherman and his Soul is not one of Oscar Wilde's known stories. Perhaps because it is too long, too didactic and in a way, repetitive and unstructured. As the author would not know what happens next. The main interest of this story does not belong to the literary field but rather, to the psychological one. *The Fisherman and his Soul* seems to be an expression of Wilde's credo about love, religion, spirituality and the differences. Crossing borders in any sense, not being sure about his own conception, O. Wilde finally arrives to declare the supremacy of the sacrifice. Denying everything is considered a value in the world, he postulates the significance of the sacrifice in the name of love.

Key words: death, difference, denial

OANA-ADRIANA DUȚĂ, LUIZA MARIA CĂNUȚ

Forms of Address in Indo-European Languages

Forms of address denote a speaker's linguistic reference to his/her collocutor and their theoretical system is mostly based on Brown and Gilman's T/V distinction, which has its origins in the Latin pronouns *tu* and *vos*: the first one was used to designate the intimate form of address, while the latter served as the polite form. This paper will present the different forms of manifestation of the T/V distinction in various Indo-European languages: some have only one pronoun of address, others have two pronouns, a polite one and a familiar one, and others go beyond this dichotomy and have several variants of the V pronoun.

Key words: forms of address, sociolinguistics, linguistic politeness

OANA-ADRIANA DUȚĂ, MAGDA CRIVEANU

Different Views on Dative Alternation

Dative alternation is one of the particularities of English grammar, involving the alternation between the double object (DO) frame and a prepositional object (PO) frame, both forms being used in order to render dative. Two main approaches have emerged on it: the transformational approach, also called the "dative shift" or the monosemy view, which assumes that dative verbs have a single meaning, giving rise to two derivationally- related syntactic structures and the polysemy view, or the alternative projection approach to the dative alternation, which argues that the two variants have distinct underlying representations.

Key words: dative alternation, double object, prepositional object

MAGDA FAURAR

Toni Morrison's *Paradise* - Reading Utopia into Dystopian Text

Toni Morrison describes a doomed utopia or a negative utopia paradoxically called *Paradise* where everything goes wrong – the society is negative in every aspect - which serves as a contrast to the flawless society presented by the utopian story that also portrays how such a level of experience can be achieved. *Paradise* does not offer a possibility of radical change, supposedly in order to maintain the utopian harmony of *Paradise*. Nonetheless, the communities

in *Paradise* destroy the ideal they seek to preserve by practicing rigidity and exclusion, rejecting the idea of difference and also by promoting despair and sticking to their crippling status quo. In the final analysis though, as opposed to the cataclysmic writing that gives shape to the dystopian novel, what the author offers the readers is a non-linear utopian reading journey.

DIANA-MARIA FOTA

De-construction through body-language response in Margaret Atwood's *The Edible Woman*

Based upon a sophisticated and selective application of metaphor theory, deconstruction and feminist postmodernism, Margaret Atwood has replicated in *The Edible Woman* many traditional animosities, making the reader acknowledge and understand the intimate relationship between language and physical life. By varying structural and narrative forms within the novel and by using anorexia as a discursive technique, Atwood constructs states of paranoia, de-composition, de-territorialisation, to emphasize the dynamic nature of the capitalist system-its exploitative disposition as well as its potential to release female desire from systemic constraints. According to the Johary Window Model the problem with Marian's paranoid response is that it is too public- the Blind Spot and the Façade or Hidden Area tend to interfere or intermingle- Marian soon learns that her obsession with food is neither to be tolerated nor is it effective for her in the social field. We can perceive the "edible- woman" cake as a symbol of Marian's re-entry into the field of consumer capitalism, endowed with a sort of magical power of renewal as she once again embraces consumerism. Typical features of the postmodernism or "Desperado Age" as Lidia Vianu calls this period can be easily traced in *The Edible Woman*: individualizing narrative, auctorial individualism, denial of group psychology, literary solitude, open end plot, ascetic reading, the odd hero, the hero's incident addiction, the colloquial clarity, irony, feeling of rootlessness, etc.

Key words: deconstruction; de-territorialization; renewal; consumerism; denial; rootlessness

CATALIN GHITĂ

Orientalism Revisited: William Blake's Zen Intuitions

The problematic of Blake's Orientalism invites special treatment for two main reasons. Firstly, it allows us to consider the artist's work within the context of a non-European cultural heritage, which, albeit regulated by different codes of understanding reality, seems to display several *points d'accroche* with Blake's thought. Secondly, at least one issue directly related to Orientalism may be linked to Blake's visionariness: Zen Buddhism. Within the scope of the latter, the concept of *satori* translates the English poet's idea of 'fourfold vision,' which can now be pictured as the ultimate soteriological stage, in both Western and Eastern intellectual traditions. In order that the topic under consideration could occur to us in due strength, one must furnish not only concrete examples, but also an appropriate historical and philosophical background. This is what my paper attempts to accomplish.

GABRIELA GRIGOROIU

Motivating adult learners to engage in reading as a support for lifelong learning

Reading improvement involves five areas: word study, fluency, vocabulary, comprehension, and motivation. Motivation and engagement to read for enjoyment impact the other areas, especially comprehension and the development of effective reading strategies. Adult learners are likely to value what they are learning and to enjoy the process, especially when what they study is of personal interest, is goal-oriented and relevant to the socio-cultural context of learning. Several features become paramount in engaging learners and in increasing and sustaining their motivation to read: providing interesting content goals for reading and relevant texts, supporting learner autonomy, and increasing social interactions among learners. Teachers can engage students when using real-life motivators, connecting reading material to students' lives and building up their confidence by reassuring them that they have the required skills for reading, of which they have to learn how to make a better use.

ANDREEA ILIESCU

The Dynamics of Survival in *The English Patient*

The novel *The English Patient* explores the attempt of the characters to transcend the constrictions of nationhood. By providing a collage of episodes rather than being tied to a strict chronological structure, Michael Ondaatje is able to reveal each of the character's private memories, most specifically those memories that they would not share with anyone else. It represents an alternative to the way that history itself can be written, providing a framework that takes into account more than one perspective. The end of the novel seems to leave the hope that there is indeed a plane that transcends the constraints of both the political and the physical world.

Key words: trauma, anguish, acceptance, healing, transcendence.

ANCUȚA IONESCU

Epiphanies in Iris Murdoch's *The Bell*

Murdoch's deepest concerns are certainly ethical and spiritual – the complex natures of egoism, evil, enchantment and virtue, as well as the operations of chance – but her novels allow that the manifestations of unisistent goodness

are as obscure and deceptive as the negotiations of spurious human power. Aesthetically Murdoch also satisfied her need of the sublime in two epiphanic revelations of the literary text.

Key words: epiphany, art, water, butterfly, the bell.

DRAGOS IVANA

Generic Eccentricity' as 'Generic Centre': Henry Fielding's 'Comic Romance', or the 'Veiled' Rise of the Eighteenth-Century English Novel

In what follows I shall look at Henry Fielding's preface to *Joseph Andrews* (1742) in order to demonstrate that the much hated genre of romance – both a type of 'monstrous' fiction, outdated in Fielding's time, and meant, politically, as a critique of female amateur fiction – was reprocessed under the guise of 'comic romance', which heralded a new, 'unattempted species in our own language' (cf. Fielding) that deep into the late eighteenth century was configured as a fully-fledged modern and secular genre – the novel.

MARIA KISSOVA

What does (not) need to be said: exploring the centre(s) in the narratives by Chaim Potok

Literary works by the American Jewish writer Chaim Potok usually depict characters captured between two or more systems of belief which include the clashes between the spiritual and the secular or the traditional versus the progressive. Often autobiographical, his books are inspired by the experience of a Jewish boy seeking to understand the meaning of life, one's cultural and religious tradition and the power of faith; trying to find the meaningful and stable centre. The paper offers a closer look at a few novels by Potok, including *My Name Is Asher Lev*, *Davita's Harp* and *The Chosen* and discusses how de-centralization, altering traditions and rebellion are essential for the further development of individual self-awareness and re-capturing of the inner centre. Reflecting upon the issue, Potok emphasizes man's spiritual condition and through numerous literal and symbolical references he stresses the strategic and significant usage of the visual art images and music.

Key words: Chaim Potok, Judaism, centre, faith

DUBRAVKA KOVACEVIĆ, DANKA KOVACEVIĆ

Displacement of the subject, narrator and characters in Virginia Woolf's *To the Lighthouse*

In our paper we will try to examine decentred subject using feminist narratological reading of Virginia Woolf's *To the Lighthouse* focusing on the layers of the subject and showing ambiguities that will challenge the traditional dichotomies. Feminist narratology helps us understand decentring process. Gender oriented look of Virginia Woolf's type of focalization and relations between narrator and characters allow us to realize displacement of the subject. Ideological struggle for control between narrator and characters puts on a new mask. Does Woolf save the figure of the author as everlasting presence? We negotiate with appealing and troubling narrative voice in terms of centre and centricities. Does Woolf create presence through absence?

Key words: subject, centre, narrator, character

LAVINIU LAPADAT

Ralph Ellison's "Addiction" to Afro-American Tradition

Ralph Ellison underscores the linkages and connections between Afro-American Culture and mainstream American culture, based on a hope of potential synergy, choosing to disregard arbitrary bonds of restrictive servitude. The limitations to his method are very few as he manages to create new worth through the exploration of the potentially infinite possibilities conferred by folk tradition, jazz or the tales of old. He promotes his narrative as a stable and truthful presence in "the discontinuous, swiftly changing and diverse American culture." His body of work expresses a blueslike absurdity in accepting a personal desire to defy limitations, seeking not simply a portrayal of tradition, but a translation, a decryption of its wider, more precise meanings.

IONELA ADRIANA LĂZĂRESCU (CEPOI)

Recurrent Symbols in Virginia Woolf's Major Novels

Pioneering techniques such as stream of consciousness or as the interior monologue, Woolf's fiction is marked by experimentation. Reading her novels, one can notice that Woolf's favourite symbols reappear all along her work. In fact, everything linked to Virginia Woolf as a woman and as a writer, reoccurs throughout her oeuvre. Symbols like: the lighthouse, the wave or the clocks may be observed in each and every novel. The recurrent use of these major symbols complete the glancing insights into the identities of Woolf's characters. These symbols (a flickering lighthouse or moving water) are aloud to be both "real and resonant", both "constant and fluctuating". The fictional whole becomes thus a normative expression of certain Modernist themes and modes.

Key words: lighthouse, wave, water

MIHAELA LUPU, University of Craiova and Xplanation, Leuven, Belgium

Lexical and grammatical relationships in the economic and financial translation

We will analyse in this paper some of the specific features of the economic and financial language, and pinpoint the strategies most frequently used in the French into English translation process of the economic and financial texts. Our source texts were extracted from articles published in newspapers such as *Le Monde*, *Le Nouvel Observateur* or *Les Echos*. In the first part of our paper, we will illustrate the expressive capacity of the economic and financial terms. We will also draw up a non-exhaustive inventory of the main translation pitfalls (eg "false friends"), which can sometimes lead to serious translation errors. In the second part, we will identify the direct and indirect translation strategies and demonstrate how we can render certain evocative tropes such as the animal, chromatic and culinary metaphors, which are genuine constituents of the economic and financial jargon.

LUDMILA MARTANOVSKI

Logocentric Struggles: Revisiting the American University Campus in David Mamet's *Oleanna*

The current study aims at demonstrating that in one of David Mamet's most discussed plays, *Oleanna* (1992), also turned into a movie that he directed himself (1994), the professor-student negotiations of their respective responsibilities, rights and capacity for fruitful academic exchange are centred on language. Both the professor, who resorts to sophisticated wording and who tries to help his student challenge rigid academic convention, and the student, who has limited access to academic discourse and who decodes his meaning using a distortive feminist key, struggle to express themselves accurately and to reach out to the other and/or influence his/her behaviour by establishing his/her power.

Key words: logocentric, negotiations, academic, feminism, power

CRISTINA MĂNDOIU

More on Emily Grierson's Necrophilia

William Faulkner's *A Rose for Emily* is the story of a Southern lady who finds herself in the impossibility to accept change on any level. Her reluctance to accept social progress and the decline of aristocracy emblematically echoes the atmosphere of a fallen south for which the past will not be easily given to oblivion. A particular attention should be given to necrophilia, the outstanding grotesque element that makes this short story Gothic fiction, because in Faulkner's short story necrophilia is not only a psychological disorder, but an attempt to defy death, to stop the passing of time and to preserve the past.

Key words: short story, necrophilia, death.

MĂDĂLINA GEORGIANA MATEI

Coordinates and variables of discourse marker use in casual conversation

Abstract: Casual conversation is the instance in which the normative patterns of discourse marker use can be challenged. The non-observance of the norm is due to the diversity of variables that generate invariants of discourse marker use. This paper examines the manner in which the (normative) coordinates of the use of discourse markers can be altered by the active presence of such variables as age, gender, status, community and agenda of the speakers involved in the verbal exchange. The analysis conducted in this paper is performed on fragments of casual conversation between conversational partners whose discourse is shaped by at least one of the above mentioned variables. The latter can sometimes generate innovation in the use of discourse markers with the overt or covert intention of creating a local identity.

Key words: discourse markers, patterns, variables, conversation, identity

MARIJA MILOŠEVIĆ, MILENA ČOMIĆ

The Balkans: The European border between fiction and reality

The paper deals with cultural (self)questioning of imaginary geography of the Balkans presented in theoretical, fictional and non-fictional works of domestic and foreign authors. Balkan discourse, made as consequence of hybridity of identity and "otherness", as well as by implementing multiple imperial and cultural models, has been determined through ambivalent identity of Balkan people. Through stereotype analysis in fictional and non-fictional works with Balkan themes, the authors of this paper re-question the position of the Balkans as central or marginal. This attempt of defining the Balkans will lead to the answer to the question – is the Balkans merely the other face of Europe or does it present its own cultural intimacy?

IOANA MURAR

A functional and pragmatic approach to clichés

The paper focuses on a special type of word combinations or fixed expressions represented by clichés, aiming to examine their linguistic features and functions. The paper is structured in two parts: the first part examines some syntactic and semantic aspects of clichés, which, structurally, can be classified into three sub-categories: nominal, verbal and sentential. Semantically, clichés include several phraseological units, ranging from non-idiomatic to idiomatic, such as idioms, proverbs, similes, formulas. The second part of the paper analyses the values and uses of clichés in language, their functionality being explored within the sociolinguistic, functional and pragmatic framework.

CARMEN NEDELICU

We Talk about English Loans in Romanian Again

For about 3 years the author has engaged with her master students in collecting, inventorying and processing English loans in Romanian, mainly those that have been taken over in the last 20 years. It is far from clear which of these borrowings will survive the test of time and find their way in standard dictionaries. Irrespective of the field of activity the speakers may consider, English loans come into (but do not go yet from) the language at a pace quicker than we would like to admit. Can linguists or legislators control the process in the long run? The author doubts it and believes that time and common sense will do the job. We will show our audience/readers in what aspects these words adapt to the borrowing language, and how Romanian native speakers adapt to the use of these loans.

VICTOR OLARU

Ruskin, the social critic

The paper points out Ruskin's position regarding the Victorian society he lived in and reflected in his writings, such as: *The Political Economy of Art* (1857), *A Joy for Ever* (1880), *Traffic* (1865), *Unto This Last* (1862), *Time and Tide* (1867), *Fors Clavigera* (1871-78). One may conclude that Ruskin's social criticism eventually had major influence because he thus rejected outright the fundamental ideas of classical economics accepted by most of his contemporaries and set out on his own. Thus he rejected a political economy based upon competition and urged the greater relevance and practicality of one based on cooperation. Although at the date of their publication they faced hostility, today critics credit these works with helping to raise the social consciousness of Victorian readers and economists.

SILVIA OSMAN

A Poem Travelled Down Her Arm...

The centre of Alice Walker's life and work is love – love pure, candid, gentle, and genuine, love almost tangible. Love for Mr. Sweet, for her partner, for her kind, for her ancestors, for Langston Hughes and Zora Neale Hurston, for poetry, for a horse named Blue, for the colours of the sunset, for her readers, for the purples and the reds, for every God given day on earth. The Motherland she is shaping is a world worth making, a world worth living in, a world in which there is a prevailing and decent wild sanity. The world that Alice Walker's poems are shaping is purple, filled with hope and optimism, with a goodness that she never ceased having absolute trust in. Her motherland is filled with blessings and sorrows, laughter and tears, leaps of faith and plunges into the deepest inner spaces. "It is such a blessing/ To be born/ Into these" (*I Can Worship You*)

ADINA PAICU

India-United Kingdom Relation seen by V. S. Naipaul

This article presents the Indian-British relations. As we, all know both countries are full members of the Commonwealth of Nations. Since 1947, the relations between the two countries have been mostly friendly and there are many areas in which both India and the UK seek stronger ties for mutual benefit. There are also strong cultural and social ties between the two nations. In India, English is one of the official languages, and cricket is among the most popular sports. In the UK, Indian cuisine is hugely popular. Britain imports most of its tea from India, and there are a number of words of Indian origin in the English language. This article also presents a short history of the Colonial India and the British Empire and also the British author VS Naipaul and his opinions of this subject.

IRINA PANESCU

Breaking the Law: A Faulkner Case

Remarkably bold and linguistically reframed, William Faulkner's writing declares its unconventional style, both in content and form. Identity is permanently challenged while social values and traditions ask for obeying the established rules. Therefore, the sense of selfhood, purity, normality is lost under the dust of a Janus-faced world. Relations get sexually distorted, recession follows and man cannot endure: he breaks the law, failing or gaining... Language escapes barriers, expressing the chaos following a damaged life system. The phrases scream about the loss of path. But in the end, the postmodern relativity erupts endlessly. Some unseen energy erupts...

Key words: unconventional style, sexually distorted relations

LUCIA-MARILENA PAVELESCU

Training Teacher – Mentors in Elementary School (Formarea profesorilor – mentori din învățământul gimnazial. Proiect POSDRU 87/1.3/S/52150)

Since Romania signed the Bologna Declaration most of the Teaching Practice of the undergraduate students takes place in Elementary schools where there is a shortage of mentors.

The current paper emphasizes the necessity of implementing organized mentoring courses for the teachers working in Elementary schools because they are the ones who offer strong professional support to the students, helping them to overcome the challenges they are faced with, and to grow and develop in order to become future valuable teachers.

Key words: elementary school mentor training

CLAUDIA PISOSCHI

Text Worlds in *I May I Might I Must* by Marianne Moore

The frame represented by the theory of text worlds offers the advantage of making use of linguistic, pragmatic and stylistic devices in order to decode the text in an appropriate manner. Analysed from that perspective, the poem under discussion appears as an intricate structure within which the multifaceted poetic voices are interconnected with modality markers.

DANIELA POPESCU

Americanization of British English – corruption or normal change?

Languages are all affected by different changes and influences of social, political, economic, religious or technical nature. They do not exist in a vacuum. It goes the same in the case of the American and British variants of the English language. Linguistically speaking, the whole world nowadays witnesses an interesting time for English. Exposure on the Internet and via mass media to a range of varieties of English, the allure of the culture of cyberspace, and greater awareness of dominance issues all contribute to a change in what 'English' is. For more than 200 years, right up through Prince Charles, people have complained that Americans trash the English language. But the question is: does this imply corruption, or is it a simply normal change?

Key words: Americanization, British English, change, influence

MIHAELA PRIOTEASA

Edgar Allan Poe's Internal Labyrinth in *The Pit and the Pendulum*

The present paper will discuss the way in which Poe explores the dynamics of identity in *The Pit and the Pendulum*. The prisoner's cell has the attributes of a labyrinth – a restrictive space (the circular pit) within a wider one (the square dungeon) – but because with Poe nothing is normal, unlike the traditional one that has as main objective reaching the centre, the place of absolute reality, Poe's labyrinth has a dreadful centre. More than that, he uses a more complex model of the labyrinth, one that starts to change its shape and whose walls and angles are growing proportionally with the torture.

Key words: identity, labyrinth, centre, torture

OANA-ANGELA PURCĂRESCU

Henry Bauchau and Postmodern Writing

In a postmodern world, the francophone writers try to create their own identity. To answer the challenges of colonialism, they adopt a double demarche. On the thematic level, they rectify history through stories that touch colonialism. On the aesthetic level, they reinvent the literary genres through another manner of writing: intergenericity, disturbance of chronology, *mise en abîme* technique, polyphony, neologisms, linguistic interferences and borrowings. Through his new forms of writing, Henry Bauchau tries to free himself from the literary canons, he tries, through of the poetics of wandering, of derivation, to redefine himself and to redefine the cultural identity and that of literary genres.

Key words: postmodern, identity, colonialism, new forms of writing.

INGRID RĂDUCANU

Truman Capote - *Killing the Literary Tradition in Cold Blood*

Reading Truman Capote's *In Cold Blood*, your mind is vexed and your feelings confused. Terror and sympathy usually do not co-exist. Capote, however, succeeds in making the reader sense the polarity between good and evil—a characteristic of Southern Gothic literature—in two murderers who killed four of the most decent people of Kansas. What is even more surprising is that he follows the actual events with complete accuracy, using a combination of journalistic, documentary, and detective styles, in a successful attempt to create the first epic non-fiction novel. This paper aims at showing how exactly Capote defies cultural stereotypes and challenges tradition.

Key words: Southern Gothic literature; epic non-fiction novel; polarity good-evil; death penalty; the American Dream.

ALINA RESCEANU

Amount Relatives

The aim of this paper is to present some aspects pertaining to the interpretation of a special kind of relative clause construction, which is distinguished from restrictive relative clauses and appositives, namely degree relatives. Degree or amount relatives show restriction in the relativizers they allow, in the determiners that can combine with them and in their stacking possibilities. We start by presenting Carlson's (1977) amount interpretation, continue with Heim's (1987) degrees, Grosu and Landman's (1998) maximalizing relatives and draw some conclusions regarding the possibility of a unified approach.

Key words: Amount Relatives, relativizers constraints

DANIELA ROGOBETE

Between the Sublime Abnormal and the Grotesque Normality in Will Self's *My Idea of Fun*

Will Self's first novel *My Idea of Fun* proposes a disturbing incursion into the depths of the postmodern consumerist society by means of an eidetic, Ian Wharton, placed between the fragile boundaries of normality and insanity. This paper focuses upon Self's means of demolishing any possible norms and means of distinguishing between sanity and psychosis, reality and illusion in order to offer a reworking upon the Faustian pact, in this case a postmodern pact translated in terms of materialism, consumerism and marketing.

RALUCA ROGOVEANU

Title of paper: Allen Ginsberg and the Theology of Eccentric Experience

Few poets succeeded in their life time to achieve the same public celebrity as Allen Ginsberg did. Poet laureate of the Beat Generation, psychedelic proselytizer, ashram chanter, mentor and practitioner of Buddhist incantations and Zen Judaism—Ginsberg was an authentic cultural force of the 20th century. This article examines the distinct contours of Ginsberg's religious thought, analyzes the extent to which his religious fervor responds to the foremost intellectual developments of his time and investigates whether his involvement in political and social events enacts his mystical experiences or reveals his spiritual torments.

Key words: Buddhism, Judaism, Christianity, acid experience

MIHAELA ROIBU

Will Self's eccentric Dorian

Will Self's reworking of Oscar Wilde's controversial novel *The Picture of Dorian Gray* stirs even more interest due to the unmediated presentation of debauched conga lines of buggery, drug addiction and AIDS. Art also achieves a new valence, traditional portrait painting being replaced by pop art and conceptual art. Dorian's journey into the darkness of spiritual and physical corruption is interestingly in accord with Lady Di's public life. Strange associations of characters and ideas are made, since eccentricity is surely at home in Will Self's Dorian.

GABRIEL ROMAN-BĂRBUȚI

Individual versus society in utopian fiction

In utopia, the relationship between individual and society is always complicated, for what place can there be left for Man in a perfectly structured world. Searching for a place in this well-oiled social machinery, the individual can adopt either a peripheral, centrifugal attitude of revolt, which might and usually will bring about his demise, or attempt to become part of the overall social agglutination and manipulate the status quo to his own benefit. This is the overarching dilemma that the individual is faced with inside utopia.

Key words: individual, society, utopianism, the masses.

MOHSEN SALIMIAN

The relationship between morphological awareness and English vocabulary size of Iranian senior high school

The main purpose of the present study is to investigate the relationship between English morphological awareness and vocabulary knowledge in the context of English as Foreign Language (EFL) for senior high school students in Iran. Measurements of learner vocabulary size and morphological awareness are obtained and then correlated to assess the degree to which knowledge of English morphological processes and structures can be systematically related to vocabulary knowledge. Based on the findings, the possible role that morphological awareness can play in second language (L2) vocabulary development is discussed. Implications for vocabulary instruction are also addressed.

The participants were 55 students at a public senior high school in Iran. The data collection tools were Nation's Vocabulary Levels Test (VLT), which tested knowledge of words drawn from the 2000 most frequently occurring word families (90 words in total) and two morphological awareness tasks. The first consisted of a Morpheme Identification task (item matching, 5 questions) and the second was Morphological Structure test (short answer, 20 questions). A 10-item questionnaire that elicited the participants' perceptions of the tests and their English vocabulary learning in general was also administered. The results show that there was a significant relationship between the students' performance in the vocabulary level test and the morphological awareness tasks. Finally, the participants gave feedback that suggested their interest in applying the morphological knowledge to their vocabulary learning. Thus, the findings have implications as to the importance of facilitating the students' morphological awareness in English vocabulary learning for EFL senior high students in Iran.

MINODORA OTILIA SIMION

Anthony Burgess' Dilemma in the Novel *A Clockwork Orange*

The protagonist of Anthony Burgess' *A Clockwork Orange*, fifteen-year-old Alex, is a killer, a rapist and sadist and one of the mouthpieces for Burgess's own ideas. His murderous violence is both a matter of free choice and an act of rebellion, this freedom of choice and its moral consequences being the central interests of this novel. The recurrent question, "What's it going to be then, eh?" becomes more difficult to answer because the dilemma posed by the book is a true one. Assuming that Alex remains as he is when he awakens "cured," the society has the choice of either permitting him to exist as he is until, presumably, he kills someone else and is again confined, or imposing "goodness" and thereby being guilty of a moral evil more enormous than any of Alex's crimes.

EMIL ȘÎRBULESCU

***Hamlet*, politics, and the 2008 RSC's production**

Politics are important in the Royal Shakespeare Company's 2008, seemingly conventional, modern dress theatre production and video of *Hamlet*. One shift of focus is to centralise Claudius by casting a globally famous actor: captain of Star Trek's spaceship, Patrick Stewart. His Claudius is not only a subtle Machiavellian ruler but a discreet statesman of our own times, wielding the ballpoint pen of bureaucratic power rather than a sceptre. Whereas his brother, old Hamlet, had been an imperialist, winning land from another nation by war, Claudius proves himself a far more appropriate leader by sending ambassadors for peace while secretly preparing for war, so that by the end of the play Denmark and Norway are ready to be united under Fortinbras. This movement from domination to co-operation could be seen as post-colonial. Ambassador Cornelia and other courtiers are played by Black British actors, showing the integration of the formerly colonised into the centre of power, just as many Scots accompanied King James VI of Scotland to London when he became King James I of England.

ALOISIA ȘOROP

Rewriting as a Form of Literary Eccentricity. Joyce Carol Oates' *The Dead*

Intertextuality/rewriting has produced boundary-crossing literature, therefore it can be labelled as a form of eccentricity in which the 'central text' is negotiated, re-imagined and appropriated anew. An American feminist writer, Joyce Carol Oates has subversively rewritten James Joyce's short story from the point of view of a woman writer who has to face more than the ghost of a deceased lover. The paper tries to explore the ways in which the new text has decentered and reworked on the old one, as well as the costs and the gains of the enterprise.

ALINA-MARILENA TITRIȘCĂ

Hamlet's Ghost in The Black Prince

There is no doubt that the allusion to Hamlet in *The Black Prince* is extraordinarily complex, partly because we are never entirely sure to what extent to associate the character of Hamlet with Pearson himself, or with Julian Baffin, the twenty-year-old daughter of Pearson's friend and (in Pearson's mind) literary protégé Arnold Baffin. During the course of his narrative, Pearson falls in love with Julian; this event is itself complicated by Pearson's often-described apprehension of Julian in what must be admitted to be markedly fetishistic terms.

Key words: Hamlet, sexuality, androgyny, smells, masochism

ANA-MARIA TRANTESCU

General Language versus Professional Sublanguages. Main traits of the Legal Discourse

Jargon is usually defined in terms of lexicon only, and labelling professional sublanguages as jargons closed the door to further investigation of the specialized discourse. A sublanguage exhibits some form of closure, i.e. a finite set of words and a specific grammatical construction. Sublanguages differ from standard language because the lexis and semantics are more restricted, and the syntax may deviate in some respects from the syntax of the general language. This paper briefly presents the distinction between the general language and the professional sublanguages and, also, describes some lexical and grammatical features of the legal sublanguage.

MARIA ROXANA TUDOROIU

Cathy Ames - Femme Fatale

Even from the beginning of time, women have been regarded as separate beings, inferior and submissive to men. John Steinbeck created in his successful novel *East of Eden* a controversial type of female protagonist for his time. Cathy Ames is a cruel woman, a femme fatale. From a Biblical approach, one can identify her with Satan. She commits evil for its own sake. Taken to a higher symbolical extend, Cathy is the author's second wife. As the writer himself failed to understand her, she remains a mystery not only for the reader, but also for the creator.

Key words: femme fatale, evil, mystery.

ELENA RALUCA TURCU

Hemingway's eccentric protagonists

My presentation aims to reveal various instances that won Hemingway's eccentric status.

Having been subject to war wounds and plane accidents, he expressed his gifted, strong and eccentric personality through his characters in different works. Cantwell's driver speculates that some of the colonel's eccentricities are the result of his having been so often injured. (Across the River and into the Trees). Traces of eccentricity come in abundant ranges, from the taste of the foods, smells and feels the protagonists enjoy, to very captivating love triangles. Only those irrefutable and notable aspects of unconventional behavior will be analysed, pinpointed and put forth.

ELKA GEORGETA TUȚĂ

The Celtic Muse in Joycean Textual Voices

As a lover of *self-reflective* paradoxes it is no wonder that Joyce submitted the *Celtic* as well as the Catholic Irish elements to certain forms of discursive violence but only to use them later for higher goals such as mounting them on the wave of the process of creation, embedding them in all kinds of *epiphanies* and also using them for the architecture of various portraits. By viewing and presenting them from antagonistic points of view we are submitted to a *destabilization* of one's centre of perception witnessing also the acquiring of a *total dimension* on the Celtic elements' behalf.

Key words: self-reflective, Celtic, epiphanies, destabilization, total dimension

DIANA ȚECU

British versus Non-British Space in *Wide Sargasso Sea* by Jean Rhys

As postcolonial literature works through the process of "writing back", "re-writing" and "re-reading", which describes the interpretation of well-known literature from the perspective of the formerly colonized, *Wide Sargasso Sea* is a very good example of this as the protagonist is shown to be renamed and exploited in several ways." *Wide Sargasso Sea* was written as a pseudo-sequel to Charlotte Bronte's *Jane Eyre*. The familiar story is retold from the perspective of the oppressed minor character, Antoinette Bertha Cosway, a West Indian. The novel also explores issues of gender and colonial identity, presenting the theme of dominance and dependence through the relationship between Antoinette and Edward Rochester, a self-assured European man.

Key words: identification, disidentification, alienation, resistance, duality

ROXANA VIGARU

Spanish dialects and the diversity of cultures within the Iberian Peninsula"

The spiritual and political crisis through which ran the Hispanic world starting with the 18th century, did not minimize the vitality of Spanish language that, far from showing symptoms of decay, had multiplied by five its number of speakers in the last 180 years.

The diversity of cultures within Spain is one of Spain's greatest assets and also what makes Spain so interesting historically and culturally.

Key words: Peninsular Spanish, Castilian, Reconquest, the Spanish Constitution

ALINA VALCEANU

Shakespeare and Postcolonial Studies

Postcolonial writers and theorists have marked out positions regarding Shakespeare's works, which demonstrate the idea of postcolonialising as a process that engages both analytic and material realms. The discussion has been focused on two Shakespearean plays, *The Tempest* and *Othello*, as academics and writers invoke these two texts when it comes to discuss about both colonization and the negotiation of race and *Otherness*. The plays represent obvious points of departure, considering the Orientalist concern with European African relations in both plays. This article aims to point out the relationship between postcolonial literature and Shakespeare's plays, which have received extensive attention from the postcolonial perspective.

TITELA VÎLCEANU

Translator's visibility as enhancement of translator's marketability

The paper aims to connect the concept of *translator's visibility* (Venuti, 1995) to translator's marketability by making references to different types of translation: general, literary and specialised translation. There is need for the professional translator to develop strategies of enhancing his/her visibility as an integral part of marketing skills in order not only to create a feeling of trust, but also to meet the tender specifications.

Key words: *translator's visibility, translator's marketability*

CRISTINA-GEORGIANA VOICU

Revisiting Alterity at the Crossroad of Identity/ Cultural Politics: Ethnocentrism vs. Eurocentrism

One of the key concepts in understanding cultural groups is ethnocentrism which creates barriers and obstacles to relational progress. Eurocentrism is a variant of Ethnocentrism, being the practice of viewing the world from a European perspective. Since the other cultures or groups can never fully conform to the standards or criteria defined by another group to apply to itself, it tends to imply a biased judgement about "good" or "bad". This question raises two distinct points. One, it deals with problems of "internal" production of identity and homogeneity in one specific society or group. In this context the "external", "other" culture is only a pretext for fabricating a positive self-image. Therefore, the purpose of this paper is to examine the relationship between Ethnocentrism and cultural identity.

ALINA-MARIA ZAHARIA

Stereotypical Patterns in the Translation of EU Legislative Documents between English and Romanian

The main purpose of this article is to study how the repetition of certain linguistic structures in the source text may influence the activity of the specialized translator. Are the standardized, stereotypical expressions always helpful? Do they make the work of the translator easier? It is already known that European legislative texts are drafted according to certain typical patterns and have a clearly defined visual and linguistic structure. This is the reason why computer assisted tools (CAT tools) are frequently used in the translator of these types of documents. Most of the European Directives published in the Official Journal of the European Union follow the same model and do not deviate from the standard model. That is why the question may arise whether the legal translator should apply the same translation rules for these text types as in the case of the legal contracts, for example which also have a standard visual and linguistic structure. I will also investigate upon some equivalence problems which may appear when translating EU legislative documents between English and Romanian.

Key words: redundancy, interdisciplinarity, equivalence problems, legislative documents

ROXANA ZAMFIRA

An Analysis of Sex and Gender Representations in the Language of Commercial Advertisements in Contemporary British Women's Magazines

Gender/sex stereotypes are among the most politicized and analyzed. The categories of gender/sex are used as variables for segmenting the consumers of a brand. Sex and gender may not overlap sometimes, and this fact has consequences for the communication approach. The paper follows the linguistic materialization of these categories in a series of commercial advertisements, and also the cultural ideas that emerge from such uses.

Key words: aggressiveness attenuators, taboo, androgynous sexuality, feminism/ femininity.