

Cuprins

NOTĂ ASUPRA VOLUMULUI.....	8
LILIANA IONESCU RUXĂNDIOIU.....	8
O ABORDARE INFERENȚIALĂ A STRUCTURII NEGATIVE <i>NU...DECÂT</i> ..	9
ELENA ALBU.....	9
<i>A RELEVANCE-THEORETIC APPROACH TO THE RESTRICTIVE STRUCTURE WITH NEGATIVE FORM NU... DECÂT – Abstract.....</i>	9
EXPRIMAREA SCUZELOR ÎN LIMBA ROMÂNĂ. SUGESTII PENTRU O ANALIZĂ PRAGMALINGVISTICĂ A ACTULUI VERBAL DE A SE SCUZA	10
RAMONA-MARIA NECULA (ZVIRID).....	10
<i>A PRAGMALINGUISTIC ANALYSIS OF THE APOLOGY SPEECH ACT IN ROMANIAN – Abstract.....</i>	10
PATHOS ȘI POLITICĂ.....	11
MARIA-ANCA FILIP.....	11
<i>PATHOS AND POLITICS – Abstract.....</i>	11
OBSERVAȚII PRIVIND TEORIA COGNITIVISTĂ A METAFOREI.....	12
GEORGIANA MONICA TUDORACHE (CRISTACHE).....	12
CONDUCĂTOR ȘTIINȚIFIC: PROF. DR. MARIA CĂTĂNESCU	12
<i>ASPECTS OF THE COGNITIVE THEORY ON METAPHOR – Abstract....</i>	12
CONSIDERAȚII ASUPRA UNOR TIPURI DE JOCURI DE CUVINTE ÎN MASS-MEDIA ROMÂNEASCĂ ACTUALĂ.....	13
DANIELA RĂUȚU.....	13
<i>CONSIDERATIONS ON SOME TYPES OF WORDPLAY IN CURRENT ROMANIAN MASS-MEDIA – Abstract</i>	13
PRESA FEMININĂ – INFLUENȚA FACTORILOR PRAGMALINGVISTICI .	14
OANA CORINA TRONECI.....	14
<i>ROMANIAN WOMEN'S MAGAZINES – A PRAGMALINGUISTIC APPROACH – Abstract</i>	14
ROLUL FIGURILOR RETORICE ÎN EDITORIALUL POLITIC	15

GEORGIANA MONICA TUDORACHE (CRISTACHE).....	15
<i>THE ROLE OF RHETORICAL FIGURES IN THE EDITORIAL ON POLITICAL ISSUES – Abstract</i>	15
KEYWORDS: RHETORICAL FIGURES, PERSUASIVE FUNCTION, DEROGATORY, ORIGINAL.....	15
VARIAȚIA LINGVISTICĂ ÎN CADRUL INTERVIULUI DE GRUP.....	16
FLORENTINA MAZILU.....	16
<i>LINGUISTIC VARIATION IN GROUP INTERVIEW – Abstract</i>	16
KEYWORDS: LINGUISTIC VARIATION, GROUP INTERVIEW, PROXIMATE GENUS, SPECIFIC DIFFERENCE, MODERATOR, RESPONDENTS.....	16
CONTRIBUTIONS À L'ÉTUDE DE L'ACTE RITUEL DE SALUTATION EN ROUMAIN.....	17
RAMONA-MARIA NECULA (ZVIRID).....	17
<i>CONTRIBUTIONS TO THE STUDY OF ROMANIAN GREETINGS – Abstract</i>	17
SCÉNARIOS IMPLIQUÉS PAR LES DISCOURS D'ENTRÉE EN COURSE DES PRÉSIDENTIABLES ROUMAINS.....	18
MARIA-ANCA FILIP.....	18
<i>ON THE SCENARIOS INVOLVED BY THE PRESIDENTIAL CANDIDACY LAUNCHING ADDRESSES – Abstract</i>	18
KEYWORDS: ETHOS, DISCOURSE ANALYSIS, PRAGMATICS, SCENARIO	18
L'EMPLOI DES TERMES DE PARENTÉ COMME TERMES D'ADRESSE	19
ANDREEA-GEORGIANA ȘOVAR.....	19
<i>KINSHIP TERMS USED AS ADDRESSING TERMS – Abstract</i>	19
KEYWORDS: LITERAL ADDRESS, FICTITIOUS ADDRESS, INVERSE ADDRESS.....	19
A COGNITIVE APPROACH TO NEGATIVE STRUCTURES: <i>NOT JUST</i> AND <i>NOT ONLY ...BUT ALSO</i>	20
ELENA ALBU.....	20
<i>A COGNITIVE APPROACH TO NEGATIVE STRUCTURES: NOT JUST AND NOT ONLY ...BUT ALSO – Abstract</i>	20

KEYWORDS: NEGATION, RELEVANCE THEORY, PROCEDURAL INFORMATION, POLITICAL DISCOURSE	20
POWER MANAGEMENT STRATEGIES IN FOCUS GROUPS.....	21
FLORENTINA MAZILU.....	21
<i>POWER MANAGEMENT STRATEGIES IN FOCUS GROUPS – Abstract.</i>	21
KEYWORDS: FOCUS GROUP, INTERVIEW, POWER, STRATEGY, MODERATOR, RESPONDENTS.....	21
POLISEMIA UNOR ANGLICISME „LA MODĂ“ DIN ARGOUUL TINERILOR	22
MIHAELA OANĂ.....	22
<i>POLYSEMANTISM AND ANGLO-AMERICAN INFLUENCE IN THE “TRENDY” ROMANIAN ADOLESCENTS’ SLANG – Abstract</i>	22
KEYWORDS: ANGLOMANIA, COOL, CRAZY, HOT, O.K., SLANG, POLYSEMIC WORDS, POLYSEMY	22
ASPECTE MORFOSINTACTICE ȘI MODALITĂȚI DE FORMARE A ANGLICISMELOR DIN REVISTELE PENTRU FEMEI.....	23
OANA CORINA TRONECI.....	23
<i>MORPHO – SYNTACTIC ASPECTS AND LINGUISTIC MEANS OF CREATING ANGLICISMS IN WOMEN’S MAGAZINES – Abstract</i>	23
KEYWORDS: ANGLICISM, MORPHOLOGICAL CLASS, ASSIMILATION. 23	
ASPECTE LUDICE ALE VARIAȚIEI UNOR EXPRESII ROMÂNEȘTI ÎN <i>ACADEMIA CAȚAVENCU</i> – STUDIU DE CAZ	24
DANIELA RĂUȚU.....	24
<i>PLAYFUL ASPECTS OF SOME ROMANIAN EXPRESSIONS IN ACADEMIA CAȚAVENCU – CASE STUDY – Abstract</i>	24
KEYWORDS: WORDPLAY, EXPRESSIONS, EXPANSION, CONTAMINATION, ANALOGY, ANTONYMS, SYNONYMS, PARONYMS, PLAYFUL LANGUAGE.....	24
TERMINOLOGIA SOCIOLOGICĂ. MODALITĂȚI DE EXPRIMARE SINTAGMATICĂ ALE ADJECTIVULUI <i>SOCIAL</i>	25
CRISTINA NICULESCU-CIOCAN.....	25
<i>SOCIOLOGICAL TERMINOLOGY. SYNTAGMATA INCLUDING THE ADJECTIVE SOCIAL – Abstract</i>	25

KEYWORDS: TERMINOLOGY, SOCIOLOGY, SYNTAGMATA, TEXT, CONTEXT	25
EXPRESSIONS DE L'AGRESSIVITÉ ET DE LA VULGARITÉ DANS LE LANGAGE DE LA PRESSE ROUMAINE ACTUELLE (CONSTRUCTIONS AVEC LE VERBE <i>BRÛLER</i>).....	26
MIHAELA OANĂ	26
<i>EXPRESSIONS OF AGGRESSIVENESS AND VULGARITY IN THE LANGUAGE OF THE ROMANIAN ACTUAL PRESS (IDIOMS USING THE VERB „A ARDE “) – Abstract.....</i>	26
KEYWORDS: AGGRESSIVENESS, IDIOMS, MEDIA, SLANG, VULGARITY.	26
MEANS OF IDENTIFYING SOCIOLOGICAL TERMS.....	27
CRISTINA NICULESCU-CIOCAN.....	27
<i>MEANS OF IDENTIFYING SOCIOLOGICAL TERMS – Abstract.....</i>	27
KEY WORDS: SOCIOLOGY, TERMINOLOGY, DICTIONARIES, SOCIAL..	27
UN PROCEDEU CARACTERISTIC SCRIERILOR ȘTIINȚIFICE: GLOSAREA. CU REFERIRE SPECIALĂ LA HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR	28
MONICA VASILEANU.....	28
<i>MEANS OF LEXICAL INTEGRATION: GLOSSING. WITH SPECIAL REFERENCE TO HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR – Abstract.....</i>	28
KEYWORDS: GLOSS, NEOLOGISM, GENERAL LANGUAGE, SPECIAL LANGUAGE, SCIENTIFIC WRITING.....	28
MĂRCI ALE EVIDENȚIALITĂȚII ÎN LIMBA ROMÂNĂ VECHIE. UN CAZ SPECIAL: PREZUMTIVUL INTRODUS PRIN <i>SĂ/CUM SĂ</i>	29
SAVA CRISTINEL	29
<i>MARKERS OF EVIDENTIALITY IN OLD ROMANIAN. A SPECIAL CASE: THE PRESUMPTIVE MOOD INTRODUCED BY SĂ/ CUM SĂ – Abstract</i>	29
KEYWORDS: PRESUMPTIVE, SUBJUNCTIVE, EVIDENTIALITY, SUBORDINATING CONJUNCTIONS, COMPLEMENTISERS, OLD ROMANIAN.....	29
TRĂSĂTURI ALE CONSTRUCȚIILOR PASIVE CU <i>A FI</i> ȘI A CELOR REFLEXIV-PASIVE ÎN ROMÂNĂ VECHIE	30

DENISA DELCĂ.....	30
<i>FEATURES OF "BE" PASSIVE AND REFLEXIVE-PASSIVE</i>	
<i>CONSTRUCTIONS IN OLD ROMANIAN LANGUAGE – Abstract.....</i>	
KEYWORDS: "BE" PASSIVE, REFLEXIVE-PASSIVE, PASSIVE SUBJECT, AGENT.....	30
FOLOSIREA NUMELOR DE RUDENIE CA SUBSTANTIVE „NUDE“	31
ANDREEA-GEORGIANA ȘOVAR	31
<i>KINSHIP NAMES USED AS INDEFINITE NOUNS – Abstract.....</i>	
KEYWORDS: INDEFINITE NOUNS, SEMANTIC PREDICATE, ARGUMENT.....	31
CONJUNCȚII SPECIFICE DISCURSULUI RAPORTAT (DR) LA CONSTANTIN CANTACUZINO.....	32
SAVA CRISTINEL	32
<i>REPORTED SPEECH CONJUNCTIONS IN CONSTANTIN CANTACUZINO'S ISTORIA ȚĂRÎI RUMĂNEȘTI – Abstract.....</i>	
KEYWORDS: REPORTED SPEECH, INDIRECT SPEECH, CANTACUZINO, SUBORDINATING CONJUNCTIONS, COMPLEMENTISERS, WORD ORDER, OLD ROMANIAN.....	32
O PARALELĂ A STRUCTURILOR PASIVE – MIRON COSTIN ȘI ION NECULCE	33
DENISA DELCĂ.....	33
<i>A COMPARISON OF PASSIVE STRUCTURES USED BY MIRON COSTIN AND ION NECULCE – Abstract.....</i>	
KEYWORDS: "BE" PASSIVE, REFLEXIVE-PASSIVE, PASSIVE SUBJECT, AGENT.....	33
EVERYDAY LANGUAGE – A SOURCE OF HISTORICAL TERMINOLOGY. WITH REFERENCE TO <i>HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR</i>	34
MONICA VASILEANU	34
<i>EVERYDAY LANGUAGE – A SOURCE OF HISTORICAL TERMINOLOGY. WITH SPECIAL REFERENCE TO HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR – Abstract.....</i>	

Notă asupra volumului

Liliana IONESCU RUXĂNDIOIU

Volumul de față cuprinde studii și cercetări elaborate de doctoranzii Școlii doctorale a Facultății de Litere (domeniul Lingvistică și Comunicare), de la Universitatea din București, bursieri în cadrul programului EDUCATI 2, finanțat de UE. Lucrările, viitoare capitole din tezele în curs de elaborare, au fost prezentate și dezbătute în cadrul seminarelor național și internațional, organizate în lunile iunie-iulie 2010. Girate de conducătorii științifici ai tezelor respective, lucrările doctoranzilor poartă și amprenta profesorilor străini invitați, care au ținut aici cursuri foarte apreciate: *Catherine Kerbrat-Orecchioni*, Universitatea din Lyon; *Derek Bousfield*, School of Journalism, Media and Communication, University of Central Lancashire; *Anne-Marie Simon-Vandenberg*, Gent University; *Cornelia Ilie*, Universitatea din Malmö; *Liliane Tasmowski*, Academia Regală Flamandă din Belgia; *José Carlos Herreras*, Universitatea Paris 7 (Denis Diderot).

Aflați la început de drum, autorii încearcă să se apropie de exigențele cercetării europene, aducând contribuții în domeniile consacrate ale lingvisticii descriptive și istorice, dovedind receptivitate față de metodele moderne de investigare, dar și față de domenii mai noi, cum ar fi terminologia, pragmatica și analiza discursului.

Lucrările reprezintă mărturia unor eforturi în direcția armonizării cercetării universitare românești cu cercetarea din Europa, o mai veche aspirație a cercetării și a învățământului nostru superior și, în același timp, o dovadă a capacității tinerei generații de cercetători în domeniul lingvisticii de a plasa temele tradiționale într-o perspectivă actuală.

Editorii

O abordare inferențială a structurii negative *nu...decât*

Elena Albu

Conducător științific: prof. dr. Liliana Ionescu-Ruxăndoiu

A RELEVANCE-THEORETIC APPROACH TO THE RESTRICTIVE STRUCTURE WITH NEGATIVE FORM *NU... DECÂT* – Abstract

The aim of this paper is to discuss the discursive functioning of the restrictive structure with negative form *nu...decât* in order to stress the speakers' reasons for this linguistic choice instead of the corresponsive affirmative. We interpret this non-canonical negative structure in terms of the cognitive effects it generates within discourse, i.e. contradicting and eliminating an existing assumption. Our proposal is based on the premise that negative structures encode procedural information, putting constraints on the inferences the hearer will trigger.

Keywords: negation, Relevance Theory, procedural information, political discourse

Exprimarea scuzelor în limba română. Sugestii pentru o analiză pragmlingvistică a actului verbal de a se scuza

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Conducător științific: Prof. univ.dr. Liliana Ionescu-Ruxăndoiu

A PRAGMALINGUISTIC ANALYSIS OF THE APOLOGY SPEECH ACT IN ROMANIAN– Abstract

This article investigates some of the most important aspects of the apology speech act, starting from its particular use and routinized construction. We propose a pragmlinguistic analysis of the Romanian apology formulas that reveals several strategies of performing this act. The investigation follows the possible occurrences, the context determinations, the felicity conditions and particularities of different types of apologies. It seems that elements like these may give an idea about the major role of the expressive speech act of apology for the interpersonal relations and its influence in a successful communication.

Keywords: speech acts theory, felicity conditions, conversational rituals, politeness, facework, face flattering acts, face enhancing acts, interpersonal relations, successful communication.

Pathos și politică

Maria-Anca Filip

Conducător științific: prof. dr. Rodica Zafiu

PATHOS AND POLITICS – Abstract

The present paper is a continuation of our attempt to identify, at the level of the same corpus (containing a series of presidential candidacy launching addresses in Romanian 2009 elections) what we could label as realisations of the Aristotelian triad *logos-ethos-pathos*. Our aim is to identify the way *pathos* is outlined in the contemporary political discourse, more precisely in the candidacy launching address. Consequently, we shall have in view the different interpretations of the idea of *pathos*, from the Greek-Roman Antiquity up to the present time, following the approach of some researchers, such as Ch. Plantin or Ruth Amossy. Further on, we shall look upon the way *pathos* is realized and generated, analysing punctually various linguistic aspects at the level of two addresses – M. Geoană's and C. Antonescu's, which will lead us to the refinement of the relation between *pathos* and *ethos*, and to the identification of an ampler relation with *myth* and *ethics*.

Keywords: pathos, discourse analysis, ethos, myth, ethics

Observații privind teoria cognitivă a metaforei

Georgiana Monica Tudorache (Cristache)

Conducător Științific: prof. dr. Maria Cătănescu

ASPECTS OF THE COGNITIVE THEORY ON METAPHOR – Abstract

This paper contains an overview of the main theories on metaphor, focusing on The Cognitive Theory. George Lakoff and Mark Johnson's work, *Metaphors We Live By*, presents the metaphors of everyday language, seen as common phenomena in the conceptual system of each individual. The authors defined three types of metaphors: structural, orientative and ontological metaphors. To support their classification, we have provided convincing examples of metaphors identified in the political language of today's media. The main idea expressed by the above-mentioned linguists is that metaphors are organised in coherent and functional systems, which proves that they emerged from a conscious activity. The cognitive method allows the individualisation of some metaphoric structures on a large scale.

Keywords: The Cognitive Theory, conceptual system, structural, orientative, ontological.

Considerații asupra unor tipuri de jocuri de cuvinte în mass-media românească actuală

Daniela Răuțu

Conducător științific: prof. dr. Rodica Zafiu

CONSIDERATIONS ON SOME TYPES OF WORDPLAY IN CURRENT ROMANIAN MASS-MEDIA – Abstract

The article deals with the analysis of some playful, ludic language techniques often used in Romanian mass-media, especially after 1989. We are mainly interested in describing the mechanisms of playful language – at a formal and semantic level; at the same time, we discuss the role of wordplay in connection to the reader (receiver), the addressee (recipient) and the journalist's intention, which often involves humor, irony and aggression. Among the types of wordplay, analyzed and illustrated with numerous examples, we can mention: puns based on homonymy (homophones and homographs), paronymy, synonymy, antonymy, portmanteau words, humorous changes at graphical level, etc.

Keywords: wordplay, humor, puns, portmanteau words, graphic changes, playful language.

Presa feminină – influența factorilor pragmalingvistici

Oana Corina Troneci

Conducător științific: prof. dr. Adriana Stoichițoiu- Ichim

ROMANIAN WOMEN'S MAGAZINES – A PRAGMALINGUISTIC APPROACH – Abstract

In this paper, we propose a pragmalinguistic approach of the Romanian magazines aimed at a female audience. The choice of this area of press is motivated primarily by the wide audience among female readers (and hence the impact upon the current language). We propose a classification of these magazines based on pragmalinguistic factors such as: readers' age (magazines addressed to teenagers or magazines addressed to the ladies, including "glossy" magazines), economic status ("up-market"/ "middle market"/ "mass market" magazines), readers' concerns (magazines addressed to brides, mothers, etc.). There are also types of columns that are typical of this kind of magazines (columns on fashion, trends, accessories in the "glossy" magazines, or specialized columns in other magazines – about birth, wedding accessories, etc.)

Keywords: pragmalinguistic factor, glossy magazine, up-market magazines, middle-market magazines, mass market magazines, columns

Rolul figurilor retorice în editorialul politic

Georgiana Monica Tudorache (Cristache)

Conducător științific: prof. dr. Maria Cătănescu

THE ROLE OF RHETORICAL FIGURES IN THE EDITORIAL ON POLITICAL ISSUES – Abstract

The aim of this paper is to present the role of the rhetorical figures in the editorial on political issues. The analysis of each category of rhetorical figures enables us to observe their persuasive function and the fact that they act at the emotional level, aiming at capturing the reader's attention and transforming him/ her into a stable receiver. The editorials we analysed have a negative theme, showing disapproval, they are "against" the Boc government and the rhetorical figures used there are subordinated to those themes; that is why most of them are derogatory. In editorials, the current trend is to combine different original figures of speech and shocking constructions that are marked by the journalist's personality.

Keywords: rhetorical figures, persuasive function, derogatory, original.

Variația lingvistică în cadrul interviului de grup

Florentina Mazilu

Conducător științific: prof. dr. Mihai Dinu

LINGUISTIC VARIATION IN GROUP INTERVIEW – Abstract

The paper highlights the linguistic variations in group interviews. Two group discussions belonging to a market research project were studied and two dimensions were of interest: the diastratic and the diaphasic dimensions. The selection of the groups for this scientific research is based on the profile of the participants. The research clearly outlines the proximate genus and the specific difference between the two communication situations, by presenting all the relevant defining components. As expected, this study identifies and reports a series of linguistic differences. In addition, it provides an analysis of these elements via sociological research. Thus, it presents some clear efficiency indicators for this domain.

Keywords: linguistic variation, group interview, proximate genus, specific difference, moderator, respondents.

Contributions à l'étude de l'acte rituel de salutation en roumain

Ramona-Maria Necula (Zvirid)

Directeur de thèse: prof. univ. dr.Liliana Ionescu-Ruxăndoiu

CONTRIBUTIONS TO THE STUDY OF ROMANIAN GREETINGS – Abstract

The present paper discusses the special status of greetings among other expressive speech acts. The main issue concerns the particularities of Romanian greeting formulas, in a more general framework of politeness theory. Starting from a series of authentic interactions, we present a classification of conventional greeting formulas based on several criteria. The analysis also proposes a contrastive approach, in order to show possible similarities between Romanian, French, English and Spanish cultures regarding the use of certain greeting constructions. Finally, the article says a few words about current trends in Romanian greeting.

Keywords: speech acts theory, expressive speech acts, politeness, greeting formulas, sequential organization of interaction, communication styles, intercultural communication.

Scénarios impliqués par les discours d'entrée en course des présidentiables roumains

Maria-Anca Filip

Directeur de thèse: prof. dr. Rodica Zafiu

ON THE SCENARIOS INVOLVED BY THE PRESIDENTIAL CANDIDACY LAUNCHING ADDRESSES – Abstract

The discourse of the presidential candidates brings to the fore their personality and the way their *ethos* is achieved. Beginning from Aristotle, many studies (Plantin, Amossy) have discussed the concept of “orator’s ethos” and/or “prior ethos”. Analyzing the use of the personal pronouns, greeting formulas and the semantics of the tenses and verbs in the candidacy launching addresses, we shall identify a possible subcategorisation of *ethos* into “desired image”, “desirable image” and “achieved image”, which will trigger a modification of the “scenario” proposed by and through the discourse.

Keywords: ethos, discourse analysis, pragmatics, scenario

L'emploi des termes de parenté comme termes d'adresse

Andreea-Georgiana Şovar

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KINSHIP TERMS USED AS ADDRESSING TERMS – Abstract

Lots of cases show that kinship terms used as addressing terms sometimes lose their basic lexical component. They receive a phatic function in the communication, being seen as means of drawing attention or maintaining direct contact with the interlocutor. This loss is accompanied by a change of their morphological status. Kinship terms, originally nouns, can have an interjectional behaviour.

Keywords: literal address, fictitious address, inverse address.

A Cognitive Approach to Negative Structures: *not just and not only ...but also*

Elena Albu

Scientific coordinator: prof. dr. Liliana Ionescu-Ruxăndoiu

A COGNITIVE APPROACH TO NEGATIVE STRUCTURES: *NOT JUST AND NOT ONLY ...BUT ALSO* – Abstract

This paper focuses on the emphatic cumulative negative structure *not just* and the cumulative structure with negative form *not only...but also*. We approach them in the cognitive framework provided by Relevance Theory, claiming that these negative structures encode procedural information constraining the process of interpretation in accordance with the speakers' communicative intention, i.e. a procedure to the effect that the hearer is to correct a set of existing assumptions by contradicting and eliminating them.

Keywords: negation, Relevance Theory, procedural information, political discourse

Power Management Strategies in Focus Groups

Florentina Mazilu

Scientific coordinator: Prof. Dr. Mihai Dinu

POWER MANAGEMENT STRATEGIES IN FOCUS GROUPS – Abstract

The paper discusses power relations in group interviews. I propose an analysis of power, based on two different roles of power: institutional and opinion power. Using examples from several focus group interactions, I illustrate this model and demonstrate its viability. After having a consolidated model, the final part of the paper describes mechanisms for managing the power distribution by the moderator. The study proposes a bipolar model of power for relationships within focus group interaction. This has important implications for pragmatics, marketing research and sociology.

Keywords: focus group, interview, power, strategy, moderator, respondents

Polisemia unor anglicisme „la modă“ din argoul tinerilor

Mihaela Oană

Conducător științific: Adriana Stoichițoiu-Ichim

POLYSEMANTISM AND ANGLO-AMERICAN INFLUENCE IN THE “TRENDY” ROMANIAN ADOLESCENTS’ SLANG – Abstract

Anglomania or the excessive influence of the American English is yet another consequence of the globalization at work in the vast majority of today's societies.

In this work we chose to talk about some adjectives of the adolescents' slang, however, successfully used by other categories of speakers. In today's Romanian language, *cool*, *hot*, *crazy*, *ok* are used as polysemic words, unlike other Romanian terms borrowed from other languages, which are generally characterized by a unique meaning.

Keywords: anglomania, cool, crazy, hot, o.k., slang, polysemic words, polysemy

Aspecte morfosintactice și modalități de formare a anglicismelor din revistele pentru femei

Oana Corina Troneci

Conducător științific: prof. dr. Adriana Stoichițoiu- Ichim

MORPHO – SYNTACTIC ASPECTS AND LINGUISTIC MEANS OF CREATING ANGLICISMS IN WOMEN’S MAGAZINES – Abstract

In this paper, we intend to examine the main morphological aspects of anglicisms, as they appear in magazines aimed at a female audience: **morphological classes** the anglicisms fall into (nouns, adjectives, interjections, adverbs), **word formation** processes (compound nouns and adjectives, welded, idiomatic units, derived terms, etc.), classification under a certain gender (according to the English classification or according to its meaning in Romanian), number (with specific Romanian endings or with English endings), or syntactic phenomena (topical items, ellipses and truncations, etc.). In the process of anglicism assimilation, we identified two main directions (preserving the form of the source language or adapting it to the Romanian grammatical system), but also the existence of many fluctuant forms.

Keywords: anglicism, morphological class, assimilation.

Aspecte ludice ale variației unor expresii românești în *Academia Cațavencu* – studiu de caz

Daniela Răuțu

Conducător științific: prof. dr. Rodica Zafiu

PLAYFUL ASPECTS OF SOME ROMANIAN EXPRESSIONS IN *ACADEMIA CAȚAVENCU* – CASE STUDY – Abstract

The article deals with the formal and semantic changes, deliberately created, in a humorous, ludic way, at the level of some well-known expressions from current Romanian mass-media. Phraseological variations analyzed and illustrated with significant examples concern different types, which make use of: paronymy, (para)synonymy, antonymy, analogy, contamination, expansion, etc. We also try to establish, where possible, the origin of these initial models and the motivations that led to their creation.

Keywords: wordplay, expressions, expansion, contamination, analogy, antonyms, synonyms, paronyms, playful language.

Terminologia sociologică. Modalități de exprimare sintagmatică ale adjectivului *Social*

Cristina Niculescu-Ciocan

Conducător științific: prof. univ. dr. Angela Bidu-Vrănceanu

SOCIOLOGICAL TERMINOLOGY. SYNTAGMATA INCLUDING THE ADJECTIVE *SOCIAL* – Abstract

Sociological terminology became important in the 1840s and developed alongside sociology. The semantic analysis of sociological terms, from a **paradigmatic perspective**, includes: the examination of *lexicographic and terminological definitions*, which may lead to significant features of meaning, the examination of meaning resulting from specific semantic relations – polysemy, synonymy, antonymy, hyponymy, and semantic fields.

The syntagmatic analysis proves that terms are generally autonomous within dictionaries and seldom in texts. It recognizes the fact that **real terminology** is more important than **label terms**. This is why recent texts highlight the **semantic evolution** of various terms. As far as **interdisciplinarity** is concerned, the analyzed syntagmata also belong to the **economic** field (for instance: *social insurance, social contributions, social fund, social genocide, social indemnity*), to the **political** domain (*social exclusion, social bribery*) or to **law** (*social country*).

The syntagmatic expression is useful not only when it comes to semantic relations within a certain context (the sociological and economic semantic components), but also as far as terminological cohesion is concerned when speaking of terms.

Keywords: terminology, sociology, syntagmata, text, context.

Expressions de l'agressivité et de la vulgarité dans le langage de la presse roumaine actuelle (Constructions avec le verbe *brûler*)

Mihaela Oană

Directeur de thèse: prof. dr. Adriana Stoichițoiu-Ichim

EXPRESSIONS OF AGGRESSIVENESS AND VULGARITY IN THE LANGUAGE OF THE ROMANIAN ACTUAL PRESS (IDIOMS USING THE VERB „A ARDE “) – Abstract

The work starts from the assumption that today's media represents the most powerful voice of the aggressiveness through the transgression of the language norms or through the manner of expression (Valeria Guțu-Romalo 2005). Often, the press makes use of many terms from the youth's slang. Such is the case of the Romanian verb *a arde* (engl. *to burn*), which has recently created a rich variety of idioms, all of them being expressions of aggressiveness and vulgarity.

Keywords: aggressiveness, idioms, media, slang, vulgarity.

Means of Identifying Sociological Terms

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MEANS OF IDENTIFYING SOCIOLOGICAL TERMS – Abstract

Sociology is included in the category of social sciences, which is why it is highly important to make a clear distinction between sociology and all the other domains included under social sciences. Sociology mainly investigates the following aspects of social life: social actions, the social structure, social groups, social stratification and social classes, age categories, relations among various ethnic groups, races or nationalities, family, education, religion, culture, community life, deviance and changes within society.

The main sources when it comes to identifying sociological terms within the Romanian scientific field are the following: specialty dictionaries; general dictionaries; texts or national mass-media.

This paper aims at analyzing complex terms including “social” as a determinative: fixed or stable syntagmas: *social assistant, social home (shelter), social peace, social conflict, social indemnity, social grants, social insurance, social contributions*, unstable syntagmas: *social partners, social responsibility, social conflict, social investigation, social campaign, social fund, social life, social categories, social protection, social programs, social measures, social institutions, social exclusion*.

Key words: sociology, terminology, dictionaries, social

Un procedeu caracteristic scrierilor științifice: glosarea. Cu referire specială la *Hronicul vechimei a romano-moldo-vlahilor*

Monica Vasileanu

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MEANS OF LEXICAL INTEGRATION: GLOSSING. WITH SPECIAL REFERENCE TO *HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR* – Abstract

The present paper deals with the glosses in the first history treatise written in Romanian, *Hronicul vechimei a romano-moldo-vlahilor*. These structures can shed light on the status some words had in 18th century Romanian language, both from a diachronic and from a social and cultural point of view. In most of the situations I analysed, the gloss is a means of 'lexical integration': it explains a neologism or a special meaning of an older word, thus contributing to its being better understood and inserted in use. This is why I consider glosses a characteristic of scientific writing.

Keywords: gloss, neologism, general language, special language, scientific writing

Mărci ale evidențialității în limba română veche. Un caz special: prezumtivul introdus prin *să/cum să*

Sava Cristinel

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MARKERS OF EVIDENTIALITY IN OLD ROMANIAN. A SPECIAL CASE: THE PRESUMPTIVE MOOD INTRODUCED BY *SĂ/ CUM SĂ* – Abstract

In Romanian, there is not an evidential system in the narrow sense of the term, but presumptive mood has been considered an epistemic-evidential marker, a grammaticalized means of expressing this grammatical category. In old Romanian, in order to express the non-commitment to the truth of the information transmitted, the presumptive-subjunctive form is especially used; in the second half of the 18th century it is replaced by the presumptive forms, which are identical to the future and conditional ones. In this paper, we analyze the contexts in which this verbal form is used, as well as the verbal heads governing it and the conjunctions introducing it. The most frequently used conjunctions are *să* and *cum să*. *Că ... să* and *cum că ... să* are rarely used, when various elements of the subordinate are placed in focused position, between the two elements of the conjunction. At the end of the paper, we bring arguments in favour of the presumptive, and not subjunctive interpretation of the verbal forms

Keywords: presumptive, subjunctive, evidentiality, subordinating conjunctions, complementisers, old Romanian.

Trăsături ale construcțiilor pasive cu *a fi* și a celor reflexiv-pasive în româna veche

Denisa Delcă

Conducător științific: prof. dr. Gabriela Pană Dindelegan

FEATURES OF “BE” PASSIVE AND REFLEXIVE-PASSIVE CONSTRUCTIONS IN OLD ROMANIAN LANGUAGE –

Abstract

The article comprises a diachronic analysis of “be” passive and reflexive-passive constructions, focusing on establishing the frequency of the two structures in old Romanian language. The paper presents an inventory of “be” passive and reflexive-passive constructions; the data used are original old Romanian documents dating from the 16th to the 18th century. Moreover, the article describes examples of constructions with passive subject in old Romanian language and analyzes agents in “be” passive and reflexive-passive structures.

Keywords: “be” passive, reflexive-passive, passive subject, agent.

Folosirea numelor de rudenie ca substantive „nude“

Andreea-Georgiana Șovar

Conducător științific: Prof. dr. Gabriela Pană Dindelegan

KINSHIP NAMES USED AS INDEFINITE NOUNS – Abstract

At the beginning of the presentation I defined some theoretical concepts. The collocation “indefinite noun” refers to those nouns used without a determinative. Lacking a determinative, these nouns become semantic predicates which indicate properties of individuals or pluralities.

Keywords: indefinite nouns, semantic predicate, argument.

Conjunții specifice discursului raportat (DR) la Constantin Cantacuzino

Sava Cristinel

Conducător științific: Prof. dr. Gabriela Pană Dindelegan

REPORTED SPEECH CONJUNCTIONS IN CONSTANTIN CANTACUZINO'S ISTORIA ȚĂRÎI RUMÂNEȘTI – Abstract

The purpose of this article is to analyze the inventory of reported speech conjunctions in Constantin Cantacuzino's *Istoria Țării Rumânești*. We reached the conclusion that the inventory is richer than that of the contemporary Romanian and it encompasses the following conjunctions: *că, să, cum că, cum să, cum* („că”), *ca să, că ... să, de*. Unlike present Romanian, the conjunctions *cum că* and *cum să* can be split when elements from the subordinate are in a syntactically focused preverbal position. The word order follows mainly the rules of contemporary Romanian, and there are extremely rare situations where it is inverted, meaning the cited discourse is inserted in the citing discourse or preposed to it. The two phenomena – conjunction split and inverted word order – we believe are due to Latin influence.

Keywords: reported speech, indirect speech, cantacuzino, subordinating conjunctions, complementisers, word order, old Romanian.

O paralelă a structurilor pasive – Miron Costin și Ion Neculce

Denisa Delcă

Conducător științific: prof. dr. Gabriela Pană Dindelegan

A COMPARISON OF PASSIVE STRUCTURES USED BY MIRON COSTIN AND ION NECULCE – Abstract

The article presents a comparative analysis of “be” passive and reflexive-passive structures. The data used consists of the first one hundred pages of *Letopisețul Țării Moldovei de la Aaron-Vodă încoace*, by Miron Costin, and *Letopisețul Țării Moldovei de la Dabija-Vodă pînă la a doua domnie a lui Constantin Mavrocordat*, by Ion Neculce.

At the end of the analysis, no major differences could be identified when comparing the “be” passive and reflexive-passive structures from the data mentioned above.

Throughout the data, the passive subject is placed before or after the verb and between “be” and the past participle. For reflexive-passive structures, the subject is usually placed after the verb. Nevertheless, the agent is rarely present in the analyzed data and, in most cases, it is preceded by preposition „de“.

Keywords: “be” passive, reflexive-passive, passive subject, agent.

Everyday Language – A Source of Historical Terminology. With Reference to *Hronicul vechimei a romano-moldo-vlahilor*

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EVERYDAY LANGUAGE – A SOURCE OF HISTORICAL TERMINOLOGY. WITH SPECIAL REFERENCE TO HRONICUL VECHIMEI A ROMANO-MOLDO-VLAHILOR – Abstract

Hronicul vechimei a romano-moldo-vlahilor is the first history treatise written in Romanian. Thus, its author, Dimitrie Cantemir, had to create the scientific language of this discipline. One of the sources he found for historical terminology is everyday language. In the present article I analyse a few examples of words migrating from general language to special language (of politics, administration, theology and, at the same time, of history), the semantic changes they undergo, and the models of these changes.

Keywords: everyday language, special language, term, terminology, scientific writing