LA RADIO ITALIANA E LA SUA IMPORTANZA LINGUISTICA

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ABSTRACT

The paper presents the importance of the radio in broadcasting the Italian language among the Italian population, that was predominantly dialectophone and illiterate at the beginning of the twentieth century. Standard Italian, spoken only in Toscany, was the privilege of the upper classes of society. The press, the radio and later, television were and still are means of linguistic unification. In radio communication the direct interaction between emitter and receiver is absent, typical of mass communication, any visual support is also absent, and thus, all these aspects had a decisive role in standardizing the spoken language through the radio, both from the lexical, phonetic and morphosyntactic points of view. The radio is the mirror of regional and social stratification, functioning for 86 years as a school of Italian language.

Key words: radio, Italian, broadcasting the Italian language

NEOLOGIE DE SENS ÎN ROMÂNA ACTUALĂ

Gabriela BIRIŞ

ABSTRACT

While the neologisms of English origin have been the focus of several studies in Romanian linguistics, little effort has been devoted so far to the study of lexical semantic loans registered in the last decade. This paper provides brief considerations on this topic, with particular attention to words of Latin and

Romance origin adopted initially in the 19th century with certain meanings by means of French which have recently reentered Romanian with new and "unexpected" meanings due to the influence of English. The difficulty to predict a future transfer of these words from the intensive use in newspaper articles to all language registers has restricted their status to accidental occurrences.

VERBE CARE EXPRIMĂ INTERVENȚIA OMULUI ASUPRA PĂDURII

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ABSTRACT

In this paper we discuss a particular lexical aspect of the Romanian forest terminology, namely the verbs indicating man's action upon the forest. We analyze two linguistic maps – one in the Romanian Linguistic Atlas and the other in the New Regional Linguistic Atlas of Romania. We discuss the etymological aspect, as well as the geographical spread of these verbs, and draw some important historical conclusions.

PRENUMELE FEMININE – REPERE LOCALE ŞI SOCIALE ÎN TOPONIMIA DIN OLTENIA

Iustina BURCI

ABSTRACT

Most place names, derived from anthroponyms, have a masculine form. This thing can be explained if we take into account the central role played by men in family life and in society. Only in their absence (as a result of decease, army, etc., generally speaking, of their prolonged absence from home), or when a man entered, by marriage, into a woman's household, this time, was the whole family referred to by the latter's name.

This paper attempts to trace the extent to which feminine first names belong to Oltenian toponyms.

Key words: feminine first names, transfer, toponymy

HYPO/HYPER/CO-DISCOURS: TROIS PLANS DISCURSIFS DE L'ÉTYMOLOGIE SOCIALE

Cecilia CONDEI

ABSTRACT

Our contribution is the result of a recent orientation which allows several answers to the questions concerning the source and the origin of the sense of the words, on the referents, the evolution according to the addressees, etc. A problem aiming at the speech of the dictionaries cannot avoid the social factor, what will make us envisage three discursive basic plans:

- the hypo-discourse, to follow the collection of the origins (background) and the evolutions of the words,

- the co-discourse, on which we are going to insist given its structure which combines several statements relatives,

- the hyper-discourse, the sector which exploits "the senses built by the words put in text".

Key words: hypo-discourse, co-discourse, hyper-discourse

TERMENI ENTOPICI ÎN STRUCTURILE TOPONIMICE DIN ȚINUTUL DORNELOR

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ABSTRACT

This study, with theoretical and applicative character, offers a definition of the term entopic, in general, and a definition of existing appellatives from Dorna area, which constitutes the basis of some toponyms. Due to the fact that originally, most toponyms are common names, identifying themselves with the entopic from which they were formed, but which in time, because of the need for a specialized use, received distinguishing features losing so the "pre-toponymic and firsttoponymic meaning" and fitting thus in the new class of topic names that no longer refer to a class of objects, but to a single object, different from entopic, highlighted the relation existing between the topic name and appellation at the basis of its formation.

Key words: entopic (appellation), common name, proper name

QUELQUES LEXÈMES EN VOYAGE (TRAJET FRANÇAIS - ANGLAIS - ROUMAIN)

Adriana COSTĂCHESCU

ABSTRACT

This paper investigates the situation of some French words that were borrowed both by English and Romanian. Several cases were found: (i) every

target language partially took over the etymological sense (words like *toupet* or *mansarde*); (ii) old French words frequently introduced into English from Anglo-Norman underwent important semantic developments being reintroduced into French with new significations and later entering Romanian with the same new senses (e.g. *penalti*, *corner*); (iii) certain words of French origin both in English and in Romanian took over in Romanian new senses from English (for example, *caserolă*, *aplica*, *a (se) califica*). The phenomenon is due to Romania's taking over a cultural and economic capitalist model through English.

Key words: lexical borrowing, semantic calque, resemantization

ÉTUDE LEXICOGRAPHIQUE ET SÉMANTIQUE DU GALLICISME *MARCHIZ,-Ă* EN ROUMAIN ACTUEL

Daniela DINCĂ

ABSTRACT

Lexical borrowings represent a fruitful domain of research which presupposes the contact among several linguistic systems, cultures, and spiritual identities. Although there are many studies focused on lexical loans, the semantic aspect has been, somehow, neglected. The present paper starts from the word, *marquis, marquise,* a word with many cultural connotations, and aims at a lexicographic and semantic description from a diachronic perspective, both in the source language (French) and in the target language (Romanian). From the semantic perspective, we can note three distinct categories: 1. the French meaning is preserved without other changes; 2. the French meaning is preserved with some semantic innovations; 3. French meanings which cannot be found in Romanian.

Key words: Gallicism, meaning, lexicography

„TÂLHARI" ŞI „HOŢI" – ASPECTE ALE TRADUCERII

ÎN PIESA *DIEBE* DE DEA LOHER

Cosmin DRAGOSTE

ABSTRACT

This paper analyses some of the difficulties in the translation of the Dea Loher's play *Diebe* into Romanian. We talk about lexical, semantic, textual and contextual difficulties. Efforts have been made to construct a unitary translation, eluding several differences and accounting for various gaps of Romanian in comparison to German.

Key-words: German, Romanian language, translate

IDENTITATE ŞI NUME PROPRIU ÎN ROMANUL *PUPA RUSSA*, DE GHEORGHE CRĂCIUN

Ilona DUŢĂ

ABSTRACT

Developed in correlation with the problematics of identity, the problematics of the proper noun of the novel "Pupa Russa" by Gheorghe Crăciun sets into crisis fundamental categories such as those of language, reality, subjectivity.

Subject to some strategies of deconstruction, the proper noun is semiotically decomposed, its relation being problematized with the referent, with the bearing subject, with its own semantic and phonetic body.

Key words: identity, proper noun, reference

CAMBIAMENTI DI NOME IN AMBITO RELIGIOSO

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ABSTRACT

The present paper is related to a previous study devoted to the process and the criteria for electing a new Pope and mostly for changing his name. This time our attention is focused on the Romanian religious background in matters of changing names when entering the church. We have presented both differences and similarities of this complex procedure as well as the reasons that sustain this important choice.

Key words: religious context, proper noun, changing name

EVOLUȚIA SEMANTICĂ A CUVÂNTULUI *CAP* ÎN LOCUȚIUNI ȘI EXPRESII

Michaela LIVESCU

ABSTRACT

The paper interprets the rich lexical material offered by the syntagms (with different morphological values) in which the inherited word *cap* occurs and it attempts to discover and hierarchize the semantic evolutions of the term.

Key words: *cap (head)*, semantic evolution, syntagm

ANALIZA PRAGMATICĂ A UNUI TEXT LITERAR

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ABSTRACT

Erotic literary discourse is, generally speaking, included by literary criticism among "pariah" texts of world literature, being reproached for lack of profundity and subtlety. Nevertheless, this type of literature is known to have been practiced by great world writers, "relished" by any type of reader, covering many redpencilled pages of literary masterpieces highly appreciated worldwide. Our paper constructs a model of pragmatic analysis of an erotic literary text, thus aiming to highlight discursive features that could establish a theoretical framework of erotic literary discourse.

Key words: erotic, pragmatic analysis, discursive construction

„GERMINARE" ANAFORICĂ, PARALELISM, PROGRESIE TEMATICĂ LINIARĂ. CU REFERIRE LA SINTAXA POEZIEI OPTZECISTE∗

Emilia PARPALĂ

ABSTRACT

This article examines the rhetorical values of the syntactic patterns thematized by the Romanian poets of the eighties: the (non-)dependency between the structural and the semantic level, the parody of some modern stylistic choices and the relation between word order - world structure, and the reader's implication. The syntax of the eighties vacillates between a baroque syntax of similitude and a minimalist syntax of juxtaposition. Anaphoric „germination", parallelisms and linear thematic progression highlights the self-generating potentialities of poetic paradigms.

The syntactic deconstruction of words and utterances, the pragmatics of such syntactic devices as punctuation, enjambment, parenthesis, apposition, typography will be approached in the second part of our research.

LE CENTON, LA SATIRE MÉNIPPÉE ET LE COLLAGE, REPÈRES ARCHITEXTUELS DANS LE POSTMODERNISME ROUMAIN

Carmen POPESCU

ABSTRACT

Starting from the commonplace that postmodernism challenges standard generic distinctions, I argue that the cento (a type of quotational genre inherited from Late Antiquity), the Menippean satire and the collage (with another surrealist version called "cadavre exquis") are three architextual components of Simona Popescu's heteroclite opus called *Green Care Works or My Plea for Poetry* (2006). All these three sub-genres are intertextual and interdiscursive configurations, generating dialogism and polyphony.

In my article, the issue of genre is approached mainly from a pragmatic perspective. In Simona Popescu's book, the reader is invited to recognize and enjoy the profusion of intertextual devices displayed by her (meta)poetic postmodern experiment.

Key words: architext/genre, collage, postmodernism

LE DESTINATAIRE-SPECTATEUR, *TERRA INCOGNITA* DU THÉÂTRE DE (TECHNO-)SCIENCES CONTEMPORAIN

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ABSTRACT

The science theater is a sign of our technoscientific era, since the 1970's: the list of theater plays dealing with technosciences has been on the increase, a trend going with new worldwide relationships and breaking-off Society is having with the so-called technosciences. So it implies to question models underlying research on popularization of sciences and the relations between science and society. Considering the theater audience's specific status, such plays raise new issues and allow us to understand how the general public of popularization could turn into social actors of these technosciences.

Key words: popularization of technosciences, general public, engaging Communication

CONSIDÉRATIONS SUR L'INFLUENCE DE LA LANGUE FRANÇAISE SUR LE LEXIQUE DE LA LANGUE ROUMAINE

Gabriela SCURTU

ABSTRACT

The conclusions of the analysis presented in the paper mainly refer to the following aspects: (i) the re-assertion of the qualitative and quantitative importance of the French lexical element for the enrichment and modernization of the Romanian vocabulary; (ii) the role of French as an intermediary language for words of non-French origin, scholary Latin words in particular; (iii) the many-sided forms of the French influence; (iv) the correlation of the linguistic theory with the

lexicographic activity, particulary in difficult cases like the multiple or controversial etymology words which may be taken either as internal wordformation or as borrowings.

ALCUNE OSSERVAZIONI SULLA CORTESIA LINGUISTICA NELLA LETTERA COMMERCIALE ITALIANA E ROMENA

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ABSTRACT

This paper deals with semantic and formal differences between forms of address in Italian and Romanian commercial letters. The paper also suggests that the cultural and etymological approach should be taken into consideration for a better understanding of these stereotyped formulas.

ZWEI DIALEKTREGIONEN: PFÄLZISCH UND RHEINISCH

Emilia ŞTEFAN

ABSTRACT

In Germany people speak similarly, yet differently. The literary language is accompanied by many slang forms, as well as by linguistic dialectal forms, which

are regionally linked, lead an independent life and even influence the literary language. The two dialectal regions presented in this paper, the Palatine and the Rhenish dialect belong to the same dialectal space, Middle German and present numerous common lexical and phonetic features, as well as differences in pronunciation and vocabulary (words having a French influence can be found in the Palatine dialect).

Key words: dialectal group, the Palatine dialect, the Rhenish dialect

LA COMMUNICATION NON VERBALE DANS LA CLASSE DE FLE

Cristiana-Nicola TEODORESCU

ABSTRACT

The article proposes an analysis of the non-verbal behaviour of FFL teachers in a Romanian national college. It deals with the gestual and proxemic components, as the author proposes a description of teaching gestures and teaching proxemy, in close connection to the students' learning level. The conclusion of this analysis insists on the fact that the non-verbal behaviour of the teacher influences the students' learning level, playing a fundamental part in teaching interaction.

Key words: didactic gestuality, didactic proxemy, teaching communication Agreement

A MULTISIDED PERSPECTIVE OF LEGAL TRANSLATION

Titela VÎLCEANU

ABSTRACT

The paper focuses on the development of legal translation competence, on the conceptualization of legal language and legal translation from a multisided perspective. The pragmatic-functional approach prevails when mapping the theoretical framework to the quality assurance standards imposed by policy makers and by the labour market. Hence, legal translation is multilayered, in compliance with EN 15038, published by the European Committee for Standardization, and with the EMT 2009 guidelines.

Key words: legal language, legal translation, legal translation competence

LINGUISTIC AND DIDACTIC PROBLEMS OF TRANSLATION IN KAZAKHSTAN

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ABSTRACT

This paper deals with problems of teaching and translation in Kazakhstan and proposes several means for solving such problems. It describes the experience of the author in the creation of methodological literature in the field of translation and intercultural communication for the Kazakh students, it describes the structure and the contents of the manual on translation theory. This issue is very important in today's Kazakhstan, taking into account the necessity to approach the training of translation teachers.

Key words: teaching, translation, Kazakh

LA JERGA TAURINA EN EL ESPAÑOL

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ABSTRACT

This paper makes a brief analysis of the influence which the specialized language of bullfighting has had along the years upon common Spanish vocabulary. Due to the considerable importance of this popular tradition in Spanish society, a great number of words and expressions from this area have become widely used in daily conversations. In this respect, we have gathered some of the most commonly used terms, classified them in thematic groups and explained their use both in specialized context and in general language.

Key words: bullfighting, vocabulary, specialized use

DIFFERENCES IN THE SOUTH DIALECTS
OF MACEDONIAN LANGUAGE

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ABSTRACT

The dialects in every language are very important because they are the soul of the language; if they don't exist, it means that language doesn't exist either. The South Macedonian dialects represent a part of the other dialects. Their characteristics as the Old Slavic * ж > a, ă; *r >ap, ăp; *l> ăл, ал, are the proof for the differentiation of Macedonian language from the Old Slavic language and also the proof for the existing Macedonian minority in the region of Aegean part of Macedonia who are still speaking this dialect nowadays.

Key words: Macedonian dialects, differences, typical characteristics

I DUE PUNTI NELL'INDIRETTO
LIBERO BASSANIANO

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ABSTRACT

In achieving indirect speech, a few graphic elements have a very special function: that of indicating the appearance of some discursive values different from those achieved if the words belonged to narration proper. Some punctuation marks (colon, suspension points, hyphen, dash, parentheses) acquire the function of encoding the written message, immediately indicate the character of the discourses that contain a particular person's reflection or other people's reflection.

Key words: free indirect speech, punctuation, personages

OPINII ÎN LINGVISTICA ROMÂNEASCĂ ŞI
INTERNAŢIONALĂ CU PRIVIRE LA
NECESARUL NEOLOGIC

Oana BADEA

ABSTRACT

There are both objective factors (of a linguistic nature) and subjective ones (of a socio-cultural nature) in adopting a neologism. Nevertheless, the presence of an important number of archaic words in general language dictionaries, together with the linguists' preoccupation with avoiding, within limits, the excessive

adoption of neologisms, or, at least, with curbing their harmful expansion, represent means of action that have been taken into consideration on numerous occasions.

MODALITATEA EPISTEMICĂ ÎN POSTMODERNISM (POEZIA MARIANEI MARIN)

Irina Janina BONCEA

ABSTRACT

This paper attempts to undertake an analysis of epistemic modality in the postmodernist poetry of Mariana Marin. The first section of the paper sets a few theoretical milestones in the attempt to capture the key features of epistemic modality and, at the same time, approaches modality historically. In the second section, emphasis is set on decomposing epistemic modality in various instances that are to be found under the form of auctorial attitudes and voices in Mariana Marin's 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.

SYNTACTIC RELATIONS VERSUS SEMANTIC ROLES WITHIN RELATIONAL FRAMEWORK

Mădălina CERBAN

ABSTRACT

The paper is structured into two parts: the first part discusses the syntactic relations in sentence, while the second part presents the most important types of semantic roles, pointing out that the number of these semantic roles is much larger than the one of syntactic roles. We analyse the most important levels of generality with respect to semantic roles, namely verb-specific semantic roles, thematic relations and grammatical relations, paying attention to the overlapping of these levels.

¿HAY CREATIVIDAD EN LAS EXPRESIONES FIJAS?

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ABSTRACT

It is considered that fixed expressions belong to the nucleus of phraseology because they meet certain phraseological conditions: they are polylexical, idiomatic and fixed (which cannot be moved, which is not changed, does not vary; which is not decomposed and is hardly eliminated). In order to understand the creativity of these fixed expressions we must specify that it is manifested in combination with their degree of fixity. This fact includes semantic, lexical and syntactic aspects

VOX PASSIONUM (ECHIVALAREA ŞI ANTONIMIA PENTRU EXPRIMAREA AFECTELOR) ÎN VERSIUNEA LATINĂ A TRATATULUI DESCARTIAN *PASSIONES ANIMAE*

Ioana-Rucsandra DASCĂLU

ABSTRACT

This study of Latin lexicology deals with synthems (a concept recently introduced in the linguistics of classical languages) as they occur in the Latin translation of René Descartes' text. Beginning with the central term, *passio, onis*, words will be discussed according to their origin, their formation and the manner Descartes defined notions by explanations or by antonymy. Another important point is the influences Seneca's philosophy exerted on the French philosopher's ideas and on his Latin language, stressing the words and the metaphors that survived in time from the extraordinary work of thought and education of the ancient philosopher.

Key words: Word formation (synthems), Seneca's influence, methods of defining philosophical terms

EVOLUȚII SEMANTICE ALE UNOR CUVINTE ÎMPRUMUTATE DIN LIMBA FRANCEZĂ ÎN LIMBA ROMÂNĂ

Ramona DRAGOSTE

ABSTRACT

The paper deals with the evolution of several words borrowed by the Romanian language from French. Semantic extensions, restrictions of the sphere of meanings, extra-linguistic elements influencing the evolution of these words in Romanian are analysed. Due to this analysis, we can observe non-linear routes of evolution of such words borrowed by Romanian from French.

ESTRATEGIAS EN LA TRADUCCIÓN DE LAS UNIDADES FRASEOLÓGICAS

Oana-Adriana DUȚĂ

ABSTRACT

This paper deals with the various strategies of translation used in the case of idiomatic expressions. We have chosen for this purpose the novel "Pantaleón y las visitadoras", by Mario Vargas Llosa, translated into Romanian by Mihai Cantuniari. By means of a comparative analysis of the two versions, the Spanish language original and the Romanian translation, we shall explain and comment on the techniques of translation used for idiomatic expressions.

Key words: translation, idiomatic expressions, strategies

ÎMPRUMUT ŞI CREATIVITATE LEXICALĂ ÎN ROMÂNA ACTUALĂ: *BRAND* ŞI FAMILIA LEXICALĂ

Alina GIOROCEANU

ABSTRACT

The word *brand,* with an English etymon, is widely utilized in contemporary Romanian. The features of the term are TRADEMARK, NOTORIETY, and PLUS VALUE and permit a metaphorical use in informal discourses. The lexical success of the term is quantified in the great number of derivatives, verbal and nominal, identified in present-day texts (*a branda, a brăndui, brandare, brănduire /*

branduire, brănduitor, rebranda, debranda, nebrandat/nebrănduit etc.). This is the reason why the Romanian dictionaries should include the word *brand* and some of its derivatives.

Key words: borrowing, *brand, brander*

L'ACQUISIZIONE DELL'ITALIANO DA PARTE DI APPRENDENTI ALBANESI IN CONTESTI NON GUIDATI. L'ERRORE LINGUISTICO

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ABSTRACT

A very interesting phenomenon for the acquisition of L2, both from the linguistic and sociolinguistic point of view is represented by the influence of the mass media. These are often considered useful for teaching foreign languages, but are seldom taken into consideration as instruments by means of which L2 can be acquired directly, that is, without guided teaching.

Key words: L2 Italian, Albanian pupils, linguistic error

L'INFINITO CON IL SOGGETTO ESPRESSO O LE COSTRUZIONI ASSOLUTE IN ITALIANO E ROMENO

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ABSTRACT

The infinitival absolute constructions occur both in Romanian and Italian. This paper has attempted to point out similarities (the expressed subject of the structure) and differences (specific verbs, specific prepositions, word order, etc.) between the two languages regarding these constructions.

Key words: absolute constructions, the infinitive with expressed subject, control

THE SUBTLE INTERPLAY OF SYNTAX AND SEMANTICS IN PASSIVE-LIKE CONSTRUCTIONS

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ABSTRACT

Discrepancy of opinions on the issue at stake is most probably due to the fact that analyses of such cases are cast in terms of different, sometimes even opposite, sets of typological parameters, i.e. either theoretically or pragmatically based ones. After a brief survey of 'intransitive passives', the author of the present contribution goes with a fine tooth-comb through 'superficial' passives, in the middle section, and the so-called 'pseudo-passives', in the final one.

A more thorough investigation, which the author conducts, of the semantic roles that can be attached to perjects, shows the syntactic valency of dualtransitivity verbs like *blow* or *drown* ranging over a fairly wide spectrum, from *bona fide* intransitives to *bona fide* passives.

As for 'pseudo-passives', where the main discriminating factor is degree of cohesiveness between verb and preposition, the corroborating evidence amassed induces the author to view them not as merely resembling passives but rather as genuine representatives thereof.

Key words: voice chameleonism, superficial passives, semantico-pragmatic constraints

REPREZENTAREA SEMANTICĂ A LEXEMULUI *NAS* ÎN LIMBA ROMÂNĂ CURENTĂ ACTUALĂ

Dorina PĂNCULESCU
Ilona BĂDESCU

ABSTRACT

This research is included in the present-day trend of lexical semantics aiming, as a result of the analysis, to offer a conceptual representation of organizing the lexis of a language, understood as a structured and structurable system. We propose here the complete semantic description of the polysemantic lexeme *nas* (nose), from the field of names of body parts, considering that contextual, syntagmatic senses should be included in the description, as well. Our purpose is to carry out both a refinement of the theoretical framework, enabling a conceptual description of the lexis of Romanian and a subsequent comparison with informatized means of some lexico-semantic areas from several languages.

Key words: semantic representation, polysemantic, differential semantics

LA COSTRUZIONE ITALIANA *FARE CON L'INFINITO* E LE MODALITÀ DELLA SUA TRADUZIONE IN ROMENO

Elena PÎRVU

ABSTRACT

The paper discusses and presents the means by which the Italian construction *fare with the infinitive* can be translated into Romanian. On the basis of the examples submitted to the analysis, it results that the Italian construction *fare with the infinitive,* which behaves like a constituent, can be translated into Romanian either by an analytical causative construction (formed by means of a causative verb + a verb in the subjunctive or by a causative verb + an adjective with the function of a predicative) or by a synthetic construction, that is, a single verb.

Key words: *fare with the infinitive*, Italian, Romanian

CÂTEVA OBSERVAȚII CU PRIVIRE LA SEMANTISMUL UNOR ÎMPRUMUTURI LEXICALE DE ORIGINE FRANCEZĂ DIN LIMBA ROMÂNĂ

Mihaela POPESCU

ABSTRACT

Regarded from a semantic-pragmatic perspective, lexical borrowing reveals itself as a social-cultural marker which reflects the social, political and cultural changes in the life of a community at a certain given moment; it is an indicator of the universe of mental attitudes or an axiological distinctive element between languages (cf. Arrivé *et al*. 1986: 244-252). The semantic-pragmatic value of the lexical borrowing is best emphasized by „meaning neologisms". In this paper, we aim to illustrate the phenomenon of neologism creation at semantic level in the specific area of borrowings of French origin that are found in contemporary Romanian language, exemplifying two major semantic types resulted by: (1) the total or partial conservation of meaning/meanings of the French etymon; (2) semantic innovations operated in Romanian, such as: (a) the specialization of meaning in relation to the etymon; (b) semantic extensions; (c) development of the meaning by metaphorical or connotative transfer.

Key words: lexical creativity, semantic changes, lexical borrowing of French origin

LIMBAJUL AUDIOVIZUAL ŞI TENTAŢIA HIPERTEXTULUI

Gabriela RUSU-PĂSĂRIN

ABSTRACT

Audio-visual speech is used in a new space, that of hypermedia. Radio and television programmes are persuasive mediatic products. Relays represent a new means of communication that function on the principles of interactivity, hypertext and virtuality. The possibility of selecting the elements of cultural manifestations, of combining them is represented by hypertext. The receptor becomes a "navigator". That is why the correct use of language is a prerequisite, and the educational-cultural function becomes a priority.

Key words: hypertextuality, hypermedia, interactivity

ŞCOALA ARDELEANĂ. ASPECTS OF BIOLOGY TERMINOLOGY

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ABSTRACT

The texts of science popularization elaborated by the Transylvanian scholars present a high amount of specific terms in various fields of science. The aim of this study is to investigate the field of biology (botany and zoology). In order to present the biological terminology, we have established and analyzed four lexical

categories: lexical borrowings, loan-translations, translations (compound words, syntagms, periphrases) and old, traditional terms. It also presents a high weight of synonymic series, made up of two or more synonyms.

ANGLICISME-NUME NOI DE OCUPAȚII ÎN LIMBA ROMÂNĂ

Laura TRĂISTARU

ABSTRACT

Alongside globalization, a number of new English borrowings have been introduced into Romanian, in all fields, including occupational names. This paper attempts to analyse, from a semantic point of view, a few new terms, occupational names, recently introduced into Romanian. Some of these recent terms circulate in the press and are frequently used by the public on a large scale.

SEMANTIC TRANSPARENCY AND OPACITY IN FIXED EXPRESSIONS

Ana-Maria TRANTESCU

ABSTRACT

The paper focuses on the problems of semantic transparency and opacity in fixed expressions, particularly in collocations and idioms.

There are degrees of semantic transparency in collocations. Collocations are perceived as being semantically transparent. Yet, this cannot be taken to imply that their meaning is always a compositional function of the meanings of their constituents.

On the other hand, recurrent semantic contrast does not mean that all idioms are equally difficult to decode. Idioms show different degrees of ambiguity, of semantic opacity. Knowledge of the world will play a part in the degree to which speakers feel idioms to be opaque.

Key words: collocations, idioms, semantic transparency and semantic opacity