

ELEMENTI DEITTICI NEL DISCORSO RELIGIOSO ITALIANO

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

ABSTRACT

The article presents deictic, personal, spatial, temporal and descriptive elements in Catholic religious discourse. The Homily prepared by Pope Francis on Palm Sunday is examined, with a focus on personal deixis, the use of personal, demonstrative, possessive pronouns in the Pope's discourse, which encode the participants' role in the verbal interaction, along with a general linguistic analysis.

Key words: deictic, homily, religious discourse

NOM DE COULEUR, NOM DE QUALITÉ ?

Cécilia BERNEZ
Université Otto-von-Guericke Magdebourg
celiab@gmx.net

ABSTRACT

In this article it will be shown that, on the contrary to what is generally admitted, colors are not handled in the language like a quality. First, with regard to the definition of quality, as an abstract noun, we will justify our position by comparing the two types of lexical units from a syntactic and semantic perspective. Thereafter, the reasons of this particular treatment will be presented. Through the analysis of the behaviour of chromatic adjectives in combination with the adverb *très*, we will emphasize that chromatic terms (in contrast to qualities) accept two interpretations, either qualitative or quantitative, which definitively distinguishes them from quality nouns.

Key words: Name of color, Name of quality, Comparative analysis

DENUMIRI DE BĂNCI OLTENEȘTI ÎN PRIMA JUMĂTATE A SECOLULUI AL XX-LEA

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

ABSTRACT

The hereby article describes names of banks that were operational in Oltenia in the first half of the 20th century. It was a period when the entire Romanian system of denomination was placed at the border between popular and official – the name-coded message was still well understood by recipients – and the nomenclature of banking institutions is aligned to the characteristics of those times, as shown by the quoted examples. Credit companies especially chose names including clear messages – directed either to human sensitivity (*Crinul – Lily, Florile – Flowers, Stejarul – Oak Tree*, etc.), either to the conscience of individuals who were frequently affected by hardships and social injustice (*Asigurarea Viitorului – Insurance for the Future, Sprijinul Bătrâneților – Support for Old Age, Speranța – Hope, Ruina Cămătarilor – The Ruin of Pawnbrokers*, etc.).

Key words: names, banks, Oltenia

IL PROBLEMA DELL’“USO” E DELLA SUA AMPIEZZA DI CAMPO. UNA NOTA SULLA RELAZIONE MANZONI – ASCOLI

Marco CARMELLO
Università Complutense di Madrid
macarmel@filol.ucm.es

ABSTRACT

The aim of this article is to analyze how the concept of linguistic use permits to define the thought of Alessandro Manzoni and Graziadio Isaia Ascoli about the problem of the linguistic unification in the Italian 19th century. The article tries to demonstrate that different manners to represent and conceptualize the complex geo-linguistic situation of Italy entail different approaches in linguistic policy. Therefore the reconstruction of the Manzoni - Ascoli debate gives us an interesting outlook on the roots of the puzzle of the linguistic unification in modern Italy.

Key words: linguistic use, sociolinguistics, history of Italian language

LES GALLICISMES DU ROUMAIN: DE ÉTYMOLOGIE UNIQUE À L'ÉTYMOLOGIE MULTIPLE

Daniela DINCĂ – Mihaela POPESCU
Université de Craiova, Roumanie
danadinca@yahoo.fr
cecilia99_ro@yahoo.com

ABSTRACT

Taking as a starting point the etymological definition of words borrowed from French, this paper aims to illustrate the difficulties encountered in determining the etymology, either unique or multiple, for a corpus of words beginning with letter A of two lexicographic sources (DILF and DELR). At the same time, the parallel analysis of both dictionaries will allow us to present the differences in the methodological structuring and etymological definition of French-origin words according to the various linguistic and extra-linguistic factors considered by lexicographers.

Key words: gallicism, single etymology, multiple external etymology

ASPECTOS DE SEMÁNTICA COGNITIVA EN EL ANÁLISIS DE EXPRESIONES IDIOMÁTICAS

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

ABSTRACT

Although structuralism classified idioms as arbitrary, non-motivated combinations, whose meaning could not be decrypted based on their components, cognitive linguistics shows that there are some transparency factors, some motivation models that operate as semantic universals. The most relevant mechanism is conceptual metaphor. Two significant categories of conceptual metaphors, i.e. orientational metaphors and structural metaphors, are presented in the hereby paper starting from a corpus of 195 Spanish idioms including names of body parts and their Romanian equivalents.

Key words: conceptual metaphor, orientational metaphor, structural metaphor

ASPETTI E DINAMICHE DELLA GLOCALIZZAZIONE LINGUISTICA NELLA TRADUZIONE. UNA CONTESTUALIZZAZIONE RAPPRESENTATA DALLA TRADUZIONE IN ITALIANO DELL'INNO DELLA SQUADRA DI CALCIO LIVERPOOL

Nicola GUERRA
Università di Turku, Finlandia
nicola.guerra@utu.fi

ABSTRACT

This article focuses on the dynamics of linguistic glocalization in the context of the speech community of football supporters. It presents a translation in Italian of Liverpool football club's hymn, *You'll never walk alone*. The conceptual problems of translating a football hymn have been examined and three different levels of translation presented: a first literal version of the translation adherent to content and meaning; a second version reproducing the rhyme scheme; and a final version taking into consideration the language dynamics of the speech community of football supporters.

Key words: translation, subcultures, football

GLI IMMIGRATI ALBANESI TRA LINGUA E CULTURA ITALIANA

Aterda LIKA – Eliana LAÇEJ
Università “Luigj Gurakuqi” di Scutari
a_zaganjori@yahoo.it
elacej2000@yahoo.it

ABSTRACT

After the emigration of many Albanian people in Italy, all of them had been faced with a foreign language and culture, which had to be acquired in accordance with different goals everyone had set. In this paper, there are a lot of issues which are related to the relationship that an Albanian speaker creates with the Italian language. This paper also deals with the social and cultural integration of Albanian emigrants and the risk of the Albanian language loss by these emigrants' children.

Key words: communication, integration, language

SEMANTIC ROLES AND LEXICAL ASPECT CONTRASTIVELY VIEWED IN ENGLISH, GERMAN, ITALIAN, ROMANIAN AND SPANISH FUNCTION VERB PHRASES

Gina MĂCIUCĂ
“Ștefan cel Mare” University, Suceava
ginamaciuca@litere.usv.ro

ABSTRACT

The author of the present contribution zooms in on various semantic relationships obtaining within function verb phrases (FVPs).

Though definitely the tracer of the overall meaning of FVPs, function nouns are shown to widely vary the amount of semes contributed, from almost hundred percent when combining with *bona fide* central function verbs to half the amount when joining marginal ones.

Key words: function verb phrase, semantic role, *Aktionsart*

DIACHRONIC TOPONOMASTICS AND ETYMOLOGY: EPISTEMOLOGICAL PROPOSALS ACCORDING TO THE NEW CONVERGENCE THEORY¹

Francesco PERONO CACCIAFOCO
Nanyang Technological University (NTU), Singapore
fcacciafoco@ntu.edu.sg

ABSTRACT

This paper introduces the basic principles of the New Convergence Theory (NCT) in the field of Indo-European Linguistics. The first part is inherent in a brief evaluation of the current approaches to Indo-European origins and Etymology and in the theoretical explanation of the NCT's epistemological fundamentals, the second part deals with some examples of etymological reconstructions conducted according to this innovative approach in which Historical Phonetics, historical Semantics, historical Geography, and Landscape

Archaeology participate in recovering the most ancient origins (or ‘proto-origins’) of names (‘paleo-names’) and of languages in prehistoric Europe.

Key words: Indo-European Etymological Reconstruction, Diachronic Toponomastics, Pre-Proto-Indo-European

OBSERVAȚII ASUPRA UNOR STRUCTURI SINTACTICE REORGANIZATE

Anamaria PREDA
Universitatea din Craiova
anamaria.preda21@yahoo.com

ABSTRACT

We have kept into account the distinction between the *matrix functions* of the verb head and the *reorganized functions* resulting from syntactic reorganization. We have mentioned several syntactic functions which are a result of the *syntactic reorganization* of sentences.

Key words: functions, reorganization, reranking

COMPUNEREA PRIN ABREVIERE – SIGLE ȘI ACRONIME (CU REFERIRE LA ROMANUL *ORBITOR*)

Cristina-Eva SAUCIUC
Universitatea „Ștefan cel Mare” Suceava
eve_cristinne@yahoo.com

ABSTRACT

Our study aims at selecting words compound by abbreviation, found in Mircea Cartarescu’s novel *Orbitor*. Within these compound words, an important role is assigned to logos, a wide-range process of lexical dynamics, which manifests itself in all the modern languages and that the writer uses successfully.

Another type of compounds, less frequently used in the novel, is represented by acronyms, also known as acronym-type cursive reading logos, created rather to give the impression of an ordinary word.

Key words: logos, acronyms, Mircea Cartarescu

LE 1001 PAROLE DI UN GRAFICO OVVERO UNA PROPOSTA DI APPROCCIO DIDATTICO DEI GRAFICI NELL'ITALIANO PER GLI AFFARI L2

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

ABSTRACT

Seen from the perspective of the reading agreement between an author and a reader, of the universe of knowledge and competences, in the classroom, but not only, students' culture is not exclusively school-based: the phrase "wild reading of a graph" must be used by phrases such as "graph interpretation or analysis". If a graph is a language with its own rules and conventions, i.e. a code, interpretation is the possession of this code, the knowledge of the "grammaticalisation of information". The analysis of a graph is included in the general context of an image analysis. Built to persuade, a graph is a quantitative treatment of information, with a descriptive and heuristic value, used to reinforce a discourse.

Our study proposes a didactic model for the approach of graphical representations typical to specialised discourse.

Key words: Italian for economics, model creation / grammaticalisation of information, didactic approach

UN CAS DE SYNONYMIE STYLISTIQUE : ROUM. *CENUȘIU* ET *GRI*

Gabriela SCURTU
Université de Craiova
g_scurtu@yahoo.com

ABSTRACT

Included in a study project on the influence of French language upon Romanian chromatic vocabulary, the hereby article compares the semantic, pragmatic and linguistic features of the synonymic pair *cenușiu* (< *cenușă*, Lat. CINUSIA < *cinis*) + *-iu* and *gri* (< Fr. *gris*). It is a case of stylistic synonymy, as one of the terms belongs to inherited vocabulary,

and the other is a French-origin neologism. The study starts from the adjective Fr. *gris*, *-e* (meanings, semantic amplitude, values, specific uses, symbols), in order to see how the two Romanian synonyms share the same semantic and discursive areas and where can they be distinguished in terms of operation.

Key words: chromonym, chromatic adjectives, stylistic synonymy, fr. *gris*, rm. *gri*, *cenușiu*.

LOS REFRANES DE LAS NOVELAS EJEMPLARES DE CERVANTES Y SU TRADUCCIÓN AL RUMANO

Lavinia SIMILARU
Universidad de Craiova
lavinia_similaru@yahoo.es

ABSTRACT

The most complicated problems raised in literary translation cultural elements such as the sayings. The translator has to decide if you keep them, so that the reader perceives the otherness, or “acclimatizes them”, replacing them with others, own of the other culture. Sorin Mărculescu, translating the *Exemplary Novels* of Cervantes, preferred to translate literally Spanish sayings, not sought equivalent Romanian proverbs.

Key words: *Exemplary Novels*, sayings, translation

DEAR SIR OPPURE EGREGIO SIGNORE – UNO SGUARDO COMPARATIVO SULLA RETORICA E SULLO STILE DELLA LETTERA COMMERCIALE INGLESE E ITALIANA

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

ABSTRACT

The purpose of this article is to analyze some features of Italian and English commercial letters in a contrastive manner. Some historical aspects related to this type of letters and the role of *ars dictaminis* in creating this genre have been highlighted. As for the rhetoric and style, this paper analyzes pragmatic aspects pertaining to the reference system and politeness in the two languages. The relevance of cultural aspects has been also

discussed. Taking into account some etymological aspects, this paper attempts to prove that the language of Italian commercial letters displays a higher degree of emotiveness as compared to the language of English commercial letters.

Key words: English/Italian commercial letters, comparative linguistics, *ars dictaminis*

REGARDING THE ADAPTATION OF ENGLISH-ORIGIN NEOLOGISMS (LETTER E) TO ROMANIAN PRONUNCIATION AND SPELLING

Oana BADEA
**University of Medicine
and Pharmacy, Craiova**
e-mail: o_voiculescu@yahoo.com

ABSTRACT

Nowadays, we are undoubtedly facing the issue of the most influential and frequently used neologisms, i.e. English-origin words. The present article proposes the analysis of a number of English borrowings selected from MDN (2008) – *The Great Dictionary of Neologisms* and DEX (2012) – *The Explicative Dictionary of the Romanian Language*, letter E, in terms of pronunciation and spelling-related adaptation to the Romanian language system. The results showed that the greatest majority of these neologisms were completely adapted to the Romanian language system.

Key words: neologism, English, adaptation

ROMANIAN FOREST TERMINOLOGY: HUCI AND LAZ – TWO WORDS OF SLAVIC ORIGIN

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

ABSTRACT

The hereby article proposes a linguistic monograph of two Slavic terms belonging to the lexical-semantic field of forestry in Romanian: HUCI (= thick forest) and LAZ (= deforested place used as pasture for sheep and cattle or as land for agriculture), thus illustrating the importance and richness of related terminology.

Key words: thick forest, toponym, Slavic (language)

DERIVATIVES FORMED WITH ENGLISH TERMS DENOTING SOCIAL ROLES IN THE MEDIEVAL PERIOD

Iulia BURLACU
The University of Agronomic Sciences
and Veterinary Medicine, Bucharest
iuliaburlacu@yahoo.com

ABSTRACT

Social terms form categories created by human society, unlike natural kind terms which exist in nature independently of institutional frames (Dahlgren 1985). They are interrelated and disposed in systems denoting ranks in a social hierarchy. Like natural terms (e.g. *man*, *tiger*), social rank terms undergo word-formation processes (compounding, derivation, conversion). In this paper, I will examine derivation, highlighting the productivity of English social terms (e.g. *king*, *knave*, *bailiff*) in forming new words from their bases, from the medieval period up to now. The members of the lexical frame of the studied terms will be discussed according to the word formation rules that have applied in the generation of these terms. It will be apparent that not all lexical frames are equally rich. The richness of the lexical frame helps identify which terms are central/prototypical in the frame, from a diachronic perspective. The morphological extensions of terms are similar, thereby proving the systematic character of their lexical frame (Lehrer 1985, Hughes 1988).

Key words: social rank term, derivational paradigm, prototypical term

SYNTACTIC AND SEMANTIC FEATURES OF CIRCUMSTANCES WITHIN SYSTEMIC FUNCTIONAL FRAMEWORK

Mădălina CERBAN
University of Craiova
madalina_cerban@yahoo.com

ABSTRACT

This paper is concerned with the syntactic and semantic features of circumstantial elements within systemic functional linguistics. In the first part we make a short

presentation of these features. In the second part we demonstrate that there are some cases in which it is difficult to identify the circumstantial elements. In particular, we present the representative cases in which circumstances have to be distinguished from participants, Qualifiers in nominal groups, dependent clauses in clause complexes and conjunctive Adjuncts (textual).

Key words: circumstantial, prepositional group, transitivity

QUELQUES CAS D'ADAPTATION (PHONÉTIQUE, ORTHOGRAPHIQUE) ET D'ÉVOLUTION SÉMANTIQUE DES NÉOLOGISMES GRÉCO-LATINS DANS LES LANGUES MODERNES

Ioana-Rucsandra DASCĂLU
Dorina PĂNCULESCU
Université de Craïova
rucsicv@yahoo.com
panculescu@yahoo.fr

ABSTRACT

The article presents the phonetic, orthographic and semantic evolution of Greek and Latin origin terms, that have entered modern languages as neologisms: *baptisteriu*, *barbar*, *bestiar*, *catharsis*, *catilinară*, *cavaler*, *celulă*, *magistrat*, *matroană*, *pomerium*, in order to trace a model of evolution from classical languages to modern languages.

The introduction is a theoretical insight on neologisms in Romanian, French and Italian language, and the following chapters discuss the phonetic and orthographic adaptation and the semantic evolution of these words, in order to observe and comment upon the various phases they undergo in the different ages: Antiquity – Middle Ages – modern age.

Key words: Greek and Latin origin neologism, phonetic and orthographic adaptation, semantic evolution

FALSE FRIENDS – THE TRAPS OF MEDICAL TRANSLATION

Iulia Cristina FRÎNCULESCU
“Victor Babeș” University
of Medicine and Pharmacy, Timișoara

frinculescu_engleza@yahoo.com

ABSTRACT

This article focuses on a trap of medical translation, namely false friends. The study forwards a list of examples of negative semantic transfer from English medical terms to their Romanian false friends. Some of the surveyed terms are very frequent, while others are entering the Romanian medical language. The pairs of false friends are discussed with examples of medical texts and the correct Romanian equivalents are given.

Key words: false friends, medical language, translation

INFORMATION CONTENT IN ENGLISH AND ROMANIAN ADVERTISEMENTS

Alina GUGA-COȚEA
Universitatea „Eftimie Murgu” din Reșița
a.guga-cotea@uem.ro

ABSTRACT

This article outlines the importance of the cross-cultural information content analysis of advertisements which reveals the cultural aspects that influence advertising strategies. The study offers insights into the cultural values and the information content present in the messages of the 25 English and 25 Romanian ads from the corpus (four of them analysed in detail in the present article). Finally, statistical results are presented and conclusions are drawn.

Key words: communication, cross-cultural advertising, information content

ERRORES GRAMATICALES Y SEMÁNTICOS EN LA TRADUCCIÓN DEL *CORÁN* AL CASTELLANO

Shatha KAREEM AL SHAMARY - Reyadh MAHDI JASIM
Universidad de Bagdad
laverdadperdida@hotmail.es

ABSTRACT

The aim of our research is to diagnose the grammatical and semantic mistakes that were made by translators in their work to translate the holy *Quran* into Spanish, though we do not pretend to study all these mistakes. As an introduction, we choose a few verses of different Suras from our Holy book, translated by five translators: the Spaniard Julio Cortés who is a catholic, Mohammed Asad, an Austrian Jew converted to Islam, the English version translated into Spanish by Abdurrasak Pérez and two Spanish translators: Abdel Ghani Melara Navío and Raúl González Bórnez, these two also converted to Islam and, finally we have a direct joint translation from Arabic by two Muslims: Ahmed Abboud and Rafael Castellanos.

Key words: History of translation, the holy *Quran*, mistakes in translation

MORFOLOGIA LIMBII ROMÂNE ÎN GRAMATICA LUI IENĂCHIȚĂ VĂCĂRESCU

Mihaela MARCU
Universitatea din Craiova
mihaela_marcu2007@yahoo.com

ABSTRACT

The study of Romanian grammar enriches in 1787 when Ienăchiță Văcărescu's work is printed. In our approach we intend to describe in detail the morphological structure of the Romanian language as it appears in the grammar printed in 1787. The language facts emphasize Ienăchiță Văcărescu's ability of proposing viable solutions for the modernisation of Romanian language, for its integration in the spiritual trends of the age.

Key words: grammatical study, morphology, evolution

APPLICATIONS OF COMPENSATION THEORY IN THE TRANSLATIONS OF SERGHEY YESENIN'S POEMS

Delia Doina MIHALACHE
University of Bucharest
deliadoinam@gmail.com

ABSTRACT

Is poetry really translatable? Opinions vary on this subject. Some contemporary researchers argue that poetry is a non-translatable genre, while others come with different solutions to support translation in this field. Some of these methods fall under the theory of compensation, a very controversial theory that allows translators certain freedoms of expression, on the assumption that what cannot be translated precisely into another language, can be translated otherwise or in another context, in order to maintain the stilistical effect intended by the author. In this paper, by applying compensation theory on certain translations of Yesenin's poems in three languages (Rumanian, English and German) we intend to establish a few precise methods, usable in translation activity, and also to discuss the limits allowed to the translator, so that s/he may not overstep his/her boundaries and be characterised by the famous expression "traduttore traditore"; everything is illustrated with concrete examples.

Key words: Compensation theory, translation, Yesenin

**PROBLEMI ATTUALI
NELL'INSEGNAMENTO/APPRENDIMENTO
DELL'ITALIANO LS PER GLI STUDENTI ALBANESI
DELL'UNIVERSITÀ "ISMAIL QEMALI"
DI VALONA-VLORË, ALBANIA**

Eliona NAQO
Università "Ismail Qemali" di Vlorë, Albania
eliona.naqo@gmail.com

ABSTRACT

The prospect of a European education, the formation of the citizens of the new millennium is also currently applicable to young Albanian students. Considering the various types of relations between Albania and Italy, the most favored language in Albania is Italian. Even if apparently it is anticipated as an easy process, the learning/teaching of Italian language as FL in the language class of the Section of Italian Language, at the "Ismail Qemali" University of Vlorë, Albania is difficult both for teaching staff and for students. Generally, problems are connected to Italian grammar, pronunciation, cultural differences between two peoples. However, the teacher has the obligation to use correct teaching methods.

Key words: European education, teaching/learning, Italian and Albanian

LE TITRE ET LES ÉLÉMENTS DE

L'ÉCRITURE JOURNALISTIQUE QUI INFLUENCENT SA CONCEPTION

Elena Rodica OPRAN
Université de Craiova
elena_bratu2006@yahoo.com

ABSTRACT

In this paper, we aim at achieving an overview of the studies and theoretical directions of the concept of *title*, we focus on emphasising the complexity of this kind of research and the diversity of the research tracks, which are currently only partially explored in the field of study of titles. Another purpose of this paper is to point out those elements of journalistic writing that influence the journalist's choice in relation to the design of a press title.

Key words: development, journalist, title

MATICES CULTURALES EN LOS REFRANES RUMANOS Y ESPAÑOLES SOBRE LA VEJEZ

Alexandra Daniela OPRICA
Universidad Complutense de Madrid
doprica@gmail.com

ABSTRACT

The hereby study aims at analysing old age-related proverbs in Romanian and Spanish language. We have found that, though the relevant topics are the same in both languages, expressions are in many cases different, with different actors, given the cultural elements integrating the material and spiritual universe of the two countries.

Key words: cultural shades, Romanian and Spanish proverbs, old age

OSSERVAZIONI SULLA FORMA VERBALE ITALIANA ESSERCI E SUI SUOI CORRISPONDENTI ROMENI

Elena PÎRVU
Università di Craiova

ABSTRACT

The article briefly presents the methods of transposing the Italian verbal form *esserci* (where the locative adverb *ci* is referred to as “presentative *ci*”) into Romanian. In order to present such methods, we have used examples from the novel *Il deserto dei Tartari* by Dino Buzzati (Milano, Oscar Mondadori, 2004) and its Romanian version *Deșertul tătarilor*, translation and chronological table by Niculina Benguș-Tudoriu, Bucharest, Univers, 1996.

Key words: comments, *esserci*, Romanian equivalents

ROLUL CUVINTELOR ÎN MANIPULAREA EMOȚIONALĂ PE INTERNET SAU DESPRE TAIFASUL VIRTUAL VS. CULTURA VIRTUALĂ

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

ABSTRACT

Knowledge, empathy, entertainment, socialisation vs. disinformation, manipulation of affections and relations, isolation in the virtual space – all these are benchmarks of a diagram of circulation of the informational corpus and its effects upon the culture of virtual product consumers. As a vector of information (or disinformation), the internet uses written text (subsequently associated to spoken text and static or filmed images) and confirms veracity through the circulation of the message. By using persuasive and manipulative techniques, the new media manages to involve media product consumers in a process of identification with the invoked characters and contexts, using terms that function as “mental routes”.

Key words: informational corpus, virtual culture, internet

FORMAȚII NEOLOGICE RECENTE. XENISME ÎN ROMANUL *ORBITOR*

Cristina-Eva SAUCIUC

ABSTRACT

Our article tries to exemplify the usage of xenisms (foreign words) and their linguistic and stylistic role in the structure of a postmodern text, such as Mircea Cartarescu's novel *Orbitor*.

Key words: neologism, xenism, Mircea Cărtărescu

**IMPOSING THE COMMUNICATION SITUATION
THROUGH LANGUAGE**

ȘTEFAN VLĂDUȚESCU
University of Craiova
vladutescus@yahoo.com

ABSTRACT

The article explores the elements of the communication situation and highlights the importance of the employed verbal code. Using the meta-analytical method and the elements of the comparative method, through language, communicators are legitimized as participants in the communication process. They comply with the requirements of role and situation. In order to be taken seriously and be effective in practice, their speech must be contextualized in relation to the rights and obligations of the communication situation. The definition, redefinition and enforcement of the communication situation occur in the registers of communication language. Although the ideal of communication is represented by symmetrical communication situations, the vast majority of communication situations are asymmetric.

Key words: language use, communication, communication situation