

# PREZENȚA APELATIVULUI „VIE” ÎN TOPONIMIA ACTUALĂ DIN OLTENIA: CONSTRUCȚII ADJECTIVALE

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

## ABSTRACT

This article reviews compound place names in Oltenia including the entopic term *vie*, as an invariable term, as well as other variable items belonging to the category of adjectives, with the role of precisely identifying the designated geographical objects. The adjectival particularisers are classified according to their lexical and grammatical features and frequency.

**Key words:** toponymy, structure, *vie*

# PROCÈS-VERBAL DE J. M. G. LE CLÉZIO – COHÉRENCE, DÉCONSTRUCTION TEXTUELLE ET DISCOURS MÉTALINGUISTIQUE

Diana COSTEA,  
Universitatea Petrol-Gaze Ploiești  
diana.costea@upg-ploiesti.ro

## ABSTRACT

In J. M. G. Le Clézio's novel *Procès-Verbal* we may talk about a refusal of the linear sense of the phrase. The novel does not respect a narrative scheme around the destiny of the main character, it rejects the novelistic tradition and transgresses the literary conventions. The coherence is built even by the textual deconstruction (the novel presents itself as a puzzle which must be reconstructed), by metalinguistic discourse and by intertextuality. The break of the unity of the text does not destroy the logic of the novel.

**Key words:** polyphony, intertextuality, deconstruction

# ZU SPRACHLICHEN STRATEGIEN DER ADJEKTIVINTENSIVIERUNG IM DEUTSCHEN

**Bogdana CRIVĂȚ**  
Universität Craiova, Rumänien  
bogdana\_crivat@yahoo.de

## ABSTRACT

Present-day German displays a remarkably wide range of lexical means that intensify characteristics expressed by adjectives, like adjectival phrases with degree particles, compound and prefixed adjectives, comparative idioms, or frozen binomials, among others. This impressive structural variety is accompanied by an equally differentiated spectrum of expressive markings, pragmatic functions and usage registers for the devices rendering intensification. The present paper has a twofold purpose: firstly, to provide a basic linguistic analysis of such intensifying construction types. Secondly, a brief formal, stylistic and functional comparison of adjectival intensifiers will lead to more general conclusions concerning the fundamental architecture of the cognitive domain of intensity in German.

**Key words:** adjectival intensifier, functional domain of intensity, expressivity

## ALLA RICERCA DI UNA LINGUA DELLA *METRIOTES*: LE TRADUZIONI DA LEOPARDI DI DUILIU ZAMFIRESCU

**Federico DONATIELLO**  
Università di Padova  
federico.donatiello1986.@gmail.com

## ABSTRACT

The present work intends to analyze the linguistic characteristics of the translations of Leopardi's *Canti* by the Romanian poet Duiliu Zamfirescu. In the

first part of the work, we will focus on the nature of Zamfirescu's interest towards the classicism of the great Italian poet and, in the second part, we will propose an analysis of the lexical, syntactic and stylistic elements of the translations. Finally, the main theme of our study is to individuate the meaning of the research of a stylistic metriotes in the context of the Romanian poetry in the last decades of the 19<sup>th</sup> century.

**Key words:** Leopardi, translations, Zamfirescu

## **ANGLO-NORMAN VOCABULARY. A STORY OF CONQUEST AND SURVIVAL**

**Iulia Cristina FRÎNCULESCU**  
**“Victor Babeș” University**  
**of Medicine and Pharmacy, Timișoara**  
**frinculescu\_engleza@yahoo.com**

### **ABSTRACT**

This article surveys the Anglo-Norman vocabulary. We will focus on the enrichment and change of the English vocabulary brought about by the contact with Norman French after the Norman Conquest. We will provide examples of lexical imports from French, to show the extent of the borrowing phenomenon and how the English language survived the French linguistic invasion.

**Key words:** English language history, French lexical loans, vocabulary enrichment

## **DEVELOPMENT OF MEDICAL STUDENTS’ FOREIGN LANGUAGE LEXICAL COMPETENCE IN THE VIRTUAL LEARNING ENVIRONMENT**

**Nadiya FEDCHYSHYN**  
**I. Horbachevsky Ternopil State Medical University, Ukraine**  
**fedushunno@tdmu.edu.ua**  
**Anatolii VYKHRUSHCH**  
**Ternopil National Economic University, Ukraine**

**anatolwchruszcz@ukr.net**

**Halyna BILAVYCH**

**Vasyl Stefanyk Precarpathian National University,**

**Ivano-Frankivsk, Ukraine**

**ifosuhcvas@gmail.com**

**Tetiana HORPINICH**

**I. Horbachevsky Ternopil State Medical University, Ukraine**

**gorpinich@tdmu.edu.ua**

**Nataliia YELAHINA**

**I. Horbachevsky Ternopil State Medical University, Ukraine**

**yelaginani@tdmu.edu.ua**

**Halyna KLISHCH**

**I. Horbachevsky Ternopil State Medical University, Ukraine**

**klishchhi@tdmu.edu.ua**

## **ABSTRACT**

The article summarizes the experience of using a virtual training programme in lessons of foreign language for specific purposes for medical students. A virtual teaching programme can be a valuable complementation to existing textbooks, introducing new and interesting materials into teaching process. The practical aspect of the development of lexical skills and abilities (assimilation of vocabulary, grammatical competence, repetition of the acquired material) through the use of virtual programmes in foreign language classes is revealed and it is proved that it will greatly contribute to the formation of foreign language lexical competence. It is proved that a person-oriented approach to learning through the use of information and communication technologies, in particular, virtual programmes in teaching foreign languages, will significantly increase the motivation of medical students to study, as well as facilitate the individualization of training and the effective improvement of foreign language communication skills in universities.

**Key words:** virtual training programme, development of lexical skills, learning a foreign language for specific purposes

## **RESEARCHES OF UKRAINIAN SCHOLARS ON THE PAGES OF “ARCHIVE OF SLAVIC PHILOLOGY” BY VATROSLAV JAGIĆ**

**Oleksandra KASHUBA**

**Tania KRAVCHUK  
Andrij TURCHYN  
Ternopil Volodymyr Hnatyuk  
National Pedagogical University, Ukraine  
tanchik454@gmail.com  
lesiakashuba@gmail.com  
andrijturchyn@ukr.net**

## **ABSTRACT**

The article researches the problems of Ukrainian language studies in the scientific heritage of V. Jagić. Articles in German, reviews taken from the “Archive of Slavic Philology” and the works by V. Jagić were used as a source. The article characterizes the research directions of V. Jagić’s linguistic interests. It is found out that V. Jagić’s position in the Ukrainian question was two-faced. On the one hand, it was liberal; on the other hand, it was radical. V. Jagić took a great interest in two branches of Ukrainian linguistics: the history of the Ukrainian language development and historical grammar (on the basis of the researches of Old Russian literary heritage). As a result of the conducted studies it was found out that there were about 60 articles and reviews of Ukrainian studies in 42 issues of “Archive of Slavic Philology” by V. Jagić (1876-1929), half of which was dedicated to the questions of Ukrainian linguistics such as phonology, grammar, lexicology and dialectology.

**Key words:** dialect, grammar form, Ukrainian linguistic studies

## **TRANSFERRING SOCIOCULTURAL STEREOTYPES INTO THE REALM OF ANOTHER LANGUAGE**

**Svitlana LYUBIMOVA  
National Linguistic University of Kyiv  
Nadezhda TOMASEVICH  
Odessa National Polytechnic University  
Olena MARDARENKO  
Odessa National Polytechnic University  
s.a.lubimova@opu.ua  
elurus2006@gmail.com**

## **ABSTRACT**

The meaning of a socio-cultural stereotype is largely found in the implications produced and distributed by the language community, which are almost impossible to maintain in translation. The decomposition of the pragmatic information of a stereotype into figurative, historic and connotative components enables the emphasis of the pragmatic component that is relevant for a particular context. Highlighting the relevant component, with consideration for the peculiarities of the represented genre and context, is a solution to convey a part of the original pragmatic information. Another way to find an implicational equivalence for a particular context is to reproduce the noticeable features of a stereotype by means of synonyms that bear connotational meaning. The representation of socio-cultural stereotypes by means of another language requires a rigorous analysis of the pragmatic information encoded by stereotypes.

**Key words:** sociocultural stereotype, implication, decomposition

## **EPITHETS IN THE POETRY OF VASYL SYMONENKO: SEMANTIC ASPECTS**

**Tetiana MASLOVSKA**  
**International Humanitarian University, Odessa**  
**tatyana2016848@ukr.net**

## **ABSTRACT**

The article is devoted to the semantic value of epithets as a personal idiostyle of the famous Ukrainian poet Vasyl Symonenko. These artistic means of expression generate the emotional colouring of the text. An epithet is used for emphasizing ideas, naming the attributes, and it is usually connected with a specific text and the individual author's style. The epithets in the poet's poems carry out figurative, abstract and stylistic functions.

**Key words:** colour epithets, occasional epithets, figurative-semantic analysis

## **THE HYPOTACTIC CONSTRUCTION AS AN INDIRECT SPEECH ACT**

**Tetyana PAN'KOVA**  
**Vasyl Stefanyk Precarpathian National University,**  
**Ivano-Frankivsk, Ukraine**  
**tanyapankova@yahoo.com**

### **ABSTRACT**

The article deals with the question of complex speech acts represented by syntactic constructions whose immediate constituents are united on the basis of subordination. The author proves that such structures are non-homogeneous communicative-pragmatic types of utterances, characterized by the general speech purpose.

**Key words:** hypotactic construction, indirect (complex) speech act, illocutionary force

## **NAMING SINGAPORE: A HISTORICAL SURVEY ON THE NAMING AND RE-NAMING PROCESS OF THE LION CITY**

**Francesco PERONO CACCIAFOCO**  
**Nanyang Technological University (NTU), Singapore**  
**fcacciafoco@ntu.edu.sg**  
**GAN Jing Yong Chloe**  
**Nanyang Technological University (NTU), Singapore**  
**CGAN008@e.ntu.edu.sg**

### **ABSTRACT**

The history of the names of Singapore and of their variants and different versions produced over time is extremely interesting and shows still some unclear stages, both at the etymological level, in the linguistic explanation of the origins and original meanings of the numerous names the island had throughout the centuries, and at the historical level, in the attempt to connect the names of Singapore with local and external peoples who inhabited and occupied the island in the past. This paper aims at providing a synthetic, but punctual, survey on the names used for the Lion City over time, with the addition of some linguistic and historical details. The main issue in the diachronic reconstruction of the names of Singapore resides in the early stages of the history of the island, for which the

historical sources are rare and, sometimes, controversial. The different names used for Singapore from the beginnings of its history witness changes in population and settlement dynamics that are not always very clear, due to the lack of reliable historical sources, but that give an outstanding image of the multicultural and multilingual nature of Singapore already from its origins. The paper reconstructs and documents the different stages of the naming process of Singapore from the origins to the present time.

**Key words:** The Names of Singapore, Toponomastics, Naming Process

## **O ABORDARE CRITICĂ A GRAMATICII LIMBII ROMÂNE: TIPURI DE CONSTRUCȚII CU NUMELE PROPRII MODIFICATE**

**Sabina-Nicoleta ROTENȘTEIN**  
**Universitatea „Alexandru Ioan Cuza” din Iași**  
**Institutul de Cercetări Interdisciplinare**  
**Departamentul Științe Socio-Umane**  
**sabina.rotenstein@uaic.ro**

### **ABSTRACT**

The paper intends to evaluate some important parts of the article concerning the grammar of proper names published in *Gramatica limbii române* (Romanian Academy Press 2008) in order to explore in greater depth the syntactic capacity of proper names and to improve some statements in regard to their meaning and function in language and discourse. Although the modification of common nouns is presented in the aforementioned book, the capacity of proper names of acquiring a modifier in discourse is completely neglected. The paper focuses on four main constructions with proper nouns accompanied by modifiers (indefinite article, definite article, adjective) and their exemplification in order to highlight the grammatical behaviour of proper nouns and the stylistic features of the concerned constructions.

**Key-words:** proper noun, modification, syntactic construction

## **EQUIVALENCIAS RUMANAS DE ALGUNAS UNIDADES FRASEOLÓGICAS DE LA NOVELA**

# ***ASÍ EMPIEZA LO MALO DE JAVIER MARÍAS***

**Lavinia SIMILARU**  
**Universitatea din Craiova**  
**lavinia\_similaru@yahoo.es**

## **ABSTRACT**

There is no unanimous opinion regarding the classification and delimitation of phraseological units. Literary translators attempt to translate the phraseological units of the source text by means of phraseological units in the target language. To some extent, this means orienting the translation towards the target language. The article aims at finding Romanian phraseological units to translate the Spanish ones from Javier Marías' novel *Así empieza lo malo*.

**Key words:** phraseological units, equivalence, translation

## **NOTE SULL'INSEGNAMENTO DEL PASSATO REMOTO REGOLARE DEI VERBI USCENTI IN *-ERE*: ANALISI DEI MATERIALI DIDATTICI**

**Daniel SŁAPEK**  
**Università di Breslavia**  
**daniel.slapek@uwr.edu.pl**

## **ABSTRACT**

The two series of endings *-ei, -é, -erono* and *-etti, -ette, -ettero*, i.e. inflectional morphemes of the second regular conjugation of the Italian preterite (*passato remoto*, PR), are usually presented as equivalent, often without any comment, especially in teaching materials dedicated to foreign language learners. However, this presented equivalence does not correspond to the actual use of the verbal forms in contemporary Italian, where the “long” endings, e.g., *dovetti*, are preferred (with the exception of verbs ending in *-tere*, like *potere: potei*, but not *-stere*, like *assistere: assistetti*). With this article, then, I intend to examine how the regular second conjugation of the PR is presented in Italian grammar books for foreign language learners; syllabi for teaching Italian; language textbooks; as well as conjugation tables and dictionaries of Italian verbs. I believe that the results of

this research will contribute to the improvement of teaching materials for Italian grammar with regards to the inflection of the PR.

**Key words:** passato remoto, Italian grammar, teaching Italian as a foreign language

## **LINGUISTIC AND CULTURAL ASPECTS IN THE STUDY OF MODERN FRENCH SYNTAX**

**Olga STANISLAV**  
**Lesya Ukrainka Eastern-European National University**  
**olga.stanislav@ukr.net**

### **ABSTRACT**

The research has shown that changes occurring in the language and syntax, in particular, are due to linguistic and cultural factors. We have shown in this research that language is an integral part of a common cultural paradigm, and the direction of linguistic development is determined by the dominant paradigm of the time.

**Key words:** cohesion, separation, linguistic and cultural approach

## **ABGELEITETE KAUSATIVE PSYCH-VERBEN IM DEUTSCHEN UND IM UKRAINISCHEN: EINE KONTRASTIVE ANALYSE**

**Inna STUPAK**  
**Südukrainische Nationale Pädagogische Universität**  
**nach K. D. Ushinski benannt, Odessa**  
**stupakinna@gmail.com**

### **ABSTRACT**

The article is devoted to the semantic components of constructions with derived causative verbs of emotions (stimulus, experiencer and the state of

emotion) and means for their expression on the syntactic level (explicitly, elliptically, implicitly, incorporation) in German and Ukrainian. The central element in the argument structure of derived causative verbs of emotions is a human entity as the experiencer of the state of emotion that syntactically may be expressed as subject and object. Syntactically, the derived causative emotion verb may occur in connection with an element that expresses the cause for the state of emotion. This element can be expressed in syntax as subject, as an adjunct clause or as a complement in a subordinate clause.

**Key words:** derived causative verb, causative situation, semantic role

## **THE LANGUAGE CONCEPTION OF PETRO MOHYLA**

**Nataliya TOMA**  
**National University**  
**of “Kyiv-Mohyla Academy”, Kyiv, Ukraine**  
**toma.natalia@gmail.com**

### **ABSTRACT**

The article deals with the works of the well-known Ukrainian religious and cultural figure, theologian, thinker, preacher and writer Petro Mohyla. The peculiarities of the language situation in Ukraine in the first half of the 17<sup>th</sup> century are examined. An overall analysis of trends in the Old Ukrainian language of this period is made and the role played by Petro Mohyla in this process, as well as and the language peculiarities in the different styles of his works are presented.

**Key words:** Old Ukrainian language of the 17<sup>th</sup> century, Church Slavonic language, Petro Mohyla

## **TRANSLATION OF AMPLIFYING COMPARATIVE CONSTRUCTIONS IN MODERN FICTION**

**Tetiana TSEPENIUK**  
**Iuliia GOLOVATSKA**  
**Volodymyr KONKULOVSKYY**  
**Valeriy PANCHENKO**  
**Ternopil Volodymyr Hnatiuk**

**National Pedagogical University, Ukraine**  
**tsepeniuk@gmail.com**  
**yulyapashkovska@ukr.net**  
**konkulovskyy29@gmail.com**  
**panchenko.ukraine@gmail.com**

## **ABSTRACT**

Amplifying comparative constructions are widely used in literary works of many authors, thus constituting an exceptional flavour of a literary work. The article aims to highlight procedures, techniques, methods, strategies and tactics that prove useful to faithfully reproduce English amplifying comparative constructions in Ukrainian translations. We have conducted an experiment aimed at identifying individual respondents' creative approaches to the reproduction of these units into the Ukrainian language, taking into account their translation experience, creative approach, the style of the author, the level of knowledge of the source language and the target language, their background knowledge.

**Key words:** amplifying comparative constructions, translation, comparison

## **THE MESSAGE IN LINGUISTIC TERMS**

**Ştefan VLĂDUŢESCU**  
**CCSCMOP, University of Craiova**  
**vladutescu.stefan@ucv.ro**

## **ABSTRACT**

The present study is interdisciplinary, it is located at the intersection of Linguistics and Communicology, in this case, with verbal communication and Semiotics. Our investigation aims at evaluating three theses about the place of the message in language/discourse formulated by three famous European specialists in Linguistics, Semiology (Semiotics): Roland Barthes, Tzvetan Todorov and Julia Kristeva. The method used is a complex one that combines the meta-analytical approach with the history of concepts and the comparative procedure. The conclusion is that all the three scholars are aware that the purpose of language/discourse/speech is communication and that the core of communication is the linguistic message. The message is retained only in linguistic terms: the

message is conceived as a form of discourse by Roland Barthes, as meaning-thinking by Tzvetan Todorov, and as a “significant practice” by Julia Kristeva.

**Key words:** communication, message, language

## **NON-VERBAL CODE INFORMATION IN ENGLISH TEXTBOOKS**

**Svitlana BODNAR**  
**Odessa Institute of Trade and Economics,**  
**Kyiv National University of Trade and Economics, Odessa, Ukraine**  
**sv.bodnar@ukr.net**

### **ABSTRACT**

The article provides the results of a linguistic analysis of the non-verbal code information in the textual structure of the English textbooks. It aims at: the study of the non-verbal written communication peculiarities, analysis of its main functions, singling out the kinds of non-verbal code information in the textual structure of the English textbooks and determining the frequency of their use in these texts. Such non-verbal means of communication as: non-verbal code information, non-verbal symbols, paragraph markers which serve for providing completeness of material presentation with the minimal cost of language means are highlighted in the article and the frequency of their usage is fixed.

**Key words:** non-verbal code information, non-verbal symbols, English textbooks

## **STRATEGII ALE EMFATIZĂRII ÎN DISCURSUL TELEVIZUAL ROMÂNESC ACTUAL**

**Luminița Hoartă CĂRĂUȘU**  
**Universitatea „Alexandru Ioan Cuza” din Iași**  
**lumicarausu@yahoo.com**

### **ABSTRACT**

Our study entails a detailed analysis of the pragmatic communicative strategies used to obtain the effect of emphasis at the lexico-syntactic levels in spoken Romanian language. The present study focuses on the standard form of Romanian used in broadcast television shows covering arts and culture. The corpus of our study contains four examples of video-mediated interaction (communication). All four examples are included in the volume *Corpus de limbă română vorbită actuală nedialectală* [*Corpus of standard spoken Romanian language*], coord. Luminita Hoarță Cărașu, Editura Universității „Alexandru Ioan Cuza”, Iași, p.241-261 [= CRVAN 2013].

**Key words:** strategies of emphasis, cleft phrases, pseudo-cleft constructions

## **CHARACTERISTICS OF THE DYNAMIC PERSPECTIVE WITHIN SFL FRAMEWORK**

**Mădălina CERBAN**  
**University of Craiova**  
**mcerban15@gmail.com**

### **ABSTRACT**

In the last few years, linguists have been preoccupied by the dynamic nature of language, trying to provide a model that is able to explain this aspect of language. Within systemic functional framework, the dynamic perspective, together with synoptic perspective, represents a very useful tool of analysing a text in terms of ranking. The first part of the paper presents the dynamic perspective in general terms, pointing out the differences between it and the synoptic perspective. The second part of the paper analyses the basic characteristics of the dynamic perspective, discusses the ways our choices make a text unfold itself as well as the most common means used at the level of clause in building up a text.

**Key words:** dynamic perspective, synoptic perspective, text choices

## **UNA MIRADA A LAS METÁFORAS DE LA TIERRA**

**Oana-Adriana DUȚĂ**  
**Universidad de Craiova**

## **ABSTRACT**

Based on the conceptual metaphor theory, this paper reviews the target domains and the metaphorical mechanisms involved by the source domain of earth in Spanish language. We have analysed the linguistic expressions of the conceptual metaphors related to terms from the source domain of earth, both in lexicographical definitions (the Dictionary of the Spanish Royal Academy) and in other texts written by cult native speakers.

**Key words:** cognitive semantics, conceptual metaphor, the semantic field of earth

## **DIALECTAL VOCABULARY AS A SYSTEM**

**Inna GOROFYANYUK**  
**Inna ZAVALNIUK**  
**Vinnitsia Mykhailo Kotsiubynskyi**  
**State Pedagogical University**  
**gorofyanyuk@gmail.com**  
**zavalniukinna@gmail.com**

## **ABSTRACT**

The article is devoted to the phenomenon of dialectal vocabulary as a system of interrelated elements – from the perspective of semantic relations arising either within words (word form variation and word content variation) or between words (paradigmatic and syntagmatic relations). The main features of the dialectal lexical-semantic system are outlined. The typology of relations between elements of the dialectal lexical-semantic system is also detailed and it is illustrated with examples of contemporary Ukrainian dialects.

**Key words:** vocabulary, lexical-semantic system, Ukrainian dialects

## **IL LINGUAGGIO POLITICO ITALIANO DURANTE LA CRISI PANDEMICA DA COVID-19. L'IBRIDAZIONE**

# **TRA *GENTESE* E *BUROCRATESE* NELL'OSCURITÀ INCANTATORIA POPULISTA**

**Nicola GUERRA**  
University of Turku, Finland  
nicola.guerra@utu.fi

## **ABSTRACT**

This article focuses on the Italian political language during the recent Covid-19 crisis, examining its key characteristics and its mechanisms of linguistic obscurity. The Italian political language during the pandemic crisis has been analysed in relation to *politichese*, *gentese* and *burocratese*. The analysis identifies new hybrid mechanisms of linguistic obscurity.

**Key words:** Italian political language, gentese, politichese

## **THE SEMANTIC STRUCTURE OF THE CONCEPT *BREAK* AND ITS LEXICAL REPRESENTATION IN ENGLISH**

**Mariia IVANCHENKO**  
Lviv State University of Life Safety, Ukraine  
ivanchenkomaria05@gmail.com

## **ABSTRACT**

The article deals with the lexical means to represent the concept *BREAK*. The lexical representatives of the concept under analysis and the semantic structure of the key words have been determined. The maximum amount of sememes which they are able to mark is detected. Lexical units having direct semantic relations with the key words are inventoried.

Groups of lexemes in which words are closer connected to each other have been distinguished, which made it possible to point out the semantic zones of the concept structure.

**Key words:** concept, seme, group

# **THE ROLE AND IMPORTANCE OF INTERACTIVE TECHNOLOGIES IN THE DEVELOPMENT OF SPEECH OF STUDENTS IN PRACTICAL CLASSES OF RUSSIAN AS A FOREIGN LANGUAGE\***

**Larisa KATSYUBA**

**Peoples' Friendship University of Russia (RUDN University)**

**Yulia ANISINA**

**Moscow State University of Civil Engineering  
(National Research University)**

**Olga FISENKO**

**Peoples' Friendship University of Russia (RUDN University)**

**larrakatz@yandex.ru**

## **ABSTRACT**

In the context of Russia's integration, the modernization of the entire educational process is required on a global level. Directive, authoritarian training methods and techniques yield in front of new, democratic education principles. The system of training on Russian as a foreign language makes no exception. This article demonstrates how Russian can be studied as a foreign language in the new format through interactive methods and techniques of training. It is proved that the use of interactive methods in Russian language class promotes effective learning of Russian. The students are not afraid to express their opinion; they are not afraid to make a mistake and be ridiculed. They learn to listen to each other, they are willing to write out their thoughts and share them, to write an essay on the topic, to read them to the group, to perform independent work.

**Key words:** Russian as a foreign language, modern system of education, interactive methods and techniques of training

**CAP. XII DEI «PROMESSI SPOSI»:  
PROPOSTA DI UN'UNITÀ DIDATTICA  
PER IL BIENNIO DELLA SCUOLA MEDIA  
SECONDARIA DI SECONDO GRADO**

**Simona LOMOLINO**  
**Università Cattolica del Sacro Cuore**  
**simona.lomolino@unicatt.it**

### **ABSTRACT**

This contribution is the result of the author's personal experience as a teacher in secondary schools and as a host of literature workshops at the university. Its purpose is to offer an example of a didactic use of *Promessi sposi*, chap. XII, in the second course of the high school level. Below there is an entire teaching unit focused on the chap. XII: a summary focused on the main narrative topics, a stylistic and narrative analysis, some ideas of actualization, a couple of boxes of historical analysis and curiosities, several original exercises, both closed and open, of comprehension, analysis, language and style, with indications of the correct answers.

**Key words:** Alessandro Manzoni, *Promessi sposi*, didactics

## **ANUL 1848 ÎN EVOLUȚIA STUDIULUI GRAMATICAL ROMÂNESC**

**Mihaela MARCU**  
**Universitatea din Craiova**  
**mihaela\_marcu2007@yahoo.com**

### **ABSTRACT**

Known in the evolution of Romanian society as a crucial moment of transition from feudalism to capitalism, the year 1848 marks, alongside the bourgeois-democratic revolution, important changes in the study of Romanian grammar. It is a moment for research, for effervescence and philological controversy which, taken together, had to find ways to modernize the literary language.

Five grammars are published in 1848, of which the most important are those of Nicolau Bălășescu și P. M. Cîmpeanu. They fall into the category of those works which aim at popularizing grammatical concepts and represent a significant step in determining specialized terminology.

**Key words:** bourgeois-democratic revolution, grammatical study,

terminology

**ATTITUDES TO A PRESTIGIOUS VARIETY  
AND LANGUAGE CHANGE  
(THE CASE OF A SOUTHERN RUSSIAN VERNACULAR)**

**Alexander PAVLENKO**

**A. P. Chekhov Institute of Taganrog  
(branch of) Rostov State University of Economics (RINH)**

**alex\_pavlenko@inbox.ru**

**Galina PAVLENKO**

**Taganrog Institute of Management and Economics**

**galina21c@inbox.ru**

**Olga STROGANOVA**

**Institute of Humanities**

**Higher School of Foreign Languages**

**Peter the Great St. Petersburg Polytechnic University**

**stroganova.olga88@gmail.com**

**ABSTRACT**

This paper introduces a research carried out in the field of diachronic sociolinguistics. The research deals with the history of the Greek speech communities of the Northern Azov sea coast, especially that of the port-town Taganrog. The outcome of the Greek-Russian language contact in the area since the late 18<sup>th</sup> century to approximately early 20<sup>th</sup> century is in focus. The major aim of the research is to reconstruct the development of linguistic situation in Taganrog from the late 18<sup>th</sup> to the early 20<sup>th</sup> century focusing on the interaction between the Greek and Russian communities. The social functions of the languages in question are compared, and the study into the Greek-Russian language contact and its effect on local Russian is carried out.

**Key words:** language contact, Russian, Greek

**GLI AGGETTIVI DIMOSTRATIVI  
IN ITALIANO E IN ROMENO**

Elena PÎRVU  
Università di Craiova  
elena\_pirvu@outlook.com

## ABSTRACT

The article is a synthetic presentation of Italian and Romanian demonstrative adjectives, as well as of the correspondences between them. Its purpose is to provide Italian and Romanian researchers with a range of guidelines for a detailed presentation of Italian and Romanian demonstrative adjectives.

**Key words:** demonstrative adjectives, Italian, Romanian

## LE CONDITIONNEL DES LANGUES ROMANES: UNE QUESTION DE MODE OU DE TEMPS?

Cecilia Mihaela POPESCU  
Université de Craiova, Roumanie  
cecilia99\_ro@yahoo.com

## ABSTRACT

The article aims at analysing and defining the prototypical semantic value of (present) conditional forms in Romance languages, based on their anaphoric expression capacities. In other words, the study starts from the assumption that any form of Romance conditional is able to convey a *semantic relation of posteriority* [ultériorité] *compared to a referential group, without specifically placing the process expressed by the predication on the temporal axis, and compared to the standard benchmarks of the communication situation*. Such a way to define conditional, which does not strike a clear distinction between the scope of *temporality* and *modality*, allows to justify all the uses and meaning effects of these verbal forms in the Romance area (Spanish, Italian, French and Romanian).

**Key words:** Conditional Mood, temporality, modality

## THE SEMANTICS OF SINGAPORE BRAND NAMES: A CASE STUDY OF 50 BRANDS

**Shaun LIM Tyan Gin**  
**Nanyang Technological University (NTU), Singapore**  
**L170002@ntu.edu.sg**  
**Francesco PERONO CACCIAFOCO**  
**Nanyang Technological University (NTU), Singapore**  
**fcacciafoco@ntu.edu.sg**

## **ABSTRACT**

The linguistic features of brand names and their influence on consumer behaviour have been well-documented. Some scholars have argued that the most important linguistic aspect in brand communication is the semantic component. Notwithstanding, although Singapore is an open economy home to many brands, there has yet to be a study done on local brand names. Thus, this essay provides a semantic analysis of 50 Singaporean brand names selling six types of goods and services. It analyses brand names according to two semantic categories – semantic structure (i.e. the word class of the brand name) and semantic appositeness (whether the brand name communicates important information about the brand and its products). The authors found that an overwhelming majority of the brand names in Singapore were nouns and often relied on existing words in coining the brand names. Additionally, food and beverage brands also utilised non-English languages spoken in Singapore like Mandarin Chinese and Malay to term their brands. Many Singaporean brands also display semantic appositeness in their brand names – expressing essential information such as the type of products sold, the brand's target audience and markets, or favourable traits the brand wished to be associated with. This study serves as a good starting point for further studies on linguistics and brand names, especially in the Singapore context.

**Key words:** Semantics, Brand Names, Singapore

## **LINGUISTIC AND GENDER PECULIARITIES OF ENGLISH POLITICAL DISCOURSE**

**Nataliia SHKVORCHENKO**  
**International Humanitarian University**  
**nikolette@ukr.net**

## **ABSTRACT**

Political discourse is a type of language related to the sphere of politics and to speaking in a certain situational context, and is aimed at achieving a particular pragmatic-semantic outcome using verbal or non-verbal means of expressiveness. Within this discourse a new system of values (social, socio-political), as well as a system of diverse ideas and views is created. One of the most important functions of political discourse is that of persuasion and political propaganda. Grammatical, morphological and syntactic means play an important role in achieving the communicative goals of political discourse. Political discourse has a number of peculiarities depending on the politician's gender, that can be traced in the stylistic, lexical, syntactic, cultural-social, grammatical characteristics of the discourse elements.

**Key words:** political discourse, male discourse, female discourse

## **LA LETTERA COMMERCIALE E LE TEORIE SOCIALI DELLA COMUNICAZIONE – PUNTI DI INCONTRO**

**Diana SOPON**  
**Università Babeş-Bolyai**  
**diasopon@yahoo.it**

### **ABSTRACT**

This paper aims to offer a review of the most relevant sociological theories of communication for the analysis of business letters. Habermas' theory of communicative action, Bakhtin's dialogism and Goffman's interactional ritual are some of the theories taken into consideration in this approach. The research puts a stress on the idea that each of these theories provides a new perspective for different types of business letter analysis: pragmatic, linguistic, syntactic, lexical, semantic.

**Key words:** social theories of communication, Habermas, Bahtin

### **MOTS FRANÇAIS D'ORIGINE ALLEMANDE**

**Adela-Marinela STANCU**  
**Université de Craïova**

## **ABSTRACT**

Loan words represent an interesting area of research, which conflates multiple linguistic systems, cultures and identities. The vocabulary of a language is the outcome of numberless linguistic interactions and it increases thanks to the loan words received from other languages.

This article aims at bringing forward the influence of the German language on the French language, as well as the domains where these numerous loan words can be found.

**Key words:** loan word, vocabulary, meaning

## **POUR UNE ÉDUCATION INTERCULTURELLE DANS LE SYSTÈME SCOLAIRE ROUMAIN**

**Cristiana-Nicola TEODORESCU  
Daniela DINCĂ  
Université de Craiova  
cteodorescu05@yahoo.fr  
danadinca@yahoo.fr**

## **ABSTRACT**

This article aims at using the survey method to measure the intercultural openness of pupils from the *Voltaire* High School, an institution promoting the development of intercultural competence by constantly organizing international projects with various European partners. The survey includes three main parts focused on the following principles: defining the pupils' identity and family environment, analysing symbols and general knowledge on the main European countries (France, Slovakia, Spain, Ukraine, Slovenia, Belgium, Poland, Albania, Serbia, Hungary) and, eventually, defining the specificities of the Romanian people.

**Key words:** intercultural education, survey, general knowledge

# ACTIVATING COGNITIVE STRATEGIES IN TEACHING *HEART* IDIOMS

Ana-Maria TRANTESCU  
Georgiana REISS  
University of Craiova  
amtrantescu@yahoo.com  
georgiana.reiss@gmail.com

## ABSTRACT

The paper aims at bringing into focus the importance of approaching teaching idioms from the cognitive linguistic perspective. To this end, a contrastive study was conducted, which consisted of applying the traditional method and the cognitive linguistic method to two classes of Romanian students during the process of *heart* idioms acquisition. Since the conceptual framework is generally common to both languages, activating cognitive strategies (conventional knowledge, conceptual metaphor and metonymy) in teaching idiomatic structures proved to be effective by enabling EFL students to understand and use them creatively.

**Key words:** cross-cultural conceptual motivation, cognitive strategies, heart idioms

# A REPERTOIRE OF DONGBA PICTOGRAPHS: CHALLENGES AND SOLUTIONS

XU Duoduo  
Nanyang Technological University  
duoduo.xu@ntu.edu.sg

## ABSTRACT

Dongba script is a pictographic script still in use in South-West China. The digitization of this writing system became a significant issue in Naxi Studies since Dongba script was enlisted in the World Memory Heritage by the UNESCO in 2003. At the current stage, a critical issue for further technical development is to reach a shared repertoire of Dongba glyphs with the agreement of all the scientific parties. The Dongba dictionaries provide valuable resources and should be used in

complete synergy to build up such a character list. The variants of Dongba glyphs, as well as other writings used by branches of Moso People, should be included in order to present a comprehensive documentation of this cultural heritage. A semantic index with the pictographic radicals is necessary for an ideographic writing system as Dongba script, while the studies on Dongba radicals are at a preliminary status. Multiple indexes should be implemented in the repertoire, in order to facilitate the searching of glyphs. For the transcription of character names, an expanded Latin alphabet for Naxi *pinyin* is suggested.

**Key words:** Dongba script, pictographic writing, semantic index