Abstracts

Remarques sur la négociation commerciale face-à-face
(Remarks on Face-to-Face Business Negotiation)
Ruxandra Constantinescu-Stefanel

The article proposes an analysis of the communication situation « face-to-face business negotiation ». L'article se propose de faire une analyse de la situation de communication « négociation commerciale face-à-face ». The methodology chosen is conversational analysis. The author describes the stages of a business meeting and reaches the conclusion that their structure is determined by their function, the types of resolution of conversational sequences typical for negotiation as well as the two main speech acts, « arguing » and « refuting ».

Keywords: business negotiation, conversational analyses, sequence, resolution, speech act

Interaction verbale en différé – la lettre de rappel
(The Delayed Verbal Interaction – the Reminder)
Corina Cilianu-Lascu

This article is a starting point in the process of considering the relations of *textual paraphrasing* between reminders as directive business letters. My study is based on a hundred and fifty authentic business letters in which directive speech acts occupy the most important place. I divided my corpus into sections of three consecutive reminders and a formal notice. In each section, I examined the following parameters: the participants, the contact, thee message, the physical setting and the psychological setting, the code. The reminders are based on the same abstract pattern or speech acts, the same categories of time deixis and a similar operation of logical connectors and anaphoric and cataphoric discourse articulators. The last part of the article describes the different parts of the reminder from the point of view of the sender's more or less polite or firm attidue in spite of the predictable structure of these letters. The details of this analysis can be used as *pre-pedagogical file* to teach several economic texts reception and production techniques with a view to improve students' reading and writing.

Keywords: reminder, text macrostructure, text paraphrasing, type of directive text, discourse articulator, logical connector.

Motivations et interactions verbales – une approche psycholinguistique
(Motivation and Verbal Interactions – A psycholinguistic Approach)
Micaela Gulea

Using the psycholinguistic approach, the article examines certain aspects of learning Romanian by French people working in Romania. The author presents the results of a survey she has conducted about this topic, as well as two types of the way in which French people living in Romania handle multilinguism and multiculturalism.

Keywords: psycholinguistic approach, learning Romanian, in-company intercultural communication, motivation, integration, multilinguism

Le discours théorique écrit – interaction sans interlocuteur ?
(The Written Theoretical Discourse – an Interaction without an Interlocutor?)
Carmen Ştefania Stoean

The article applies the key concepts of interactionist approach to the written theoretical discourse in order to determine which elements allow to construct the image of the absent interlocutor to whom the text is addressed. With this end in view, the author describes the relationship between the speaker and the interlocutor, the speech contract and the balance of power in the three types of discourse forming the genre written theoretical discourse – the scientific discourse, the didactic discourse and the popularization discourse – and arrives at the conclusion that the written theoretical discourse is a specific form of interaction.
Keywords: interactionist approach, written theoretical discourse, speaker-interlocutor relationship, speech contract, balance of power

Métaphore et discours économique
(Metaphor and Economic Speech)
Teodora Cristea

This article deals with certain metaphors used in languages for special purposes, namely in the economic discourse. It emphasizes the functions of metaphor both at a lexical and a textual level. After a brief review of the specialized literature concerning the metaphor (1), the author examines specific examples regarding the transit from every day language to the economic discourse (2) and concludes with some reflections on the transit from the denominating metaphor to the designating metaphor (3).
Keywords: metaphor, language for specific purposes, metaphors used by economists, meaning transgression, interpreting competence

Is synonymy a linguistic reality in economics English?
Laura Mureşan

This paper approaches the area of synonymy, starting from the fact that it has not been extensively explored. The first set of elements delves into diverse definitions, taking into account hyponymy and antonymy, and highlighting the relevance of the concept to different disciplines and research areas, followed by a closer examination of its connection to ESP. The last part looks at a new approach to synonymy in ESP for economics, such as its 'scienceficality', levels within an ESP discourse, and intra- and intertextual synonymy. A new classification of synonyms in ESP is proposed, depending on the perspective adopted by users during their communication. As a result, the norm and the rule confirm the complexity of this issue for non-native students and users.
Key-words: synonymy, economics, ESP, norm, rule.

Comportamento morfo-sintattico delli anglicismi nella lingua italiana contemporanea
(The Morpho-Syntactical Behaviour of English Words Borrowed into Contemporary Italian)
Mariana Săndulescu

The article deals with the grammatical bahaviour, more precisely with the choice of the auxiliary, of English words borrowed into contemporary Italian for specific purposes. The analysis is focused on identifying the Italian rules that manage grammatical gender and finds natural gender as the most frequent one, followed by semantic and suffixal analogy and homophony. Another point of interest in the analysis is the degree of integration of contemporary Anglicisms. The corpus of this research consists of the texts published by quality journals such as: Il Sole 24 ore, La Repubblica, il Panorama and L'Espresso.
Keywords: borrowed words, attribution of grammatical gender, natural gender, semantic analogy

Business Russian and current trends at lexical level
Florina Mohanu

The article concerns the presence in modern Russian of the *Business Russian,* a new and very important part of this language. It has appeared during the last decade and this is, no doubt, the most important phenomenon taking part in the Russian linguistic. Profound social transformations, taking place in Russian society, have speeded up the processes of linguistic evolution, and this has led to reorganization at all language levels. However, changes in the sphere of lexis are characterized by intensity of a special kind. Teaching Russian in our Academy means, among others, teaching Business Russian. That is a decent ability of communication competence in both oral and written Russian, a civilized commercial correspondence and skills of negotiating in Russian. The most important tendencies in the development of word stock of Business Russian are: the *plurisemantization* of the already existing Russian words and a very active process of *borrowing* words, especially from the American English. At the present moment there can be observed an upsurge in the process of borrowing words and a more extensive, active use of foreign lexis, especially in terminology. The phenomenon of linguistic restoration should also be noted: revival of words gone out of use, alterations in their evaluative colouring and stylistic properties, clearing the language of numerous clichés.
Key words: business Russian, lexis, plurisemantization, word borrowing, terminology

Linguistic competence and the professionalism of business people
Ion Jurconi

The worldwide, far-reaching reform of social, political and economic conditions has been the source of many significant changes in the way human communication is carried out. This aspect is evident in the sphere of business (perhaps this is the most vivid of its expressions), the environment which generates a lot of opportunities for commercial

correspondence. The article deals with the interdependence between the linguistic competence of business people, the efficiency of their professional activity and the quality of the documents they produce.

Keywords: linguistic competence, business professionals, commercial correspondence

Le langage du commerce électronique. Etude de cas
(The Language of e-Commerce. Case Study)

Ileana Busuioc

After a brief review of the theory of terminology, the article examines the terms specific to e-commerce. As there are no dictionaries treating this new domain in the Romanian language, the author scrutinizes certain terms and the trend of their development. She is mostly interested by the characteristics of the processes used to create such terms, eg. borrowing and creation of neologisms by metaphors. Her conclusions dwell on the concept of « linguistic management ».

Keywords: specialized terminology, e-commerce, borrowing, creation, linguistic management

A classification of collocations with special reference to those used in business English

Alexander Hollinger

Based on the seminal contribution of Dumitru Chitoran (1965), this paper discusses word combinations used in business English, since collocations are a specific yet recurrent type. A proposal to classify collocations using structural criteria may actually differ from standard references in the area. A series of eight examples present various types of combinations, either verb plus noun, adjective plus noun, verbs and adjectives or nouns only. In conclusion, collocations are often clearly specialised, leaving though ample space for further potential research since examples are far from being exhausted.

Key-words: collocation, business English, structural criteria, lexicology.

Complex verbs used in economic contexts

Alexander Hollinger

The study of complex verbs depends on their division into categories corresponding to different subjects and topics dealt with. This approach considers the most usual complex verbs encountered in business English classes, such as when approaching topics such as recruitment and employment, telephoning or market economy, financial instruments, banking and insurance, business transactions or travelling.

Key-words: complex verbs, category, business English, lexicology.

Argumentationsstrukturen in der Werbung
(Argumentative Structures of Advertisments)

Lora Constantinescu

The present paper deals with the fundamental level of any discourse, i.e. logical connections, as manifested in the discourse of consumer goods advertising, one of the most misleading ways of communication. Advertising is basically a combination of illocutionary acts (the "ask to buy") and perlocutionary effects, which reach beyond given words and images, deeply affecting the consumers' way of thinking and behaving. Rhetoricians highlight a particular type of interaction between the figurative word and the network of logical judgements in the corresponding linguistic structures. The author therefore offers a point of view for a few argumentative examples identified in German and Romanian ad texts of the 90es, where we can find (the hypothetical, negative) syllogism, polysyllogism and other types of logical judgements. The ultimate function of these logical mechanisms is to create a "shortcut" in the individual thinking, activating a so called "yield-function" (acceptance, leading to liking - according to H. Stöckl 1995) of advertising.
Key-words: rhetoric analysis, judgement structure, syllogism, advertising manipulation

Difficulties arising in teaching English communicatively

Carmen Ardeleanu

The paper provides an analysis of several major issues arising in the process of teaching/learning English communicatively in a Romanian language teaching context. The discussion focuses on the benefits of conveying content effectively, through various skills and cultural awareness, rather than following the grammar-oriented traditional teaching. A framework for playing up the advantages of students' awareness of the differences between learning effective communication skills and observing closely grammar accuracy is then offered. The results of the study, carried out over a full academic year of teaching technical students, show firstly, an increase in the students' understanding of the importance of the cultural component involved and secondly, an improvement in the areas of both language level and communicative skills, mainly in the section of upper-intermediate and advanced students.
Keywords: communication, communication equivalents, content, context, cultural correctness

Message presentation – steps to follow, style and guidelines for speech delivery

Adriana Chiriacescu

The present article addresses the issue of public speaking from the perspective of second language teaching to university students likely to be involved in future communication oriented careers. Defining stages of public speaking such as gaining confidence, planning and organizing, adapting to the audience and catching attention, presenting information, etc., are described according to literature in the field. Each of these aspects is in turn followed by proposals of L2 classroom activities destined to help students gain awareness

and competence related to the topic. The third section is concerned with describing styles of speech delivery, while the last part is dedicated to practical guidelines for speech delivery. Both these subsections also include L2 class activities on students' practicing public speaking ranging from debates on video recordings to oral presentations and group work.

Key words: public speaking, L2 teaching, L2 class activities, audience, style

From "speaking to learn" to "learning to speak"

Georgeta Ghiga

Starting from the lack of authentic speaking activities in high school English teaching, the author explains some of the methods she uses to teach students how to speak. The article explains the way in which she chooses or creates speaking task and selects the type of task most suitable for her students (pair work, role play, group work and class discussion). Finally, the author presents her views on class correction as a conclusion drawn from a questionnaire filled in by her students. The article includes two appendices: one devoted to speaking tasks and the other to the questionnaire.

Key words: communicative teaching, speaking tasks, students' needs, error correction

.Simulation in designing Business writing activities

Adriana Chiriacescu, Cristina Prelipceanu

It is not easy to create contexts in the classroom for business writing. However, teaching experience has shown that class activity can be successfully organized by means of role-play and simulation. That is why we have chosen to describe a simulation situation and to demonstrate that it is a very efficient method to create context and to motivate students to participate in such activities.

In the article we present a three-stage simulation: the presentation of the task, the division of the class into groups, and stage three, the feedback stage, which in some ways is the most valuable stage of the simulation.

Together with the students we tried to establish a number of assessing criteria, such as: aim, approach, motivation, task design, task adaptation. The students perceived this activity as 'real' meaning they see themselves doing such an activity in their future career.

Key words: simulation, role-play, three-stage model, evaluation criteria, feedback

Effektive Gestaltung von Text- und Bildinformation in Fachtexten
(Effective Presentation of Textual and Image Information in Specialized Texts)

Voichiţa Ghenghea

In my present paper I aim to discuss the complex relationship occuring between the contents of a specialized text and the accompaning images of all kinds (pictures, drawings, charts and diagrams, etc.). A relevant proved hypothesis is that text types decisively influence the frequency of appearances of some figurative representations, according to the degree of specialization and abstraction of the text. Although this article

does not contain references to economic texts, the author's proposals are useful both for the methodological approach and any descriptive approach, if we remember that economic texts are often accompanied by various graphic images.
Key-words: text comprehensibility, image, iconicity scale, communicative adequateness

„Readversion" : some cohesion and coherence problems in „hypertext discourse"
Maria Antoaneta Liuvezeanu

The article examines the hypertext discourse in comparison with other known types of discourse (conversation, written text, etc), claiming that hypertext discourse is different from all previous known types of discourse as it combines conversation and reading. The word „readversion" used in the article describes the act of hypertext discourse. The main aspects analysed are: the definition of hypertext discourse, its history, the participants, the structure, the words and other signes used (indexes, colours) and intertextuality.
Key words: hypertexts discourse, readversion, participants in hypertext discourse, signs, intertextuality

Tendances françaises en analyse de discours
(French Tendencies in Discourse Analysis)
MariaAntoaneta Livezeanu

This article summarizes Dominique Maingueneau's conference at the International Seminar « Analyse des discours : textes, types et genres » of the 12th of November 1988. After having defined discourse analysis, the article presents the French tendencies in this field. The works examined were written by linguists Patrick Charaudeau, François Rastier and Alessandro Zinna.
Mots-clés : discourse analysis, Dominique Maingueneau, Patrick Charaudeau, François rastier, Alessandro Zinna

Lectures linguistiques et conséquences méthodologiques
(Linguistics Reading and Methodological Consequences)
Ruxandra Constantinescu-Stefanel

The author shows how three books by, « Les Interactions verbales, « La mise en place » and « La conversation », have guided her in establishing the curriculum and the methodology for teaching business negotiation in French to students of Bucharest University of Economic Studies.
Keywords: teaching, business negotiation, communication competence, simulation, balance of power

The essential contribution of Alexandru Hallunga to the translation of Adam Smith in Romania

Otavian Oprică

The present article refers to the first and most relevant translation of Adam Smith's "The Wealth of Nations" into Romanian carried out by Professor Alexandru Hallunga (1902-1962) and first published between 1934 and 1938. After a brief introduction on the epoch-making book's editions and the use the Romanian scientists and students made of them until 1934, the article starts by mentioning Hallunga's biography and contributions to the fields of law and economics in Romania. As follows, several renowned cultural personalities' appreciations on the translation are mentioned. They all highlight the high value of the work resulting not only from Hallunga's endeavor but from his election of Smith's work edition as well. The last part of the study is concerned with a lexical analysis of Hallunga's translation focusing on the way the terms "stock" and "capital" are rendered into the target language.

Key words: translation, Al. Hallunga, Adam Smith, Romanian economics schools, economics