

Abstracts

Les caractéristiques du discours publicitaire des magazines français du début du XXIème siècle. L'exemple de « Science et Vie »

(The characteristics of the advertising discourse of French magazines at the beginning of the 21st century. The example of “Science et Vie”)

Ruxandra Constantinescu-Stefanel

The article aims at establishing the characteristics of the advertising discourse in French magazines published during the first decade of the 21st century, by examining advertisements from « Science et Vie ». The author examines the image, the brand and product name, the slogan writing techniques, the functions of the advertising text, the enunciator and the co-enunciator, the roles, the deixis and the subjectivity in order to determine the type of advertisement and the speech contract.

Keywords: advertising discourse, image, text, subjectivity, speech contract.

Réception et interprétation du roman *Julie ou la nouvelle Héloïse* de Jean-Jacques Rousseau

(Reception and interpretation of the novel *Julie ou la nouvelle Héloïse* by Jean-Jacques Rousseau)

Petruța Spânu

The influence of the novel *Julie or the New Heloise* (1761) by Jean-Jacques Rousseau is extremely high not only at its publication but also along the time, which is also expressed in translations in almost all languages. It corresponds to public expectations and marks a turning point in the history of mentalities. It inspires the desire for simple and rustic life, the love of order and economy, the hatred of vice, the heroism of sacrifice for family virtues. Its fundamental ambiguity allows it to act both by reason and by the heart. Critics refuse to see in the novel the simple illustration or application of Rousseau's ideas about happiness, love, virtue, friendship, nature, children's education, housekeeping. They present it in its literary dimensions.

Keywords: success, enthusiasm, influence, passion, reason, virtue, duty, dreams, loneliness, symmetry

Considérations sur les enjeux identitaires actuels de la réception en littérature

(Considerations on present identity stakes in the reception of literature)

Deliana Vasiliu

In order to ensure understanding, any meaningful reading is “critical”, that is to say the interpretation of the text to be read out. From this axiom, reading as well as translating could only be carried out through a reading that leaves traces, namely a reading which is taken over itself and thereby assumed as such. For this reason, the present grounds for thought target two reading methods: the critical reading and the translation of literature as

readings entirely apart and thus analysable and interpretable in turn. In what follows, we will attempt to perceive the identity-related challenges of this reading-writing that bear witness to the multi-faced ambivalent status of the reception in literature.

Keywords: reading, literature, critical reading, translation, interpretation, identity

**Appropriation des compétences culturelles et linguistiques en langue étrangère :
comment aider les apprenants à interpréter une communication interculturelle
(Appropriation of cultural and linguistic skills in a foreign language : how to help
learners interpret intercultural communication)**

**Nadia Ali El Sayed Ibrahim Saïd
Agnès Salinas**

The article underlines the sociocultural interpretation in foreign language, which is an integral part of the communicative skill (competence), because the communication helps to discover the various conditions of the society.

The process of education / learning of French, by arabic-speakers, depends on one hand, on linguistic components (the syntax and the phonology) and on the other hand, it depends also on pragmatic jobs of his mother tongue. It implies a sociolinguistic analysis of the way a native speaker uses his mother tongue in the social interaction.

To help the learners to interpret oral or written message in foreign language, they should be aware of the relationship between their language & their culture and also the foreign language and foreign culture. This stimulates many questions that contribute to the discovery of the people, and also cultivate to critical thinking for the learner and help him facing the similarities and differences between his culture and foreign culture to take the distance between him and culture. This is what helped him to overcome the obstacles which hinder interpretation the language and foreign culture automatically.

Keywords: Foreign language, language proficiency, intercultural competence, reception, comprehension, interpretation, stereotypes, misunderstanding.