

## **Résumés/Abstracts**

### **QUELQUES RÉFÉRENTS CULTURELS FILTRANT LE REGARD PORTÉ SUR SOI-MÊME ET SUR AUTRUI (SOME CULTURAL REFERENCES FILTERING THE WAY ONE SEES SELF AND OTHER)**

**Nina IVANCIU**

#### **Abstract**

The article aims to evoke the cultural factor impact on the individual psyche and, in addition, on its interactions with the social or professional environment. It is well known and admitted that the culture provides some matrix of representation, inclusively some “ready-made-to-think-right” and “ready-made-to-behaviour”. It will be investigated through the reading of some kinds of cultural products. With reference to this point, will be consulted the ideological or advertising discourse, the literature, some reflections on a discourse intending to build a utopian society, or some commentaries on the particularities of foreign ethos.

**Keywords:** cultural borrowing, manipulation, ready-made-to think, ready-made-to-behaviour, innovative ethos.

### **LE SLOGAN PUBLICITAIRE DES ANNEES 1990-1992 (ADVERTISING SLOGANS OVER THE PERIOD 1990-1992)**

**Ruxandra CONSTANTINESCU-ȘTEFĂNEL**

#### **Abstract**

During a previous examination of advertisements published in French magazines issued during the first decade of the 21st century, the author stated that slogans used to exhibit the following traits: they were more precise and less creative; that brand was more important than the product name and it was the brand that sold the product; reading was less important than images and general culture not a desirable trait. This article aims at proving these statements and at discovering the characteristics of slogans published from 1990 to 1992, namely: the slogan was less precise and more creative; the product name sold the product; reading was a favorite activity and general culture, a desirable trait.

**Key words:** advertising discourse, slogan, French magazines; slogan building techniques

**DE LA GERMANITÉ PAR UN SLAVE. LES STÉRÉOTYPES DANS  
MON ALLEMAGNE D'ANDRZEJ STASIUK  
(ON GERMANITY BY A SLAV. STEREOTYPES IN *MON ALLEMAGNE*  
BY ANDRZEJ STASIUK)**

**Magdalena MITURA**

**Abstract**

**Germanness according to a Pole. Stereotypes in *Mon Allemagne* by Andrzej Stasiuk**

The paper addresses the question of stereotypes found in a book *Mon Allemagne* (original title: *Dojczland*) published by Andrzej Stasiuk in 2007 and translated into French by Charles Zaremba in 2010. Adopted methods were borrowed from theoretical papers by Jerzy Bartmiński devoted to semantic stereotypes related to nationality.

The analysis presents selected components of a stereotypical image of Germany and Germans, confronted with a personal view of the author and with stereotypes shared by his fellow countrymen. His perceptive eye enables the author to grasp a wide array of premises (more or less justified) acting as constitutive elements of stereotypes present in relations between Poles and Germans.

The observed linguistic phenomena confirm the hypothesis that the major cause of stereotype viability is the historical factor. Despite geographical proximity and intense contacts, this factor can hardly ever be negligible.

**Keywords:** national stereotypes, superstitions, Germans, Poles, historical factor, books of travel.

**ÉVALUATION DANS L'ENSEIGNEMENT, ÉVALUATION DE  
L'ENSEIGNEMENT: VERS UNE NOUVELLE CULTURE DE  
L'ÉVALUATION À L'UNIVERSITÉ AU XXI<sup>ème</sup> SIÈCLE  
(EVALUATION IN TEACHING, EVALUATION OF TEACHING :  
TOWARDS A NEW CULTURE OF ACADEMIC EVALUATION IN  
THE 21st CENTURY)**

**Deliana VASILIU**

**Abstract**

Nowadays assessments have become a current practice in our universities and they concern all the actors involved in these activities and their actions. Based on our own teaching, learning and assessing experience in professional communication in French, we intend to make the most of other individual and institutional reflections regarding the more general connections between the aims of the training, the curricula and the students' assessment in order to improve the overall performance. Consequently, we propose to broaden the perspective and to target the future of our universities which are facing the visible or foreseeable challenges of the tomorrow's society by means of an operation which has become a flagship activity of teaching, namely the assessment.

**Keywords :** university culture, formative assessment, summative assessment

## CULTURAL CODES IN WRITING POLITENESS FORMULAS. A STUDY IN FRENCH AS A FOREIGN LANGUAGE

Carmen AVRAM

### **Abstract**

Taking into consideration the problematic of politeness codes in French commercial letters, this article analyzes the way Romanian students write politeness formulas in French as a Foreign Language in several written contexts. We deal with the specificity of writing commercial letters, as they appear in Business French manuals published in France and we discuss a brief theoretical approach to politeness, stressing the specificity of politeness formulas.

Our analysis' object is represented by Romanian students writing productions during the evaluation exams of a Business French seminar. This analysis endeavours to verify to which extent students can fit into the schema of different contexts. Our hypothesis is that there is a high degree of difficulty in the writing of politeness formulas in French Business communication, and in accordance with the French politeness norms. The results show that Romanians student have a tendency to make up politeness formulas (influenced by their native language-Romanian- and their first foreign language- English) or to mix several communication styles.

**Key Words:** Foreign language education; cultural codes; Business education; Interlanguage; French; politeness formulas; Romanian students.

## LA COMPÉTENCE INTERCULTURELLE : FORMATION ET OBSTACLES (INTERCULTURAL COMPETENCE : FORMATION AND OBSTACLES)

Nadia ALI EL SAYED IBRAHIM SAÏD

### **Abstract**

The acquisition of intercultural competence helps the individual to be open to the other, to discover his culture and interpret the logic of his behavior. This makes him able to change its erroneous mental representations and stereotypes. This helps to tolerate and respect cultural differences with his own culture. This study focuses on intercultural competence: the analysis of the cultural dimension framework obstacles (misunderstandings, stereotypes ...) to mutual understanding interpersonal or inter-groupal while offering some tips to train the learner to intercultural competence.

**Keywords:** cultural, intercultural, mutual understanding, stereotypes, prejudices, misunderstandings.

**PROCESSUS D'ACQUISITION DU FRANÇAIS LANGUE ÉTRANGÈRE ET  
SECONDE PAR DES GROUPES D'ADULTES IMMIGRÉS D'ORIGINES  
CULTURELLES DIVERSES DANS UNE APPROCHE COMMUNICATIVE :  
IMAGE CULTURELLE ET INTERLANGUE  
(ACQUISITION PROCESS OF FRENCH AS A FOREIGN AND A SECOND  
LANGUAGE BY A GROUP OF ADULT IMMIGRANTS OF VARIOUS  
CULTURAL ORIGINS IN COMMUNICATIVE APPROACH : CULTURAL  
IMAGE AND INTERLANGUAGE)**

**Mouna KHANDAKANI**

**Abstract**

This project continues a line of researches in cognitive and intercultural psycholinguistics aiming to clarify the cognitive processes in work during acquisition of a foreign language and/or a bilingual translation. It's centered on the study of the cognitive complexity of the training of French language like a second or foreign language; it is about a comparative study of interferences risks from populations of foreign adults firstly-newcomers in France (practising arabic, armenian, certain asian and african languages) evaluated in two situations of interlocution : with a natural and a virtual subject.

The object of study is the analysis of interferences in the oral and written productions in French language according to the cultural image released by the interlocutor: the aim of testing the visual impact stressed by the interactive context on the psycholinguistic and cognitive perceptive faculties of the individuals questioned. The interferences identified constitute indications for the processes psycholinguistics and the intercultural strategies of contact operated by the subjects of the study. Does the cultural and intercultural perception activate certain type of cognitive functioning according to a certain cultural memory? What is the cognitive, psycholinguistic and intercultural risk? The cultural memory can play an essential role in the cognitive processes and the treatment of information at individuals new learners of French as a foreign or second language regarding the chronicity or the reduction of interferences.

**Keywords:** intercultural cognitive psychology, French foreign/second language, psycholinguistics, activities of language (speaking and writing), interferences and interlanguage, logical of communication, didactic of the languages, natural and virtual situation of interviews.

UNE DÉCLINAISON DU NEW AGE OU LA LITTÉRATURE COMME  
VEILLE : *LE CALLIGRAPHE* DU ROUMAIN ALEXANDRU ECOVOIU  
(2001)  
(A DECLENSION OF NEW AGE OR LITERATURE AS WAKEFULNESS: *THE  
CALLIGRAPHER* BY THE ROMANIAN ALEXANDRU ECOVOIU 2001)

**Michel WATTREMEZ**

**Abstract**

The Romanian novelist Alexandru Ecovoiu falls within the tradition of Proust and Kafka, for whom literature is a labyrinthine and orphic excursion into the meanders of spirit and memory. His writing style can also be seen as an exploration into the strange and the absurd, while remaining in line with Thomas Mann, Hermann Hesse and Umberto Eco's stylistic parameters, as an infinite and joyful quest of sparkling beauty. As a witness to deep political, social and cultural changes in his native Romania, Ecovoiu exemplifies the established movement christened the New Age. It is a complex postmodern galaxy drawing from numerous Western sources of the Gutenberg era, through planetary and tangled networks. *The Calligrapher* borrows many themes and motifs from this multifaceted movement: a holistic approach and an esoteric vision of the universe, the synesthesia of a total art, the initiation into the individual's rebirth through exchanges with others, the game of writing and reading through connivance and utopia. Most importantly Ecovoiu exemplifies the force of spirituality and the deep-rooted conviction that writing means putting into doubt fundamentally the transmissibility of the text and the letter to the human community beyond its differences. Ecovoiu convincingly demonstrates that a Romanian literary voice is heard within world literature.

**Keywords:** Alexandru Ecovoiu, New Age, allegory, parable, reading, writing, Romania, Romanian literature.