

Abstracts

Réflexions sur le subjonctif by Teodora Cristea

Janetta DRĂGHICESCU

The article presents the posthumous book « Réflexions sur le subjonctif » by Professor Teodora Cristea. After having reviewed the main reasons behind the writing of this book, the article critically presents its various sections : the status of the subjunctive in the French verbal system, the grammar status of the subjunctive in contemporary French, the subjunctive as verbal mode in clauses, the unique meaning of the subjunctive, the use of the subjunctive in modal structures, as well as two studies on contrastivity. The last part of the article emphasizes the importance of the book for both linguists and teachers of French.

Keywords: subjunctive, French verbal system, contrastivity, modal structures

Reception of the Troubadours Poems in the Cultural Romanian Environment : Readings and Translations after 1970

Luminița DIACONU

The article critically reviews Romanian readings of the „lyric d’oc” from 1970 to the present time examining authors, their works as well as their points of view on the literature of the troubadours. It includes analyses of contributions made to the field by Sorina Bercescu, Luminița Ciuchindel, Angela Ion, Ion Pânzaru et Luminița Diaconu, all professors at the University of Bucharest, as well as that of translator Teodor Bocșa from Cluj.

Keywords : troubadours, critique, translation, anthologies

The Characteristics of Advertising Discourse in French Magazines at the Beginning of the 21st Century. The Example of “L’Entreprise”

Ruxandra CONSTANTINESCU-ȘTEFĂNEL

The article aims at discovering the main characteristics of the advertising discourse in French magazines issued during the first decade of the 21st century by examining advertisements published in «L’Entreprise ». The author reviews the image, the trademark, and the denomination of the product, the techniques used to create slogans, the functions of the advertising text, the enunciation framework – enunciator and co-enunciator, roles, deixis –, as well as expressions of subjectivity so as to establish the type of advertisements and the type of speech contract which prevails. The article ends with some remarks on the advertising universe of this magazine as opposed to that of other French magazines published during the same period of time.

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

Expressions of the Injunctive Illocutionary Derivation

Carmen-Ștefania STOEAN

This article is an excerpt of the author’s thesis, coordinated by Professor Teodora Cristea. It deals with the expression and functioning of the injunctive modality in two languages, namely French and Romanian. The research methods used are pragmalinguistics and interactionism.

Chapter 8 of the thesis examines illocutionary derivation, i.e. the indirect expression of the injunctive modality. The author uses a comparative and contrastive approach to analyse the linguistic means, belonging both to the language system and to the discourse and allowing for the expression of the injunctive modality in the two languages, French and Romanian. The excerpt constituting the article deals with the expression of the illocutionary derivation by means of verbal forms.

Keywords: injunction, illocutionary derivation, imperative, indicative, conditional.

Stylistic Density in the Translation of the Text from Romanian into French

Tamara CEBAN

The stylistic density in the text translation may be characterized by unexpected kinds of turn of expression and solutions which, in turn, require the use of various translation techniques.

This paper is limited to the analysis of the French versions of three Romanian prose texts because prose can illustrate the translation techniques best and exemplify the particulars of a given discourse in a significant way.

Three Romanian authors have been selected : Liviu Rebreanu's novel Răscoala (The Uprising) – in which the author employs a discourse which is more or less neutral from the perspective of the translation methods ; Vasile Voiculescu, Povestiri (Tales) – whose style is much more heavily marked through the local and poetic translation techniques ; Ion Creanga's fairy-tale Soacra cu trei nurori (The Mother-in-law and her Three Daughters-in-law) in which one can identify his picturesque discourse in the translation of which several translation methods such as the equivalence, the modulation and the adaptation have been used.

In conclusion, after a brief examination of the stylistic density of the three texts under analysis, the article highlights the relationship established between the discourse type and the translation methods employed in the French language.

Keywords: *stylistic density, translation, discourse, translation techniques.*

From „Dialogue” to „Dialogues” in Pragmatic Discourse Analysis

Dan STERIAN

Conceived, most often than not, as a simple frame of a novel or of another type of writing, the dialogue and the dialogues also trigger a whole series of phenomena, as they are always supposed to bring about a certain progress at the discursive level, at the thought level or at the level of the interlocutors' logos. Consequently, they are liable to ensure the passage from a conscience that is sometimes subject to contingencies to a more enlightened, if not emancipated conscience.

Keywords: *dialogue, reply, response, dialogue act, dialogue procedure, dialogue form*

Graphics and Phonetics – Creative Means in Advertising: Romanian and French

Maria Ana OPRESCU

Thanks to the diversity of means it uses, the language of advertising is not a uniform linguistic phenomenon. Neither does it represent a unitary linguistic phenomenon whose components are different from those to be found in other genres and whose reading contract has its own specific characteristics.

That is why, from the point of view of creativity, the language of advertising uses all means existing both in every day language, where these means are spontaneously expressed, and in literary language, where they are more elaborated. No means totally specific to the language of advertising has been identified.

Keywords: *language of advertising, creativity, graphics, phonetics*

Advertising and Product: Face Creams

Ruxandra CONSTANTINESCU-ȘTEFĂNEL

This article aims at establishing whether there is a typical advertising discourse for a specific product, namely face creams. The author examines both the image and the text of the advertisements, the enunciation frame, the roles, the speech contract and the advertising ethos.

Keywords: *advertising discourse, advertising image, advertising text, ethos*

The Two Dimensions of the French Class, Language and Culture, as Confronted to French Speaking Interculturality

Rakia LAROUÏ

Specialised literature teaches us that education is a social matter of the utmost importance. The paradox of education consists in the fact that it is always oriented towards the future while remaining deeply rooted into the present.

The various actors of the 21st century education live in a world of communication where experience and the culture of others are intermingled with their own. Economic, cultural and social frontiers are thus erased. The various actors of education aspire to prepare the young generation to live in a continuously changing world.

Since the beginning of the 90s and with a view to responding to social expectations, the school in Quebec has implemented a major gradual reform of its education system which resulted in a new training program in the years 2000.

Keywords: education system, training program, school in Quebec, French speaking interculturality

Intercultural Competence of Albanian Students in Foreign Languages; Representations and Class Practices

Elvis BRAMO

The article aims at presenting some considerations on the intercultural competence of Albanian students based on the results of a survey conducted on students in French and Greek and focusing on intercultural. Data collected during the survey helped to identify their representations, their gaps and the differences they make when acquiring notions which are connected not only to linguistics. Starting from these results, the author proposes certain approaches meant to improve teaching the intercultural while teaching/learning foreign languages to/by foreign students in a foreign country.

Keywords: intercultural, French, Greek, intercultural competence

Compound Words (with an English Component) in Russian Economic Terminology

Zinaida-Tamara FEDOT

Following the ongoing evolution of life and society, any language permanently enriches its vocabulary, which leads to the creation of new words to nominate new realities in all fields of activity. The article examines Russian economic terminology focusing on compound words (with an English component). It reviews the modalities by which the new words are adapted to the specificity of the Russian language and it draws a classification of the most productive compound words in the Russian commercial terminology, also showing some particularities of composition in this language.

Keywords: neologisms, borrowings, compound words, anglicisms, economic terms, terminology

**«Fondements théoriques d'une recherche-action
sur l'harmonisation curriculaire en milieu universitaire»**

Rodica CAPOTĂ-STANCIU

The article presents the book « Fondements théoriques d'une recherche-action sur l'harmonisation curriculaire en milieu universitaire » by Carmen Stéfania Stoean, examining its sources, its importance, its structure and its audience and emphasizing the fact that this work opens new paths in the research on language teaching.

Keywords: *curriculum, French as a Foreign Language, language teaching, French Speaking Countries*