Résumés/Abstracts

Les facteurs qui influencent le discours publicitaire des magazines français
(Factors Influencing Advertising Discourse in Frencg Magazines)

Ruxandra Constantinescu-Stefanel

Abstract
The article presents the way in which various factors, such as the sender, the receiver, the time and circumstances of enunciation, as well as the product or service, influence the advertising discourse of French magazines published at the beginning of the 21st century.
Key words: advertising discourse, sender, receiver, time of enunciation, circumstances of enunciation, French magazines

Saisir l'intérêt du public : l'adaptation pragmatique de la publicité
(Capturing the Audience's Interest : Pragmatic Adaptation of Advertising)

Maria Ana Oprescu

Abstract
The article presents the most important characteristic which differentiates advertising from most of the other phenomena of mass communication, i.e. pragmatic adaptation with its two main pillars: knowing your audience and attracting its interest. Creativity specifically used in advertising is thus analysed both at the level of image and at that of the text. The author's conclusion is that more o society develops more it needs advertising, the latter becoming one of the main arts of the present time.
Key words: advertising, pragmatic adaptation, advertising image, advertising text, creativity

Persuasion Techniques in the 21ST Century Advertising

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Cristina-Maria Prelipceanu

Abstract
Most people do not know that their buying decisions are influenced by the use of persuasion techniques in advertisements and commercials. This research can be seen as a small step in raising awareness of why and how persuasion is used in advertising in order to enable buyers to protect themselves from its effects and to make correct purchasing decisions without being too much influenced by advertising.
For this purpose we have chosen to analyze a corpus of commercials and advertisements in order to identify similarities and differences between the persuasion techniques used in TV commercials and Facebook advertisements and to analyze the relation between the target audience and the techniques used in the selected advertisements in order to better understand how

persuasion is used by advertisers.
The results show that in TV commercials more complex and sophisticated combinations of persuasion techniques are used, while in Facebook advertisements a combination of maximum three persuasion techniques is used. Moreover, on Facebook, even if the same persuasion techniques as in the TV commercials are used for the same product, they are adapted to a specific age segment.

Key words: persuasion, advertising techniques, advertisements, commercials, advertising slogan

Global Advertising – Its Communication Role in International Marketing

Flavia Estera Cartacai
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Abstract
The present research aims to analyze the communication role of global advertising in international marketing, by revealing the way in which the message is expressed through the use of slogans, language devices and other linguistic elements which contribute to the advertising form, content and style. A corpus of global advertisements becomes the subject of a close, qualitative analysis in order to establish their impact on the consumer behavior in terms of brand-customer relationship, as well as to identify the linguistic source of their memorable and compelling nature.Consequently, the fundamental element that links together international marketing and global advertising is represented by language as a cross-cultural bridge that unites the other two components: communication and culture.

Key words: communication, culture, language, international marketing, global advertising

The Impact of Culture on Advertising.
The Case of Chinese Advertising

Fang Qi
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Abstract
Advertising is created in keeping with culture. Due to cultural differences between Western countries and China, advertising values are different. Therefore, the interpretation of the same commodity will have different results. As culture is always behind the creation and understanding of advertising, the impact of culture on advertising is to be discussed in this article .It is illustrated by a case study on advertisements for the mobile phone Huawei P8 in China and Western countries.

Key words: advertising, cultural differences, cultural values, the impact of culture, China

The Role Played by Local Culture in International Marketing

Alexandra Georgiana Sălcianu
Cristina-Maria Prelipceanu

Abstract
Whether we talk about a senior company or a starting one and those people who lead it want it to go internationally, then they have to adapt a part of its products and services to the local culture. The example chosen for this study is McDonald's, a big franchise that started in the United States and has adapted to markets around the world. How has it managed to do this? The answer can be found in the research and theoretical information which offer some insights into the two variables: culture and international marketing which are interconnected when it is about companies crossing borders. The paper aims to show how marketing and culture are entwined. For this purpose, McDonald's behavior in three different countries (the United States, Romania and India) is analyzed in terms of marketing and advertising, products and new ideas; all these elements have generated significant results and they are explained from a cultural point of view.
Key words: international marketing, local culture, consumer behavior, adaptation, advertising message

Marketing Strategies on the International Tourism Market. Comparative Case Study between Romania and Spain

Simona Adriana Cotelin
Cristina-Maria Prelipceanu

Abstract
The paper presents an analysis of tourism in Romania and the importance of marketing in tourism. The main focuses of the paper are: the Romanian tourism offer and the image that Romania has on foreign markets. It describes the main promotional campaigns Romania has conducted so far, with an emphasis on "Explore the Carpathian Garden" and "Why don't you come over" campaigns. It also analyses a successful branding campaign run in Spain, the European destination leader. Last but not least, it examines the perception of foreign tourists about Romania as a holiday destination.
Key words: tourism, marketing, country branding, Romania, Spain, foreign tourists' perception

Country Branding: Romania as a Tourist Destination

Diana Elena Matei
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Abstract
The topic of tourism motivations has been debated for decades in various destinations around the world. Romanian's economy is booming starting with end of 2013 as stated

by one of the most powerful voices on the subject – "The Economist". Furthermore, Bucharest is acknowledged as the cultural, industrial and financial center of Romania. Bucharest is becoming lately more and more popular amongst city destinations in Europe, being also known as a budget friendly destination. People are influenced by many factors in choosing their destination. Country-branding is maintained on a top position when it comes to decision's influences. The main objective of this paper is to identify the main motivational factors that attract tourists to visit the Romanian capital. The research will look on how the Romanian brand is perceived by foreigners, at how people get information about Bucharest before they travel, how their experience in Bucharest is and which possibility would be to recommend the Romanian capital to others, as a tourist destination.

Key words: tourism, marketing, country branding, tourist motivation, Bucharest

Facebook and Blogs as Active PR and Marketing Tools in Managing Your Own Business

Ioana Cosmina Manea
Cristina-Maria Prelipceanu

Abstract
The aim of writing this research was mainly to prove which social network is better in marketing your own business. The two networks that we have chosen are the two most used social media platforms: Facebook and blogs. We wanted to prove which of these two is better in marketing your own business. Due to the fact that we live in the so called "internet age" businesses are better advertised online. Through the use of social media and these two platforms entrepreneurs can make their businesses more visible and easy to advertise. Using either the Facebook platform, blogs or in some cases both, the business can be advertised to target a certain niche, the niche that the product sells best.
Regarding the purpose of this paper, we wanted to conduct this research to show which one is better, easier to use, and has fast results in marketing and advertising a personal business.

Key words: social networks, blogs, Facebook, marketing, entrepreneur

E-Marketing and New Media

Magdalena Diaconu
Cristina-Maria Prelipceanu

Abstract
The article used data from the official site of the marketing agency and press releases to analyze the role Facebook and blogs play in the success of a marketing campaign. Internet, e-marketing and social media are the leitmotifs of the 21st century, therefore it is important to know how to better market products or services. The numbers and the interviews from the agency representatives were analyzed using the qualitative approach. The paper has shown that Facebook and blogs reach the younger target better and help increase market share and sale volumes. Facebook and blogs establish a real time

connection between clients and marketers. The results generated are specific and cannot be generalized to all marketing campaigns.

Key words: e-marketing, Facebook

Le CETA dans la presse écrite française et québécoise
(CETA in French and Quebec Written Press)

Iuliana Teodororiu

Abstract
Starting from the hypothesis that cultural characteristics can influence the way in which events are presented by the media, the article reviews the way in which the signature of CETA between Canada and the European Union was presented by the written press from France and the Quebec. The results of the study confirm the initial hypothesis.
Key words: written press, France, Quebec, CETA, cultural characteristics

Language and Political Conflict Management.
A Case Study on the European Refugee Crisis

Elena-Rodica-Silvana Brăslaşu
Viorela-Valentina Dima

Abstract
The current paper explores the role language plays in political conflict management by analyzing a series of political discourses on a specific source of conflict – namely, the European refugee crisis of 2011-2015. After briefly reviewing key theoretical studies on conflict management in general and the role of language in conflict management, we provide extensive details of the case study entitled "The European refugee crisis - A view from several EU Member States", which we conducted with the aim of analyzing the opinions of various EU Member States' representatives (German, French, Romanian and Hungarian officials) about the refugee crisis of 2011-2015. Naturally, we conclude by highlighting the main similarities and differences between the attitudes expressed in the selected discourses and the way language is used to convey the respective attitudes
Keywords: conflict management, political discourse analysis, European Union refugee crisis of 2011-2015, applied linguistics

« La publicité : histoire, codes, fonctionnement » par Maria Ana Oprescu
("Advertising: History, Codes, Functioning" by Maria Ana Oprescu)

Rodica Stanciu-Capotă

Abstract
The article presents Maria Ana Oprescu's book « La publicité : histoire, codes, fonctionnement », the result of the author's many years of research on almost all aspects of advertising, including, but not only, its history, its purpose, its semantics and its characteristics as a communication act.
Key words: advertising, codes, communication act, advertising image, advertising text