

# DICE 10/2



## DIVERSITÉ ET IDENTITÉ CULTURELLE EN EUROPE

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## DIVERSITATE ȘI IDENTITATE CULTURALĂ ÎN EUROPA

10<sup>ème</sup> Anniversaire /10<sup>th</sup> Anniversary

EDITURA  
MUZEUL LITERATURII ROMÂNE

**DIVERSITÉ ET IDENTITÉ  
CULTURELLE  
EN EUROPE**

**TOME 10/2**

**Editura Muzeul Literaturii Române  
București, 2013**

**Publicație semestrială** editată de:  
Muzeul Național al Literaturii Române

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Bulevardul Dacia, nr. 12, București, CP 010402, Romania  
<http://www.mnlr.ro/ro-dice.html>

## **Numéro thématique**

*Improving Standards of Quality in Language  
Education and Research/Améliorer les standards  
de qualité dans l'enseignement des langues et  
dans la recherche*

*Rethinking Education - Reshaping the World.  
Languages, Business and Communities /  
Repenser l'éducation - Remodeler le monde.  
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**Volume coordonné par:  
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**Diversité et identité culturelles en Europe/Diversitate și identitate culturală în Europa / Editor: Petre Gheorghe Bârlea**

ISSN: 2067 - 0931

An X, nr. 2 – București: Editura Muzeul Literaturii Române - 2013.

273 p.

008(4+498)(063)

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# ÉDITORIAL

## INTERCULTURAL PERSPECTIVES IN EDUCATION AND RESEARCH

### LA QUALITÉ DANS L'ENSEIGNEMENT DES LANGUES ET DANS LA RECHERCHE

#### A PHRASEOLOGICAL APPROACH TO SPANISH SCHOLARS' RHETORICAL STRATEGIES IN ENGLISH- MEDIUM RESEARCH PUBLICATION

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**Abstract:**

This study particularly analyzes phraseological patterns of first person plural references as the expression of authorship in writing. Corpus evidence is obtained for two communities contrasted, that is English native scholars and their Spanish counterparts. Data on common authorship-related phraseological patterns retrieved with WSCongram (Scott, 2008) from a section coded-corpus of research articles indicate that these phraseologies are section-specific, but that there are also differences in their configuration across cultures (i.e. Spanish and Anglo-American). Finally, these findings are discussed in view of the potential implications on Spanish scholars' rhetorical strategies who need to adjust their language to the rhetorical standards of English-medium journals (Pérez-Llantada, 2012) when engaging in global debates.

**Keywords:**

English-medium publication, authorship, biomedical research article, contrastive rhetoric, Spanish context.

# A GENRE-BASED APPROACH TO TEACHING RESEARCH WRITING IN A ROMANIAN EAP CONTEXT

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## **Abstract:**

Set against the backdrop of an English-medium interdisciplinary masters' in Romania, this paper describes the process of familiarising researchers with the *genre* specificity of research articles published in English language journals. Building on Swales' genre-based approach to research writing (Swales, 2004; Feak & Swales, 2009), the study includes both methodological aspects of genre-teaching / learning and an analysis of data collected through group discussion, reflecting the views of programme participants. Fully aware that it is too early to draw comprehensive conclusions, the authors hope that by integrating various perspectives, this small-scale research will further document the genre-based approach to research writing and will contribute to refining course design and methodology.

## **Key words:**

Genre-based approach, research article, writing for publication.

# LES CARACTERISTIQUES DU DISCOURS PUBLICITAIRE DES MAGAZINES FRANÇAIS DU DEBUT DU XXI-e SIECLE. L'EXEMPLE DE «CAPITAL»

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## **Abstract:**

The article aims at establishing the characteristics of the advertising discourse in French magazines of the first decade of the 21st century by examining the advertisements published in "Capital". It dwells on the advertising image, the presence of brand names and product names in advertisements, the techniques used to build slogans, the functions of the text, the enunciation framework, namely the speaker and co-speaker, the roles the deictic devices, as well as the way in which subjectivity is expressed so as to discover the type of advertising and the speech contract.

## **Key words:**

Advertising discourse, advertising image, advertising text, subjectivity, speech contract.

# ICT TOOLS TO IMPROVE THE QUALITY OF INTERCULTURAL COMMUNICATION CLASSES IN ENGLISH

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## **Abstract:**

This article focuses on intercultural communication in the classroom, on how it has been done in my home institution and on how it could be improved. The quality of intercultural communication classes is assessable based on students' acquired intercultural competence. Starting from definitions of cultural competence, the article outlines relevant dimensions to be considered when designing intercultural communication classroom activities and when evaluating students' intercultural competence. Based on participant observation and classroom ethnography, it suggests how ICT tools can contribute to developing intercultural competence in a way that empowers students to take control of their learning process and become creative learners.

## **Keywords:**

Intercultural communication, intercultural competence, ICT tools, classroom ethnography.

# ENSEIGNEMENT ET APPRENTISSAGE DU FRANÇAIS LANGUE ÉTRANGÈRE. INTERFÉRENCES CULTURELLES

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## **Abstract:**

Teaching/learning modern languages presents nowadays a lot of interest, due to globalization as well as to the development of national cultures. Teachers and learners have to face many influences, first, of their own language and culture, and secondly, of the specific objectives assumed by the two actors involved in this biunivocal process. This article highlights the importance of mastering appropriate linguistic and pragmatic structures, while also developing relevant cultural competences and knowledge.

## **Key words:**

Language, culture, skills, interferences, teaching.

## **IMPROVING STUDENTS' EMPLOYABILITY CHANCES - FOREIGN LANGUAGE TRAINERS' ROLE**

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### **Abstract:**

This article discusses the need for educators in business schools to become more involved in discovering and cultivating not only hard skills, but also soft skills, in order to prepare students to meet the requirements of their potential employers. At the level of business undergraduate studies in Romania, educational activities focusing on soft skills (such as intercultural communication, positive attitude, flexibility) become essential for increasing students' employability chances.

Foreign language teachers who use a communicative teaching method are specifically involved in such activities. But do these courses cover the entire range of top soft skills required by business executives? What is done in the classroom and what can be improved?

The present study will attempt to find the answers to these questions and to formulate suggestions for a more focused approach to soft skills development through foreign language courses.

### **Keywords:**

Employability, soft skills, intercultural communication.

## **QUALITY AND INTERCULTURAL ASPECTS IN ROMANIAN HIGHER EDUCATION**

Maria DĂRĂBANT  
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### **Abstract:**

Quality has always been one of the most important objectives in Romanian education at all levels, crossing through and uniting the whole process. Even the multiple changes taking place in this field, some not very inspired, let alone inspirational, are, perhaps, the very proof of genuine preoccupation towards bettering things, which means basically a preoccupation towards quality.

The paper focuses on some qualitative aspects in the Romanian tuition system from a multicultural perspective provided by both Romanian and foreign students studying together in ASE. The data was collected by means of questionnaires and direct observation during Business English seminars.

### **Key words:**

Education, quality, intercultural aspects, study of foreign languages.

## **AWARENESS AND MOTIVATION IN CROSS-CULTURAL LANGUAGE TEACHING**

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### **Abstract:**

The focus in language education in the twenty-first century does no longer fall on grammar, memorization and learning from rote, but rather on using language alongside with cultural knowledge as a means to communicate and connect to other people all over the world. Our learners are going to become part of today's intercultural communication network and they will need to use both their language and cultural skills for real life communication. Therefore, teachers themselves should be ready to assume the responsibility of teaching their learners how to become culturally competent. To do this properly and successfully, practitioners need to build and develop their own awareness of and motivation for an intercultural approach.

The current paper will present and analyze some recent research findings on higher education practitioners' motivation to adopt a cross-cultural approach in their classrooms.

### **Keywords:**

Teaching, awareness, motivation, cross-cultural, intercultural.

## **A CLASSIFICATION OF BORROWINGS: OBSERVATIONS FROM ROMANIAN/ENGLISH CONTACT**

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### **Abstract:**

The classification of language contact phenomena has always been an important concern among researchers in the field. In particular, the term borrowing has received different definitions from different writers, covering a wide spectrum of words, from pure loanwords to hybrid loans and semantic extensions. This paper presents one of the most influential taxonomies of borrowings in the literature, and analyzes the way in which the various categories proposed in this taxonomy apply to the Romanian/English contact situation. English borrowings selected from a corpus of journalistic prose and from the specialized literature are used to illustrate the theoretical discussion.

### **Key words:**

Borrowing, loanword, loanblend, loanshift.

# **THE INTERCULTURAL COMMUNICATION COMPETENCE – IS IT A MERE CONCEPT OF ECONOMIC GLOBALIZATION OR HAS IT BECOME ALREADY A SOCIAL AND PROFESSIONAL REALITY?**

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## **Abstract:**

As a result of an unprecedented human mobility, the intercultural encounter has turned into normality, almost. In such a context, multicultural coexistence and professional cooperation may only prove to be successful through a proper communication process. The increasing importance of foreign languages at work, as well as in everyday life represents an obvious indicator for the undergoing changes, especially through globalization and technological development, in the world of work, as well as in social life. Starting from data collected based on a survey, this article attempts to establish to what extent the intercultural communication competence is required for learners in their professional and everyday life.

## **Key-words:**

Foreign languages, cross-cultural dialogue, intercultural encounter, intercultural communication competence.

# **EUPHEMISTISCHE ÄUSSERUNGEN IN DER WERBESPRACHE. ÜBERLEGUNGEN ZUR PRAGMATIK IM DEUTSCHEN UND RUMÄNISCHEN**

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## **Abstract:**

This article, which is part of a more extended study based on an empirically-selected corpus, aims to provide empirical analyses of euphemisms present in the language of advertising to illustrate strategies of emphasizing the message euphemisms transmit when used in advertising statements/texts in the German and Romanian language. Special attention will be paid to the specific relationship between the sender and the receiver and to the sender's intentions closely connected to the purpose and context of advertising to highlight the functions of euphemisms in advertising.

## **Key words:**

Euphemism; language of advertising; indirect speech acts.

# CONFLUENCES

## VARIATION ET TRADUCTION: A LA RECHERCHE DE L'EQUIVALENCE FONCTIONNELLE

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**Abstract:**

The author addresses the problem of formal equivalence when translating a mainly expressive text focused on form. This issue is broached through the translation into French of Gogol's novel "The Overcoat" and, more precisely, of the incoherent language of the main character of the novel, Akaki Akakievitch Bachmatchkine. The author identifies six elements of formal, semantic, stylistic or functional nature that have to be taken into account by the translator. Through the analysis of ten French translations of the novel, the author comments on the choices of the translators and shows that an appropriate translation does not amount to the simple addition of these elements, but presupposes the existence of a relation among them and especially the perception of the effect produced by this relation.

**Keywords:**

Translation studies, Gogol, Russian, French, expressive function.

## NORME ET VARIATION DANS LES TRADUCTIONS DE CAMILLERI

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**Abstract:**

The great success of the contemporary Sicilian author Andrea Camilleri in Italy and abroad because of the numerous translations of his novels is mainly due to the originality of his language that mixes dialect, a Sicilian regional variety of his invention, and standard Italian with a whole range of registers. This study offers a contrastive analysis from a sociolinguistic and translation perspective on the way that diatopic, diaphasic and diastratic dimensions are anchored in the Italian and French cultural context through the study of the French translation of two his novels (*La stagione della caccia* et *Il ladro di merendine*). The challenge of translating a language mixed with dialect offers concrete ways to explore the dichotomy between norm (or standard language) and variation in Italy and France.

**Key words:**

Dialect, translation, sociolinguistics, norm, variation, France, Italy.



## REVELATION OF PSEUDO-MASK OF SPIRITUAL FIGURES IN RUTH PRAWER JHABVALA'S HEAT AND DUST

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**Abstract:**

The spiritual figures of Ruth Prawer Jhabvala's Heat and Dust appear to be very shallow and mendicants. They are poor *Sadhus* who move from place to place like vendors selling their gods. Though, they pretend to live in a world of spirituality but in reality their feelings and emotions are earthy. Even those who come from Europe as young men and initiated, do not live a sex-free life. At this backdrop, the present paper tries to explore the world of pseudo spiritual figures in Ruth Prawer Jhabvala's Heat and Dust.

**Keywords:**

India, spirituality, religion, life, character

## RAPPORTS HOMME/ANIMAL EN PAYS TUPURI: REPRESENTATIONS SOCIALES ET SOCIOLINGUISTIQUES

Jean Paul BALGA  
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**Abstract:**

Adamawa-Ubangi language spoken in southwestern Chad and north-eastern Cameroon, the tupuri has many speakers. They have a special relationship with animals, including livestock that does most of the dowry in countries tupuri. In this paper, we describe the representations through the relationship of man with the pet, the woman with the beef, the perception of the dog, guardian of the family compound, the boundaries between man and domestic animal, human and wild animal, and wild animal as a spirit protector, witchcraft and second sight.

**Keywords:**

Tupuri, animal, beef, representations, woman

# LA CONFIGURATION/ LA RECONFIGURATION DE L'IMAGE URBAINE DANS LA CONCURRENCE INTERURBAINE. LE CAS DES VILLES DE BRAȘOV ET DE CONSTANȚA

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## **Abstract:**

In the context of increasingly accentuated globalization, the present cities are forced, in an elegant manner, to act individually in order to ensure economic, social and cultural development. Cities constantly compete with each other, seeking to identify, develop and value their comparative and competitive advantages to attract attention on them. A healthy urban management and brand strategy of place realistic and updated continuously can induce a high degree of attraction, with positive implications on the dynamics of space within the city. Interurban competition may take place at many levels (economic, social and cultural) but, whatever its nature, seeks to attract funds for city development and improving quality of life of citizens. Towns are required to reinvent itself, but very few modern cities manage to assert their own culture to create a distinct image, personal, able to represent and promote the city among tourists, residents or investors. Deprived of vision, experience and inspiration, most cities manage just to copy each other, in terms of the image they displayed. The image influences the behavior of individuals to a certain place, with important implications for the territorial mobility in the city. The article is structured in two parts: a first part theoretical where are presented and defined the concepts as well as relations between them, to which is added an applicative part, which assesses and analyzes the image of the Municipality of Brașov and Constanța, from the perspective of residents of two cities. The image that the residents have of their city should be similar to, at least broadly, the image that promotes the city, because a false image promoted leads to decreased interest and confidence in the product of potential buyers, in this case, this ones being identified with the urban space.

## **Keywords:**

Competitive advantage, comparative advantage, interurban competition, perception, contemporary urban space

# REPENSER L'ÉDUCATION. LANGUES, AFFAIRES ET COMMUNAUTÉS

## CONSISTENCY VERSUS INCONSISTENCY IN THE CURRENT ACADEMIC ECONOMIC PARADIGM

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### **Abstract:**

The current academic economic paradigm is shaped by the actual economic schools of thoughts and the systems of generating economic knowledge – universities, research institutions, academic publishing actors and business elites. The cumulated contributions of these actors have transformed economics into a mature science whose practical and governance implications were tested by the 2008 world financial crisis. The challenges faced in these times by governments, households and businesses have severely questioned both orthodox and non orthodox economic wisdom and the legitimacy of the economist as a professional. Irrespective of their economic orientation, most economists have agreed that the models of socio-economic development should be revisited, with a high need of a focus on the moral and ethical standards of the human, economic and political actions. The purpose of this paper is to analyse some of the major inconsistencies that the current academic economic paradigm is perpetuating through its systems of generating economic knowledge, mainly universities and research institutions. From the methodological point of view this paper uses a qualitative analysis, based on a conceptual and highly explorative approach.

### **Key words:**

Economic paradigm, higher education, school of thought, financial crisis

## CULTURE (S) ET ÉDUCATION AU DIALOGUE INTERCULTUREL

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### **Abstract:**

After a brief incursion into different definitions of “culture” and “intercultural communication”, this paper examines their impact on communicative interactions and practices. Then we discuss the balance between universal human givens and cultural specificity; this balance legitimates hopes to peaceful coexistence, mutual understanding and interacting in order to build up common projects. It is this double dimension of the individual which appears to be responsible for accepting or blocking conversational negotiations - in which actors seek to exceed the boundaries of their values (attitudes, rules, etc.) imposed by the tradition of their community of origin and try to build together a common reference system that allows them to work in synergy.

From an educational perspective – aimed at the level of interpersonal skills, especially general attitudes (openness to cultural diversity, respect for the work and ethic, intellectual rigor...) (Galison R., C. Puren, *La formation en questions*, Clé International, 1999) – teaching and learning languages and cultures is a privileged opportunity to stir up the openness towards the Other, understanding and interacting with the Other, who is different from oneself.

In an intercultural dialogue – especially when the aim is to achieve a professional team project – we learn how to listen to others, how to integrate their cultural specificity and, at the same time, we discover how we can create cultural bridges together, in order to aid our synergistic actions.

### **Key-words:**

Culture, intercultural dialogue, education, intercultural communication, synergy.

# L’EVALUATION FORMATIVE: QUELS ATOUTS POUR L’ENSEIGNEMENT/APPRENTISSAGE DE LA COMMUNICATION PROFESSIONNELLE EN FRANÇAIS?

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## **Abstract:**

Concepts such as “*lifelong learning*” and “*autonomous learning*” lie at the centre of the methodology used by the multilingual and multicultural education to which teachers, students and professionals are invited today in Europe.

Although within the last decade the Common European Framework of Reference for Languages CEFR) has led to a radical positive change in teaching languages and cultures, I believe that there are also other resources to promote quality L2 or L3 teaching and learning processes, i.e., a better use of formative assessment in language class. Trying to find a good balance between harmonization and contextualization is equally necessary. But too often, stakeholders in the process of teaching and learning languages in Europe tend to equate assessment with rankings and creating hierarchies.

The present paper proposes to approach several methodological opportunities for using the formative assessment adapted to teaching languages to specialists in other fields in a European Economic University.

## **Key-words:**

Professional communication in French, (self)-evaluation, formative assessment, autonomous learning.

# ADVERTISING AND LANGUAGE MANIPULATION

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## **Abstract:**

Research has revealed that much of what happens in our minds as a result of language use is still hidden from our conscious awareness. Advertisers know this phenomenon better. They use the manipulation of language to suggest something about their products without directly claiming it to be true. Although the advertisers use colours, symbols, and imagery in advertisements, “the most direct way to study ads is through an analysis of the language employed” as all the other aspects are meant to reinforce the language message.

Ads are designed to have an effect on consumers while being laughed at, belittle and all but ignored. Some modern advertisements appear to be almost dissuading consumers from the product – but this is just a modern technique. This paper is going to analyze a series of language techniques used by advertisers to arrest our attention, to arouse our interest, to stimulate desire for a product and ultimately to motivate us to buy it.

Once we become familiar with the language strategies used in advertising messages we will be more able to make our own buying decisions.

## **Key-words:**

Advertising, language, manipulation, claims, techniques.

# LEARNING TO ‘*CUT THE BREAD EVENLY*’ – TEACHING CONFLICT MANAGEMENT AND NEGOTIATION STRATEGIES

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## **Abstract:**

The paper focuses on an approach to the teaching of a soft skills category, viz. conflict management and negotiation strategies, covering a range of bridge-building abilities, by means of a CLIL instructional pattern, meant to help technical university graduates to successfully perform as engineers in the sphere of business/industry in the ever changing world context of our century. A presentation of the proposed module is provided, together with the pedagogic rationale underlying designing/teaching it. The piloting stage main conclusions are included, with a view to initiating further optimization.

## **Key-words:**

Language education, soft skills, CLIL, conflict management, negotiation strategies.

# TRANSCENDING THE TRAJECTORY OF CYCLICAL IMPASSE: IN SEARCH OF A NEW BEGINNING IN ESIABA IROBI’S *NWOKEDI*

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## **Abstract**

Arguably, Nigeria’s transition from the military regime to the democratic rule in 1999 only marginally altered its political context dramatically. Nevertheless, corruption and mismanagement of her economic potential portentously remain her abiding nightmare. Far from undermining and obscuring the debilitating effect of this negative trend, contemporary Nigerian novelists, poets and playwrights have cultivated and sustained in their literary works, an articulation of a plausible political panacea that demands a complete overhaul of the menace of corruption in the country. This concern arises from the need by the writers, to prevent the masses from reacting against a monumental corruption, that could become a catalyst for political implosion.

The desirability of Nigeria’s radical political change is posited by Irobi’s dramatic fermentation of the Igbo mythopoesis and modern theatre appurtenances. This is an experimentation underlined in *Nwokedi*, a play which legitimizes the inauguration of a violent cleansing of the Nigeria’s rotten political system, through a traditional ritualistic process. This could be taken as a positive model for the appropriation of the African tradition as an alternative political approach, for initiating a radical social change in postcolonial Africa. This paper intends to highlight how Irobi’s play has engaged the Igbo ritual festival, *Ekpe* as a weapon, for the campaign for a new beginning, which will rid Nigeria of its pervasive corruption and decadence.

## **Key words:**

Trajectory of cyclical impasse, search, transcending, violent cleansing, new beginning, Esiaba Irobi, *Nwokedi*.