

ABSTRACTS

CÂTEVA OBSERVAȚII PRIVIND STILISTICA ACTUALĂ

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A few Notes on Current Stylistics

Abstract

Studying the papers in the field of Romanian and foreign Stylistics from the past decades, one can notice an obvious attempt of adapting this field of study to the ever more complex aspects of language research. The diversity of texts and the visible tendencies of stylistic intermingling turn stylistic research from a rigorous scientific act into an open research of the rather cultural than linguistic fact. Swaying among communication, rhetoric, poetics, pragmatics, textual analysis, and semiotics, Stylistics enriches not only its domain, but also its research methods. This paper intends to present some viewpoints on the way today's Stylistics faces the interdisciplinary and cross-disciplinary challenges.

KEY WORDS: *stylistic, language research, text, new stylistic, interdisciplinary and cross-disciplinary challenges.*

ANALIZA STILISTICĂ – O SUGESTIE DIDACTICĂ

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Stylistic Analysis - Didactic Suggestion

Abstract

This paper represents the result of a constant preoccupation for facilitating the access to the fundamental research method of stylistics, a method which, similar to the discipline it serves, has seen many additions and improvements, without thereby making them easier to use in learning activity or, more importantly, teaching activity.

KEY WORDS: *stylistic analysis, research method, learning activity, teaching activity*

**OBSERVAȚII ASUPRA PALATALIZĂRII
LABIODENTALELOR *f*, *v*
ÎN SUBDIALECTUL MARAMUREȘEAN**

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**Observations on the palatalization of labiodentals *f*, *v*
in the sub-dialect of Maramureș**

Abstract

The labiodentals *f* and *v* have had specific stages of palatalization in the sub-dialect of Maramureș.

In the central area, the region where all characteristics typical for this dialectal area can be found, the labiodentals *f* and *v* are palatalized (after them the previous vowels are being preserved) to *s*, and *z* (in some cases *d'* or *Φ*). These phonetic forms are in competition with literary forms that do not have the altered consonant and they are marked on the map with the following observation: recent [R] or form used by youngsters [T].

In the area of Săpânța there is a region that is encountered in the North of Tisa river, where *f* is palatalized to *h'* (like in the crișean sub-dialect), and *v* is palatalized to *Φ*: *ișăl* "vișel"; *ișină* "vișină".

KEW WORDS: *palatalization, labiodentals, sub-dialect, dialectal area*

NOTE DE ETIMOLOGIE ISTROROMÂNĂ

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Notes on the Istroromanian Etymology

Abstract

In this article the author suggests some new etymologies for a number of words to which Petru Neiescu, in his recently published 'Dictionary of the Istroromanian Dialect' didn't find any, and also provides some new etymologies, different from those of P. Neiescu, for other words.

The last part of this article brings into discussion some words of Latin origin that survived in the Istroromanian vocabulary, and which escaped the linguists until now, or were present in other dialects from Istria.

KEY WORDS: *istro-romanian dialecte, etymology, hrited word, derivative borrowing, calque*

THE LINGUISTIC REGIME OF THE EUROPEAN UNION. A MULTILINGUAL UNION UNDER THE AEGIS OF THE PRINCIPLE OF THE NEW EUROPEAN HUMANISM: UNITY IN DIVERSITY

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Abstract

The European integration is launching a new paradigm of existence to the states and their citizens: unity in diversity. The European Union creates the framework for affirming diversity in an area of common political, social and economic values. Each member state has its own identity, language, spirituality, culture, history, civilization, etc. All this European diversity is governed by the principle of unity. In the spirit of respecting diversity, each Member State language is official language of the European Union. The EU language regime is governed by the principle of multilingualism, regulated in the European treaties. The philosophy of this approach is built on respect for national and for individual identity given by the mother tongue, in the framework of the new humanism that defines the New Europe.

KEY WORDS: *identity, culture, civilization, unity in diversity, official languages, multilingualism, multiculturalism, new humanism*

**ERVING GOFFMAN SAU DESPRE VALENȚELE
SCENIC-RITUALICE ALE INTERACȚIUNILOR
VERBALE COTIDIENE. STUDIU DE CAZ**

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**Erving Goffman or the Ritual Dimension of
Daily Verbal Interactions. Case Study**

Abstract

The *Social Dramaturgy* of Erving Goffman is one of the most famous social theories of the second half of the twentieth century, which also had repercussions in the field of language analysis. The agonal dimension of social relations constitutes one of the strong points of this theory, one of the staging locations of it, being the conversational level of daily language practice. This study is a direct application of Goffman's theory in the field of conversation analysis, highlighting the structural relationship between the concepts of "agon" and "face" found in the work of the American sociologist.

KEY WORDS: *the new epistemology, Erving Goffman, social dramaturgy, verbal interactions, "agon", "face-work", conversational ritual*

**THE ADVERB'S ABILITY TO REVEAL
THE WRITER'S INVOLVEMENT IN
THE WRITTEN REGISTER OF NEWS**

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Abstract

Articles from several newspapers are employed to underline the influence of adverbs upon the written register of news. The formulated hypothesis is that, on analyzing adverbs' distribution, their lexical realization, and semantic categories, articles published in tabloids will reveal different findings than those exhibiting a more structurally integrated style with fewer involvement features specific to articles presenting news objectively.

KEY WORDS: *adverb, emotional colouring, involvement features, persuasive techniques*

OICONIMIE MARAMUREȘEANĂ. O ALTĂ ABORDARE ETIMOLOGICĂ

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The Maramureș Oyconymy. A Different Etymological Approach

Abstract

The study focuses on an attempt to approach toponymic etymology on the basis of sign analysis, within the framework of a derivative extensions. Based on the change of signs from one toponymic hypothesis to another, a new semantic statute of the proper name is realized, which relates to the correspondent common name.

KEY WORDS: *distinctive sign, significant ensemble, re-semanticization, semantic field*

COMPLIMENT COMME ACTE COMMUNICATIF ET GENRE DE LANGAGE DANS LA LINGUISTIQUE FRANÇAISE À LA BASE DES BELLES-LETTRES DES XVII-XVIII SIECLES

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Compliment as a Speech Act and Genre in the French Linguistics on the Material of Literary Works of XVII-XVIII Centuries

Abstract

The article contains an analysis of main features of speech act (SA) and speech genre (SG) of the «compliment» in compliance with J. Austin's and J. Searle's classifications of SA and with the «passport of SG» proposed by T. V. Shmeleva on basis of literary works of XVII-XVIII centuries.

KEY WORDS: *compliment, speech act, speech genre, illocution, perlocution, communicative purpose, event meaning.*

**CERCETAREA SOCIOLINGVISTICĂ
ASUPRA GRAIURILOR ROMÂNEȘTI VORBITE ÎN
UNGARIA**

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The Sociolinguistic Research on the Romanian Dialects Spoken in Hungary

Abstract

The present article brings into focus a larger area of study dealing with the sociolinguistic research regarding the Romanian dialects spoken in Hungary. The author, who is also a lecturer of Romanian, teaches Sociolinguistics to the first generation of postgraduate students in the Department of Romanian within the Juhasz Gyula Faculty in Szeged. In Romanian Sociolinguistics there are two main sections to be dealt with, according to the sociolinguistic status of the language itself, that of official language in Romania, and that of a minority language in the Diaspora. The latter aspect represents the main focus of the author, who tries to offer a descriptive presentation of the matter. References are mainly assigned to the works of Ana Borbely, whose outlook on the Romanian dialects stemmed from a strictly linguistic, dialectological approach, to the sociolinguistic approach. Thus, in her research studies there are many international references pertaining to the field of bilingualism, as an essential subject of sociolinguistic research, and the research is conducted in an assimilated manner, applied to the specificity of the situation of the Romanian minority in Hungary. The following presentation deals with the monographic sociolinguistic approach.

KEY WORDS: *sociolinguistic, Romanian dialect, bilingualism, Romanian minority*

UNELE PARTICULARITĂȚI ALE SISTEMULUI VERBAL AL GRAIURILOR BĂIEȘILOR DIN BARANJA ȘI MEDJIMURJE, CROAȚIA

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**A few characteristics of the verbal system of the Bayash vernaculars from
Baranja and Medjmurje, Croatia**

Abstract

This paper deals with the Romanian vernaculars of the Bayash in Croatia, on the basis of the material recorded by the author in 2006. After a brief overview of the language spoken by the Bayash, their traditional occupation and spread in the Balkans, the author focuses on the communities in Croatia, carefully examining the verbal system of the two Romanian variants in use in the regions of Baranja and Medjmurje. She points out to their peculiarities and tries to determine the extent to which the contact Serbo-Croatian idiom influenced the morphology of the verb. The author notices that the lack of normative instances and the diglossia of these two communities allowed them to develop in a direction partially unknown to the other Romanian dialects in Romania. As well, the 'norm' of this linguistic system is very flexible and tolerant, the system being extremely elastic and permitting the parallel coexistence of more units with the same function.

KEY WORDS: *Bayash, Romanian vernaculars, verbal system, Croatia*

DIN ISTORICUL PREOCUPĂRILOR DE ANTROPONIMIE ÎN LINGVISTICA ROMÂNEASCĂ (I)

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Århus, DANEMARCA

The History of the Anthroponymy Research in the Romanian Linguistics (I)

Abstract

The article goes over the main achievements in the field of Romanian Anthroponymy from its beginnings up to the second half of the 20th century. The author comments with a critical perspective on the works of Damian P. Bogdan, B.P. Hasdeu, Vasile Bogrea, I.-A. Candrea, Nicolae Draganu, Gh. Baritiu, Silviu Dragan, Stefan Pasca etc. A special part of the article deals with the anthroponymy terminology, the author suggesting that it should be unified so that confusions are avoided.

KEY WORDS: *anthroponymy, nickname, cognomen, first name, last name*

CONFIGURARI CRITICE ALE LITERATURII ROMÂNE ÎN STRĂINĂTATE

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Critical Approaches of the Romanian Literature Abroad

Abstract

Through the comparison between *Panorama de la litterature roumaine contemporaine (An Overview of Contemporary Romanian Literature, 1938)* by Basil Munteanu and *Istoria literaturii române (The History of Romanian Literature, 1991)* by Ion Negoitescu, the identification of certain strategies of the critical discourse by which Romanian literature tried in the 20th century to legitimize itself as European literature is intended. The tension between cultural criticism and literary criticism is analyzed, between the internal and external perspectives, between a psycho-critical monograph and a strictly aesthetic configuration of a literature's image.

KEY WORDS: *cultural criticism, literary criticism, paysage d'ame, aesthetic nucleus.*

AVENTURE DE L'ÉCRITURE, ÉCRITURE DE L'AVENTURE. CORPORÉITÉ ET CONSTRUCTION IDENTITAIRE CHEZ AMÉLIE NOTHOMB

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**The adventure of writing, the writing of adventure. Corporeality and the
construction of the self in the novels of Amélie Nothomb**

Abstract

A must-read author of contemporary fiction, Amélie Nothomb is on a never-ending quest for selfhood, both in real life and in her writing. It is a two-fold adventure, ontological as well as aesthetical, that underpins an intensely autobiographic fictional architecture, following Nothomb's cosmopolitan journey and her gradual awareness of her vocation as a writer. One must reinvent oneself constantly; one must discover in oneself the possibility of freedom, and commit oneself to the avoidance of everything and anything that might prevent the full enjoyment of freedom. This subtle perception of freedom, of which the body is a sensitive gauge, often makes her inhabit multiple sensory worlds. Nothomb is most herself when at odds with a radical otherness which she strives to grasp and which enables her to perceive the irredeemably strange as well as the most intimately familiar. The overwhelming presence of Japanese reality in Nothomb's writing is due not only to the author's actual background, but also to an overarching cultural experience that verges on

obsession. Cases in point are novels such as *Biographie de la faim, Stupeur et tremblements, Ni d'Ève ni d'Adam*, mapping the way in which intercultural development can shape a most fascinating destiny and creative identity.

KEY WORDS: *Amélie Nothomb, adventure of writing, writing of adventure, corporeality, construction of the self*

CHESS QUEENS AND STRUCTURE IN *RICHARD III* **Ciprian CUCUIAT**

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Abstract

This article intends to discuss one of William Shakespeare's plays, *Richard III* in the allegorical terms of a game of chess. We will discuss an extremely well-structured play and discern two features in it: the symmetrical balance of scenes and the pattern of retribution. Characters, as real people in a real historic setting, appear to be also involved in the movements of a game; they seem to act according to rules that do not belong to any real-life situation. Thus the violence and the trauma of a civil war may be somehow denied, diminished.

KEY WORDS: *characters, chess, queen, symmetry, retribution.*

ELEMENTE DE SOCIAL RURAL ÎN PROZA LUI WILLIAM FAULKNER ȘI A LUI MIHAIL SADOVEANU

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Elements of the Rural Social in the Fiction of William Faulkner and Mihail Sadoveanu

Abstract

Whether in a public or in a private, inward framework, the world is always in search of the meaning of life, aiming at putting order in the chaos of life, which brings on anguish. If, from a world-wide perspective, Sadoveanu stands for the national specificity, in tune with the archaic rhythms of the epic tones of the fictional Yoknapatawpha County, Faulkner represents the specificity of the world, viewed within a framework of detached irony. The American writer precipitates the stages altering the classical structure in concert with the new type of humanity which it's just created in the transatlantic melting-pot.

Sadoveanu's topos is dominated by the presence of the peasant seen in close relationship with his environment; the rhythm it is slow, of an ancient accommodation of the people with the social and natural landscape. Thus, literary

settings become a means of conveying a message about oneself so that literature, more than any other art, sharing the same themes, succeeded in communicating in a universal manner before the phenomenon of general globalization has done so. The modern human beings not any more organically connected, but just joined.

KEY WORDS: *topos, archaic rhythms, type of humanities, melting-pot.*

JOCURILE DE COPII. ASPECTE ALE LIMBAJULUI POETIC

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Games for Kids. Aspects of the Poetic Language

Abstract

The game as the same, the appanage of the human being is an inalienable culture component, a epistemological nature constant, an essential and indispensable activity for human beings, like religion, language, philosophy, art.

Operating in the text level, our research on children's game is focused and placed at the point of convergence of several related fields: general linguistics, ethnomusicology, style, folklore, poetry, aesthetics. We are interested in text form to be adopted in the games children play, the language that is subject to: rhythm, expressiveness, sonority, eurhythmic, euphony. In infantile folklore we meet a dynamic system of elements related syncretic, where the word (verbal language) is combined with gestures, mimic, silence, movement (paralanguage). When there is a prejudice, the rupture of message occurs and the process of sharing roles, feed-back is stopped. For children, the language represents a semiotic system developed by the company, adult games, thus the poetic language of children has no special language composition.

The fusion, connections of parasitized sounds, borrowings from other languages shows a cryptic language, morpholexical plasticity.

Worries and anxiety in language become a way of exercising the linguistic dexterity, a mock language based on an accurate and rapid speech.

Invocations of children towards celestial elements (sun, moon, rain, clouds, rainbow) which take the form of exorcisms, incantations, conspiracy or seek expulsion of pathological conditions (deafness, numbness, chills) reveal on the one hand the power of divination of children, and on the other hand a real game of language.

KEY WORDS: *children's game, rhythm, expressiveness, sonority, eurhythmic, euphony, verbal language, paralanguage, invocations of children, incantations.*

**PĂRINTELE DIARISTICII ROMÂNEȘTI
(TITU MAIORESCU)**

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Titu Maiorescu, the father of the Romanian diarism

Abstract

Although there had been several diaristic attempts before, it is Titu Maiorescu who left the first personal diary which is considered really important in the Romanian literature. This is the reason why the spiritual mentor of „Junimea” can be rightly considered the father of the Romanian self-fiction. Before the times of Titu Maiorescu, there had been a real tradition of travel journals, a type of writing which defied the rule of privacy. The Romanian traveler of the 19th century was genuinely enthusiastic about the discoveries made during traveling in Europe and the only way to record the powerful impressions was to put down the experiences in a notebook. This is what people like Dinicu Golescu, Vasile Alecsandri, Dimitrie Bolintineanu, Cezar Bolliac, Timotei Cipariu, G. Barițiu, Gh. Asachi, Ion Codru Drăgușanu and some others did. It is only the writing *Notele intime* [*Private notes*] by C. A. Rosetti that followed a different standard, anticipating the reference writings of Titu Maiorescu. As most of these writings were published at a considerable distance in time from the moment of their writing, the impact of such travel journals on the evolution of Romanian diarism was quite irrelevant.

KEY WORDS: *personal diary, diarist, diarism, confession, daily notes, notes, human document.*

**STYLE EPISTOLAIRE: DE LA LETTRE À L’OEUVRE
LITTÉRAIRE. À LA BASE DES LETTRES DE MADAME
DE SEVIGNÉ**

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**Epistolary style: the letters at the belles-lettres
On the material of the letters by Madame de Sévigné**

Abstract

The aim of the article is to analyze epitome as a peculiar kind of written communication. The research is based on the letters by Madame de Sévigné (17th century). The richness of textual means (lexical, stylistic, rhetoric), the mastery of disclosing inner world, the emotional state, the artistic ability to display individual

view on current events and personalities make it possible to treat the letters at the same level as belles-lettres.

KEY WORDS: *epistolary style, typology of texts, Preciousness, esthetics and truthfulness of narration, epithets, aggravation, expansion of linguistic means.*

„MINUNATA LUME NOUĂ” DE ALDOUS HUXLEY: O LECTURĂ INTERDISCIPLINARĂ

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Aldous Huxley’s *Brave New World*: an Interdisciplinary Approach

Abstract

Aldous Huxley’s *Brave New World* (1932) is the first novel to explore the theme of human cloning, foreshadowing biotechnological advances such as artificial wombs, birth control pills, in vitro fertilization or organ harvesting. In a high-tech society of the 26th century where human life is completely controlled by the world state, people are created in bottles and divided into castes, and happiness is maintained with the help of a multi-purpose drug named *soma*. A significant part of the author’s predictions have already been fulfilled, while others seem not to be far from coming true. In addition, the message of the book is ever so valid: if this is the kind of society we are heading towards, we should guard ourselves against our leaders’ tendencies to manipulate us, and, most importantly, against losing our humanity, our authenticity and, above all, our freedom in the process.

KEY WORDS: *artificial womb, cloning, dystopia, in vitro fertilization, soma*

**THE ETHICS OF SCIENCE AND THE OTHER
AS A PICARON:
SIMON MAWER'S *MENDEL'S DWARF***

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Summary

Mendel's Dwarf is a brilliant novel by Simon Mawer that plays with some of the contemporary issues of anthropology and science, related to the ethics of science, to genetics, to the mission of the researchers, their rights and their limits in unrevealing disturbing truths. The author favours a parallel narrative, presenting in multiple timelines the lives of Gregor Mendel, the discoverer of the gene, and of Benedict Lambert, the dwarf geneticist, who dedicated his research to discovering the gene responsible for his condition. Mawer avoids writing a pseudo-scientific pamphlet, by employing not only the multiple timeline, but also some elements of the picaresque, as we argue in the present article: Ben, as well as his great-great-great uncle are rogues of science, they are at the margins of society because of their social/physical condition, they are both geniuses, they are both amoral, ready to profit from the others' weaknesses, and they try to better their condition by using others; in doing so, they give a critical insight in their time's morals and prejudices.

KEY WORDS: *picaresque, ethics, genetics, eugenics, rogue, parallel timelines, anthropology*

**TEACHING THE ART OF LISTENING
TO THE SOCIAL WORK STUDENTS**

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Abstract

The present paper represents the perspective of a conference interpreter/translator and teacher of English as a second language and aims to highlight the importance of listening skills in the education and activity of social workers. It focuses on the experiences of a victim of domestic violence and the way in which the discourse needs to be perceived and interpreted by students in social work who are the future specialists in the field.

KEY WORDS: *domestic violence, teaching, social work, listening, victim*

ASPECTE PRIVITOARE LA ISTORIA AȘEZĂRII ȚIPTERILOR ÎN MARAMUREȘ

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Some Aspects of the History of the Zipser Colonisation in the County of Maramures / Romania

Abstract

The Zipser Germans of Maramureș County are a less known German ethnic group from Romania. Ever since their arrival in this region starting with the end of the 18th century, this small ethnic group has been in close intercultural relation with the other groups (Romanians, Hungarians, Ruthenians, Jews, Roma), their history being closely interwoven with that of the other inhabitants of the area. This paper aims to discuss some aspects of the history of the Zipser Germans from Vișeu de Sus, Maramureș, from an intercultural perspective.

KEY WORDS: *history, migration, Zipser Germans, minority, interculturality*

PRACTICA PELERINAJULUI ÎN ROMÂNIA CONTEMPORANĂ (CU UN STUDIU DE CAZ)

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The Practice of Pilgrimage in the Contemporary Romania. A Study Case

Abstract

The principal objective of the article is to describe the orthodox practice of pilgrimage in Romania as a whole, as it has developed after 1989, after the fall of communism, when the Orthodox Church has become free to express itself in the public. The article shows how the pilgrimage is reflected in the specialized literature in the area of socio-anthropology of religions, as well as the main epistemological and methodological challenges.

The pilgrimage is a good illustration of the current changes happening in religious practice. A case study is presented with the example of the pilgrimage to Prislop Monastery, department of Hunedoara, organized around the charismatic personality of Father Arsenie Boca. The touristic and politic dimension and its reflection in the media is also taken into consideration.

KEY WORDS: *pilgrimage, religious practice, modernity, Arsenie Boca, religious identity, religious tourism*

**DISCRIMINAREA ȘI DREPTURILE OMULUI.
PUNCTUL DE VEDERE AL UNEI COMUNITĂȚI
ROMÂNEȘTI DIN ITALIA**

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**Discrimination and Human Rights.
The Point of View of a Romanian Community from Italy**

Abstract

The present paper describes the result of a research undertaken in Italy and analyses in particular the scale to which the rights of the Romanian immigrants are being respected and the perception of its subjects regarding the level of discrimination with they have been confronted, their opinions about the discriminatory experiences they have lived. In the European context, the moving migration towards Italy constitutes the favorite destination for the Romanian Immigrants, the Romanian community being one of the major decisive ones for Italy's future. Along with the acceptance and disponibility of recognizing the rights of the Romanian immigrants and to contribute to their integration, there are feelings of fear and distrust for them. Lately, the Romanian immigrant is being seen by the host country population like a „threat” for the public safety, fact which leads to more or less discriminatory attitudes.

KEY WORDS: *human rights, perceived discrimination, immigration, Romanian community in Italy*

**ROMANIA E ITALIA AMICIZIA E COLLABORAZIONE
NEL CONTESTO DELLA GLOBALIZZAZIONE**

Ermanno CECE

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**Romania and Italy, “Friendship and collaboration in the contest of
globalization”**

Abstract

Hit by the global financial crisis, which has worsened the quality of life of people across the planet, countries need to invest in people.

This is a challenge that has to be accepted everywhere, even here in Romania and in Maramures. This to stop the “brain drain”, to develop knowledge-based infrastructures and definitely improve living conditions.

The speech proposes to increase cooperation in order to create “value paths” and implement policies to help young people build their own country through participation and entrepreneurship.

KEY WORDS: *entrepreneurship, brain drain, cooperation*

**PRACTICI RITUALICE LEGATE DE MOARTE ȘI
ÎNMORMÂNTARE IN COMUNITATEA ETNOLOGICĂ
UNGURENI - ZONA LĂPUȘ**

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Ritual Practices of Death and Funeral to Ungureni - Lăpuș

Abstract

This paper is dedicated to study ritual practices related to death and burial in the village Ungureni, ethnographic Lăpuș area. We formulated the hypothesis that our culture will be governed by traditional anthropological variables which exert constant pressure on social being, based on a specific matrix. Phenomenal existence of individuals and groups is marked of these constants. Their spatial and temporal mobility, their mobility socio-professional, role-statuses multiplication, the impact of communications on the motivational sphere are factors that determine changes in cognitive level, in people's minds.

KEY WORDS: *ritual, death, funerals, traditional culture, mentality*

**NIVELURI DE APLICARE ALE ETICII
MANAGERIALE LA ÎNTREPRINDERILE MICI ȘI
MIJLOCII DIN JUDEȚUL MARAMUREȘ**

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**Levels of Application of Managerial Ethics
in Small & Medium Enterprises in Maramures County**

Abstract

In "Psychology of decision making", David M. Messick and Max M. Bazerman state: "Ethics in decision making has been dominated by the fact that executives have to make, constantly, a trade-off between profits and ethics". Successful executives need to have precise knowledge about the environment in which they operate. If they lack such knowledge, they need to be able educate themselves. If a manager is not able to estimate the consequences of his decisions, these can backfire and can cause both financial and ethical problems for both the decision maker and the company."

Before an Ethical Code is produced, the current level of ethics in management needs to be analyzed, so when producing, implementing and monitoring an Ethics Code, the internal and external results of the company are taken into account.

The relevant sample from the managers from Maramures County reveals that, according to the research, there are quite a few interesting characteristics and features in which management ethics is applied in small and medium enterprises.

The good results were on a premise that there was good knowledge of the environment of the decision making.

Getting to know the environment in which they operated implied a thorough, systematic and professional analysis.

We can conclude that, an Ethics code for the small and medium enterprises in Maramures County is not only a code, but a legal paper which defines relationships between different players in the enterprise, irrespective of the position occupied. It is recommended that this represents the free will of every person in the company, so that they are able to manifest themselves in a natural manner.

KEY WORDS: *management, ethics, SMEs, Maramures County, survey, ethical code*

ITALIA - ROMANIA: IL CONTESTO GLOBALE E L'IMMIGRAZIONE

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Italy – Romania, The Global Context and Migrations

Abstract

Italians have always been a people of migrants: for this reason today we are aware of the difficulties, and discriminations a migrant can suffer in a foreign country. Today, the Romanian community in Italy is an important reality.

At the beginning of '90s, Romania emerged as a country with a strong migration pressure on the European scenario. At the beginning, this process occurred with ethnic minorities (such as Saxons, Hungarian and Roma) and groups at a higher culture and professional level, who looked for better opportunities. Then, following the fall of the regime, several nationalized factories closed down and unemployed people became transnational commuters in order to keep a decent economic and social quality of life. On the other side, entire groups of Italian factory workers from the North East of the country moved to contribute to restructure Romania, employed both in the construction of highways, railways, and public buildings, and in small medium and large sized businesses.

Despite the current crisis, Romania remains one of the largest markets in Central and Eastern Europe recording a progressive growth in the investments by foreign businesses, even due to the strategic geographic position of the country, a conjunction point between Europe and Central Asia.

The economic relationship between Romania and Italy are stable with Italian entrepreneurs who continue to invest in Romania. Today, there are more than 20.000 small and medium sized enterprises operating in the country, which can count on a specialized and multilingual workforce.

KEY WORDS: *workforce, immigration, transnational commuters, re-building*

DIE DEPORTATION EINE LEIDVOLLE ERFAHRUNG IN DER GESCHICHTE DER DEUTSCHEN MINDERHEIT RUMÄNIENS

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Deportation - A painful Experience in the History of the German Minority of Romania

Abstract

The most tragic event after the second world war in the history of the German ethnic group in Romania, was their deportation in the former

Soviet Union for compulsory labour. This meant not only a great social and economical loss for the whole country, but first of all for the Germans as minority. Tabooed during the communism, today it is more and more discussed about and searched for it. Today it is possible to commemorate the victims and to do the survivors the necessary honour.

KEY WORDS: *deportation, German minority in Romania, the Second World War, taboo, commemoration.*

MARKS OF IDENTITY - TRADITIONAL ART

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Abstract

Traditional art is understood as a form of social consciousness, having its roots in the deepest realms of material and spiritual life. In traditional art, one can easily notice a rendering of the lifestyle and the outlook on life of the man of traditional environments. Art is a form of communication of the past with the present, of the creator with the viewer. The communication between the addresser and the addressee through art, including the perception of information and their understanding without the use of verbal language, is a form of art. The artist creates for a public he addresses directly to, necessarily transmitting a message to it.

KEY WORDS: *traditional art, communication, image, interpretation, symbol*

ONOMASTICA SPAȚIULUI PUBLIC ROMÂNESC – ÎNTRE VECHI ȘI NOU

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The Onomastics of The Public – Between Old and New

Abstract

The relation between language and reality is one of interdependence: language is influenced by social reality, while reality is known through language. The field of onomastics has the merit of identifying the objects that can be named, of

facilitating human interrelations. The denominator resorts to his lifelong experience in the process of naming elements of the public space. The names of firms, of public institutions etc., bear the mark of the social factor, and of the collective language of a community. There exist two diachronic naming axes in the onomastics of the public space: one is based on acronyms, and uniformization (elements that are specific to the communist period), or on anthroponyms (frequently used after the Revolution of 1989), and an innovative system of denominations, which is strongly influenced by the pro-Western drive, and which employs all word-building devices. In the contemporary society, there is a sheer interest in cryptic, varied, and colourful names, which combine elements of the Romanian vocabulary, with items from English, French, or Italian.

KEY WORDS: *onomastics, public space, tradition, innovation.*

RANDBEMERKUNGEN ZU EINIGEN JÜDISCHEN MÄRCHEN UND SAGEN

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Marginalia on some Jewish fairy tales and legends

Abstract

The paper represents some marginalia on Jewish fairy tales and legends in the context or from the point of view of a global language and cultural contact between Jiddish and other languages and cultures.

KEY WORDS: *Jewish and Jiddish, language and culture, Jiddish as a German dialect, contact dynamics and patterns.*

L'IMMIGRAZIONE IN ITALIA E IL CASO DEI ROMENI: IL PUNTO DI VISTA ITALIANO

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Immigration in Italy and the Romanian: The Italian Point of View

Abstract

In the modern societies, universities represent “key institutions”. Their unique capacity to attract foreign students allows young people and communities to connect each others and build pacific and collaborative relationships.

In a unified Europe, growth and social cohesion cannot nurture without the ability of their member states to produce culture and dialogue, which highlight and spread the basic reasons of living together.

In this contest, Italian and Romanian universities should expand their efforts to promote cultural exchanges and cooperation programmes for social inclusion and pacific co-habitanace as well as creating inter-university entities among institutes and departments, libraries, etc., designed to eradicate the awareness that cultural growth brings a very unified Europe.

To this end, it is dramatically important to establish an ad hoc relationship, more agile, flexible and without the red-tape burdens typical of an institutionalised cooperation.

KEY WORDS: *cooperation, social cohesion, Europe, co-habitanace, flexibility*