

# **ABSTRACTS**

## SOME REFLECTIONS ON THE ROMANIAN NAMES OF MEDICINAL PLANTS

Cosmin CĂPRIOARĂ

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**Abstract:** Folk medical language has been under the close analysis of linguists, folk scientists and doctors for a long time. Besides the names of diseases, many of the researchers have taken into discussion medicinal plants, often used, especially in the past. The present paper, the first in a forthcoming series, focuses on the complexity of the aspects which are related to the Romanian names of medicinal plants. We have in view only the phytonyms which have a formal connection with the maladies for which they are used as cures, and we first and foremost try to clarify some aspects concerning the national system of naming of medicinal plants, in comparison with their folk denomination.

**KEY WORDS:** *ethnomedicine, phytotherapy, medicinal plants, the name of plants, system of naming*

## FROM THE LIFE OF ANCIENT WORDS, THE ROMANIAN TREZVIE ‘AWAKENING’

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**Abstract:** This paper aims to analyze the formation in the old Romanian language of the formerly widely used noun *trezvie* (*trezie*) whose use became obsolete and was replaced by the synonyms *trezire* and *trezeală* derived from a verb form (*trezi*). This word is currently only used stylistically in order to suggest nuances of meaning.

**KEY WORDS:** *diachronic approach, synchronic approach, lexis, word formation, meaning, dictionary, old texts.*

## THE CULTURAL OBJECT AND TECHNOLOGICAL CULTURE

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**Abstract:** The present paper attempts to present, in a more accessible formula, the relationship between cultural object, as a concept belonging to the philosophy of culture and cultural studies, and *technological culture*, as a dimension of man's universal culture, in that way making reference, in a very large sense, to those learned ideas and behaviour which help people to create „tools”, to use and send them from generation to generation as cultural goods.

**KEY WORDS:** *culture, cultural object, technological culture, civilization, behaviour*

## THE LINGUISTIC MEANING OF THE “AESTHETIC SIGN”

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**Abstract:** Starting from the semiotic model of the “iceberg text”, the present (theoretical) approach will look at the constitution and functioning of the parameters of the situation of communication in literary discourse and the textual-discursive level of the “aesthetic sign”. The concept of *stylistic deviation* will be analysed, based on Coșeriu's perspective on the hermeneutics of meaning.

**KEY WORDS:** *literary discourse, textual linguistics, communication instance, stylistic deviation.*

## ARCHITECTURE AS VISUAL LANGUAGE. STYLISTIC AND CULTURAL APPROACH

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**Abstract:** Architecture is the art of planning and designing buildings. It is defined as an ensemble of philosophical features and cultural values as much as it is described by its structural elements or decorations. This article aims to discuss the theory that architecture communicates through a specific language. Every building has a history and every façade tells that history. In order to understand this system of communications, we need to identify the elements that define it. For many decades, architecture has been seen only through an aesthetic perspective, but its connotative functions exceed this initial analysis.

**KEY WORDS:** *architecture, language, semiotics, linguistics, visual art*

## GENRE ANALYSIS APPROACHES TO WRITTEN ACADEMIC DISCOURSE

**Monica Mihaela MARTA**

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**Abstract:** This paper aims to present the most relevant genre analysis approaches to written academic discourse in order to provide a comprehensive picture of currently available research tools in applied linguistics. Focus will be placed on the concept of genre as well as on the various linguistic approaches used to study it, such as Systemic Functional Linguistics, English for Specific Purposes, the New Rhetoric and Critical Genre Analysis. References to the medical research article will be made in order to provide concrete examples based on the characteristics of a highly important reporting genre in the hard sciences.

**KEY WORDS:** *genre analysis, written academic discourse, medical research articles, genre, English for Specific Purposes*

## ACADEMIC READERS AND WRITERS: NATIVE AND NON-NATIVE SPEAKERS OF ENGLISH

Monica Mihaela MARTA  
Ovidiu URSA

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**Abstract:** Native and non-native speakers of English must be able to conduct equally appropriate reading and writing activities in their specialty fields according to the current requirements of the international academic environment. Therefore, this paper aims to present the characteristics of native and non-native scientists as readers and writers with the purpose of identifying differences attributable to linguistic or cultural factors for a better understanding of the challenges that non-native academics are confronted with in their attempt to carry out successful academic activities at international level.

**KEY WORDS:** *native speakers of English, non-native speakers of English, academic reading, academic writing, linguistic inequality, author identity.*

## ADVERBIALS AND VARIATIONS IN TERMINOLOGY

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**Abstract:** Adverbs may perform a variety of semantic and syntactic functions. They can provide a speaker’s comment on what is being said or, as it frequently happens, add information about the circumstances of an activity or state described in a clause. There is, however, ambivalence associated with the adverbial scope especially when adverbs freely move across the sentence. At times, grammarians adopt different positions in dealing with the terms ‘adverbial’ and ‘attribute’, the adverb as modifier or

clause element. The terminology varies especially when the latter is concerned, some propounding instead of subjuncts, adjuncts, disjuncts, and conjuncts such explanatory terms as circumstance, stance, or linking adverbials.

**KEY WORDS:** *adverbial, terminology, adverb, attribute.*

## INTRALINGUAL CONSIDERATIONS OF GERMAN PHRASEOLOGY

**Doris SAVA**

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**Abstract:** This article describes the relation between phraseology and language area and presents the characteristics of the phraseological stock of the German language spoken in Austria from the perspective of national standard varieties. Investigations on the area of circulation of phraseologisms in dialects, regional colloquial languages and national language variants prove that the area of phraseologisms cannot be directly compared with the areal expansion of a (single) language. Therefore, neither the concept of pluricentrism – introduced for illustrating the specific of an official language spoken in different areas – nor the idea of the existence of a homogenous phraseological stock within a certain area doesn't correspond to the linguistic reality from the point of view of phraseology and language use.

**KEY WORDS:** *phraseologism, areal phraseology, area of circulation, phraseological Austricisms/ Helvetisms*

## ENGLISH FOR SCIENCE AND TECHNOLOGY- DESIGNING *ENG*<sup>2</sup> - AN ENGLISH FOR ENGINEERING COURSE

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**Abstract:** The paper focuses on presenting the structure, aims and topics related to an ESP textbook for students in engineering from CUNBM. The book is designed for university students at an intermediate level and it has been tailored according to their specific needs. The reading selection covers a wide range of topics related to famous people in science and technology and their inventions: devices, mechanisms and processes etc. The modules would illustrate real life stories of people, who have shaped science and technology worldwide; including names remembered every time we check temperature, drive a car or use different devices and units of measurements.

**KEY WORDS:** *ESP, EST, materials development, engineering personalities, tech inventions*

## FROM PRODUCER TO CLIENT: PRODUCT NAMES, ADVERTISING AND LANGUAGE ACROBATICS ON LABELS IN SUPERMARKETS

**Rodica-Cristina ȚURCANU**

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The paper discusses certain aspects of the communication between producer and client established through product packaging labels, labels on shelves and product presentation in the classical print medium of the advertising papers distributed by some of the supermarket chains in Romania. Other points of interest are the acrobatics between languages and the

“Wortakrobatik” between opposite pairs in the label texts such as foreign vs. domestic, local vs. national, national vs. global, tradition/history vs. modernity, conventional vs. unconventional.

**KEY WORDS:** *product names, advertising, Wortakrobatik, language humor, tradition, nostalgia, modernity, globalization.*

## CHARACTERISTICS AND LIMITATIONS OF LANGUAGE PROFICIENCY TESTS

**Ovidiu URSA**

**Monica Mihaela MARTA**

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**Abstract:** Assessment of foreign language proficiency must be done through reliable tests based on realistic communication tasks which allow candidates to perform to the best of their abilities. This paper aims to present the main characteristics as well as limitations of tests administered to students or candidates during formal examinations of their foreign language proficiency. While such test attributes as validity and reliability are routinely considered by professionals when selecting and administering a language test, there are other principles such as transferability and authenticity which should be taken into account, especially in the case of tests of languages for specific purposes, in order to ensure relevance and accuracy of measurement.

**KEY WORDS:** *language assessment, validity, reliability, practicality, discrimination, authenticity.*

## THE AESTHETIC OF THE INTELLECTUAL EMOTION – ION POP’S POETRY

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As a Director of a famous literary and culturally review, *Echinox*, from Cluj- Napoca, written in all three main languages spoken in Transylvania (romanian, hungarian, german), the Professor Ion Pop has been from many Years (almost two decades) *the Spiritus Rector* of one of the most open and dynamic intellectual experience in the press area, under the communist Rule.

Meanwhile he has been Critic, Essayist and Poet. In our mind, the Poetry was for the beginning the genuine and his exquisite spiritual territory. His first Books of Poems unveiled a lyrical temperament seduced by his own interiority and cultural games: introspection, contemplation, soliloquy, cultural references or allusions.

In the Poetry of his maturity Age he gets a great and positive Force steaming from a deeper and more direct Contact with a uncomfortable or even hostile everyday Reality, social and personal one. The poetical approach to such a troubling Context grounds on a very suggestive and audacious Imaginary: the Ego face to a confronting Society, the Body and Soul depicted in their limits Experience, the bitter Thoughts on the Books and Culture’s Fate, a dramatic and sincere Interrogation about himself and his human destiny as a Man and as a Cultural Being as well.

**KEY WORDS:** *emotion intellectualization, introspective lyrical poetry, postmodernism, textualization, sacred drawing*

## MYTHOLOGICAL IMAGES OF THE FEMININE IN BALLADS

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**Abstract:** The aim of this paper is to present the hypostasis of mythological female characters in folk-ballads. Images of monstrous Sila Samodiva or Scorpia come from the legends and from the epic ritual folklore in order to

become heroines of their own stories bringing new aspects and meanings to their nature. Thus, their stories, already carrying beautiful symbols and legendary actions, gain more originality. As characters, they are not as strong and feared because they sometimes lose their archetypal functions. However, this does not mean that they lose all their forces, but they are likely to change their true nature. The myth works at the level of reinventing the literary plan. The mythological wild girl, The Amazon, follows her destiny becoming a lovely wife, Fata Pădurii, being like an earthly mermaid, finds her end and switches the role with her victims. Scorpia loses the battle being kneeled by her maternal qualities, while Sila, although being defeated at first, wins the final battle and remains the legendary evil fairy. Located at the foundation of the ballad, the myth works as a semantic "DNA" republishing and emphasizing the uniqueness of the Romanian folk-ballads.

**KEY WORDS:** *Ballad, Myth, Images of the Feminine, Monstrous Feminine*

## THE ETHICS OF THE HERO IN EXILE

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**Abstract:** The paper emphasizes one of the representatives of the Romanian intellectuals in exile, Sanda Stolojan, who intends to participate actively in supporting the authentic Romanian values and human rights through her posture as an official interpreter for four French presidents and also by her activity as a writer or as a publicist. Sanda Stolojan was born in 1919 and she is the daughter of Alexander Duiliu Zamfirescu, the writer's son of the novel *Country Life* who was an attache in the interwar period of several legations of Romania, Berlin, Hague, Rio de Janeiro, and he was also the writer of some books published between 1948-1968.

In 1961 she settled in France as a political refugee and she has become since 1965 the official interpreter of France presidency in relations with Romania, from Charles de Gaulle to François Mitterrand and Jacques Chirac, having the opportunity to return to the country several times during communism as a diplomatic.

From 1975 to 1980 she was the director of the magazine *Cahiers de l'Est*, a magazine designed to the writers in Eastern Europe, and from 1984 to 1991 she was the president of the League for Human Rights in Paris and she was a member of the literary committee of the magazine „Esprit”. She also

worked with materials from the radio „Free Europe”. She died on August 2nd 2005.

**KEY WORDS:** *exile, hero, political refugee, communism, literature.*

## THE REVALUATION AND REWRITING PRACTICES IN 20TH-CENTURY FRENCH LITERATURE

**Lidia COTEA**

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**Abstract:** In the historic and cultural space of the French 20<sup>th</sup> Century an epistemic fracture emerged, in the ‘50s – ‘60s, when words like “death of God”, “death of the humans”, “death of the intellectuals”, pointed, in brief, to the demise of fundamental thinking. In respect to literature (but not restricting this phenomenon to it), the crisis and the wish to reconsider the previous aesthetics and subsequent ideologies surfaced much earlier and proved to be a trend that would define the entire century, a recurrent procedure, intensely harnessed by not a few personalities being that of re-evaluation and re-writing, in most unexpected forms, which were real challenges for the readers willing to understand the nuances of this widely spread phenomenon.

**KEY WORDS:** *French 20<sup>th</sup> Century, French literature, epistemic fracture, recurrent procedure, re-evaluation, re-writing*

## THE PERSONAL DIARY AS PERSONAL HERO: HOW THE DIARY BECOMES THE SAVIOUR OF ITS AUTHOR

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**Abstract:** This paper will focus on only a handful of diaries which exemplify the diary’s ability of saving the author, and thus becoming what I like to call *the author’s personal hero*. The examples used are: the diary of a

famous European writer, the diary of a less famous Romanian writer, a little girl's diary and the electronic diary as a special type of diary. In all cases approached the diary is the instrument of salvation for its author or for the character within, the latter being in most cases the author himself/herself.

**KEY WORDS:** *diarist, crisis diary, existential dairy, blog*

**DEMYSTIFYING THE MYTH OF THE NEW MAN:  
REFLECTIONS ON NORMAN MANEA AND ANDREI  
CODRESCU'S PROJECTION OF ROMANIAN  
COMMUNIST LEADERSHIP**

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**Abstract:** The communist doctrine attempted to change the world. Everything was supposed to undergo a process of transformation, the nature, the society, and even the human being. Although the principles which formed the basis of communism professed equality of all people, the communist mythmaking ideology needed heroes in order to justify and illustrate its own historical project. Consequently, the providential character became the central core of the communist system. This paper deals with the Communist myth of "great people", taking into discussion Ceaușescu's dictatorship and the way it is reflected in Morman Manea and Andrei Codrescu's docu-fictional narratives.

**KEY WORDS:** *communism, new man, dictator, myth, hero.*

**THE UNIQUE CHARM OF GENTIANAS**

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**Abstract:** In 2014, a new edition of Cella Serghi's novel "Gentiane" was added to the "Biblioteca pentru Toti" collection, edited by "Jurnalul National". The book was first published in 1970, in a time of cultural

freedom. The narrative takes place under the sign of memory, as proven by the quotation from Guillame Apollinaire, that opens the confessions: "O my memory/ Have we sailed enough/ In waters unfit to drink/ Have we rambled enough/ From the bright sunrise into the sad night". From this point onward, the entire narrative can be perceived as a proustian journey in search of lost time.

**KEY WORDS:** *novel, memory, love, confession, writing, gentian.*

## GEORGE BĂLĂIȚĂ AND THE PROVINCIAL MATRIX OF LITERARY AND BIOGRAPHICAL EXISTENCE

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**Abstract:** The aim of this article is to present the connection between the existence of a writer during the totalitarianism regime in Romania and his opera, looking for the interest in establishing the place of the writer George Balaita in the Romanian Literature. In a period when the ideology and poorness reined the cultural life and the literary scene, it is difficult to talk about a natural and normal rise and evolution of an artist, especially, for those who lived in a provincial area, far away from the "cultural center"- Bucharest. Using the answer Balaita gave during his life in lots of interviews, searching in archive and looking for explanation in his books, we tried to reconfigure the trajectory of the professional life of the author of "The World in Two Days".

**KEY WORDS:** *George Bălăiță, communism, sixties generation, childhood, province, proletarian culture, interview, biography, communism, essayistic discourse, subjectivity.*

## SISYPHUS REVISITED: THE MYTH AS A REVIVED MUSEUM EXHIBIT

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**Abstract:** The modern man constantly returns to certain points of reference, be them real or fabricated, in his attempt to deal with the world he lives in, a world which he comprehends and controls ever less. Such points of reference do not stay unchanged, though. The modern man's failure to perceive this shift turns him into a Sisyphus who is more wretched than the one long since outdated.

**KEY WORDS:** *Sisyphus, modern man, absurd, existentialism, tragic*

## THE LESSON BY EUGENE IONESCO. CHARACTERS UNDER THE LENS

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**Abstract:** Who is the Professor? What function does the Maid fulfil? Can the modern man be as limited and submissive as the Pupil? Is it legitimate to decode the relationships between the actants by means of a *conventional* set of symbols? Under *close* scrutiny, the three characters reveal their multiple facets, thus justifying the type of approach chosen.

**KEY WORDS:** *absurd, sacred, profane, grotesque, identity*

## IDENTITY AND MEMORY IN MILAN KUNDERA'S WORK

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**Abstract:** Identity is foregrounded as a major literary theme in Milan Kundera's novels *Ignorance* and *Identity*, where it echoes the identity dilemmas of an author torn between two cultures, the Czech and the French. In his novel *Ignorance* Kundera deals with a construction of identity through narration: Ulysses, the archetypal adventurer, defines himself by means of the discourse that narrates his exploits. It is the narrative that reveals the hero's identity.

In Kundera's novel *Identity* a love quiproquo ends up by shattering the integrity of the characters' identity. It is the male gaze that defines feminine identity, as women constantly relate to it. Identity is not a stable and steady identity of the Self, but is perceived in its continuous change. In the novel this identity-as-process will eventually result in the couple's amorous disenchantment. The couple's volatile memory is in constant need to be validated by the others.

**KEY WORDS:** *memory, exile, personal identity, feminine identity, identity-as-process.*

## TOMBOYS AND GENDERED STORIES: FROM FAIRY-TALES TO CONTEMPORARY TROPES IN MOVIES AND TELEVISION SERIES

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**Abstract:** The article start from the history of fairy-tales, especially from the gender roles in fairy-tales and stories for children, taking into

consideration a few characteristics of female characters, which have been generalized since and transformed in traits of the female gender. Going further to the concept of the “tomboy”, the study analyzes several facets of this concept, especially in literature that was transposed on the screen in movies and television series. The tropes of this category are, then, followed in various television series and movies, as we consider these as clear mirrors of how mentalities have changed, especially regarding the traits of the specific behaviour of the two genders. Finally, after the author suggests that there are many other titles that can demonstrated the variety of “tomboys” in the realm of Popular culture today, she comes back to the question whether this category still makes sense in our contemporary world; whether it is not only a concept void of content. The study comes to the conclusion that this term has changed, and become a concept that is useful for the genology and typology of today’s Popular Culture; it is not really a concept belonging to the realm of sociology or psychology, or a term used by misogynistic theory.

**KEY WORDS:** *tomboys, gender roles, television tropes, genres, tomboyism*

## **UN BARRAGE CONTRE LE PACIFIQUE BY MARGUERITE DURAS - FROM NOVEL TO THEATRE VIA MOVIE**

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**Abstract:** *Un barrage contre le Pacifique* (1950) is the first Marguerite Duras’s successful novel to have been made into a movie in 1958 and subsequently to have been put on stage in 2000 at Antoine Theatre in Paris. The analysis of formal mechanisms to be found in the writer’s work contains an issue which needs to be examined beyond the boundaries specific to literature or aesthetic discourse. The issue of reality, the complex masks/facets of image, the narrative, cinematographic and theatrical protocols offer one a plurality of meanings and a window towards new interpretations.

As in the case of writer Nancy Huston, Marguerite Duras’s life is reflected in each of her works. The author tells the story of her mother gathering her forces to erect a dam against tides, trying to save the only

thing left to her: a patch of land. **Un barrage contre le Pacifique** is one of the most touching novels displaying a tint of autobiography that Duras wrote: Indochina in the 20's, described as a world of contrasts: bright and phantasmal, crude, viscous and sensual at the same time. The impossibility of stopping the force of „the tides of life” through a dam and the incapacity of erecting barriers against suffering are conveyed among and beyond the lines of this novel.

**KEY WORDS:** *Marguerite Duras, novel, image, movie, theatre, autobiography.*

## ETHICAL IMPLICATIONS IN ADVERTISING FOR AND WITH CHILDREN

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**Abstract:** The paper concerns itself with analyzing the full spectrum of possible ends aimed at by advertisements utilizing children and aimed at children between the two frame-parameters: entertainment, on one side, and manipulation, on the other. The main premise of the paper is two-pronged: one prong consists of the idea that children are one of the most important elements (at least at the level of social perception) in a given society; the other prong relies on the fact that children are the easiest to manipulate and the best way to manipulate adults, on a general level.

**KEY WORDS:** *advertising, ethics, advertising images, manipulation, advertising strategies*

## OPTIMIZING MOTIVATION WITH EMPLOYEES OF A SCHOOL INSPECTORATE

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**Abstract:** Constructing a managerial team is a time-consuming and elaborate process, even difficult more often than not. Gathering several people together, optimal as their selection for different roles might be, and asking them to solve problems is seldom enough. Any team passes through different phases, any phase having obvious consequences for the institution. The process of constituting a team and of synchronizing its members must be attentively followed by the management, so that the purpose of the team coincide with the objectives and purposes of the institution.

**KEY WORDS:** *team, objective, purpose, professional competence, professional motivation, professional evaluation.*

## ION BIANU'S PERSONALITY IN SUPERLATIVES

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**Abstract:** Ion Bianu, considered the foremost disciple of B.P. Hasdeu, was the founder of the Romanian Academy Library, laying the basis of librarianship as profession. It was the most prolific author of critical editions and holder of outstanding academic virtues, that have emerged in the myriad of great values of the Romanian academic world.

**KEY WORDS:** *academician, librarian, bibliographer, philologist*

## PARADIGMS AND PURPOSES OF THE STUDY OF RELIGION IN ROMANIA

**Simona FARCAȘ**

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**Abstract:** Religious education aims at informing and training the pupils to achieve the ideal of Christian life and the fulfilment of the purpose for which we were created, that is, to be happy, to glorify God, and, thus, to attain salvation.

The study of religion addresses purposes aimed particularly at pupils, helping them in acquiring the truths of faith and the moral lessons, in developing their spiritual faculties, and in achieving communion and empathy with God, peers, colleagues, and teachers.

**KEY WORDS:** *religious education, paradigm, purpose, study*

## MYTHICAL-SYMBOLIC ELEMENTS OF INITIATION. LANDMARKS OF THE IDENTITY CONSTRUCT

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**Abstract:** The aim of this paper is to draw attention to the mythical-symbolic elements that the stories, from tales to drama, contains as values that can give an objective look about the culture of a certain people. These elements reveals the patterns that outlines the imaginary and the laws that organize both the realms of the sacred and the profane as inseparable parts of our dual World. The approach is a hermeneutics one, but the intention is to extend the analysis towards an interdisciplinary approach due to the

variety of the travel signification as a background of the initiation and as a frame for the identity construct.

**KEY WORDS:** *symbol, archetype, initiation rite, identity, dream in dream*

## AMERICAN INTERVENTIONISM AND IMPERIALISM – US FOREIGN POLICIES REFLECTED IN AMERICAN POPULAR CULTURE

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**Abstract:** Since the dawn of human civilization one had seen the need of social hierarchical structures. Cities, towns, empires and, more recently, states and unions – these are among the forms of organization of society on a social and political level. Since virtually forever, relations between these social and political structures have created tensions. In the last century and in this one, the United States of America has been one of the most influential and dominant political, social and economic powers. From this position, the USA imposed itself (some would say “set itself up”) as a major political actor on the international political scene. In this context, there are notorious critical positions according to which, from the point of view of political philosophy and the ethical communication, US foreign policies are associated with terms with a rather negative connotation, such as *interventionism* or *imperialism*. These perspectives were absorbed at the level of collective mind and had a special appeal in the American popular culture, especially in comic books and in super-hero movies.

**KEY WORDS:** *popular culture, imperialism, interventionism, Chomsky*

## COMPOSITIONAL AND COLORISTIC EXPERIMENTS OF SIMON HOLLOSY IN LANDSCAPE PAINTING DU CREATIVE PERIOD IN TIACHIV

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**Abstract:** In the article an attempt is made to define by means of formal analysis the peculiarities of coloristic and compositional experiments in landscape works of Simon Hollosy created in the second half of his creative period in Tiachiv. In this context ways for implementing of the artist`s creative method into artistic and educational environment are considered. Works of art which were painted by the artist on the plein-air and are the dominating direction of artist`s activity in the mentioned period are taken into consideration.

**KEY WORDS:** *Composition, coloristics, creative period, experiment.*

## CONSIDERATIONS REGARDING NUMISMATIC ONOMASTICS: NAMES OF NATIONAL CURRENCIES

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**Abstract:** This study aims at presenting names of currencies in Romania and abroad (in European and cross-European space) on different levels of linguistic analysis, paying attention to the diachronic dimension and the synchronic one: the establishment of a currency as a unit of economic exchange (substituting various forms of barter) implicitly leads to the onomastic differentiation of monetary items and their subdivisions. The “motivation” underlying the choice of a name of currency can be historically determined (administrative formations, “illustrious” names of

leaders or national symbols – *ducat, louis (d'or), napoleon, bolivar* and others). At the same time, by means of metonymy, currency names can refer, in the national language of coinage, to the name of the metal from which they are made (*gulden, rupee* and others). In some situations, the name of a currency results from the detoponymisation of the region in which it is used: *euro, florin* (see also *forint*).

**KEY WORDS:** *barter, currency, money, numismatic onomastics, eponym.*

## HENRI BERGSON AND THE CONSCIOUS EXPERIENCE OF TIME

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**Abstract:** In contemporary thought, Bergson manages to oppose objectivable time, that is, time reduced to the concept of space and the succession of moments, to duration as lived time, a momentary fusion in the stream of consciousness. In classical thinking, the concept in question indicates either the time limits life of a being, or eternity, understood as infinity that extends in time. Modern thought has long held the distinction between time - as objective measure of the succession of events, and duration – as the conscious experience of time.

**KEY WORDS:** *Bergson, time, duration, élan vital, intuition*

## SOME POSTAL-PHILATELIC ASPECTS OF ROMANIA IN 1932

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**Abstract:** The year 1932 is important for the postal-philatelic study of Rumania from at least three points of view: the modification, mid-year, of the tariffs for postal services, the EFIRO Philatelic Exposition and the transport of mail with the LZ-127 airship, as well.

Due to the high volume of analyzed information and of the amply debated subject, this paper presents a synthesis of the main postal services and their circulation internally.

The results of this study emphasize the fact that the circulation of mail in 1932 was largely within the legal procedures concerning postal charges.

**KEY WORDS:** *1932, postal services, tariffs, stamps, postage, mail circulation.*

## **ABOUT THE EARLY, HARD LIFE OF THE GERMAN SPEAKING COMMUNITY IN THE WATER VALLEY**

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**Abstract:** The ancestors of the German speaking community of today in Vișeu de Sus, northern Romania, have been colonized in this region at the end of the 18<sup>th</sup> and at the beginning of the 19<sup>th</sup> century, first of all because of their knowledge and skills in forestry in order to exploit the huge woodland, and thus to help enforce the salt-transport to the central parts of the monarchy. Although it was thanks to these colonists that this region has been experiencing a social and economic development, the early life of the colonists was not one that lacked misery, hard work and harshness. The present paper offers insight into these life-conditions of the early colonists, with reference to the conventional framework, that was meant to regulate life and work of the colonists.

**Key words:** *Zipser Germans, Vișeu de Sus, lumberjacks, Water Valley, Maramureș*

## PROMOTING HEALTH AND HEALTH EDUCATION IN THE ROMANIAN SCHOOLS THROUGH PREVENTION PROGRAMMES REGARDING UNHEALTHY EATING BEHAVIOURS

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**Abstract:** Because of the increased frequency and gravity of the effects of various eating disorders, it is vital that the educational environment should implement projects for preventing these disorders. Through these projects we can promote health and Health Education in our schools.

**KEY WORDS:** *eating disorder, anorexia, binge eating disorder, Health Education, health.*

## THE SYMBOL OF INITIATION- FORMS OF REPRESENTATION IN THE FOLKLORIC TEXT

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**Abstract:** As a starting point, the author considers a recurrent idea existing in varied studies of the philosophy of culture that a person is not a product of history, which does not mean that his/ her inner being has not been conditioned by temporality; on the contrary it is the result of specific forms of participation to cosmic paces. The thinking and the mentality of a traditional type of community have demonstrated this aspect very clearly by living under "the shadow" of utility. The folkloric text is a consequence of popular wisdom, a form of transmitting a specific code of communication of a mode of existing worldwide. The author's intention is to illustrate from a hermeneutic perspective how anonymous creators have brought discourse at

the text level and the forms that have established a certain unity between reality and “poetic” imaginary, discussing a selection of symbolic structures of initiation in folkloric texts.

## **TECHNOLOGICAL DIMENSION OF CULTURE – TRANSDISCIPLINARY ASPECTS**

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**Abstract:** One could only approach this topic from a transdisciplinary perspective since one needs to create a bridge between science, technology and culture, while the transdisciplinary methodology is, par excellence, a methodology promoting the open dialogue and relationship between various fields of knowledge. There is only One, multiple and unique reality: boundaries between science, technology and culture are nowadays artificial, being created by one’s mind crossed by the irrational thought of efficiency seen as an end in itself. The mission of technology is to facilitate the dissemination of culture which has been accumulated over the centuries but also to become better prepared for an unpredictable future.

**KEY WORDS:** *science, technology, culture, transdisciplinarity.*

# BOOK REVIEWS

## DESPRE IMIGRAȚIE, LA PERSOANA I

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*Toponimie maramureșeană. Valea Superioară a Vișeuului*, Cluj-Napoca,  
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