

## **ABSTRACTS**

## PARTICULARITĂȚI LEXICO-SEMANTICE ÎN TEXTELE CATEHETICE ORTODOXE DIN SEC. AL XXI-LEA

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*Lexical-Semantic Particularities in Orthodox Catechetical Texts  
of the 21<sup>st</sup> Century*

**Abstract:** The Romanian Christian terminology is based on Greek and Slavic idioms, therefore the conservative, orthodox discourse is nowadays still governed by these prestigious and stable lexemes. The discourse analysis proposed by the Frence School includes both the discursive formation and the constitutive frontier.

**Keywords:** *discourse, constitutive frontier, lexical semantic analysis, conservatism*

## MYTHOLOGY INSPIRED BRAND NAMES AND BRAND AWARENESS AMONGST END-USERS

**Ramona DEMARCSEK**

**Anamaria FĂLĂUȘ**

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**Abstract:** The brand name is the one element that consumers immediately recognize and which creates a connection in their minds with a certain product or a given producer. Modern businesses have discovered that there is no marketing strategy more powerful than coming up with a catchy name or image that will stick to the consumer's mind and generate a certain association of qualities with that specific product based on the meaning of that name. Myths and legends have always been fascinating; they appeal to the consumer's inner most core. Using the names of deities that people can relate to or relate to their powers means transferring some of these deities' features onto the product, and thus onto

the user. This seems to have been a quite successful marketing strategy. This paper takes a closer look at some of the most famous company names and brands inspired by ancient deities, and attempts to discover to what extent end-users are knowledgeable in terms of ancient mythology, aware of the meaning of the brand name, as well as of the connection between the brand name and mythology.

**Keywords:** *brand name, consumer, mythology, end-user, brand awareness*

## **QUELQUES TOPONYMES D'ORIGINE ROUMAINE DANS LA REGION DE SILISTRA, BULGARIE**

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*Some Place Names Of Romanian Origin From The Region Of Silistra,  
Bugaria*

**Abstract:** Some place names from six villages in the region of Silistra, northeastern Bulgaria, are discussed in this paper. The toponyms of certain Romanian origin are: *Korlanka* and *Korlanovite nivi* <Romanian anthroponym *Corlan*; *Lupaskov kladenets* <Romanian anthroponym *Lupaș*; *Sherbanovoto* <Romanian anthroponym *Șerban*; *Sapanash kula* <Romanian *săpunaș* 'soapwort'. It is possible that some other place names are of Romanian origin: *Kornatala*, probably from Romanian *cornetel* 'dogwood forest'; *Martana*, from Romanian *mărtan* 'cat' or from a Romanian derived form from the name *Martin*; *Pulucu tarla*, from Romanian anthroponym *Puluc(u)*. The number of the toponyms of Romanian origin in the studied area is low and most of them are now forgotten by the local population.

**Keywords:** *toponymy, etymology, Romanian language, Bulgarian language, language contact*

## CONSIDERAȚII ETNOLINGVISTICE ASUPRA OBICEIURILOR NUPTIALE DIN SATUL VAD, ȚARA CHIOARULUI\*

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*Ethnolinguistic Considerations on the Nuptial Customs  
in Vad, Chioar County*

**Abstract:** The present study analyses ethnolinguistic aspects related to the custom of wedding in Vad, the researcher's place of birth. The village is traditionally included in the Land of Chioar. The wedding customs in the Vad village situated in Chioar county are generally alike to similar events throughout the Romanian space. The description of this particularly important moment in human life has been narrated by my father, Stephen (78), a very good storyteller, who is really astonishing when taking into account the accuracy of his vast memory

**Keywords:** *ethnolinguistic, particularity, conservative, etymological*

## URSULEȚUL BI SAU DESPRE OGRADA NUMELOR DE JUCĂRII<sup>1</sup>

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*Bi Bear, or on the Orchard of Names of Toys*

**Abstract:** The paper aims at examining the field of toy names in view of establishing the main trends that define this onomastic subcategory in contemporary Romanian space. The

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names are analysed from a multidisciplinary perspective, by using concepts and precepts pertaining to onomastics, linguistics, lexicology, child/behavioural psychology, pragmatics, referential semantics, sociolinguistics, stylistics and psychopedagogy. The investigation of the names starts from their classification according to the name-giving entities (*official names*, given by toy makers, and *unofficial names*, attributed by children or other individuals), as well as according to the (lexical-semantic)structure of the identifying constructions. The material interpreted consists of official and unofficial names of toys collected by the authors of this study by means of an online survey.

**Keywords:** *toy names, official name, unofficial name, the act of naming, playing.*

## **THE CULTIVATION METHODS OF CHINESE PRAGMATIC COMPETENCE TO BULGARIAN COLLEGE STUDENTS**

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**Abstract:** Pragmatic competence is an important measure of the effectiveness of Chinese teaching and is also a decisive factor in the strength of intercultural communication. From different aspects which are culturists of pragmatic competence, pragmatic teaching contents, Chinese context construction and evaluation system, the paper proposes four cultivating methods about Chinese pragmatic competence to Bulgarian college students, which are improving the intercultural pragmatic competence of teachers, choosing appropriate textbooks and adding pragmatic contents, Strengthening the construction of contexts in and out of class, integrating pragmatic competence assessment into the evaluation system.

**Keywords:** *pragmatic competence, intercultural communication, context, evaluation system*

**NOMS D'ÉGLISES ORTHODOXES  
(FETES PATRONALES)  
DU PAYS DE CHIOAR ET DE LĂPUȘ**

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*Names of Orthodox Churches (Patron Saints) in Chioar and Lăpuș*

**Abstract:** The historical regions Chioar and Lăpuș are geographic areas where the Orthodox Church (but not only the Orthodox Church) has manifested the conservative “force” of the Romanian Christian spirituality. The feast of a church is a religious ceremony in which the patron saint is worshipped or in which an event reiterating a Christian religious episode is evoked. This celebration is a festive moment for the entire community, preserved especially in rural areas.

The method and the tools of analysis belong to the statistical research and the Bravais-Pearson correlation analysis.

**Keywords:** *patron saint, Orthodox Church, statistics, correlational analysis, rural communities, variational index.*

**FUCK – DE LA DISFEMISM LA CVASIEUFEMISM**

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*Fuck – From Dysphemism to Quasi-Euphemism*

**Abstract:** The present paper aims at analyzing the taboo loading of the English swearword *fuck* in Romanian. Swearwords are difficult to define as one’s definition depends on one’s sensitivity to bad language. The study begins with a semantic analysis of *fuck* and the subsequent sections include a morphological and syntactic analysis of the taboo word.

**Keywords:** *fuck, verbal automatism, emotional discharge, pragmalinguistic functions.*

## DISFEMISMUL CA PROCES LEXICAL

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### *Dysphemism as a Word-Formation Process*

**Abstract:** The present paper aims at analyzing the linguistic manifestations of taboo (dysphemism, euphemism, and orthophemism), taking into account the politeness and the impoliteness theories. We focused on dysphemisms which are a pragmalinguistic phenomenon having both positive (emotional discharge) and negative effects (the loss of social status).

**Keywords:** *dysphemism, impoliteness, emotional discharge, word-formation process.*

## AN APPROACH TO THE SYNOPTIC GOSPELS

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**Abstract:** The Gospels according to Matthew, Mark, and Luke, also known as the 'synoptic gospels', alongside the Gospel according to John, have been analysed in order to determine the frequency of adverbs exhibited throughout the four gospels. The study attempts to monitor the most frequent characteristics adverbs display and the manner in which these features reveal the cohesion of the text while reinforcing utterances and, at the same time, arranging actions and events or placing emphasis on the modified part of speech. Due to the highly integrated structure of the gospels, however, few involvement features specific to adverbs are expected to be found.

**Key-words:** *Linguistics, adverb, adverb occurrence, gospels*

## RAPORTURILE DINTRE LIMBA SCRISĂ ȘI LIMBA VORBITĂ, RESPECTIV FAPTUL LITERAR ȘI CEL DIALECTAL

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*Correlations between the Written and the Spoken Language, Respectively  
the Literary Fact and the Dialectal One*

**Abstract:** This article aims at pinpointing the correlations between the written language and the spoken language, the manner in which norm, through its selective character, excludes regional and dialectal elements, limiting the speaker in his/her usage of the language; we shall also study the differences, respectively the interferences between literary language, and regional or dialectal varieties. Both regional elements and dialectal ones are spontaneous facts of language and are not accepted by the norm of the accurate usage of language, respectively the literary language, yet, while regional elements are common from the point of view of the geographic area they cover, dialectal elements are relatively restricted from the same geographic point of view.

**Key words:** written language, spoken language, norm, competence, literary language, regional fact, dialectal fact.

## ASPECTE ALE DIALOGULUI CA FORMĂ DE COMUNICARE ORALĂ

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*Aspects of the Dialogue as a Form of Spoken Communication*

**Abstract:** This article approaches the defining aspects of oral speech, the manner in which the syntax of the dialogue becomes a mixed syntax, the latter being determined by the place, position and elements within both the linguistic context and within the situational or social-historical context. We also target certain aspects of the conversation viewed as a form of dialogue in dialectal surveys. The statement of oral speech is often fragmented, elyptical or beyond proper analysis, consisting in nouns, adverbs, interjections, random constructions



having varied discourse effects. The communication between the interviewer and the local community member is a stimulated one. The text created by the interviewee sounds like a targeted monologue. In dialectal surveys, the conversation becomes similar to the structure of dyadic conversation, an important role being played by the factual elements whose purpose is to actually trigger, lengthen, as well as to interrupt communication.

**Key words:** *orality (the quality of being spoken), spoken language, fragmented character, dialogue, mixed syntax, dialectal text.*

**CONTENT AND LANGUAGE INTEGRATED LEARNING  
(CLIL) “IN USE”: IDEAS FOR A CROSS-CURRICULAR  
ACTIVITY FOR STUDENTS IN THE 5<sup>TH</sup> GRADE  
*THE LITTLE LINGUISTS AND EXPLORERS***

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**Abstract:** CLIL is a comprehensive, interwoven method of teaching, in which certain contents, coming from cross-curricular fields, are taught in a foreign language. The knowledge that students acquire is, thus, supplemented by a new way of storing and using information, which also involves participation of the foreign language skills, creating new competence both in the language and the respective fields of knowledge. This is a model curriculum for the 5<sup>th</sup> grade students, in which they are taught history, geography and a little environment and biology, using English. The proposed theme is *The Little Linguists and Explorers: Following Christopher Columbus*. The project takes place in Borșa, at the Gymnasium-Highschool, and is the result of the collaboration between the two authors of the article.

**Keywords:** *CLIL, curriculum, competencies, skills, methods, subject fields, teaching language*

## DIN LEXICUL MAGIEI TERAPEUTICE SĂLĂJENE

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*Words related to therapeutic magic from Sălaj*

**Abstract:** The current study entitled *Words related to therapeutic magic from Sălaj* focuses on the authentic local folklore as well as on the terminology of this field. Throughout centuries, people from Sălaj forged their own folklore which is rich in artistic creations, popular customs and traditions, but besides this, the local people pay much attention to superstitions, popular beliefs and magical practices. The topic includes the lexical peculiarities of this region as well as the sociocultural and anthropological aspects. The linguistic area includes numerous words from the terminology of the topic in discussion where the richness of the material permits us to provide an analysis of the terms and syntagms.

Therefore, the paper is going to focus on these terminologies, mainly from an etymological and semantic perspective.

**Keywords:** *local folklore, terminology, etymological perspective, semantics*

## LE TEXTE, TÉMOIN D'UNE LANGUE, EN CONSTANT CONTACT AVEC LA SOCIÉTÉ ET LA CULTURE ENVIRONNANTES

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*The text, as a witness of language, in constant connection with the surrounding society and culture*

**ABSTRACT:** The text refers, essentially, to the composition of terms with different etymologies and specific uses which, constructed in accordance with some working rules inherent in languages, permit to lead to a whole and to illustrate an author's thought. The language development and its gradual fragmentation in idioms which have spread on various continents and have come into contact with others, that have different substrata or that have moved away after centuries of conquests or of foreign dominations, have accompanied the human gradual evolution. This phenomenon continued till the XXI<sup>st</sup> century, at a time which has largely been influenced, sometimes excessively, by some dominating languages. The progress, technical adaptation and innovations as well as fashions have generated exchanges that have had repercussions on our linguistic acts and

have summon up all our language wealth. This has sometimes required the reevaluation of some rules, with regard to the general use that has changed, in order to state new tendencies that are henceforward accepted by the whole society. This is the reason why all parts of speech have been affected, irregularly during centuries, by tendencies and influences urged or not by state development, academies and most influent cultural personalities. The examples that we have chosen and the extracts in French and in Romanian languages will aim to help and raise questions about the link that exists between a text, parts of speech within it and the surrounding context, throughout a proper use of its resources. Despite this, the purpose is also to keep in mind that the evolution and preservation linguistic rules have to foresee the necessary tools for their specificity, their harmony and their respectful welcome to new ideas and concepts that are absolutely connected with use and memory of origins. Diachronic and synchronic prospects will be followed in order to foresee the main evolutions in French and Romanian languages that have convergences and differences. Practical applications of these characteristics of our idioms will be obvious theoretically, in learning or teaching and at the time when we translate or interpret.

**Keywords:***language; text; grammar; didactics; semantics; culture*

# LITERATURĂ LITERATURE

## ION POP - POLIVALENȚA CREATOARE

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### *Ion Pop – creative polyvalence*

**Abstract:** Professor and scholar Ion Pop has reached the age of full synthesis at the auspicious time of an extraordinary intellectual and creative dynamics. His writing can now have, most certainly, a definitive edition, but the author has interwoven his *life and text* so deeply – much like in the title of one his criticism books – that he can find new and fresh motivation and resources to sacrifice himself in the poetical or critical text, with an extraordinary creative vitality. In an exercise of imagination and admiration, but also of rigour of interpretation, we shall talk about Ion Pop, the Member of the Academy, the professor, the flagship of the *Echinox* movement, the poet, essay writer and translator, all in all the spirit of completeness, coming from a mythical Transylvanian scholarly tradition – that of a refined culture and carefully uttered word. We shall examine two essential facets of the polyhedric personality of Ion Pop, so closely linked and interwoven that they cannot be firmly detached and, ultimately, we do not see it necessary to do it. We are talking about the *poet and the critic*, both valid and successful images on different levels of the literary scene.

**Keywords:** *professor, poet, literary critic, Echinox magazine, history of avant-garde*

## LAURENȚIU ULICI – O PRIVIRE DINSPRE POSTERITATEA CRITICĂ

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*Laurențiu Ulici – a perspective from the critical posterity*

**Abstract:** Although Laurentiu Ulici benefits from a rather ingrate critical posterity, bordering on a polite reception at best, on a fragmentary or strictly specialized reception (by appeal especially to the historical and literary context of his debut), he was without a doubt for more than three decades one of the most authorized and used exegetic voices in the Romanian critique. The fact that he did not make it to the status of incontestable critical stance in his age is more likely linked to a biographical contextual deficit: the lack of university studies, which provides authority and imperative verdict or the lack of an erudite and completing erudite synthesis, able to model the physiognomy of an era in a canonic manner.

**Keywords:** *critical posterity, the poets of the '70s generation, literary history, debut, creator generation*

## FEMININUL MITOLOGIC ÎN BALADA POPULARĂ ROMÂNĂ

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*Mythological Images Of The Feminine In Ballads*

**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*

## **DISTORSIONS DE L'UNITÉ**

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### *Distortions of Unity*

**Abstract:** Fecund in European myth and beyond, the androgynous (gr. *andros* – “man” + *gyne* – “women”) constitutes, maybe the best, the desire for perfection, aspiration of all ancient civilizations. The synthesis of the male and female it is a mythic, philosophic or artistic fiction, part of archetypal nostalgia, spiritual ideal, but also erotic plethora. From Plato to Gnostics and to the Mystics of the Middle Ages, then to the European romanticists, aspire to this type of perfection, more rudimentary or more sophisticated, initiating rituals allowing the access to the primordial unity. A form of distortion of the androgynous myth can be the myth of Narcissus, where searching half is suspended, because the human being as she is, halved in the platonic myth, divided as female from the Adamic unique body – or androgenic -, it is itself sufficient. Another hybrid form it is the Hermaphroditic. In the mundane plan, this is considered as a kind of profane, a deformation, and a travesty. The world literature – in this case Plato, Ovid, Mary Shelley, Honoré de Balzac, Italo Calvino, Liviu Rebreanu, Scott Fitzgerald - retraces, in artistic way, the contents.

**Keywords:** *World Literature, Androgynous, Myths Revisited, Fiction.*

## **LEDA SAU SUPERFICIALITATEA FETEI „CU JOBEN”**

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### *Leda or the superficiality of the girl "with a top hat"*

**Abstract:** The present paper shows the way the female literary character transforms under the unyielding eye of the blackmailer narrator. In the interwar period, Lydia Manolovich, a muse of bourgeois society, becomes a grotesque caricature of a novel meant to create various speculations but also to bring to the readers attention scabrous details from the backstage of a apparent perfect world.

**Keywords:** *Bourgeoisie society, blackmail, feminine character, contempt.*

## NARAȚIUNILE IDENTITĂȚII

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### *Identity Narratives*

**Abstract:** The present paper discusses the relationship connecting memory, narrative and identity, and identifies the ways these are articulated.

Far from being static, personal identity appears as an ongoing process of construction and reconstruction. As a crucial concept in narrative psychology, personal identity rests on the premise that self narration operates as an alternative means of one's self-knowledge. Self awareness is often shaped as a story, a narrative; it is such stories that give us our bearings and distinguish us from others. Life stories lie at the foundation of human identity and define the self, while always occurring within a given social and cultural context.

In narrative psychology, memory, personal history and narrative are intimately related, and generate the "homo narrativus," an individual that builds their identity through narratives. Such assumptions fall within the spheres of psychology, philosophy, sociology and narratology.

**Keywords:** *memory, identity, narrative, life story.*

## THE CONCEPT OF HOME AND FAMILY IN THE NOVELS OF KEN KESEY "ONE FLEW OVER THE CUCKOO'S NEST" AND "SOMETIMES A GREAT NOTION"

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**Abstract:** In Mihailo Roško's article "The theme of family and house in the postmodernist American writer Ken Kesey's novels," "One Flew Over the Cuckoo's Nest" and "Sometimes a Great Notion" are analyzed from the point of view of the independence of two epic traditions: those events which take place outside the threshold of the house, that is, in the great world and those in which attention is focused on life, especially at home. The novel "One Flew Over The Cuckoo's Nest" therefore belongs to the first tradition, and the novel "Sometimes a Great Notion" belongs to two family traditions. At the same time, the main heroes of the novels are very similar: strong, unruly personalities, who defend their

dependence and freedom from the pressure of the system, and tend to withstand the blows of fate and to cope with life's trials.

**Keywords:** *family, home, postmodernism, epic tradition, system*

## **TWO VIEWS ON AN ALBANIAN WAIL**

**Anyla SARAÇI**

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**Abstract:** Based on a point-driven approach to reading, *Two Views on an Albanian Wail* is a literary analysis of the story "Ajkuna qan Omerin" [Aikuna mourns Omer] by Mitrush Kuteli, included in the volume *Tregime të moçme shqiptare* [Albanian Old Tales]. The story was inspired by a wailing from *The Epic of the Kreshniks*, which is representative for the Albanian folklore and comparable to the great European epics, collected in the Geg dialect of the Albanian language. Our analysis highlights Mitrush Kuteli's narrative art, who, through very subtle linguistic and narrative means, manages to turn a wailing, which in folklore is addressed to adults, into a story addressed to children.

**Keywords:** *wailing, epic, Albanian folklore, cultivated literature, storytelling*

## **L'ÉCRITURE CINÉMATOGRAPHIQUE CHEZ MARGUERITE DURAS**

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### *Marguerite Duras' Cinematographic Writing*

**Abstract:** Novelist, essayist, playwright and screenwriter Marguerite Duras has remained a controversial figure of the second half of the 20th century through the diversity and modernity of her writings regardless of the criticism that has been voiced of them. She renewed the novel genre and broke with the theatre and cinematography conventions of her time. By employing a minimalist and unique style, Marguerite Duras approached numerous states and feelings such as love, motherhood, disease, jealousy, violence, waiting and boredom in a fascinating and amazing subtlety. One experiences her cinematographic writing style as a perception, picture and sensation. The shape of a Durassian text is simple, scattered with autobiographical elements, with no descriptions, yet with a rich dialogue and no quotation marks.



**Keywords:** *cinematographic style, shape, writing, picture.*

## **THE CONTEMPORARY REVIVAL OF THE NORSE GOD TÝR IN NORWEGIAN LITERATURE**

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**ABSTRACT:** Under the pressure of globalisation and immigration, the endemic populations of Western Europe in general and Norway in particular, seem to go back to their cultural roots in order to find an identity. Norse mythology has therefore become fruitful once again and Norse myths, gods and symbols are brought back to life in order to stress the feeling of ethnic belonging. In the present paper I argue that the Norse god of war, Týr, and justice reappears in Norwegian literature as a symbol for contemporary Norwegians who have become tolerant but also as a reminder of, and an urge to appropriate the Viking values of integrity and honour in the contemporary world.

**Key words:** *globalisation, immigration, endemic population, norwegian literature*

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# STUDII CULTURALE



# CULTURAL STUDIES

## THE NEWSLETTER – A MORE OR LESS MASKED FORM OF ADVERTISING

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**Abstract:** The newsletter or bulletin is a form of periodical publication emailed to its subscribers and includes various new information from a particular area of interest. This paper aims to capture the hypostases that the newsletter takes as a form of communication. These hypostases may be from a company notice (about new products or services) to media products (news items) or articles published by bloggers on various topics. What do these hypostases have in common? More or less masked advertising messages, and this paper aims to analyze some examples across the spectrum.

**Keywords:** *newsletter, blog, advertising, communication, online press, information.*

## TEHNOLOGICITATEA, ARTISTICITATEA, ESTETICITATEA - PERMANENȚE ALE FOTOGRAFIEI CONTEMPORANE

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*Technologicity, Artisticity, Aestheticism – Instances of Permanence in  
Contemporary Photography*

**Abstract:** The considerations of the young representatives of contemporary photography no longer claim that its mission is that of expressing the *truth*, i.e. exposing the world as if it were an objective confession, but *commenting upon its condition*, thus going beyond a simple state of reception. In order to emphasize the subjects mostly neglected by mass-media, the photographers construct their images making use of stage directions and computer-aided retouches. Generating debates that do not only focus on the very conditions of image production, stories of image capturing or contemplation, tales of imagistic trails or memories, perceptive fluxes that reiterate the intrinsic link between photography and reality, the reflexivity of contemporary photography manifests itself in a dialectical game that generates a photographic rewriting of metaphors, allegories or image stories.

**Keywords:** *image, photography, processing tomography image, artistic communication*

## **PROBLEMATICA GENEZEI TERMINOLOGIEI JURIDICE LATINEȘTI (83-31 Î.E.N.)**

**Oksana DATSO**

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*Issues on the Genesis of Latin Legal Terminology (83-31 BC)*

**Abstract:** It is impossible to become a fully-qualified lawyer knowledge of elements of the Latin vocabulary, grammar, and, what is the most important – Latin legal phraseology. The proposed research is an attempt to trace the gradual formation of the Latin legal terminology since the period of the dictatorship of Sulla in Rome until the principality of Octavian Augustus.

**Keywords:** *law, legal terms, jurisprudence, court, lexicon, Roman law.*

## **RETORICA DISCURSULUI IDENTITAR vs. GLOBALIZARE\***

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*Rhetoric of Identity Discourse vs. Globalization*

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\* Articolul de față a fost publicat cu titlul „Ideological Discourse Between The Referential and The Perlocutionary” în, *Communication Context, Interdisciplinarity*, editor Iulian Boldea, Arhipelag XXI Press, Târgu Mureș, 2016.

**Abstract:** The discourse on identity has been dominating the socio-political rhetoric for over 200 years, starting with the French Revolution, during which nations like the French, Germans, Italians, Spanish have been consolidating in Europe. The new concept of „nation” signifies a community extended to the level of linguistic patterns, of ethnic relations, cultural inheritance, and geographic proximity. After the collapse of the Ottoman, Tsarist, and Austro-Hungarian Empires, the discourse on identity and the rediscovery of cultural identities would lead to the formation of new states: Greece, Serbia, Bulgaria, Romania, and Poland. In the discourse on identity, the concepts of *nation, state, liberty, fraternity, equality, progress, history, patriotism*, and, after 1918, the concept of *national self-determination*, appear consistently. The year 1989 has brought, in Eastern Europe and in the former USSR, the revival of the discourse on identity by relaunching the concepts of *cultural, administrative, economic and territorial self-determination*. Apart from the cultural phenomena of globalization, the discourse on identity develops in the entire Europe.

**Keywords:** *rhetoric, discourse on identity, national self-determination, cultural self-determination, globalization.*

## POLITICI DE INTEGRARE SOCIALĂ A MIGRANȚILOR ÎN CANADA \*

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### *Social Integration Policies for Migrants in Canada*

**Abstract:** Following the removing of visa requirement for Romanian citizens wishing to arrive in Canada, a growing number of fellow countrymen are considering migrating to the North American state. An immigrant integration model, with extensive experience in this field, Canadian integration policies demonstrate how this process is possible, by changing the perception of the immigrants’ place in society and by redefining the role that the state must play in implementing integration policies.

**Keywords:** *immigration policies, immigrants, citizenship, rights, refugees*

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## JOCURILE DIGITALE MODERNE: NOILE NEW MEDIA

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### *Modern Digital Games: The New New-Media*

**Abstract:** Modern digital games are omnipresent at multiple levels of contemporary society. The wide variety of their manifestations in digital environments, the preoccupation with the virtual reality, the development and improvement of the appropriate technologies for the development of increasingly complex digital programs, the propensity to develop artificial intelligence applications are some aspects that indicate that digital games turned into something more intricate than simple games. Thus, some games tend to manifest themselves as a point of convergence of new media, becoming new-new media in their own right.

**Keywords:** *digital games, ludology, new media, social media*

## EXPRESIVITATEA PORTRETULUI PRIN ANAMORFOZE

(DEFORMAREA ȘI RECONSTRUCȚIA UNUI TOT UNITAR)

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### *Expression of the portrait by anamorphosis (Distortion and reconstruction of a whole)*

**Abstract:** The image of nature and, more obviously, of the portrait in art bears the imprint of an elaboration and interpretation of the visible through the subjective universe of the artist resulting in the expressiveness, namely - plastic, of the portrait. The anamorphosis of the portrait realized by caricature, a way of exaggerating some, especially negative, traits, in the sense of Van Gogh, belongs indefinitely to expressionism, because in order to succeed in formulating an idea about the one taken under observation, the artist distorts his traits. "Artworks are not mirrors, but share the inscrutable magic of transformation that is so difficult to express in words."<sup>2</sup> Works and artistic motifs are resumed and reinterpreted by artists, being influenced by the context in which they were created and by the concept of the artist. For example, the motive of the kiss is represented in art in various instances, such as the work of Gustav Klimt, like Edvard Munch's creation, which was also revealed by the work that preceded it, entitled "The Kiss". Both represent portraits achieved by anamorphosis.

**Keywords:** *Expression, portrait, anamorphosis*

## CONSIDERAȚII PRIVIND OBICEIURILE LA NAȘTERE ÎN ȚARA OĂȘULUI

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### *Considerations Concerning Birth Customs in the Oas Land*

**Abstract:** Birth is considered to be the first step in a lifecycle. The transition between pre-existence and existence is marked by a series of consecrated customs, rites and rituals, that have the scope of integrating one into the life of the community, but also separating one from the chaos, from the pre-existential unknown.

Following a universal pattern, birth is part of a generally valid ritological scheme. On this mythological substrate lay cultural, religious and ethnic values. However, as society evolved, so did the mentalities, life perceptions and the systems of customs. All of these aspects can be recognised in the current cultural space of the Oas Land.

The set of practices that are associated with birth are connected not only to this phenomenon, but also to the gestation period and the confinement after birth. If during the pregnancy one can speak about the existence of the biome pregnant female-foetus, birth can lead to the segregation of the rites, some being centred on the mother and others on the child. The child's integration into the family, the nation and the community must be marked by the natural and the normal, fact accomplished through magical and protective poems. Thus, this ritual implies the existence of specific instruments and the participation of multiple actors, all of them having an assumed role and responsibility for the success of the custom.

The current image that birth ritual has in the Oas Land, and other areas of the country, is no longer the archetypal one. However, it still carries elements of the old rites and rituals.

**Keywords:** *birth, custom, rit, ritual practices, midwife, integration, the Oas Land*

## DISCUSSION SECTIONS OF SCIENTIFIC RESEARCH ARTICLES: CHALLENGES AND OPPORTUNITIES

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**Abstract:** Discussion sections are of crucial importance for the acceptance and subsequent dissemination of knowledge claims introduced in scientific research articles. Therefore, this paper aims to summarize the most relevant challenges that academic writers were reported

to encounter when writing this section of scientific research articles as well as to highlight the opportunities that successful Discussion sections can provide in today's highly competitive academic environment. The rhetorical strategies most commonly used to interactively introduce and support new claims will be presented alongside the difficulties encountered especially by non-native academics who wish to publish their research results in international English-language journals.

**Keywords:** *Discussion, scientific research articles, academic writing, knowledge claims, rhetorical strategies, writer-reader interaction.*

## **STRUCTURA FUNDAMENTALĂ DE APTITUDINI A ARTISTULUI**

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### *The Fundamental Structure of Artists Abilities*

**Abstract:** The fundamental inner structure of the artist includes a vision with certain categories of elements: the power of fantasy, an intense experience of the surrounding facts, the power of expressiveness or its formulation in the creation of different forms, the power of observation and emotivity. The emotional and affective life of the artist is of an imaginary and fictive origin. Emotional diffusion and halving, appears as a unique and defining condition for the artist, thus the creation process is sometimes reduced (but never absent) or elevated (but never exaggerated).

**Keywords:** *Psychological structure, artistic identity, creativity, affective experience, imaginary invoice*

## **NUCUL ȘI NUCILE ÎN MENTALITATEA TRADIȚIONALĂ ROMÂNEASCĂ**

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### *The walnut tree and the walnuts in the traditional Romanian mentality*

**Abstract:** The paper aims to highlight the impact of the dendromorphic symbol – the walnut tree – on the traditional Romanian mentality. Synchronic analysis and interdisciplinary perspective (ethnology, linguistics, religion, mythology) underlines the malign connotation of the walnut tree (in its burrow dwells the devil, over the tree are dancing the pixies, those mythological creatures that can cripple the human being with a single glance) and the beneficial connotation of walnuts (fertility and fecundity functions in various contexts: at wedding, winter holidays, etc.). The walnut tree and the walnuts are

analyzed on several levels: on a symbolic level, in interaction with ritual praxis, in relation with certain folkloric categories - proverbs, riddles, fairy tales. The walnut tree and the walnuts reveal the complexity, the impact of these symbols on the peasants living in the ontological universe of the Romanian village.

**Keywords:** *walnut tree, walnut, traditional society, beneficent-maleficent dichotomy.*

## **MIHAELA NOROC AND HER VIEW ON WOMEN AROUND THE WORLD**

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**Abstract:** Mihaela Noroc's *The Atlas of Beauty* is a phenomenon of today's world. Her endeavour is singular, as she cannot be easily considered as representing one of the traditional types of travel writing: South and West journeys; colonial journeys; symbolic journeys; mythical journeys; or intellectual journeys. She goes for the old-fashioned soul of her 'models'. She is fascinated by their reality, their humanity, and their strength. The *Atlas* convinces by its intrinsic un-biased and non-ideological authenticity. In a sense, Mihaela Noroc is a true follower of Madame d'Aulnoy's literary journeys in Spain in 1691: neither of them passes any judgment on their subject. The *Atlas* is not an instance of travel for travel's sake, either. It does not dwell in an idealistic hope that the more we travel the better we connect, and that the more we understand others, the more we understand about ourselves. The picaresque character is given by the fact that the author is somehow cast out of any society, and, therefore, his/her comments contain more truth. The picaroon is alone, trying to make a living in a world that is based on stereotype and indestructible social traditions. Mihaela Noroc is a picaroon, free of prejudices, non-judgmental, and true.

**Keywords:** *atlas, gender roles, ideology, image, cyber-culture, unbiased journey, authenticity, picaresque*

## **MODELE CULTURALE: SĂRBĂTOAREA**

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*Cultural Models: Celebration*

**Abstract:** The celebration can define how the human being has always interpreted the visible/natural or invisible/super-natural reality, thus becoming a reference for analyzing the dynamics of culture. The celebration spirit mandatorily entails the restoration of unity in



the community which assumes the solemnity of the moment. We believe that taking on a role by putting on a mask is the main form of communication that unites the different stages of the evolution of culture. By repeating some gestures, by learning different texts and by exhibiting different behaviours in the delimited time/space of the celebration days, the contemporary man still realizes - more or less consciously - an action of preserving and updating a system of values. As a cultural model, the celebration preserves beyond time the main elements of its structure, which in turn leads to the preservation of its main function, the interpretation of the human universe in its relationship with the World, with the Cosmos.

**Keywords:** *celebration model, cultural model, value system, rite, myth*

**CONTRASTUL CA MIJLOC DE ARGUMENTARE ÎN  
OPERA LUI TITUS LIVIUS «ISTORIA»  
(BAZAT PE DISCURSURILE PERSONALITĂȚILOR  
ISTORICE DIN PRIMA DECADĂ A OPEREI)**

**Emilia ȘVED, Taras DATSO**

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*Contrast as a Means of Argumentation in the Work of Titus Livius  
«History» (based on the discourses of the historical personalities in the first  
decade of the work)*

**Abstract:** It has been known that the speeches of historical figures in „History” by Titus Livius are constructed according to all the canons of the ancient rhetorical skills. The linguistic means of contrast are among the most significant means of argumentation and are under the research of this publication. The author of the article has conducted component, structural, semantic and stylistic analysis of antonymous pairs in the usage of the historian. As a result of the study the author has concluded that the most typical means of contrast of speeches of the first decade of the work under consideration are: antithesis, antithetic comparison and ironic comparison or antyfrazyz.

**Keywords:** *antonyms, antonymic structures, antithesis, contrast means, antiphrasis.*

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CEILALȚI ȘI CA MIJLOC DE APROPIERE  
INTERNAȚIONALĂ. STUDIU DE CAZ:  
REPREZENTAREA ROMÂNIEI LA VATICAN ȘI ROMA  
DE CĂTRE O DELEGAȚIE MARAMUREȘEANĂ, PE  
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(22-25 OCTOMBRIE 2018)**

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**TĂVĂLUGUL ISTORIEI ȘI SITA DE CEARĂ A  
MEMORIEI VII**

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