

„Vasile Alecsandri” University of Bacau, Romania



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**“CULTURAL SPACES. IDENTITY WITHIN/BEYOND
BORDERS”**

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**ACIOBANITEI Maria - "Dunărea de Jos" University of
Galați, Romania**

**IDENTITY IN TRANSLATION: THE CASE STUDY OF
"MEMORIES OF MY BOYHOOD" – ION CREANGĂ**

In the age of globalization, recognizing and preserving identity is essential, especially with translation as mediator between cultures. The task of the translator remains as difficult as ever in the face of translating foreign, often untranslatable concepts and structures. This paper takes a closer look at two translations of Ion Creanga's 'Amintiri din copilărie', produced by Ana Cartianu (1978) and Valentin Sangereanu Junior and Valen Pumnul-Blaga (2009). Such an enterprise becomes problematic given the abundance in terms associated with the life and customs of Romania's countryside in the 19th century, making it all the more complicated to create a clear cut image of Creangă's art for the foreign reader

Key- words: *translation, culture, identity, strategy, proverb.*

**AMALANCEI Brîndușa Mariana - "Vasile Alecsandri"
University of Bacău, Romania**

VISUAL IDENTITY IN ADVERTISING

It is very important to be considered that any creative advertising represents a unitary construction, in which the image comes to complete the text, because, otherwise, it would have affected the global meaning of the message. The coherence of the image is given by the visual identity and by the brand image, and the understanding of its meaning depends on the identification of different types of messages that contribute to the transcoding of the visual perceptions in verbal language. It is considered that the image, as well as the language, can have the seven functions identified by Roman Jakobson and that it can produce, by a series of effects to which it appeals, intentionally, a perceptual shock.

Key-words: *image, description, denoted message, connoted message, interpretative effects.*

ANDRIOAI Gabriela - “Vasile Alecsandri” University of Bacău, Romania

METAPHORICAL CONCEPTS BEYOND EVERYDAY LANGUAGE

Along the years, metaphors have been perceived as powerful instruments of effectiveness used by writers to achieve a certain literary effect. However, they are more than rhetorical devices employed by orators and writers to strengthen and decorate their speeches and composition. Recently, cognitive linguists have demonstrated that metaphors play an important role in language and constitute people's primary mode of mental operation, influencing the way in which they conceptualize abstract concepts such as 'identity' for example. Thus, metaphor proves to be the main mechanism through which people comprehend abstract concepts and perform abstract reasoning.

Nowadays, we can talk about the pervasiveness of metaphors in everyday life, not only in language but also in thought and action. This proves that our conceptual system, in terms of which we both think and act, is metaphorical in nature. People comprehend their experiences in terms of metaphors and come to act and relate with other people in terms of it. Still, metaphors compose reality and do not distort it because metaphors are a way to describe something.

Key-words: *conceptual metaphors, metaphorical concepts, conceptual system, reality, objectivity.*

ARAS Deniz - Ataturk University, Erzurum, Turkey

**THE EMERGENCE OF AMERICAN IDENTITY IN DRAMA
AFTER THE DECLARATION OF INDEPENDENCE**

American drama was not totally American until the second half of the 18th century. Europeans and other ethnic and racial groups presented plays in their various languages, and the main motif of the plays was religion. After the Declaration of Independence in 1776, drama started to flourish in America under the European (especially British) influence in style, and American myth and manners in subject matter. Yet, in the plays performed before 1830, a new American character and American subjects began to appear in the plays written generally in European styles. Early American dramatists in this respect have a significant role in the creation of American identity. The development of American drama, beginning with the playwrights such as Royall Taylor and William Dunlap, continues in the late 19th century with the playwrights who try to demonstrate the existence of American identity.

The aim of this study is to analyze *The Patriots* (1777) by Colonel Robert Munford and *The Contrast* (1787) by Royall Taylor to explain the emergence of American identity in the plays of early American drama.

Key-words: *the 18th Century American Drama, patriotism, American identity, culture, American Myth.*

BĂLINIȘTEANU Cătălina - “Vasile Alecsandri” University of Bacău, Romania

RE-DEFINING WOMEN IN *WUTHERING HEIGHTS* THROUGH THE TRANSGRESSION OF BORDERS

The 19th century literature displays a specific image of the power relations between men and women: one of the most important aspects in the treatment of the female figure in this period was the setting in which she was placed. A distinctive borderline is drawn between the male public life and the female private existence. Therefore, women were restricted to domestic roles (taking care of the house and children) and to a biological function whereas men were allowed to lead an independent and public existence. In *Wuthering Heights* the known concepts of public and private space are replaced by heaven and hell. The two houses are opposed to each other, as if each of them must through its very existence deny the other; still along the years ‘hell’ becomes heaven and ‘heaven’ becomes hell, though they are not strictly separated by borderlines. This paper intends to be an analysis of the transgression of these borderlines and of the effects produced on the female characters.

Key words: *order vs. disorder, confinement vs. freedom, nature vs. culture.*

BESE Ahmet - Ataturk University, Erzurum, Turkey

**MUSIC AS AN EXPRESSION OF CULTURAL IDENTITY:
AUGUST WILSON’S DRAMATIC REFLECTIONS OF
AFRICAN-AMERICAN ART**

Music and its unique capability, amongst many other things, can introduce a reservoir of expressivity, and establish boundaries between creative art and culture. August Wilson makes use of the black music, musicians and musical instruments in order to redefine African-American cultural identity in his prominent plays. The deployment of cultural identity through black musical expression underscores the

connection and complexities of African-American sense of self and place in America. This study suggests that there exist a close connection between music filled with black cultural creative experience of art and African-American cultural identity, as reflected in several plays of August Wilson.

Key-words: *musical expression, dramatic literature, Black Music, cultural identity, August Wilson.*

BRĂDEANU Ligia - “Alexandru Ioan Cuza” University of Iași, Romania

Translating Proverbs: Cultural (Un)Translatability(?)

Translation usually involves some sort of mediation between source and target cultures, given the fact that there is no culturally neutral language. And this can best be seen in the translation of phraseological units, since phraseology is probably the major mechanism contributing to the formation and reinforcement of a cultural identity of a people. The present paper aims to examine the way in which the cultural values that are embedded in proverbs can or (sometimes) cannot be transferred to other languages. The specific challenges of this type of translation will be analysed following the proverbs found in the Romanian translation of *Martin Chuzzlewit* by Charles Dickens.

Key-words: *cultural values, proverbs, (un)translatability, cultural specificity, cultural mediation.*

BONTA Elena - “Vasile Alecsandri” University of Bacău, Romania

CHIFANE Cristina - “Dunărea de Jos” University of Galați,
Romania

**CULTURAL AND LINGUISTIC IDENTITY IN TRANSLATING
ROMANIAN FOLK TALES**

Offering a bird’s-eye-view upon the translation problems and difficulties occurring in the case of Romanian folk tales is of utmost importance for the cross-cultural exchange between such different languages, each of them with its beauty and uniqueness.

The translation process reveals interesting issues regarding: proper names; beginning, middle and ending formulas; phrases and idioms; regionalisms; euphemisms; interjections; rhetorical questions and exclamatory sentences; irony and mockery; nicknames; proverbs and sayings. All these aspects are worth highlighting in order to preserve cultural and linguistic identity in translation.

Key-words: *cultural specificity, linguistic identity, equivalence, translation strategies.*

CIOBANU Elena - “Vasile Alecsandri” University of Bacău,
Romania

EDGES OF THE SELF IN CONTEMPORARY AMERICAN

POETRY

Poetic identity is a phenomenon extremely difficult to categorize or describe. This is primarily due to the fact that poetry is an art related to a subject aiming at creating original visions of the world, through processes that combine emotions, feelings, attitudes and all sorts of individual experiences and turn them into metaphorical knots of elusive meaning. American poetry in the latter half of the 20th century cannot be conceived outside the development of such paradigms as those created by the Language group in the 1970's and 1980's or by the Conceptual poets in the first decade of the 21st century. This paper is an analysis of the strategies of manifestation or of mystification of the creative self in several contemporary American poems that sometimes leave the reader profoundly troubled by an almost impossible task of deciphering meaning.

Key-words: *poetic self, literary discourse, discursive strategies, metaphor, reader.*

CÎRTIȚĂ-BUZOIANU Cristina - Romanian Academy, Iasi Branch

EPISTEMOLOGICAL IDENTITY OF COMMUNICATION IN PUBLIC SPACE

Departing from the interdisciplinary character of communication, this paper attempts to identify its epistemological identity in the public space by identifying the defining features of this type of communication. Many experts in the field consider the epistemological status of communication to be at the centre of culture, knowledge and social behaviour. From this perspective, communication studies imply an inter-, multi-, and trans-disciplinary approach since we cannot restrict a field with such wide application within strictly defined scientific margins.

Within the typology of features that allow us to differentiate

communication in the public space from other types, we find its contextual character, the continuous interaction between speaker and public, and the need to reach consensus in order to validate a certain interpretation of reality.

Key-words: *identity, epistemology, communication, interpretation, public space.*

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CMECIU Doina - „Vasile Alecsandri” University of Bacău, Romania

REPRESENTING SPACE IN CULTURAL DISCOURSE

Having as a theoretical background G Bachelard's topoanalysis, M Bakhtin's chronotopes, M. Foucault's heterotopias and E. Soya's timespace, the paper discusses aspects of: **a.** modes of representing place and space; **b.** verbal and visual space and place in cultural discourse; **c.** the space of representation and staging space in (European) cultural discourse.

Key-words: *timespace, cultural representation(s), verbal/visual representation of place/space.*

COGEANU OANA - “Alexandru Ioan Cuza” University of Iași, Romania

SIGNIFYING WITHIN AND BEYOND BORDERS: TRAVEL WRITING

Based on the observation that the language of contemporary literary and cultural critics, increasingly employing the jargon of

cartographers, bears much resemblance to the language of travel, this paper aims at focusing on a complex signifying practice long ignored by literary and cultural studies: travel writing. The paper first investigates the extrinsic relations between travel and writing as transgressive social and cultural practices and then analyses the intrinsic connections between travel and writing as processes of signification within and beyond literal and conceptual borders, with a view to investigating the mechanism by which travel literature represents the world.

Key-words: *travel writing, Iterology, representation, homo viator, tautological semiosis.*

COMĂNECI Cătălina - “Alexandru Ioan Cuza” University of Iași, Romania

RESHAPING NEWS AND IDENTITIES IN THE CONTEXT OF GLOBALIZATION

In a world marked by globalization, speed and technology, (journalist-) translators are indispensable mediators on a scene marked by conflict and inequalities of power. News translation remains an area of study generally neglected by both translation studies and media studies although translation facilitates the access of different culture communities to “varieties of understanding” and, implicitly, to “multiple modernities” (cf. Michael Cronin). This paper purports to examine how news agencies influence the way in which international news is rewritten and reorganized according to the needs and expectations of the home readers, with examples from the national and international press.

Key-words: *globalization, news translation, rewriting, reorganization, mediation.*

CONTOMAN Oana Andreea - “Dunărea de Jos” University of Galați, Romania

THE CULTURAL AND IDENTITY REPRESENTATIVENESS OF THE JOURNALIST CARAGIALE, NOWADAYS

The writings of Caragiale, although published more than 100 years ago, outline social, cultural and political realities applicable even today. Current critical reviews strengthen the idea that the classical writings of Caragiale lie both in the strategies of articulating the journalistic texts, largely similar to those used for the writing of literary texts, as well as the correct understanding of the socio-political and economic situation of Romania in the nineteenth century. This was completed by the anticipation of future events and states of affairs. This paper aims to examine, from this point of view, the size of Caragiale's representativeness of journalistic writing for Romanian culture, as well as its dominant classical writing, seen as a guarantee of social and political validity of his views. Florin Manolescu's critique in the book *Caragiale and Caragiale* speaks about the features of Caragiale's articles, the tools he uses to write them and how the genius of Caragiale manages to predict Romania's social, cultural and political future. Caragiale's timelessness can be discussed in the political article *1907-from Spring to Fall*, coupled with Ion Cristoiu's article *Why is Caragiale a German*.

Key-words: *Caragiale, timeless, 1907, articles, realities.*

**CORBAN Diana - "Vasile Alecsandri" University of Bacău,
Romania**

(RE)WRITING THE OLD INTO SOMETHING NEW OR (RE)CONSTRUCTION OF IDENTITY IN *GREAT EXPECTATIONS*: CHARLES DICKENS'S VS. DAVID LEAN'S VS. ALFONSO CUARÓN'S *GREAT EXPECTATIONS*

This paper is an attempt at examining the way in which two film directors, David Lean and Alfonso Cuarón, have chosen to

translate Dickens's literary text *Great Expectations* into condensed cinematic narratives.

Starting with the Victorian text, moving afterwards to the post-World War II British adaptation and then to its 1998 American version, we intend to explore the way in which identity is been re-written, taking into consideration issues ranging from compression of time to omission of details and characters to, most importantly, changes of setting and linguistic changes imposed by the temporal distance between the source text and its film adaptations (particularly its late 20th century version).

Key- words: *film adaptation; textual vs. filmic/cinematic codes; identity.*

CROITORU Elena - “Dunărea de Jos” University of Galați, Romania

TRANSCULTURAL FLOWS – REFASHIONING NEW IDENTITIES

The paper points out the idea that transcultural flows are related to the ways in which cultural forms change beyond borders. They refer to rethinking, remaking and reconceptualization in refashioning new identities. Arguments are set forth about the flows of cultural forms that produce new forms of localization and give new parameters of meaning to diverse identities, due to the local take-up of such forms. Thus, language and culture are looked upon in terms of *fluidity*, i.e. movement and flows across borders, on the one hand, and in terms of *fixity*, i.e. location, tradition and cultural expression, on the other. Consequently, cultural and linguistic flows are considered to be part of the reorganization of the local.

Key-words: *fluidity, identity, localization, reconceptualization, refashion, transcultural flows.*

CULEA Mihaela - “Vasile Alecsandri” University of Bacău, Romania

BOOK BRANDING AND PROMOTING AUTHORIAL IDENTITY. A COMPARATIVE APPROACH

A brand represents a product, a service, or an organization regarded in conjunction with its name, identity and reputation, while branding is the process of creation, planning and communication of the name and identity with the aim of building and managing reputation. (Anholt: 2007). Most marketing books discuss personality branding, institutional branding, corporate branding, product branding, or touristic branding. Nevertheless, books themselves are excluded from the discussion on product brands, even though we witness a growing interest in books and writers as cultural products. More than that, we may say that the book is a commodity in the context of the consumer revolution and “the commoditization of knowledge” (Sassatelli: 2007). If nations, towns, universities, business schools, celebrities, even TV programmes are brands (Kapferer: 2008; Anholt: 2007), then books could be considered as brands, too. Since authors who wish to write books that will be read must think in terms of the consumption of their work (Goodman and Cohen: 2004), then books are commodified brands and the branding process must involve efficient branding strategies. It is natural then for authors to construct a brand as a marker of their identity in the postmodern commodified world.

Our paper looks at current Romanian and English strategies for book branding performed by authors, publishers and literary agents, or by more general cultural mediators or activities aimed at promoting culture, such as cultural blogs, conferences, TV shows, or book fairs. Self-publishing and book coaching are other strategies for the creation, management, and promotion of authorial identity and reputation via successful book branding. The comparative exploration of book branding strategies will disclose the various differences between the Romanian and English management and marketing practices that enable books and their authors to respond to the new cultural and commercial demands.

Key-words: *book, digital culture, book branding, branding strategies, authorial identity.*

DINULESCU Mariana - “Vasile Alecsandri” University of Bacău, Romania

ON TRANSLATING DAVID LODGE’S ‘CHANGING PLACES’

Considering the debate of whether adequate translation is possible or not, the present paper focuses on the strategies approaching the translation as a process of intercultural communication. The translator produces a text which is capable of functioning appropriately in specific situations and contexts of use. The analysis is based on the theory of ‘translational action’ developed by Justa Holtz-Mänttari and is applied to the translation of David Lodge’s novel “Changing Places” into Romanian and French.

Key-words: *communicative action, cultural barriers, message transmitter, text production, translational action.*

DRAGANOVA Zornitza - University of Sofia, Bulgaria

NARRATIVE IDENTITY THEORY – AN ABSTRACT OR INSTRUMENTAL APPROACH

Theories on contemporary identity multiply rapidly, as socio-cultural, political and psychological processes develop intensively, modifying present societies. Motivated by the necessity to analyze identity beyond traditional frameworks, such as national, ethnic, sexual, racial and other scopes of study, this current paper attempts to scrutinize the process of identification as a selection, interpretation and composition of texts, through which an individual orientates because of socially mastered models and strategies. The main goal of the paper is to explore principle points of the Narrative identity theory, in order to isolate its abstract and instrumental aspects, thus analyzing the possibility to apply the approach to the study of contemporary identity

construction, regarding the considerations presented above.

Key-words: *narrative identity, identity, identity construction.*

**DRUGĂ Luminița - "Vasile Alecsandri" University of Bacău,
Romania**

POST-REVOLUTION ROMANIANS' FIRST NAME BETWEEN FASHION AND TRADITION

In the evolution of the semantic system, anthroponomical baptismal name was lost today and it remains only its identification function. The given name has been liberated by its magical connotations and today is merely a "label ", although for those who choose it, it has usually an affective value.

The first persons' forenames were words of common language, they had a special meaning and brought distinguished information about the person who wore it. Formerly, the current identification of the people consisted of adding the Christian name to the name of the father. If the specification was insufficient, the identification resorted to the use of the paternal grandfather's given name, highlighting patrilineary progeny (the most known example is – "Nică a lui Ștefan a Petrei").

Popular denomination system reflects social relations and primarily relatives. Today, the forename is no longer the subject of so many precautions, superstitious and magical practices. It has become "the first name". It may however be an object of pride or shame, and reveals as much about us as it once was. Even now, the way we use the given name is not arbitrary. The level of integration and adaptation of an individual in a system depends on several factors, including an important aspect which is the name that everyone of us presents to others. But, unlike the name that we inherit from generation to generation, our forename is chosen by parents who do not always realize the importance of the denomination act and choose for their

children names that often evoke hilarity and amusement, being unconditionally subjected to irony and public disapproval.

Our project aims to present the situation of Romanian denominative system, after 1989, having in mind the fact that political and economical changes have had social consequences. The opened borders, Romania's EU entry and free movement of persons, with the significantly increase of the media, allowed the Romanians to make contacts with other cultures and civilizations, from which the forenames were taken soon. If before 1989 you hardly had a chance to hear Hispanic, Italian and Greek forenames, nowadays, given names for boys and girls like Alois, Alberto, Anais, Andreas, Antonio, Giorgio, Ramon, Orlando, Roberto, Ariana, Alessia, Edeea, Fabio, Romario can be often heard in the Romanian landscape and tend to become normality. The study is based on investigation of first names of children born after 1996, both from urban and rural areas. We will try to catch how the tradition of given names has preserved and how much the given names are due to fashion.

Key-words: *denomination, first name, identification, social"label."*

GALIȚA Raluca - "Vasile Alecsandri" University of Bacău, Romania

THE IDENTITY OF WOMEN IN 'THE ONE' MAGAZINE. A STUDY ON ANGLICISMS IN THE TITLES

The influence of the English language upon other languages is a world-wide phenomenon. The Romanian language (along with other European languages) seems to experience an exaggerated growing tendency of using English words in varied fields of activity. If in the case of economics, informatics or sport the use of anglicisms is justified by the necessity of referring to new extralinguistic realities which do not have a meaningful translation in Romanian, the situation changes in the case of media, where the use of English words has truly become a fashion. The present paper tries to analyse the manner in which the English

words/anglicisms used in the titles of the articles manage to shape the identity of Romanian women readers of 'The ONE' magazine.

Key-words: *anglicisms, identity, titles, magazine.*

GÂȚĂ Anca - "Dunărea de Jos" University of Galați, Romania

COMMENTED TRANSLATION AS LANGUAGE TRAINING

This article is the result of an analysis of translations commented orally by five teams of students – each team comprising two students – who took part in the national competition of translations *Mot à monde* initiated by the French Cultural Centre in Cluj. The text to translate was francophone, written by a Romanian woman, and the translation was done from French into Romanian. The students were enrolled at bachelor level in *French language and literature* and in the master in *Specialized Discourse, Translations, and Terminology* – French language. The analysis was concerned, on the one hand, with the ways in which the participants managed to adapt to the requisites of the oral competition stage, and, on the other hand, the difficulties they had to present an argumentation supporting their translation choices as far as they were not acquainted with the terminology of translatology.

Key-words: *translation, commented translation, translatology, argumentation, interpretation.*

GEÇIKLI Kubilay - Ataturk University, Erzurum, Turkey

POSTCOLONIAL WELSH IDENTITY IN RAYMOND WILLIAMS'S *PEOPLE OF THE BLACK MOUNTAINS*

A major figure of cultural studies, Williams might be called a precursor of postcolonialism in that he opposed canonical forms of history, rejected the concept of 'mass', avoided an elitist attitude in evaluating cultural matters, tried to eliminate the distinction between 'low' and 'high' culture, focused on the lives of the 'others' and the 'ordinary' and questioned what is canonically imposed by the English tradition in academy at a time when postcolonialism as a discipline was just emerging. Having studied the history of Wales in detail and that of the border country where he was born and grew up, Williams saw the colonialistic past of the related regions and realised its damaging effects upon the Welsh. Therefore, he decided to re-write the history of his homeland in an alternative manner and *People of the Black Mountains* emerged as a non-canonical, though fictional, history of Wales. While tracing the tragic history of Wales and its borders, Williams in fact explores the shaping of identity in Wales, which is postcolonial in nature. The novel, with its non-canonical historical account and its focus on the process of colonization in Wales, distinctive cultural features of the Welsh, the lives of others, the moulding geography of Wales, and its dialogism which aims at bringing all generations of Wales together, produces an image of Wales and Welshness which constitutes a good example of fiction that might be categorized within the postcolonial writing. Through his oral history, or narration, Williams is re-building a nation and recreating its identity.

Key-words: *postcolonial, shaping of identity, Wales, Welshness.*

GHEORGHE Alexandra-Marina - University of Bucharest, Romania

SŌSEKI'S YUME JŪYA AND THE ANARCHETYPE – A DIFFERENT APPROACH

The present study is about Sōseki's idea of a dream as a cluster of assumed possible identities in relation to the imagined reality during a formally well defined time lapse of ten nights. By his dreams, Sōseki's character represents an alternative literary construct to the

traditional Western ideal literary character that emerges as a nuclear, unique individual. Each dream presents a new experience, as well as a new identity of the character. As soon as the author seems to reach a narrative logical, cohesive and coherent scheme, he makes a systematic and programmatic turn from anything that may look like a predictable development. Like any anarchetypal work, its scenes are related in accordance with a rule whose logic we miss as it ends in a pile of an emotional and imaginative nebula.

Key-words: *Japan, modern, Soseki, dream, anarchetype.*

**GHIBAN (MOCANU) Maria-Cristina - “Alexandru Ioan Cuza”
University of Iași, Romania**

TOO QUEER TO MATTER – IDENTITY STRUGGLES IN THE MEXICAN-AMERICAN BORDERLANDS

When discussing the literary productions of Mexican-American authors, the concept of identity seems to be among the first issues to arise. Given the complex nature of the experience in the borderlands, the quest for self-definition always implies a reference to otherness, may it be white/American, Indian or male/female. The proposed paper aims at analyzing the concept of identity as reflected in the Chicano/a literature, emphasizing the opposing dualities authors confront, as a result of often being too queer for the other.

Key-words: *identity, alterity, experience, Chicano/a, borderlands.*

**GRUEVSKA MADJOSKA Simona - Institute for Macedonian
language “Krstev Misirkov”- Skopje, Republic of Macedonia**

BORDERS, IDENTITY AND LANGUAGE

The region known as Macedonia in 1913 was divided in three parts between the Monarchy of Serbs, Croats and Slovenians, Bulgaria and Greece. The current situation is: in Republic of Macedonia the official language is Macedonian, but in some parts in which the majority of Albanians lives Macedonian language loses its primacy; in Bulgaria the Macedonian language is considered only as a dialect of the Bulgarian language and in Greece it is not even recognized as Macedonian, but as a form of Slavic dialect and it has been the cause of reprisals in the past 100 years. Therefore, the status of Macedonian language in Republic of Macedonia, the status of Macedonian as a dialect in Bulgaria and the absence of any status at all in Greece as well as the problem with identity in some parts is involved in an increasingly complex situation,

Key-words: *Macedonian language, borders, identity, status, dialect.*

HORUBET Mircea - "Vasile Alecsandri" University of Bacău, Romania

PREJUDICE, IDENTITY, AND RELEVANCE IN THE PROCESS OF INTERPRETATION

The aim of this paper is to try to support the idea that past plays an essential role in the process of interpretation of a present utterance/text. Past takes the form of hypotheses, prejudices, prejudgments, ideologies, preferences, etc., stored in the mind of the interpreter, which shape her/his psychological identity. Identity can only come from the past. One's psychological identity is the present situation of her/his stored past. It seems that in the process of interpretation one's present self confronts one's past self which has become the otherness of the present self. The process of interpretation

is a fusion between the horizon of the past and the horizon of the present - both from the interpreter's point of view.

Key-words: *prejudice, relevance, identity, interpretation, past, present.*

ISHIKI Naho - Faculty of Management Science, Ubon Ratchathani University, Thailand

LOCAL OR ORIGINAL?: SHIFTING IDENTITIES OF TWO COLLEGE STUDENTS AND THEIR CHALLENGE

The present study aims to explore how two college freshmen in Thailand negotiate their space in an EFL classroom as both of them are from different provinces so that they face linguistic and cultural barriers and thus are labeled as "others." The ethnographic approach based upon participant observation and a series of interviews shows paths of how two students become aware of their own cultural background which leads them to take different approach in order to accommodate a new challenge: one actively gets involved in a local culture while the other holds on to his own to maintain his self-ness.

Key-words: *EFL learner(s), marginalization, identity, negotiation, cultural barrier.*

ICHIM Laurențiu - "Dunărea de Jos" University of Galați, Romania

SOCIO-CULTURAL PERSPECTIVES AND IDENTITY PATTERNS IN STEFAN AGOPIAN'S JOURNALISTIC WORK

Permanently in search for some solid basis towards the development of a socio-cultural and why not of a literary awareness

within the community, characterized by tension, the negotiation of identity and the sense of belonging are only partially solved and only at the discourse level through a periodical reconstruction of the identity image, while living within oneself, with oneself and with others represent a neuralgic aspect of the contemporary individual.

Stefan Agopian's journalistic work places itself within the society, this leading us to the idea that its statements are expressed with the help of being attributed to a certain place and position, avoiding the danger of superficiality and untruthfulness. The main aim of the current paper is to approach Stefan Agopian's journalistic discourse in relationship with the ideological context, but also with the political and contemporary one, insisting on the objectivity, irony, even on self-irony, a manner through which, not being able to depart from themselves, they draw attention on the textual obsessions, vital and merciless obsessions of the contemporary writers who reject the often destructive prejudice with dignity, according to which, without renewing themselves, giving up their already acknowledged identity, writers cannot remain successful and influential for more than a few decades.

Key-words: *Agopian, identity, perspective, pattern, writer.*

IFRIM Nicoleta -“Dunărea de Jos” University of Galați, Romania

IDENTITY AND THE „BROKEN GLASS” TECHNIQUE IN THE POSTMODERN NARRATIVES

The postmodern issue stirred conflicting attitudes and opinions among Romanian writers and critics, making up its own aesthetic ideology rooted in the multiple perspectives on World and Text – one could say that Image mirrors the two complementary units into the ever expanding Ideology. An ideology that puts different „broken glasses” together to build up the „unity in diversity” aesthetic pattern.

Key-words: *postmodern text, dissipative structure, metafiction, meaning coherence.*

IOSIF Diana - “Alexandru Ioan Cuza” University of Iași, Romania

TRANSLATIONS FROM JOHN STEINBECK AND ROMANIAN CULTURAL IDENTITY

Drawing on the perspectives provided by the Polysystem Theory, and holding that the shaping of cultural identity is a process of cross-cultural interaction (Jola Škulj), we purport to examine the influence of John Steinbeck's writings on Marin Preda's early works. We seek to re-trace this influence both through an examination of the critical references that testify to it, and through a comparative study of relevant passages from the works of the two writers. In exploring the impact of the translations from John Steinbeck on the Romanian literary repertoire, we shall also refer to the historical context of the critical reception.

Key-words: *John Steinbeck, Marin Preda, translation, influence, cultural identity.*

JICU Adrian - “Vasile Alecsandri” University of Bacău, Romania

ELEMENTS OF NATIONAL IDENTITY IN MIHAI EMINESCU'S JOURNALISM AT “CURIERUL DE IAȘI”

Whether we like it or not, we have to admit that the second half of the 19th century in Romanian culture and society is characterized by frequent anti-Semitic attitudes. Mihai Eminescu's activity as journalist at “Curierul de Iași” makes no exception. From his first articles in this newspaper, Eminescu proves to be a competent journalist, fighting for the only “positive social class”, peasantry. His strong belief was that all the others benefit from the work of the peasants. That is why he frequently attacks politicians, lawyers, merchants, public officers, journalists or teachers, blaming them for wasting peasants' hard work.

As commerce and industry were mainly in the hands of foreigners (especially Jews and Germans) and politics were dominated by Greeks and Bulgarians, Eminescu accuses them for the disaster in Romania. The aim of my paper is to establish whether Eminescu's articles are dominated by patriotism or anti-Semitism and xenophobia and to point out the elements that shape his way of understanding the identity of his people.

Key-words: *identity, patriotism, anti-Semitism, xenophobia, journalism.*

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MARDAR Antoanela Marta - “Dunărea de Jos” University of Galați, Romania

ENGLISH COLLOCATIONS BEYOND ROMANIAN LINGUISTIC AND CULTURAL BORDERS

Starting from the generally shared view that collocations are culturally and linguistically marked (fixed) lexical patterns existing in any language, the present paper aims at enlarging on a series of English collocations which, despite their apparent simplicity, are not always easily transferable across Romanian linguistic borders. Reference will also be made to some English and Romanian culture-specific collocations with a view to prove that such patterns can hardly go beyond the cultural and linguistic space in which they originate, especially if the target cultural space lacks an ‘equivalent’ culture-specific collocation.

Key-words: *collocations, transferability, linguistic border.*

**MARIN Manuela – „Babes-Bolyai” University of Cluj-Napoca,
Romania**

**CONSTRUCTING CULTURAL IDENTITIES IN COMMUNIST
ROMANIA: THE CASE OF PEOPLE’S LETTERS**

The paper will examine how cultural identities were constructed in communist Romania based on an analysis of the people’s letters sent to Nicolae Ceausescu. After the identification of the letters’ genres, the paper will discuss the construction of the senders’ cultural identity by taking a post-revisionist perspective according to which identity is the outcome of an ideological molding of individuals’ lives. Therefore, the analysis of the senders’ self-identification will consider the question of identity in relation to ideologically sanctioned roles often drawn on official cultural stereotypes.

Key-words: *Nicolae Ceausescu, popular opinion, communism, letters, post-revisionism.*

**MAUMEWICIENE Dainora - Vilnius University, Kaunas Faculty
of Humanities, Lithuania**

**LOCALISATION AS COMMUNICATION BETWEEN
CULTURES**

Globalisation and the development of global markets and information communication technologies have laid the foundation for successful cross-cultural communication among countries where geographical borders have disappeared. Many international companies

are successfully exploiting the advantage of real time communication, provided by the Internet when aiming to reach their target consumers and offer them products/services that speak their language. This is possible when localising the products/services for the target country and its consumers. Localisation has been born out of practise thus functional approaches offered by translation studies could be applied to it that allow describing localisation as an act of communication between two countries, cultures and languages. The article aims to describe the case of localisation in Lithuania when a US-based product was localised and discuss whether the case of localisation was not successful.

Key-words: *localisation, functional approach, communication, communicative approach.*

MAZILU Simona - University Politehnica of Bucharest / “Dunarea de Jos” University of Galați, Romania

SLIPPERY SLOPES IN PRO-LIFE ARGUMENTATION

In pro-life discourse, arguers strategically use arguments from consequence in order to make the audience aware of the gravity of abortion by pointing out the dire consequences of this deed. Using the pragma-dialectical critical questions (van Eemeren and Grootendorst 1992), I will test the dialectical soundness of the cause and effect argumentation put forward by pro-lifers in various argumentative texts. The examination of these texts reveals that the death of the aborting mother, different forms of punishment for the rest of the family, for doctors, pharmacists and for whoever else might take part in an abortion directly or indirectly are among the main consequences predicted by pro-lifers. As critical questions of the type “Is indeed abortion conducive to such consequences or are there other causes that lead to these effects?” cannot be adequately answered, the arguments from consequence are inappropriately used degenerating into slippery slopes. I consider that, despite their fallaciousness, the slippery slope arguments used by pro-lifers may have a great rhetorical potential.

Key-words: *pro-life argumentation, abortion, argument from consequence, critical questions, slippery slope, persuasion.*

**MĂRGINEAN Mara - Romanian Academy, “George Baritiu”
Institute of History, Cluj Napoca, Romania**

**SHIFTING PERIMETERS TO DEFINE INFLEXIBLE
MEANINGS – CONSUMPTION, SPECTACLE AND
IDEOLOGICAL PROGRAMMING IN ROMANIAN
ARCHITECTURE DURING THE 1950S**

The All-Union Agricultural Exhibition (VSKhV) reopened to the public in 1948 aimed to transform Moscow into a “city of multiple capitals.” While the pavilions’ architecture met the socialist realism’s requirements of “national in style and socialist in form”, this perimeter soon became a site of cultural exchange and consumption opened to all soviet citizens. The same architectural design, however, was exported into the eastern European countries. Dwelling upon Victor Tupitsyn’s statement that socialist-realism cannot perform the same function into a different ideological context, this paper will investigate the role of the 1950s public buildings within the Romanian urban space by analyzing

to what extent such buildings, despite their architectural similarities, were performing the same ideological function as the ones in Moscow.

Key-words: *socialist realism, architecture, public space, Romania, Stalinism.*

MIHĂIȚĂ Gigi - European Institute of Romania, Bucharest

MAN, MACHINE AND THE COMMON ALGORITHM

Language is a space in itself establishing a bridge between at least two other spaces, us and the other one.

The paper focuses on the interaction between our outer reality and our inner reality through language and what processes are involved, on how outer objects (events, situations, etc.) become inner objects (representations, concepts, etc.). We narrowed our interest to the verbal tense forms and the most elusive quantitative dimension, time. Our approach establishes a bridge between the “machine” and us through a common algorithm of defining objects in time.

Key- words: *tense, algorithm, time, meaning, computer.*

MIRONSKA HRISTOVSKA Valentina - Institute for Macedonian literature, Skopje, Republic of Macedonia

MACEDONIAN IDENTITY AND BALKAN IDENTITIES

Identities on the Balkans have been formed within the context of different cultural, linguistic, religious and written traditions. Their creation was influenced by political projects as well: Pan-Slavism, Slavophilism, Illyrianism, Uniatism, Balkan Federation, which simultaneously united and divided peoples of the Balkans. Apart from various influences, identities were firmly tied to religion and language.

A study of construction and dynamic development of Macedonian identity from ancient history, medieval period, through the abolition of Ohrid Archbishopric, its division in 1913 as well as after the Second World War, indicates features and specifics of Macedonian identity that differ from other identities on the Balkans, which have been successfully preserved until present times.

Key-words: *Macedonian identity, Balkan, independent, language.*

MISZCZYNSKI Milosz Jan - Institute of Sociology, Krakow,

Poland

LIVING IN NOKIA TOWN. FOREIGN DIRECT INVESTMENT IN LOCAL COMMUNITIES OF CENTRAL AND EASTERN EUROPE

Central and Eastern Europe in the last 20 years has undergone intensified processes of economic, political and social transition. My project analyses the relation between the visions of local identity and actions of foreign investors in this part of the world. The main aim is to build a pattern of understanding of how identity of the local actors evolves and how it is persisted/gave up by them in conditions of contemporary economic globalization.

My research is based on three cases from the countries with different systemic specifics, varying by the levels and range of transition (Ukraine, Romania and Poland). In the project, basing on my ethnographic material, I present social consequences of large economic investments (and their movements) in the relatively small, local societies. I analyze the greenfield projects in the underdeveloped regions with very strong local culture: a big mobile phone factory in Transilvanian Romania, an enormous ski resort in Hutsul Ukraine and a car-part production line, which was recently moved from Silesian part

of Poland to Western Romania. In my research I use the method embedded in social anthropology and sociology.

Key-words: *globalization, identity, regions, locality, Foreign Direct Investment (FDI).*

**MORĂRAȘU Nadia Nicoleta - “Vasile Alecsandri” University of
Bacău, Romania**

EXPLORING THE STYLISTICS OF GENDERED IDENTITIES WITHIN BOUNDARIES AND BEYOND BORDERS

In our attempt at providing a framework for the stylistic analysis of gendered identities which are “performed and enacted” (Holmes 2000a) through the “discourse of gender difference” (Sunderland 2004), we have in view both markers of “feminine and masculine speech styles” (Carter et al. 1997) and stylistic features that are also identifiable in other forms of social identity.

Considering the existence of some stereotypical modes of expression, we intend to explore them within “the boundaries of social practice” (Sunderland 2004), beyond gender study borders and across text varieties (e.g. stand-up comedy act vs. popularization article, musical performance vs. advertising text).

Key-words: *gendered identity, gender(is)ed discourse, stylistic feature, speech style, text variety.*

MORZYNSKA WRZOSEK Beata - Kazimierz Wielki University, Poland

MEMORY AS IDENTITY IN A STATE OF EXILE – THE POETRY OF MARIA PAWLIKOWSKA – JASNORYEWSKA

The main predicament discussed in my article is that of identity in terms of its construction, dramatic changes and confrontations. In a state of exile, which is perceived as that of loss and coercion, a confrontation with the ‘alien’ carries the need for a cultural space to remain alien. Memory is a guarantee of the cultural values which allow for the dynamic process of the redefinition of identity to resist unwanted potential transformations and can protect an identity in a situation where ‘I’ do not want to adapt to the new cultural space. I therefore propose this literary study.

Key words: *Identity, The dynamic process, The construction of identity, Dramatic changes / transformation, Cultural spaces, Not crossing cultural borders, Remaining ‘alien.’*

**MURARU Daniela - University of Bucharest/ "Dunărea de Jos"
University of Galati, Romania**

**ARGUMENTATIVE TECHNIQUES IN MEDIATION:
FORMULATION**

Formulations and reformulations are strategies or moves which have important argumentative functions within mediation, helping the mediator to manage "the multiple and sometimes paradoxical demands" (van Eemeren et al., 1993: 138) he is subjected to. The argumentative task that formulations perform enables the mediator to clarify positions, summarize the status of the issues at stake, identify the points of agreement and disagreement, and lay out options for the parties to resolve their impasse. The paper explores the various linguistic techniques by means of which reformulation is done in the mediation context, such as, paraphrasing, summarizing, the use of repetition and restatement, or the use of synonymy. These will be exemplified with fragments from Jimmy Carter's interventions in the Middle East conflict between Egypt and Israel.

Key-words: *international mediation, argumentation, linguistic devices, paraphrase, indirect speech.*

**MUREȘANU Monica -"Ion Mincu" University of Architecture and
Urbanism, Bucharest, Romania**

**THE CULTURAL IDENTITY OF BUCHAREST – ANALYZING
THE TEXT AND SUBTEXT OF THE CONTEMPORARY
URBAN SPACE**

The public space, generated by historical mutilated façades that have lost their initial meaning and message, is no longer meant to be a

transparent space with an innocent outline (Lefebvre, 1974) but a transformed illusion of space, a confusing pattern that repeats itself from one frame to the next.

Analyzing both artistic and symbolic characteristics of the eclectic façades the paper will read the dialogue generated by composition rules and recurrent patterns in their “text” and “sub-text”, and will identify the connection between original material substance and the morphology of the architectural image of Bucharest today, while questioning the cultural value of a space that is constantly losing its “message”.

Key-words: *architecture, eclectic, space, cultural identity, Bucharest.*

MUREȘANU Florin - “Ion Mincu” University of Architecture and Urbanism, Bucharest, Romania

**CROSBORDER MOBILITY, HYPERLINKS, AND
ARCHITECTURAL DYSLEXIA. READING AND WRITING
THE POSTURBAN SPACE**

Because of the several decades of literacy most people can read text, though few can “write”. Because of the last decades of informatization and hyperlinking physical and virtual spaces few people are able to read the classic linear space, though most of them have the feeling they can write it, recombining in a post-modern approach cultural informations and changing identities. In a global environment where every information, from weather reports to explosive recipes is available at a glance, it surely seems that the grammar of both text and space matters less and less, all in the favor of a compressed eclectic status permanently updated by MMS’s and “tweets”.

Key-words: *mobility, hyperlink, architecture, posturban, postmodern.*

NĂSTASI (ȘERBAN) Monica - “Dunărea de Jos” University of Galați/,Constantin Brâncoveanu”University of Brăila, Romania

CULTURAL IDENTITY AND TRADITION IN TRANSLATION

In the broad field of Cultural Studies, there has been a growing interest in the interrelationship between culture and identity. It is an established fact that, in the era of globalization and secularization, when people are assaulted by anti-traditional ideologies, the traditional values seem to be eroded. In this respect, cultural models are very useful in understanding how a culture functions. They are extremely important in translation because the translation has to consider all the aspects of a cultural model.

Translation as an act of cross-cultural communication attempts to establish on the one hand, a mediation between the established values of each culture and, on the other hand, a bond between the cultures involved. The translator must be faithful to the tradition from which he translates, to the language into which he translates and to many other canons. Everything can be translated, but this may be possible if we take into consideration the translator's talent, knowledge and intuitive feeling for text. Consequently, the cultural knowledge and creative ability are very important factors in the process of translation.

Key-words: *cross-cultural communication, mediation, negotiation, traditional values, established practices.*

OWCZAREK Dorota - Adam Mickiewicz University, Applied Linguistics Department, Poznań, Poland

THE DIALOGIC APPROACH TO THE EVALUATION OF INTERCULTURAL COMMUNICATIVE COMPETENCE IN

PRE-SERVICE ENGLISH LANGUAGE TEACHER TRAINING

The presentation is based on the results of my research aimed at the evaluation of ICC (intercultural communicative competence) in pre-service English language teacher training

Key-words: *intercultural communicative competence, dialogue, evaluation, model.*

PAȚILEA (CRÂNGAN) Petrică - “Dunărea de Jos” University of Galați, Romania

BEING A WRITER IN THE JURNALISTIC SPACE

The paper aims at analysing the evolution in the public space of three Romanian writers: Cristian Tudor Popescu, Stelian Tănase and Mircea Dinescu. There will be highlighted the liberties and compulsions involved by the adhering to a space open to a varied and unpredictable public, and also the mutual influences of the literary work and press production (newspaper article or TV talk-show), interests which interfere in a propitious way.

The three writers go beyond the well outlined boundaries of literature, anchoring in a public space using mass-media, thus vacillating between the two hypostasis they are constantly identifying with.

Key-words: *writer, journalist, identity, compulsions, public.*

PĂTRAȘCU Ecaterina - “Spiru Haret” University of Bucharest, Romania

TRAPPED IN THE ROOSTER COOP: DIALECTICS OF FREEDOM IN ARAVIND ADIGA’S *THE WHITE TIGER*

The White Tiger displays one of the darkest approaches to urban contemporary life: the common, valueless man killing in order to get money and start life on his own – no excuse and no remorse, only

the trajectory of his deeds. Adiga portrays India – but we can broaden geographical limits – in one of its plausible ‘state of things’: a territory in which human involution is possible and manifests itself, a land not of dreams and Light, but of a hurting and present Darkness. The reader may be horrified at first but the very next moment he can count individuals that fit into the unbelievable pattern of Balram Halwai’s beast-like existence.

Key -words: *Adiga, Indian, postcolonial, violence, ethics.*

PETROȘEL Daniela -“Stefan cel Mare” University of Suceava, Romania

CONCENTRATIONARY SPACES IN ROMANIAN SCIENCE FICTION

This paper surveys some Romanian science fiction works written during the Communist regime. In spite of the unrestrained imagination assumed by science fiction, there are significant patterns peculiar to concentrationary universes. The plots are set in enclosed spaces, the other is usually seen as an enemy, the characters play the victim or the perpetrator part, while the entrapment and dehumanization are the frequent features of the future societies. These imaginative works blur the frontiers between literature, memory and history, offering information about the ideological imaginary of the period.

Key-words: *science-fiction, concentrationary space, Communism, technology, cyber-fiction.*

PETROVICI Mihaela Amalia - “Vasile Alecsandri” University of

Bacău, Romania

**AN INTEGRATED VIEW UPON POSTMODERNIST
CONCEPTUAL IDENTITY**

Nowadays, identity is continually changing. In order to assume a valid social identity, an individual needs the others' recognition. In this case, modernity involves targeting the others.

The individual is able to build and/or rebuild his identity depending on the opportunities life offers to him and which he chooses deliberately. He does not know for sure whether he has made the right decision but he has to discover on his own, the 'true' identity that suits him.

From a postmodernist point of view, identity becomes less stable and more fragile. Postmodernist identity builds itself by assuming some roles and images. According to trends and its changes, postmodernist identity comes to be shaped by the ads and the consumerism images and determines an increased social resignation towards contemporary patterns. In postmodernist identity, the individual can change his life anytime, he can form and transform himself as he desires, continually recreating his identity.

Whatever the nature of identity might be, the contemporary society is highly influenced by certain images that come from mass media and offer 'suggestions' intended to shape personal identity by building new faces, attitudes and styles.

Nowadays society is highly influenced by advertisement which suggests such patterns of identity that fully contribute to the shaping of identity. Many symbols of media culture prove that identity is a construct (a pattern which is systematically build) which can be permanently re/formed and even changed, being just a matter of option and individual action. These are only some of the aspects which are to be investigated in the following paper.

Key-words: *identity, individual, postmodernist view, society, culture.*

POPA Diana Elena -"Dunărea de Jos" University of Galați,

Romania

NATIONAL IMAGINARIUM IN WORLD CINEMA. A BINARY PERSPECTIVE

The present paper reinforces the claim that the category of the 'national' and the space of the 'national' are to be perceived as ideological and political constructions which, in cinematic representations, may vary from resistance to or collusion with the Hollywoodian tradition. Subsequently, we argue that there is no ideal national cinema model which may express and explore pure, authentic national identities and indigenous cultural traditions. However, any national cinema, as part of world cinema should be able to mediate meaning and therefore have an impact on the issuing culture. Thus, national cinema becomes an ideological instrument deeply rooted in the semantics of the given society.

The concept of national imaginary is used in its Lacanian acceptance of the term and will be further applied on two distinct African representations in *The Perfect Picture* and *Mooladé*.

Key-words: *national identity, national cinema, world cinema.*

POPA Ioan Lucian -"Vasile Alecsandri" University of Bacău, Romania

THE CONTRIBUTION OF *SECOLUL 20* TO THE ADVANCE OF TRANSLATION STUDIES IN ROMANIA: THE TRANSLATORS INTO ENGLISH

Secolul 20 was edited by the Romanian Writers' Union from 1961 to 2001. The first issue of 2001 marks a new stage in the life of the publication that is currently published under the name of *Secolul 2*. Between 1961 and 1989, during the totalitarian regime, it was the most

valuable world literature review in Romania and, for almost three decades, its editor-in-chief was Dan Hăulică. In November 1987, on the occasion of the Bienalle, UNESCO awarded it "the prize for the best literature and art review in the world".

For decades, Secolul 20 was a lifeline for the Romanian intelligentsia, a spiritual connection with the free world, a means for avoiding the marginalization of our national culture. Our paper focuses on the contributions of Romanian translators into English with a view to identifying the major trends of thought in the field. Another aim is to popularize the contributions to the theory and practice of translation of almost legendary names of practitioners of the art.

Key-words: *"the translator's workshop", methodology of translation, national culture, cultural differences.*

POPA Violeta; POPA Alin - "Vasile Alecsandri" University of Bacău, Romania

ABOUT THE ROMANIAN IDENTITY CONSTRUCT

The present paper proposes – using the main scientifically sources – to establish the way in which Romanians have become aware of their own identity. Even if the XIX century historians seemed to have agreed upon the present matter, in fact, the concept of Romanian identity hasn't been revealed yet, nor accepted. This very discrepancy between ethnical realities and the Romanian cultural identity construct is in fact the core of our study.

Key-words: *identity, cultural identity, Romanian-ism, mentality, majority / minority.*

POPESCU Roxana- Iuliana -“Vasile Alecsandri” University of Bacău, Romania

LOGICAL AND LINGUISTIC COHESION

Sentence connectors may be small words, but their importance is not to be neglected, especially in writing. The logical relationship between sentences depends on the sentence connectors. On the one hand, a connector can induce a series of suppositions about the truth of the sentences connected; on the other hand another connector can create a different series of suppositions regarding the same sentences. Therefore, the semantics of the sentences will differ according to their connector. Following M.A.K. Halliday' perspective on 'cohesion', we shall try to identify how the linking parts make the text meaningful and

fluent, “since cohesion is the relation between sentences in a text, and the sentences of a text can only follow one after the other.” (Halliday 1976: 227).

Key-words: *connectors, cohesion, conjunctive relations, semantic relations.*

POPOVIĆ Virginia - University of Novi Sad, Serbia

A LOST LETTER AND PEOPLE'S DEPUTIES. CARAGIALE - NUŠIĆ AND MASQUERADE OF ELECTIONS

During the period in which two comedy writers, I.L. Caragiale and Branislav Nušić lived, people faced with similar problems, streaming towards national freedom and social justice. Similarities between two comedy works, were raised every time comparisons were made and as common points between the Romanian and Serbian literature. This study about Serbian and Romanian comedy writers is a modest attempt to find new aspects of universality and geniality of our great writers. The work of two writers reveals social and political

realities of one of the most tumultuous eras in the history of two nations: the tragic period full of social and political conflicts of the past century, the consequences of the Balkan wars. In the comedies *O scrisoare pierdută/ A Lost Letter* and *Deputatul poporului/ People's Deputies* satirical methods show the campaign and election of deputies in two neighborhoods countries.

Key-words: *comedy, Romanian and Serbian literature, comparatism, elections*

RĂDULESCU Adina- "Spiru Haret" University of Bucharest, Romania

EMOTIONAL EXPRESSION IN 'SOCIOCENTRIC' VS. 'EGOCENTRIC' SOCIETIES

Is the expression of individual emotions culturally conditioned? Or is the human individuality too complex emotionally to be limited by cultural social norms? It is to these questions and many others that our study attempts to find new answers. The reason why the study of emotion is a relatively recent issue in psychological anthropology partially has to do with the negative attitude of social sciences towards this subject, which has been considered too 'soft' and too 'subjective' to be an appropriate topic for research. Since emotion was view in the West as a compulsive, irrational force arising within the individual and that could easily impair reason, it was mainly the subject of psychology that left aside all cultural contexts.

Our paper focuses on how emotion is differently viewed and expressed in 'sociocentric' vs. 'egocentric' societies. While egocentric societies (the Western societies) tend to view emotional expression as a way of maintaining mental health and shaping an authentic identity,

sociocentric societies (Japanese, Indian, Chinese, etc.) have intrinsic cultural codes on controlling, displaying or hiding emotions, depending on different cultural circumstances.

Key-words: *emotion, physiology of emotion, 'sociocentric' society, 'egocentric' society.*

ROȘU Alice Iuliana - "Stefan cel Mare" University of Suceava, Romania

WINE AS UNIVERSAL SYMBOL OF CULTURAL IDENTITY

Wine, like many other food products, deprived of its nutritional value, has acquired a fundamental privileged status and profound socio-cultural significances, being considered an inspiration source for literature and art, global myth and universal symbol in past and modern societies. Our study aims at revealing the complexity of wine cultural identity, underlining its importance as universal symbol and focusing on the manner in which it has become a global myth and been adopted as such in different cultural spaces. Our analysis is based on the dichotomy localism - global identity, having in view some original wine terms of well determined cultural areas, serving as identity markers, imparting a sense of community and ownership and how they have spread to other ones, whether they get assimilated.

Key-words: *cultural and linguistic borders, myth, symbol*

SAVA Ioan - "Vasile Alecsandri" University of Bacău, Romania

AMERICAN CULTURE AND UNDERSTANDINGS OF BLACKNESS

Around the latter half of the 1960's, in the academic circles around the world, and especially in the American academy, race and ethnicity came to the forefront as a new and important approach to the study of literature. Theorists belonging to all sorts of ethnic minority

groups – Asian, African, Hispanic, etc. – became actively concerned with identity problems and with representing the white majority's others.

They became involved with the way in which the life of ethnic minorities was represented in a society dominated for centuries by white interests and cultural institutions. They were among the first to realize that race was a social and cultural construct rather than a biological one. The new scholarship on race laid the foundations of a new and productive direction in literary and cultural studies.

How this set of ideas is reflected in Toni Morrison's non-fiction and the way American dominant white culture defines itself in relation to a centuries old africanist presence are the subject-matters of this paper.

Key- words: *race, ethnicity, culture, literature, blackness.*

SAVIN Petronela - "Vasile Alecsandri" University of Bacău, Romania

ROMANIAN PHRASEOLOGICAL STRUCTURES OF VEGETABLES AND FRUITS. A CULTURAL PERSPECTIVE

This paper represents an investigation into Romanian phraseological corpus of an onomasiological field from a cultural perspective, in a context where, it is only more recently that the cultural foundation of phraseology has been duly noticed as playing an important role. We agree with the statement made by Piirainen (2007) according to which there can be no adequate description of phrasemes and the way they function in a language without regard to culture, since in many cases culturally based concepts govern the inference from literal to figurative.

This paper represents an answer to the lack of investigations into Romanian phraseology of an onomasiological field from a cultural perspective, in a context where, at the moment, there are still few studies trying to cope with such questions in European languages.

In this article, we shall attempt to analyze the way in which

representations related to water, on which Romanian phraseological structures rely, generate real paradigms of signification depending on the position of this element of reality in the popular mind.

Key-words: *Romanian phraseological corpus, onomasiological field of water, cultural-semiotic approach.*

SIMON Veronique -University of Uppsala , Sweden

BUILDING THE SUBJECT: LANGUAGE AUTOBIOGRAPHIES

Language autobiographies are in recent studies considered means to promote plurilingualism and consequently social and cultural insertion.

The European Language Portfolio (ELP), developed according to the contents of the Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR), is an educational tool to help students becoming aware of their own language learning and development. It consists of three parts: the Language Passport, the Language Biography and a Dossier. The work and research on language autobiography is inspired by the ELP and the Language Biography. However, one could say that in the Biography, intercultural competence is considered separately from communicative proficiency, and the stress put on evaluation and self assessment as means to progress and set further goals. The construction of the subject through language learning or confrontation to other languages is more or less left aside.

The language autobiography, which is not a formalized text, does not give much importance to the evaluative component contained in the ELP. Instead, the narrative aspect is promoted, which allows the subject to emerge through her experience, her encounters with different languages, and not only her competence in those languages: it deals with a (re)appropriation of the languages met during the whole life.

This contribution aims to present and analyze languages autobiographies written by 19 foreign students at Uppsala University during spring 2010. The analysis concerns the contents of their writings, but also the narrative aspect of the texts will be taken into

account.

Key-words: *language autobiography, identity, subject, discourse, narratology.*

STĂNESCU Angela - Valahia University of Târgoviște , Romania

**POST-IMPERIAL BORDER CROSSINGS: THE EPIPHANY OF
BICULTURALISM IN V. S. NAIPAUL'S *THE ENIGMA OF
ARRIVAL***

The present paper examines Naipaul's representation of postcolonial border crossings in his thinly disguised literary autobiography, *The Enigma of Arrival*. The analysis focuses on the dynamic of cultural dislocation and relocation, on the exchanges and reversals at work in the process of the migrant's appropriation of the centre, which Naipaul figures as a symbolic colonization in reverse, through which the cultural disseminations of the Empire return to their point of departure, to the now hybridized centre of a multicultural society. The key aspects of these intercultural renegotiations bridging the centre and the margin concern the redefinition of inherited concepts of difference, the blurring of boundaries, the sense of a shared historical experience and cultural tradition, and the dissolution of binary oppositions involved in the construction of bicultural identity.

Key-words: *postcolonial, centre-margin, migration, identity, bicultural.*

STRUGARU Oana - "Stefan cel Mare" University of Suceava, Romania

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TELLING A STORY AT THE BORDER

The present paper focuses on analyzing Andrei Codrescu's version of the Mioritical myth. In his book *The Disappearance of the Outside. A Manifesto for Escape*, Codrescu rewrites the well-known myth of Mioritza into a story about exile, identity, and borders. According to Codrescu's story, Mioritza ends up by traveling all around the world telling everyone her story. Thus, Mioritza becomes an exile, and always wandering around the world, trapped in a narrative existence that outlines the narrative borders of Romania. These borders are deeply rooted in the identity of any exile who carries around in his dislocation the stories of all exiles before his, including the story of Mioritza. Exile identity thus becomes for Codrescu an identity forged on the narrative borders of existence, part of the infinite intertext of world's deracination stories.

Key-words: *myth, exile, border, identity, narrative.*

SUCIU Andreia Irina -“Vasile Alecsandri” University of Bacău, Romania

MANIFESTATIONS OF THE SELF IN CHARLOTTE BRONTË'S NOVELS

The 19th century was a period in which the feminine self began its feeble manifestations that were to lead gradually to a strong assertion of the feminine identity and feminine writing. Charlotte Brontë's novels are among the first ones that introduce feminine characters that build up a complex identity, exposed to a variety of situations which appear many times as premiere for a female character. The introduction of such events are a useful tool for the author to reveal her characters' selves through a complex net of manifestations in which the roles that the characters play come into contradiction or overlap,

become complementary or repress one another. Our paper intends to present the manner in which the selves of the Brontëan heroines divide, multiply and ultimately form a unity in an intricate process of disclosure which allows for the introduction of characters with a complex psychic and emotional life.

Key-words: *self, disclosure, roles*

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THE ROMANIAN LITERATURE IN GREECE

The aim of the study is to register and present Romanian traditional and contemporary literature translated into Greek, during the last sixty years. Such attempt confirms these translations could figure as a consistent link in Balkans, thus demonstrating a substantial step towards a constructive dialogue and harmonious cooperation. However, the translation of the scientific resources is beyond the aim of our paper. The analysis of the major Romanian texts available in Greek, alongside with significant references and epigrammatic comments, comprises Romanian folk literature translation of poetry and prose pieces written after the revolution of 1848, or during the late 19th and the early 20th century. Moreover, the present research explores the accessible translations of Romanian literature works from the interwar and postmodernist period, and by those written by Diaspora's authors.

Key-words: *translation, folk literature translation, interwar and postmodernist period, diaspora .*

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TRANSLATION AND SHAPING CULTURAL IDENTITY IN

THE AGE OF GLOBALIZATION

The relations between the source culture and the target culture, and the subsequent circulation of texts, ideas and people can be assimilated, on a global level, to the economic, political or language system. From this perspective, changing transitional relations and globalization urge us to look at translations from a broader sociological perspective and to include geopolitical and geo-cultural dimensions within this type of Translation Studies. One of the most important factors that seem to have affected the inequalities between languages, as well as translation ratios and directionality practices in the twentieth and twenty-first centuries is globalization. Therefore, this paper aims to discuss the impact of globalization on translations, as well as its role in shaping cultural identities in the present day context of cultural and linguistic plurality.

Key-words: *translation studies, globalization, cultural identities, minor/major languages and cultures.*

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VALUE AND LOCAL SPECIFICITY IN THE ARTISTIC COMMUNICATION

As a key-component of national identity, the contemporary visual arts - with their categories (namely painting, drawing and sculpture) and all their archetypes, myths, symbols, typologies, taboos, totems and (biological, psychological, economic or urban) anthropological influences – involve particular aesthetic / stylistic features and significations which manifest themselves within specific contexts of creation and reception. The concept-form concord varies

with desire and necessity and implies re-evaluation / devaluation of traditional or ethnic elements along with discontinuities, innovative patterns and experimental models whose effectiveness ultimately brings about either success or crisis in art / end of art. Consumerism decides whether or not an artwork (be it mimetic, representational, meaningful or conceptual, neo-expressive, nonsensical) is worth assimilating into the local popular culture and into the mainstream (Western) European or universal culture. Autonomous artistic experience, identity, originality, authenticity are all liable to face alteration, adaptation to and integration into the European and universal cultural space. Apart from interactionism, there is also a tendency towards cross-culturality, art being thus paid increasing attention to and hence enjoying widespread dissemination.

Key-words: *(un)predictability and self-referentiality, over-personalization, 'mutations' in art, interactionism and cross-culturality.*

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CROSSING BORDERS: JOURNEY INTO OTHERNESS

Transgression concepts such as 'hybridity', 'alterity', 'diaspora', 'creolization', 'transculturalization' and 'syncretism' have to an increasing extent become key concepts in various attempts at escaping the problems of suppression and exclusion involved in notions of purity, be it the purity of race or culture. The purpose of this paper is to focus on the concepts of transgression and to try to develop conceptual spaces within which it is possible to grasp and to study cultural identity without resorting to cultural essentialism. The paper explores the concept of hybridity and its uses in divergent and related fields, besides a critique of assumptions (those of purity, of marginality

and identity). A discussion of cultural alterity, identity, diffusion and race leads to consideration of how syncretism and hybridity seem to do duty as terms for the management of the more esoteric cultural aspects of colonialism. It also focuses on cultural creativity – innovation and authenticity, ownership of cultural forms, and of technological modes of cultural mix. This links hybridity to more explicit political terminologies and constructs hybrid artefacts as commodities of difference in the context of culture.

Key-words: *identity politics, hybridity, diaspora, cultural creativity, alterity.*