BULETINUL ȘTIINȚIFIC AL UNIVERSITĂȚII TEHNICE DE CONSTRUCȚII BUCUREȘTI

SERIA:

LIMBI STRĂINE ȘI COMUNICARE

Volumul VIII   Nr. 2/2015

COLEGIUL DE REDACȚIE

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INTRODUCTION

The present issue of the Scientific Journal is dedicated to our students' exploits into the realm of research.

Beginners on the road to professionalism, they now have a chance to prove their good theoretical knowledge and correct approach to the practice of translation, and these first steps, however hesitating, are the foundation for the experience of a lifetime.

Being chosen for publication is both an honour and a major responsibility. On the one hand, it means that the topic of one's study is interesting and the approach original; on the other hand, it reflects the authors' effort to organise their knowledge on a specific topic, to show analytical abilities and bring a fresh perspective on a trodden path. Our students albeit still in the process of translation training, are now ready to prove that they have the skills required for all the above.

Offering one's students a chance to publish is a pride, but also a risk. Will they continue to get involved in research, once they understand how difficult it is to go through it and to express ideas and conclusions on paper? Or, maybe, they will view publication as a one-time effort and pass on to other activities? We, the editorial team at the Scientific Journal, hope that this will be just a beginning, and that they will continue to work hard, to improve academic writing skills and come up with even more interesting papers in the future. And – who knows? Some of them may even be our next colleagues, training other young and hopeful talents into the difficult, but wonderful art of translating.

Whatever their future, we are ready to see them through this long, obstacle ridden road. At the end of the day, they are the guarantee that we are also doing a good job.

Let our readers be the judges. We welcome any comments, opinions and ideas, in connection to these and all the other studies, articles and book reviews in the future issues of our Scientific Journal.

The Editors

STUDII - STUDIES

TRANSLATION STRATEGIES AND DIFFICULTIES IN A GEODESY TEXT

Mădălina NICA, Ion CIOBANU, Ioana Maria CONSTANTINESCU

Coordinator: Raluca GHENŢULESCU

Abstract: Geodesy originated from the need to allocate land and property boundaries and to document the country's borders. Furthermore, with the dawn of modern times, geodesy has evolved, becoming an essential instrument in order to determine the size, shape and gravitational potential of the Earth, among others. We have chosen the sixth chapter of *Geodezie*, written by Carmen Grecea, which revolves around geodetic networks, their tracing and materialization. The center point of our article will be the triangulation network and its purpose is to give a solid background on the occurring problems when translating difficult technical texts from Romanian into English. We, hereby, bring forth the translation procedures and methods of translation established by Peter Newmark in his book *A Textbook of Translation* in order to form certain guide lines for future confrontation with such issues. We have used mainly literal translation, the exceptions requiring a more in-depth study.

Keywords: *triangulation, survey, descriptive equivalent, geodetic network*

Introduction

Ages ago, the translation process of a text was understood as translating each word from the source language into the target language. Driven by the needs of the new advanced civilization, new approaches and theories concerning translations have appeared.

In the 1950's, two theorists by the name of Jean Paul Vinay and Jean Darbelnet bring forth a new approach when it comes to translating any type of text and that is: oblique translation or free translation. Their ideas have been further developed and explained in *Comparative Stylistics of French and English: A methodology for translation*, the first edition that was published in 1995. Vinay and Darbelnet consider that a word should not be considered a unit of translation, their definition of a unit of translation being "the smallest segment of the utterance whose signs are linked in such a way that they should not be translated individually" (Vinay & Darbelnet, 1995: 21). This implies that neither the structural nor the conceptual elements are to be replicated with accuracy in the Target Language, but rather the message of the Source Text must be

rendered in the Target Text. Vinay and Darbelnet bring arguments to this matter, saying that:

> because of structural or metalinguistic differences, certain stylistic effects cannot be transposed into the TL without upsetting the syntactic order, or even the lexis. In this case it is understood that more complex methods have to be used which at first may look unusual but which nevertheless can permit translator a strict control over the reability of their work… (Vinay & Darbelnet, 1995: 31)

It is worth mentioning that translators have the freedom to choose between two methods of translating, namely direct translation and oblique translation. While the first is quite self-explanatory (it comprises borrowings, balque and literal translation, which shall be discussed further on in the article), the latter leads to some methods which need further understanding.

1. Between methods and procedures

In 1988, Peter Newmark used Vinay and Darbelnet's studies as a pattern for his own theory regarding translation methods and procedures. In his book, A *Textbook of Translation*, he makes a clear distinction between translation procedures and methods of translation. In the eighth chapter entitled "The Other Translation Procedures", the theorist emphasizes the fact that translation methods "relate to whole texts", whereas translation procedures "are used for sentences and the smaller units of language" (Newmark, 1988: 81). Therefore, a translator uses methods in order to analyze a text in its entirety and procedures for specific parts of a text. Besides the literal translation, the other procedures are: transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shift/transposition, modulation, recognized translation, translation label, compensation, componential analysis, reduction or expansion, paraphrase and adaptation. Further on we shall give expression to some of the translation procedures and methods we used in order to translate our text, but we will begin by presenting some general aspects.

1.1 Features of a technical text

A technical text focuses on providing complex information on a certain field and it targets the readers interested in the topic. This type of text distinguishes itself from the other types of texts by its specific characteristics:

- *Accuracy, clarity, conciseness and coherence*

In order to avoid a concept distortion and a faulty use of a term, the four aspects stated above are imperative qualities in writing a technical text. Even though the writing is full of specialized terminology (*e.g.* "quasigeoid", "gravimetric network" etc.), the clarity renders the ease of understanding and the coherence improves the readability of the text, while conciseness embodies a more focused language (Ghențulescu, 2015: 59).

- *Lack of metaphors or other figures of speech*

It implies that the text must have explicit information and a descriptive character (*e.g.* "all the points which serve for a subsequent determination of other points must be marked in advance on the field")

- *Formal language*

- *Well-structured text* (paragraphs, bullets/numbers for lists, tables, diagrams)

- *Emphasis on specific terminology*: no mix-up between different technical areas (*e.g.* "to survey" is used in the geodetic field for lifting a topographic surface)

1.2 Literal translation

Even though in a technical text many notions might cause difficulties for the translator, the most commonly used procedure is the literal translation. It is defined by Newmark as "the basic translation procedure, both in communicative and semantic translation, in that translation starts from there" (Newmark, 1988: 70). However, the same author advises us to understand the difference between literal translation and word-for-word or one-to-one translation. While the latter ones use the same grammatical structure, the literal translation can range from one word for one word to entire groups of words. With the exception of certain segments of text, we have widely used this procedure:

"deoarece s-ar produce cheltuieli și muncă inutilă"	"because it would lead to useless costs and work"

"Metoda intersecţiilor se bazează pe puncte din reţeaua geodezică sau locală"	"The intersection method relies on points that belong to a geodetic or local network"

This procedure can be also applied with great success when rendering specific terms from the source language into the target language. Some of the terms, which we have encountered and translated using this procedure, are:

"reţeaua geodezică"	"geodetic network"
"vizibilitate"	"line of sight"
"în teren"	"on field"

1.3 Shift or transposition

According to Peter Newmark, transposition should be defined as "a translation procedure involving a change in the grammar from SL to TL" (Newmark, 1988: 85). He also classifies these occurrences into several types of transposition, depending on the grammatical change. This change can be from singular to plural or might be needed because the structure from the source language has no correspondent in the target language. We have chosen to apply this procedure in order to translate certain fragments of our text, since there are some translation patterns in Romanian and English at a morphological and syntactic level.

First of all, we shall emphasize the use of the Romanian reflexive voice as an equivalent for the English passive voice. When it comes to rendering such structures, one must take into consideration the level of usage in the Target Language. To give a better understanding we have chosen these examples:

"se obţine"	"is obtained"
"se realizează"	"are designed"
"se ajunge la"	"it is obtained"
"se înţelege"	"it is understood"

Secondly, another construction which is achieved through transposition is the clause of purpose "so that". The Romanian structure: "*…în așa fel încât în interiorul fiecărui triunghi de ordinul II să avem…*" will be translated into English as "…so that inside each second-order triangle there would be …". In this case, we used the clause of purpose "so that", along with the impersonal subject "there" (nonexistent in Romanian) and the structure "would be" with the value of a result of a possible situation.

1.4 Modulation

It is one of the most commonly-used procedures when it comes to translating a text. Being defined for the first time by Vinay and Darbelnet as a change in the point of view, and later by Newmark as the use of "a phrase that is different in the source and target languages to convey the same idea", modulation is the translation procedure which allows the translator to change the word order in a sentence, to combine sentences or, on the contrary, to disjoin them, making sure, however, that the message is the same. For example, it is common to use long complex sentences when writing a text in Romanian, as opposed to texts written in English, where conciseness and cohesion are of the utmost importance. For that reason we have translated the following examples in Romanian as:

"Această rețea se prezintă sub forma unei rețele compacte de triunghiuri combinate cu patrulatere cu ambele diagonale observate, având scopul științific principal de stabilire a formei și dimensiunilor elipsoidului pământesc"	"This type of network is achieved in the form of a compact network of triangles combined with quadrilaterals with both diagonals observed. Its main scientific purpose is to establish the shape and dimensions of the Earth ellipsoid."
"se cere să fie determinate"	"The target is to determine"
"Pentru a rezolva problema"	"The problem is solved by"

1.5 Through-translation

The notion of "calque" has been used by most of the translators, but Peter Newmark considers that "through-translation" is a more appropriate term. It

is encountered and used when a certain structure is translated while preserving the same pattern. As an example, we have found that *"Problema Hansen"* has as correspondent "Hansen's problem".

1.6 Paraphrase

There are certain situations when an idea could benefit from a reformulation. Peter Newmark defines this procedure as "an amplification or explanation of the meaning of a segment of the text" (Newmark, 1988: 90):

"Pe suprafeţe topografice care nu depăşesc câteva sute de km², unde nu există reţea geodezică de stat, sau aceasta nu este folosibilă din punct de vedere al densităţii, se realizează o triangulaţie locală."	"A local triangulation is mapped out in case of topographic surfaces which do not exceed several hundred km2, where there is no national geodetic network or it is not usable with respect to the density."
"la o distanţă de 100 - 250 m"	"with a distance of 100 - 250m between them"

1.7 Expansion

Usually there is a thin line between paraphrase and expansion, or addition. In some cases, it may prove useful to add certain words in order to correctly render the idea or emphasizing certain aspects. We usually tend to avoid adding words if they are not necessary, but we believe that in these situations it was for the best:

"două puncte staţionabile	"two known, accessible points"

1.8 Omission

As there are always discrepancies between cultures and languages, tacitly between the source text and the target text, omission is a procedure that may help the translator outcome the cultural clashes by avoiding a word that is not accepted by the receptor.

Arab translators, for instance, omit English taboos while translating films into Arabic for the sake of respecting Arab receptors, who may not tolerate their use. (Zakhir, 2008)

However, when it comes to translating from or to a Romance language, the situation changes:

It is a generally accepted fact that Romance languages behave differently from English and other Germanic languages as far as the building of resultative constructions is concerned. The wide availability of resultatives in English is in sharp contrast with their less frequent occurrence in Romanian; not to mention the view according to which there are no such constructions in Romanian at all. (Farkas, 2009)

In our case, we have chosen to apply this procedure in order to avoid a pleonastic expression:

"care **prelevează** *probe prin forări la nivelul scoarţei terestre în punctele caracteristice.*	"which **samples** through drillings in the distinctive points of the earth's surface."

In this situation, **to sample** already renders the idea of the Romanian expression *"prelevează probe"* because t**o sample**, in its own meaning, includes assaying something. Therefore, in order to avoid a superfluous repetition or overlapping, we chose omission as procedure.

2. False friends

Although the concept of "false friends" can be traced back hundreds of years, this term seems to be quite new. Even so, it is a very important aspect that must be taken into consideration when doing a translation, especially in the technical fields. In order to give a starting point in understanding this concept, we have chosen to give the explanation of the term "false friends" of Pedro J. Chamizo-Domínguez

The term now refers to the specific phenomenon of linguistic interference consisting of two given words in two or more given natural languages are graphically and/or phonetically the same or very alike; yet, their meanings may be totally or partially different. (Chamizo-Domínguez, 2008)

In our opinion, this is a rather tricky situation for any translator, and must be treated with caution. There are numerous occasions when a translator needs to do more advanced research in order to render a term correctly. To illustrate such a case, we have chosen one example from our translation of the sixth chapter of *Geodezie* by Carmen Grecea.

Staționabil – This is the Romanian term from the original work. It is the result of adding the Romanian suffix "*-abil*", that shows the quality of the respective noun of being able of something, to the word "*stație*", which refers to a total station, a geodetic instrument. In our case, the adjective is coupled with the noun "*punct*" and its explanation is that of a point where a total station can be set.

Based on these steps, one might be tempted to render this term as "stationable". However, this term does not exist. Nevertheless, by using certified sources, we have encountered official translations of Hansen's Problem that have rendered this term as **"accessible"**. After further research we have concluded that the concept that is described by the term "accessible point" is the same as the one that is described by the Romanian term, the two terms being, therefore, equivalents.

Another good example is the struggle that we have had with the term "*lucrări de urbanism*". In Romanian, the term is clear: it involves the activities and the work in the urban environment, with the purpose of development. In English, the term "urbanism" exists, making thus the attempt of rendering the term as "urbanism works" plausible. Helped by our professors we have come to the correct equivalent of the Romanian expression, which is "*town planning works*".

3. Translation difficulties

A most common and widely spread difficulty that translators encounter is the equivalence, which implies elaborate and very precise research for the most appropriate variants in the target language. Catford defines translation as "the replacement of textual material in one language by equivalent textual material in another language" (Catford, 1965: 20). Catford distinguishes between two types of equivalence: formal equivalence, which implies covering the same meaning as in the SL text; and textual equivalence, which can give a probable indication of meaning.

In contrast to Catford's formal-textual equivalence, Nida asserts dynamic equivalence. He defines translation as "reproducing in the receptor's language the closest natural equivalent of the message of the SL, first in terms of meaning and second in terms of style" (Nida, 1975: 95). The concept of "closest natural equivalent" (Nida, 1964: 166) is explained by Nida as follows:

1. Equivalent, which points toward the source language message;

2. Natural, which points toward the receptor language;

3. Closest, which binds the two orientations together on the basis of the highest degree of approximation.

Therefore, a difficulty that we have encountered has been caused by the expression "*Rețeaua nivelmentului de stat*", which needed our attention to find the adequate form of equivalent for "*de stat*". We chose to translate it as "*national*", because, even if they have a synonymous usage, it would have been a translation based on the form. According to the definition provided by the website www.dictionary.com, "national" also means 'peculiar or common to the whole people of a country". As a result, we came to the conclusion that "National levelling network" is the most appropriate option for the target language.

Another difficult structure that we have encountered in the translation process is "*bază de pornire*". This proved to be a challenge especially when we compared it with the English equivalent. We have found this term explained in Romanian in this context: "*Se indica ca cel putin o latura a canevasului sa fie delimitata de doua puncte geodezice de ordin superior cu coordonate cunoscute. Aceasta latura va servi ca baza de calcul sau baza de pornire*"[sic!] (Alex). We translated this explanation as "At least one of the canvas's side is

to be bound by two superior order geodetic points with known coordinates. This side will serve as a calculus base or a baseline". We have finally found this term as the equivalent for the Romanian one after further research. According to the definition provided by www.thefreedictionary.com, this term has an extensive meaning, its explanation being: "In triangulation, the side of one of a series of coordinated triangles the length of which is measured with prescribed accuracy and precision and from which lengths of the other triangle sides are obtained by computation."

Even though we have come a long way since the times when we translated each word individually, without taking into consideration the context, the idea of a correct translation can still be debated. There are many theories, guidelines and approaches, and a generally accepted method has not been found yet. In the end, each translator must be aware of all the possibilities and choose the best course of action for their work. However, chiefly in the technical fields, standardized techniques, such as those coined by Peter Newmark, can be extremely helpful, especially when they are used together with proper background research. This research can sometimes be easy, while other times it can take days to finally find the correct equivalent. Usually, alongside the translation, a glossary of terms should be created, to help the translator in his or her future endeavours.

ANNEX 1. TRANSLATION

6. THE DESIGN AND MATERIALIZATION OF GEODETIC NETWORKS ON FIELD

All the operations which have as main purpose surveying a topographic surface, require: distances measurements, vertical and horizontal angles which lead to the determination of a number of points' position, necessary in order to define the lines which are delimiting the surfaces to be surveyed.

In planimetric survey it must be taken into account the following basic criteria:

a) *all the points which serve for a subsequent determination of other points, must be marked in advance on the field*
b) *all the distances we need, can be measured directly or indirectly*
c) *all the vertical and horizontal angles can be measured directly*

d) *regarding the order of the works, there is a principle that the detail points must be done within a previously determined point lattice, called **support network** or **backbone.***

Starting from the last principle laid down above, it issues that any topographic survey must be linked to a support network, stage that must precede the proper survey operations, the network points being determined with a maximum accuracy and an adequate density, according to the terrain type and the intended precision.

The geodetic network is regarded as the set of points on the earth's surface whose coordinates are known in a unitary reference system.

Examples of networks:

- triangulation network
- trilateration network
- levelling network
- polygonometric network
- gravimetric network

6.1 THE TRIANGULATION NETWORK

The Triangulation is a method of determining the **B,L** coordinates on the reference ellipsoid or the **X,Y** coordinates in the projection plan for a materialized network on the earth's surface. In order to determine the third coordinate **H** (*the altitude),* must be used the geometric or trigonometric levelling. The spatial position of any point from the triangulation network is currently defined in relation with two distinct reference surfaces.

- for plane determination **(X, Y, B, L)** → reference ellipsoid
- for altitudes **(H)** → the geoid or quasi-geoid, depending on the altitudes system formally adopted

Since 1878, **Bruns** has arisen the question for conjoint study and elaboration of the three coordinates towards a unique reference surface. This aspects belong to three-dimensional geodesy where, according to the processing algorithm there are globally obtained, coordinates both in plan and space.

6.2 THE NATIONAL LEVELLING NETWORK

The national leveling network establishes the **altimetric basis** of all geodetics, photogrammetry, cartography and cadastral determinations.

For example, in the triangulation networks, the points' altitudes have a lower degree of determination than plane coordinates, and in a leveling network it is aimed the maximum precision for altitudes determination. As a result, **X** and **Y** are to be used only for a possible identification of the points.

6.3 THE GRAVIMETRIC NETWORK

The gravimetric network is established from points where the size of the gravitational acceleration **g** is determined, too.

For this purpose we use specific equipment (the gravimeter), which functions based on a "mini-sift probe" principle and which samples through drillings in the distinctive points of the earth's surface.

6.4 POLYGONOMETRIC NETWORK

The polygonometric network establishes a development of networks which are both based on the most simple geometric figure (the triangle), where complete angular measurements are made, and on a baseline and closure.

6.5 THE DESIGN OF TRIANGULATION NETWORKS. SUPPORT NETWORKS

Depending on the destination, support networks are divided in:

1. National geodetic network

2. Local triangulation network

3. Survey network

6.5.1 The national geodetic network

The national geodetic network consists of triangulation points of 4 orders as well as of polygonometric points. This type of network is achieved in the form of a compact network of triangles combined with quadrilaterals with both diagonals observed. Its main scientific purpose is to establish the shape and the dimensions of the Earth ellipsoid. Besides this universally valid scientific purpose, it contributes to technical evolution, as follows:

a) it is used as a backbone for the map of Romania at a small-scale

b) is it used as a starting point for carrying out the cadastral survey plans at medium scale

c) it underlies the local support networks and survey networks for the large-scale plans of all town planning works, roads, railroads, waterways, dams, irrigation canals, etc;

d) it is used for calculating the position of tunnels and galleries.

The overall development has required plans of increasingly larger scale which demands increasingly accurate support networks.

According to the specifications from 1962, the triangulation network in Romania has four orders with an average density of 1 point/ 20 km^2.

a) **The first-order network** has the points placed on the vertices of some triangles, preferably equilateral triangles, ensuring the average side length of 25 km in the mountain regions and 20 km in the plain regions, the obtained density being of 1 point/500 km^2. The second-order points, usually three points, are placed inside each first-order triangle. The second-order triangle sides are about ½ of those of the first-order triangle.

b) **The second-order network** has the points placed on the vertices of some triangles with the sides of 13 km and they ensure a density of 1 point/150km^2.

c) **The third-order network** is obtained by the densification of the points so that inside each second-order triangle there would be three third-order points. In case of the third-order triangulation network, the triangle sides are of 8 km and they ensure a density of 1 point/50km2. The coordinates of these points are established by connecting them to the second-order points or to both second and first-order points.

d) **The fourth-order network** is obtained by placing the fourth-order points inside each third-order triangles, so that the distance between them should be of about 4 km and their density of 1 point/20km^2. The density of 1 point/20 km^2 is not entirely sufficient for the topographic surfaces to be surveyed. In order to get as close as possible to the detail points and to do the survey of the surfaces as accurate as possible, the increase in the number of points is required. In order to achieve that, local triangulation and support networks are designed.

6.5.2 The local triangulation network

A local triangulation is mapped out in case of topographic surfaces which do not exceed several hundred km^2, where there is no national geodetic network or it is not usable with respect to the density. The local triangulation method is used to establish the coordinates of a number of point through the triangle network whose vertices are materialized on field. The distance between the points ranges from 0.5 km to 3 km. The shape of the triangulation network is dependent on the shape of the surface to be surveyed. There can be a triangle network which forms a polygon with a central point, a quadrilateral with both diagonals observed, a chain of triangles, a chain of quadrilaterals or a combination between all of these. In case of circular contour surfaces, a polygon-shaped network with a central point is designed (Figure 6.1), in which all angles and one base are measured $(\overline{AB}=B_1)$; taking into consideration these measured elements, which will be compensated, the side orientations and the coordinates of the points will be computed.
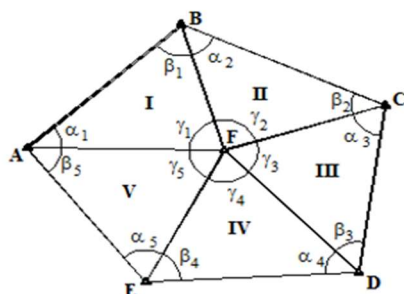
Figure 6.1 Polygon with a central point

If the surface to be surveyed is rather longer than wider, the following will be used:

The quadrilateral with both diagonals observed (Figure 6.2), the chain of triangles (Figure 6.3) or a combination of all these.
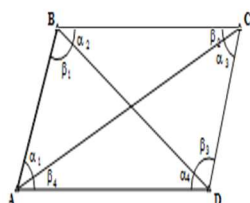
Figure 6.2 Quadrilateral
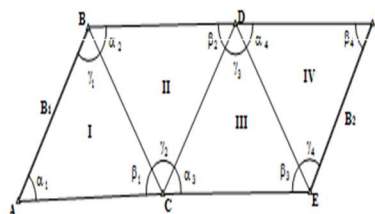
Figure 6.3 Chain of triangles with both diagonals observed

All angles will also be measured in case of these shapes of networks, because the measurement of one base is not sufficient, due to the fact that it cannot also be closed on the baseline. Therefore, one will measure at least one closure (B2). If the chain of triangles is very long, it is common to measure a closure after each 10-15 triangles.

A local triangulation, irrespective of its shape, requires the following primary operations:

a) **Preliminary operations** which consist of:
- designing a network on a topographic map;
- identifying the field on which this local triangulation is to be performed
- finalizing the triangulation project according to field conditions
- tracing out and signalizing the triangulation network points
b) **Measurements** which consist of**:**
- measuring of all angles;
- measuring a base or a triangulation base;

- establishing the orientation of the baseline or of one of the triangulation network sides; this orientation can be established through astronomical or magnetic methods;

c) ***The triangulation calculus*** which consists of**:**
- compensating the measured elements
- computing the triangulation network sides
- computing the sides orientation
- computing the coordinates of the triangulation points.

6.5.3 Surveying network

By adding the points of the geodetic networks and those of local triangulations, it is gained a density too low for a support network to be created that surveys the details needed for large scale planes (1:5000, 1:2000, 1:1000, 1:500). Also, through local triangulation networks, we gain points that are 0,5 – 3 km apart, their distance being too big for surveying details. To survey the detail points, we have to create support points, on field, with a distance of 100 - 250m between them. Increasing the number of points through triangulation method is not the best option, because it would lead to useless costs and work on one hand, and on the other, in most cases, the terrain itself wouldn't allow this due to its landform and the coverage with various details.

By surveying network it is understood the network that is created in order to achieve the necessary number of points for surveys. The network is made up of points of forward, backwards and side intersections, as well as traversing. The determination of those points is based on points of previously determined networks. The density of the surveying network is decided with regard to the purpose and the used scale of the topographical plane, according to the technical working instructions.

6.6 DETERMINING NEW GEODETIC POINTS USING THE INTERSECTION METHOD

The intersection method relies on points that belong to a geodetic or local network. In order to determine new points, only angles are calculated on field.

The intersections can be: forward, backward and side intersections

a) **General case for forward intersection:** On field there are two known, accessible points, P_1 and P_2, with known coordinates. The target is to determine the coordinates of another accessible point, for example P_0. Between the initial points and the new one there is a clear line of sight. In order to solve this problem, the angles **α, β, γ** will be measured on field *(Figure6.4)*:
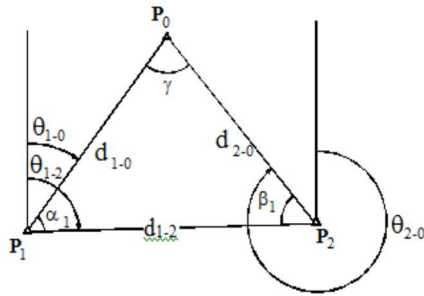
Figure 6.4 – Forward intersection

Because the coordinates of P_1 and P_2 are known, the distance d_{12} and the orientation θ_{12} can be calculated. As a result, the values of d_{10}, d_{20}, θ_{10} and θ_{20} are found, and the coordinates of point P_0 at the intersection of the two trajectories toward the point.

$X_0 = X_1 + d_{10}\cos\theta_{10} = X_2 + d_{20}\cos\theta_{20}$

$Y_0 = Y_1 + d_{10}\sin\theta_{10} = Y_2 + d_{20}\sin\theta_{20}$

b) **General case for backwards intersection:** On the field there are three known inaccessible points, P_1, P_2 and P_3, with known coordinates. The target is to determine the coordinates of an accessible point P_0 from which all the other three known points are in line of sight. In order to solve the problem (Figure 6.5) a station with a theodolite will be set up in P_0 and the horizontal angles **α** and **β** will be measured. The **u** and **v** angles will be calculated because P_1 and P_3 are inaccessible, making the two angles unmeasurable. This leads up to two forward intersections from which the coordinates of P_0 can be calculated.
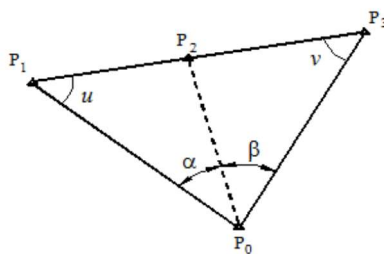
Figure 6.5 - Backwards intersection

c) **General case for side intersection:** On field there are 2 known points, P_1 that is accessible, and P_2 that is inaccessible. In order to determine the coordinates of a new accessible point P_0, the **α** and **γ** angles are measured on field (Figure 6.6). The β angle that corresponds to P_2 will be calculated as: β = [200-(α+ γ)]. In this case, the angle compensation that is used in forward

intersections is not possible. The rest of the calculus is the same as the one from the forward intersection.
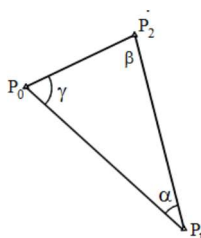
Figure 6.6 – Side intersection

d) Hansen's problem: On field there are two known inaccessible points P_1 and P_2, with known coordinates. We will determine the coordinates of an accessible point P_0 that is in line of sight of both P_1 and P_2. In order to solve the problem we use an auxiliary accessible point on field that is in the line of sight of all three other known points. The problem (Figure 6.7) is solved by setting up stations in P_0 and the new auxiliary point A. The α, β and γ angles are then measured. The ε_1, ε_2, u and v angles are calculated and the problem will be split into two simple intersections.
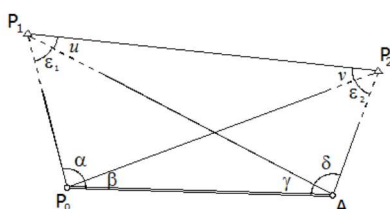
Figure 6.7 – Hansen's Problem

ANNEX 2 GLOSSARY

To conclude our short summary of some guidelines for those that wish to know how to translate better, we have added the glossary of the terms that we believe to be interesting.

accessible point	punct staționabil
altimetric basis	bază altimetrică
angle compensation	compensare de unghiuri
backbone	osatură

backwards intersection	intersecție înapoi
baseline	bază de pornire
cadastral survey plan	plan cadastral
chain of triangles	lanț de triunghiuri
closure	bază de închidere
densification	îndesire
detail point	punct de detaliu
ellipsoid	elipsoid
equilateral triangle	triunghi echilateral
forward intersection	intersecție înainte
gravimetric network	rețea gravimetrică
inaccessible point	punct nestaționabil
levelling network	rețea de nivelment
local triangulation method	metoda triangulației locale
orientation	orientare
planimetric survey	ridicare planimetrică
point lattice	rețea de puncte
polygonometric network	rețea poligonometrica
polygon-shaped network with a central point	rețea în formă de poligon cu punct central
quadrilateral with both diagonals observed	patrulater cu vize pe ambele diagonale
side intersection	intersecție laterală
sift probe	sondă

support network	rețea de sprijin
support point	punct de sprijin
survey network	rețea de ridicare
theodolite	teodolit
three-dimensional geodesy	geodezie tridimensională
topographic surface	suprafață topografică
topographical plane	redactare a planurilor topografice
town planning work	lucrare de urbanism
trajectory	direcție de viză
traversing	drumuire
triangulation network	rețea de triangulație
triangulation point	punct de triangulație
trilateration network	rețea de trilaterație
vertex	vârf

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About the authors

Mădălina NICA is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: andreea.madalina.nica@gmail.com

Ion CIOBANU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: ciobanuion95@gmail.com

Ioana Maria CONSTANTINESCU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: ioanacon@yahoo.com

About the coordinator

Raluca GHENȚULESCU is a Lecturer, PhD, at the Department of Foreign Languages and Communication, Technical University of Civil Engineering Bucharest., Romania.

E-mail: raluca.ghentulescu@utcb.ro

THE USE OF TRANSLATION PROCEDURES IN THE TRANSLATION OF TECHNICAL TEXTS

Irina DICU, Laura ENARU, Alexandra NICOLAE

Coordinator: Carmen ARDELEAN

Abstract: Translations reflect a deep cultural and social act of understanding a context and conveying it to another language and culture. It is not a simple process of translating word by word and using a dictionary, it requires a lot of cultural awareness and understanding, to be able to say it just like a 'native' would. But not everyone is so keen on learning foreign languages. That is the reason we are here. But there are some procedures in the translation of technical texts to ease the process of translation itself. This is the topic of our project.

Keywords: *translation procedures, specialty terms, adequacy, meaning, map*

> **Motto:** "*Cartography is about maps. This includes the art, science and technology of map making, the use of maps as research tools and as sources of information, and the study of maps as historical documents and works of art.*" *(GeoImaging Ltd)*

Introduction

Translations reflect a deep cultural and social act of understanding a context and conveying it to another language and culture. It is not a simple process of translating word by word and using a dictionary, it requires a lot of cultural awareness and understanding, to be able to say it just like a 'native' would.

In the process of translating, translators establish relationships between specific manifestations of two linguistic systems, one which has already been expressed and is therefore given, and the other which is still potentially adaptable. Translators are thus faced with a fixed starting point, and as they read the message, they form in their minds an impression of the target they want to reach and should reach.

Jean-Paul Vinay and Jean Darbelnet explored the linguistic aspects of translation; while other scholars sought to merely compare two languages in order to inform the relationship between them, Vinay and Darbelnet looked at the process of translation.

Their efforts culminated in what is considered their seminal work in the linguistic turn of translation studies, *Comparative stylistics of French and English: a methodology for translation*. In the book, Vinay and Darbelnet posited that there were seven main processes, or procedures, at work during any given translation.

Generally speaking, translators can choose from two methods of translating, namely direct or literal translation and oblique translation.

As we all know, technical translation is a little bit difficult for everyone; as a professional technical translator you must know how to use the rules, the methods and procedures of the translation, so we decided to discuss about "Cartography" and the difficulties that an engineer could face while having to translate such a document.

Our essay is divided into two parts: the first one approaches the translation of technical documents, and the second part approaches the methods and procedures of the translation. We have translated parts of a document about Cartography, so we discussed about maps. We focused our attention on the difficulties of the translation and the solutions chosen in each case, using the theoretical support that we already have had.

Our purpose is to show and explain how this type of translation could be done, because there is a big difference between literal and technical translations.

1 Theoretical support

1.1 Skopostheorie

Translation is a kind of "transformation" which takes place between similar levels of expression in two (or more) different languages. It should also be "uniform" and smooth, otherwise the original risks to confirm Voltaire's words: "Translations increase the faults of a work and spoil its beauties". And finally, translation involves words – the very essence of language and, metaphorically speaking, the ultimate genetic structure of any culture.

Translation is an interpersonal, intercultural mediating action where a text is involved. There could be other translational actions without a source text, e.g. cross-cultural consulting or technical writing. For translation to be called an action, the translator must (potentially) be able to explain why s/he translated the way s/he did although s/he could have translated otherwise.

According to Skopos Theory, the roles of initiator (or commissioner, client), translator, source-text producer and target-text addressee are crucial for the choice of translation methods and strategies. What the skopos states is that one must translate, consciously and consistently, in accordance with some principle respecting the target text. The theory does not state what the principle is: this must be decided separately in each specific case.

The basis of this decision is the actual translation situation, which can be identified by the following questions: who translates for whom when, where, through which medium (orally, in written form) and for which purpose? The situation for which a translation is needed is described or defined (explicitly or implicitly) by the translation brief. The translation brief does not tell the translator how to go about their translating job. These decisions depend entirely on the translator's competence and responsibility. In the application of skopos theory to translators' training and practice, the acceptability of translation purposes is limited by the translator's responsibility with regard to her/his partners in the cooperative activity of translation (principle of loyalty).

1.2 Methods and procedures

Newmark mentions the difference between translation methods and translation procedures. He writes that, while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language. He goes on to refer to the following methods of translation:

- Word-for-word translation: in which the SL word order is preserved and the words translated singly by their most common meanings, out of context.
- Literal translation: in which the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are again translated singly, out of context.
- Faithful translation: it attempts to produce the precise contextual meaning of the original within the constraints of the TL grammatical structures.
- Semantic translation: which differs from 'faithful translation' only in as far as it must take more account of the aesthetic value of the SL text.
- Adaptation: which is the freest form of translation, and is used mainly for plays (comedies) and poetry; the themes, characters, plots are

usually preserved, the SL culture is converted to the TL culture and the text is rewritten.

- Free translation: it produces the TL text without the style, form, or content of the original.
- Idiomatic translation: it reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.
- Communicative translation: it attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

The following are the different translation procedures that Newmark proposes:

- Transference: it is the process of transferring an SL word to a TL text.
- Naturalization: it adapts the SL word first to the normal pronunciation, then to the normal morphology of the TL.
- Cultural equivalent: it means replacing a cultural word in the SL with a TL one. However, "they are not accurate".
- Functional equivalent: it requires the use of a culture-neutral word.
- Descriptive equivalent: in this procedure the meaning of the CBT is explained in several words.
- Componential analysis: it means "comparing an SL word with a TL word which has a similar meaning but is not an obvious one-to-one equivalent, by demonstrating first their common and then their differing sense components."
- Synonymy: it is a "near TL equivalent." Here economy trumps accuracy.
- Through-translation: it is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation.
- Shifts or transpositions: it involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth.
- Modulation: it occurs when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective.

- Recognized translation: it occurs when the translator "normally uses the official or the generally accepted translation of any institutional term."
- Compensation: it occurs when loss of meaning in one part of a sentence is compensated in another part.
- Paraphrase: in this procedure the meaning of the CBT is explained. Here, the explanation is much more detailed than that of descriptive equivalent.
- Couplets: it occurs when the translator combines two different procedures.
- Notes: notes are additional information in a translation.

1.3 Equivalence vs. adequacy

Equivalence refers to the degree of compatibility of the translated text to the source text, thereby resulting in the search for an equal communicative both phrases, syntax etc.), while adequacy is focused on the selection of signs in TL, which must be appropriate for the communicative purpose of the translation (see Skopostheorie).

Equivalence is mainly result-oriented, while adequacy is goal-oriented.

Equivalence takes into account the time and place, as well as the general cultural characteristics in TL; adequacy takes into account the motivation of the translation, all translation conventions being dependent on it.

For a translation to be adequate, explicit (or implicit) information about the communicative purpose must be available to the translator (about potential readers, the function of the translation or the expected effects). Example: A word-for-word translation can be considered adequate if only the syntax and lexis are equivalent.

2. Main content

Our project is based on technical translation from the course *Cartography*, to relieve the methods and procedures for a technical translation. We also wanted to explain the way in which a technical translator could reach to a perfect, but simple translation.

The text we proposed belong to *Cartography*. We chose parts of this text and we translated this with the help of translation methods and procedures, the theoretical support and with our knowledge, as future technical translators. In our text are described the notion of cartography, the manner of making maps, the definition of maps and the advantages and the featuring of maps.

We use as methods and procedures modulation (e.g.: "weather maps" → *"hărți meteorologice"*), expansion (e.g.: "to be represented" → *"care urmează să fie reprezentate"*), literal translation (e.g.: "Cartographic communication is a special form of graphic communication which differs from verbal communication." → *"Comunicarea cartografică este o formă specială de comunicare grafică, care este diferită de comunicarea verbală."*).

But during translation, we met some difficulties, like "navigation" → *"navigație"*; for this term we consulted an English-Romanian dictionary, an English-English BBC dictionary and for the Romanian equivalent we consulted *Dicționarul Explicativ al Limbii Române* (DEX). Another examples are "verbal instructions" → *"comenzi vocale"*, "weather maps" → *"hărți meteorologice"*. For these, we consulted English-Romanian dictionaries and glossaries.

We hope that our translation is a useful bridge, full of methods, procedures and practical examples as how a good translation could be done, in a simple way.

Conclusions

Translation typically has been used to transfer written or spoken source language texts to equivalent written or spoken target language texts. In general, the purpose of translation is to reproduce various kinds of texts in another language and thus making them available to wider readers.

The difference between source language and target language and the variation in their cultures make the process of translating a real challenge. Among the problematic factors involved in translation such as form, meaning, style, proverbs, idioms, etc., we discussed mainly about the methods and procedures of translating, in particular. More than one procedure can be seen in one translation.

To conclude, on this essay we treated some problems that engineers could face while translating a technical text of cartography, and proposed specialized

solutions, according to the technical support of a translator, by explaining the methods and procedures of translating.

ANNEX 1

About Cartography

Cartography is about maps. This includes the art, science and technology of map making, the use of maps as research tools and as sources of information, and the study of maps as historical documents and works of art. Maps have been produced and used for several thousand years. The earliest surviving examples from western civilization come from ancient Egypt and Mesopotamia.

Cartography has evolved in response to theoretical developments, technological changes, and changes in society's information needs. Theories about the shape of the Earth and the development of coordinate systems by ancient Greek philosophers paved the way for systematic mapping of the Earth's surface using map projections to transform positions on the approximately spherical surface of the Earth into locations on a flat map.

The past two decades have seen dramatic changes in Cartography as a result of developments in computer and communication technologies. Earth observation satellites now provide regular coverage of the Earth's surface at a variety of spatial resolutions ranging from a few meters to several kilometers.

Definition of Cartography

Cartography has always been closely associated with Geography and Surveying. Its recognition as a distinct discipline is relatively recent. Scientific journals dealing with Cartography began to appear in the middle of the twentieth century. Numerous definitions of Cartography have appeared in the literature. Earlier definitions tend to emphasize map making while more recent definitions also include map use within the scope of Cartography.

Scope of Cartography

Cartography is the art, science and technology of map making and map use, and the study of maps in all its aspects.
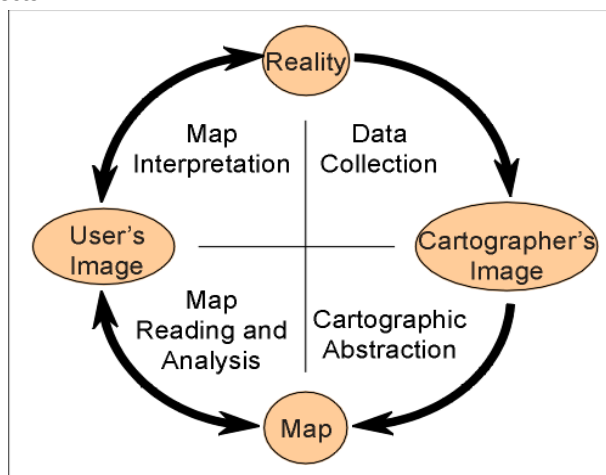

Fig. 1 Cartographic Communication Process

Cartographic communication is a special form of graphic communication which differs from verbal communication. Verbal communication is sequential. Ideas are presented in a sequential fashion, allowing the writer or speaker to control the order in which information is conveyed. In contrast, maps are synoptic, presenting information in a holistic fashion. The map user receives all of the information at once. Thus the map maker is unable to control the order in which information is received.

Map Making

While there are many steps involved in the map making process, they can be grouped into three main stages: data collection, organization, and manipulation; map design and artwork preparation; and map reproduction.

1) Collection, Organization and Manipulation of Data

Data must be collected from existing maps, aerial photographs or digital imagery, documents. The data must be organized so that we can understand whatever phenomena are being represented and the data must be manipulated into a form which is suitable for mapping.

2) Design and Preparation of Maps, Charts, Plans and Graphs

Many decisions go into the design of an effective map. These include the selection of the geographic features and thematic attributes to be represented on the map. These choices depend upon the purpose of the map, the intended audience, and the cartographer's understanding of the phenomena being represented.

3) Map Reproduction

Map reproduction methods act as a constraint on the map design process. How many copies of the map will be required? This is the major determinant of the reproduction methods used.

Despre cartogarfie

Cartografia se referă la hărți. Aceasta include arta, știința si tehnologia de a confecționa hărți, de a utiliza hărți ca instrumente de căutare și ca surse de informare și studiul hărților ca documente istorice și lucrări de artă. Hărțile au fost realizate și utilizate de acum cateva mii de ani. Cele mai timpurii exemple care mai există din civilizația occidentală provin din Egiptul antic și Mesopotamia.

Cartografia a evoluat în concordanță cu dezvoltările teoretice, schimbările tehnologice și schimbările în nevoile de informare ale societății.

Teoriile cu privire la forma Pamantului și la dezvoltările sistemelor de coordonare de către filosofii greci au deschis calea pentru cartografierea sistematică a suprafeței Pamântului, folosind hărțile pentru a transforma pozițiile de pe suprafața aproximativ sferică a Pamântului în locații pe o hartă plană.

În ultimele două decenii s-au observant schimbări majore în cartografiere, ca urmare a dezvoltării computerelor și a tehnologiilor de comunicare. Sateliții de observare ai Pamântului oferă acum o acoperire regulată a suprafeței Pamântului, la o varietate de rezoluții spațiale de la câțiva metri la mai mulți kilometri.

Definirea cartografiei

Cartografia a fost întotdeauna strâns legată de geografie și topografie. Recunoașterea sa ca disciplină distinctă este relativ recentă. Revistele științifice care abordează domeniul cartografiei au început să apară la mijlocul secolului al XX-lea. Numeroase definiții ale cartografiei au apărut

în literatură. Definițiile anterioare aveau tendința de a scoate în evidență confecționarea hărților, în timp ce definițiile mai recente includ folosirea hărților în scopul cartografiei.

Scopul cartografiei

Cartografia este arta, știința si tehnologia de a face hărți și de a le utiliza, precum și studiul hărților in toate aspectele lui.
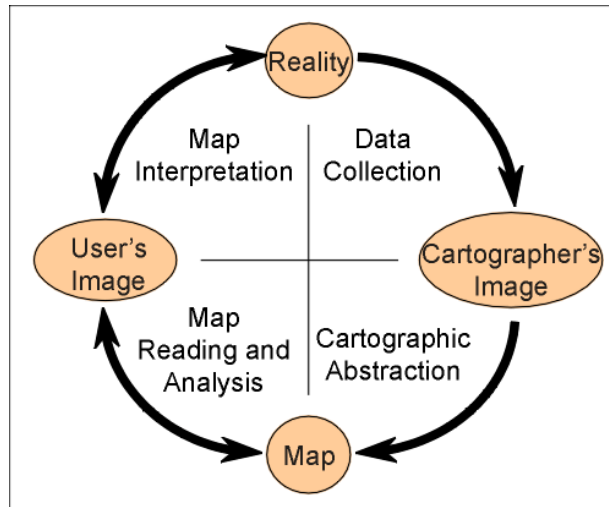
Fig. 1 Procesul comunicării cartografice

Comunicarea cartografică este o formă specială de comunicare grafică, care este diferită de comunicarea verbală. Comunicarea verbală este secvențială. Ideile sunt prezentate într-un mod secvențial, permițându-i scriitorului sau vorbitorului să controleze ordinea în care informațiile sunt transmise. În contrast, hărțile sunt sinoptice, prezentarea informațiilor este realizată într-o manieră holistică. Utilizarea hărții primește toate informațiile odată. Astfel, producătorul hărții este incapabil să controleze ordinea în care informațiile sunt primate.

Confecționarea unei hărți

Deși există multe etape implicate în procesul de confecționare al unei hărți, acestea pot fi grupate în trei etape principale: colectarea datelor, organizarea și manipularea; harta de proiectare și de pregătirea operei de artă; harta de reproducere.

1) Colectarea, organizarea și manipularea datelor
Datele trebuie colectate de la hărțile deja existente, fotografii aeriene sau reprezentări digitale, documente etc. Datele trebuie să fie organizate astfel încât să putem înțelege oricare dintre fenomenele care sunt reprezentate, iar datele trebuie să fie reglate într-o formă care este potrivită pentru cartografie.

2) Proiectarea și pregătirea hărților, a diagramelor, planurilor și graficelor
Se iau decizii în proiectarea unei hărți eficiente. Printre acestea se numără selectarea caracteristicilor geografice și a atributelor tematice care urmează să fie reprezentate pe hartă. Aceste alegeri depind de scopul hărții, publicul vizat și înțelegerea cartografului în ceea ce privește fenomenele reprezentate.

3) Reproducerea hărților

Metodele de reproducere a hărților acționează ca o constrângere asupra procesului de proiectare a hărții. Cat de multe copii ale hărții sunt necesare? Acesta este principalul factor determinant al metodelor de reproducere utilizate.

Methods and procedures used in the translation:

- Litteral translation: "Cartographic communication is a special form of graphic communication which differs from verbal communication." → „Comunicarea cartografică este o formă specială de comunicare grafică, care este diferită de comunicarea verbală."

- Recognised translation: „computer".

- Expansion: "to be represented" → „care urmează să fie reprezentate"; "surviving" → „mai există".

- Modulation (The use of an expression of cause to replace an effect): "from" → "provin de la".

ANNEX 2

Functions of Maps

In addition to providing a convenient means of storing spatial data, maps serve three basic functions: navigation, visualization, and measurement.

Navigation

Maps for navigation include road maps, bus route maps, tourist maps, hydrographic charts and aeronautical charts. While verbal instructions can be used to describe a route to be followed, maps are usually superior. Verbal instructions can become cumbersome, especially if the route is complex, thereby increasing the likelihood of navigation errors. Once the traveler strays from the intended route, verbal instructions may be little help in getting back on course. Maps offer a more flexible alternative. They allow identification of alternative routes, facilitate planning routes with several stopovers, and allow recovery from navigation errors without having to retrace the route.

Visualization

Visualization of spatial relationships is also an important function of maps. Maps allow us to perceive relationships which we cannot observe because of our limited range of view, given our vantage point on the Earth's surface. The scale reduction involved in producing maps makes it possible to identify and understand a wide variety of spatial relationships and patterns. A great

deal of information which can be communicated verbally only with considerable difficulty can be accurately and precisely communicated using appropriate maps.

Measurement

Field measurement is a costly and time-consuming activity. Where required measurements relate to the geometry of the landscape, field measurement can be avoided by using suitable maps. Measurements such as area, height, distance, perimeter, slope, aspect, etc. can easily be obtained from appropriate maps. Maps can also be used to monitor change in the landscape over time. For example, if we wish to know how much class 1 agricultural land is being lost to urbanization, we can compare soils maps showing soils capability for agriculture with land use maps at different points in time. However, not all maps are suitable for all types of measurements. It is important that we understand the nature of maps and be aware of the limitations of the data and methods of graphical representation in order to ensure appropriate use of maps for a specific purpose.

Funcţiile hărţilor

Hărţile oferă, în plus faţă de furnizarea unui mijloc avantajos de stocare a datelor spaţiale, trei funcţii de bază: navigaţie, vizualizare şi măsurare.

Navigaţie

Hărţile pentru navigaţie includ hărţi rutiere, hărţi ale rutelor de autobuz, hărţi turistice, hărţi hidrografice şi hărţi aeronautice. Hărţile sunt de obicei superioare comenzilor vocale care pot fi folosite pentru a indica ruta care trebuie urmată. Comenzile vocale ne pot încurca, mai ales în cazul în care ruta este una dificilă, astfel, crescând probabilitatea unor erori de navigaţie. Odată ce persoana se abate de la traseul stabilit, comenzile vocale nu sunt de mare ajutor pentru reîntoarcerea la traseul respectiv. Hărţile oferă mult mai multe alternative. Ele fac posibilă identificarea unor rute alternative, facilitează planificarea rutelor cu diferite opriri şi reconfigurează traseul din erorile de navigaţie, fără a fi nevoie ca acesta sa fie introdus din nou.

Vizualizare

Vizualizarea in spaţiu este, de asemenea, o funcţie importantă a hărţilor. Hărţile ne ajută să percepem relaţii pe care nu le putem observa, datorită ariei noastre limitate de percepţie, fiind dat punctul nostru de observare de la suprafaţa Pământului. Reducerea la scară, folosită în proiectarea hărţilor, face posibilă identificarea şi înţelegerea unei game largi de relaţii şi modele în spaţiu. O cantitate mare de informaţii, care verbal pot fi transmise cu dificultate, pot fi transmise cu acurateţe şi precizie, folosind hărţile potrivite.

Măsurare

Măsurătorile executate pe teren sunt o activitate costisitoare ce necesită mult timp. În cazul în care sunt cerute măsurătorile cu privire la formele de relief, putem evita măsurătorile executate pe teren prin utilizarea hărţilor potrivite. Măsurători cum ar fi suprafaţa, înălţimea, distanţa, perimetrul, panta, aspectul, etc se pot obţine cu uşurinţă cu ajutorul unor hărţi corespunzătoare. De asemenea, hărţile pot fi folosite pentru a monitoriza schimbările teritoriului de-a lungul timpului. De exemplu, dacă dorim să ştim cât de mult din clasa de teren agricol categoria 1 se pierde odată cu urbanizarea, putem compara hărţile solurilor care prezintă capacitatea solurilor de a fi folosite în agricultură, cu planurile de urbanizare din diferite perioade de timp. Cu toate acestea, nu toate hărţile sunt potrivite pentru orice tipuri de măsurători. Este important ca noi să înţelegem natura hărţilor şi să conştientizăm limitele datelor şi metodele de reprezentare grafică, pentru a folosi hărţile în mod adecvat într-un anumit scop.

Methods and procedures used in the translation:

- Word for word translation as in the example, "road maps" → „hărți rutiere".
- Equivalence - "vocal instructions" → „comenzi vocale".
- Transposition - "can become cumbersome" → „ne pot încurca"; "To monitor change" → „pentru a monitoriza schimbările".
- Modulation - "May be little help" → „nu sunt de mare ajutor" ; "Range of view" → „arie de percepție".
- Omission "visualization of spatial relationships" → „vizualizarea în spațiu".
- Paraphrase "field measurement" → „măsurători executate pe teren".
- Adaptation - "the geometry of the landscape" → „formele de relief".

ANNEX 3

Definition of a Map

We can all think of many examples of maps which we have used. Anyone who has taken a course in physical geography will have used a topographic map which represents land surface elevation using contour lines and spot heights and also shows important natural and cultural features.

Sailors will be familiar with hydrographic charts and pilots with aeronautical charts, both of which are used as aids to navigation. Most of us have used general reference maps to locate a particular country or city or have used road maps to help us find our way through unfamiliar areas. Weather maps appear daily on the weather channel and on news broadcasts to show current and predicted weather conditions. At election time, electoral maps are broadcast to show which party has won election in each riding.

While traditionally maps have been thought of as physical objects printed on paper, electronic communications and computer graphics technologies are revising our image of a map.

Campbell's definition of a map captures several important map characteristics. Maps are drawn using graphic symbols to depict features on the Earth's surface. Unlike air photos which can only show physical features of the landscape, the use of symbols enables maps to represent abstract characteristics such as political or administrative boundaries, population density, mean annual precipitation, or climate which are not visible in the landscape.

Like aerial photographs or digital imagery derived from airborne or spaceborne sensors, maps present a bird's eye view of the Earth's surface. Traditionally, this has been interpreted as meaning plan views. However, the bird's eye view is in reality a perspective view in which three dimensional geographic features are projected onto a two dimensional viewing plane. A broader interpretation of the term "map" would include three dimensional representations such as block diagrams which are often used to visualize surface morphology.

Advantages of Maps

Maps can be more objective and more efficient than verbal descriptions. I could verbally describe the topography between here and Guelph or the shoreline between Toronto and Hamilton or how to get to my sister's cottage in Muskoka, but it could get very confusing.

More complex spatial patterns are even more difficult to describe verbally. Try describing the population distribution of the United States or a weather map. You could talk for an hour about either but the end result might be that everyone would be completely confused. On the other hand, a map of these distributions can quickly summarize and explain the spatial relationships and make it much easier to visualize and understand the spatial patterns.

Maps can be useful sources of data and can give an historical perspective. For example, maps can provide a geomorphologist with a long term idea of what has happened to a landscape over a period of 200 years or more, whereas the geomorphologist can only measure data over a period of thirty or forty years.

Maps can also be used to solve complex problems. For example, in designing a rural subdivision, maps can be used to summarize constraints on development such as areas where the water table is too shallow to allow use of septic tanks or construction of houses with basements, setbacks from water bodies or environmentally sensitive areas, areas where slopes are too steep to permit construction, or areas where the soil type cannot support the weight of a building. By overlaying these types of features on a map, we can identify areas where construction is possible and design the layout of roads, lots, septic beds and water wells. This type of site analysis will be essential to gaining planning approval for the development.

Definiția hărții

Ne putem gândi, cu totii, la multe tipuri de hărți pe care le-am folosit. Orice persoană care a urmat un curs de geografie fizică va fi folosit o hartă topografică care reprezintă altitudinea suprafeței de teren folosind linii de contur și puncte de înălțime și prezintă, de asemenea, caracteristici naturale și culturale importante.

Marinarii vor fi familiarizați cu hărți hidrografice, iar piloți cu diagrame aeronautice, ambele fiind folosite ca ajutoare pentru navigație. Cei mai mulți dintre noi am folosit hărți de referință generală pentru a localiza o anumită țară sau un oraș sau am folosit hărți rutiere pentru a ne ajuta să găsim calea prin zone necunoscute.

Hărțile meteorologice apar zilnic pe canalul meteo și la emisiunile de știri pentru a arăta condițiile meteorologice actuale și prognozate. La momentul alegerilor, hărți electorale sunt difuzate pentru a arăta care partidul a câștigat alegerile în fiecare district.

In timp ce, în mod tradițional, hărțile au fost gândite ca obiecte fizice imprimate pe suport de hârtie, comunicațiile electronice și tehnologiile grafice computerizate ne-au schimbat viziunea asupra unei hărți. Definiția lui Campbell în ceea ce privește hărțile surprinde câteva caracteristici importante despre acestea.

Hărți sunt desenate folosind simboluri grafice pentru a reprezenta trăsături ale suprafeței terestre. Spre deosebire de fotografiile aeriene, care pot reliefa numai trăsături fizice ale peisajului, utilizarea simbolurilor permite hărților să prezinte caracteristici abstracte, cum ar fi granițele politice sau administrative, densitatea populației, precipitațiile medii anuale, sau climatul, trăsături care nu sunt vizibile în peisaj.

Asemenea fotografiilor aeriene sau imaginilor digitale derivate din senzori aerieni sau spațiali, hărțile prezintă o imagine de ansamblu a suprafeței Pământului.

In mod tradițional, acest lucru a fost interpretat ca vizualizare în sens plan. Cu toate acestea, imaginea de ansamblu este, în realitate, o vedere în perspectivă, în care trei caracteristici geografice dimensionale sunt proiectate pe un plan de vizionare cu două dimensiuni. O

interpretare mai largă a termenului „hartă" va include trei reprezentări tridimensionale, cum ar fi diagrame de tip bloc care sunt adesea folosite pentru a vizualiza morfologia suprafeței.

Avantajele hărții

Hărțile pot fi mai obiective și mai eficiente decât descrierile verbale. Aș putea descrie verbal topografia de aici și până la Guelph sau a țărmului dintre Toronto și Hamilton sau cum să ajungi la cabana surorii mele în Muskoka, dar s-ar putea să creez multă confuzie.

Mai multe desene spațiale complexe sunt chiar mai dificil de descris verbal. Încercați să descrieți distribuția populației din Statele Unite sau o hartă meteorologică. Ai putea vorbi timp de o oră despre acest subiect, dar la final toată lumea ar putea fi complet confuză. Pe de altă parte, o hartă a acestor distribuții poate rezuma și explica relațiile spațiale și poate face mult mai ușoară vizualizarea și înțelegerea desenelor spațiale.

Hărțile pot fi surse utile de informație și pot oferi o perspectivă istorică. De exemplu, hărțile pot oferi unui geomorfolog o idee pe termen lung a ceea ce s-a întâmplat cu o zonă pe o perioadă de 200 de ani sau mai mult, în timp ce geomorfologul poate evalua informații numai pe o perioadă de treizeci sau patruzeci de ani.

Hărțile pot fi de asemenea folosite pentru a rezolva probleme complexe. De exemplu, în proiectarea unei subdiviziuni rurale, hărțile pot fi folosite pentru a rezuma constrângerile de dezvoltare, cum ar fi zonele în care pânza freatică este prea aproape de suprafață pentru a permite utilizarea foselor septice sau construirea caselor cu subsoluri, obstacole de la corpurile de apă sau zone sensibile din punct de vedere ecologic, zone în care pantele sunt prea abrupte pentru a permite construirea, sau zone în care tipul de sol nu poate suporta greutatea unei clădiri.

Prin suprapunerea acestor tipuri de caracteristici pe o hartă, putem identifica zonele în care este posibilă construcția și proiectarea șoselelor, a loturilor, foselor septice și a puturilor de apa. Acest tip de analiză a așezărilor va fi esențială pentru a obține aprobarea de planificare pentru dezvoltare.

Methods and procedures used in the translation

- Modulation: using a phrase that is different in the source language and target languages to convey the same idea.
    - e.g.: "Weather maps" → „Hărțile meteorologice".
- Shifts or transpositions: it involves a change in the grammar from SL to TL, for instance, (i) change from singular to plural, (ii) the change required when a specific SL structure does not exist in the TL, (iii) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth.
    - e.g.: "Campbell's definition of a map captures several important map characteristics." → „Definiția lui Campbell în ceea ce privește hărțile surprinde câteva caracteristici importante despre acestea."
- "between here and Guelph" → „de aici și până la Guelph".
- Cultural equivalent: it means replacing a cultural word in the SL with a TL one.

- o e.g.: "bird's eye view" → „imagine de ansamblu" (cultural equivalent).
- Descriptive equivalent: the meaning is explained in several words.
  - o e.g.: "…the water table is too shallow to allow…" → „…pânza freatică este prea aproape de suprafață pentru a permite…"
- "block diagrams" → „diagrame de tip bloc".

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About the authors

Irina DICU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: irina.dicu@gmail.com

Laura ENARU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: lauraaenaru@gmail.com

Alexandra NICOLAE is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: alexandranicolae1995@gmail.com

About the coordinator

Carmen ARDELEAN is an Associate Professor of English and Communication, PhD, specialized in Translation Studies and Cultural Studies, Technical University of Civil Engineering Bucharest, Romania

E-mail: c-ardelean.sti@gmail.com

FACE-TO-FACE COMMUNICATION – A CONCEPT WHICH SLIPS THROUGH OUR FINGERS

Ioana Maria CONSTANTINESCU

Coordinator: Mirel ANGHEL

Abstract: Ever since ancient times, communication has been a main element of interpersonal relationships. Over the course of time, the way in which we communicate has drastically changed, especially if we refer to the present society in which Internet communication has won an important place. The present article focuses mainly on three types of communication, namely: interpersonal, non-verbal and cross-cultural communication and it also puts an emphasis on the impact which the Internet (more precisely social media) or mass media have on our own way of communicating with others face-to-face.

Keywords: *interpersonal communication, society, social media*

Introduction

Many psychologists and experts in this domain have tried to give a proper definition to **communication**. According to the Merriam-Webster dictionary, the first meaning of the word communication is "the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else". Another definition is given by the evolutionist Philip Lieberman, who, in his book entitled *Eve Spok*", takes an entirely different approach, namely communication is regarded as the single difference between us, as humans, and other animals: "Speech is so essential to our concept of intelligence that its possession is virtually equated with being human. Animals who talk are human, because what sets us apart from other animals is the "gift" of speech" (Lieberman, 1998: 5). Nevertheless, the present article brings forth another definition of communication and that is the cornerstone of social relationships.

1. The process of communication

In order to properly understand what happens during a conversation, one must take into consideration the communication process. An individual (the sender) sends an encoded message to another individual (the receiver) through a

channel, a message that is then decoded by the receiver. The message, however, must be encoded so that the receiver is able to receive the same information which has been conveyed by the sender. Therefore, the message must be rendered in order for the receiver not to encounter difficulties in understanding the message.
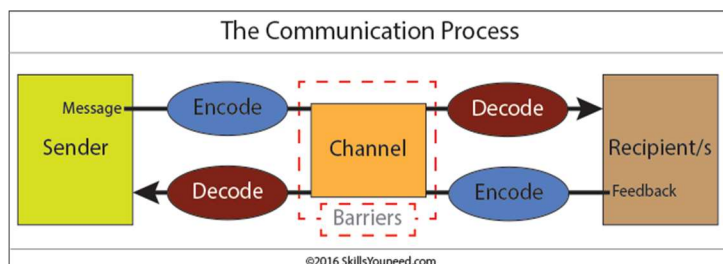

Fig. 1 The Communication Process (SkillsYouneed.com)

There are many types of communication; however, for the purpose of this article, we shall only focus on three of them, namely: interpersonal, non-verbal and cross-cultural which will be explained further on in this article.

2. The World Wide Web – being stuck in a virtual life

The Internet has become a compulsory way of living in today's society. We refer to it as "compulsory", because, with the ongoing development of today's technology, we are bound to keep up with it. Therefore, we find ourselves surrounded by technical means of communication. On one hand, we rely on the Internet to keep us up to date with the most extraordinary news, to act as an aid for our research, to delight us with the most beautiful photographs all around the world and to offer us the opportunity to express our own ideas and share them with others. On the other hand, the Internet is the place where privacy disappears and manipulation and addiction flourish.

Virtual life games have become increasingly popular, especially regarding teenagers and young adults. Basically, this type of game allows the player to assume new identities and to come across some situations that would never be possible in real life. They choose their own friends, their own family and they communicate to them via Internet. It's unlikely that all the players will actually meet with each other in real life and establish interpersonal relationships, so these "friendships" are often limited to the virtual world. Furthermore, this virtual life has a major impact on people's behavior not only on a conscious level, but also on a sub-conscious level. This idea is emphasized by Professor Felix Nicolau: "Numerous studies explain that surfing the internet

and building phantasmagorical and compensatory representations of the self in the virtual world, as it happens in all sorts of video games - the most representative for our case being Second Life - induce unexpected behaviors. Virtual communication is mainly about the hypertrophy of the ego and delusion." (Nicolau, 2014: 27).

In virtual life, the player seeks the possibility of creating a better version of itself, which, most times, is quite the opposite of its personality. When speaking about the avatar in a virtual life game, one brings forth the non-verbal communication, more precisely the appearance: clothing, hairstyle etc. It is interesting to observe how the avatar created by players influences the interaction with other players, as well as their own behavior within the game.

Yee and Bailenson conducted several studies in which the avatars of the participants were put to test in order to see the reaction of other players. I shall bring forth the results of one of their studies:

> Across different behavioral measures and different representational manipulations, we observed the effect of an altered self-representation on behavior. Participants who had more attractive avatars exhibited increased self-disclosure and were more willing to approach opposite-gendered strangers after less than 1 minute of exposure to their altered avatar. In other words, the *attractiveness* of their avatars impacted how intimate participants were willing to be with a stranger. (Grohol, 2009)

Following their case studies, Yee and Bailenson were able to reach a conclusion regarding the avatars in virtual life games and they bring forth the concept: the Proteus effect. According to them, the Proteus effect refers to the change of an individual's behavior with respect to the visual characteristics of the avatar they had created. Therefore, through their self-created avatar, players are transmitting non-verbal signals to other participants of the game (as stated before, the appearance) they assume their new identities and start acting according to their identity. For example, if someone creates a Warrior avatar, then he or she is likely to have a confident and outgoing attitude throughout the game.

Nevertheless, virtual life does not have to take on a pejorative connotation, for further research is being done in order to see whether it can actually have a

therapeutic effect on the behavioral modification and the phobia desensitization.

3. Social media – the end of face-to-face communication

The ongoing development of technology compels us to quickly adapt to new means of communication, such as social media or applications. People prefer texting to the detriment of talking face-to-face, they would rather send an e-mail then call. These are the problems which occur in today's society when it comes to establishing interpersonal relationships. Our way of communicating has drastically changed in the last decade, along with the rise of social media and it's clearly visible that it affected our ability to interact with other people. Nonetheless, there are always two sides of the same coin, so in the following paragraphs we are going to emphasize two different approaches concerning **social media**.

First and foremost, social media is regarded as "the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media." (Rouse, 2015). However, this type of interaction does not necessarily imply making actual friends. When people create their own profile on social media, they have the tendency to display some important personal information (for example the high school/university they attended, their current work place, their favorite music or films, their love status, so on and so forth) in order for others to create an image of their abilities and personality. But that may result in a profile devoid of privacy. The cornerstone of interpersonal relationships is actually the mutual exchange of personal information. When talking face-to-face we often share some personal information, but only with whom we get along and have an open relationship. Nonetheless, anyone can see someone's profile on Facebook, for example, even if they haven't even met that person in real life. Of course, that does not mean that a conversation could not be started. However, in real life, during a proper conversation, we try to discover the other step-by-step in order to see if he or she is trustworthy.

Another downside of social media is given by the fact that people (especially teenagers) are getting more and more addicted to smartphones, implicitly to social platforms. Whether if it is a stroll in the park or an invitation to the

restaurant, we spend most of the time on our smartphones in order to see what has been going on in the world. Needless to say, this has a major impact on the already established interpersonal relationships. It has been proven that people who spend too much time on the Internet develop the so-called internet addiction disorder, which, is defined as "an impulse control disorder, which does not involve use of an intoxicating drug and is very similar to pathological gambling. Some Internet users may develop an emotional attachment to on-line friends and activities they create on their computer screens." (The Illinois Institute for Addiction Recovery) Some of the symptoms are emotional shutdown and lack of concentration which, obviously, lead to a decrease in engaging in real interpersonal communication.

Secondly, contrary to the general belief, social media could potentially have a positive impact on people's behavior. We do, indeed, communicate more through social media platforms, because, firstly, is "at hand", and secondly because not actually seeing the face of the person one is talking to, empowers it to step out of its comfort zone and engage in a conversation, hence the "meeting new people" idea. Nevertheless, this concept is a bit far-fetched. According to Paul Booth, PhD, an assistant professor of media and cinema studies in the College of Communication at DePaul University in Chicago Second, "our social connections are not strengthened as much through social media as they are face-to-face, so we don't tend to deepen our relationships— they tend to exist in the status quo" (Keller, 2013). Therefore, it is impossible to establish strong long-term trustworthy relationships with others solely based on text exchange.

4. Cross-cultural communication and the lack of cultural knowledge

E-learning is an online tool more and more used nowadays:

> There are many terms used to describe learning that is delivered online, via the internet, ranging from Distance Education, to computerized electronic learning, online learning, internet learning and many others. We define eLearning as courses that are specifically delivered via the internet to somewhere other than the classroom where the professor is teaching. (eLEARNINGNC)

Besides being a teaching aid, e-learning is also a means of cross-cultural communication. This online tool offers the one interested in learning a new

language the possibility to come into contact with native speakers all around the world. Moreover, these language learning lessons are not only narrowed down to grammar, but they also put an emphasis on the cultural aspect. Through cross-cultural communication, people find out more about the traditions and customs of a country. Within the following paragraph we shall try to answer two very common questions, namely: **Why is cross-cultural communication important and how do we overcome cultural barriers?**

First of all, each culture is defined by its own specificity and is one of the fundamental pillars of communication. However, due to cultural diversity and the lack of cultural knowledge (customs and traditions, on one hand, and gestures and mindset, on the other hand), many find themselves quite lost when coming into contact with a person from another culture. Let us take into consideration a formal situation. As Jennifer Lombardo emphasizes,

> Cross-cultural communication has become strategically important to companies due to the growth of global business, technology and the Internet. Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business. This type of communication involves an understanding of how people from different cultures speak, communicate and perceive the world around them.

Cultural-knowledge is compulsory in the business domain, because it facilitates the communication between business partners and, more importantly, it shows the respect towards that particular culture. Etiquette and protocol elements differ in specific geographical areas and these differences may hinder communication. Let us imagine the relationship between a dissatisfied German company manager and a Japanese maintenance team which, presumably, did a poor job. First of all, Europeans must adapt to Asian people's habit of *smiling* at all times, irrespective of the emotions they actually hide (satisfaction or anger, disappointment or boredom). Then, Europeans should be aware of the fact that, in Japanese terms, *silence* is also important, being a significant element of any negotiation (Cultural Savvy). *Apologies* are also important. In the imaginary case proposed above, the German manager is expected to apologize for the situation at hand, before the Japanese team will accept a termination of the contract.

A question that comes to mind upon reading this example is: why are apologies so important to the Japanese people, especially regarding formal occasions when in other cultures expressing apologies is quite unusual? "Apology" is a fundamental element of the Japanese culture and it is ubiquitous in all social occasions (be it a formal or an informal one) and at every level of communication (verbal or nonverbal). The word "apology", defined by the Oxford dictionary as "a regretful acknowledgement of an offence or failure" (which implies the genuine state of sorrow for one's actions), has a different connotation in the Japanese culture; the purpose of apologies is "to maintain harmony and avoid needless embarrassment or awkwardness at work or in some other Japanese social situation" (Mr. Kato, 2009). In our case, namely a formal occasion, we are dealing with the Japanese business etiquette.

Second of all, knowledge is the cornerstone of cross-cultural understanding and is the only "weapon" we have in our battle with cultural barriers. One must resort only to the information provided by specialized sources (books, websites), for there is a thin line between understanding and stereotyping a culture. Nowadays, there is a tendency to judge a culture by its people. We overgeneralize the behavior of all people within a culture solely based on that of a minority also within that culture. The stereotypes are not to be confused with the traits or characteristics of a culture (for example, punctuality is essential in the German culture). They are rather judgmental attitudes towards one or more culture regarding their religion, their values, their behavior in society etc. Moreover, as media is a tool of mass communication, many people are influenced, they start creating their own stereotypes towards a culture and that leads to a decrease not only in cross-cultural communication, but also in face-to-face communication.

Conclusion

As the years go by, we are surrounded by more and more technical means of communication and technology takes its toll on face-to-face communication. Due to mass media influence, we will soon start to stereotype every culture and to feel reluctant to overcome the cross-cultural barriers. In a world where technology is one of the fundamental means of communication, one cannot but wonder if, in the future, we will be able to start a face-to-face communication.

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About the author

Ioana Maria CONSTANTINESCU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: ioanacon@yahoo.com

About the coordinator

Mirel ANGHEL is a Lecturer, PhD, at the Department of Foreign Languages and Communication, Technical University of Civil Engineering Bucharest., Romania.

E-mail: mirel.anghel@yahoo.com

ORIGIN AND MANIFESTATIONS OF HOLIDAYS AND TRADITIONS PRACTICED BY ROMANIANS

Georgiana Andreea VLĂDUŞEL

Coordinator: Mirel ANGHEL

Abstract: The present article sets out to investigate the origin of the most commonly practiced celebrations and traditions in Romania as well as to examine their lesser known manifestations. Where needed, a short explanation of the manifestations accompanying a celebration is presented and the sources have been indicated for each new information. The goal of the article is to put together a small compendium that would list the most notable entries into the calendar of Romanian traditions like the Easter lent, the coloring of eggs, Christmas celebrations, caroling, the *Mărţişor* custom, but also traditions less celebrated in recent years, like *Sânziene* and *Drăgaica*.

Keywords: *origin, celebration, Romanians, pagan*

Introduction

The following paper aims to shed light onto the complex problem of the true origin of some of the traditions and customs most celebrated by Romanians. Despite Romanians being a thoroughly religious people, the very feasts we associate, in the present day, with Christian motifs have been around for far longer than Christianity, so their true roots lie elsewhere. Although the task set forth is too great to explore in a single paper, I have chosen a few of the most widely recognized Romanian celebrations and have faithfully followed their genealogy through as many well-documented sources as I could find.

1. Easter Lent

The primary role of lent is to prepare the faithful for marking the death and resurrection of Jesus – the more effective the preparation, the more intense the feast. To penetrate the mystery of the Resurrection of Jesus and feel its joy, a purified mind and soul are required. The purpose of fasting is to cleanse by distancing the man from sin and selfishness through abstinence and prayer. Thus, fasting elicits believers the desire to follow the word and will of God and anticipates the establishment of His kingdom, as the believers welcome it first in their hearts.

It seems, however, that the 40-day fasting period is not a creation of The Christian Church and was borrowed from Pagan rites. The 40-day abstinence period was directly borrowed from followers of the Babylonian goddess Astarte – Ashtoreth or Ishtar (Hislop, 1956: 93). Astarte symbolized fertility, sexuality, and war. Her symbols were the lion, the horse, the Sphinx, the dove, as well as a star inscribed inside a circle, which was a reference to the planet Venus. A Pagan movement from Kurdistan who worships Satan, with roots in Ancient Babylon, practices, even today, the 40-day fasting period. In his remarks about Mexico, Alexander von Humboldt observes a 40-day fasting period during the spring among the Mexican heathen. The period began three days after the spring equinox and was characterized by a solemn fasting period in honor of the Sun. J. Gardner Wilkinson notices the existence of the same 40-day fasting period in his writings on the habits of Ancient Egypt. Another Pagan deity directly linked to the idea of lent is Tammuz from Ancient Mesopotamia (Hislop, 1956: 94). A Sumerian deity, Tammuz was associated with food and vegetation, and was also revered in Akkad, Assyria and Babylon. His followers considered the fasting period that proceeded the great annual festival The Month of Tummuz to be critical. The celebrations commemorated the death and resurrection of Tummuz and would often be accompanied by the alternation of tear-shed with absolute joy. According to legend, Tammuz was killed by a wild boar at the age of forty, and each day of the fasting period corresponds to a year of his life. Thus, the forty years the deity had experienced on Earth are translated to forty days of fasting for his followers. The lent itself is characterized by tear-shedding, abstinence and even self-flagellation, all designed to appease the deity and cause it to return to the world of the living while bringing forth the spring. This ritual was observed not only in Babylon, but also among the Egyptians, Phoenicians, Mexicans and even Israelites, in small numbers (Woodrow, 1992: 139). Both the 40-day fasting in honor of the Babylonian goddess Ashtoreth and the one honoring Tammuz are recorded in the Scriptures of Ezekiel and The Second Book of Kings. Although The Month of Tummuz was celebrated considerably later than its Christian equivalent – the Pagan festival was celebrated in Palestine and Assyria in June, in Egypt in mid-May and in Britain in April – Rome managed the integration of the two through a complicated and skillful calendar adjustment (Hislop, 1956: 94).

1.1 Easter eggs

Although the egg is an important element in Paschal tradition, the origin of its symbolism is one essentially Pagan. Long before Christianity, the eggs were

considered a symbol of fertility, life and rebirth of nature within the spring celebrations. Later on, Christians adopted the symbol but tied it to Jesus and His Resurrection. Although in the Christian tradition the color used for painting eggs was red, symbolizing blood and sacrifice, nowadays the color range has been extended and almost any color is accepted.

One of the oldest written sources containing an egg-related legend is a papyrus depicting a deity identified by some sources as Thoth, a deity from the Egyptian Pantheon, which hatches the world from an egg (Newall, 1967: 4). Moreover, Sanskrit texts dating from 800 BC depict the creation of Earth as occurring by the hatching of an egg – one half of the shell became the Moon, the other, the Sun (Leeming, 2010: 145). The egg symbol also appears in the Orphic tradition of Ancient Greece, where the father of all gods, the God Phanes, is born out of a cosmic egg formed out of the darkness and primordial elements (Newall, 1967: 6).

The tradition of Easter egg decoration is one common to many cultures. Dyeing eggs was customary during the New Iranian Year, Nowroz, in Ancient Persia. Nowroz is a 3000-year-old tradition that is still celebrated nowadays in the Balkans, the Black Sea region, the Caucasus, Central Asia and West Asia. Nowroz has its roots in Zoroastrianism, a religious system dating from the early second millennium CE. Boiled and decorated eggs were one of the traditional dishes during another celebration, the Sham el Nessim festival, originating in Ancient Egypt. When it comes to boiling, the cooking method usually favored around Easter holidays for the consumption of eggs, the theory behind it invokes the practical aspect. Eggs being a perishable item, a conservation method was sought out, one that would conserve them over the long duration of lent, during which they were banned.

The famous word exchange that accompanies egg tapping has its own legend. According to it, Mary Magdalene presented herself to Emperor Tiberius Caesar in Rome in order to proclaim the Ascension of Jesus Christ into the heavens and she brought with her an egg, meant to illustrate her message. Thus, she would have extended the egg and would have uttered for the first time the phrase now used by all Christians after the resurrection mass and up to Ascension one: "Christ is risen!". But the Emperor's response was a mocking one, announcing that her proclamation was just as false as the claim that the egg she presented were red. At once, the egg turned red, as through God's will, in order to illustrate the truthfulness in Mary Magdalene's message.

Ashamed, the Emperor heeded Mary Magdalene's request to remove Pontius Pilate from Jerusalem on the grounds of having sentenced an innocent man to death.

2. Christmas

One of the most important holidays celebrated by Romanians, apart from Easter, Christmas has its roots in the mists of time, predating the beginnings of Christianity and with Pagan origins. The most obvious theory links it to Saturnalia, an ancient ceremony in Rome expanding over 7 days, which began on December 17th. Saturnalia was dedicated to the God of agriculture – Saturn – and marked a total release of the senses through Bacchic celebrations but also a loosening of the social hierarchy. Thus, during Saturnalia, courthouses were closed and no lawsuits or executions would take place, trade came to a halt while schools would close their gates, and all of it was governed by the blurring of social class differences. There are clear similarities between Saturnalia processions and Christmas customs in Romanian villages: the use of carriages, the *pițărăi*[1] custom, the communal dinner that would set the tone of the celebrations, as well as pork being the customary dish and the suspension of the difference between social classes in the manifestations of both celebrations. (Viciu, 1914: 8, 14, 15, 17). Furthermore, some historians believe that the jester character from Saturnalia served as inspiration for the legend of the thorn coronation of Jesus by the Roman soldiers (Ardelean, 2008: 116, 120). During the festivities, the exchange of the most varied types of gifts took place, sometimes accompanied by verses, the ancient equivalent of greeting cards. Although opinions are divided on this, there is a train of thought put forward by theorists that joins Christmas in the form we know today to Sol Invictus (Unconquered Sun), the Sun God and patron of soldiers in the Roman Empire. The 25th of December would see the celebration of Dies Natalis Solis Invicti Festival that would honor the birth of the Sun-God. From a chronological point of view, the Pagan and Christian festivities would run at the same time and a possible merger between the two is postulated by some theorists.

The tradition of decorating a tree for Christmas also precedes the Christian feast for which it is known and appreciated nowadays. The habit of decorating houses with segments of vegetation was customary in the celebrations of

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[1] Children that carol around Christmas, tradition observed in the West of the country.

Ancient Rome, including the Saturnalia. Moreover, and tightly linked to the type of tree associated with Christmas, the British Encyclopedia notes: "The use of evergreen, wreaths, and garlands to symbolize eternal life was a custom of the Ancient Egyptians, Chinese and Hebrews. Tree worship was common among the European Pagans." Due to their ability of retaining foliage in the colder winter months, evergreens were a symbol of fertility for many Pagans. Frightened by the approaching cold and the shrinking days leading up to the winter solstice, the Pagans endowed evergreens with magical powers.

Mistletoe was considered sacred by the Celtic druids, who would present it as an offering to their gods during religious services. The Celts would gather it for the summer and winter solstice festivities and regarded it as a symbol of the Sun God and the sacred, as a protector against illness and poison as well as a life-giving blessing with aphrodisiac abilities.

3. Other celebrations and traditions practiced by Romanians

3.1 Carols

Although they are nowadays wrongly associated with the Christmas feast – there is a clear distinction between carols and Nativity songs – carols have a violent history. For seven centuries, the Catholic Church rightly saw Pagan remnants in carols and associated them with occult practices, urging believers to stay clear of them (Coffin, 1973: 98). Caroling was originally closely tied to the phases of the agrarian year and its role was that of a ritualistic incantation, meant to bring forth fertility and fruitfulness. A second function of caroling had an even closer link to the occult, as caroling was meant to ward off hostile spirits and facilitate the reunion with those passed into the realm of the dead. Thus, caroling inherits and continues the tradition of the Pagan festivities of Saturnalia and Dies Solis Invicti – the feast of the Sun God's nativity celebrated in the Roman Empire, corresponding to the date of December 25th. There are theories that place the origin of masked caroling manifestations such as the dance of the goat (in Moldavia and Transylvania) or the *brezaia* (in Muntenia and Oltenia), *borița* (in the South), in the midst of sacred archaic celebrations dedicated to death and resurrection, while other sources consider them reminiscent of Dionysian cultures. Beyond the folk tradition, caroling has had and continues to have, even nowadays, a communicative, initiatory role and one meant to strengthen the cohesion of a social group.

In popular tradition, certain carols and adjacent dances have such supernatural powers that they give rise to superstitions. Thus, "one who plays the *turca* [2], is abandoned by his guardian angel for six weeks, and during that time finds himself under the devil's dominion." (Vice, 1914: 14).

3.2 *Sânziene* and *Drăgaica* celebration

An ancient Romanian tradition, the feast of *Sânziene* is still linked in present times in the rural tradition to wedding-related customs and superstitions for the young girls but also to the idea of strengthening the body and healing its ailments. Yellow bedstraw (*Sânziene* flowers) are braided in wreaths by unwed girls and then used in rituals aimed to discover the identity of their preordained betrothed, while middle-aged women tie them around their waists to relieve the pain caused by physical work. The night of the Sânziene celebration has a special meaning – the connection between the physical and the spiritual world is said to be easier to penetrate on this occasion and people more susceptible to occult forces. It is also during this night when the timing is right for the gathering of herbal remedies, whose curative properties are thus greatly increased, according to popular belief. *Drăgaica* is the central figure in the dance of *Sânziene* and, for this part, the most beautiful girl in the village is chosen. In Romanian agrarian tradition, Sânziene are beautiful, but also merciless fantastic beings who dwell in the fields. "The original name of these harvest female spirits was lost, and the end result was reached through contamination with the name *Drăgaică*, of Roman origins (The Goddess Vesta), a celebration of crops and soil fertility" (Vulcănescu, 1987: 489).

The name *Sânziene* has Dacian-Roman origins and is derived from the Latin name of Sancta Diana, "who, in addition to her lunar, hunting and forest related attributes also possessed agrarian ones as it reminds us of the plowing and sowing rites under a full moon, to increase fertility. Romanians practiced some agrarian rites under a full moon until the threshold of the 19th (plowing being carried out by a man in the prime of his life and the beginning of the sowing by a young pregnant wife)" (Vulcănescu, 1987: 489). According to Romulus Vulcănescu, Sânziene or Drăgaice continue the protection and fertility agrarian rituals dedicated to the goddess Ceres and remind both of the festivities of Cerealis, celebrated through sacrifices and traditional dances, as well as of "another secondary agrarian feast (that took place in August). During this feast, women, dressed in white, with wreaths of wheatear in their hair and

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[2] Folkloric tradition organized on Christmas.

following a nine-day abstinence period, would present the goddess Ceres with the cream of the crop " (Vulcănescu , 1987: 489). Cerealis is a celebration – with origins in Ancient Rome – that underlies the date of April 1ˢᵗ, April Fools' Day. According to legend, Proserpina was kidnapped by Pluto and her screams were heard by her mother, Ceres, goddess of grain, who tried in vain to find her (Ardelean, 2008: 118).

3.3 *Mărțișor* tradition

The *Mărțișor* tradition is an exclusively Romanian one, allthough it shares similarities with the Martenitsa custom from Bulgaria. The origin of the *mărțișor* custom is shared between the Romans and Dacians-Thracians, seeing as the habit of exchanging colored stones was observed among the Dacians BC. However, the coincidence between the celebration of the *mărțișor* tradition and the significance of the 1ˢᵗ of March for Ancient Rome cannot be overlooked. In Ancient Rome, the 1ˢᵗ of March marked the feast of the New Year, during which the sacred fire of Rome was rekindled and the nativity of the God Mars was commemorated through the ritualistic dances of the priests. The same date also had meanings for the Thracians, who celebrated the start of the year throughout the month of March. The whole month was dedicated to the God Marsyas Silen, inventor of the whistle. The Thracian spring holidays were directly linked to fertility and the rebirth of nature. The name *mărțișor* obviously derives from that of the month March, anthropomorphized by a popular legend as "old man March", "witty and fickle, who likes to trifle with his fellows, other months of the year and people alike" (Vulcănescu, 1987: 435).

In addition to the close ties to spring related customs, the *mărțișor* token also played the part of solar talisman within Pagan rites. Thus, women with freckles would throw *mărțișor* tokens towards the Sun, accompanying the gesture by an incantation meant to secure a beautiful complexion:

> Holy Sun, holy Sun,
> I'm offering you *mărțișor* tokens,
> In return, deliver me
>
> From the freckles that blemish.
> Take away all blackness
> And return fairness of skin
> Make my face flower-like,

Holy Sun, holy Sun.

(Vulcănescu, 1987: 371)

George Coşbuc also identifies the role of the *mărțișor* token as that of a solar symbol; "*mărțișor* is a symbol of fire and light, and therefore the Sun", "bringer of beauty and love". "The goal in wearing it is to bring the Sun closer to you, by carrying its image. Through this gesture you befriend the Sun, you get in its good graces so that it bestows upon you its powers, first beauty to match its own, then cheerfulness and health, honesty, love and purity of the soul" (Coşbuc, 1906).

Despite its strictly Pagan condition, the celebration of the mărțișor tradition is tolerated – though deemed ill-advised – by the Romanian Orthodox Church.

Conclusions

Despite their modern affiliations, many of the Romanian traditions and celebrations have had continuity in this geographic space over the course of thousands of years and their roots stem from the rites of the founding peoples. The problem of precisely pinpointing the origin of present-day traditions in time and space proves difficult to resolve. The majority of Romanian customs were born from Roman traditions, which, in turn, borrowed the early form of these customs from earlier civilizations, and, the further in time one regresses on this path, the more intricate the blend of ancient cultures. While it is impossible to reach undeniable evidence on the matter, researching this subject remains a relevant one, as the history of Romanian traditions mirrors, on a smaller scale, the history of the world itself, imagined as a giant Petri dish in which both the most powerful cultures – the Ancient Romans and Ancient Greeks – and the smaller ones – the prehistoric tribes – have left their mark.

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About the author

Georgiana Andreea VLĂDUŞEL is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: andreeavladusel@gmail.com

About the coordinator

Mirel ANGHEL is a Lecturer, PhD, at the Department of Foreign Languages and Communication, Technical University of Civil Engineering Bucharest., Romania.

E-mail: mirel.anghel@yahoo.com

TRANSLATION METHODS AND PROCEDURES WHILE TRANSLATING A SCIENTIFIC TEXT

Vlad SCRIECIU, Adriana IANCU, Andreea CĂLIMAN, Mariana PALADI

Coordinator: Carmen ARDELEAN

Abstract: The goal of this paper is to offer a better understanding of the translation techniques and methods. The article is intended to explain the way a technical text can be translated through different techniques that we have picked up along the way. Those methods and procedures have proven to be very useful and sometimes indispensable when it comes to translating any type of text that presents various difficulties. It does not matter whether the text is going to be translated by a professional or a person that has simple knowledge of the source language, the methods and procedures are going to be of great help through the entire process.

Keywords: *translation, methods, procedures, terminology, understanding*

Introduction

When it comes to translation, we all know that it is not an easy job. Text translation is a painstaking process that can take quite some time to finish. This is why, in time, people managed to invent various ways through which translation could be made easier for the ones working with it.

As a translator, you have to use various tricks and methods in order to obtain a good translation that is acceptable, easy to understand in the target language and also keep the main idea of the original text, or source text. In order to do so you must apply the knowledge that you possess in order to obtain results.

The text we have worked with is a scientific text, a geodesy text, to be more precise. Geodesy terms are quite difficult to understand and find due to the fact that this type of translation represents a type of translation that is harder to complete, so in order to find a word or an expression and so on you will have to do various research on the topic so you can obtain good results which can then be poured into the content of the translated text (Ghenţulescu, 2015).

Problems may appear when the text is rather old or has mistakes incorporated within its structure. A good example would be: if the source language is

Romanian and the target language is English, you might encounter some difficulties if the text is old. The problem is not the fact that the text is poorly written, but the fact that times changed and the writing style changed as well. You might as well find some expressions that are no longer used in the source language; this complicates your work, but does not make it impossible. There is nothing that cannot be found through research.

This is why the translation methods and procedures that we are going to share with you will most certainly come in handy, due to the fact that they are easy to learn, they are extremely useful when you are confronting with difficult situations and can be applied to different types of text, so they are not specifically made to be used in scientific translation only.

We are going to talk about the theoretical topic of translation methods and procedures and offer a better understanding on how they can be used.

There are two types of procedures that we mostly used and encountered while translating the text and generally any type of text. Those include:

- technical procedures, which imply the analysis of the source and target languages and going for a rich study of both the source language and the target language before attempting any kind of translation;

- organizational procedures, which imply constant reevaluation of the attempts you have made and then trying to contrast it with translations done by other translators on the same text.

1. The main techniques and strategies used in translation

There are various techniques that we proceeded to use through the translation of the text, but we are going to stick to the most important ones which made a great difference when it came to translating the scientific text and understanding its components.

The main techniques and strategies that we have used are:

- modulation, which consists in taking a phrase or structure from the source language and translating it in a different way, but in the same time keeping the same idea that was represented in the source language;

- omission, which basically means dropping one or more words from the source language, keeping the same idea, but expressing it in such way that it offers a better understanding of the translation in the target language. This usually happens when there are some cultural clashes between the source language and the target language, or there is simply no equivalent of the word or structure in the target language;

- literal translation, or word-for-word translation is quite simple, it is used in such way that a structure from the source language is translated with the same exact words in the source languages. This is one of the most commonly encountered through many types of texts;

- equivalence: it represents a method of translation in which you have to express something from the target language into the source language but you do it in a completely different way, while still keeping the same idea that was given in the source language. This is a creative process but not necessarily easy;

- transposition represents the process through which parts of the speech change the sequence when they are translated due to the grammatical structures that are usually different in different languages.

We aim to prove the fact that translation is not that hard when you know and use the right techniques while working with it. Indeed, the process itself becomes complex when it is seen from the perspective of a translator, but when you begin to learn and eventually master the methods and procedures, things will become easier and their usage in the translation will begin to come naturally.

There were not many difficulties which we have found in the text that we had to translate, not some that we can mention at least due to the fact that it took very little research to find the answers to the questions that we had and the scientific terms that we had to translate were not that hard to find, simply because they are commonly used in such texts.

Conclusion

The main conclusion of the text is that translation, a wonderful and complex process, can be easily understood and used by translators or people that have knowledge of the languages required to translate a text through the research

and usage of right methods and procedures. It may seem complicated in the beginning as there is much information to be learned, but in the end, once the information has been understood, the whole process becomes easier and more accessible, leading to a better understanding of the languages and personal accomplishment in the domain of the foreign languages.

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About the authors

Vlad SCRIECIU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: eu.scotch@yahoo.com

Adriana IANCU is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: adriana.irina.iancu@gmail.com

Andreea CĂLIMAN is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: andreea.ru30@yahoo.co.uk

Mariana PALADI is a 3rd year student of the Specialization Translation and Interpretation, Technical University of Civil Engineering Bucharest, Romania.

E-mail: m.paladi1812@gmail.com

About the coordinator

Carmen ARDELEAN is an Associate Professor of English and Communication, PhD, specialized in Translation Studies and Cultural Studies, Technical University of Civil Engineering Bucharest, Romania

E-mail: c-ardelean.sti@gmail.com

RECENZII DE CARTE –

BOOK REVIEWS

Dickens, C. (2015). *Marile speranțe*. **Translated from English by Raluca Ghențulescu. București: Cartex 2000.**

Reviewed by Carmen ARDELEAN
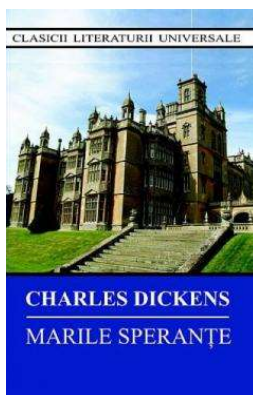
Although the reviews we usually publish in *Buletinul Științific…* refer to original books, this time I would like to draw the readers' attention towards a translated work, recently published by Cartex 2000 Publishing House, Bucharest. I shall present it here not only because the translator is Raluca Ghențulescu, a lecturer PhD of the Department of Foreign Languages and Communication, who has managed to become known as a literary translator (she has already published five translations of famous novels), even though she teaches specialized courses and seminars in a Technical University, but also because it is a good illustration of the way in which translation procedures vary in time – one of the main topics of the courses and seminars of Theory and Practice of Translation, which I have been teaching for years at the Specialization of Translation and Interpretation within our University.

The well-known novel written by Charles Dickens in 1861 has also been translated into Romanian by Vera Călin in 1949, Cornelia Nițulescu in 1992 and Cristina Jinga in 2007. The most popular of these translations, which has been constantly reedited, belongs to Vera Călin, and for almost fifty years was the only one available on the Romanian literary market. It goes without saying that an interval of five decades between two translations implies major differences in approaching the text and rendering the original style. Furthermore, a translation made during the communist era and censored to a certain extent, at both the linguistic and the ideological level, could prevent contemporary readers' chance to discover a magnificent literary text of

universal value. Therefore, a new translation of this novel is essential for an in-depth understanding of Dickens' work by the Romanian audience.

What are the elements of novelty that Raluca Ghenţulescu's translation manages to bring? First of all, it is worth mentioning that this target-text has a fresh language, purified from the negative influences of the so-called "wooden" language used during the communist regime. The "dust" that had covered this text for more than fifty years was blown away, similarly to that on Miss Havisham's wedding cake. This analogy is not accidental, but it is meant to point to some errors in Vera Călin's translation: that cake was called "*cozonac de nuntă*" (Dickens, 1949: 146), which is, obviously, not only wrong at the conceptual level, but also inappropriate regarding the author's intention, since it gives a comic touch to an otherwise tragic context.

Other similar inadvertencies encountered in the previous version, which could have impeded the correct understanding of the text, are no longer present in Ms. Ghenţulescu's translation. For example, the phrase "picture of misery" (Dickens, 2008: 16), wrongly rendered as "*întruchipare a mizeriei*" (Dickens, 1949: 33), has been translated more appropriately and more poetically, closer to the tragicomic intention of the fragment in question, as "*icoană a deznădejdii*" (Dickens, 2015: 33).

Besides its clearer and fresher language, this recent translation of Dickens' novel is also valuable because it transposes the entire original text into Romanian. Many passages and even pages were missing from Vera Călin's version: difficult fragments, full of specialized terms, such as those referring to the objects in Joe's forge or to the various types of ships sailing on the Thames; lines from the dialogues, which were probably considered redundant, even if they play a major stylistic part and contribute to the characterization of the people who are talking, and ideologically charged passages, such as the two pages that describe one of Mr. Jaggers' clients, a Jew, who is presented in a purely anti-Semitic manner. These omissions deprived the Romanian reader of the pleasure to get familiar with a certain mentality of the Victorian age, which Dickens perfectly illustrates in his work. Furthermore, the comic or ironical tone of the original text could not be properly perceived in translation. Therefore, this integral translation fills in a gap that has lasted for a few decades and manages to make the Romanian readers fully enjoy the text.

Another element that enhances the value of the novel in this translation is the presence of footnotes, which, in some cases, are vital for the correct understanding of the context. For example, in Chapter LIV, an inn keeper talks to his jack-of-all-trades about two people who have passed by the inn and about whom the employee thinks that they are customs officers. All of a sudden, his boss asks him: "Why, what do you make out that they done with their buttons then, Jack?" (Dickens, 2008: 460). This question may seem meaningless in the absence of a footnote meant to explain that, back then, customs officers used to wear a uniform with many buttons, due to which they were very easily recognizable. This kind of cultural explanations, which better integrate the reader into the atmosphere of the text, should be regarded as a gain in meaning which the translator manages to bring to her work. Moreover, it reveals both an increased attention towards all the nuances of the text, which is important in a literary translator's career, and a good intuition about the target readers' horizon of expectations, which, just like in the title of the novel, might be great.

The quality of this translation is also highlighted by the correct adaptation of some cultural and linguistic elements to the Romanian reality. The plays upon words are usually difficult to render in another language and they put any translator's abilities to the test. These puns, considered to be some subtleties of the source-text, are able to reflect the real talent and intuition of literary translators. From this point of view, the author of the translation hints to her literary abilities, since she has managed to make all the puns sound as natural in Romanian as in the original text, thus giving the reader the possibility to (re)discover and enjoy Dickens' genius. For instance, the comic situation in which the main character, Pip, does not understand what his brother-in-law, Joe, is telling him and gets scared is based on the similarity between the words "sulks" (= "*toane, insulte, ocări*") and "hulks" (= "*nave de mare tonaj, galere*"). The phonetic association between the two words is hard to render in Romanian, because their main equivalents do not rhyme. This is the reason why this scene has lost its fun in Vera Călin's translation, in which the two words are literally translated – "*toane*", respectively "*galere*" – without any hint to their phonetic similarity. Nevertheless, Ms. Ghenţulescu has succeeded in rendering the purpose of the original text, searching for deeper meanings and eventually finding equivalents that rhyme. Thus, the word "sulks" has been translated as "*porcărie*", which is obviously related to the colloquial character of Joe's language and with the situation itself, in which Mrs. Gargery addresses a lot of invectives to her brother, Pip. On the other hand, the equivalent

provided for the word "hulks" is "*pușcărie*", because, back then, the hulks were a form of imprisonment. The pun based on the misunderstanding between "*porcărie*" and "*pușcărie*" enhances the comic potential of the fragment and significantly contributes to characterization, pointing to Mrs. Gargery's violent nature and dirty way of speaking.

All the qualities of the translation I have reviewed here reflect a fundamental characteristic of Raluca Ghențulescu's style in literary translations: her ability to re-create meanings. As Burton Raffel used to say, there are translators-philologists, who aim at staying as close as possible to the original text, and translators-poets, who rewrite the source-text in translation, conferring it a plus of creativity and freshness (cf. Raffel, 1971). In my opinion, Raluca Ghențulescu is a translator-poet, who manages to render all the nuances of the source-language, giving the Romanian readers the sensation they have an original text before their eyes, not a translation. For this reason, I recommend reading Dickens' well-known novel in this version, so that you could rediscover a familiar universe transposed into a new linguistic reality.

About the reviewer

Carmen ARDELEAN is an Associate Professor of English and Communication, PhD, specialized in Translation Studies and Cultural Studies, Technical University of Civil Engineering Bucharest, Romania

E-mail: c-ardelean.sti@gmail.com

CĂRȚI NOI - NEW BOOKS

Carmen ARDELEAN

- *Thnink Twice! Risk Management – The Hidden Side of Translation*. (2015). București: Editura Conspress.

Bianca Ileana Nedeea GEMAN

- *Terminologia Arhitecturii. Nivele de utilizare*. (2015). București: Editura Conspress.

Zoia MANOLESCU, Mălina GURGU, Elena MAFTEI-GOLOPENȚIA

- *"In the Beginning Was the Word". On the Linguistic Matter of Which the World is Built* (2015). București: Editura Ars Docendi.

EVENIMENTE – EVENTS

P A S T   E V E N T S

TECHNICAL UNIVERSITY OF CIVIL
ENGINEERING BUCHAREST

DEPARTMENT OF FOREIGN LANGUAGES
AND COMMUNICATION

RESEARCH CENTRE FOR SPECIALISED TRANSLATION
AND INTERCULTURAL COMMUNICATION

WORKSHOP

FLIPPING THE SPACE WHILE TEACHING

The workshop was held on 24 June, 2015 by Professor Zoia Manolescu from the Department of Foreign Languages (DLSC) in the Technical University of Civil Engineering Bucharest, Romania and a visiting professor at Arizona State University, Tempe, U.S.A. Professor Manolescu explored, together with the participants, the possibility of using the method of flipping the space while teaching the courses and seminars provided by DLSC.

Nowadays, as students are comfortable with navigating on the Internet they need another type of teaching and a more dynamic type of learning, while us, the teachers, we must adapt to this new type of student and to change our teaching methods.

The workshop was an invitation to debate, offering suggestions regarding the following aspects:

- addressing learning situations from a different perspective;
- adapting the educational technologies to the needs of individual students;
- using spaces for learning differently than the traditional ones;

- optimizing the learning gaps;
- creating modern educational materials.

The new teaching methods and the evolution of the technical means require a continuous teaching improvement. As technology is part of the environment in which we live, rethinking both the teaching methods and the space we use is without delay required.

References

Bergmann, J.and Sams, A. (2012). *Flip Your Classroom*. Eugene, Arlington: ISTE; Alexandria: ASCD.
Honeycutt, B. (2012). *101 Ways to FILP!* Raleigh, NC: Flip It Consulting, LLC.
Raine, P. (2015). *Fifty Ways to Teach with Technology. Tips for ESL/EFL Teachers.* Katoomba, N.S.W: Wayzgoose Press.

UPCOMING EVENTS

CALL FOR PAPERS

INTERNATIONAL CONFERENCE 2016

BEYOND WORDS AND INTO THE MESSAGE
With the topic

BUILDING COMMUNICATION ACROSS LANGUAGES, MEDIA AND PROFESSIONS

Our world is basically made up of words, the very essence of communication. These words find their way among us in one big conversation. In James W. Carey words: "Life is a conversation".

This holds good even more so when it comes to conveying our thoughts across the borders of language, culture, country and profession. The conversation between individuals on different sides of these borders is enlarged by an instance of otherness while crossing into many instances of translation.

We invite you to discuss these topics in the following sections of the conference:
- Communication and Language Studies
- Literature and Cross-Cultural Studies
- Translation and Interpreting Studies

Communication and Language Studies

The growing need for mediation and communication across cultures for a variety of professionals in a broad range of fields calls for a fresh theoretical framing of practices involving social activities. These are not to be relegated to fixed and separate systems for, in the words of Mahatma Gandhi, "No culture can live if it attempts to be exclusive".

This section of our conference welcomes papers on topics including, but not limited to:

- Communication theory and theories
- Digital media and online communication
- Professional communication
- Media and education
- Visual and non-verbal communication
- Cross-cultural communication
- Language learning and teaching
- Discourse analysis and applied linguistics
- New trends in linguistics

Literature and Cross-Cultural Studies

"Great literature is simply language charged with meaning to the utmost possible degree." (Ezra Pound). In one way or another literature has accompanied mankind for thousands of years. The need to tell and listen to stories is inherent to human nature, just as language and cognition are intertwined. Nevertheless, several questions should be addressed, such as: How much have the topics of literature changed and diversified? To what extent has modern narration influenced storytelling? What is its cross-cultural impact on literature?

In order to provide answers these questions (and others) this section welcomes papers on topics including, but not limited to:

- Media and cultural identity
- Postcolonial studies
- Gender studies
- Minority literature
- Literary and political relations in cross-cultures
- Historical approaches to literary studies
- Comparative literature

Translation and Interpreting Studies

In the last two decades, the contribution of translators and interpreters has become essential in the coherent transfer of (specialized) information. Today the concept of translation goes deep beyond the simple knowledge of terminologies and has expanded to cover a wide range of factors, which can only be learned, understood and applied efficiently by means of a thorough academic training.

This section aims at debating over the following areas in connection with the role of translation and interpreting today:

- Translating and interpreting as mediating between cultures
- Conference interpreting: trends and developments
- Ethical issues in translation across cultures
- Training and practice in translation and interpreting
- Literary vs. specialized translation: competition or compatibility?
- New media support in translation
- Social network language and its impact on speaking and translating

KEYNOTE SPEAKERS:
HERMANN SCHEURINGER, Universität Regensburg
Titela VÎLCEANU, Universitatea din Craiova

CONFERENCE VENUE

UTCB is the first and largest Civil Engineering higher education institution in Romania, nowadays training engineers specialized in civil, industrial and agricultural engineering, hydrotechnics, railroads, roads and bridges, building services and technological equipment. Since 1996, curriculums in English and French are available.

In 2004 UTCB decided to diversify its educational offer and provides both a Bachelor and a Master's degree programmes in specialized translation and interpretation. By the competence of its teaching staff (professional translators and/or interpreters, experts in law, engineering, or economics, linguists, etc.) and by international cooperation (native speaker teachers, Erasmus partnerships), STI ensures graduates' access to both Romanian and global market.

An online **Welcome Guide** provides more details about transportation, how to get to the Conference rooms, visiting Bucharest, etc.

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Guidelines for contributors and camera-ready papers are available on the conference website.

CONTACT

Bd. Lacul Tei 124 020396 Bucharest ROMANIA
Tel.: +40 21 242 54 32
E-mail: tsci@utcb.ro