

FOR THE DEVELOPMENT AND IMPROVEMENT OF COMMUNICATION IN THE PUBLIC SPHERE





ISSN 2068 - 5351



Year XVI, no. 1 / 2017, New Series

# "LINGUA" CENTRE FOR THE DEVELOPMENT AND IMPROVEMENT OF COMMUNICATION IN THE PUBLIC SPHERE

# LINGUA. LANGUAGE & CULTURE

(two-issue yearly journal) ISSN 2068 - 5351

LINGUA. LANGUAGE & CULTURE continues the tradition of *Lingua A. Linguistics* and *Lingua B. Culture and civilization* founded in 2002 and published between 2002-2009 by **Lingua Centre for the Development and Improvement of Communication in the Public Sphere**, "Babeş-Bolyai" University, Cluj-Napoca **FOUNDING DIRECTOR** Delia MARGA – "Babeş-Bolyai" University, Cluj-Napoca, Romania

## **PUBLISHER**

Cluj University Press "Babeş-Bolyai" University, Cluj-Napoca

## ADVISORY BOARD

Anna BORBELY – Research Institute for Linguistics, Hungarian Academy of Sciences, Budapest, Hungary Dakmara GEORGESCU – International Bureau of Education, UNESCO, Geneva, Switzerland Konrad GÜNDISCH – Oldenburg University, Germany

Ladislau GYÉMÁNT – "Babeş-Bolyai" University, Cluj-Napoca, Romania Michael IANCU – Euro-Mediteranean University, "Maïmonide" Institute, Montpellier, France Victoria MOLDOVAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania Peter MOTZAN – The Institute for German Culture and History of the South-Eastern Europe, München, Germany

Ştefan OLTEAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania Stefan SIENERTH – The Institute for German Culture and History of the South-Eastern Europe, München, Germany

Libuše VALENTOVÁ – Karol University of Prague, Czech Republic

## EDITORIAL BOARD

Veronica ARMAŞU – "Babeş-Bolyai" University, Cluj-Napoca, Romania Adrian CIUPE – "Babeş-Bolyai" University, Cluj-Napoca, Romania Dana FEURDEAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania Ana Maria HOPÂRTEAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania Letiţia ILEA – "Babeş-Bolyai" University, Cluj-Napoca, Romania Ioana NAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania Maria PARASCA – "Babeş-Bolyai" University, Cluj-Napoca, Romania Sergiu ZĂGAN – "Babeş-Bolyai" University, Cluj-Napoca, Romania

# EDITORIAL ASSISTANTS

Eugenia IRIMIAŞ – "Babeş-Bolyai" University, Cluj-Napoca, Romania Zoica BALABAN – "Babes-Bolyai" University, Cluj-Napoca, Romania

## LAYOUT

Mihai-Vlad GUŢĂ - "Babeş-Bolyai" University, Cluj-Napoca, Romania

## Journal included in:

- CEEOL (Central and Eastern European Online Library, www.ceeol.com) - EBSCO (Online Research Databases, www.ebscohost.com)

#### CONTENT

# The *Lingua Journal* comprises:

1. Thematic syntheses, theoretical studies and articles that evidence the current stage in research relating to linguistics and culture

2. Comments and interviews

3. Reviews

4. Varia (reports on important cultural events)

# NOTES FOR CONTRIBUTORS

Please address all editorial correspondence to: Lingua Centre for the Development and Improvement of Communication in the Public Sphere, 58-60 T. Mihali St. (Campus), 412591 Cluj-Napoca, tel. 00.40. 264. 41 25 91, fax 00.40 .264.41 86 56.

Manuscripts in English, German, French, Italian, Spanish should be submitted electronically to eugenia.irimias@econ.ubbcluj.ro

For further publishing details, go to: http://lingua.ubbcluj.ro Authors are requested to use the style guide available on the website.

· The submitted articles are peer-reviewed.

• The manuscripts will be evaluated by external reviewers and published only upon their approval.
• Authors are thoroughly accountable for the content of their submissions.

The Editorial Board secures copyright protection according to the legal provisions. No reproduction in any form of more than 500 words from any article is allowed without the permission of the publisher.

Each contributor will receive 10 free offprints.

# **SUBSCRIPTIONS**

Yearly subscription fee, two issues/year: Euro 12 (mailing fees included). Payments should be made to the following bank account:

Account: RO76 TREZ 2165 0460 1X00 7224 Fiscal Code: 4305849 BANCA NAȚIONALĂ, TREZORERIA CLUJ RON 20/volume

# LINGUA CENTRE Account Euro: RO21 RNCB 0106 0266 0470 0015 BCR – CLUJ NAPOCA Euro 6/VOLUME

Please add the specification: Lingua Journal For subscriptions or earlier issues contact: eugenia.irimias@econ.ubbcluj.ro

### WEBSITE

The journal is accessible via the Central and Eastern European Online Library: http://www.ceeol.com http://www.ebsco.com

To find out more about the "Lingua" Centre for the Development and Improvement of Communication in the Public Sphere and the "Lingua" Journal, see the Lingua home page on the Internet: http://lingua.ubbcluj.ro

# **BOOK REVIEWING**

Copies of forthcoming books sent by the authors or publishers to the redaction of *Lingua* are welcome. They will be listed every year in the second issue of *Lingua*. The editors will decide whether they will be reviewed.

## DISCLAIMER

Authors are responsible for the choice and the presentation of the facts contained in signed articles and for the opinions expressed therein that are not necessarily those of the "Lingua" Centre and do not commit the Centre.