

TERMS AND TEXTS: THE FUNCTIONALITY OF ROMANIAN EDITORIAL-POLYGRAPHIC TERMS

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Textul editorial-poligrafic, aparent accesibil, datorită multor cuvinte din limbajul comun, totuși este greu de decodat fără ajutorul unui dicționar explicativ. În fragmentele prezentate în această lucrare observăm preponderența lexicului nespecializat în detrimentul celui specializat. Contextul editorial-poligrafic creează premisele pentru extinderea sensului lexical al termenului și apariția pe această bază a unui sens specializat. Datorită contextului, termenul dobândește nuanțe lexicale specifice și devine un cuvânt desemnat conotativ. Totuși, pentru un cititor de rând, textul este destul de greu de înțeles, de decodat, păstrându-se o parte substanțială de cod restrictiv, destinat cititorului specializat.

Cuvinte-cheie: text, editorial-poligrafic, specializat, context, funcții.

The functionality of terminology is accompanied by the study of modern functions in different texts and situations in the field of professions and professional training, as well as the study of the peculiarities of using these terms in specialized speech. In the light of these ideas, we can deduce that there are texts of three types:

Term-generating texts - texts that set out theories and describe knowledge and activities in specialized fields. Thus, term-generating texts can be publications about new printing methods or new programs in the field of design.

Term-using texts - texts that describe objects and processes that belong to a specific specialized field. Such texts can be publications about books, magazines, etc., related to the publishing activity.

Term-setting texts - texts that set terms, such as specialized dictionaries, textbooks, monographs, ISO, etc.

As a landmark in researching the functionality of the terms, we took the editorial-polygraph text, the publishing house being a branch of culture and production, related to the editing, production and distribution of books, magazines, newspapers and other types of printed materials.

As it is known, the function of the terms is to serve the specialized fields of human activity - science, technology, art, etc. The peculiarity of the editorial-polygraphic terms, in this context, is that it fixes the results of the knowledge in the specialized field of the editorial-polygraphic activity.

There is a sphere of operation of terms (books, manuals, professional communication) and a sphere of setting, fixing terms (reference books, dictionaries, regulatory documents). The main function of the terms is to serve the specialized fields of human activity.

In this research we will examine the editorial-polygraphic text from the perspective of functional style. Moreover, we can classify the texts as *strictly specialized* (dictionaries, monographs, documents, course materials, etc.), *semi-specialized* (textbooks, specialized press, etc.) and *non-specialized* (general use press, artistic literature, etc.).

a. Scientific text

We can mention the semi-specialized text of school textbooks, in which we found mentions about books, types of books. For example, in the 2015 edition of the ABC textbook we find the poem „O carte” by Constantin Dragomir about the book: „O carte aleasă / E ca o casă / Cu multe ramuri, / Păsări pe ramuri.” [1, p. 108]

The strictly specialized text is the one that is concentrated in dictionaries, glossaries, monographs, course materials, textbooks about using the printing technique. For example, in the course materials “Tehnologii poligrafice – flexografia. Note de curs.” we have this kind of strictly specialized text: „*Cernelurile radicale* au în compoziția sa *acrilați*. *Acrilații* au efect slab după *polimerizare*, au miros ne semnificativ, rezistență înaltă la acționări mecanice și termice.” [14, p. 59]

We notice the high degree of specialization of the text and the obvious frequency of editorial-polygraphic terminology. We also note the same high degree of specialization in the user manuals (user guide) of the devices: „Pentru o funcționare optimă a *imprimantei*, nu utilizați *hârtie* mai grea de 157 g/m². *Hârtia* care este prea grea poate produce *erori de alimentare*, probleme la *stivuire*, blocaje ale *hârtiei*, fixare proastă a *tonerului*, calitate scăzută a *imprimării* sau *uzură mecanică* excesivă.” [7, p.22]

However, the technical manuals could also be classified in those intended for the non-specialized user, the ordinary user, and those intended for the user specialized in the publishing-printing field, which is indicated by the type of technique and the degree of specialization of the technical manuals. As for dictionaries, at present there are no recently published dictionaries with editorial-polygraphic terminology (only the one from 1991), but we can access online dictionaries in electronic format, such as imprint.md - "Dictionary of typographic terms" [9], etc.

b. Publicistic text

The advertising text is characterized by concise, objective and impersonal statements, when it comes to advertisements, prospectuses, news, chronicles, reports, etc. (informative function), and subjective, personal text, which uses literary language, but also some formulations characteristic of colloquial language, when we refer to press articles, editorials, pamphlets, interviews, etc. (persuasive function).

- **Advert / commercial**

The advertising text (electronic advertisement, radio, TV and cinema commercial, billboard, banner, flyer, leaflet, etc.) places more emphasis on the informativeness and laconicity of the advertisement. There are various models of online advertising: e-mail, banner, text link, advertorial, interstitial (pop-up), etc. E.g.: “*Broșător*. Cerințe: Capacitatea rapidă de studiere; Responsabilitate; Inițiativă, punctualitate. Responsabilități: Lucru în secția de producere; Lucru manual la sortarea, înclieirea, ambalarea; alte lucrări manuale sau mecanizate în secția de producere poligrafică; [...]”[8]

- **News report**

“În Europa, în anul 1445, germanul Johannes Gutenberg a produs o revoluție în *tipărirea cărților*, inventând *tiparul cu litere mobile* de plumb, care prezenta avantajul că literele din plumb erau rezistente, se puteau refolosi și, mai ales, reaseza în funcție de *text*, aveau dimensiuni standard și o perioadă de realizare incomparabil mai scurtă față de orice procedeu cunoscut până la acel moment. [...]” [12]

- **Article**

The electronic archive of current publications, representing different press segments, was researched for a period between 2015 and 2018: “Timpul”, “Jurnal de Chișinău”, “Cuvântul”, “Ziarul de Garda”, “Vocea Poporului”, etc.: “Nu peste multă vreme, probabil, mașinăria va fi capabilă să *printeze* [...]” [15]

- **Editorial**

“*Cartea* este un miracol, o sărbătoare de neuitat, ce-i îndeamnă pe copiii spre lectură, spre cunoaștere. Salonul Internațional de *Carte* pentru Copii și Tineret este evenimentul la care miracolul devine realitate. [...]” [5]

Studying the press, we notice the increase, every year, of the number of anglicisms in the articles having as the main topic the editorial-polygraphic field.

c. Literary (artistic) text

- **Poetry**

“Nici n-am dat bine drumul/ gândurilor să zboare/ Căci deja *matrițele tipografice*/ Din sufletul meu/ Incepuseră, cu zgomot asurzitor [...]” [6]

- **Folktales**

“Vine apoi *tipograful*, cel care alege-*culege* litere mari, litere mici, rânduri, pagini întregi - privește-mă și ai sa-nțelegi. Iar *tipograful* munca își împarte cu cel care-aduna și leagă-mpreună, foaie cu foaie, o carte întreagă: *legătorul*” [2]

- **Parabole**

“Și a plecat băiatul după maica stăriță. Ea l-a dus la o *tipografie* și l-a băgat *ucenic*; i-a dat ceva mărunțele pentru covrigi, l-a blagoslovit și s-a dus. [...]” [3]

- **Novel**

“Școala și *cartea* sunt puntea care îți permit să treci de la ignoranță la cunoaștere, la certitudine. Pentru că a ieși din sfera necunoașterii și a întunericii nu este suficient să aprinzi veioza. [...]” [10]

- **Comics:**

“În fața *sediului gazetei*, Simon Bărnuțiu se întâlnește cu Avram Iancu.” [11]

d. Legal-administrative text

Legal-administrative texts are the texts elaborated by the legislative field (articles of law, Constitution, Criminal Code, Labor Code, etc.), texts elaborated by the judicial body, texts elaborated by the administrative body (request, report, certificate, contract, etc.), Norms ISO, etc.

For example, in the Labor Code we have the Labor Protection Norms for the printing industry: “Art. 107. - Pentru operațiile de *transport, stivuire*, se vor respecta Normele generale de protecție a muncii referitoare la igiena muncii privind efortul fizic.” [7]

In the Constitution we have LAW No. 939 of 20.04.2000 regarding the editorial activity: “Parlamentul adoptă prezenta lege ordinară. Capitolul I. Dispoziții generale. Articolul I. Noțiuni principale. În sensul prezentei legi, se utilizează următoarele noțiuni principale:

autor – persoana sau colectiv care creează o operă literară, publicistică, științifică sau de alt gen;

beneficiar al producției editoriale – persoana juridică care comandă producția editorială, asumându-și cheltuielile financiare, etc.” [13]

We notice the high degree of specialization of the text, with a high number of editorial-polygraphic terms, a characteristic feature of the scientific text.

Thus, analyzing several types of text, we came to the conclusion that most editorial-polygraphic terms can be found in semi-specialized texts (manuals, specialized periodicals, monographs, etc.), as well as in the strictly specialized ones. (course, dictionaries, etc.). Likewise, the correctness of the terms used depends largely on the degree of specialization of the texts.

Contextual disambiguation of editorial-polygraphic terms.

As far as we know, the text paradigm is characterized by fixing the meaning of the terms. "Language is by nature ambiguous, and the ultimate principle of disambiguation is recourse to context." [16, p. 347]

The text helps us to distinguish between the paradigmatic and syntagmatic meaning of a linguistic sign. The intrinsic nature of the term is conditioned by the relationship of the text with the sender of the text and, consequently, by the relationship of the text with the recipient of the text. As it was mentioned before, being a linguistic unit, the term is a means of communication and a cognitive element. The term as a means of communication indicates the meaning of communication in terminology, hence the need to study the term in context.

The context creates the premises for extending the lexical meaning of a term and creating a special meaning based on it. Due to the unusual compatibility, hidden meanings appear, the term acquires specific lexical nuances, becomes a designated connotative word (connotation is an additional component of the meaning of a lexical unit, which includes figurativeness, emotionality, evaluation and stylistic marking). Thus, the first condition for updating the connotative component of the meaning of a term in a text is a context that has a strong generating capacity.

Another cause of the connotation is the level of knowledge of the recipient. We believe that a lack of understanding of the meaning of a particular word is compensated by connotative overlaps; however, the context does not always contribute to the formation of an adequate awareness of the meaning of terms. It should be emphasized that under the influence of context, respondents often form an incorrect understanding of the meaning of a term.

Often, the contextual disambiguation of terms takes place with the help of specialized text and the more specialized the text (dictionaries, monographs, textbooks, course materials, specialized periodicals, etc.), the clearer and less ambiguous is the meaning of the term. For example, most of the terms characterized by extra- and interdomenial polysemy can be confused with its semantic counterparts (*concept*, *reproducere*, *spațiu*, *șablon*, etc.), while the ultra-specialized monosemantic terms, such as: *andruc*, *biguire*, *calandrare*, *coligat*, *galvanoglifie*, *leucografie*, *litocromie*, *oleofilizare*, *postfață*, *punct de raster*, etc., cannot be confused with any other terms.

These ultra-specialized terms can only be understood through the definitions in specialized dictionaries. The editorial-polygraphic text, apparently accessible, due to many words from the common language, is still difficult to decode without the help of an explanatory dictionary. In the fragments presented above we notice the preponderance of the non-

specialized lexicon to the detriment of the specialized one. However, for an ordinary reader, the text is quite difficult to understand, to decode, keeping a substantial part of restrictive code, intended for the specialized reader.

Thus, the examples excerpted from the corpus mentioned above are edifying to illustrate the fixed character of the editorial-polygraphic statements, in which certain patterns are followed, such as descriptions of some polygraphic processes, or of some typographic tools, etc.

Selecting only monosemantic, or ultra-specialized, ie neonym terms, would ideally be possible, but very restricted by volume: a sentence, a paragraph, but not a text, because some concepts have no other representations than those represented by polysemantic terms. Avoiding polysemantic terms would mean the impossibility of efficiently describing editorial-polygraphic phenomena and processes.

Therefore, the text has the role of a tool for disambiguation of editorial-polygraphic terminology, with the help of which the receiver can distinguish the text message generated by the sender of the text, and the decoding of the message is done with the help of dictionaries or other specialized texts.

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