

THE PROCESS OF METAPHORIZATION IN NEWSPAPER TITLES*

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Abstract: *This paper refers to the process of metaphorisation in the formulation of the journalistic title. Assuming that figurative language is used to point out the emotional aspect of the message, our study focuses mainly on the use of metaphor in the journalistic title. The analysis is based on a corpus consisting of media texts in German (the variety spoken in Romania - Rumäniendeutsch) and Romanian in the post war period, before and after the Romanian revolution of 1989.*

Keywords: *figurative language, metaphor, journalistic title.*

From the series of figures of speech that we can find in the titles of newspaper articles, a very important role is played by the metaphor, together with other classes of tropes that are subordinated to it, such as metonymy and the synecdoche (essentially, the synecdoche and metonymy are figures of speech related to the metaphor). By definition, the metaphor is a figure of speech that consists of a transfer of meaning based on an implied comparison; a image-word replaces the object-word of the comparison (Fr. *metaphoré* = transport, transfer, resettlement).

In the European languages, at their current state, most words can become metaphors as long as some abstract words originate from older concrete words that were once metaphorised. So, besides its general, linguistic function, on an ethnological level, the existence of a magical function can also be detected for the metaphor, considering that the process of metaphorisation appeared as closely related to lexical elements that shouldn't be uttered. (cf. Marin, M., Nedelcu, C. 2007: p. 243-244)¹

There's no doubt that when it comes to the metaphors present in the journalistic title, the semantic transfer is done strictly with the purpose of being suggestive (and, why not, in the post-Revolution press with the role of implying or actually hiding the real facts). So, the metaphor is used in the journalistic language with the purpose of enhancing the strength of a phrase and, implicitly, the meanings of the facts it describes.

In terms of their content, the totalitarian and post-totalitarian newspapers circulate two types of metaphors, conditioned by the socio-political context:

1) *eulogistic metaphors* – phrases that have a positive connotation. The difference between the two periods taken into consideration, regarding the way in which a metaphor is used, is that:

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¹ Marin, M., Nedelcu, C., *Dicționar de termeni literari*, Editura All Educational, București, 2007, p. 243-244.

- during the communist era we find structures of an eulogistic type, regarding the socialist system, whose achievements were sometimes exaggerated through hyperbolization (with association of genitival attributes and epithets).

G

Hartes Ringen für die Normalisierung der ökonomischen und sozialen Lebens (NW, 9.III.1977, p. 3/4)

Ein Akt der Vernunft (NW, 22.VII.1977, p. 2)

- the subject at matter is the resolution of the United Nations' Security Council by which the Republic of Vietnam is proposed to become a member of the Organization. The title represents a metaphor that has the role of enhancing the text's expressiveness.

R

Conlucrarea permanentă cu oamenii muncii, generalizarea experiențelor înaintate – chezășie a înfăptuirii neabătute a hotărîrilor de partid și a respectării legilor țării (S, 9.XI.1983, p. 1)

(supratitlu) **În întâmpinarea marelui eveniment din viața partidului și a poporului** (titlu) **Mesaje ale hărniciei** (S, 1.XII.1977, p. 1)

- in the post-totalitarian period, the eulogistic metaphors are not directed towards the underlining of a single ideology's positive features anymore, but they extend their eulogistic scope towards figures from different fields of activity (such as politics, sports, etc.), whose political orientation can be of various kinds.

G

Boxer Doroftei und Simion setzen „Goldsuche” fort (subtitlu) **Sportlegende Lewis droht Ärger und Staffeleinsatz** (ADZ, 1.VIII.1996, p. 7)

R

Boxul a intrat în zona medaliilor (subtitlu) **Două medalii sigure** (deocamdată de bronz) (A, 1.VIII.1996, p. 9)

2) *dysphoric metaphors* – pejorative labeling structures:

- of the capitalist system or some negative aspects of the economical and social life in socialist countries (during the communist era).

G

Adenauers schwarze Garde (NW, 7.V.1953, p. 7)

R

Mai puține surle și trâmbițe și mai multă treabă! (S, 1.IV.1950, p. 2)

- of some unfavorable aspects of the activity of various socio-professional groups, other than those previously imposed by the communist propaganda system (after 1990).

G

Streitlustiger Kohl auf dem DGB-Kongreß (ADZ, 12.VI.1998, p. 2)

- *streitlustig* = (adj.) quarrelsome, snappish, in the mood for fights.

R

Curtea Supremă de Justiție și Parchetul stau prost cu aritmetica (A, 21.IV.1994, p. 2)

- the law wasn't correctly interpreted by the magistrates.

Such structures with metaphorical value can be grouped in several classes:

From a grammatical point of view we can identify two types of metaphorical constructions:

a) *definition type nominal metaphors (pattern A is B) or an appositional type (A,B)* – phraseological structures with a nominal core, having the function of fixing the targeted object (the referent). This type of metaphorical phrases, which are found in reporting articles, put forward a much more elaborated structure in the Romanian newspaper than in the German one.

G

Malaya - ein riesiges englisches Konzentrationslager (NW, 28.IV.1953, p. 7)
Neuer EWG – Agrarmarathon? (subtitlu) *Marktordnung für Milch, Fleisch und Obst stösst auf Ablehnung Pisani: Die Frage dürfte bald wieder erörtert werden* (NW, 2.III.1965, p. 1)

Kuba, die Perle der Antillen (NW, 26.VII.1977, p. 2)

R

Agitatorul, prietenul cetățenilor din cartier (S, 2.III.1956, p. 3)
Țărănimea – făuritoare și păstrătoare prin vremi a valorilor spiritualității românești (S, 12.IV.1977, p. 1)

(supratitlu) *Tinerețea unei tradiții literare* (titlu) *Eroul – călător pasionat în lumea ideilor* (S, 1.XII.1977, p. 1)

(titlu) *Patriotismul comuniștilor – patriotismul faptelor* (subtitlu) *Spre binele poporului, spre bucuria prietenilor și ca răspuns neprietenilor – îndeplinirea exemplară a sarcinilor de plan și angajamentelor suplimentare* (S, 12.XII.1977, p. 2)

(supratitlu) *65 de ani de la făurirea statului național unitar român* (titlu) *Mișcarea muncitorească și socialistă – puternică forță a luptei pentru unitatea națională* (S, 9.XI.1983, p. 1)

Iarna – anotimp de muncă intensă în agricultură (S, 5.I.1985, p. 1)

Știința românească – puternică forță motrice a progresului multilateral al patriei socialiste (S, 6.I.1985, p. 3)

(supratitlu) *În lumina ideilor și orientărilor formulate de tovarășul Nicolae Ceaușescu la Congresul al-XIII-lea al Partidului* (titlu) *A gândi economic, a gândi gospodărește* (S, 8.I.1985, p. 1)

Argumentele realității – argumentele încrederii poporului în partid (S, 1.IX.1989, p. 2)

b). *verbal metaphors* – metaphorical structures whose verbal component has the role to characterize the action presented in the title. This type of structure has also been identified in cover articles.

G

Warum der Kollektivbauer Nicola Milošev für die Erhaltung des Friedens kämpft? (NW, 3.I.1953, p. 5)

Die westdeutschen Werktätigen kämpfen gegen den sinkenden Lebensstandard (NW, 15.I.1953, p. 7)

(supratitlu) *Das Land vor den Wahlen* (titlu) *Temeswarer Grosskonsument zügelt wirksam Metallhunger* (subtitlu) *Maschinenbaubetrieb schiebt Werkstoffvergeudung Riegel vor / Rationelles Zuschneiden wichtige Sparquelle* (NW, 7.III.1980, p. 1)

- the *Temeswarer Grosskonsument* metaphor designates the machine factory in Timisoara, while *Metallhunger*, also used metaphorically, is a reference to the excessive consumption of metal. *schiebt... Riegel vor* is also used in a figurative way, its meaning being *to shut, to stop, to withhold*.

R

Vom **lupta** fără preget pentru cauza măreață a lui Lenin și Stalin (S, 8.III.1953, p.

3)

Omagiu **celor ce făuresc florile de beton și oțel ale patriei** (S,20.VII.1969, p.

1)

- a metaphor for the builders.

La frunțași automulțumirea nu „înmușurește” (S, 21.IX.1989, p. 2)

From the standpoint of *subject matter* we can identify the following types of metaphors:

- proper noun metaphors
- generic name metaphors
- road metaphors
- military metaphors
- metaphors of construction
- adjectival metaphors
- metaphors containing terms borrowed from the religious language.

From these, we will only talk about the first category in the present paper.

As a result of our analysis we have reached the conclusion that *proper noun metaphors* are obtained only in two subcategories:

- proper noun metaphors derived from personal names (descriptive metaphor).
- proper noun metaphors obtained from names of geographical places.

1). *Proper noun metaphors derived from personal names (the descriptive metaphor)* represent structures with a metaphorical value that refer to a person.

Before the 1990's the process of creating proper noun metaphors for persons was directed towards cultural and political figures or people from the socialist society, with the purpose of revealing positive or negative characteristics of that certain person. This type of metaphor would materialize itself in concise nominal groups, with an obvious target, and usually placed at the beginning of the title.

G

Der Held der sozialistischen Arbeit Dumitru Arjan über seine Initiative zur Steigerung der Erdölförderung (NW, 14.III.1953, p. 3)

- this metaphor has the purpose of underlining the merits of the worker named Dumitru Arjan.

Der zweite Kolumbus (subtitlu) Zu 100. Wiederkehr des Todestages von Alexander von Humboldt (NW, 15.V.1959, p. 2)

- metaphor through which a positive judgement is being conveyed

„Freundlicher Gastwirt“ blieb ungestraft (NW, 1.IV.1969, p. 2)

- the phrase placed between the quotes expresses the opposite of what it wants to convey. The actual text relates the story of an innkeeper who, thinking that his clients are foreigners, asks for double the price.

R

Omul cu binoclu (S, 8.II.1951, p. 2)

- about a movement signalman who acts in a peculiar way: he watches through his binoculars how the work is conducted, and has an inadequate attitude towards the public (he doesn't give any information, nor does he answer to any greetings).

Omul cu ruleta (S, 18.II.1965, p. 4)

- about a thief that impersonates various functions and, using the excuse of measuring an object with his measuring tape, enters people's houses and steals various goods.

Also worthy of note are the eulogistic metaphors used for the most important communist political leaders of the period, in the Romanian newspapers being usually very long and tiring:

Metaphors for I.V. Stalin:

G

Stalin - Koryphäe der Wissenschaft (NW, 7.III.1953, p. 3)

*Das Sowjetvolk nimmt Abschied vom **grossen Führer** (subtitlu) 6. März, im Säulensaal des Hauses der Gewerkschaften* (NW, 8.III.1953, p. 1)

Stalin - der Befreier der Völker (NW, 8.III.1953, p. 5)

*Das Sowjetvolk nimmt Abschied von **seinem geliebten Führer*** (NW, 9.III.1953, p. 1)

R

*Pe drumul luminos deschis de **scumpul nostru părinte și învățător*** (S, 7.III.1953, p. 2)

Marele geniu al omenirii progresiste (S, 7.III.1953, p. 2)

Gloriosul făuritor al victoriilor (S, 7.III.1953, p. 2)

Stegarul invincibilei lupte pentru apărarea păcii (S, 8.III.1953, p. 2)

Credincioși învățăturilor marelui corifeu al științei (S, 8.III.1953, p. 2)

O figură gigantică a istoriei (S, 8.III.1953, p. 2)

Îndrumătorul și învățătorul înțelept al oamenilor de artă (S, 8.III.1953, p. 2)

Călăuza noastră cea mai de preț (9.III.1953, p. 2)

Metaphors for N. Ceausescu:

R

Un mare erou al păcii, promotor neobosit al idealurilor independenței pe arena mondială (S, 3.IX.1989, p. 6)

- title composed by enumerating many metaphors destined for N. Ceausescu.

After the year 1990, the process of creating proper noun metaphors still continues, this time fulfilling the role of qualifying people, mostly from fields such as sport or politics, either in a depreciative or in a eulogistic way. The ways of expression are much more permissive now, including elements from the colloquial language, words borrowed from English, together with elements that actually produce some very clever structures.

G

Victor Ciorbea - Rächer der Entrechteten? (subtitlu) *Warum der Vergeltungsschlag der PNȚCD gegen die PD (noch) nichts bewirkt hat* (ADZ, 12.VI.1998, p. 3)

Der Glückstern leuchtete über Frankreich (subtitlu) **Golden-Boy und Golden-Goal-Schütze** *Zidane will jetzt auch das EM-Gold* (ADZ, 1.VII.2000, p. 7)

- the subtitle includes two eulogistic metaphors: *Golden-Boy* and *Golden-Goal-Schütze* referring to the soccer player Zidane.

„Italienischer Ikarus“ stirbt bei Flugzeugabsturz (ADZ, 29.III.2006, p. 7)

- this metaphor refers to the Italian paragliding sportsman Angelo d'Arrigo, who died in an air crash.

Leinwandheld mit stahlblauen Augen (subtitlu) *Henry Fonda starb vor 25 Jahren* (ADZ, 13.VIII.2007, p. 6)

- a metaphor for Henry Fonda.

„Vater aller Bomben“ (subtitlu) *Russland testet neue Vakuum-Waffe* (ADZ, 14.IX.2007, p. 11)

- the bomb tested in 2001 in Florida was named *Mutter aller Bomben*, and, by using an analogy, the Russian army has named this bomb *the father of all bombs* (*Vater aller Bomben*).

Der „sanfte Gigant“ ist von uns gegangen (subtitlu) *Viermaliger Diskus-Olympiasieger Al Oerter gestorben* (ADZ, 3.X.2007, p. 6)

- the article informs the readers about the death of the American discobolus athlete, Al Oerter. The title, built around a metaphor with an hyperbolizing role, *der sanfte Gigant*, is taken from the athlete's wife discourse: "*Al war ein sanfter Gigant, größer als das Leben.*", sagte seine Ehefrau Cathy Oerter.

„Vater der Verfassung“ gestorben (ADZ, 5.X.2007, p. 1)

- The PSD senate member, Antonie Iorgovan, *the father of the Constitution*, died at the age of 59 in a hospital in Vienna.

R

Zeïtele sprintului din nou la start (A, 2.IV.1994, p. 8)

- a reference to the athletes Gail Deyers and Marlene Ottey, both having achieved the record at the 100m sport event.

(supratitlu) *Primul termen în scandalul Vegas-Petroșani* (titlu) *Ion Cantaragiu, una dintre victimele lui Miron Cozma, și-a retras plângerea* (subtitlu) **„Luceafărul huilei“** caută un avocat care să-i pledeze nevinovăția (A, 4.IX.1996, p. 10)

(supratitlu) *Dacă fiul prefectului de Bihor se va întoarce în țară* (titlu) *Antonie Iorgovan, tatăl hoșilor, îl va apăra pe Adrian Tărău* (A, 4.VI.2002, p. 14)

Also in the post-totalitarian period, we can notice the release of some *obsolete terms* with a metaphoric value.

G

Lokalbarone Mischie und Ivanovici nicht dabei (ADZ, 1.V.2004, p. 1)

R

(supratitlu) *Revenim asupra afacerii cu valută falsă „Le Baron“* (titlu) *Dl. Patriciu este baronul stabilimentului* (subtitlu) *El s-a asociat, prin „Alpha“ S.A., cu societatea „Le Baron Impex Serv“ S.R.L.* (A, 1.VI.1994, p. 1)

Pajul Antonescu răscoală PNL împotriva **stăpânului** Stoica (A, 8.VI.2002, p. 2)

PSD cântărește avantajele și pagubele candidaturii **baronilor** (subtitlu) *Sechelariu și Oprișan pe liste* (A, 23.IV.2004, p. 2)

(supratitlu) *Niciodată terminată* (titlu) *Fabrica de lapte Oravița, mulsă de baronii locali prin „Clubul Intelectualilor“* (A, 1.V.2004, p. 7)

Worthy to mention are also *the metaphors used for Ceausescu's family*, put into circulation right after the fall of the communist regime in Romania, and limited only to the beginning of the 1990's. They are used only with a *depreciative value*, and have the role of putting the designees in a disadvantageous light. The *dysphoric effect* arises from the negative meaning of the words used in the building of the tropes, and also from the fact

that the references were made as accusations towards the designated persons, from the winner's perspective who's Revolution was fruitful.

G

Der Clan erteilte Schiessbefehl (subtitlu) Aufschlussreiche Zeugnisse über die letzten Tage der Diktatur (NW, 11.I.1990, p. 1)

Öffentlicher Prozess gegen **Führungsclique** begonnen (NW, 28.I.1990. p. 1)

Aufstieg und Fall eines **Conducător** (subtitlu) Widerstand mit Gewalt gebrochen und an eigener Despotie gescheitert (NW, 9.I.1990, p. 2)

Jazz unter dem „**Conducător**“ (subtitlu) Erinnerungen an das inoffizielle musikalische Leben in Rumänien (NW, 27.I.1990, p. 4)

Hafturlaub für Bruder **des Ex-Diktators** (NW, 26.II.1992, p. 1)

R

„Am demonstrat pașnic și **călăii** ne-au ucis“ (subtitlu) Dureroasa ceremonie de la „Cimitirul Tinerilor Eroii“ (A, 27.XII.1989, p. 2)

„**Tiranul** – **călău** al propriului popor“ (A, 28.XII.1989, p.4)

Cum se aduceau din afară mărfuri de lux pentru **cuplul dictatorial** (subtitlu) Agenția A.P.A. despre ultimul voiaj al ultimului șef al reprezentanței comerciale a României din Austria (A, 6.I.1990, p. 6)

Prețul unui vot împotriva **tiranului** (A, 10.I.1990, p. 1)

(supratitlu) Domnul Alexandru Bârlădeanu vorbește Adevărului (titlu) „Prostia agresivă a **dictatorului** m-a determinat să părăsesc scena vieții politice“ (A, 6.I.1990, p. 1)

Megalomania **dictatorului** și bolile metalurgiei (subtitlu) Precizări ale ministrului industriei metalurgice, domnul Ion Cheșa (A, 10.I.1990, p. 2)

Sfârșitul **perechii ucigașe** – sfârșitul unui sistem monstruos al crimei și represiei (subtitlu) Alături de poporul român, întreaga lume respiră ușurată (A, 27.XII.1989, p. 4)

Bancherii din Scornicești (A, 7.I.1990, p. 4)

Cum a devenit „**Prințisorul**“ locotenent de aviație (A, 7.I.1990, p. 1)

2). Geographical proper noun metaphors – describe a common procedure through which certain countries or cities were qualified in the communist press. Their eulogistic or incriminating depiction was relative to whether those certain geographical regions were either geographically or politically part of the communist or capitalist bloc. The journalists would utilize nouns with *positive values*, or *negative values respectively*, to which they would attach definitions to underline the meaning or further the irony.

G

Malaya - ein riesiges englisches Konzentrationslager (NW, 28.IV.1953, p. 7)
(supratitlu) Reiseindrücke aus Westdeutschland (titlu) „**Goldener**“ **Westen** (NW, 8.III.1965, p. 3)

- ironic metaphor pointing to the Federal Republic of Germany.

R

Marea noastră învățătoare (S, 4.II.1952, p. 2)

- about the “thesaurus of teachings and experience of the Soviet Union.”

Fiumicino: o uriașă pompă aspiratoare de miliarde (S, 26.I.1962, p. 3)

La sud de Rio Bravo „Oaza prosperității” se ofilește (S, 18.I.1969, p. 6)

- about the economical crisis in Montevideo, Uruguay.

Temelii de granit (S, 1.IV.1969, p. 1)

- about Macinului mountains in Dobrogea.

La Singapore – în „**Babilonul Tropicelor**” (S, 12.VII.1969, p. 6)

Galați – **metropolă a oțelului, orașul unor noi destine** (S, 8.XI.1983, p. 1)

Oamenii muncii – constructori și cronicari de istorie nouă (subtitlu) **Orașul cel nou de la porțile Deltei** (S, 10.IV.1985, p. 2)

- about the city of Tulcea.

The metaphors used in a title for different geographical regions, determines the geographical compound by using *unsophisticated linguistic constructions, simple nominal groups, composed of a noun core and genitival or adjectival determinants, a convenient way of conjuring the targeted object.*

G

Kuba, **die Perle der Antillen** (NW, 26.VII.1977, p. 2)

Kairo wird in die Wüste hinein erweitert (subtitlu) **Die Metropole am Nil zieht vor allem die Landbevölkerung an** (NW, 15.IV.1983, p. 1)

- die Metropole am Nil – metaphor for Cairo city.

Ein Bermudadreieck für Lkw (subtitlu) Italien / Frankreich: 1982 über 7000 Lastzüge ausgeraubt (NW, 15.IV.1983, p. 2)

- ein Bermudadreieck, the Bermuda Triangle – the metaphoric expression which refers to the triangular area in the Atlantic Ocean, spotted between Miami, Bermuda, and Puerto Rico, known as a mysterious area (many people, boats and aircrafts have disappeared there in a mysterious manner), becomes a metaphor for Italy and France where over 7000 trucks were stolen.

Drogenbarone regieren **die Stadt der Frühling** (subtitlu) Kokain und Krieg der Mafia: Das kolumbianische Medellin hat mit 17 Toten pro Tag die höchste Mordrate der Welt (NW, 21.IX.1989, p. 2)

- Die Stadt der Frühling is a metaphor for the city of Medellin, situated north-west of Colombia, also known by the name of “The city of the never-ending spring”, because the yearly temperature over there is of approximately 22 degrees Celsius; the metaphor in the title has the role of *expressive categorization.*

R

Constelația „Alutus” Lumină, chimie, cultură pe Valea Oltului (S, 24.VII.1977, p. 1)

- the Alutus constellation designates the four hydroelectric power plants on the river Olt, but also other big companies built in the socialist era, like the Ramnicu Valcea Industrial Compound.

Început de ianuarie în **citadela muncitorească a Nicolinei** (S, 8.I.1985, p. 1)

Se înseninează cerul peste **ținuturile bananelor?** (S, 8.I.1985, p. 4)

- The Lands of Bananas are the countries in Central America which, in recent years have been dealing with many problems that are affecting their economies.

Tinerețea „**cetății de foc**” (S, 21.IX.1989, p. 1)

- metaphor used for the city of Resita.

After 1990, a decrease in metaphor usage for geographical names can be noticed, these being present mostly at the beginning of the 90's (as a continuation of the old techniques of entitling). But, after overcoming the transition period, in the post-totalitarian period, a

collapse of stylistic values of the geographical names can be noticed, their usage becoming one with a denotative value.

G

Veränderung auf dem „Dach der Welt“ (subtitlu) *Energie- und Verkehrswesen – Schlüsselfragen der Wirtschaft im Pamir* (NW, 6.I.1990, p. 2)

- about road building in Tajikistan, located in the western area, at the foothills of the Pamir Mountains, in Central Asia. The Pamir Mountains are a high mountain range in Central Asia, also known as the “Roof of the World”.

Südafrika bejubelt historischen Sieg (subtitlu) **Das Land am Kap der guten Hoffnung** wird die Fußball-Weltmeisterschaft 2010 ausrichten (ADZ, 18.V.2004, p. 7)

Die Straße über die Wolken (subtitlu) *Die atemberaubende Fahrt über die Transfagarascher Hochstraße* (ADZ, 17.VIII.2007, p. 12)

- about the Transfagarasan road in Romania.

R

Călimani, munții care plîng (subtitlu) *3,2 miliarde pentru o crimă ecologică fără precedent în Carpații României* (A, 25.I.1990, p. 2)

(supratitlu) *A patra rundă de convorbiri asupra păcii în Orientul Mijlociu* (titlu) **Unchiul Sam** își înăsprește poziția față de Ierusalim (A, 25.II.1992, p. 6)

- a metaphor for America.

Buzăul: Sicilia comerțului românesc (A, 26.II.1992, p. 2)

O oază a prosperității într-un continent al sărăciei (A, 10.V.1994, p. 5)

- *the oasis of prosperity* – a metaphor for South Africa; *the continent of poverty* – a metaphor for the continent of Africa.

The examples given in this current work give an idea about the methods of artistic expression specific to the journalistic language in the aforementioned decades. The method of using metaphors for proper personal and geographical names is present in both mentioned periods and newspapers, and has the purpose of presenting a social reality in a suggestive manner.

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