



10.2478/abcsj-2024-0035

Studia Universitatis Babeş-Bolyai, series *Philologia*, issue 1, 2024, edited by Cristina Varga and Maria Teresa Zanola.

When I was asked to review this tri-lingual volume I was hesitant at first, given the heightened effort to read and reflect on highly specialised content across several languages, of varying degrees of expertise for me – while I am proficient in English and my Spanish is very solid, my academic French has fallen by the wayside somewhat in the past decade. I should not have worried, however – the collection of articles was intellectually so stimulating and engaging that I gladly spent a few more hours reading it than I would have had it been a monolingual volume. In fact, its very linguistic diversity – both in terms of languages of writing and the languages featuring in the articles themselves – speaks of its strength in the current academic market, not only in Romania, but in Europe in general, where such feats are not common unless they come from countries with a tradition of multilingualism.

Issue 1/2024 of *Studia Universitatis Babeş-Bolyai*, series *Philologia*, is devoted to a theme of widespread currency and interest in the academic study of translation, namely that of emerging terminologies and their role in specialised forms of translation. While a large part of the volume is dedicated to examining this theme specifically within Romance languages (Spanish, French, Italian, Romanian), it also makes unexpected forays into linguistic territory that requires, in addition to language translation, also cultural adaptation and conversion, such as Chinese. Not only is the volume remarkable in its linguistic diversity, but also for the vast array of subject areas covered – from marine biology to politics, medicine, law, ethics, the environment, nanotechnology and gastronomy. This latter domain, in fact, is the main topic of three articles out of the total twelve, and provides the aforementioned departure from the main focus on Romance languages, bringing into play Slavic influences on Romanian

cuisine as reflected in food and cooking-related vocabulary, as well as the intersection of Western gastronomy and East Asian culinary traditions.

As the editors of the volume note in their Introduction, emerging terminologies are the linguistic reflection of the appearance of new areas of knowledge and their dissemination to the general public. This has always been the case and is not a new phenomenon. Nonetheless, the rapid development of new specialist fields makes the underlying dynamic of linguistic transformation more prominent and visible, as their terminologies gain ground and spread more easily: this is currently the case in fields such as artificial intelligence, mobile telephony, cryptocurrencies, sustainability, social networks, green energy and smart businesses, among others. These are areas shaping the world we live in and influencing political decisions, as well as economic and social aspects of everyday life. Hence, the richness and variety of emerging terminology finds its space of articulation in many different types of texts, from press releases to articles, from conferences to scientific works: these terminologies are formed in specialised languages and later penetrate the more general linguistic field, becoming an integral part of the everyday lexicon – perhaps to the chagrin of certain linguistic purists who view this fast transformation rather askance. Yet this thematic issue celebrates the different ways in which such linguistic developments emerge and take root, exploring aspects as diverse as terminological neology, specialised phraseology, lexical relations, terminological metaphor and the cognitive-social dimension of terminology. The articles are often comparative in nature and multilingual in their focus, illustrating a general European preoccupation with terminological research.

As mentioned above, the volume includes a cluster of articles focused on gastronomy, highlighting the tendency of all languages to borrow and adapt culinary terms from other languages and cultures. This is not surprising, given the widespread access in the Western world to a globalised market of foods, cooking techniques and specific products, on the one hand, and the deeply ‘connective’ function of culinary traditions, particularly in spaces shared by multiple cultures. The first article, “Tendencias neológicas en la terminología gastronómica española” by Răzvan Bran, illustrates the first tendency, namely neological

appropriations in the national language under the influence of the globalisation of gastronomy. Basing his study on the Spanish linguistic corpus CORPES XXI and supplementing the information from multiple Spanish sources, the author highlights the adaptability of the Spanish language, its permeability and ability to integrate new lexical items, even where there is no real semantic necessity. The observations in the article point beyond a purely lexical phenomenon to the more complex field of sociolinguistics: in this case, it is the interplay of stylistic pressures (e.g. markers of middle-class belonging, refinement, adaptation to fashion, a taste for novelty etc.) that often determine terminological changes in the language. Conversely, Carolina Popușoi's article "Gastronomic terminology of Slavic origin in Romanian" describes and systematizes the wealth of terminology of Slavic origin in Romanian, thus exemplifying the second tendency of cross-cultural contamination within gastronomy (and the vocabulary that goes with it), based on territorial contiguity. She examines the elements that were incorporated into the Romanian language as a result of the cultural contacts between Romanians and their Slavic neighbours, and takes into account several Slavic languages (Old Slavonic, Bulgarian, Ukrainian, Russian, Belarusian, Serbian and Polish). The greatest contribution of the article is its focus not only on the historical past, but also on present-day borrowings, with numerous examples from both printed and online sources.

A fascinating example of culinary 'contamination' (in terms of both products and practices, followed by linguistic change) and its significance on a larger cultural level is presented in Mugur Zlotea's article "Challenging the Palate and the Mind: Introducing Western Baking Vocabulary into Chinese." Starting from the first Western recipe book published in China in 1866, it principally examines attempts at translating Western bakery vocabulary into Chinese, in a cultural context in which 'dessert' has never been an integral part of a traditional Chinese meal. The article surveys the cultural context into which such a need arose, namely the increased presence of Westerners on Chinese soil starting in the mid-19th century, and the consequent necessity of restaurants in great cities to cater to the needs of these foreigners. The case study is illustrative of cultural translation in its multiple dimensions, not only linguistic, and

introduces the reader to the little-known world of Asian language translation, with its many challenges.

One of the strengths of the volume rests in its comparative nature. Thus, for instance, the two articles in Spanish which can be seen as working at the crossroads between social sciences/ law and translation, namely Olivia Narcisa Petrescu's study, "Consideraciones en torno a la traducción jurídica, jurada y judicial" and Beatriz Guerrero García's "Terminología en el discurso político: alcance de la dimensión cognitivo-social" both adapt a comparative approach, the former presenting a contrastive analysis of legal translation between Spanish and Romanian, considering translation as a complex process of intercultural communication, while the latter looks at political terminology in Spanish in the context of the COVID-19 pandemic as it was used in oral versus digital discourses. Here sociolinguistics takes centre-stage, as the article delves deep into the subtleties of political discourse in a recent period of great upheaval, where the specialised vocabulary of medicine and public sanitation had to be conveyed to the general public in a manner that would obtain the widespread support of the citizenry. Looking closely especially at the political vocabulary used by Spain's prime minister Pedro Sanchez, known for his highly persuasive communicative skills, it includes graphs and comparative tables of discourse units taken from various oral and digital contexts, which show how the sociolinguistic function of texts has a significant impact on the specialised language used in them (in this case medical terminology), due to the communicative context and certain ideological narratives and cultural elements that are integrated into it. A similar theme is touched in Andreea-Victoria Grigore's article "A Storm in Pandemic Times: The Terminological Syntagm 'Citokine Storm' in the Scientific Discourse," which examines the communication framework between experts and the general public (based on data from online medical articles and television interviews), interpreting 'cytokine storm' as a deliberate reduction in specialisation to facilitate understanding. Thus, again, for a complex set of sociolinguistic reasons, expert-level communication is 'washed down' or deliberately obscured as it transitions from specialised to public domains.

The challenges of rendering highly specialised scientific and economic-financial terminology from English into various Romance languages is the main topic of two other articles. One is co-authored by a Romanian and an Italian scholar ("Traduire la terminologie des nanosciences: du français vers l'italien et le roumain"), which results in an impressive cross-linguistic feat; the other, "L'univers de la blockchain: étude d'une terminologie", draws on lexico-terminographic resources to examine the nascent stage of blockchain terminology (which has the potential to revolutionise trade) and the absence of established French equivalents for English-origin terms.

Ecology, sustainable development and ethics form the thematic territory of the rest of the volume. In "Le verdissement de la presse: La néologie terminologique entre métaphore et manipulation," the author Chiara Gagliano investigates a similar metamorphosis of specialised ecological terminology under the pressures of political convenience and ideology that medical and scientific discourse underwent during the Covid-19 pandemic, as illustrated in Petrescu's and Guerrera García's articles discussed above. The transformation of the scientific horizon of "ecological green" into "political ecology" in the context of diplomatic and mediatic negotiations related to climate crisis highlights the figurative functions associated with the discourse surrounding "green," a referential domain linked to the energy crisis, on the one hand, and the opportunities of a sustainable approach to global economy, on the other. These themes are analysed in discursive contexts in the media that evoke promise/hope or deception/catastrophe, in which the original preoccupations articulated by "green" political positions often turn into what the author terms "greenwashing." The same term (as well as the contiguous one, "greenhushing") appears in Silvia Calvi's discussion of sustainable development in the context of the global fashion market.

Underlying many of the terminological discussions present in these articles are the ethical paradoxes involved in "translating" the semantic content of specialised vocabulary to the morally ambiguous sphere of politics and commerce, where rigour and clarity clash against the twin pressures of compromise and profit. These paradoxes are at times embedded in the very uses of the adjective "ethical" itself, as Klara

Dankova's study, "Tout est « éthique »... mais c'est une éthique à étiqueter?" demonstrates. Thus, depending on the specialised context used, the term can signify the absence of dishonest practices, or, on the contrary, serves to obscure controversial activities. The pervasive use of "ethical" to describe concepts across diverse sectors is critically examined through a series of contentious syntagms, which, while often signifying adherence to good conduct, can also mask certain morally ambivalent practices.

In addition to the variety and richness of its content, The *Philologia* volume coordinated and edited by Cristina Varga and Maria Teresa Zanola is an accomplished scholarly work, which brings together established and emerging scholars from fields as diverse as translation studies, linguistics, social sciences and cultural studies. It is a remarkable publishing effort which will prove equally useful to students and researchers interested in understanding the dynamic transformation of languages and cultures in a rapidly changing world.

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