

**Daniel Dejica. 2013. DICȚIONAR ENGLEZ-ROMÂN,
ROMÂN-ENGLEZ CU TERMENI ȘI EXPRESII UTILIZATE
ÎN MEDIA DIGITALĂ. Timișoara: Ed. Politehnica, ISBN 978-
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Book review

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Digital media is becoming more and more an essential part of our lives. When you want to use an app on the smartphone, to play a video game online or even to have an MRI in a hospital, you are using digital media products. Therefore, digital media is a mixture of technology and written information and digital media products have the characteristics of being entertaining, easy to use, and useful.

Digital media products overwhelm the consumers due to their rapid introduction to the marketplace, being supported by large media companies which invest huge amounts of money to develop more and more new products. Biagi (2007) sees a similarity between the development of these products and the history of traditional media, namely movies. In her opinion, “the combination of technological development, creative expression and consumer demand” were behind the movie industry profitability just as “the same collision of economics, technology and creativity that drove the early days of the movie industry is behind today’s race to develop digital media” (2007: 179).

As a result, digital media products have had a “transformative effect” (Danesi, 2009: viii) allowing people of all ages and from all over the world to live the digital revolution. Beguiled by such an array of powerful tools, people cannot but agree with the renowned science fiction writer A. Clarke’s third law, which postulates that “any sufficiently advanced technology is indistinguishable from magic” (2000).

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Since it is a new and fast-developing field, the specialised terms and expressions used to facilitate communication in the digital age are now being used by laypeople and are slowly but surely becoming part of our general vocabulary. Dewdney and Ride (2006: 55) name these specialist technical terms and abstract concepts, “the conversational language of new media”, i.e. buzz words, abbreviations, and acronyms, which the uninitiated people might perceive as a foreign language in itself.

In light of this, Daniel Dejica’s dictionary proves to be a very useful and authoritative resource as it provides important insight into these terms and expressions used in digital media.

The dictionary has 300 pages and comprises approximately 4,500 specialised terms and expressions arranged in alphabetical order, irrespective of their type (primary or secondary terms), thus allowing the readers to perform a faster search in the dictionary and making it user-friendly.

Daniel Dejica’s dictionary aims at satisfying the needs and expectations of researchers, translators, professionals, but also the needs of common people interested in getting acquainted with the terminology or in strengthening the knowledge already acquired in the field of digital media.

It is also an indispensable guide for undergraduate and postgraduate students pursuing courses in mass-media or digital media.

Moreover, the dictionary also covers terms used in fields that can be associated to digital media, such as photography, radio, and television.

Therefore, the present dictionary will clearly be a helpful research tool and its presence in the digital media world is highly appreciated and needed.

References

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