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Book Reviews

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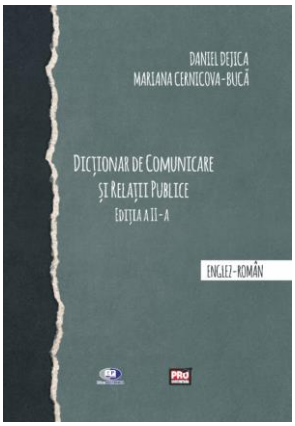

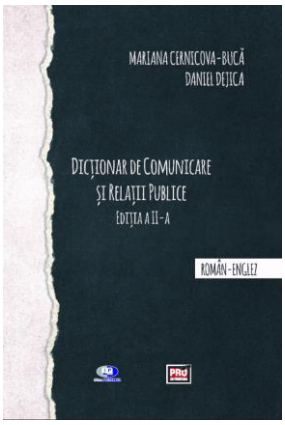

Professions are recognised by what they do, but also, less visibly though no less decisively, by the way they speak. A press officer who confuses *publicity* with *advertising*, or a consultant who cannot render *stakeholder*, *issues management* or *two-way communication* in their mother tongue, signals that the domain has not yet been fully mastered. In young, interdisciplinary fields heavily shaped by another language,

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as communication and public relations (PR) are in Romania, mastering such terms is part of what it means to belong to the profession.

From this perspective, the review focuses on the second edition of the two-volume *Dicționar de comunicare și relații publice* (English–Romanian and Romanian–English) by Daniel Dejica and Mariana Cernicova-Bucă, first presented to the readers of this journal by Kilyeni (2017). It approaches the dictionary as both a record and an agent of the crystallisation of a professional terminology, which is one of the foundations of professional identity for Romanian communication and PR specialists.

The link between specialised language and professional identity has been approached from several directions. In the sociology of professions, Abbott (1988) shows that occupations compete for jurisdiction over tasks on the basis of a system of abstract knowledge, which allows practitioners to define, diagnose and solve problems in terms that outsiders do not command. The vocabulary of a profession is therefore the form in which its expertise becomes visible and defensible. Bourdieu (1991) makes a related point: legitimate language is a form of symbolic capital, and the authority to name things is a form of power.

Public relations has long had to argue for its status as a profession rather than a craft or a set of techniques (Grunig and Hunt, 1984; Pieczka and L'Etang, 2001; L'Etang, 2004). A European Delphi study found that experts regarded PR as a specialised management area, but also that PR teaching remained largely U.S.-oriented (van Ruler et al. 2004). Many of the field's key concepts thus travel in English and must be domesticated in each national language. In Romania, where the profession developed mainly after 1990, these concepts arrived through translated American and Western European textbooks, several of which appear among the dictionary's sources (e.g. Newsom, VanSlyke Turk and Kruckeberg, 2003; Wilcox et al. 2005), and through direct borrowing (Stoichițoiu-Ichim, 2006). For a long time, the resulting terminology was unstable, with English loans, calques and native coinages coexisting without clear preferences.

Romanian practitioners themselves see language as central. In a survey of their self-assessed professional identity, linguistic competencies were ranked as the most important for young professionals (38.10% of responses), ahead of strictly professional competencies (26.19%) (Palea 2014, p.21). A dictionary that consolidates the field's bilingual terminology therefore addresses a need at the very core of professional identity, not at its margins.

The dictionary enters a lexicographic landscape that is rich in English and comparatively sparse in Romanian. English-language reference works such as Watson and Hill (2012), Danesi (2009), Chandler and Munday (2011) and, for PR specifically, Heath's *Encyclopedia of Public Relations* (2005) are monolingual and Anglo-American in their frame of reference: they define concepts, but cannot help a Romanian user find the established Romanian equivalent. On the Romanian side, the closest predecessor is Popescu's explanatory dictionary of journalism, PR and advertising (2002), while bilingual lexicography has covered neighbouring fields such as television (Ionică 2005), film and television production (Pricop, 2006) and digital media (Dejica,

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2013), the latter belonging to the same Timișoara tradition of specialised lexicography. Against this background, the dictionary reviewed here is, to the best of this reviewer's knowledge, the first bidirectional English–Romanian dictionary devoted to communication and public relations as such.

Each volume contains approximately 8,700 terms and expressions, arranged in strict alphabetical order regardless of whether they are main or secondary terms. Multi-word terms such as *crisis communication*, *target audience* or *corporate identity* are thus entered in their own right, which favours the quick lookup that translators and practitioners working against deadlines need. As the Preface explains, the terms were extracted from the text types in which communication specialists actually work, from PR and advertising materials and journalistic texts to academic writing, business correspondence, documents of international organisations and legal texts. The English side consistently follows British spelling (*behaviour*, *counsellor*). The coverage is deliberately broad, ranging from the core vocabulary of PR to journalism, advertising, rhetoric, discourse analysis, sociology, political science, linguistics and translation, as well as early new-media terms (*blog*, *blogosphere*, *viral advertising*).

The entries show the crystallisation of a professional terminology at work in several ways. First, the dictionary builds consistent terminological series: since *public relations* is rendered as *relații publice*, *PR agency*, *PR campaign*, *PR consultant* and *PR department* become *agenție*, *campanie*, *consultant* and *departament de relații publice*, turning scattered equivalents into a system. Second, it records the convergence of synonyms, as *press release* and *news release* both lead to *comunicat de presă*. Third, it documents variation still in progress on the Romanian side (*press kit* / *dosar de presă*, *mapă de presă*; *agenda setting* / *agendare*, *stabilire a agendei*) and the coexistence of loans and native forms typical of a young terminology (*brand* / *marcă*, *brand*; *targeting* / *țintire*, *direcționare*, *targetare*). Finally, it handles conceptual asymmetries between the two professional cultures. *Publicity* is rendered as *informare publică* as well as *publicitate*, a helpful signal, since Romanian *publicitate* is normally understood as advertising. *Spin doctor* becomes *consilier de imagine*, an adaptation that softens the pejorative edge of the English term but reflects the central place of *imagine* in Romanian PR discourse, also visible in *image consultant* (*consultant de imagine*) and *image capital* (*capital de imagine*). The dictionary also anchors disciplinary concepts such as *two-way communication* (*comunicare în două sensuri*), a key notion since Grunig and Hunt's (1984) models of PR, *framing* (*încadrare*) and *corporate social responsibility* (*responsabilitate socială corporativă*).

The dictionary's usefulness can be measured against the needs of the professional community. For students, it is a map of the conceptual territory they are entering: in Wenger's (1998) terms, it supports the passage from peripheral to full participation, and in Ibarra's (2011) terms, it supplies the vocabulary with which novices try out their provisional professional selves. For practitioners working in multinational companies, agencies with foreign clients, international organisations or EU-funded projects, using established equivalents rather than improvised calques is part of how they show competence to clients, journalists and peers. For translators, who

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often lack domain training, it offers validated equivalents for frequent, time-sensitive and publicly visible texts such as press releases and crisis statements. For teachers, it provides a common reference that can harmonise terminology across courses taught in Romanian and in English.

At a broader level, every consolidated Romanian equivalent reduces the pressure to use English terms by default and helps keep the domain expressible in the national language, an objective that terminology-policy guidelines treat as essential for language communities (Infoterm 2005). In this sense, the authors are not only describing a professional vocabulary, but also helping to shape it.

Dicționar de comunicare și relații publice is much more than a list of equivalents. By identifying, organising and stabilising the bilingual vocabulary of a young and rapidly changing field, Dejica and Cernicova-Bucă have contributed to one of the conditions of professional identity for Romanian communication and PR specialists: the ability to name their objects, tools and problems precisely, in both their mother tongue and the international language of the profession. Students, practitioners, translators and teachers will find it a reliable working instrument, and scholars of terminology a valuable record of how a Romanian professional terminology took shape after 1990. It deserves a place on the desk of everyone who aspires, in the words of its Preface, to professionalisation and competence in communication.

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