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Book Review

Dejica Daniel, Cernicova-Bucă Mariana. 2014. DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ENGLEZ - ROMAN. Timișoara: Orizonturi Universitare. ISBN: 978-973-638-575-9, Cluj-Napoca: Casa Cărții de Știință. ISBN 978-606-17-0639-6. pp. 263

Cernicova-Bucă Mariana, Dejica Daniel. 2014. DICȚIONAR DE COMUNICARE ȘI RELAȚII PUBLICE ROMAN - ENGLEZ. Timișoara: Orizonturi Universitare. ISBN: 978-973-638-576-6, Cluj-Napoca: Casa Cărții de Știință. ISBN 978-606-17-0638-9. pp. 255

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Communication and public relations (PR) have undoubtedly become essential to the success of any organization, institution, company, etc. Recent years have witnessed a constant development of the communication and PR industry worldwide. If, in the early days, PR focused mostly on press agency and publicity, modern PR promotes two-way communication and aims at building “goodwill and an understanding of organizational goals among various internal and external publics to help the organization operate smoothly and conduct its business in a cooperative, conflict-free environment” (Zappala & Carden, 2010: 4).

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Nowadays, PR can undeniably be characterized as a dynamic, interdisciplinary field, inextricably linked to communication sciences as well as to a variety of other fields, such as advertising, marketing, journalism and social media. The broadening of the scope of PR in recent years, which is attested both by present-day specialized literature and by university curricula for PR degrees, has also led to the significant expansion of PR terminology.

As the main component of domain-specific communication, “terminology plays a crucial role wherever and whenever domain-specific information and knowledge is generated, used, recorded and processed, passed on, implemented, translated and interpreted” (Infoterm, 2005). Hence, the development of specialized dictionaries has undeniably become a top priority concern to meet the requirements of 21st century professional communication.

The present bilingual dictionary, *Dicționar de comunicare și relații publice (Dictionary of Communication and Public Relations)*, is an excellent first attempt at compiling a sound collection of communication and PR concepts, with their corresponding linguistic realizations in Romanian and in English. The fact that the approximately 8700 term entries are organized alphabetically, regardless of their type (primary or secondary), and presented in two volumes, according to language (Romanian – English and English – Romanian), makes the dictionary extremely easy to use.

Given the interdisciplinary character of the field, the dictionary covers essential concepts belonging not only to communication and PR, but also to closely related domains such as political science, rhetoric and argumentation, discourse analysis, advertising, journalism and sociology, thus providing an extremely comprehensive terminological resource. The corresponding terms range from more general (e.g. *internship, ideology, international crisis, manager, review, specialist, trust*) to highly specialized (e.g. *apocrypha, bait advertising, creative brief, libel, right of reply, upward organizational communication, white propaganda*). Synonyms are also provided when two or more terms designate the same concept and are equally used in specialized literature (e.g. *official statement* ^(EN) – *comunicat oficial, declarație oficială* ^(RO)).

In line with terminology management principles (Cabré, 1999; Pavel & Nolet, 2001; ISO 704), all the terms included in the dictionary were identified and selected from a variety of hardcopy and electronic documentation sources both in Romanian and in English, which include books, textbooks, articles, corporate and institutional documents, dictionaries, glossaries and encyclopedias, and which are listed at the end of the dictionary. Also, it is noteworthy that term extraction was

carried out according to user needs, as emphasized in the Preface, and that the terms in English are consistently recorded using standard British spelling.

In light of the above, it can be argued that Dejica and Cernicova-Bucă's bilingual English – Romanian and Romanian – English dictionary in the field of communication and public relations, *Dicționar de comunicare și relații publice (Dictionary of Communication and Public Relations)*, published in 2014, is an excellent and much-needed terminology resource for various types of users. It first and foremost provides an invaluable tool for Romanian communication and PR practitioners, whose knowledge and mastery of correct, precise and unambiguous terminology, both in their mother tongue and in English, is a prerequisite to professional communication in the 21st century. Given that English has become the international language of specialized communication, the present dictionary thus enhances knowledge and information exchange between Romanian and foreign subject field specialists. Due to its bilingual character, the dictionary additionally provides a comprehensive and reliable work-tool for translators and interpreters. Moreover, the dictionary can be of great help to the academic staff involved in teaching communication, PR and other closely related subject fields, to students who need to familiarize themselves with domain terminology, and, why not, to anyone who has to communicate in a professional setting in today's multicultural society.

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