Buletinul Ştiinţific al Universităţii Politehnica Timişoara
Seria Limbi moderne

Scientific Bulletin of the Politehnica University of Timişoara
Transactions on Modern Languages

Vol. 25, Special Issue: Lexicography, Terminology, and Specialized Knowledge: Tradition, Innovation, and Professional Practice, 2026

Mariana Cernicova-Bucă, Daniel Dejica. 2022. *Comunicarea de criză: dicționar român-englez, englez-român*. București: Editura Tritonic. ISBN: 9786067496154. 350p.

Book review

Daniel CIUREL*



The book authored by Mariana Cernicova-Bucă and Daniel Dejica, "Comunicarea de criză. Dicţionar român-englez, englez-român" [Crisis Communication. Romanian-English, English-Romanian Dictionary] (2022) touches one of the most dynamic areas on communication sciences. Crisis Communication is a relatively new field of study within communication sciences (Coombs 2025).

Crises pose major reputational and operational threats for organizations. Crisis communication is the category of discourses, actions and strategies used by an

* Lecturer, PhD, Department of Communication and Foreign Languages, Politehnica University of Timisoara, E-mail: daniel.ciurel@upt.ro

BUPT

organization or institution to prevent, manage and mitigate the negative consequences of an unexpected and disruptive event (Wang 2022). As crises tend to multiply and aggravate in contemporary societies the need of such a terminological tool become obvious. This is why, in today's organizational discourse, online and offline, the appropriate interpretation of language and technical terms of crisis communication is crucial to take effective actions and to minimize time wastage. To reduce the risk of misunderstandings a warranted crisis management terminology is needed, for PR professionals and researchers alike.

PR professionals need to master the specialized terminology of crisis management (Sellnow & Sellnow 2024), and this work provides them with the necessary support in this regard. In emergencies or crises, it is crucial for the public and private sectors to use and understand a shared and well-established terminology. As the authors explain, decisions, directives, briefings, and messages aimed at the public and emergency personnel must be precise, clear, and consistent. Furthermore, in today's hyper-connected world, the capacity to switch fluidly between national languages and English serves as a key indicator of professional literacy across an expanding array of global sectors. (Huang & Holmgreen 2020).

Today crisis terminologies are provided on different publications and websites, under different formats and user interfaces that can make them difficult to use. Hence the necessity of this work, aimed to surpass this inconvenience. Dictionaries are more than words inventories; they encompass culture, epoch, place, and even social trends. A piece of work such as this was inevitable: the twenty-first century has been marked from the very beginning by successive crises.

The dictionary under review, the first if its kind in Romania, was published four years ago, and its value and utility remains incontestable. Its authors, Mariana Cernicova and Daniel Dejica, bring to it a substantial expertise in lexicographic work across a variety of fields, accumulated over time (Cernicova and Dejica, 2021; Dejica and Cernicova, 2021). The work demonstrates an excellent command of the relevant literature and draws upon the authors' pedagogical experience in teaching communication courses. The authors are renowned experts in the subject matter; this fact, combined with the book's intrinsic value, ensures the dictionary's success with its audience.

Mariana Cernicova-Bucă, PhD, is an associate professor of communication sciences at the Faculty of Communication Sciences, Politehnica University of Timișoara, Romania, and previously served as associate professor (1998-2008) and vice-rector at Tibiscus University (2004–2008). She completed an academic management training at George Washington University, USA (2005). A publicist since 1990, she contributes interviews, reports, and commentary to Romanian media at multiple levels. Her research and expertise cover communication sciences, journalism, public relations, higher education leadership, political science, and sustainability. She has authored or co-authored numerous books, dictionaries, and chapters on media, journalism, and the social history of Timis County and Timisoara. Her work bridges scholarly analysis with professional practice, connecting academia and public

BUPT

discourse. She is a member of ECREA (European Communication Research and Education Association), ARIP (Association of Romanian Media History), UZPR (The Union of Romanian Professional Journalists).

Daniel Dejica, PhD, Dean of the Faculty of Communication Sciences, Politehnica University of Timisoara, is a doctoral leader, affiliated to the Doctoral School of Humanities, West University of Timisoara. The areas of didactic and research interest are traductology, discourse analysis, and intercultural and interlinguistic communication. He was part of the Commission of Doctoral Studies of the European Society for Translation Studies (2009-2018), he coordinates the series Translation Studies of the Polytechnic Publishing House, coordinates the International Conference Professional Communication and Translation Studies, is part of editorial or scientific boards at numerous journals in the field. He has published more than 50 articles and 14 books and dictionaries, as author, co-author or publisher, including Thematic Management and Information Distribution in Translation (2009, author), Language in the Digital Era. Challenges and perspectives (2016, co-editor) or Translation Studies and Information Technology – new Pathways for Researchers, professionals and teachers (2020, co-editor). He participated as an expert, member or director in 10 national or international projects, including 'The status of the translation profession in the European Union', coordinated by the Directorate-General for Translations of the European Commission (2011-2012) or TRAIN2VALIDATE Professional training for easy-to-read facilitators and validators, Erasmus+ KA2 STRATEGIC PARTNERSHIP PROJECT (2020-2023).

This dictionary aims to support the professional community of instructors, communicators, and translators in assimilating the linguistic terminology surrounding "crisis" - as found in international documents from the United Nations, the World Health Organization, the World Bank, UNICEF, and the European Union - in their established Romanian versions. Conversely, it seeks to propose reliable versions of documents and materials produced in Romania for international use, avoiding the inappropriate, misleading, and even the utterly wrong translations. The subject of "crisis" heavily permeates political, administrative, and even cultural discourse (Ihlen & Heath 2018). Current scientific literature abounds with texts addressing various aspects or phases of the crisis (Jethwaney 2024). The nearly 10,000 terms and phrases comprising this dictionary cover a wide range of specialized terminology essential for effective, clear communication. The dictionary is addressed to professional communicators, translators, scientists, and the general public alike, serving either to help them render Romanian expressions into English (using the Romanian-English section) or to facilitate a precise understanding of globally used terminology and the identification of the most appropriate equivalents (using the English-Romanian section). The bibliography at the end of the work offers further support to those wishing to explore the semantic field of crisis and resilience beyond the corpus presented in this dictionary.

Whether economic, social, health-related (culminating in the pandemic), environmental, or humanitarian - whether man-made or natural - crises bring with them

BUPT

not only the need to suspend routine procedures and undertake abrupt interventions but also a fertile linguistic productivity. In the last years, terms such as "pandemic," "climate crisis," and "resilience" have ranked among the "Words of the Year" designated by the global lexicographical community. Disasters, emergencies, and crises are interconnected terms referring to sudden, unexpected, extraordinary, and unpredictable events; they frequently appear in contemporary public discourse, challenging both our sensibilities and our intellect (Coleman 2023). Intervention, management, management capacity, and resilience - these terms form a cluster typically associated with how society processes and confronts these situations, striving to restore the harmony and balance needed to ensure progress, not only survival (Frandsen & Johansen 2020).

At the same time, the dictionary is an important resource for researchers in the field and the proximate areas. Also, this work is addressed to the translators into and out of Romanian, who are connected to the linguistic and socio-cultural context of crisis and risk communication.

Ultimately, this volume fulfils a fundamentally significant objective for the field of crisis communication in Romania, providing students, spokespersons, communicators, and decision-makers with a specialized Romanian vocabulary alongside its relevant English equivalents. Terms specific to crisis communication are defined and explained with utmost proficiency.

Effective language references are central to engaging in meaningful exchanges in today's global world. Within this context, this book provides a substantial framework for effective cross-cultural communication starting at the fundamental level of language. Through the careful structuring of key concepts and a detailed analysis of ideas, the authors provide readers with a valuable guide for international exchanges, as well as a model of best practices for streamlining communication and translation.

In conclusion, the dictionary under review is to be considered a valuable contribution to the development of communication sciences professional literature.

References

Cernicova-Bucă, Mariana, and Daniel Dejica. 2021. *Dicționar de comunicare și relații publice, român-englez*. Ediția a II-a, revizuita și adaugita. București: Pro Universitaria; Timișoara: Editura Politehnica.

Cernicova-Bucă, Mariana, and Daniel Dejica. 2022. *Comunicarea de criză. Dicționar român-englez, englez-român*. [Crisis Communication: Romanian-English, English-Romanian Dictionary]. București: Tritonic.

Coleman, Amanda. 2023. *Crisis Communication Strategies*. 2nd ed. London: Kogan Page.

Coombs, Timothy W., ed. 2025. *Media and crisis communication*. New York: Routledge.

Dejica, Daniel, and Mariana Cernicova-Bucă. 2021. *Dicționar de comunicare și relații publice, englez-român*. Ediția a II-a, revizuită și adaugită. București: Pro Universitaria; Timișoara: Editura Politehnica.

Frandsen, Finn, and Winni Johansen, eds. 2020. *Crisis Communication*. Berlin: De Gruyter Mouton.

BUPT

Huang, Mimi, and Lise-Lotte Holmgreen, eds. 2020. *The Language of Crisis: Metaphors, Frames, and Discourses*. Amsterdam: John Benjamins Publishing Company.
Ihlen, Øyvind, and Robert L. Heath, eds. 2018. *The Handbook of Organizational Rhetoric and Communication*. Hoboken, NJ: John Wiley & Sons.
Jethwaney, Jaishri. 2024. *Corporate Communication: Concepts and Practice*. 3rd ed. New York: Routledge.
Sellnow, Timothy L., and Deanna Sellnow, eds. 2024. *Communicating Risk and Safety*. Berlin: De Gruyter Mouton.
Wang, Huabin. 2022. *A Critical Public Relations Approach to Crisis Communication and Management: A Case Study of Malaysia Airlines Flight MH370 Disappearance*. Singapore: Springer.

BUPT