

## BOOK REVIEW

### IULIA PARA'S BUSINESS DICTIONARIES

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#### Reviewed works:

1. English-Romanian Business Dictionary  
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2. Romanian-English Business Dictionary  
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#### Original titles:

1. Dicționar de afaceri englez - română
2. Dicționar de afaceri română - englez

**Author:** Iulia Para

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Recent releases (November 2017) of Mirton Publishing House, Timișoara, the 418 page English - Romanian dictionary and the 294 Romanian - English Dictionary of business terms are written by Iulia Para, lecturer within the Department of Marketing and International Business Relations at the Faculty of Economics and Business Administration of the West University Timisoara, Romania, author of several books published by various publishing houses in the country or abroad.

Iulia Para is a reputed author in the field of ESP, with two works published by LAP LAMBERT Academic Publishing, Germany: *ESP as an Instrument of Communication in Business*, published in 2016, and *Anglicisms in the Romanian Business Vocabulary*, based on her doctoral thesis, published in 2012. In 2016 De Gruyter Open publishes *Language in the Digital Era. Challenges and Perspectives*, co-edited by Iulia Para. Another work in the domain of Business English, *English for Banking*, is published in 2012, by Mirton Publishing House Timișoara, that also published, between 2007 and 2016, other eight works - course materials or students' books - having Iulia Para as author or co-author. Between 2013 and 2015 Iulia Para made a series of presentations in the field of ESP, Business English and Communication, at distinct national and international conferences and she has published so far more than 20 articles in the field, in journals indexed in various data bases.

The expertise in the field of English for business and economics, achieved by the authoress in more than ten years of teaching students in Economics, and the research in the field, undertaken along with her didactic career, are put to good use in the production of the two business dictionaries under consideration.

Both dictionaries feature a very straightforward approach when it comes to the layout. A centred alignment column of equality signs splits each page into two virtual columns. It thus separates - and respectively identifies - the term or the notion in the original, translated language, in the left column, from - and respectively with - the term, notion or explanatory phrase in the language 'of destination' as to say, i.e. of translation, in the right column. Both sections come written in a neat top left alignment. This choice of format is very easy to follow, to look into and retrieve items from, and it provides maximum readability by its very simplicity and genuine sheerness.

As for the general format, the dictionaries start each with a guard page and a page dedicated to the scientific referees, and then present a continuous flow of translated terms and notions, coming simply under obvious 'titles' represented by the alphabet letters (the title letters of the terms entered underneath each). They both end with two pages of selective bibliography.

As obvious, the ascending alphabetical arrangement is employed in introducing the terms, notions or phrases presented on the first column, the column of the words to be translated. This still does not always hold true as the reader can find examples of a different style of organizing the entries, especially within phrasal concepts. Thus, for instance, in the English - Romanian dictionary (further here referred at as E-R), for the constructions with the English word "**general**" (pages 182-184) and in the Romanian - English dictionary (further here referred at as R-E), for the phrases formed with the Romanian words "**baza**" (page 27), the concepts are ordered in more alphabetical lumps, i.e. the lexical structures are grouped by various economic fields - such as finance, business, accounting (without any distinct pointing out by the author, with respect to this breakdown) - and the arrangement comes alphabetical within each group. Or, as for instance with the Romanian words "**banca**" (pages 22-25), "**cambie**" (pages 41-42), "**capital**" (pages 44-46), and others, there is first an alphabetical arrangement consisting of an enumeration of the types of banks, respectively bills or capitals, and then again a new lump for each term, of other concepts related to it.

The abbreviations, truncations and acronyms, present in the two dictionaries are most of the times presented in the long form as well, either having the entry in the long form and using the initials or the short form in brackets,

e.g. "**Adjustable rate mortgage (ARM)** = Ipoteca cu rata ajustabila" - E-R, p. 10;

"**Clean bill of lading (clean B/L)** = Conosament curat" - E-R, p. 65,

or vice-versa, i.e. with the very abbreviation representing the dictionary entry followed by the explanation in parentheses,

e.g. "**CIA (Cash In Advance)** = Plata cu numerar in avans" - E-R, p. 62;

"**Ck. (check)** = Cec" - E-R, p. 64.

Still, it sometimes happens that only the initials are given or only the shortened form appears in the initial language and the translation comes as explanatory, i.e. in the long form,

e.g. "**BAA** = Autoritatea Aeriana Britanica" - E-R, p. 15;

"**BEXA** = Asociatia exportatorilor britanici" - E-R, p. 27;

"**Contr.** = Contract" - E-R, p. 87.

Another situation encountered is that some initials entered in the dictionary do not have a translation but rather they are just explained to be the acronyms of 'something' and this something comes again in English, and represents the long form of the structure and so the reader will next have to check the page where the long form comes translated.

e.g. **NL** = Abreviere pentru no liability

**NMS** = Abreviere pentru "normal market size"

**NNP** = Abreviere pentru "net national product" - E-R, p. 268.

While most situations of abbreviation introduction, in all the variants exemplified above, were particularly met in the English Romanian dictionary, there are instances of tackling abbreviations in the Romanian English dictionary as well, even if they are mostly justified by borrowings or feature notions taken over just as such, by the Romanian language,

e.g. **DES (franco nava descarcata)** = Ex ship (delivered ex ship)" - R-E, p. 127;

**DAF (franco-frontiera)** = Free frontier (delivered at frontier)" - R-E, p. 115.

What can impress some readers as a well organised and very neat work, might return for others a feeling of exhaustion. This is because a certain bluntness is given by this 'too clean' layout, this seemingly infinite row of indistinguishably differentiated terms. It strikes from the fact that all entries are identically aligned and are written in the same font format - capital first letter and bold throughout the structure - whether they bring a new concept or represent just another 'member' of the same word family or an expression formed with a previously enounced and translated term, as clearly exemplified by the excerpt from R-E, page 137, seen below:

e.g. **Efectiv** = Actual/effective/real

**Pret efectiv** = Actual price

**Venit efectiv** = Actual income

**Productie efectiva** = Actual output"

Such entries are often distinctly tackled by authors of dictionaries so as to somehow visually indicate the connection and correlation between related terms, for instance by using indentation for all but the first notion in such groups or by using a particular font format for the related terms and expressions or by resorting to graphical symbols (as the sign "~") to substitute the initial word or its root a.s.o.

The latter variant, namely the use of the symbol "~", is sometimes, though not very often, employed here as well, like in the two examples below, taken from E-R, page 238:

e.g. **Knock-down** = Minim (despre un pret)

**~price** = Pret de reclama; pret casat/minim"

**Know** = A cunoaste

**To be in the ~** = A fi la curent cu; a cunoaste dedesubturile (unei afaceri).

A suporta consecinte, a se resimti (fam.)".

Some slips can easily occur when insisting on keeping the base word as part of the structure formed with it. The next example below shows a clear overuse of the term "baza" as the title word is erroneously placed in the same line with the structure it forms and hence the first word comes superfluously: **Baza pe baza** = On the basis of" - R-E, p. 27. The entire structure could have been drastically simplified by not

even using the title word at all and just marking it by a symbol instead. Thus, if the title word with its translation had come just before the structure, this new entry might have easily been replaced by a very simple one: 'pe ~' = 'on the ~ of'.

It is of course always the choice of the authors and, after all, there is no right or wrong way to introduce an entry in a dictionary, as long as the basic rule of a logical order of the terms to be translated is observed.

Like in most works that are large, extensive and painstaking, there are some minor shortcomings that can be identified. These would be as follows:

First, one can argue that the lack of diacritical signs sometimes renders a not very straightforward grasp of the terms on the Romanian sides of the two dictionaries.

Then, some spelling mistakes may be met here and there, mostly missing letters or extra letters (sometimes clear results of the typing device automatic 'correction'):

For instance, the Romanian structure in the entry "**Actiuni la valoarea nominal** = Pervalue stock" (R-E, p.12), lacks concord of adjective with the noun determined, as the last word should have ended with one more letter, letter 'ă', i.e. "nominală", and most probably the term was "corrected" automatically if the language selected for the document was English.

Also, the term "good" mistakenly comes in the example "**Good** = Bunuri" (E-R, p.188). Obviously the English term that should have appeared in this entry is the noun "goods".

Incidentally, long entries, coming on more rows, may feature capital letters in words on first position in a new line, again due to the editing software settings but definitely unfounded within the structure itself, as seen in the example below, found in R-E, page 11:

**"Acronim care desemneaza faptul  
ca toate informatiile care intra și  
ies dintr-un calculator  
Sunt,reciclate"** = (P C) GIGO (garbage in, garbage out)"

Next, some repeated entries can be noted, such as: "**Factor de eficienta** = Efficiency factor" (R-E, p.153) or "**Co. (company)** = Firma/societate" (E-R, p.68), and others that unfoundedly come twice, one after the other - as the cases mentioned - or after a lump of diverse concepts using the given word, such as with the term "**Banca** = Bank, banking house/establishment" - R-E, p. 22, repeated a few pages later with a shorter translation this time: "**Banca** = Bank" - R-E, p. 25.

Another error noted is the use of Romanian explanations within the English entry, as in "**BRIC acr. De la Brazil, Russia, India and China** = 1. Acronim referitor la economiile combinate ale Braziliei, Rusiei, Indiei si Chinei, care, conform unei teze emise de un raport Goldman Sachs din 2003, vor deveni in jurul anului 2050 primele patru economii ale lumii; 2. (termen generic in marketing care se refera la) economiile celor patru tari considerate ca fiind in curs de dezvoltare si maturizare" - E-R, p. 38, where the Romanian part "acr.[onim -n.n] de la" should not have been present. Besides, here the explanation on the Romanian side seems a little more complex than necessary and thus it looks rather too long, in the economy of the

page. Still, this latter aspect is just a layout shortcoming and it should be set against the fact that the result comes as a benefit for the reader, who will find it quite useful to learn so much about the notion at stake.

Pragmatism is conclusively the key word to describe the two lexical instruments under discussion. Simplicity and functionality reasons can be considered as indeed prevailing along Lulia Para's dictionaries. These basic characteristics make the two Business Dictionaries be excellent working tools and particularly useful informational sources for all stakeholders, learners, students, teachers, language instructors, economists, other people working in the field and other users of Business English terminology. Congratulations to the author for her diligence and industriousness in providing all categories of people involved in the Business English field in the Romanian education and economy with these welcomed instruments.