## **Cultural Perspectives 29/2024**

### I. CONTENTS

CONTENTS	29/2024
EDITORIAL: Representations of Endurance, Solidarity and Empathy	5
Sadagat Aliyeva Media Coverage of Women across Countries (The Special Case of Azerbaijan)	
Emilia Avrămiea, Nadia-Nicoleta Morărașu, Gabriela Andrioai- Grigoraș	•
Narrative Accounts of Language Recovery through Music Therapy	27
<b>Hristo Boev</b> In Search of the Symbolic Truth about Ted Hughes and Sylvia Plath in Kate Moses's <i>Wintering</i> and Susan Schaeffer's <i>Poison</i>	<b>47</b>
<b>Silviya Dimitrova</b> A Saturday Like No Other. The Beginning of the Latest Military Confliction the Middle East – a Cross-Linguistic Analysis of News Headlines from British, German, Bulgarian and Turkish Media	
Raluca-Andreea Donici (Nechifor), Nadia-Nicoleta Morărașu Mihaela Culea Exploring the Language of Suffering and Redemption through Discursive Manifestations of the Religious in Film Reviews	<b>93</b>
Oleksandr Kapranov Responsibility, Sustainability, and Threat: The Framing of Climate Change by King Charles III	117
Elisabetta Marino Fostering Solidarity, Hybridity and Transnationalism: Elizabeth Dickerson Rice Bianciardi's Italy	<b>147</b>
Noemi Neconesnic, Nadia-Nicoleta Morărașu Female Agency Encoding and Linguistic Expressions of Consent ir Historical Romance Fiction	<b>157</b>
Svetlana Nedelcheva Skunked Terms as Part of Language Evolvement	179
inara Osmonova, Elnura Talgarbekova, Symbatkhan Shakirova, Artem Golov, Erik Orozaliev Gender Stereotypes in Family Relationships in Modern Kyrgyzstan Psychological, Religious, Socio-philosophical and Cultural (Spiritual) Aspects	207

<b>Eriola Qafzezi</b> Hand in Hand: A Comparative View on the Use of the Word "Hand" in Albanian and English Language	229
<b>Nina Sirkovic</b> Empathy in Literature: Deconstruction of Narrative Empathy in Josip Novakovich's <i>April Fool's Day</i>	265
Book reviews Iulia Cocu, An English-Romanian Explanatory Dictionary of Onomastic Phrasemes/Nadia-Nicoleta Morărașu, Floriana Popescu	282
Alina Cojocaru, Notre ami Anatole Magrin. Artist fotograf şi diplomat. Viaţa şi opera/ Artiste photographe et diplomate. Sa vie et son oeuvre/ Artist Photographer and Diplomat. Life and Work/ Gabriel-Octavian Nicolae, Valentin Ciorbea	286
<b>Mihaela Culea</b> , <i>The Public Debate Spectacle</i> / Brînduşa-Mariana Amălăncei	291
Anca Daniela Frumuşelu, Linguistic Representations of Contested Identities in the Media. The Special Case of South-Eastern Europeans as 'Others' in the British Press/Mihaela Culea	295

#### II. Abstracts

#### Media Coverage of Women across Countries (The Special Case of Azerbaijan)

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#### Abstract

The relevance of this study results from the need to examine the way in which images of women and femininity are presented in the Azerbaijani media. The purpose of the study is to analyse the characteristics of the portrayal of women in Azerbaijani television advertising. The theoretical and methodological foundations of the study are based on gender and socio-cultural approaches. The method of audiovisual content analysis was used for the study. The sample includes 103 commercials collected between 2020 and 2023, with the prerequisite of the presence of female characters. The results showed two main trends in the portrayal of women. Firstly, a patriarchal perception dominates: women are usually presented as housewives or mothers, and most advertising takes place in a domestic environment. Women are often depicted in advertisements for men's products, which reinforces patriarchal stereotypes. Secondly, there is an emancipatory trend, which is reflected in the reduced objectification of women's sexuality in advertising. The plots and dialogues of commercials practically do not contain stereotypical ideas about women and present them in a positive light. Further research should aim to develop practical recommendations for improving the broadcasting of women's images in an emancipatory context.

Keywords: gender; patriarchy; emancipation; objectification; television advertising.

### Narrative Accounts of Language Recovery through Music Therapy

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DOI https://doi.org/10.29081/cp.2024.29.02

#### **Abstract**

The language of healing involves the use of medical terminology related to critically ill patients and their recovery. The present research focuses on the role of music therapy as a nonverbal form of healing. A vast array of neurological disorders affect nowadays both young and elderly patients. Among the most devastating illnesses, the stroke or cerebrovascular accident (CVA), in medical terms, disables many patients who lose the power of communication. A stroke, among other terrible paralyzing effects, may cause a condition named aphasia, which is the loss of the ability to communicate normally due to the damage produced to the left side of the brain which is the centre of communication. The power of language in healing such patients is often beyond our grasp as the linguistic means used for this purpose may include confessions, incantations, and lyrics.

The present study will focus on the mechanisms of speech recovery through music therapy and its benefits on the life of patients with aphasia. In addition to listing different types of aphasia, with particular focus on Broca's aphasia, we bring to attention two medical cases of aphasic patients, of which one involves music therapy as a nonverbal recovery tool. The detailed narrative account of this successful case history provided by neurologist Oliver Sacks (2011) represents valuable evidence that supports the idea of the beneficial effects of enduring music therapy.

**Keywords**: medical register; healing; music therapy; aphasia; speech recovery.

#### In Search of the Symbolic Truth about Ted Hughes and Sylvia Plath in Kate Moses's Wintering and Susan Schaeffer's Poison

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#### DOI https://doi.org/10.29081/cp.2024.29.03

#### Abstract

Attaining the status of a recognized genre of fiction via postmodernism with its immanent polyphony and deconstructivist possibilities, biofiction in the last two decades of the 20<sup>th</sup> century eventually became a neat blend of biographical fact and literary fiction with a hybrid aesthetic which opened new perspectives for both enquiries into and interpretations of this kind of fiction in the 21st century. While biographies are still studied and used as references to historical figures, recent criticism has also considered some of the biographical novels as relevant sources about their fascinating lives. With the unwaning interest in the "star-crossed" lives of Ted Hughes and Sylvia Plath and the enormous amount of critical material about them in the form of numerous biographies, monographs, articles, and films, at least five well-known novels have tried to shed light on their tumultuous relationship and marriage culminating with the intention to start divorce proceedings and Plath's suicide. This paper will explore empathy, endurance, authenticity and readability in two of them – Kate Moses's *Wintering* (2003) and Susan Schaeffer's *Poison* (2006) while making a commentary on the ever-elusive symbolic truth about the two poets that both novels attempt to illuminate.

Keywords: empathy; biofiction; authenticity; readability; endurance; symbolic truth.

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# A Saturday Like No Other. The Beginning of the Latest Military Conflict in the Middle East – a Cross-Linguistic Analysis of News Headlines from British, German, Bulgarian and Turkish Media

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"If we do not remind ourselves of the possible faces of peace, if we do not continuously endeavor to imagine it as a realistic option, as an alternative to the existing condition, we will remain with nothing but the desperation caused by war and occupation and terror – the desperation that causes war and occupation and terror."

D. Grossmann, "Contemplations on Peace" (2008: 87)

#### **Abstract**

The aim of this paper is to analyze and compare the language used by the *Guardian* from the UK, *Der Spiegel* from Germany, *Dnevnik* from Bulgaria and *Cumhuriyet* from Türkiye to report on the events of Oct. 7th, 2023 starting with Hamas' attack on Israel and continuing with Israel's military response to it. The cross-linguistic critical analysis is limited to the headlines of the published articles and attempts to reveal whether the events in question are reported in a similar way considering the fact that all four media outlets are seen as left-liberal and in the case of differences whether and to what extent these are determined by national historical and/or political realities.

All four media outlets report on the events of Oct. 7th as they develop; however, the Bulgarian and the Turkish newspaper lack the resources to do this as extensively as the *Guardian* and *Der Spiegel*. There are differences both in the presence of victims in the headlines and in the way Hamas and its attack are referred to. While the *Guardian* talks about 'militants', *Der Spiegel* prefers 'terrorists' and *Cumhuriyet* uses more agentless structures. All four media outlets publish videos of the military conflict but *Der Spiegel* limits

itself to showing only Hamas' attack and not the destruction caused by the Israeli army in response. Possible explanations for such differences are belonging to the same religion in the case of Türkiye and historical events like the Holocaust in the case of Germany.

Keywords: military conflict; media discourse; war reporting; CDA, ideology.

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### Exploring the Language of Suffering and Redemption through Discursive Manifestations of the Religious in Film Reviews

Raluca-Andreea Donici (Nechifor) Nadia-Nicoleta Morărașu Mihaela Culea "Vasile Alecsandri" University of Bacău Romania

DOI https://doi.org/10.29081/cp.2024.29.05

#### **Abstract**

This paper explores the manifestations of religious discourse in film reviews, particularly focusing on the discursive markers of suffering and redemption. It analyses two sets of reviews of the religious films *The Passion of the Christ* and *The Exorcist* as a means of creating and deciphering meaning and observes how specific linguistic items reveal distinct representations of suffering within religious episodes. The reviews highlight the profound emotional and physical responses elicited by these films, underscoring the deep spiritual and existential impact on the viewers. In addition, the focus also lies on the connection between divine and mortal suffering, an intricate topic examined through the lens of salvation. In this respect, critics had in view episodes of great emotional and spiritual intensity, as Christ's sacrifice, mirrored by the possessed girl's plea for divine intervention and salvation.

Our study intends to confirm that religious discourse in film reviews serves as a process of self-expression, effectively conveying complex emotional and spiritual reactions. The audience, composed of simple viewers and critics alike, are intrigued and persuaded into exploring the intense manifestations of religion in cinematic discourse. This is the reason why the aim of this paper is to identify and to analyse such discursive manifestations of the religious within film reviews, while focusing upon the manner in which certain feelings and emotional responses, such as suffering and redemption, are transmitted.

**Keywords:** discursive manifestations; religious discourse; film reviews; suffering.

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### Responsibility, Sustainability, and Threat: The Framing of Climate Change by King Charles III

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DOI https://doi.org/10.29081/cp.2024.29.06

#### **Abstract**

The issue of climate change is reflective of a cornucopia of interconnected variables, which involve political, societal, as well as ethical and moral considerations associated with empathy, responsibility, sustainability, and solidarity (Sadler-Smith & Akstinaite 2022). Due to these reasons, research in climate

change discourse has gained currency in the present-day linguistic and mass media studies. One of the means of exploring how corporate and political actors view the issue of global climate change involves framing, which is copiously applied in linguistic, mass media, and discourse-related research directions (Gillings & Dayrell 2024; Schlichting 2013). To-date, however, little is known about how climate change discourse is framed by the current British monarch King Charles III. This contribution presents a qualitative study that explores the way climate change discourse is framed by King Charles III. The study involves a corpus of speeches on the topic of climate change delivered by King Charles III from 2005 to 2023. The corpus was analysed qualitatively in line with the framing methodology developed by Entman (1993, 2004, 2007). The analysis revealed that climate change was framed as A 2 Degree World, Deforestation, Responsibility, Risk, Sustainability, Threat, and Urgency. The findings and their discussion are further described in the article.

Keywords: climate change discourse; frame; framing; King Charles III; speeches on climate change.

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### Fostering Solidarity, Hybridity, and Transnationalism: Elizabeth Dickerson Rice Bianciardi's Italy

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DOI https://doi.org/10.29081/cp.2024.29.07

#### Abstract

Information about Elizabeth Dickerson Rice Bianciardi is scant and limited, despite her reputation as an accomplished journalist, who contributed to popular magazines such as *The Atlantic Monthly* and *The Harper's Monthly*. Apparently, she moved to Italy to further her education, at a crucial time in the history of both her country, grappling with the aftermath of the Civil War, and her host country, striving for unification.

This essay will focus on the two narrative pieces she penned during her stay in the peninsula: a biographical sketch of Giuseppe Garibaldi ("The Personal History of Garibaldi," 1882), and a travel account published in 1884, *At Home in Italy*. As will be shown, Rice Bianciardi succeeded in fostering a more sympathetic and positive image of Italy and the Italians, thus challenging inveterate stereotypes and misconceptions. In her works, Italy also became a symbolic space where the redefinition of her identity, both as a professional writer and a liberated woman, could take place.

**Keywords:** bridging cultures; Elizabeth Dickerson Rice Bianciardy; Garibaldi; Italian unification; solidarity; travel literature.

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### Female Agency Encoding and Linguistic Expressions of Consent Romance Fiction

in Historical

Noemi Neconesnic Nadia-Nicoleta Morărașu "Vasile Alecsandri" University of Bacău Romania

DOI https://doi.org/10.29081/cp.2024.29.08

#### Abstract

This paper explores the concepts of female agency and consent in historical romance fiction using corpus methods of analysis. To this purpose, we provide an overview of the concept of agency in historical

romance novels which focus on female characters and their journey toward empowerment and independence in addition to romantic fulfilment.

Previous research has shown that romance novels can shape perceptions of consent, as well as attitudes towards sexual intimacy. To observe if this idea is validated by the data retrievable from our corpus, we explore the linguistic expressions of consent and discuss the encoding of agency through performative verbs and indexical expressions, as well as the frequency and contextual usage of gendermarked language.

**Keywords:** agency; consent; sexual scripts; historical romance; gender.

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#### **Skunked Terms as Part of Language Evolvement**

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DOI https://doi.org/10.29081/cp.2024.29.09

#### **Abstract**

The present article focuses on the process of language change and more specifically the evolvement of word meaning through the so-called skunked words. The term was coined by Bryan A. Garner, a lexicographer who uses it to refer to words that have developed new meanings, which have become so controversial that they are best avoided in writing and speech due to the risk of being misunderstood. This phenomenon poses significant challenges for linguists, lexicographers, and language users alike. In this research, we observe skunked words through the lens of corpus linguistics, aiming to shed light on their elusive nature and the dynamics of their usage. By applying corpus linguistic techniques, based on Coca Corpus tools, we offer insights into the nuanced meanings and connotations of skunked words, highlighting their fluidity and susceptibility to semantic change over time. Furthermore, we discuss strategies for managing the usage of skunked words in discourse, emphasizing the importance of context factors and linguistic awareness. This study contributes to the growing body of research on language variation and change, providing a corpus linguistic analysis of skunked words. Our findings not only enhance our understanding of these linguistic phenomena but also offer practical guidance for foreign language learners striving for clarity and precision in communication.

Keywords: skunked terms; meaning change; language evolvement; corpus studies; COCA corpus.

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Gender Stereotypes in Family Relationships in Modern Kyrgyzstan: Psychological, Religious, Socio-philosophical and Cultural (Spiritual) Aspects

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DOI https://doi.org/10.29081/cp.2024.29.10

#### **Abstract**

Gender stereotypes can have a significant impact on the psychological state of individuals in the family, shaping their perceptions of themselves and their role in relationships, which renders the study of different aspects of this issue important and relevant. The purpose of this paper is to study the dynamics and nature of stereotypes in family relations in the context of the Kyrgyz society of the 21stcentury. The study uses the methods of abstraction, analysis, systematization, and generalization. As a result of the study, it was found that gender stereotypes continue to influence the dynamics of family relationships in Kyrgyzstan, given that they are formed and supported by various sociocultural institutions, such as the family, the school, and religious communities. The study also revealed that gender stereotypes in the family can become a source of conflict and obstacles to personal development, limiting the opportunities of each family member. Overcoming these stereotypes requires a comprehensive approach that includes educational programmes, awareness-raising, and support from the State. In addition, examples of equal family roles, cultural and educational activities, as well as the promotion of economic self-sufficiency and the active involvement of young people in overcoming gender stereotypes are important factors. It is also noted that globalization and the media play a significant role in the formation of gender stereotypes, but they can also contribute to their revision and overcoming through supporting diverse and inclusive representations of gender roles in society. The findings provide a basis for developing strategies and programmes to address gender stereotypes in family relationships.

**Keywords:** gender stereotypes; religious factor; discrimination against women; masculinity and femininity; male roles.

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#### Hand in Hand:

A Comparative View on the Use of the Word 'Hand' in Albanian and English Language

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DOI https://doi.org/10.29081/cp.2024.29.11

#### Abstract

The aim of this paper is to explore the interrelationship between language and culture. The current study attempts to show that even words that seem to be internationally used open up entire webs of meaning and cultural insights. We have selected the word 'hand' and have explored its usage in Albanian vs. English. To find out examples, we have relied on Albanian National Corpora (ANC) and Corpus of Contemporary English Language (COCA). In the first part of the paper, we introduce information about the corpora selected, literature review, and methodology of the study. The second and third part of the paper bring illustrative examples from the versatile uses of the word 'dorë' and 'hand' in both languages. Special care has been taken to compile a list of purposes of the use of 'dorë' especially for the Albanian language, with the aim of illustrating the way Albanian culture is reflected in the Albanian language, based on the examples extracted from ANC. The methodology of the current study is mainly a qualitative one, therefore few statistical data are given. The innovativeness of this study relates to the use of ANC, an area not yet known and explored by scholars, as well as to the comparison of findings with the use of the same word in COCA for the English language. We aim to extend the current study in the future by including examples from other corpora of Balkan languages and make relevant comparisons. Thus, the current study will serve as a starting point for further research that will exemplify similar cognitive patterns that English and the Balkan languages and cultures share.

**Keywords**: English, Albanian; culture; language; corpora; hand.

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### Empathy in Literature: Deconstruction of Narrative Empathy in Josip Novakovich's *April Fool's Day*

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DOI https://doi.org/10.29081/cp.2024.29.12

#### Abstract

The paper deals with the phenomenon of empathy as a means used by writers, especially in character formation and establishing the relationship with the reader. Firstly, the concept of empathy is considered from a psychological point of view (definitions and types), and the term narrative empathy is introduced. Then follows the analysis of techniques that Josip Novakovich uses to establish narrative empathy between the narrator and the reader regarding his character Ivan Dolinar from the novel *April Fool's Day*. The author uses explicit and implicit presentation of emotional cues to transfer emotions to the reader. Also, within the text, a two-way line of forming empathy is suggested: the reader is targeted both by the narrator's side towards the character and by the relationship of the main character with other characters in the novel. The question of empathetic and ethical aspects of a literary text is also raised, as well as the place of narrative empathy in establishing a link between empathy and altruism in general.

**Keywords:** psychology; empathy; narrative empathy; Josip Novakovich; "April Fool's Day"; altruism.

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Cultural Perspectives Journal for Literary and British Cultural Studies in Romania is issued annually, in December. The manuscripts should be sent by May 15 every year. The manuscript should conform to the following norms:

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"CULTURAL PERSPECTIVES. Journal for Literary and British Cultural Studies in Romania" invites submissions to Issue 30/2025 presenting different perspectives on the theme "Naming across Cultures" coming from different fields, such as literature, linguistics, semiotics, political and sociological studies, communication, public relations, anthropology, translation studies, etc. The empirical background can be provided from different cultures, but it should underline the link between the respective culture and the British one.

The deadline for Issue 30/2025 is May 15, 2025. Should you be interested in submitting your paper, please read the author guidelines posted on the CP dedicated webpage - https://pubs.ub.ro/?pg=revues&rev=cp&sc=instructions
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