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Teacher's asserting premises and possibilities of efficient managerial styles

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Abstract

The issue of teacher's managerial styles is unitary approached along with educational styles issue and institutional management styles issue, and is part of the class' managerial dimension. Comparative, educational and managerial styles (of the school manager) have a theoretical history and benefit from validated techniques and tools, whereas teacher's managerial styles issue are about to gain consistency as part of the pedagogical literature, and present researches emphasize their roles in efficientizing didactic activity. The article *Teacher's asserting premises and possibilities of efficient managerial styles* is based on multiple specific sub-themes: a) analysis of the key-concepts outlining theme's theoretical framework; b) teacher's managerial styles typology; c) conditions and modalities in order to efficientize managerial styles. Premises of the topic speech consist in: situationally approach the educational process, the relation between teacher's educational and managerial styles, references to a personal research regarding the outline of the constructive teacher's managerial styles. Based on these key-concepts and in accordance with the multidimensional approach (conditions, factors, modalities in order to outline and assert styles), possibilities and modalities are being analyzed in order to efficientize teacher's managerial styles.

Keywords: style, professional behavior, educational and managerial styles, class management, leadership, constructive teacher's managerial styles.

1 Preliminaries

By making references to class management, as an approach perspective of teachers' styles issue, we find that as part of the field, indicative studies are relatively few in comparison with the institutional management; this fact makes specific problems to derive and adjust from those of the organizational management or to develop out of the classic literature approaching class management, educational styles for that matter, pedagogical research data. Nevertheless, it is necessary to carry out an in-depth approach of the manager-teacher style, if we take into consideration a series of findings of teacher's educational and managerial practice, which become grounds for a fundamental and applicative research in the field:

- educational practice has revealed the idea that a strictly technical approach of the pedagogical constructions is not efficient as part of the actual educational field, where the situational approach (of training, interaction relations, development actions of an optimal psycho-social climate) is much more productive;
- situational approach of the educational and instructive process dictates teacher's personality assertion, through particular behaviors in order to conceive and apply situations and tasks, in accordance with class characteristics, teaching discipline, school's cultural level;
- pedagogical researches of teachers' competences have emphasized there are different results of teachers having a relatively equal level regarding the pedagogical and managerial culture, the difference between their professional performances is caused by features of personality and styles.

2 Conceptual delimitations

The first stage of any theoretical and praxiological approach regarding teacher's style issue is represented by the comparative conceptual analysis of some specific or correlative terms, which have generated some interpretative dilemmas, of which the most representative are as follows:

- *the professional style/behavior;*
- *the educational style/managerial style;*

The interpretative difficulties referred by the issue literature justify D. P. Ausubel's assertion (1981), according to which teacher's style term has many meanings, which implies more possibilities in order to conceptualize teacher's individual characteristics, advanced as part of the educational activity.

a) *The professional style/behavior*

The two concepts have been differently related as part of the fundamental orientations of the issue literature. Among these, the most important are the behaviourist orientation and those based on situational models (of contingency).

As far as the behaviourist orientation is concerned, style represents "a set of constants associated to behavior, which find themselves at the contact point with teacher's psycho-pedagogical belief and which are directly perceptible, without and internal meditation"(apud Iucu, 2000). The situational theories analyze categories of teacher's behaviors and the relations between them, established in accordance with specific variables of some situations. Thus, it has been promoted the concept of *leadership,* which is part of the managerial style, used as part of the operational management and expressed through combinations of variables, modalities in order to train pupils.

A famous representative of the situational theories – Freud Fiedler – clearly defines behavior and style terms. Applied to educational field, la domeniul educațional, Fiedler's theory approaches *behavior* as an ensemble of specific acts, which involve the teacher in pupils' guiding activity, whereas the *style* represents teacher's fundamental needs, which motivate pupils' behavior (apud Iucu, 2008). Fiedler develops a contingency model, which applied to the level of class management, explains teacher's managerial success, by balancing style (educational and managerial) with three situational variables (teacher-pupils relation, tasks' structure and teacher's authority). The situation arising from the combination of task's nature with interpersonal relations and leader type determine the efficiency degree in accomplishing curricular objectives and those referring to class' psycho-social component.

As a conclusion to all theoretical and practical developments as part of the manager-teacher style issue provided by contingency models, Elena Joița considers „ the style to be a set of relatively stable features as part of teacher's educational behavior, progressively optimized, consolidated or ameliorated, a particular way of integrating pedagogical values as part of his capacities and competences, a result of personalizing pedagogical norms, a certain way of structuring them in specific actions" (Joița, 2000) .

b) *The educational style/managerial style*

A major problem arising while conceptualizing terms of *educational style* and *managerial style*, as two fundamental categories of teacher's style, is represented by defining relations between these aspects. Dan Potolea (1989, 160-186) completely clarifies the problem above mentioned, by assessing the closeness between teacher's fundamental categories (of class training and management) to also dictate the correlation of practised types of styles (educational and managerial). Thus, as far as the quoted author is regarded, pedagogical styles should also be studied in the light of the class, as an expression of the classic thesis that asserts teacher's manager role as part of the educational process, which makes the didactic strategies to be better conceived and applied. Nevertheless, there shouldn't be established equivalences between educational and managerial styles.

The educational style is "result of personalizing principles and norms specific to educational activity" (Potolea, 1989). The managerial style represents an „operational option in order to filter, analyze, structure, make decisions while solving problems by teacher's crystallized personality, and it is valuable when situationally interpreted" (Iucu, 2000); as part of the class management, style „results from combining characteristics of the management dimension: professional capacities, organizational capacities, maintaining a climate favorable to efficiency, motivation modalities, attitudes towards performance, delegation of practical decisional authority, principles and fairness, attitudes towards the superior hierarchical level" (Zamfir, 1980, apud Joița, 2000).

3 Tipology of managerial styles

The tipology of teacher's managerial styles is distributed on multiple dimensions:

- adequating typical categories of the school manager style (on which educational management literature is based) to the specific of teacher's didactic and managerial activity;
- adapting managerial styles to characteristics of pupils as members of the organization, who have a status and role as part of the study formation, just like as part of any other organization.
- analysis levels of the teacher's managerial style, which determins more categories: cognitive level (psycho-pedagogical and managerual representations, competences, convinctions and beliefs); strategic decisions level, which concern teacher's managerial activities: managerial prognosis and planning, organization, coordination, monitoring, evaluation and adjustment; operational level, where the managerial style is

adjusted to educational situations' variables;

The categories of the teacher's managerial style resulted from this constructive dimensions, are:

a) Regarding the adequation degree to situations and members' maturity level- (Hersey, Blanchard, 1977 apud Prodan, 1999):

- *the directive style,* necessary in case of new learning situations and when pupils' maturity level is low gradul;
- *the tutorial style,* based on supporting pupils involved in independent and group learning tasks and who do not possess a high level of competences development;
- *the supportive style,* based on motivating and involving pupils in exercising capacities and abilities, on providing suggestions, consultancy and it is adequate when pupils possess a higher maturity level then the above mentioned case, but still need a careful monitoring and support in accomplishing tasks;
- *the delegated style,* developed by involving pupils as part of the decisional act regarding training, organization of activities specific to class management, being recommended when pupils' maturity level is high;

b) Regarding group's involvement degree in making decisions, resulting types ranked in accordance with the directivism/freedom degree granted to pupils as part of the decisional process (Vroom, Yetton, 1973, Prodan, 1999 apud Joița, 2000):

- *autocratic I* – the manager-teacher makes decisions by himself based on information possessed by that time;
- *autocratic II* – the manager-teacher makes decisions by himself, by capitalizing some pupils' answers, too;
- *advisory I* – the manager-teacher describes the situation, involves pupils as part of the debate, evaluates answers and then he makes the decision by himself;
- *advisory II* – the manager-teacher and the group of pupils analyze the situation, the teacher makes the decision, but its content reveals pupils' interventions, too;
- *group* – the manager-teacher and the group of pupils analyze the situation, and the decision is made by the group.

c) Regarding the expression degree of the authority-freedom relation, by accomplishing a „continuum of management styles:

„the manager makes decisions by himself and also makes them public; the manager makes decisions and argues them; the manager presents ideas and asks questions; the manager presents a decision proposal that will be argued; the manager presents the issue, listens to suggestions and then he decides; the manager defines boundaries and asks the group to decide; the manager allows the group to decide, being limited by exterior constraints" (Tannenbaum and Schmidt, 1958, apud Iosifescu, 2001).

4 Conditions and modalities in order to efficientize the manager-teacher style

The specialty literature indicates multiple conditionings of the efficiency of teacher's educational and managerial style (Prodan, 1999, Potolea, 1989, Joița, 2000, Păun, 1999):

- *Personality factors*;
- *Influencing teacher's managerial behavior, by motivating him, as a basic orientation in manifesting the paradigm of „successful management"* (Prodan, 1999, Joița, 2000);
- *Class characteristics, psycho-pedagogical and managerial culture* (knowledge, capacities and competences, skills and abilities in applying methodological systems, techniques and procedures, modalities in order to acknowledge pupils' personality, teacher's psycho-pedagogical training necessary in order to perceive the context, the psycho-social climate of class and school, of interpersonal relations), whose operationalization efficientize didactic, educational and managerial activity, whose acknowledged level represents a self-evaluation indicator, of self-perfecting the style through reverse connection;
- *School's organizational culture,* whose basic values (conservative or emerging) or characteristics influence teacher's style, through role contamination, expectances and pressures, types of behaviors required. Thus, as part of a school where the organizational culture is based on manager's power, teacher's style is influenced in order to be a bureaucratic, protective, directive, whereas as part of a school based on a task culture, teacher's style is guided in order to be a democratic and achieving one, the teacher involving pupils in class' managerial issues, along with him being involved in solving institutional objectives as part of the project management.

If favorable factors and conditions are correlated with rigorously elaborated and applied modalities in order to efficientize the style, established post manager-teacher's evaluation/self-evaluation from this perspective, then outstanding results can be achieved in improving, perfecting/self-perfecting the style. A selective list includes the following strategic directions in order to improve manager-teacher's style:

- Applying some adequate methods in order to acknowledge pupils' expectances and needs and defining/implementing strategies and tools in order to satisfy pupils' interests;
- Developing an ethics code in order to develop as a class manager, as far as one's discipline is regarded (Joița, 2000);
- Developing capacities in order to develop professional experiences through (self)interrogation, reflexive and critical attitude, which are basic in order to perfect the educational and managerial style – the expression of professional development through reflexive practice (Maciuc, 2005);
- Elaborating and applying policies in order to develop the didactic staff, with references as part of teacher's managerial training field.
- Involving teacher in self-management activities of professional development, based on developing transverse competences, as part of the area where educational and managerial styles are situated.

5 Conclusions

Analysis of premises and modalities in order to outline teacher's managerial styles represent a support platform for some empirical and experimental researches in the field. And this area has a great development potential through inter-disciplinary researches, which aim interest fields of the postmodern pedagogy and educational management: a) teacher's professional and transverse competences; b) meta-cognition; c) meta-communication, which emphasizes the educational styles asserted as part of the situations facilitating communication relations (Vlăduțescu, 2012); d) constructivist capitalization of teacher's managerial styles, by adapting them in accordance with constructivist learning's principles and models (Bunăiaşu, 2008, Joița, 2008); e) developing the curriculum of teachers' initial and continual training, through trans-diciplinary structures, which aim professional values, attitudes, styles and behaviors.

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Assessment of logistic outlays in industrial solid waste management

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Abstract

Out of concern for environmental protection is an increasingly common practice. Companies thus have an additional task which is the correct organization of the industrial waste management. This is achieved through the use of logistics processes in industrial waste management, mainly such as warehousing, transport, storage and recovery. These processes involve the formation of logistics costs resulting from waste management. The paper presents a mathematical model for cost of logistics management of industrial waste resulting from the above-mentioned processes. It also shows the interpretation of these costs and the relations between them. The model can increase cost-efficiency in companies managing industrial waste, while increasing attention to the environment.

Keywords: logistics, logistics costs, waste management, industrial waste

1 Introduction

While actively pursuing the process of economic growth and economic development there are all very important improvements used in the management, logistics management and logistics. In connection with the use of ever more advanced automation and information technology in the processes of business management, technical and technological improvement of production, the growing importance of customer service, decreasing the duration of the different manufacturing processes, globalization and integration of considerable organizational and business computing, began to use logistics solutions on a much larger scale than before. Thanks to this definition, the essence, aims and objectives of logistics continue to evolve and are becoming better and broader dimension. The current sophistication of the market economy imposes on business activities involving not only the traditional logistics - from raw materials to the customer, but also follow-up to the management of products utilized by customers in order to recover resources from them, or from the client to raw materials. Thus was created the concept of logistics management of waste streams. Objects of interest in logistics management of waste streams are returned products and waste generated at any point in the supply chain. These waste products in logistics management of waste streams appear as having recovered the value of inputs. Wastes are no longer only waste, but gain some value as a result of economic changes, which is consistent with the economic development objectives, or long-term process of positive change, to include not only quantitative changes (increase: production, employment, the amount of capital, income, etc.), but also qualitative changes (scientific and technical progress, changes in economic structure in order to modernize, improve the system of internal economic relations and international, increase the skills level of the workforce, etc.).

2 Logistics management of waste streams

The concept of logistics management of waste streams already operates several decades, but the precise time when it was established terminology is not possible. First define conceptually similar to the logistical management of waste streams, which appeared in the scientific literature in the seventies were the *reverse channels* and the *reverse flows* (Gołembska, 2007).

In the early nineties was formulated first formally accepted definition of logistics management of waste streams by Council of Logistics Management, according to which the logistics management of waste streams is *the term often used in relation to the role of logistics in recycling, waste managing and management of hazardous materials,* which in a broader sense applies to *all issues related to logistic activities taken to reduce the use of raw materials, recycling, substitution, reuse of materials and management* (Council of Supply Chain Management). This formula of the definition strongly emphasizes aspects of the recovery and reuse of waste as the action built in the logistics management of waste streams. This definition is general, wide and constructed with a reference point for management (Guiltinan & Nwokoye, 1974).

In the late nineties there was presented another definition in literature, which also stressed the objective of logistics management of waste streams, as well as its internal processes. This definition defines logistics management of waste streams as *the process of planning, implementing and monitoring the effectiveness, cost-flow and raw materials, process, storage, production and finished products, as well as related information from point of consumption to the point of original creation to recover the value or properly disposal* (Nowicka-Skowron & Man, 2010). Modern approach to logistics management of waste streams, presented by Council of Logistics Management, is characterizing it for a second time as *the process of planning, implementing and monitoring the effectiveness, efficiency, cost flow of raw materials, processes involving the accumulation of stocks of finished products and links information on the consumption of starting and ending baseline in order to recover the value or the correct action* (Council of Supply Chain Management). In other words, the logistics management of waste streams is a process of movement of products the typical final destination for them to obtain the correct value or action. This concept of logistics management of waste streams is characterized by a combination of management skills, logistics and activities aimed at reducing and appropriate placement of waste.

When describing in a concise manner logistics management of waste streams, while giving the full nature of this discipline is necessary to cite found that logistics management of waste streams is a *way to maximize the value of waste* (Rogers & Tibben-Lembke, 2001). Under this definition, the determination of waste can also be applied to products in the flow of logistics management of waste streams, which in most cases are treated as defective, or waste products.

3 Waste management and its economic consequences

Logistic management of waste streams focuses its attention on the waste, *the materials arising from any human activities or natural forces, as they are usually unintentionally, though difficult to avoid the effect. In other words, waste is an object or material that cannot be used at all or in full accordance with its original purpose in a given place and at any given time* (Ambrożewicz, 1999). Waste in terms of physical and chemical parameters are divided into solid, liquid and gas. However, in the place of their creation, they are shared on municipal and industrial waste. The Waste Act defines municipal waste as the waste arising from human existence, while industrial waste, as the result of economic activity. In addition, the singled out group is also a hazardous waste, which are mainly industrial waste. Municipal waste is any waste generated by households and the waste does not contain hazardous waste from other waste, which because of its nature or composition is similar to waste from households (Ustawa o odpadach).

From the perspective of the business scope of the logistics used for waste disposal include (Kopicki, Berg, & Legg, 1993):

- The classification of waste by the possibility of reuse and of the danger they may cause;
- Purchase, storage, sorting, transformation, transport, processing, adaptation, recovery, processing, storage and sale of removed materials;
- Other activities necessary to eliminate waste, such as export of goods or unnecessary scrapping of used equipment.

Logistic management of waste streams is the creation of logistic chains merging of waste disposal sites. It comprises the following steps: sorting of waste, their transport and storage, waste treatment, provision of secondary raw materials.

Analyzing the economic factors should be noted that the logistics management of waste streams is very important and profound impact on businesses, where it is implemented (Rogers & Tibben-Lembke, 1999). If its processes run correctly, it can be a source of large cost savings, and even the possibility of using its actions as a main business, which can generate large profits (Sarkis, 2001). Logistic management of waste streams has a significant impact on costs in all phases of product life cycle, and with good organization of the process can be a big reduction in those costs over the cycle.

The total cost of logistics management system of waste streams can be distinguished (Dima ş.a.):

- waste disposal costs, including costs of purchase and operation of suitable means of transport and the construction and operation of transport facilities, transport costs, loading, landing and cargo handling;
- costs of waste treatment: thermal (combustion), chemical (e.g. pyrolysis) and biological (composting bio-waste) - including the purchase of technology and infrastructure, and the cost of treatment and disposal of residues from the process;
- costs of preparing landfill, landfill disposal costs and landfill gas remediation costs later.

The principles of logistics management of waste streams lead to lower overall costs in this area, contributing to the elimination of cost barriers in the promotion of waste management processes. This is the purpose of logistics management of waste streams.

Implementation of recycling systems for companies facing also some economic barriers. Often, the costs of acquiring and delivering recyclable materials tend to be higher than the acquisition of raw materials and other sources. In this situation, it is not worth to invest in new green technologies and systems utilization. There is therefore a need to co-finance systems in the field of logistics management of waste from regional and national public funding for the removal of environmental disasters, or for the development of technology-friendly environment. Also, in cooperation with international organizations to set harmonize standards in this field, like for example, in the process of accession to the European Union, often by using foreign funds to support environmental projects. Taking into account the economic conditions of the logistics management processes for waste streams should be noted that their usage can bring direct benefits to the organization by reducing consumption of raw materials for production, adding value to the process of recovery or reduce the cost of disposal. Even if these benefits are not very clear and known, also not achieved in a short time, the organizations involved in the conduct of logistics management of waste streams due to marketing issues, strategic and competitive, which are indirect benefits expected. For example, it can be implemented a strategy to recover value in order to adapt to future changes in legislation. Engaging in recovery, the organization also protects against competition that could not take over the technology and did not reach a better position in the market.

Therefore, the strategy for implementation of recovery processes may also be part of building the image of the organization and improve relationships with customers and suppliers. Thus, the economic impact oscillates around other direct and indirect goals of the organization, streamlining its operations comprehensively and functioning of the market.

4 Model of logistics costs for industrial waste management

Logistic management of waste streams is the creation of logistic chains merging of waste disposal sites. It includes the following processes (Kramer, Brauweiler & Nowak, 2005):

Collection and sorting of waste;

Transportation and storage of waste;

Waste management;

Disposal of recycled materials.

Knowing the processes that make up the logistical management of waste streams, should be paid attention to the cost aspect of these processes. These costs can be represented by a mathematical model developed by the authors of this article, based on previous research models, the costs associated with managing the logistics of waste streams. Using this model it is possible to estimate the costs of logistics management system in enterprises managing industrial waste. The mathematical model consists of four main parts: transport costs, storage costs, recovery costs and landfilling costs. The occurrence of these four components in the model of total logistics cost is justified because at first by analysis of logistics costs associated with managing the logistics of industrial waste streams, and, secondly, by the specificity of activities related to industrial waste management. Since the logistics management of waste streams includes processes related to transport the waste, their storage, transfer to the recovery or disposal, while all of these processes are the basis of enterprises managing industrial waste, hence the existence of the costs of these processes in the model on the total cost of logistics management of waste streams is most appropriate. Additionally, this highlights that the flow of waste streams are similar in specific products and here are the same logistic processes, but the direction of movement is different in nature. It is possible to show the logistics costs by usage of the mathematical formula (1):

$$K_C = K_T + K_M + K_O + K_S$$

(1)

Where:

K_C – total logistics costs of industrial waste management;

K_T – transport costs;

K_M – storage costs;

K_O – recovery costs;

K_S – landfill costs.

So by authors’ research made in the enterprises managing industrial waste in Poland the above formula will have the extensive form (2) as follows:

$$Kc = \sum_{p=1}^{P} \sum_{n=1}^{N} \left(\frac{i_{pn}^{o}}{\tau} \right) \cdot 2 \cdot S^{T} \cdot t_{m} + \sum_{p=1}^{P} \sum_{n=1}^{N} \left(k_{n}^{m} + k_{n}^{u} \right) \cdot \left(\frac{\tau}{2} \right)$$

$$+ \sum_{p=1}^{P} \sum_{n=1}^{N} \left[\left(\frac{i_{pn}^{o}}{\tau} \right) \cdot 2 \cdot S^{T} \cdot t_{o} \right] + \left(i_{pn}^{o} \cdot k_{o} \right) + \sum_{p=1}^{P} \sum_{n=1}^{N} \left[\left(\frac{i_{pn}^{o}}{\tau} \right) \cdot 2 \cdot S^{T} \cdot t_{s} \right] + \left(i_{pn}^{o} \cdot k_{s} \right)$$

(2)

Industrial wastes are a very characteristic group of waste and due to their physical and chemical properties must be considered individually because of these parameters. In calculating the costs of industrial waste, each kind of waste must be considered individually, because due to their high diversity, everyone will have different parameters associated with transport, storage, recovery and disposal at the landfill. Therefore, the total cost of logistics management of waste streams for the company managing industrial waste need to be broken down into individual cost components, calculate for each type of industrial waste received from customers and only at the end calculate the sum (Shear, Speh & Stock, 2002).

In the presented model there are some clear dependencies. Analysing transport costs of waste transportation from customers to the company managing waste, significant are quantities of certain waste types and which types the client forwards to the company, as well as transport distance from the customer to the company. Very important information is transmitted to the mass and density of the waste, since this depends on the truck load. The greater amount of waste can be transported at one time the lower the transport costs. The rate of transport from which also depend on transportation costs is a constant value for the company for which are estimated total cost of reverse logistics.

Storage costs also depend on the quantity of each type of waste sent by the client, but there are characteristic indicators of the unit costs of storage and manipulation. Although in the general formula they are separated, in practice there is often only the unit cost of storage which already includes handling costs. The reason is that the law applies to companies that producers of waste do their segregation, and is often associated with additional handling processes. When receiving such waste from a client, enterprise managing industrial waste stock them in, however, no additional processes are no longer needed. But there is possible for pre-treatment to protect the value of stored waste (e.g. packaging for protection against the weather), or prepare them for storage and recovery (e.g. baling, shredding), which are included in the cost of storage.

Recovery and landfill costs are interdependent. As the enterprise managing industrial waste receives from customers segregated waste, its sole purpose is to separate them into those that are suitable for recovery and for those that will be lanfilling. In view of the fact that both these costs are dependent on the type of waste, the given type of waste is always either put on the recovery or deposited in full on the landfill. Therefore, analyzing data for a particular type of waste, depending on its further usefulness or recovery cost or landfilling cost is equal to 0, that is, if the waste is suitable for recycling the cost of landfill is zero, and if the waste shall be deposited in the landfill the cost of recovery would be 0. Other parameters in these the two parts of the formula are relating to the distance from the company to the recovery installation or to landfilling place. Here, in practice, sometimes the distance from the company to the installation can be 0, since in some cases, companies have their own processing facilities for certain types of waste, located near the warehouse. The last two variables are the unit costs of recovery or disposal. Both costs are dependent on the type of waste. Cost of recovery depends on regaining the value of the installation used for this type of waste and the technology used. Cost of lanfilling depends on the price list established by this entity. As a rule, the costs of recovery are much higher than the cost of landfill.

5 Final remarks

As a result of industrial development associated with the increasing weight of emerging industrial waste, as well as legal and organizational restrictions on the management of this waste, the market would establish a specialized unit, whose business is to correct and rational managing emerging industrial waste. They are designed to strike a balance between environment and industry, and thanks to the use of logistics management processes, waste streams in their business are more cost-effective for logistics management of industrial waste.

Application of solutions proposed in the article as a mathematical formula which allows estimating the cost of logistics in industrial waste management leads to bring the following conclusions:

Logistics costs associated with the processes of logistics management in enterprises managing industrial waste are the main categories of costs in these business units and are closely related to the types of industrial waste transferred to the management and the existing laws.

Calculation and estimation of logistics cost components: transport,

storage, recovery and landfill and the total cost of logistics management processes of waste streams in the enterprises managing industrial waste allows to request a cost-efficient logistics system for industrial waste management.
Management in enterprises managing industrial waste should be supported by modeling and forecasting of logistics processes costs associated with logistics management of waste streams, as their basis, one can determine the most economically advantageous for those companies with the implementation of logistics management processes of industrial waste streams.
Modelling and forecasting the cost of logistics management processes of industrial waste streams may allow for the economic assessment of these processes of enterprises managing industrial waste, and may indicate the possibility of minimizing costs.
Forecasting, modeling and simulation related to the evolution of logistics costs of logistics management processes of industrial waste streams can be used as a tool in making decisions related to activities of their management in the most efficient way because of the possibility of predicting the effects of cost tasks and objectives.

Logistics management is an important instrument for development costs in enterprises. Comprehensive development of the logistics management processes is possible through the use of the entire acquis theory and practice in information technology, marketing strategies, systems, supply chain, automatic identification and optimization of accounts using computer simulation and the practical implementation of this concept is often conditioned by many different factors and constraints in the form of, inter alia, the scope and nature of the activity, type of products and services offered by the company, market dynamics or distribution and sale of the changing and growing demands of customers.

It can therefore be concluded that the logistics management of waste streams, in the context of waste management issues, it is now, and will be in the future, more and more widespread and readily used by various operators as a result of growing public awareness of environmental issues and some sort of coercion on the part of a competitive market, which should be an ever larger scale appear on products and other goods produced with a focus on re-use or recover the value resulting from their production and use of waste in the future.

6 Conclusion

Logistics costs are not separated from the costs accounting company managing industrial waste. However, it can be seen that the costs of logistics management of waste streams, considered as the sum of the costs of storage, transport and waste management, form the basis of an account in assessing the economic efficiency of the logistics in the enterprises managing industrial waste.

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Osgood's semantic differential: a review of the Romanian social sciences literature

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Abstract

Starting from 1957, with the seminal book of Osgood, Suci and Tannenbaum's 'Measurement of Meaning', the semantic differential rapidly developed as a complex and subtle research instrument used for measuring social sentiments and attitudes with profound consequences for the social sciences research methodology. The aim of this paper is to analyze how the semantic differential was defined and presented in the Romanian social sciences literature and how it was progressively adopted by the Romanian methodologists from a variety of fields: psychology, sociology and education sciences.

Keywords: Osgood's semantic differential, social sciences methodology, qualitative research, EPA structure, measurement of meaning

Developed somewhat in parallel or after a few decades at most after the intelligence and personality tests, derived from attitude scales and invoking the same principles and methods of statistical and experimental standardization of the latter, the theoretical and instrumental bases of Osgood's Semantic Differential (OSD) were built since 1957 by Osgood, Suci and Tannenbaum and presented in their seminal book 'The Measurement of Meaning' (Osgood, Suci and Tannenbaum, 1957). However, it is true that detailed information about OSD appeared in the Romanian social sciences literature much later, after 1989, first in sociology dictionaries. Although Osgood and his collaborators have not introduced Romanian in the indigenous languages studied, nor in 1957 or 1975, the Romanian specialists were aware of all attempts to improve the methodology in the study of social attitudes and social sentiments measurement. Thus, professor Paul Popescu-Neveanu, in the 1978 edition of the well-known 'Dictionary of Psychology' wrote an article on semantic differential, defined as "the phenomenon of meditation (comparison) in linguistic relations", by which he considered that we can investigate not only the semantic content but also "affective-paradigmatic meaning". Moreover, the great Romanian psychologist demonstrates an optimistic attitude, mentioning that such an instrument could cause, at least in social and personality psychology, to "fruitful results" (Paul Popescu-Neveanu, 1978).

Semantic differential's methodological reverberations were felt not only in psychology, but also in sociology. Numerous references to the semantic differential we can find in the work of Ioan Mărginean - 'Measurement in Sociology'. Proposing the concept of dimension of social measurement, Professor Mărgineanu differentiates one-dimensional from composite scales construction and multidimensional measurement. The multidimensional model, appeared in the context of index measuring, made "a non-dimensional measurement on areas that are not one-dimensional, but which had not been identified with sufficient precision in terms of the nature of the internal structure, inter-correlations components" (Mărginean, 1985). We can present the application stages of semantic differential in an excellent algorithm developed since the 80s, in the Romanian methodology, adapted from Professor Mărginean.

Nr. crt.	**Etapa**
1.	Selecting the concepts
2.	Choosing pairs of opposed adjectives
3.	Construction of a scale with 7 (Osgood) or 9 (Heise) steps
4.	Writing the questions
5.	Application of the instrument
6.	Statistical analysis of data
7.	Identifying factor patterns
8.	Analysis of statistical results
9.	Interpretation of results
10.	Formulating the conclusions

Table 1. Stages of application for OSD (adaptation after Mărginean, 1985)

Multidimensional measurement is often associated with spatial measurements, which in turn 'is based on graphical transposition of the degree of association (resemblance, similarity, correlation) respectively the degree of dissociation' (ibidem, p. 189). Among the most significant three-dimensional extensions are, in the opinion of the author, the complete triad technique and technique of successive intervals. Besides these, we find the semantic differential that allows capturing emotional and attitudinal meanings on some events and activities. The multidimensional character of the semantic differential, refers to the three dimensions of EPA model. The Romanian sociologist proves to be particularly careful regarding the measurement techniques, putting a particular emphasis on the operational aspect of the research. In addition to the standard phases for choosing the concepts and pairs of adjectives, the author insists on placing both polar adjectives in a hierarchical scale and on the overall development of the questionnaire 'comprising scales with polar adjectives listed in a random order'. Information processing by factoring is followed in the operational model of professor Mărginean, by the shaping and defining of factors, separately from 'the analysis of the results and interpretation of information'. Along with the standard method of calculating distance, the author believes that "information can be interpreted at a lower level of processing, directly analyzing subjects' answers and making direct comparisons between scales and between communities based on scores of some profiles", which provides greater flexibility in the use of semantic differential in various areas of psychosocial work.

In the first edition of the monumental 'Dictionary of Sociology', published at Babel in 1993, Professor Lazăr Vlăsceanu, a renowned Romanian specialist in both sociology and education sciences, wrote a substantial article about the semantic differential, recommending it in the same time to young researchers. Without leaving the classical patterns of understanding semantic differential as 'a method of measuring and analyzing semantic connotations of social concepts', Professor Vlăsceanu argues that semantic differentiator can be particularly useful in studying relational activities, especially for measuring attitudes. Moreover, the article presented useful information on operationalizing the semantic differential: there are mentioned as main operations, firstly, choosing concepts and second, choosing "relevant adjectives." According to the author mentioned above, the interpretation of data obtained by the application of semantic differential for identifying the degree of 'homogeneity or differentiation of concepts belonging to the same semantic space with respect to the same subject, different subjects or groups of subjects' (Vlăsceanu, 1993 in Zamfir and Vlăsceanu, 1993). For data interpretation, Vlăsceanu mentions two methods: a) calculation of the distance between concepts based on advanced statistical formulas and b) calculation of correlation coefficients 'of semantic distances D, represented by pairs of matrices, considering that D, from the same IJ cells [the analyzed concepts], from two different matrix form ordered pairs " (idem). The author recommends the usage of advanced statistical processing methods such as factor analysis or cluster analysis. One of the best analyses of the semantic differential belongs to the famous Romanian methodologist Septimiu Chelcea, in his famous work – 'Sociological Research Methodology' (in Romanian: Metodologia cercetării sociologice). Professor Chelcea defines the semantic differential as a scaling technique, in the same class as the following techniques: *Guttman* (e.g. for measuring military morale), *Thurstone* (e.g. used for measuring attitudes towards divorce), *Bogardus* (evaluation of social distance), *Super* (professional values inventory), those of Nowicki and Stickland's or his own inventory of ethnic attributes.

Specifically, Professor Chelcea adopt some of the Heise's theoretical landmarks, according to which, Osgood's semantic differential can be understood as a 'measurement technique of people's reactions to stimuli from the environment and concepts using bipolar or grading scales' (Heise, 1967-1970 apud Chelcea, 2004).

As it is already known, Osgood and his collaborators started in the construction of the semantic differential from the principle of congruence of psychological processes, especially when they are analyzed in terms of affectivity and placed in a semantic field. The descriptive projection of affective processes can be accurately measured and statistically validated even, as was done in the methodology of the projective and sociometric tests. In other words, the author indicate that it is an "indirect determination" in the meaning proposed by Bailey, who advanced the idea of measuring feelings "probably subconscious of subjects with respect to certain concepts or things" (Bailey, 1978/82 apud Chelcea, ibidem). Such methodological considerations derive from the principle that some affective processes, especially those coming from the subconscious, can sometimes have a greater relevance than conscious mechanisms and can therefore be easily observed, quantified and measured. Furthermore, the instrument presented by

Professor Chelcea can be successfully applied in the determination of subtle nuances of mental images and representations in terms of professional identity dynamics. Although the Romanian methodologist used the semantic differential with outstanding results in the field of marketing, he resumed and concretized Kerlinger's suggestion according to which the educational environment is quite suitable for the use of the semantic differential, even proposing osgoodian concepts such as school, child, learning, principal, subject, and others (Kerlinger 1973 apud Chelcea, 2004). Another argument for the application of the instrument in education, particularly curriculum studies (Bunăiașu, 2011) is that the latter is an area of cultural and symbolic reproduction of society and of very different groups with influence. It is therefore subjected to a methodological logic of cultural studies, which aims to an *in situ* valorization of European mental images exactly in the places where they are created (Heise, 2010).

The results obtained in other studies, however, have led us to distance ourselves, to some extent, from the 12 scales advanced by Kerlinger (Strungă, 2014). The binomial adjectival antonyms used by us (Strungă, 2014) in previous studies were selected through pancultural core strategy that requires the use of polar couples who have the highest occurrence in the pancultural study conducted by Osgood and his collaborators in 1975 (Osgood, May and Miron, 1975). In addition to recommending the use of semantic differentiator in education sciences, the Romanian sociologist highlights the ability of the instrument to test attitudes and also suggests the adopting of some standardization techniques principles from the realm of psychological testing. Semantic differential's relevance for the study of attitudes is supported by other specialists (Babbie, 2007; Heise 2010), especially to identify the particular emotional meaning of some concepts, on the evaluation dimension, of critical importance in sociological research.

Estimating the semantic differential's validity and standardization potential, Professor Chelcea mentions Heise's methodological contribution from 1965, who "by factor analysis of data obtained through the application of eight scales (pairs of bipolar adjectives) to a thousand most common words English language", identified EPA structure, confirmed by the research done by Akuto in Japan, who "identified EPA structure following the application of 50 scales for 90 concepts to 100 subjects" (ibidem). The Romanian sociologist is the first specialist from Romania that highlights the importance of the three dimensions identified by Osgood in 1957 (assessment, potency and activity), even managing to implement them in research done in the field of marketing. There are also interesting the data processing procedures obtained by the use of semantic differential recommended by Professor Septimiu Chelcea:

- if we are interested in the emotional intensity of the concepts, then we can measure the polarization by analyzing the scores of each scale.
- the presentation of EPA structure in a three-dimensional way that would facilitate the placement of any concept in the semantic field space and the understanding of the links which it has with other similar stimulus-objects;
- creating a scale values to the adjectives of semantic differential, after Baggaley and Duck's models also recommended by Fiske (Baggaley & Duck, 1976 apud Chelcea, 2004; Fiske, 1990/2003 apud Chelcea, 2004).

In previous studies, we constructed a semantic differential scale with 8 concepts: European elementary school teacher (Învățător european), Romanian elementary school teacher (Învățător român), European primary teacher training school (Școala europeană de formare a învățătorilor), Romanian primary teacher training school (Școala românescă de formare a învățătorilor), European primary school teacher (Profesor european în învățământul primar), Romanian primary school teacher (Profesor român în învățământul primar), European primer (Abecedar european) and Romanian primer (Abecedar românesc). We also used 10 pairs of bipolar pairs of adjectives for each concept, namely: sweet - bitter (dulce - amar), good - bad (bine - rău), correct - incorrect (correct - incorect), beautiful -ugly (frumos - urât), active - passive (activ - pasiv), powerful - weak (puternic - slab), coherent -incoherent (coherent - incoerent), simple - complex (simplu - complex), warm - cold (cald - rece), bright - dark (luminos - întunecat). By combining the two dimensions (concepts and bipolar pairs of adjectives) we constructed 80 synthetic indicators. On a 7-point linear scale, the subject indicated their preference for each pair of adjectives, the lowest value being 1 and the highest value 7, while the central value indicated a neutral opinion. For each variable, higher values indicated negative emotions, attitudes and opinions while the lower values indicated positive emotions, attitudes and opinions (Strungă, 2014).

In conclusion, the semantic differential is a research instrument relatively less studied in the Romanian social sciences literature. However, it has a great potential of analyzing subtle and complex phenomena (such as social representations and mental images) of great significance especially in education sciences. Further studies are necessary in order to create the methodological framework of application in other fields as well.

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Five Computational Actions in Information Processing

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Abstract

This study is circumscribed to the Information Science. The zetetic aim of research is double:

a) to define the concept of action of information computational processing and
b) to design a taxonomy of actions of information computational processing.

Our thesis is that any information processing is a computational processing. First, the investigation trays to demonstrate that the computational actions of information processing or the informational actions are computational-investigative configurations for structuring information: clusters of highly-aggregated operations which are carried out in a unitary manner operate convergent and behave like a unique computational device. From a methodological point of view, they are comprised within the category of analytical instruments for the informational processing of raw material, of data, of vague, confused, unstructured informational elements. As internal articulation, the actions are patterns for the integrated carrying out of operations of informational investigation.

Secondly, we propose an inventory and a description of five basic informational computational actions: exploring, grouping, anticipation, schematization, inferential structuring. R. S. Wyer and T. K. Srull (2014) speak about “four information processing”.

We would like to continue with further and future investigation of the relationship between operations, actions, strategies and mechanisms of informational processing.

Keywords: information, communication, actions, computational actions, informational processing

1 Introduction: Actions of information computational processing

We consider that processing is computation. Processing constitutes computation.

Computation can be natural or artificial (Gelenbe, 2014). G. Dodig-Crnkovic speaks about "natural computation", „as processes acting on informational structures" (Dodig-Crnkovic, 2012).

In our opinion, natural computation means mental processing, mental computation. The thought is computing. The most important mental processing (mental computation) is information processing. Information represents the form in which thought organizes the cognitive reality. When we think we run computational processes. When we think we realize information computational processing.

N. Fresco evaluates as computation only information processing, sees „computation as information processing" (Fresco, 2012; Fresco, 2014).

Any computation involves operations, actions, mechanisms and strategies. The composition of mechanisms and strategies supposes a series of operations which are developed together, are stabilized as procedure, are unitarily structured in producing some coherent effects. These performed unitary operations to achieve a unique effect are called "the action". "The actions consist of operations of different genres" (Golu, 1975, p. 189), they may be perceptual or mental actions (judgment, reasoning); they may involve circulations and transformations of objects, images, concepts with defined informational content, on the signs and formal-abstract structures (also Dehaene, Charles, King& Marti, 2014). The choice and the performing of actions depend on the form of presentation of the communication situation (objectual, imagistic or symbolic-abstract). G. Wersig and G. Windel speak about „a theory of information actions" (Wersig & Windel, 1985) (see also David Johnson, 2014). K. L. Smith and S. Fernie focus on „action research" (Smith & Fernie, 2010).

Any action benefits by an anticipatory informational model, which is part of the knowledge base. "The actions or behaviors which are performed by subject, are either automatic or controlled" (Miclea, 1999, p. 322). The automatic actions or behaviors are determined by knowledge of working memory. The controlled actions and behaviors are the results of knowledge processing and of structuring of goals from the most active part of working memory (Taylor, 2013). We can talk about five types of actions: exploration, grouping, schematic, anticipation and inferential structure of meanings.

Between actions, Jean Piaget reveals several dependencies: anticipatory schema is only grouping schema itself, or ordered sequence consciousness of possible operations. Filling of this schema is simple deployment of these operations. The organization of prior notions complex belongs to the laws of grouping. The question as guiding anticipatory scheme comes from the prior group and the anticipatory scheme is nothing else but the direction impressed searching, by the structure of this group. Each issue does not consist only of a particular operating system, so concerning anticipatory assumption of a solution, as well a detailed examination of it prove necessary (Zins, 2007; Henno, 2013; Hjørland, 2013; Hjørland, 2014). Any new acquisition modifies earlier notions or risks to lead to a contradiction (Piaget, 1965, p. 90). Improving the perceptual actions, shows Jean Piaget (Apud Golu, 1975, p. 122), entails increasing the fidelity degree of information.

Information computational processing is a cognition device consisting of an automated mechanism and voluntary strategies. The idea that, partly, processing would be a mechanism, an important gain in information history, would remain a dead letter if beside this mechanism (compound of movements, actions and operations) that gives inter subjectivity and objectivity, substance of information, there would be would not be seen the reality of some individual strategies (made also of the actions and operations) that ensure the originality of the act and expose, as an assumed risk, hazard information so as to become illusion, to lose and to build an informational object essentially unreal (Vakkari, 1999; Capurro and Hjørland, 2003; Castells, 2011; Beer & Williams, 2014). Informational consumption is mechanism and strategy.

Scientific gain "mechanism" was imposed in epistemological conceptual device by J. Piaget (Piaget, 1961) and in Romanian science especially by Mielu Zlate.

J. Piaget links "mechanism", without a clear hierarchy, to concepts such as "mental operation", "perceptual activity", "schematization". On the same theoretical trajectory, there are also registered concepts like "schema" and "inference", representing a significant contribution of Uriel Neisser to conceptual tools of epistemology.

Among these mechanisms there are listed: exploring and grouping, and as "intellectual mechanisms": anticipation, schematization and internal organization of the field (Zlate, 1999, pp. 132-142).

Somehow, the delimitation is correct, but for clarity of concept we have to say that in fact these "mechanisms" involving conducts of work and operations always coupled in the same way, represent informational actions. The role of informational actions is one of efficiency and not of existence, such as the role of fundamental operations is: notification of presence, connection, detection, discrimination, identification, interpretation, feedback, feed-forward.

Without operations exercise, the processing does not occur. Without the actions, processing has no efficiency when it occurs. The actions effect is multiple: providing deep cognition of the field of meaning, favoring constancy of processing, facilitating causality detection and reducing primary errors and the establishment, by installing new ex-informative relationships, a series of deformation. All actions are rationally guided practices.

2 Action of exploring

Uriel Neisser (1967) conceives cognitive processing as a cycle involving an "object" (available information), "exploratory action" which explores the object and "schemata action" that gnosis material is structured and has the role to guide exploration. So, processing technology is examined not at the operations levels, but at the actions levels, which if it occurs without losing sight of the implicit purpose of the informational act, development, processing, collection, retrieval, information creation, is not wrong. The difference is only in organization and productivity. Anyway, exploring as assembly of operations of "gradual contact" access with the informational object can be of different types, according to used tools.

The exploring action involves operations "exploration, search, analysis, comparison" (Zlate, 1999, p. 132). It depends on the particularities of the situation in which this is achieved, on the nature and type of task which is carried out. It is approached much more of the reality of the object, when exercised by much more methods. There are, as J. Piaget shows (Apud Zlate, 1999, p. 133), two modes of exploring, which are distinguished by their nature and different effects. Simple exploring consists of space-temporal transpositions of remote elements, ensuring a balancing game between centering effects.

Polarized exploring occurs by primary interconnection of some elements until than not related, by accumulation of centers on certain significant part of informational object (Beynon-Davies, 2013; Gnoli and Ridi, 2013; Iacono, 2013).

Simple exploring has also an effect of diminution of primary errors of comprehension, while polarized exploring sometimes produces errors of understanding, biases, and distortions.

Exploring action is focused on routes that cross occur exploratory operations centring (exploratory, search, analysis, comparison). Describing it as "link" to an informational act, Professor Mihai Golu considers that exploring involves "a sequence of operations" (Golu, 1975, p. 131) of getting over the assembly of meanings.

From our point of view, this serial processing schema constitutes an action that engages simple operations such as presence notification, volume adjusting of processed meanings and connection to a controlled purposes structure of the cognitive system of the informational subject. Exploring expresses the active character, constructive of the contact with the object and it is performed as a clutch of cognitive schemata of inspection and control fixed by previous experience in the knowledge base of the subject to noetic material (Floridi, 2005; Floridi, 2011; Ba & Capet, 2014).

As regards the structuring degree of schemata and their deployment measure in processing, exploring can be "spontaneous-random" or "selective-directional".

Spontaneous exploring is always performed outside of a specific project developed, its trajectories are random, investigative spirit journey is directed at random. Meeting with an indedited object, entirely new is specific to it (Lingard, 2013; Robinson & Bawden, 2014). Directional exploring is based on a previous interior project. It is part of an algorithmic or heuristic strategy and occurs selectively, as fixing duration of the points of interest of the object and as the frequency of inspection of these points. It is sometimes based on a computational analysis, which is established by the relationship between duration and frequency of meanings that block inspection.

Action of exploring is based on some principles, whereof there can be mentioned:

- the extension principle (an exploring more extended assures a clearer and more accurate vision);
- the involvement in exploring of more models will convey to get a trans-information closer to information;
- the diversity principle (quantitative and qualitative diversity of informational objects submitted to exploring are the key to the

performance of this cognitive action).

The action of exploring is not essential, in itself, to constitute information; it is neither “constrained” by the characteristics of informational objects nor by subject features. As such, it appears as a working tool, available to the cognitive subject. It is also a component of strategies (as processing programs adapted to the task).

Inside of strategies based on exploring, the simultaneous or separately functioning of more rules is clear:

-the rule of the economy (a consequence of Zipf's law) consists of processing centering on the nearest meaning from semantic point of view, which is in relation to the one previously integrated in the structure of information establishment;

-the rule of informative areas, representing the orientation toward centers containing the greatest amount of meanings;

- the rule of dissymmetry up-down, that supposes exploring from high to low, from general meanings to a particular meaning.

The strategies based on exploring are developed according to a task and are oriented definitely on informational process efficiency.

3 Action of grouping

The concept of “grouping” is one of the greatest contributions of the gestaltism to conceptual dowry of epistemology. The action of grouping consists of coordinating some operations of delimitation and association according to criteria that lead to the structuring rules discovery of informational object.

By W. Kohler, K. Koffka and M. Wertheimer, “the gestalt” (form, figure, and configuration) is obtained after the grouping of elements (organization of field elements) based on the following principles:

- the principle of proximity: close elements are perceived as forming a unity, a configuration;

- the principle of similarity: analogous elements are perceived as constituting a form;

- the principle of continuity: oriented elements in the same direction tend to be structured perceptively in the same form;

- the principle of symmetry: symmetric figures beside one or two axes constitute “good forms” and are easier to process;

- the principle of good continuation: at the intersection of two contours their continuation will be perceived after the continuation of the simpler one;
- the principle of closure: processing tends towards well delimited forms, closed and stable.

"The essential law" of gestalt, shows J. Piaget, is the law of pithiness: among all possible forms, the form which is imposed is always the best (Piaget, 1965, pp. 106-107). M. Zlate (such as J. Piaget) defines laws to these essential relations, repeatable and constant. Others, for example Claude Bonnet, define the principles and in an extended research find a number of 114 gestalts principles (Bonnet, 1989). Mircea Miclea speaks about the existence of four principles (of proximity, of similarity, of good continuation and of closure); therewith, he mentions the possibility of restraint of all gestalts principles in the Prägranz's law: stimuli are grouped in such manner, so as the simplest configuration results (Miclea, 1999, p. 82).

To the above mentioned principles and laws, theoreticians add, usually, another two:

-the law of generalization: perceiving of an informational form attracts for this grant of a meaning;
- the law of constancy (approached by Leonardo Da Vinci and defined by C. von Ehrenfels, 1937): good forms tend to conserve characteristics in spite of the presentation mode; a song remains recognizable even if it is interpreted in other register, an information is structured also from fragments.

As harsh critic of gestalt, Jean Piaget did not hesitate, to value it so as to adopt the concept launched by them: "From a psychological perspective, says he, the grouping consists of a certain form of balance of operations" (Piaget, 1965, p. 88). It has as effect the internalization of object and its organization in assembly structures.

As a whole, in processing there can be ascertained the functioning of an action of grouping.

Actions of grouping occur both on automatic section (mechanism) and on the intentional-teleological (strategic) section of this. "Grouping performs for the first time the balance between things, the assimilation in subject action and the subjective schemata accommodation to changes of things" (Piaget, 1971, pp. 68-69). Although rarer than strategies based on exploring, the strategies based on grouping have a more pronounced impact of informational efficiency than the strategies based on exploring. In audio-perception, for example, in the sound fields there are grouped ambiguous words spoken in the same language, words linked syntactically correct, the words of a same articulated voice, sounds produced by the same TV or radio, the same instrument etc. They are as many strategies for defining the sound field. In informational synthesis development there occur actions of exploring, grouping and anticipation. Delimitation and association, which represent the main operations of the grouping action, are achieved in informational strategies either simultaneously or alternately, each benefiting of the gain of previous.

Exploring and grouping are grafted on the relation in-informational subject-object, unlike anticipation, schematic and field organization that perform ant-act, at least partially, and are grafted on *ex*-informational relations.

4 Action of anticipation (feed-forward)

Mind makes connection: feed-back and feed-forward. So the thought produces information. A. Caras and A. Sandu assert that feed-back has "value" of information (Caras & Sandu, 2014). "The real is proposed to us on condition to anticipate it somewhat" says Mikel Dufrenne (Dufrenne, 1976, p. 31). Informational act is rooted in an act of thinking. Done, it enters in a personal informational history and it is linked willy-nilly to past experience that here so precedes it, involves it and somehow anticipates it.

Informational act, of any kind, oriented (executed in a task achieving), latitude (executed by pleasure or ludic), analytical, audio-perceptive, video-perceptive etc. does not represent the absolute beginning of the informational experience. Accordingly, it follows another act whose achievement was already engraved. Repeating generally the same type of act mobilizes an old act that, extracted from memory, becomes anticipation of that which is gradually formed. If the two acts are performed shortly after each other, then anticipation is consolidated and becomes waiting, expectation. Action of anticipation requires at least two operations: memory accesses times long or short and projected into the new act of the principal act model data from storage.

The essence of the action is represented by a projection-active subject and constructive work. This is source of efficiency, but also of deficiency: in most cases it helps, but, in the position of "thoughtlessness", it is deformed. The concept of anticipation was introduced by J. Piaget. Cognitive processing, as activity, operates by means called by J. Piaget "infra-logic operations", while intelligence works with logical operations (Piaget, 1965, p. 96 and p. 132). Informational activity is one of incubation media which required, in their genesis, intelligence operations. As operations are comparisons, transpositions (temporal and spatial) and anticipations, these operations would be themselves "acts of informational rank". M. Zlate defines anticipation as "a kind of pre-inference, an aspect of a perceptive schema, entraining other through an immediate involvement which modifies the perception" (Zlate, 1999, p. 140) (also Thellefsen, Thellefsen and Sørensen, 2013).

The assembly of operations or pre-inference, concerning anticipating takes into consideration this fact: it modifies the development of informational act and implicit trans-information which is constituted. Any cognitive activity requires some anticipation. Information without anticipation is nonsense. The informational strategy of feed-forward is based on anticipation action.

5 Action of schematization

In the cognitive history of each topic, shows Jean Piaget, there are formed some structures, "some schemata (...) that must be accommodated constantly by explorations and corrections, situations, even at the same time when they assimilate" (Piaget, 1965, p 114). Action of schematization is composed of exploratory operations, corrections and modeling. It is the consequence of a previous conceptualization and represents a current act direction.

The scheme is interposed between the informational object, target of consumption, and the conceptual category/class which it belongs to. Schemata are actions susceptible to be repeated actively (Piaget, 1965, p. 61). They mediate the relationship between abstract class and concrete object which tends through cognitive operations to be subsumed to it, making "conceptual equivalent of thing" (Ceaușu, 1989, p. 61). Scheme, shows J. Piaget, "results exclusively from the centered action on objects whose choice is naturally guided by a conceptual circumstance" (Piaget, 1961, p. 244).

The concept imposed by Jean Piaget proved the force of explanatory-interpretative and prescriptive-descriptive by the takeover of epistemology. So, he who dedicated the term of cognitive psychology, Uriel Neisser, uses the concept to mean "relatively stable psychological structure which performs organization and ordering of data coming from the outside" (U. Neisser, 1967, pp. 36-37). The scheme absorbs meanings, within certain limits, changes and processes them, so as to produce a greater volume of information. The same as anticipation, schematization is based on a repetition. Moreover, "schemata, says J. Piaget, have a history; there is a mutual reaction between past experience and present act and not a one-way action" (Piaget, 1965, p. 115), because, being by definition a structure, this "informational structure is a system of interdependent relations." Schematization through mentioned operations links the current informational act to a complex of concepts relating to which there is created - by comparison abstract-concrete - a gap, a failure (Craia, 2008; Cover and Thomas, 2012).

On the other hand, schematization covers the gap by correction, by means of meanings concrete. In this action, the schema gives categorical personality to cognitive act, and act fills with new elements the operational schema. Schematization can be seen, as does Professor Mielu Zlate, also as a "generalization as a common structure or schema of a certain activity" (Zlate, 1999, p. 141) as a result of its repeating. As generalization, operation of thinking is typically intelligent, thus it results the dual nature of the system: perceptive and rational. There are two types of cognitive schemata: empirical and geometric. There are to be delimited two types of processing: geometricizing (those approaching the object of something known) and empirical (those locating the object in the proximity of the informational objects familiar to the cognitive subject). Both schemata have therefore deforming effects, leading to the appearance of errors and compensatory effects, corrective (one of action specific operations of schematization is correction). Schematization intervention in informational act, is not, as it is seen, a neutral event.

Actions of schematization appear both in cognitive mechanism (automatic), and efficiency strategies, that compound the informational process. There are strategies that are based on schematization, they are used especially in ambiguous discourses and extensive contents (as in object messages or the summarizing of materials of hundreds of pages). For example, on the sound field composed of fuzzy voices, cognitive subject will project (through exploratory operations, correction and modeling) models of known voices beside which those that compound the "cocktail" will be placed on the levels as "bring with..." , "looks like ...", "is close to ...", "is similar to ..."

In such a schematized strategy enters, of course as secondary, also segmentation operations of audio field, of repeating and variable centering of perception. Generally, shows J. Piaget, "semantic space is not homogeneous, but is centered in each moment" (Piaget, 1965, p. 120). In processing, cognitive subject always has a grid that centers its approach (Cojocaru, 2009).

Center makes the area of attention focusing to be stronger than the periphery of the field and not confusing; repeated centering on different areas will make semantic space clearer, more accessible, understandable, information more easily structured.

6 Action of inferential structuring of informational field

Computation is fundamental human mental process (Nielsen and Chuang, 2010; Piccinini and Scarantino, 2011; Tishby and Polani, 2011; Tetlow, 2012; Burgin & Dodig-Crnkovic, 2013; Fresco, 2014). The basic of the computation is the connection, the inference (MacKay, 2003). Memory capacity is not large enough to store in a single act of informational centering the entire semantic content that is extracted to constitute trans-information. When it is especially talking about in homogeneous fields, ambiguous or higher dimensions of centering capacity within a single informational act, things are worse. „Being is computation" shows Rafael Capurro (Apud Hofkirschner, 1999, p. 10).

We emphasize that being is thinking, thinking is processing, processing is computation; so being is computation.

Any text is a carpet. Let's think of the example of a visual field consisting of a carpet, having a complicated pattern and multicolored. The informational object cannot be clearly included in a single view in a satisfactory perception. A single centering is not enough, there are necessary more, related to each other so as to be drawn a geometric shape, geometric model or painting, the used colors, the material of which it is made. Throughout this informational event occur meaning connections partially resulted of perceptual acts, in a large structure, integrated by field.

Organizing partial perceptions in an integral one occurs through operations of exploration, comparison, correction, modeling and control. All of this constitutes the action of inferential structure. Inference is the assembly of operational steps and elementary transformations applied to information in its internal processing (Neisser, 1967; Case, 2012; Chapman and Ramage, 2013).

Structuring "successive centering", involving operations of "correction and adjustment" (Piaget, 1965, p. 160) leads also to the internal organization of thinking schemata through pre-inferences. However, pre-inferences that structure informational fields and whose effect can be seen more easily in case of the complex fields, are similar to basic axioms, basic rules, the golden rules: pathways orientation determines the reference systems, the main access roads and fundamental ways for phenomena understanding (Doucette, Bichler, Hofkirchner and Raffl, 2007; Floridi, 2011).

Pre-inferences can be of four types: inductive, deductive, abductive and analogical. J. Piaget defined three of them in relation to inferences: the inductive produces switching from part to whole, from the detail of the figure to overall schema of the figure-background field; the deductive directs switching from whole to part; for the passage of almost to almost, from part to another part, J. Piaget did not have a name, for this, U. Eco (Eco, 1982, p. 46) called it, abduction; the fourth type of inference is by analogy, that also from the part to part, but without a strict respect of first part rules.

Action of inferential structure is used as a main pillar in various informational strategies. For example, in an audio perception task of determining the number of people discussing in a space for which we do not have images, except for the audio perception mechanisms of operational and actionable technology it will be applied a strategy based on the effect of radiography that allows action of inferential structure of the field (Hofkirchner, 2010; Eisenberg, 2010; Hofkirchner, 2013). It will plot the field, the perception will focus on each area, it will compare portions of auditory space concerning the voices coincidence of each plot, it will shape the entire audio space to infer the number of voices, finally, it will proceed to adjustments of connections performed between perceptive centered areas and it will operate the necessary corrections. In case of summarizing some written documents there occurs a structuring on principal ideas, by using different pre-inferences.

7 Conclusion

After thousands of years of evolution, the computational subject has integrated computational procedures for processing the informational environment as automatisms. Human mental processing reaches the hypercomputation (Maldonado, Cruz & Nelson, 2014). Nowadays, the human being can process any kind of information. The difference between the naïve, unaware, unprepared and automatic informational subject and the specialized informational subject is reflected by the possession of computational instruments for strategic, non-automatic informational processing. The unprepared computational subject gathers pieces of information depending on criteria profoundly impregnated by subjective automatic bias and without an appropriate preliminary preparation. The specialized computational subject produces, studies and uses computational instruments for processing the cognitive material; the specialized informational subject draws and gathers pieces of information strategically, non-automatically: depending on objective criteria, inter-subjectively tested and acquired in the process of specialized learning. The concept of computational action is a specialized instrument of informational processing.

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Credibility - an Honest Claim in the Current Romanian Press

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Abstract

In this article we analysed a series of discursive processes used by some Romanian journalists to give credibility to their texts. As a case study we chose the most visited news portal in Romania since the parliamentary elections in 2012. We analysed the few hundred materials written on this temp and managed to establish a writing grid so as to raise the level of reliability of the data.

Keywords: Journalism, Credibility

In our opinion, to continue nevertheless its road to *the producer and consumer at the same time*, a journalistic text can still score in terms of credibility through the freedom of choice this concept expresses. The probability to be believed can be a sign of freedom for the recipient.

The concept supported and still supports transformation. Alexandre Janvier (2007) shows that the credibility was lost since the 90s. This happened because the narration of facts was in systematic competition with and even substituted by comment. *Stricto sensu*, according to the researcher's expression, it is about the presence in the specialists' journalistic spaces, the statements (analysis) of which were / are systematically contradicted by reporters on the ground. Often, the two categories of senders contradicted and not few were the moments when, according to the researcher, they lost the debate. We believe this is how it might be explained these days the need to support a journalistic message with a "specialist's" testimony / explanation.

In this pursuit of audience, in this need to seduce the audience, whether it is (or maybe precisely because of that) made up of *producers and consumers at the same time*, we can identify another cause of loss credibility, following Ramonet's reasoning (2011). In addition to the competition between professionals and reporters, Ramonet believes that this crisis of credibility is caused by speculative journalism, entertainment show, which triumphs at the detriment of quality requirement.

The journalistic credibility itself has grown today to be explained by the authority of the message sources and the authority of those who support the reporter's message. This state threw the media in a continuous battle to regain its public's trust, the trust of public opinion (Janvier, p. 113-114). The same opinion is shared by Giovanni di Lorenzo (Die Zeit) who knows that people want "information with stamp, i.e. the path of which leads to a reliable source" (Ramonet, p. 131).

The same direction, of building authority, is also pursued by the researcher Patrick Charaudeau (2002). According to him, credibility is a "state" which "arises from someone's judgment who is sure of what he sees and / or hears and, therefore, about the person speaking and who is also judged as credible". The sender enters into a "process of building credibility". Credibility is the result of a process of making the discourse believable, of a discursive strategy (p.154). The sender, the journalist, "brings proof that what he says is true, whether in terms of the existence of facts which speak or in terms of the explanation brought" (p. 155).

Specialized works converge in the idea that the main items of the expertise / credibility for informational sites are: recognized site authority inside and outside the online medium; transparent metering, undertaking a topic, the material is contextualized by quotes, references. Going through these items, we could notice that credibility resources are explainable and arising from the discursive rules of classical communication. We believe that an important source of credit of the published materials will be the foundation and undertaking of a verifiable identity, identity which does not necessarily depend on tradition but rather on the sender's skills of planned communication.

But credibility is also built on language. Claude Jamet, for example, accepts as credible the ascertaining statements and not the performative utterances (1999, p. 9). On the other hand, the same researcher believes that the information is both an illocutionary and a perlocutionary act because information produces opinion (p. 10).

The journalistic text is today a platform on which the sender "imitates interactivity" based on the promise of an "interpretative cooperation" (p. 11) never completed. The sender generates discursive structures and trajectories that support a particular point of view. By credibility, we understand the battle the sender (the media) leads so to be perceived as "power of the truth" and credibility will signify winning this battle, the sender's domination of communication act.

www.adevărul.ro

It seems that the target audience is not the reader with an average intelligence who should be protected from exact numbers, but rather the politician for whom every vote counts. *Adevărul* ober (www.adevarul.ro, 14th of October 2012) chose to present the information on the referendum by analogy, as a strictly timed competition. The stake, the score was set up by the presence / absence at the vote. Thus, all materials relating to the referendum are built around turnout percentage and the total number of registered voters. As it is shown by subsequent events, the lists on which the publication built its speech was strongly questioned.

The sender will undertake the authorship for the information provided through the tension created in writing and through the multitude of details offered. Rarely is the information assigned to a source with verifiable identity.

Most of the articles are made up by comparison with the figure indicating the national average. Therefore, the localities are grouped according to this antagonistic criterion and the articles offer information about "under" or "over" the national average position. In the same key, participation is positive and absenteeism negative.

The publication explicitly encourages turnout by the honours granted, by the rankings they make: gold, silver, bronze, or slacker/chief:

Alba remains the last in the informal top (Dorin Timoneea, adevarul.ro);

Referendum 2012 Olt: With a turnout of 55.53% at 09.00 p.m., Olt holds "silver" (adevarul.ro)

Referendum 2012 Prahova. 41.07% turnout at 08.00 p.m., above the national average (Dava Mihai, adevarul.ro)

Gorj ranking tenth on the national level (Alin Ion, adevarul.ro)

Until 17.00 hours in Botosani county there was a turnout of voters of 34.10%, ranking sixth on the national level (Liliana Anutei, adevarul.ro).

• Dolj County ranks 11th on the national level (Andreea Mitrache, adevarul.ro)

Competitive spirit also intervenes in the assessment of urban and rural areas: "Rural areas lead this time too: 30.28% of the citizens duly complied with their duty and voted. In towns, only 25.41% of voters showed up to vote" (adevarul.ro). This antagonism finds application in comparison of past and present, the comparison between previous elections and the current ones: "time registered at the local elections from June 10th" (adevarul.ro). Creating and maintaining this antithetical perspective of competition is, in our view, a way to give credibility to the speech, giving to the recipient the opportunity to contemplate both competitors: winners and losers.

On the other hand, there are procedures of dissimulation (conscious or not), the method most commonly used being ambiguity. For example, in the not undertaken authorial statement, "said a Romanian who works in France and who was near the polling stations in search for a driver who would take way north" (adevarul.ro), there are provided details about the immediate state of the source, but not basic information - name, age, occupation. Since details are described in specialist textbooks as the primary source of credibility of a journalistic speech, the process is present in this case by duplicating information: indirect style doubled by direct style: "I'm looking for a Romanian driver because I am heading towards Romania" (adevarul.ro). Ambiguity arises in the use / involvement of the sources. For example: "By 08.00 p.m., the turnout in Sibiu County was below the national average communicated to the Central Electoral Commission, which is 37.67%" (Ramona Gaina, adevarul.ro). The reporting journalist does not provide the name of the source, although it was an official one.

The same competition for the authorship of the statement appears in the following situation: "BBC. The referendum for the dismissal of President Traian Băsescu was a subject of great interest yesterday for the international media. Many publications, radio and television had correspondents on the spot" (Viorica Marin, adevarul.ro). We cannot decide whether this statement belongs to BBC institution, as we tend to interpret graphical cues, or if it is only a comment made by the journalist.

Ambiguity is created also linked to the identity of the same person. For example, for the following statement posted on a national news portal, the reader cannot decide if Flavius Boncea is one and the same person described as "former spokesperson": "Flavius Boncea, a convinced monarchist who wanted to exercise his right to participate in the referendum, only managed to cancel his vote. Former spokesman of Timisoara City Hall who entered in the City Council into the lists for Union for Timis made a remark with a pen next to the question: "Do you agree with President Traian Băsescu's dismissal?" (Local Newsrooms, adevarul.ro).

Ambiguity is encouraged in the following context, as well. The connection between the pizza box and voting is not explicit: "No one from the so-called beach went to the polling station in Sag where it is quiet, cool and where you get your ballot on a pizza box". (Catalin Radu, adevarul.ro)

Incoherence and ambiguity are hidden behind the many details, behind the figures difficult to follow, doubled with different ways of counting: percentages and numbers: "680 vehicles were checked and 1,681 people were identified. Of the 179 confirmed electoral incidents, 63% were reported at sole emergency call number 112" (Ionut Cristian Ungureanu, adevarul.ro).

Contiguous to the incoherence is the irrelevant information offer: "smiled to the bystanders as if they were at a restaurant with expensive menus from a tourist area" (adevarul.ro).

Another method repeatedly applied is the lack of determination. In this context: "President of PDL Iasi, Dumitru Oprea, says that he filed complaints before the County Election Office and Police, as well as criminal complaints before the Prosecutor of the Iaşi Court of Law showing serious irregularities recorded at polling station no. 166 from Tehnoton High school" (Local Newsroom, adevarul.ro); we will not learn by the end of the text which were in fact those irregularities. We will not find neither people's names nor the name of the source in the following situation: "A man from Şicula locality, Arad County, tore off stamped ballot" (Claudiu Untaru Cretu, adevarul.ro). The same type of character without identity appears in the material that tells about the way the vote was conducted in Brussels: "Can I vote with a Belgian passport? Asks a Romanian who came with two other compatriots to vote" (adevarul.ro).

One of the main causes for the loss of confidence in the media comes, as we said above, from professional errors. In addition to incorrect citations, to inconsistency and incoherence, style errors and rehearsals also occur: "After the voting process was suspended at Beba Veche <u>because</u> (sn, X.N.) of a power failure occurred <u>because</u> (sn, XN) of the storm, plague arrived in Timisoara, as well, affecting voting process" (Stefan Both, adevarul.ro) or grammatical errors: "The 12 criminal cases seven of them relate to the offense of obstruction of the crime of obstruction of voting, 4 for the electoral bribery offense and one of them for destruction" (Dana, Mihai, adevarul.ro) or "storm that hit Arad made electoral process to be interrupted in four localities due to power failure. Lucian Cozma, spokesman of Arad Prefecture stated that at around 08.30 p.m., the electoral process was interrupted in ZADARENI Commune and Cruceni village, belonging to Sagu Commune" (Claudiua Untaru Cretu, adevarul.ro).

Notwithstanding the above, the portal is one of the most visited in Romania.

As a whole, the speech is credible. One of the most effective mechanisms for speech credibility is, in our opinion, the ritualistic repetition. The figures and details from the following examples are reproduced almost in every article, "where the national average is 37.67%" (adevarul.ro), "37.67% of the country's citizens exercised their democratic right to vote", "This time too, the turnout is still higher in rural areas, where 44.39% of voters voted, and in urban areas there was registered a presence of 32.79%" (adevarul.ro), "the turnout in Bistrita-Năsăud at 08.00 p.m. was 28.12 per cent, below the national average communicated by the Central Electoral Commission of 37.67% per cent" (Dan Anghel, adevarul.ro).

Another method is the irony style. Directed competition is accompanied by a rally of the negative side, of those who did not show up at the vote: "Traian Basescu was 'decorated' from morning till evening with complaints and criminal cases" (Local Newsroom, adevarul.ro); "The sides are two on the beach as well, just like everywhere else, in addition to the margin of the undecided people. Some who wear undershorts agree with the president's removal, others say they will not participate in the referendum" (Catalin Radu, adevarul.ro). On the other hand, those who go to the polls are evaluated positively: "According to data provided by the County Election Bureau, also forwarded by the Central Electoral Bureau it is revealed that by 05.00 p.m., in Olt County there voted 39.37% of the total number of citizens expected to turnout, that is 386,319 people. The most hardworking proved to be voters from rural areas, where 44.39% expressed their electoral choice, while in urban areas 32.79% of the citizens on the electoral rolls voted" (Mugurel Manea, adevarul.ro).

Very many texts include present elements of opinion: "By 05.00 p.m., in Salaj there voted <u>only</u> (sn, xn) 22.31" (Olimpia Man, adevarul.ro); "<u>A little more conscientious</u> (sn, xn) than the average were rural residents with a turnout rate of 24.73 per cent, while the percentage of townspeople turnout was only 19.19 per cent" (Olimpia Man).

On this portal it is univocally built a perspective of the event where information is entirely controlled by the issuing institution, by the press institution, respectively. The event turns within the text into a competition where one side is beforehand declared winner, the side which includes those who exercised their right to vote. In this context, the receiver is urged to accept the opinion of the majority, the opinion of the winners.

Conclusions

Credibility is an extremely important objective in contemporary journalism. In a moment as tense as the moment of the elections, the Romanian press chooses to abandon objectivity and focus its efforts to convince the public. Lately there has been a great concern of the press to lead its public to believe, to accept one message or another outside the claim of objectivity. By irony, repetition, by cultivating ambiguity, then by overcrowding all insignificant details for the event as a whole, the journalist seek to dominate not only his own mechanisms of speech assembly, but also the potentialities of meaning and textual information. A second voice, a voice of dialogue is not accepted.

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Hermeneutics can make beauty and ugly as neutral (as neutrosophic)

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Abstract

The study aims to be an application of the neutral-neutrosophic theory of Florentin Smarandache on the fundamental nucleus of Aesthetics: Beauty-Ugly. If a history of Beauty may resort to a long series of theoretical proofs (of which one can deduce the taste of a certain age), a history of Ugliness can at most to look its documents through visual or verbal representations of certain things or beings perceived somehow as "ugly". But if from a point of view one is Beauty and subsequently in time and space this is Ugly, then we can say that we are in a neutrosophical situation. In all ages, "philosophers and artists have proposed definitions of Beauty; thanks to their testimonies can thus reconstruct a history of aesthetic ideas over the time. But other things were with the idea of Ugly. Most often, Ugly was defined in opposition to the Beauty, but almost never have been dedicated ample studies, but some hints in parenthesis or some marginal notes" as U. Eco asserts (Eco, 2005).

Keywords: beauty, ugly, neutrosophy

1 Hermeneutic method

Hermeneutists agree that there is an irrepressible tendency to project modern meanings of words on the texts that represent a neutrosophic approach. Any reading is contextual, situational, circumstantial. Trying to abandon the cogitative and language perspective of the present moment is convicted to failure.

The hermeneutist cannot entirely escape from the condition of present time being. A cogitative and language horizon allows every reading. Heidegger believes that the text must be interpreted within the hermeneutical horizon of the moment of its production. The interpreter's limit is the author quality. Once written, the work refuses whoever produced it, and it isolates and wrongs him. The author will never provide the best interpretation of his own work, if such an interpretation is there somehow. The author does not have a right of interpretation derived from the right he has previously had to write. When ending the work, he loses his power over the product. As interpretation, the work exceeds the authorial jurisdiction. The work is for the author, as for any other hermeneutist, a closed shop. Leaving the room, the producer of the speech loses, without ever having it, the key to interpretation. "A work dies not when it is not read for a while in order to find the best foundation. A work dies only when the internal interpretability, as a message reserve, is finished. The work dies when it no longer speaks to us. Dead works are cold stars" (Smarandache & Vladutescu, 2014).

Neutrosophy as an analytical study, it is related to multiple-valued logic because at one moment one shows that a statement <A> was proved true by a philosopher X whereas latter another philosopher Y proved the opposite statement <Anti-A> was true. Therefore, both <A> and <Anti-A> were true. {Whence one can deduce that both <A> and <Anti-A> could be false.} Even more, using a neutrosophic interpretation, one could say that other ideas in between <A> and <Anti-A> and related to them, noted by <Neut-A>, could be true as well. This relates to dialetheism, which says that some contradictions are true, to paraconsistent logic, to intuitionistic logic, till neutrosophic logic (where <A>, <Anti-A>, and ideas in between them belonging to <Neut-A> could all be true or partially true) (Smarandache, 2005). In this manner can be treated the Beauty and the Ugly in arts. Neutrosophy is the appropriate theory for the valuea belonging arts.

Hermeneutics of Hermeneutics: An idea <A>, by interpretation, is generalized, is particularized, is commented, is filtered, eventually distorted to <A1> different from <A>, to <A2> different from <A>, and so on. Everybody understands what he wants, according to his level of knowledge, his soul, and hisinterest. <A> is viewed as <Non-A> and even <Anti-A> at some degree (ill-defined). But all deformed versions of this idea syncretize in an <A> way.

Idealists were so formal, empiricists so informal. Neutrosophy is both. Neutrosophy as a new science must introduce something new as investigation approach, it can also be seen and interpreted as: new approach to philosophy; philosophy of philosophies; non-philosophy; super-philosophy; neophilosophy; God and Devil of the philosophy; metaphilosophy, macro-philosophy; New World Order in philosophy; paradox of philosophy and philosophy of the paradox; thought of thought; showing the philosophy's perfection and imperfection simultaneously; paradox within/from paradox: there are infinitely many; world's enigma; nature's essence; enigma of the world; any substance ultimately has a neutrosophic attribute; life without paradox would be monotonous and boring, linear; paradoxist intuition is a high level of awareness; postmodernist; an algebraic, physical and chemical philosophy; consistent with its inconsistence- everything that belongs to social existence.

Very consistent are the statement related to life and death, no place to any other comment: "The Ultimate Paradox: Living is the process of dying. Reciprocally: Death of one is the process of somebody else's life [an animal eating another one]" (Smarandache, 2005). Pertinent and palpable entities and constituted of doubtful, invisible, uncertain items, and however real. "Our visible world is composed of a totality of invisible particles. Things with mass result from atoms with quasi-null mass. Infinity is formed of finite part(icle)s" (Smarandache, 2005).

Solomon Marcus, a reputed mathematrician perceived the frequent presence of paradoxes, "The paradox invaded all activity's fields, all scientific and artistic disciplines. It is not a marginal phenomenon anymore, but in the heart of the act and the human thought" (Smarandache, 2005; apud Marcus, 1984). S. Marcus felt the necessity of a science to govern all these paradoxes, "Outside the paradox we are not able to understand the world. We have to learn to identify the paradox in its stages of an extraordinary diversity, to discover its functional mechanisms for incarcerating and controlling it, and possibly manipulating it in order not to be ourselves manipulated by this" (Smarandache, 2005; apud Marcus, 1984). The paradox had a quickly evolution in our existence, "If not long ago the paradox was considered a symptom of a pathological state, in the last decades it is more frequent an opposite facet of paradox: that of a healthy, normal state" (Smarandache, 2005; apud Marcus, 1984).

2 Ways of Beauty and Ways of Ugly

The theme of Beauty was developed by Socrates and Plato. First, according to the testimony of Xenophon's from Memorabilia (on the veracity of which today hovers some doubts, as author's sectarianism), seems to have followed the legitimation, conceptual, of artistic practice, through distinction between at least three different aesthetic categories: Ideal Beauty representing the nature by assembling of its parts; Spiritual Beauty that expresses the soul through the eyes (as in the sculptures of Praxiteles, over which he colored stone eyes of the characters to make them look even true) and Useful Beauty, meaning functional. More Complex is Plato's view, from which will arise the two most important concepts about Beauty developed over the centuries: Beauty as harmony and proportion of the parts (with roots in Pythagoras' thinking) and Beauty as shine, as depicts it in Phaedrus, idea that will influence the Neoplatonic's thinking. "It is true that, says Umberto Eco, for the first Pythagoreans, the harmony consists of in opposition not only between odd and even, but also between limited and unlimited, unity and plurality, right and left, male and female, square and rectangle, straight line and curved line and so on", but it seems that for Pythagoras and his direct disciples, "in the opposition between two contraries, only one element is perfection: odd, the straight line and the square are always good and beautiful, the reverse realities representing the error, evil and disharmony" (Eco, 2005). It will be different the solution proposed by Heraclitus: if there are contradictory elements in the universe, realities that seem to not be able to reconcile, such as unity and plurality, love and hate, peace and war, calmness and movement, then harmony between these opposites will not be achieved by canceling one of them, on the contrary, leaving both of them to live in constant tension, we should say, they would induce a state of uncertainty, the neutrosophy. Harmony does not mean absence, but the balance of contrasts. Pythagoreans of the next generation, who lived between the V and IV B.C., like Philolaus and Architas will take these suggestions and will incorporate them into the body of their doctrine. "So, take birth the idea of a balance between two opposing entities which neutralize each other, notes Umberto Eco, a polarity between two contradictory aspects that become harmonic only because enter in conflict, generating thus, if they are implemented on visual plane, a symmetry" (Eco, 2005).

We call good also what is in accordance with an ideal principle that means pain, such as be the glorious death of a hero, the devotion of that one who cares a leper, parent sacrifice who gives his life to save his son ... In this cases we recognize that that thing is good, but because of selfishness or fear, we did not want to be involved in an analogous experience. We recognize that as a good thing, but as the good of others, that we look with a certain detachment, even if with emotion, no desire to feel dragged. Often, to indicate full of noble acts, which we admire rather than perpetrated them, we talk about “beautiful facts".

Beautiful as graceful, cute, or sublime, wonderful, gorgeous, and other expressions of the sort, is an adjective that we often use to describe something that we like. It seems that, in this respect, what is beautiful coincides with what is good, and indeed in different historical epochs were set very close connections between Beautiful and Good. But if we judge by our daily experience, we tend to define as good not only what we like, but what we would like to have for us. There are endless things we consider good: a shared love, wealth obtained about honest, a culinary delight, and in all cases we would like to have that good. It's so good everything stimulates our desire. Even when we judge as good a virtuous action, we would like to be made by us, or we aim to do something as well worthy, being driven by the example which we consider to be good.

An evaluation of Ugliness has some traits in common with an assessment of Beauty. First, we can only assume that the ordinary people’s taste would correspond to some extent with the artistic taste of their times. "If a visitor came from outer space would enter into a contemporary art gallery, and would see female faces painted by Picasso and would hear that visitors consider them beautiful, would make the mistaken belief that the everyday reality men of our times consider beautiful and enticing that female creatures whose face resembles to that represented by the painter" (Eco, 2007). The same visitor from space could change opinions if they attend a fashion show or a Miss Universe contest, which will see that are agreed other Beauty models. Hegel in his Aesthetics, wrote: "Perhaps not every husband on his wife, but anyway every fiance's fiancee consider beautiful, beautiful exclusively; and if subjective taste for this Beauty has no fixed rule, is a real luck to both sides "... or prioritizing global values, "it is often said that a European Beauty would not appeal to a Chinese or a Hottentot, as the Chinese has a conception of Beauty quite different from that of a black", each evaluator with its own reference system, "and conversely, if we consider works of art of such non-European peoples, for example the way they are portrayed their gods, conceived in their imagination as sublime and worthy of veneration”, for us they can occur as “totally monstrous idols, in the same measure as that their music can sound downright despicable for our ears”. In the same manner, in turn, “those people can count as sculptures, paintings, our music is devoid of significance or beauty" (Hegel, Aesthetics).

Often the label of Beauty or Ugliness was attributed not on aesthetic criteria, but on political and social issues. There is a passage in Marx (economic and philosophical Manuscripts of '44) in which is reminded that the possession of money can compensate the Ugliness: "Money, as has the ability to buy anything, to take possession of any object, is therefore subject by excellence ... The greater is my strength, as the higher is the power of money ... What I am and I can is not therefore at all determined by my individuality. I am ugly, but I can buy the most beautiful of women", so ugliness can be canceled, masked, hidden by this money, "as person I am hideous and crippled, but my money make me twenty-four feet; so no longer crippled. Is my money converting all my deficiencies in their opposite?"

On other side "It is enough to extend this thinking, shows U. Eco, about the power of money at a more general level and we shall understand more about the portraits of monarchs in the past ages, immortalized with devotion by court painters who, not wanting to highlight their flaws, do everything possible to sweeten their traits". These characters appear to us, no doubt, quite ugly (and so were probably on their time), but they were the "bearers of charismas", have such a born fascination of their omnipotence", that were regarded with adoration by their subjects (Eco, 2007). This transformation, passing from an evaluation state in another evaluation is the subject of neutrosophy, uncertainty.

"Sustaining that the Beauty and the Ugly are related to different times and cultures (or even planets) does not mean that they have all been attempts to define these two concepts according to a stable model" sustains Eco (Eco, 2005). If it would to reflect on that attitude of detachment that allows us to define "as beautiful as well that not awakens in us the desire, we should understand that, after all we are talking about Beauty whenever we enjoy something simply because it exists, whether or not that thing is in our possession" explains U. Eco (Eco, 2005). Even the wedding cake masterfully done, if we admire in the window of a pastry, "reveals itself as beautiful", whether for health reasons or lack of appetite we not want it as a good that must be won". It's nice that, if it were ours, "it would bringus delight", but "still remains beautiful even if it belongs to someone else" (Eco, 2005). Naturally we do not discuss here the attitude of "that one being in front of a beautiful object, such as its owner, from the desire to be admired every day or for its great economical value" (Eco, 2005). All of these forms of "passion, jealousy, desire of possession, envy or greed have nothing to do with the sense of Beauty" (Eco, 2005).

Regarding the artistic Ugly, almost all aesthetic theories, at least from ancient Greece to today argue that any form of ugliness can be saved by a faithful and effective artistic representation. Aristotle (in Poetics 1448b) talks about the possibility of representation of Beautyby masterfully imitating of what is repulsive, and Plutarch (in De audiedis Poetisa) argues that in the artistic representation imitated Ugly remains as such, but by the mastership artistry is loaded of the reverberations of Beauty.

Theorists often do not take into account the many individual variables, "the idiosyncrasies or deviant behaviors". It is true that the "experience of Beauty involves a disinterested contemplation, but it is likely that a teenager with certain disorders have a passionate reaction even in face of a statue Venus of Milo". The same thing is available also for the category of Ugly: "a storybook which can cause terrible dreams to children, while the other children of the same age, it remains just a funny illustration" (Eco, 2007).

Ugly could be defined simply as the opposite of Beauty, even if it is a concept that is changed with the evolution of its otherwise? The first and most complete Aesthetics of Ugly, developed by Karl Rosenkrantz in 1853, draws an analogy between Ugly and moral evil. So as evil and sin opposite good, related to which is hell, as well Ugly is "The hell of Beauty". Rosenkrantz resumes the traditional idea according to which Ugly is the opposite of Beauty or rather a sort of possible error that Beauty can contain within himself; and thus any aesthetic, in its quality of science of Beauty, is required to approach the concept of Ugly. But when Rosenkrantz passes from the abstract definitions to phenomenology of the various embodiments of Ugly, we get the ability to foresee a kind of "autonomy of Ugly", making it to present itself as something much richer and more complex than a series of simple negation of various forms of beautiful. He thoroughly examines Natural Ugly, Spiritually Ugly, Ugly in art (with its various forms of artistic inaccuracies), formlessness, asymmetry, disharmony, disfigurement and deformity (to be insignificant, weak, coward, banal, random, arbitrary, grossly) different forms that have being repulsive (awkwardness, death, abysse, terrible, stupidity, unpleasent, delinquency, spectral, demonic, witchcraft, satanic) (Eco, 2007).

If we analyze the synonyms of the words beautiful and ugly, we find that what is considered beautiful is cute, graceful, pleasant, attractive, delicious, charming, attractive, harmonious, wonderful, delicate, nice, agreeable, magnificent, splendid, fascinating, excellent, exceptional fabulous, fairytale, fantasy, magic, mirabilite, valuable, spectacular, sublime, superb, and it is considered ugly everything is repulsive, horrible, disgusting, unpleasant, the grotesque, abominable, disgusting, hateful, indecent, polluted, dirty, obscene, hideous, terrifying, abject, monstrous, horrible, horrifying, miscreated, nasty, scary, terrible, cruel, nightmarish, revolting, repulsive, disgusting, brackish, fetid, despicable, repugnant, hulking, oppressive, indecent, deformed, distorted (without counting the horror that can occur in areas traditionally attributed Beauty, like the fairy tale world, of fantasy, of magic, of the sublime) (Eco, 2007).

It might even suggest, as did Nietzsche in Twilight of the Gods, that "in Beauty, man puts himself as the norm of perfection" and "in it praises ... Man in fact is reflected in things and believes beautiful everything that neglects the face" and Ugly is understood as "a sign or a symptom of degeneration ... any symptom of exhaustion, of the disturbance, of the aging, of the fatigue, any form of non-freedom, such as convulsions or paralysis, but especially the smell, color, dissolution shape, of putrefaction, all evoke the same kind of reaction, "ugly" as a value judgment ... What now hates man? Undoubtedly, hates twilight of his own model" (Nietzsche). "Nietzsche's argument, shows U. Eco, is narcissistic anthropomorphic type, but it learn us that Beauty and Ugliness are defined according to a "specific" model, "that depends on the species" and the notion of species is extended from people from all other entities".

3 Conclusions

Probably most contemporaries of Rembrandt, instead of admiration for the skill with which he knew how to paint a sectioned cadaver on anatomic study table, they felt more like horror, as in front of a real corpse. Similarly, who experienced the bombardment might not look Picasso's Guernica with disinterested aesthetic detachment, but to relive the terror that old experience. So, we have also to consider the chorus witches from Macbeth (Shakespeare) if they have or not right, when shouting "Beauty is Ugly and Ugly is Beauty". So says also Brancusi, he doesn't create the Beauty, he just removes unnecessary material to be easier for us to discover new Beauty next to him. Similarly we define (is removed) <anti-A> for Beauty and for its sense, to be visible the Beauty of our existence in front of nonexistence. Of nonexistence fears any existence, even the Universe itself, maybe nonexistence in itself is not afraid of itself, or people who in their existence forget or do not know that they exist there. Similarly we define (we remove) <anti A> for the Beauty and its sense, to be visible the beauty of our existence in front of the nonexistence.

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The organicist-animist metaphor in Italian wine media discourse

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Abstract

The purpose of this paper[1] is to analyze the main aspects of the organicist-animist metaphor in Italian wine tasting discourse and to identify its main characteristics in the specialized media discourse. Commencing from an approach whose overall view is guided by conceptual metaphor theory, we will analyze and classify the main elements of the metaphorical schema associated with the organicist-animist metaphor related to wine and wine tasting. We will illustrate this category by examples taken from a corpus of excerpts of Italian media discourse.

Tackling the issue of perception and description of wine in Italian media discourse allows us an orientation of the research by multiple approaches of the semantics of winespeak: the recognition of essential aspects of wine imaginary, with a focus on the organicist-animist metaphor in our research corpus; the analysis of sensory impressions and representations in winespeak.

Our main aim is to organize conceptualizations of wine tasting notes into a main category – the organicist-animist metaphor – , following the model inspired by the research of Lakoff and Johnson (*Metaphors we live by*, 1980).

Keywords: conceptual metaphors, description, Italian media discourse, organicist-animist metaphor, perception, senses, wine, winespeak.

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[1] The research was carried out within research direction: *The discourse and the promotion of the image of wine in Europe* within the framework of the Research Excellence Network in Translation Studies, Communication Sciences and Terminology, University of Craiova, 2014.

1 Introduction

The conceptual metaphor theory, as it was conceived by Lakoff and Johnson in their book *Metaphors We Live By*, allows an extension of the use of the concept of metaphor outside the literary domain. The two authors assert that, far from being a simple figure of speech aimed to convey vivid poetic images, which represents only an aspect of this concept, the metaphor's dimension is different. Their assertion is supported by the exemplification with current expressions, certainly metaphorical, but which, by continuous use have become routine and have lost the novelty that characterizes metaphors in literary context, and are not anymore perceived as such by the speaker or by the reader. On the basis of these examples, it is possible for us to reconstruct a "pattern" of thinking, situated at the origin of these expressions, everything being integrated into a coherent structure. The two authors emphasize, as important feature of the metaphor, its coherent and systematic character. Thus, metaphor turns into a verbal materialization of certain mental processes, of mechanisms of thinking that allow the representation, the acquisition, the understanding, the expression, the memorization and the organization of abstract cognitive contents. Thus, this non-literary dimension of metaphor, which is called by Lakoff and Johnson (1980) conventional metaphor, and which is materialized at the level of speech, is a projection of the way in which the speaker can operate with abstract concepts, hardly cognoscible, by comparison to the empiric world, through direct experience. The new dimension of the metaphor, once underlined, reveals the coherent and systematic way in which our knowledge is organized according to a *pattern* known a priori and expressed metaphorically.

In their attempt to describe and explain the metaphor from a cognitive perspective, the two authors point out the existence of several metaphorical structures or schematas. These are complementary elements, endowed with distinctive features and carrying out different functions depending on the context. These interact and they are encompassed within a system of relationships that allow the realization of a coherent and logic system of representation of knowledge within a conceptual framework.

The corpus chosen for the study of figurative language used by wine specialists in Italian media discourse is analyzed starting from an approach whose perspective is directed by conceptual metaphor theory. The main objective is to analyze the main aspects of the organicist-animist metaphor in Italian wine tasting discourse and to identify its main characteristics in the specialized media discourse. We will illustrate this category by examples taken from a corpus of excerpts of Italian media discourse such as: www.lavinium.com (an online review on wine and culture), www.civiltadelbere.com (literally meaning "Drinking culture", the Italian review of wine and gastronomic culture), www.igrandivini.com (an online oenological review), www.euposia.it (an online review on wines, territories, cultures and itineraries)[2].

Tackling the issue of perception and description of wine in Italian media discourse allows us an orientation of the research by several approaches of the semantics of winespeak: the identification of essential aspects of wine imaginary, with a focus on the organicist-animist metaphor in our research corpus; the analysis of sensory impressions and representations in winespeak.

Several authors and researchers (Caballero, Diaz-Vera: 2013; Suárez-Toste: 2007; Caballero and Suárez-Toste: 2010, 2008, Lehrer: 2009, Paradis, Eeg-Olofsson: 2013) have contended that conceptual metaphors are pervasive in wine media discourse and in wine tasting discourse. In order to explain the wide range of sensations and perceptions in wine tasting, several metaphorical extensions are used and these depend on different source domains such as human beings or organisms, plants, objects and so on. Since it has been argued that the organicist-animist metaphor is the most conspicuous, we will check whether or not the conceptual frame WINE IS A LIVING BEING/HUMAN BEING is a recurrent schema in Italian wine media discourse and analyze the main subdivisions of the organicist-animist metaphorical schema.

We selected the media genre of online wine reviewing as primary source of information about sensory perceptions related to wine tasting and wine drinking since almost all the excerpts of Italian reviews in our corpus provide descriptions of all sensory experiences - that is taste, vision, smell and touch, which permit holistic remarks on the understanding and perception of the experience of wine on the basis of all four.

2 Wine metaphors in Italian media discourse

Particular conceptual metaphors have been recognized as characteristic of specialized discourses. Starting from the primary categories of conceptual metaphors identified by Caballero and Suárez-Toste (2008) in the language of

[2] Within the corpus of examples we will use the following abbreviations: LV for lavinium.com, CDB for civiltadelbere.it, IGV for igrandivini.com, and EP for euposia.it.

wine reviewing and wine tasting in English – 1) WINES ARE LIVING BEINGS, 2) WINES ARE CLOTHES, 3) WINES ARE THREE-DIMENSIONAL ARTIFACTS, 4) WINES ARE BUILDINGS, 5) WINES ARE SHAPEABLE PIECES OF WOOD OR METAL BUILDING MATERIALS – our corpus-based research aims to check whether or not evidence is given of the main category of conceptual metaphor related to wine (the organicist-animist metaphor) in Italian media discourse.

The metaphorical expressions in Italian are not to be considered as mere figures of speech, but rather as terms with a referential function, terms which belong to a specialized language and vocabulary. This lexicon is reflected in specialized magazines and websites whose target-public is represented by wine professionals, as well as wine drinkers. That is why our data sources are represented by wine reviews and articles and wine tasting notes published in Italian online magazines and reviews. Most of the metaphorical expressions in our corpus are conveyed by verbal collocations and adjectives followed by nouns.

The organicist-animist metaphor WINE IS A HUMAN BEING is reflected in our corpus by a wide range of instantiations:

1. "PODERE FORTUNA – MCDLXV, Pinot nero Igt Toscana 2009 -In bocca è *corposo*, *levigato*, tondo, ma un po' molle con un finale amarotico". (CDB)
2. "Cembali 2007: *robusto, caldo, sapido e deciso*" (IGV)
3. "Cergem 97: vino abbastanza *equilibrato/equilibrato*" (LV)
4. "Come sempre, in occasione del vernissage, sarà possibile assaporare i vini della "Tenuta Tenaglia": il Piemonte Chardonnay DOC, fresco e profumato, l'"EdenRose" il vino dal piacevole color della rosa, e il Grignolino del Monferrato Casalese Doc, dal particolare colore cerasuolo e il più *strutturato* e vellutato "Bricco Crea", Barbera d'Asti Docg" (EP)
5. "Pinot Nero case Via 1999: La bocca è *sensuale*, *fresca*, immediata nella sua piacevolezza, i tannini sono molto fini e misurati, il corpo quasi *femmineo, morbido*". (LV)
6. "Combination 2002: Un vino, dunque, da provare senza esitazioni e da prendere per quello che è: *moderno, sensuale, ben fatto*, da bersi al tavolo con gli amici accompagnato". (LV)
7. "Poggio di Sotto. *Elegante* e *austero*, con sentori di erbe officinali". (IGV)
8. "Brico di Treiso 2009: In tutto sono 10 ettari, e per produrre questa

etichetta utilizziamo esclusivamente le uve migliori e solo nelle annate eccellenti con l'obiettivo di ottenere un Barbaresco un po' diverso, sempre *ricco* di complessità, concentrazione e rotondità". (CDB)

9. "Vino di Fiano di Avellino: [...] il vino che se ne ricava è sicuramente quello che presenta il più *ricco* corredo di profumi ed aromi, è il più elegante ed ha una vita lunghissima". (LV)
10. "Recioto della Valpolicella Classico 2001: Potresti definirlo un liquido *carnoso* o una *bevanda mangiabile*" (LV)
11. "Juvé y Camps, Reserva Cinta Purpura DO Cava Brut: Al naso profumi di crema pasticciera e mela golden; il palato è *complesso*, fresco , con note citrine su un finale nuovamente cremoso". (EP)

The organicist-animist metaphor activates an elaborate metaphorical schema which underlines different aspects of wine, such as personal qualities: *abbastanza equilibrato/equilibrato (sufficiently balanced/balanced), sapido (spirited, spiritual), deciso (decided, resolute)* and physical qualities: *di corpo (full-bodied), strutturato (structured), robusto (robust), sensuale (sensual, sexy), carnoso* (fleshy).

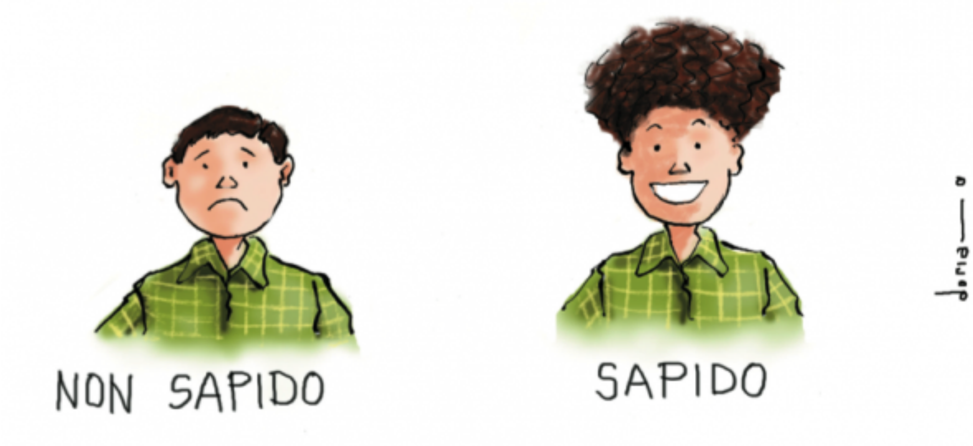
The organicist-animist metaphor can be subdivided into a five-patterned design[3] which highlights olfactory, visual, tactile and gustatory facets of wine:

Metaphorical design	**Wine element**	**Linguistic metaphor**
Age within human lifecycle	Wine's evolutive state	*maturo (mature), giovanissimo (very young)*
Physical traits/anatomy	Structure	*carnoso* (fleshy), *liquido carnoso* (fleshy liquid), *bevanda mangiabile* (edible drink), *morbido* (soft)

[3] Also consult Bratož's (2013: 28-30) case study comparing the realization of anthropomorphic metaphor in Slovene and English winespeak and the four-element metaphor schema profiled by Isabel Negro (2012:5-8). Negro highlights the importance of the metaphorical schema built around the wine's body.

	Body and balance	*di corpo (full-bodied), strutturato (structured), robusto (robust), sensuale (sensual, sexy), femmineo* (effeminate), *pieno* (full, full-bodied), *femminile* (feminine), *maschile* (masculine)
	Alcohol level	*caldo (warm), corposo (corpulent)*
Personality and temperament features	Balance, alcohol and aroma/flavour	*sapido (sapid, savoury, full-bodied, powerful, full-flavoured, tasty, tangy, spiritual, spirited), deciso (decided, resolute, settled), abbastanza equilibrato/equilibrato (sufficiently balanced/balanced), ben fatto (well done, well worked)*
	Intensity of flavours	*austero (austere), complesso (complex)*
Economic status	Wine wealth	*ricco (rich), ricco (corredo) (rich trousseau)*
General appearance	General appearance	*levigato(refined), moderno (modern), elegante (elegant), complesso (complex)*

If we take a close look at the subdivisions in the metaphorical schema - physical appearance and personality - temperament, we can assert that at the core of them we come upon a large number of metaphors describing wine ingredients bearing upon two senses – smell and vision *austero (austere),* accompanied by the intensity of flavours (taste) *austero (austere), complesso (complex)*, which is defined in correlation with alcohol and tannin level *(caldo (warm), corposo (corpulent)*), balance and general appearance: *(abbastanza equilibrato/equilibrato (sufficiently balanced/balanced), elegante (elegant).* Wine balance is metaphorically portrayed by physical strength (*di corpo (full-bodied), strutturato (structured), robusto (robust)*), physical attractiveness (*sensuale (sensual, sexy)*), as well as by an inner quality – that is distinction in terms of style and behaviour (*levigato (refined), moderno (modern), elegante (elegant)).*



Source: http://www.civiltadelbere.com/sapido/

What is strikingly interesting is that a commonly-used adjective in Italian winespeak such as "sàpido" is associated with a wide range of connotations, depending on the context in which it is employed. Its particular meanings allow us to framework it within one subdivision of the metaphorical schema WINE IS A HUMAN BEING within personality and temperament features: *sapid, savoury, full-bodied, powerful, full-flavoured, tasty, tangy, spiritual, spirited*. Originating from the Latin term "sapidus" (i.e. present active infinitive of *sapio* ("I taste; or I am wise"), the specialized dictionaries convey its primary meaning: "ricco di sapere" (rich in flavour, richly-flavoured), but nowadays, in specialized wine reviews and wine media discourse, we discover that it covers several meanings as the ones already mentioned above: *full-bodied, powerful, tangy, spiritual, spirited.*

On our research corpus, we notice that the metaphorical expressions construed around the wine's body and its balance refer to a human being's physical structure and gender role. Gender metaphors assign a sexual role to wines as well as male or female properties as in the examples below:

1. "Vintage de le Tenute La Montina di Monticelli Brusati: Questo secondo Vintage è un vino dal lungo affinamento sui lieviti che trova il proprio compimento nella versione Extra Brut, la più naturale, *maschile* e classica del Franciacorta. Composto da 45% Pinot nero e 55% Chardonnay,

matura lentamente in bottiglia per almeno 60 mesi sui lieviti". (EP)

2. „E proprio il Piemonte Chardonnay Doc. E stato il primo vino della serata, un vino *femminile*, molto floreale che ricorda i tanti fiori di campo presenti in uno dei quadri capolavoro dell'artista: "*Coscialunga di Crea*". Su un caldo tappeto rosso, in primo piano il profumato calice di vino, le sinuose figure della Venere osservano i filari d'uva, mentre sullo sfondo quale contorno imprescindibile, la cupola del Santuario di Serralunga di Crea e la rossa casa che fu un tempo di Giorgio Tenaglia, il governatore della vicina Moncalvo". (EP)

We observe that, by comparison with one of our previous researches on Romanian and English wine media discourses, there is in Italian a frequent use of the adjective "femmineo", which is not encountered on the specialized Romanian and English discourse, and which makes it rather hard for a wine review reader to imagine and grasp the specificity of such a wine's body (see example number 5 in our research corpus).

Lastly, wine evolutive states overlap human lifecycle. A wine can pass through different human life stages: youth (*giovanissimo (very young))*, maturity (*maturo (mature*)), old age. The major stages in a wine's lifecycle are thus youth, maturity and ageing.

1. "Gewürztraminer: All'olfatto appare chiara la tipica nota di Botrytis, si sente anche l'apporto del legno, ancora piuttosto marcato, ma il vino è *giovanissimo*". (LV)
2. „Quadra Collezione Quvée no 1: Si percepisce già dal colore giallo oro e dal naso *maturo*, con note tostate e di pasticceria; *pieno e morbido* in bocca, pur essendo non dosato". (CDB)

We can notice that with the organicist-anthropomorphic metaphor WINE IS AN INDIVIDUAL, linguistic terms related to wine's anatomy and wine's age are, in general, descriptive, whereas terms referring to the domains personality and temperament and general appearance are evaluative and highly subjective.

What is surprising is that amongst these anthropomorphic metaphors in Italian winespeak we discover strange mappings associating wine with pejoratively connoted terms whose meaning is diverted and paradoxically turned positive such as the term "puttanella", meaning "slutty, tart". Derived from "puttana" ("prostitute"), "puttanella" is a denomination for certain varieties of grapes from Italy. "Puttanella" was also a name given in the past at Montepulciano in Italy to a flasket for wine, covered by fine straw, and of a certain height (the term, claim some dictionaries, is an alteration of "pulci(a)nella" which makes a humorous allusion to the effects that the contents of flasket has on its drinkers).

Although a term like "puttanella", usually conveys a negative connotation, in winespeak, it is paradoxically used as a positive assessment term in reference to wine sugar content and flavour bringing about its personality traits.

3 Conclusions

In conclusion, we contend that the organicist-animist metaphor illustrated in Italian wine media discourse does not only unveil the way wine specialists (oenologist engineers and professional wine experts/tasters) and specialized drinkers and tasters conceptualize wine, but that it also functions as an effective means for rendering the intricate sensory experience of tasting and drinking wine to others (readers or navigators on the Internet). This research provides a systematic corpus analysis of the range and occurrences of organicist-animist metaphor associated with wine and wine tasting in Italian media discourse. The analysis reveals the lexical richness in Italian and it also makes us aware that the metaphoric configuration of wines in Italian reviews underlines the high frequency and centrality of the organicist-anthropomorphic metaphor, without excluding other mental images of wine. Wine media discourse constructs and reconstructs emotional and sensory experiences through the richness of the metaphorical thought built around the conceptualization of wine and wine tasting.

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Book review. Antonio Sandu: Elemente de sociologie (2014)

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Abstract

Appreciated specialist in the social sciences domain and of the socio-human sciences, Professor Antonio Sandu posted at Tritonic Publishing a remarkable book, "Elements of sociology" (Bucharest, Tritonic Publishing, 2014) (Antonio Sandu (2014). *Elemente de sociologie*. București: Editura Tritonic). This represents an introduction to the theory of social phenomena. What performs first of all the value and originality of the research in question is shown to be:

a) the comprehension and interpretation of the social, i.e. social hermeneutics, and

b) the novelty of the postmodern and transmodern perspective of methodological, transdisciplinary and constructivist approach.

Keywords: social sciences, sociology, transdisciplinarity, constructivism

1 Method and results

The object of the description and interpretation of the book is constituted of social phenomena, as well process of socialization, social institutions, dynamic status- role, social groups and quality of the life (also Sandu 2011; Sandu, 2012). The work method is a complex one. It combines empirical research, analysis, synthesis and meta-analytic investigation (also Ponea, Alexa & Sandu, 2012). A special chapter, maybe the best chapter of the volume is devoted to social research methodology. Here it is stated that in performing of any sociological research "is starting from the analysis of the reference theories in the domain to be investigated" and that "any sociological research follows a design methodology that consists of a series of distinct phases: assumptions construction and research questions; explanation and operationalization of coordinated theoretical frameworks and with that of the research hypotheses; establishing of the methods, techniques and the used tools "(p. 143). The theoretical armature of the book is of constructivist nuance one. The research is chaired by "social-constructivist paradigm and the postmodern one" consisting of that it is considered that the social reality is analyzed from the perspective of the social actor. For this actor, the reality is "the result of a process of collective negotiation between interpretative community members of the meaning that they assign to various aspects of social relations". The social interactions and transactions starts from a reality that is procedural constructed by communicational agencies. Interactants and transactants negotiate and renegotiate the meanings, denotations and significations; communicational beings reach an interpretative agreement concerning the reality. In other words, reality is a construct, and people act according to Thomas' theorem: the reality produce consequences by itself its conception. The social constructionism has, in addition, in attention to clarify and to explain the processes by which communicational actors come to understand, to describe, to represent and to explain the world they live in, that passes and that includes them.

It is considered as the starting point of social constructionist the Kennet Gergen's work. In the opinion of Professor Antonio Sandu "the social constructionist model is a postmodern type, that can be related with Habermas's theory of communicative action" (p. 42). The constructivism is based on the individual's social relations and its role in ideatical configuration of "significant social realities". Not only that reality is constructed, but also "the truth acquires the character of a social construct". The traditional distinction explanation-understanding comes to be shaped by the way in which is structured, is used, are applied the methodological tools of research. Thus, this distinction is not "fully operational on the validity of research results" (p. 43).

The volume contains seven chapters: "An introduction to social knowledge", "Power", "Society", "The process of socialization", "Elements of groups sociology ", "Elements of deviance sociology and marginalization", "Quality of life and construction of public policies "and "Elements of social research methodology". According to the testimony of the author, some parts of the chapters have been "taken over" from previous publications of the author and were reconfigured in relation to specific preprogrammed of the book.

As shows Antonio Sandu, the target audience of the book is the especially students of social and humanities specializations.

2 Conclusion

The book is distinguished both by topics radiography, and by issues approaching and highlighting the sociological ideas. The main merit of the book is the methodological freshness, using the latest research methods in social studying. We say that we are dealing with the best book of postmodern constructionist sociology written in Romanian until now.

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