

**Europass  
Curriculum Vitae**



**Adriana Vizental (Prof. PhD.)**

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**Occupational fields**

English linguistics: phonetics, semantics, pragmatics, discourse of advertising  
Methodology of teaching English as a foreign language

**Present employment**

**“Aurel Vlaicu” University of Arad, Romania**

**Previous employment**

Faculty of Humanities and Social Sciences

“Vasile Goldiș” University of Arad, Faculty of Humanist-Christian Sciences

**Teaching**

BA courses:

- CEL: phonetics, semantics
- Interactional Pragmatics
- Interpreting Discourses. The Discourse of Advertising
- Methodology of Teaching English as a Foreign Language
- Practical courses for philology and IT students

MA courses:

- Interpreting Texts – a Linguistic Approach. Oral Communication
- Interpreting Texts – a Linguistic Approach. Written Communication
- Interpreting Texts – a Linguistic Approach. Strategic Communication
- Skill Development according to the CEFR

Teacher trainer courses

BA and MA research supervision in the fields of linguistics and methodology

**Main responsibilities**

- **Scientific Secretary:** Faculty of Humanities and Social Sciences, UAV (2004-2011)
- **Chair:** Department of Foreign Languages of “Vasile Goldiș” Univ. of Arad (1998-2002)
- **Chair:** Research Centre for Intercultural and Inter-religious Studies of “Aurel Vlaicu” University of Arad (2011-2015)
- ARACIS evaluator (2008-2010)

**Education** “Babes-Bolyai” University of Cluj-Napoca, Romania  
 PhD, Linguistics (English). Thesis: *The Pragmatics of Advertising*  
 1998 – 2002. Professor Mihai Zdrengea

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“Babes-Bolyai” University of Cluj-Napoca, Romania  
 (1971-1975) BA in Philology. Majors: English & French, language and literature; pedagogy

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**British Council Bucharest and University of Cambridge ESOL Examinations,**  
 Timișoara  
 (2004). ESOL examinations

**Skills and competences**

**Research** **Books and article in the field of linguistics and methodology**

- Articles: approx. 50;
- Books, students’ books : 7; 6 as single author, 1 as co-author
- Translations into English: 3 books

Selection: <http://vizentaladriana.ro/lucrari-semnificative/en>

**Research programs, grants:**

- 2005-2008: Socrates project "**Lingua 2, New Learners in the New Europe**", Contract 225835-CP-1-2005-1-LV-LINGUA-L2 (view [www.thinking-approach.org](http://www.thinking-approach.org) / [www.thinking-approach.eu](http://www.thinking-approach.eu) ). The project was included in the Catalog of the European Commission.
- 2006-2008: European project **DOLCETA** (Development of On Line Consumer Education Tools for Adults) of the European Commission, Contract # 655/08.03.2007 between EUCEN (European Universities Continuing Education Network) and “Aurel Vlaicu” University din Arad; Modules 1,2,3,4 (view [www.dolceta.eu](http://www.dolceta.eu) / [www.dolceta.ro](http://www.dolceta.ro) ) (SANCO/2006/B1/008)
- 2005-2008: European project **NILE** (Network Intercultural Learning in Europe) for implementing intercultural activities, 224790-CP-1-2005-1-DE-Grundtvig-G4PP
- 2007-2008: *Workshop for reducing aggressiveness and chauvinistic behaviour among youngsters and teenagers*. A GRANT developed with the help of Arad County’s Culture Centre.
- 2008-2009: Project **Dolceta**, Module 5 – SANCO/2006/B1/008, Order form 5 – 17.020200 / 07 / 485065

**Organizing and managerial**

- 2010/2008/2006/2004. Organizer-coordinator of 4 sessions of the Humanities section (*Cultural Identities and Modern Discourses*) of “Aurel Vlaicu” University’s symposium, *The International Symposium „Research and Education in an Innovation Era*. (view [www.uav.ro/ro/facultati/stiinte-umaniste-si-sociale/cercetare](http://www.uav.ro/ro/facultati/stiinte-umaniste-si-sociale/cercetare))
- 2011-2015. Organizing and coordinating the Intercultural and Interreligious Research Centre of “Aurel Vlaicu” University of Arad

**Proofreading and editing**

Coordinator and editor of proceedings of symposiums and workshops organized by the faculty or university:

- ISREIE 2010. Proceedings of the International Symposium *Research and Education in an Innovation Era.* Section: *Cultural Identities and Modern Discourses.* Arad: Aurel Vlaicu University Press. ISSN 2065 – 2569; <http://www.uav.ro/en/journals/proceedings-of-isreie>
- ISREIE, 2008. Proceedings of the International Symposium *Research and Education in an Innovation Era.* Section I: *Cultural Identities and Modern Discourses.* Arad: "Aurel Vlaicu" University Press. ISSN 2065 – 2569; <http://www.uav.ro/en/journals/proceedings-of-isreie>
- 2006. Proceedings of the International Symposium *Research and Education in an Innovation Era.* Section I: *Tradition and Modernity in Humanistic Sciences,* "Aurel Vlaicu" University, Arad, Romania, November 16-18. Arad: "Aurel Vlaicu" University Press. ISBN (10) 973-752-107-2; ISBN (13) 978-973-752-107-1 (001.891).
- 2005. *AKADEMOS, Lucrările simpozionului Cultură. Educație. Societate,* 3-4 noiembrie 2005. Facultatea de Științe Umaniste și Sociale, Universitatea „Aurel Vlaicu.” Arad: "Aurel Vlaicu" University Press. ISBN: 973-752-019-X.
- 2004. *Tradition and Modernity in Humanistic and Social Sciences. Lucrările secțiunii I a Simpozionului "Cercetarea Științifică – o punte spre integrarea europeană" a Universității „Aurel Vlaicu", 3-4 Noiembrie 2004.* Timișoara: Ed. Mirton. ISBN 973-661-527-8.

**Other competencies and skills**

- Intercultural and inter-religious communication
- Public speaking
- Foreign languages: English, Hungarian, German, French
- Translation

**Professional organizations**

- [RSEAS – Romanian Society for English and American Studies](#)
- [ESSE – European Society for the Study of English](#)
- [CopyRo](#)

**Civic concerns**

- [Lions Club Arad 2007](#)
- [Intercultural and interreligious communication](#)

# Relevant publications

## I. Linguistics

### a. Books

- Vizental, A. 2009. *Meaning and Communication. From semantic meaning to pragmatic meaning*. Arad: "Aurel Vlaicu" University Press. ISBN 978-973-752-390-7.  
<https://www.moodle.ro/preparandia/index.php/artlitera/proza/itemlist/category/119-adriana-vizental>
- Vizental, A. 2008. *Working with Advertisements. From functional grammar to cooperative communication*, Arad: "Aurel Vlaicu" University Press. ISBN 978-973-752-268-8.  
<https://www.moodle.ro/preparandia/index.php/artlitera/proza/itemlist/category/119-adriana-vizental>
- Vizental, A. 2008. *Phonetics and Phonology. An introduction*. 3<sup>rd</sup> edition revised. Arad: "Aurel Vlaicu" University Press. ISBN: 978-973-752-267-2.  
<http://www.uav.ro/files/umaniste/book/Phonetics%20and%20phonology%202010.pdf>
- Vizental, A. 2002. PhD Thesis: *The Pragmatics of Advertising*. Arad: "Vasile Goldiș" University Press. ISBN 973-8161-57-6.

### b. Students' books

- Vizental, A. 2017. *Interpreting texts. An Introduction to Linguistic Analysis*. Online.  
ISBN GENERAL 978-973-752-775-2
  - Part 1. Language & personal image. Who's the speaker? ISBN vol 1 978-973-752-776-9
  - Part 2. Text & message. Manipulating language & special effects. ISBN vol 2 978-973-752-777-6
  - Part 3. Language in use. Manipulating meaning & communicative strategies. ISBN vol 3 978-973-752-778-3
  - Part 4. Annexes to Interpreting Texts. ISBN vol 4 978-973-752-780-6

### c. Articles, PowerPoint presentations

- Vizental, A. 2017. "Cooperation and Negotiating Meaning in Communication." In *Journal of Humanistic and Social Studies. Faculty of Humanities and Social Sciences of "Aurel Vlaicu" University, Arad*. Vol. 8, #1/2017 : 77-90.  
<http://www.jhss.ro/en/archive.htm>; [http://www.jhss.ro/downloads/vol\\_8\\_1\\_2017.pdf](http://www.jhss.ro/downloads/vol_8_1_2017.pdf)
- Vizental, A. 2011. "Meaning, Image and Attitude (II)." In *Journal of Humanistic and Social Studies, Faculty of Humanities and Social Sciences of "Aurel Vlaicu" University, Arad*. Vol.2 #1/2011: 35-46.  
<http://www.jhss.ro/en/archive.htm>; [http://www.jhss.ro/downloads/vol\\_2\\_1\\_2011.pdf](http://www.jhss.ro/downloads/vol_2_1_2011.pdf)
- Vizental, A. 2010. "Meaning, Image and Attitude (I)." In *Journal of Humanistic and Social Studies, Faculty of Humanities and Social Sciences of "Aurel Vlaicu" University, Arad*. Vol.1 #2/2010: 67-76.  
<http://www.jhss.ro/en/archive.htm>; [http://www.jhss.ro/downloads/vol\\_1\\_2\\_2010.pdf](http://www.jhss.ro/downloads/vol_1_2_2010.pdf)
- Vizental, A. 2009. *Cooperation and Inferential Communication*, in MARGAN, Manuela, A. PADUREAN, C. MARGAN (coord.), "Using New Information and Communication Technologies in ELT," Arad : "Aurel Vlaicu" University Press. 2009: 125-174. ISBN 978-973-752-384-6;
- Vizental, A. 2008. *Functional Grammar and ways of teaching it*, in O. Huțiu & M. Ponta (eds.), "Class animation techniques for young teachers of English: workshop." Arad : "Aurel Vlaicu" University Press. 2008: 142-161. ISBN 978-973-752-262-7;

- Vizental, A. 2007. "Logos." In *International conference „Dezvoltare regională și multiculturalitate în Uniunea Europeană” (Regional development and multiculturalism)*, "Dimitrie Cantemir" University, Târgu-Mureș, October 26-27, 2007, vol.I : 561-570. Cluj-Napoca: Risoprint. ISBN: 978-973-751-605-3; 978-973-751-606-0.
- Vizental, A. 2004. "Slang." In *Tradiție și modernitate în științele umaniste și sociale, Lucrările secțiunii I a Simpozionului "Cercetarea Științifică – o punte spre integrarea europeană" a Universității „Aurel Vlaicu"*, November 3-4, 2004": 133-140. Timișoara: Mirton. ISBN 973-661-527-8.
- Vizental, A. 2002. "Advertising and Manipulation of Deixis." In *Studia Universitatis "Vasile Goldiș."* Series "Social and Human Sciences", #12/2002: 212-221. ISSN: 1453-103X.
- Vizental, A. 2002. "Sound Effects and Music in Advertising." In *Studia Universitatis "Vasile Goldiș"* Series Social and Human Sciences. #12/2002: 206-212. ISSN: 1453-103X.
- Vizental, A. 2002. "Speech Acts in Advertising." In *Studia Universitatis "Vasile Goldiș."* Series Social and Human Sciences. #12/2002: 201-206. ISSN: 1453-103X.
- Vizental, A. 2001. "Exprimarea indirectă și funcțiile limbajului." In *Studia Universitatis "Vasile Goldiș."* Seria A. #11/2001: 282-285. ISSN: 1453-103X.
- Vizental, A. 2000. "Advertising." *Scientific and Technical Bulletin*. Series: *Economic Sciences & Sociology*. # 2. „Aurel Vlaicu" University. Arad. 2000: 75-83. ISSN: 1454-8321.

## II. English teaching methodology

### a. Books

- Vizental, A. 2014. *Metodica predării limbii engleze – Strategies of Teaching and Testing English as a Foreign Language*. 4<sup>th</sup> edition updated. Iași : Polirom Publishing House, Series Collegium. ISBN print 978-973-46-4797; ISBN PDF 978-973-46-5002.  
[https://www.e-librarii.ro/image/data/rasfoire/metodica\\_predarii\\_limbii\\_engleze.pdf](https://www.e-librarii.ro/image/data/rasfoire/metodica_predarii_limbii_engleze.pdf)
- Vizental, A. 2003. *Strategies of Teaching and Testing*. Timișoara: "Orizonturi Universitare" Publishing House. 2003. ISBN 973-638-075-0.

### b. Students' books

- Vizental, A. & Otilia Păcurari. 2000. *Learn to Read, Read to Learn*. Arad: "Vasile Goldiș" University Press. 2000. ISBN 973-9328-92-X.

### c. Articles, PowerPoint presentations

- Vizental, A. 2015. "CLIL & CEFR." *International Conference Bilingual Education and CLIL methodology in teaching English with Erasmus + Programme Bilingual Education: A Step Ahead*, Nov. 19th, 2015, Arad. (PowerPoint).  
<https://www.slideshare.net/diana1974ar/adriana-vizental>
- Vizental, A. 2013. "Communicative competence and CEFR." *3rd International Technology, Education and Environment Conference and Exhibition (TEEC2013) și 3rd International Conference on Teaching and learning (ICTL2013)*. August 12-15, 2013. (PowerPoint).  
<http://www.sapub.org/global/downloadconferencefile.aspx?filename=TEEC2013.pdf>

- Vizental, A. 2012. "Teaching Language and Communication." *BOOK OF PROCEEDINGS Volume 1. ICTL2012. International Conference on Teaching and Learning*. October 23-27, 2012: 226-244. Abuja, Nigeria. <http://www.ejournalofscience.org/archive/vol2si2/ICTL2012.pdf>
- Vizental Adriana & Pădurean Alina. 2009. "Communicative Competence and the Common European Framework of Reference (CEFR)." *Strategies for Optimizing Quality Standard in Higher Education ESP*. Tg. Mures, Universitatea "Dimitrie Cantemir", 2009: 49-58. ISSN 978-973-53-0069-2.
- Vizental, A. 2009. "Communication & Communicative Competence." *Proceedings of the 1<sup>st</sup> International Scientific Conference "Exercise and Quality of Life."* Novi Sad, 2009 : 223-232. ISSN ISBN 978-86-80231-63-1. [www.fsv.nu.ac.yu/EQOL](http://www.fsv.nu.ac.yu/EQOL).
- Vizental Adriana, Otilia Hutiu, Katarina Palcu. 2008. "Language Learning, Teaching and Assessing with the CEFR and ELP. Plurilingualism and Communication in Europe." *Zbornik*. nr. 14: 710-719. Vârșeț, Serbia. ISSN 1820-1011/14; ISBN 978-86-7372-103-3. [http://www.uskolavrsac.edu.rs/Novi%20sajt%202010/Dokumenta/Izdanja/14%20Okrugli%20sto/Vizental,%20Hutiu,%20Palcu%20\(engl\)%20-%2061.pdf](http://www.uskolavrsac.edu.rs/Novi%20sajt%202010/Dokumenta/Izdanja/14%20Okrugli%20sto/Vizental,%20Hutiu,%20Palcu%20(engl)%20-%2061.pdf)
- Vizental Adriana & Otilia Hutiu. 2008. "The Common European Framework of Reference for Languages (CEFR) and the European Language Portfolio (ELP)." În *Proceedings of the International Symposium "Research and Education in Innovation Era"*, 2008: 375-384. ISSN 2065 – 2569.
- Coșer Cornelia & Adriana Vizental. 2008. "Changes of Perspective. National and International Dimensions." În *Simpozionul internațional 'Româna ca limbă străină – între metodă și impact'*, Univ. „Al. I. Cuza”, Iași, 23-24 oct. 2008: 105-111. Casa Editorială Demiurg.
- Vizental, A. 2007. "Teaching Foreign Languages vs. Teaching Thinking." *Proceedings of the International Conference "European Integration Between Tradition and Modernity."* 2<sup>nd</sup> edition. Sept. 2007, Universitatea "Petru Maior", Tg. Mureș. 2007: 369-375. ISSN 1844-2048. [http://www.upm.ro/facultati\\_departamente/stiinte\\_litere/conferinte/situl\\_integrare\\_europeana/Lucrari2/Adriana%20Vizental%202.pdf](http://www.upm.ro/facultati_departamente/stiinte_litere/conferinte/situl_integrare_europeana/Lucrari2/Adriana%20Vizental%202.pdf)
- Vizental, A. 2007. "Teaching Thinking." In *Proceedings of the International Conference "European Integration Between Tradition and Modernity."* 2<sup>nd</sup> edition. Sept. 2007. Universitatea „Petru Maior.” Tg. Mureș. Editura Univ. „Petru Maior”. ISSN 1844-2048: 64-368. <https://www.scribd.com/document/267112506/Adriana-Vizental>
- Sokol Alexander & Adriana Vizental. 2006. "The Thinking Approach to Teaching Foreign Languages." In *Proceedings of the International Symposium Research and Education in an Innovation Era, Section I, Tradition and Modernity in Humanistic Sciences*, "Aurel Vlaicu" University, Arad, Romania, 16-18 November, 2006 : 315-324. ISBN (10) 973-752-107-2; ISBN (13) 978-973-752-107-1 (001.891).
- Vizental, A. & Alina Pădurean. 2005. "Towards a European Qualifications Framework." In *AKADEMOS, Lucrările simpozionului Cultură. Educație. Societate*. Arad: Editura Universității "Aurel Vlaicu." 2005: 267-276. ISBN: 973-752-019-X. [http://www.coe.int/t/dg4/linguistic/cadre\\_en.asp](http://www.coe.int/t/dg4/linguistic/cadre_en.asp)
- Vizental, A. 2005. "Bacalaureat 2003. The Written Test: A Critical View." *Caiet de Semiotică*, nr.16 / 2005: 341-350. Timișoara: Ed. Universității de Vest. ISSN 1012-1471. <https://litere.uvt.ro/litere-old/publicatii/SEMIOTICA/No.%2016.2005.pdf>
- Vizental, A. 2003. "Linguistic competence vs. Communicative Competence." La Simpozionul Universității "Vasile Goldiș" din Arad. Mai 2003. (PowerPoint).
- Vizental, A. 2001. "Testing." *American, British and Canadian Studies*. Anglophone Academic Society, Romania, 'Lucian Blaga' University of Sibiu, Vol. 4/2001: 245-254. ISBN 973-982800-8-6. <http://abcjournal.ulbsibiu.ro/volume%204,%202001.html>
- Vizental, A. 2000. "Testing Strategies and Assessment of Results." *Studia Universitatis "Vasile Goldiș"* nr. 10/2000: 212-218. ISSN: 1453-103X.

### III. Translations into English

- *Transversal Psychology, Aspects of the Philosophy of Behaviour*. Arad: "Aurel Vlaicu" University Press. 2007. ISBN 978-973-752-130-9

**Author:** Gheorghe Schwartz

- *Let's Learn Math and English (Să învățăm matematică și engleză)*, București: Nedion Publishing House. 2008. ISBN 978-973-7748-54-6.

**Author:** Madlena Bulboacă

1. ***Implementing Activities of Intercultural Education – A Methodological Guide***, Arad: "Aurel Vlaicu" University Press. 2008. ISBN 978-973-752-293-1;

**Authors:** Dorin Herlo, Beate Schmidt-Behlau, Adriana Vizental

2. *The Schwartzian Paranoia*, excerpts from *Paranoia Schwartz*

**Author:** Gheorghe Schwartz