



Department of Modern Languages
and Business Communication



The Romanian Society for
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PROGRAM

The 9th International Conference *Synergies in Communication (SiC 2021)* Bucharest, Romania 28 -29 October 2021

*The Department of Modern Languages and Business Communication of the Bucharest University of Economic Studies (ASE), Romania, is organizing the 9th annual international conference **Synergies in Communication (SiC 2021)**, to be held **online on 28-29 October 2021**. The event will be organized under the auspices of the Faculty of International Business and Economics in partnership with Université Libre de Bruxelles (ULB), University of Hyogo, University of Zaragoza, Quest Romania, PROSPER-ASE Language Centre and The Romanian Society for English and American Studies (RSEAS), a member of The European Society for the Study of English (ESSE). The conference will be dedicated to the 20th anniversary of the **European Day of Languages** and is included in the EDL database of the Council of Europe and the European Centre for Modern Languages (ECML/CELV).*



CONFERENCE SCHEDULE



Thursday, October 28th

09.30 - 10.00	WELCOME AND OPENING REMARKS	ZOOM
10.00 - 10.50	OPENING PLENARY	ZOOM
10.50 - 11.00	Morning Break	
11.00 - 13.30	PARALLEL SESSIONS	ZOOM
13.30 - 14.00	Lunch Break	
14.00 - 14.50	PLENARY	ZOOM
14.50 - 15.00	Afternoon Break	
15.00 - 18.00	PARALLEL SESSIONS	ZOOM

Friday, October 29th

10.00 - 10.50	PLENARY	ZOOM
10.50 - 11.00	Morning Break	
11.00 - 13.20	PARALLEL SESSIONS	ZOOM
13.20 - 13.30	Lunch Break	
13.30 - 14.20	PLENARY	ZOOM
14.20 - 14.30	Afternoon Break	
14.30 - 18.00	PARALLEL SESSIONS	ZOOM



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CONFERENCE DAY 1 Thursday, 28 October 2021



09.30 – 10.00 WELCOME AND OPENING REMARKS

ZOOM: <https://ase.zoom.us/j/84578756828>

Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies, Romania

Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics, Romania

Titela Vilceanu, President of the Romanian Society for English and American Studies

Anca-Teodora ȘERBAN-OPRESCU, Head of the Department of Modern Languages & Business Communication

Chair: Anca-Teodora ȘERBAN-OPRESCU, Head of Department of Modern Languages & Business Communication, Bucharest University of Economic Studies

10.00– 10.50 OPENING PLENARY

ZOOM: <https://ase.zoom.us/j/2494350865>

Carmen PÉREZ-LLANTADA, Professor, University of Zaragoza, Spain

Engaging with digital literacies in learning academic and research communication

Moderator: Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies & QUEST Romania

11:00 – 13.30 THEMATIC STRANDS: **PANEL 1** (Part I - EN, FR); **PANEL 1** (DE); **PANEL 3** (Part I)

14.00 – 14.50 PLENARY

ZOOM: <https://ase.zoom.us/j/2812209312?pwd=RXZmU0RhaWlYaGgzNGVVQmlEbjl1QT09>

André HEDLUND, Educational Consultant, Pontifical Catholic University of Paraná (PUC-PR) - School of Education and Humanities, Brazil

Learning Cosmos: A Voyage into the Learner's Universe

Moderator: Olivia-Cristina RUSU, Bucharest University of Economic Studies

15.00 - 18.00 THEMATIC STRANDS:

PANEL 1 (Part II - EN); **PANEL 1** (RO); **PANEL 3** (Part II); **PANEL 4** (Part I).



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CONFERENCE DAY 2 Friday, 29 October 2021



10.00 – 10.50 PLENARY

ZOOM: <https://ase.zoom.us/j/82781627913?pwd=UGIxVEhqbFVnNDBjZFJvQUdwbWNVdz09>

Cristina Alice TOMA, Université Libre de Bruxelles, Belgium

Le mythe de l'éternel retour - entre Orient et Occident

Moderator: Daniela RADLER, Bucharest University of Economic Studies

11:00 – 13.20 THEMATIC STRANDS: **PANEL 2** (Part I - EN, FR)

13.30 – 14.20 PLENARY

ZOOM: <https://ase.zoom.us/j/82295769168?pwd=KzZjdVF1bEY5c29ibENpNTNOcTBGU>
[T09](#)

Mala PANDURANG, Professor, Principal Dr. BMN College (Autonomous), Mumbai, India

Compassion and the Arts in the Time of the Pandemic: a Digital Journey

Moderator: Roxana-Elisabeta Marinescu, Bucharest University of Economic Studies

14.30 -18.00 THEMATIC STRANDS: **PANEL 2** (Part II - RO); **PANEL 4** (Part II)



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ACADEMIC PANELS OVERVIEW

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

PANEL 2: ACADEMIC AND DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION

PANEL 3: EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

PANEL 4: EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES

DAY ONE / THURSDAY, 28 OCTOBER 2021 - PARALLEL ACADEMIC PANELS

11.00 - 13.30 Morning Sessions	ZOOM Link
<i>PANEL 1: Synergies in Business Communication, Education and Research</i> (Part I - EN, FR)	https://ase.zoom.us/j/88470601800?pwd=TFdiSEFUbHRpeUpPRkF2NHd0ZFY0QT09
<i>PANEL 1: Synergies in Business Communication, Education and Research</i> (German Section)	https://ase.zoom.us/j/83437176388?pwd=TUV0TkpDMzdrMkxtQU1wUjZTQXFRQT09
<i>PANEL 3: Education for Active Citizenship through Gender Studies & (Inter)cultural Communication</i> (Part I)	https://ase.zoom.us/j/84181542874?pwd=TVlwMnN3dE5sTWwhHb3U0MDkvc1Iwdz09

15.00 - 18.00 Afternoon Sessions	
<i>PANEL 1: Synergies in Business Communication, Education and Research</i> (Part II - EN)	https://us02web.zoom.us/j/88946558047?pwd=YytvNFNheHJnZU9OSURFazhVamx0QT09
<i>PANEL 1: Synergies in Business Communication, Education and Research</i> (Romanian Section)	https://ase.zoom.us/j/89606166069?pwd=WnNla0lnOENubTZPQkzTmNYcFBqQT09
<i>PANEL 3: Education for Active Citizenship</i> (Part II)	https://ase.zoom.us/j/88569333703
<i>PANEL 4: East Meets West across Borders and Boundaries</i> (Part I)	https://ase.zoom.us/j/86076282890?pwd=djVJVm50pwTkhCRWxERVdJNjZyUT09

DAY TWO / FRIDAY, 29 OCTOBER 2021 - ACADEMIC PANELS

11.00 - 13.20 Morning Session	ZOOM Link
<i>PANEL 2: Academic & Digital Literacies. Revisiting Quality in Higher Education</i> (Part I)	https://ase.zoom.us/j/2494350865

14.30 - 18.00 Afternoon Session	
<i>PANEL 2: Academic & Digital Literacies. Internationalisation & Quality in Language Education</i> (Part II)	https://ase.zoom.us/j/2494350865
<i>PANEL 4: East Meets West</i> (Part II)	https://ase.zoom.us/j/86076282890?pwd=djVJVm50pwTkhCRWxERVdJNjZyUT09



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ACADEMIC PANELS OF THE CONFERENCE

DAY 1

(THURSDAY, 28 OCTOBER 2021)

11:00 - 13:30

PANEL 1 (Part I): SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH
ZOOM: <https://ase.zoom.us/j/88470601800?pwd=TFdiSEFUbHRpeUpPRkF2NHd0ZFY0QT09>

Chair: Antonia- Cristiana ENACHE, Bucharest University of Economic Studies, Romania

Teaching Romanian as a Foreign Language: A Comparative Analysis between The Common European Framework of Reference for Languages (CEFR) and The Interagency Language Roundtable Scale (ILR)

Emilia IVANCU, Bucharest University of Economic Studies, Romania

Translating the Metaphor of 'Light', an English-Romanian Contrastive study

Mihaela Marieta DAMIAN, Transilvania University, Braşov, Romania

Pitfalls of Professional Writing – the Most Common Mistakes in Writing for Business Purposes

Antonia- Cristiana ENACHE, Bucharest University of Economic Studies, Romania
Marina-Luminița MILITARU, Bucharest University of Economic Studies, Romania
Viorela-Valentina DIMA, Bucharest University of Economic Studies, Romania

Encouraging Student Research. A View from a Bachelor's Programme in Applied Modern Languages in Romania

Viorela-Valentina DIMA, Bucharest University of Economic Studies, Romania
Florina MOHANU, Bucharest University of Economic Studies, Romania

CLIL and Functions: Towards a Practical Approach to Teaching Adults

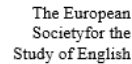
Adriana LĂZĂRESCU, University of Craiova, Romania

La recension de texte et le texte scientifique: un air de famille?

Liliana ALIC, Transilvania University, Braşov, Romania

Digital Tools for Group Work in Online Second Language Classes: The Case of Wiki

Anca PECICAN, Bucharest University of Economic Studies, Romania



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11:00 – 13:30

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH (GERMAN)

ZOOM: <https://ase.zoom.us/j/83437176388?pwd=TUV0TkpDMzdrMkxtQU1wUjZTQXFRQT09>

Chair: Cornelia PĂTRU, Bucharest University of Economic Studies, Romania

Guest speaker: Blaženka ABRAMOVIĆ (Obrtnička škola Koprivnica, Croatia)
Teilnehmer*innenaktivierende Arbeitsformen zur Entwicklung des Leseverstehens.
Textarbeit erfolgsorientiert und motivierend gestalten

Fit für die Wissenschaft? Neue Formen des Reputationsgewinns

Doris SAVA, Lucian Blaga University of Sibiu, Romania

Der Nutzen der neuen Medien in der Unterrichtspraxis

Mihaela PARPALEA, Transilvania University of Braşov, Romania

Der diskrete Charme der Erotik in der rumänischen Werbung

Lora-Dagmar CONSTANTINESCU, Bucharest University of Economic Studies, Romania

Wie hat die Coronapandemie die Unterrichtsregeln und -rituale geändert? Ein paar Anmerkungen aus der Unterrichtspraxis

Maria PARASCA, Babes-Bolyai University, Cluj-Napoca, Romania

DaF-Online-Unterricht während der Covid-19-Pandemie unter der Lupe der Studierenden an der Universität für Wirtschaftsstudien (ASE) in Bukarest. Ergebnisse einer Befragung

Cornelia PĂTRU, Bucharest University of Economic Studies, Romania

11:00 – 13:30

PANEL 3 (Part I): EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

ZOOM: <https://ase.zoom.us/j/84181542874?pwd=TVlwMnN3dE5sTWWhHb3U0MDkvc1Iwdz09>

Chairs: Roxana MARINESCU, Bucharest University of Economic Studies, Romania

Adina CIUGUREANU, "Ovidius" University of Constanta, Romania

Guest speaker: Carmen SĂPUNARU-TĂMAŞ (University of Hyōgo, Japan)
Thunder God and Church Builder: from Human to Divine in Shinto and Orthodox Christianity

(---)cultural awareness in integrated Japanese language textbooks

Magdalena CIUBĂNCAN, Bucharest University of Economic Studies, Romania

Le tournant interculturel dans la traduction

Mihaela CHAPELAN, The Faculty of Foreign Languages and Literatures, University of Bucharest, Romania



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L'avenir des langues

Emilia Andreea MOTORANU, Bucharest University of Economic Studies, Romania

15:00 - 18:00

PANEL 1 (PART II): SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

ZOOM: <https://us02web.zoom.us/j/88946558047?pwd=YytvNFNheHJnZU9OSURFazhVamx0QT09>

Chair: Irina DAVID, Bucharest University of Economic Studies, Romania

The Impact of the Covid-19 Pandemic on Academic Communication

Irina DAVID, Bucharest University of Economic Studies, Romania

Anca-Teodora ȘERBAN-OPRESCU, Bucharest University of Economic Studies, Romania

Outcomes of Translation in the Era of Globalisation

Isabella-Alice MATIEȘ-VERBUNCU (STOIAN), University of Craiova, Romania

Noun Phrases and Linguistic Preferences in *Number 11* by Jonathan Coe

Iulia Cristina ANTONIE (COTEA), University of Craiova, Romania

Identity and Solidarity in the Institutional Discourse

Oana-Maria PUIU (NIȚĂ), University of Craiova, Romania

Le *franglais* des affaires - the History of the English Language Expansion in the Realm of Business French

Ofélia R. NIKOLOVA, Valdosta State University, USA

Linguistic mechanism of reformulation

Andrei-Constantin CIOCOTOIU-ZAMFIR, University of Craiova, Romania

15:00 - 18:00

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH (Romanian)

ZOOM: <https://ase.zoom.us/j/89606166069?pwd=WnNla0lnOENubTZPQkkzTmNYcFBqQT09>

Chair: Mihai ȘERBAN, Bucharest University of Economic Studies, Romania

Proza erotică eminesciană la o nouă "radiografie" critică

Silviu Constantin MIHĂILĂ, Bucharest University of Economic Studies, Romania

Poietica predării limbii române ca limbă străină

Mihai ȘERBAN, Bucharest University of Economic Studies, Romania



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George R.R Martin: Deconstruirea și reconstruirea universului fantastic

Zinaida-Tamara FEDOT, Bucharest University of Economic Studies, Romania

Laurențiu BOȘOG, Liceul Teoretic Traian Lalescu, Orșova, Romania

Pronumele. Abordare a predării limbii române ca limbă străină în conformitate cu normele CEFR. Studiu de caz

Nicoleta-Adina PANAIT, Bucharest University of Economic Studies, Romania

15:00 – 18:00

PANEL 3 (Part II): EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

ZOOM: <https://ase.zoom.us/j/88569333703>

Chair: Magdalena CIUBĂNCAN, Bucharest University of Economic Studies, Romania

Aborted motherhood and traumatic history. An analysis of some contemporary Romanian novels by women writers

Roxana MARINESCU, Bucharest University of Economic Studies, Romania

Fiction as Autoethnography

Roxana MARIN, Doctoral School of Humanities, "Ovidius" University of Constanta, Romania

Magic and society: Harry Potter's Effect on Reading through the empowerment of learners and educators

Oana GĂRI NEGUȚ, Doctoral School of Humanities, "Ovidius" University of Constanta, Romania

Adapting the communication strategies for the COVID-19 vaccination campaign to the Romanian cultural mindset

Veronica CÂMPIAN, Babes-Bolyai University, Cluj-Napoca, Romania

Sonia MALOȘ, Babes-Bolyai University, Cluj-Napoca, Romania

CDA of Donald Trump's Political Speech via Twitter

Shaalan SHAMMARI, Doctoral School of Humanities, "Ovidius" University of Constanta, Romania

15:00 – 18:00

PANEL 4 (Part I): EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES

ZOOM: <https://ase.zoom.us/j/86076282890?pwd=djVJVm50pwTkhCRWxERVdJNjZyUT09>

Chair: Maria DĂRĂBANȚ, Bucharest University of Economic Studies, Romania

An in-depth Study of Chinese Culturemes – carriers of the most subtle cultural allusions – excerpted from Chinese contemporary novels in Romanian translation

Iulia Elena CÎNDEA GÎȚĂ, Lucian Blaga University of Sibiu, Romania



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The role of the cultural mediator in reducing the distance between Romania and China

Roxana RÎBU, Transylvania University of Braşov, Romania

Doina Cornea and Éva Gyimesi, anti-communist dissent between Romanian secret police surveillance and Radio Free Europe

Elena DUMITRU, Unitelma Sapienza Rome, Italy

Les *drammi storici* de Giuseppe Ricciardi, un exemple de l'évolution du récit historique italien au cours du *Risorgimento*

Sofie BARTHELIS, Université Libre de Bruxelles, Belgium

Dream reading in *Arthur of Little Britain* and other medieval romances. The narrative and discourse logic of prophetic dreams

Alexandra COSTACHE-BABCINSCHI, Bucharest University of Economic Studies, Romania

J. K. Rowling's imaginary realm of faërie - a collection of myths and folktales from eastern and western cultures

Georgiana Silvia LEOTESCU, University of Craiova, Romania



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ACADEMIC PANELS OF THE CONFERENCE

DAY 2

(FRIDAY, 29 OCTOBER 2021)

11:00 – 13:25

PANEL 2 (Part I): ACADEMIC & DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION

ZOOM: <https://ase.zoom.us/j/2494350865>

Chairs: Mirela BARDI, Bucharest University of Economic Studies, Romania

Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies & QUEST Romania

Academic publishing: from the ivory tower to social media. Looking at digital (il)literacies to cope with the new normal

Mariana NICOLAE, Bucharest University of Economic Studies, Romania

Opening Pandora's Box: A Critique of Peer-Review Processes

Lucia M. GROSU-RĂDULESCU, Bucharest University of Economic Studies, Romania

De la citation à la reformulation dans l'écriture du mémoire de master

Luminița STERIU, Doctoral School of Humanities, "Ovidius" University of Constanța, Romania

Changing scholarly practices: The case of the Twitter conference "Linguistweets"

Rosana VILLARES, University of Zaragoza, Spain

Professional literacy development through FLIP learning - A case study

Violeta NEGREA, Bucharest University of Economic Studies, Romania

Exploring the relevance of introducing genre-based approaches to teaching writing. A case study

Alina-Roxana DULGHERU (GOLDAN), Doctoral School of Humanities, "Ovidius" University of Constanța, Romania

Challenges in LSP online teaching and how to overcome them. A case study in French Language and Business Communication classes

Olivia-Cristina RUSU, Bucharest University of Economic Studies, Romania

English language teaching performance analysis in pandemic context – online vs. onsite

Bogdan Gabriel GEORGESCU, University of Pitești, Romania

Diagnosing Medical Translation – Current Challenges

Mihai Robert RUSU, University of Craiova, Romania

Patterns of self-reference in a corpus of data articles

Oana-Maria CARCIU, University of Zaragoza, Spain



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14:30 – 16:00

PANEL 2 (Part II): ACADEMIC & DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. INTERNATIONALISATION & QUALITY IN LANGUAGE EDUCATION - ROUNDTABLE DEDICATED TO QUEST ROMANIA AT 25 (Language: Romanian)

ZOOM: <https://ase.zoom.us/j/2494350865>

*Chairs: Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies & QUEST Romania
Olivia RUSU, Bucharest University of Economic Studies & QUEST Romania*

*Guest speaker: **Professor Monica VLAD** ("Ovidius" University of Constanța, Romania)
Internaționalizare prin îndrumarea de doctorat în cadrul cotutellelor internaționale :
provocări și perspective în dinamica digitală
(Internationalisation through Doctoral supervision within the framework of
international co-tutoring: challenges and perspectives in digital dynamics)*

Sursă de inspirație: scurt raport al conferinței aniversare Eaquals, Belfast, 22-23 octombrie 2021
(Drawing inspiration from Eaquals at 30: brief conference report, Belfast, 22-23 October 2021)
Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies, Romania

25 de ani de QUEST: un imbold pentru reinventare (*QUEST Focus: Looking back and reinventing the present through resilience*)

Panelists: Anca COLIBABA, EuroEd, Iași; Cătălin NEDIN, Goethe-Institut Bukarest; Mariana NICOLAE, Lingua Economica, Bucharest; Liana POPA & Cristina TOPCIOV, International House Timișoara; Ioana SONEA, Centrul Alpha, UBB, Cluj-Napoca; Teodora ȘERBAN-OPRESCU, Bucharest University of Economic Studies; Ovidiu URSA, University of Medicine and Pharmacy, Cluj-Napoca; Radadiana CALCIU & Valentina ROBU, PROSPER-ASE & Bucharest University of Economic Studies.



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14:30 – 18:00

PANEL 4 (Part II): EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES

ZOOM: <https://ase.zoom.us/j/86076282890?pwd=djVJVm50pwTkhCRWxERVdJNjZyUT09>

Chair: Daniela RADLER, Bucharest University of Economic Studies, Romania

Eastern and western patterns in business conceptual metaphors

Alexandra MORARU, Dimitrie Cantemir Christian University, Romania

Food in the film “The Hundred-Foot Journey” (2014)

Monica Alina TOMA, Bucharest University of Economic Studies, Romania

Kazuo Ishiguro’s novel *Never Let Me Go*: intermedial dynamic between literature and cinema

Yaryna OPRISNYK, Ivan Franko National University of Lviv, Ukraine

The Loss of Memory and the Memory of Loss in the Novel *Memory Police* by Yōko Ogawa

Raluca NICOLAE, Bucharest University of Economic Studies, Romania

Indian Fakirs in Dracula’s Land: representations of Indian ascetics in early twentieth century Romanian newspapers and journals

Ayusman CHAKRABORTY, Taki Government College, West Bengal, India

Dana RADLER, Bucharest University of Economic Studies, Romania

Jhumpa Lahiri’s *Whereabouts*: between cultural specificity and evasiveness

Adriana-Elena STOICAN, Bucharest University of Economic Studies, Romania

East meets West: portraits, politics and the picturesque in the art of colonial India

Priyanka PRACHI, Sharda University, Greater Noida, India

