

ASE International Conference 2011
SYNERGY IN COMMUNICATION

Youth on the Move. Teaching Languages for International Study and Career-Building
ASE, Bucharest, 13 – 14 May 2011

9.00 – 9.45	PARTICIPANTS' ARRIVAL AND REGISTRATION COFFEE AND REFRESHMENTS ASE, Mihai Eminescu building, Room 1503		
10.00 – 10.30	OPENING OF THE CONFERENCE & PLENARY PRESENTATION Virgil Madgearu Room, Bastiliei building, groundfloor Professor Silviu NEGUT, PhD, Dean of the Faculty of International Business and Economics Professor Georgeta GHIGA, PhD, Head of the Department of Business English and German		
10.30 – 11.30	Stella SMYTH, Course Leader, University of Leicester - <i>Shakespeare Revisited or Reinvented on an ESP Syllabus</i>		
11.30 – 12.00	VISITING ASE ART EXHIBITION (Bastiliei, 1 st floor) AND PUBLISHING HOUSES STALLS (M. Eminescu, 5 th floor)		
12.00 – 13.00	LUNCH, room 1503		
PARALLEL SESSIONS - ASE, M. Eminescu, 5th floor			
13.00 – 14.00	LANGUAGE FOR SPECIFIC PURPOSES Moderator: Viorela DIMA room 1509	CULTURAL AND LITERARY STUDIES Moderator: Georgeta GHIGA room 1507	GERMANISTIK Moderator: Cornelia PATRU room 1504
	Victoria-Mihaela Aldea The Magic of Words – An Insight into New Techniques of Persuasion Camelia Boarcas Understanding Learning Styles Denise Dona CEFR: Wishful Thinking or a Dream Come True?	Monica Condruz-Bacescu Ethics: Organisational Culture and Leadership Mara Magda Maftei Comunicare și eroare – elemente de deontologie Nilgun Ismail Silk Road – Central Asia's Historical and Cultural Heritage: Ancient Merv	Mihai Draganovici Die Fachsprache der Technik – Schwierigkeiten der Lexik Evemarie Draganovici Einsatzmöglichkeiten von Hilfsmitteln im Übersetzungsunterricht. Zielsprachliche Recherche von Paralleltexen und Hintergrundtexten Cornelia Patru Abenteuer in der digitalen Welt. Webquest im Deutschunterricht

14.00 – 14.30	COFFEE & REFRESHMENTS <i>Room 1503</i>		
PARALLEL SESSIONS- ASE, M. Eminescu, 5 th floor			
14.30 - 15.30	LANGUAGE FOR SPECIFIC PURPOSES Moderator: Dana COCARGEANU room 1509	CULTURAL AND LITERARY STUDIES Moderator: Maria ENACHE room 1507	GERMANISTIK Moderator: Lora CONSTANTINESCU room 1504
	<p>Viorela Dima, Marina Militaru, Dana Cocargeanu Classroom Feedback Dynamics</p> <p>Loredana-Nicoleta Ilie Music and Humor in English Classes</p> <p>Simona Ionel The Concept of “Face” in Business Communication</p>	<p>Florentina Alexandru Profesorul de limbi străine – un factor cheie în dezvoltarea unei cariere profesionale transnaționale</p> <p>Elena Ciortescu Arthur Miller’s <i>Finishing the Picture</i>: Art as Business</p> <p>Paula-Andreea Onofrei Henry James as a Character – Fictionalized and Literary Biography</p>	<p>Vlad Cucu-Oancea Die Eponymie und ihre Anwendbarkeit im Fremdsprachenunterricht</p> <p>Lora Constantinescu Umwelt und Sozialverträglichkeit - ein weites Feld der Marketingkommunikation</p>
16.00	CONFERENCE DINNER - <i>Teachers' Club Restaurant, ASE, "Cihoski" building</i>		

2nd CONFERENCE DAY	
9.30 – 9.50	PLENARY PRESENTATIONS Virgil Madgearu Room, Bastiliei building, groundfloor Professor Ileana ORLICH, PhD, Arizona State University <i>Cultural and Literary Studies “Go Global”: New Approaches to the Teaching of the Humanities</i>
9.50 – 10.35	Professor Ileana Orlich, PhD, Professor Mariana Nicolae, PhD, Lecturer Mihaela Arsene, PhD <i>In Search of Academic Excellence: US Study Opportunities</i>

10.35 – 11.00	COFFEE & REFRESHMENTS, Room 1503		
	PARALLEL SESSIONS- ASE, M. Eminescu, 5 th floor		
11.00 – 12.10	LANGUAGE FOR SPECIFIC PURPOSES Moderator: Mariana NICOLAE room 1509	CULTURAL AND LITERARY STUDIES Moderator: Diana IONCICA room 1507	THEORETICAL AND APPLIED LINGUISTICS Moderator: Cristina PRELIPCEANU room 1504
	Mariana Nicolae Preparing Students to Move – Issues of Personal and Institutional Leadership Oana Maria Carciu Beatriz Gomez Ori The Peer Mentoring Trial Project as a Model to Improve the Student Learning Experience at Master’s Level at the University of Zaragoza, Spain s Laura Muresan, Radadiana Calciu Regional Networking with a focus on Quality Assurance	Diana Ioncica Questioning National Identities in Kazuo Ishiguro’s Novels Elena Ciortescu, Olesia Mihai Arthur Miller’s <i>Resurrection Blues</i>: Media and Contemporary Values Brandusa Prepelita-Raileanu Campus Novels in an Age of the Global Campus: Aspects of the Self/Other Dialogue in the Campus Novels	Adela Simoiu The Split IP Parameter Question formation in English as L2 Serban Ion Boicescu La Sui-reference et la direction d’ajustement des expressifs performatifs Cristina Prelipceanu Word Formation Types in the English for Marketing
12.10 - 12.40	LUNCH, room 1503		
	PARALLEL SESSIONS- ASE, M. Eminescu, 5 th floor		
12.40 – 13.40	LANGUAGE FOR SPECIFIC PURPOSES Moderator: Yolanda CATELLY room 1509	CULTURAL AND LITERARY STUDIES Moderator: Raluca SERBAN room 1507	

Cristina-Mihaela Zamfir
The Timelining Technique and Its Linguistic Expression in Business English

Camelia Boarcas
Some Activities Concerning Questions in English

Yolanda-Mirela Catelly
Get Your Point Across - Developing Students' Oral Communication Skills

Mihaela Dumitrescu
A Poststructuralist View of "Literary Specificity"

Raluca Serban, Mihai Serban
The Complex Game of John Barth's LETTERS

Delia Popa
Team Cooperation in Interdisciplinary Projects