



2ND INTERNATIONAL CONFERENCE: SYNERGIES IN COMMUNICATION
RETHINKING EDUCATION - RESHAPING THE WORLD.
LANGUAGES, BUSINESS AND COMMUNITIES
Bucharest, 28 November 2013

CONFERENCE PROGRAM					
9.00–9.30	Room: 1519	Registration – ASE, Faculty of International Business and Economics, Department of Modern Languages and Business Communication - 5th floor, room 1519			
9.30–10.00	Room: V. Madgearu	Opening ceremony & Plenaries Speakers: Dumitru Miron (Dean of the Faculty of International Business and Economics) Mariana Nicolae (Head of the Department of Modern Languages and Business Communication)			
10.00–11.00	Room: V. Madgearu	Keynote speakers: Ms Corina Licea, Country Human Resources Manager Romania & Moldova, Coca Cola HBC Romania Ms Natalia Stroe, Marketing Manager, Coca Cola Company Title: <i>Attracting Generation Y</i>			
11.00–11.45	Room: V. Madgearu	Keynote speaker : Mr. Sam Stevenson, British Council, Title: <i>English and International Education</i>			
11.45–12.00	Room: 1519	COFFEE BREAK			
12.00–14.30	Room: V. Madgearu English 1: Language Education & Business <i>Moderator Mariana Nicolae</i>	Room: 1503 English 2: Education for Business <i>Moderator Diana Ioncica</i>	Room: 1509 English 3: Cultural, literary and translation studies <i>Moderator Marina Militaru</i>	Room: 1505 French section <i>Moderator Rodica Stanciu-Capota</i>	Room: 1504 German section <i>Moderator Cornelia Patru</i>
	Dumitru Miron, Irina Ion, Elena Nicolae <i>Consistency versus inconsistency in the current academic paradigm</i>	Yolanda-Mirela Catelly <i>Learning to “cut the Bread Evenly” – an approach to teaching conflict management and negotiation strategies to engineering students</i>	Sorina Chiper <i>Intercultural communication – a plea for a discourse-based approach</i>	Ruxandra Constantinescu-Ștefănel <i>Les caractéristiques du discours publicitaire des magazines français du début du XXI^e siècle. L'exemple de « Science et vie »</i>	Florentina Alexandru <i>Das Kompetenzmodell im Fremdsprachenunterricht</i>

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Mariana Nicolae <i>Languages, education and business</i>	Diana Ioncică <i>Languages and the market – a love story?</i>	Raluca Silvia Ciochina <i>What does it take to be relevant? A case study of public relations practitioners’ roles and skills in the social media environment</i>	Nina Ivanciu <i>Culture(s) et éducation au dialogue interculturel</i>	Andrada Onu <i>Ethnolekte in Deutschland</i>
Brândușa Prepeliță- Răileanu <i>Education, research and business – a strategic stakeholder dialogue</i>	Simona Ionel <i>Do business English textbooks foster speech act teaching, learning and use?</i>	Antonia Enache & Marina Militaru <i>A few remarks on the Romanian national identity and the way it is reflected in fairy tales</i>	Rodica Stanciu-Capotă <i>Les défis de l’enseignement des langues étrangères à l’université</i>	Andreea Rusen <i>Ist die Fachsprache eine Herausforderung für dem Fremdsprachenlerner?</i>
Cristina Prelipceanu <i>Advertising and language manipulation</i>	Anca Pecican <i>Identifying patterns of evaluation in Spanish business news reports: the case of increase/decrease metaphors</i>	Mihaela Luminița Levarda <i>The representation of Victorian education in contemporary novels</i>	Deliana Vasiliu <i>L’évaluation formative: quels atouts pour l’enseignement / apprentissage de la communication professionnelle en français</i>	Voichița Ghenghea <i>Curriculare Anpassung Im Studienbegleitenden Deutschunterricht</i>
Ken Friedman <i>Fresh air: literature for international scholars</i>	Georgeta Ghiga <i>In the face of changes. An attempt to adapt the language class to the new trends that shape education</i>	Amelia Molea & Raluca Constantin <i>Interchanging roles</i>	Ileana Constantinescu & Victoria Aldea <i>Éducation pour les affaires</i>	
Adina Dudău <i>Ethnography in problem- centered research: evidence from a study of integrated children’s services in England</i>	Nisa Shon <i>Gender issues in business, a leadership challenge</i>	Adrian Solomon <i>The enemy as barbarian</i>		

14.30–15.30	LUNCH - Room: Cihoschi Cafeteria			
	Room: V. Madgearu	ROUND TABLE Translations <i>Moderator Viorela Dima</i>	Room: 1504	ROUND TABLE Teacher Training and Development <i>Moderator Laura Muresan</i>
15.30.–15.50	Room: V. Madgearu	Keynote speaker 3: Liliana Comănescu, Reprezentant Directia Generala Traduceri, Comisia Europeana Title: <i>Translating for the European Commission</i>	Room: 1504	Webinar: Mohamed Tahar Asses, University of Skikda, Algeria Title: <i>Teacher Training and Development in Algeria</i>
15.50-17.00	Room: V. Madgearu	Round table Translations	Room: 1504	Round table Teacher Training and Development
17.00- 17.20	Room: V. Madgearu	Round up session – reports of section moderators		