



Department of Modern Languages  
and Business Communication



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# PROGRAM

## The 5<sup>th</sup> International Conference

### *Synergies in Communication*

### Bucharest, Romania

### 10 - 11 November 2016

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#### PLENARY SESSION DAY 1



#### **Thursday, November 10**

*Location:* Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

#### **9.00-9.30 – Participants' registration**

#### **9.30-10.00 – Welcome and Opening Remarks**

- Gheorghe Hurduzeu, Dean of the Faculty of International Business and Economics
- Mariana Nicolae, Head of Department (Modern Languages and Business Communication)
- Radu Mușetescu, Head of Department (International Business and Economics)

#### **10.00-12.30 – Keynote speeches**

10.00-10.45 – ***“The Best Crisis Negotiation in the European Chaotic and Challenging Reality is Crisis Prevention”***

Arik Strulovitz, University of Bergamo, Faculty of Law, Italy

10.45-11.30 – ***“Towards Knowledge Based Europe: Challenges in Working Arrangements of R&D Employees”***

Mr. Aaro Hazak, Tallinn School of Economics and Business Administration, Estonia

11.30-11.45 – ***Coffee break***

11.45-12.30 – ***“Shakespeare, Cervantes, Eminescu – from Cultural to Universal Icons. A Literary Translator's Perspective”***

Adrian Săhlean, Co-founder and President of Global Arts Inc., United States of America

12.30-13.15 – ***“Between Homogeneity and Multiculturalism – Japan's Encounters with the Other”***

Griseldis Kirsch, University of London, SOAS (School of Oriental and African Languages), UK

12.30-14.00 – ***Lunch*** (Cafeteria, Bucharest University of Economic Studies)

14.00-18.00 – ***Panel Sessions day 1***

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## CONFERENCE GALA DINNER - Thursday, 10 November, 2016



18.00-21.00 **Conference Gala Dinner** (Cafeteria, Bucharest University of Economic Studies)

Special guest speaker:

**Bogdan Hrib**, writer, founder and Editor in Chief of Tritonic Publishing House, Romania  
**"Writing and Selling Books – an inter/national business"**



## PLENARY SESSION DAY 2



**Friday, November 11**

*Location:* Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

**9.30-12.45 – Keynote speeches**

9.30-10.45 – **"The Contemporary Educational Contexts of Islamist Activism"**

Neil Ketchley, King's College London, Department of Middle Eastern Studies, UK

10.45-11.30 – **"Lost in the Future - Who is Leading Us, to Where and in What Language?"**

Mariana Nicolae, Bucharest University of Economic Studies, Modern Languages and Business Communication, Romania

11.30-12.00 – **Coffee break**

12.00-12.45 – **"Building Walls, Costs, and Who Pays? - Anti-Immigrant Discourse and Policies, and Immigrant Language Minority Children in US Public Schools"**

Paul Landry, Heritage University, United States of America

13.00-14.00 – **Lunch** (Cafeteria, Bucharest University of Economic Studies)

14.00-18.00 – **Panel Sessions day 2**



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## PANEL SESSIONS DAY 1 (THURSDAY, November 10)



**PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH**  
(Room: **1507**)

**Chairs:**

**Irina David**, Bucharest University of Economic Studies

**Viorela Valentina Dima**, Bucharest University of Economic Studies

### 14.00 – 15.30, Thursday, November 10

*A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel*  
**Elite Olshtain**, School of Education, Hebrew University, Israel

*The Impact of Youtube Language Learning Videos*

**Irina Ana Drobot**, Technical University of Civil Engineering Bucharest, Romania

*Applied Linguistics Research Trends – Case Study on the Romanian Scientific Journal ‘Synergy’*  
**Viorela Valentina Dima**, Bucharest University of Economic Studies, Romania

*Using Online Economic Articles for Teaching English Finance and Banking Collocations*  
**Elena Tălmăcian**, Bucharest University of Economic Studies, Romania

*What is Lost When Technology Wins? A Study on the Benefits and Drawbacks of a Technology-Centered Approach to Learning.*

**Diana Ionciță, Denise Dona, Marina Militaru**, Bucharest University of Economic Studies

*Plagiarism*

**Radadiana Calciu, Maria Enache**, Bucharest University of Economic Studies, Romania

### 15.30 – 15.45 – Coffee break

### 15.45-16.45, Thursday, November 10

*Assessment methods. A Study for Romania and Bulgaria*

**Mara Magda Maftei**, Bucharest University of Economic Studies, Romania

**Georgi Marinov Georgiev**, The University of Economics, Varna, Bulgaria

*English Influence on the Economic and Business Language in Romania*

**Monica Condruz-Băcescu**, Bucharest University of Economic Studies, Romania

*Mirroring Japanese Society through the Buzzwords of the Year*

**Raluca Nicolae**, Bucharest University of Economic Studies, Romania

*New Patterns and Approaches to Comparative Linguistics*

**Violeta Negrea**, Bucharest University of Economic Studies, Romania



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**PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES**

(Room: **1509**)

**Chairs:**

**Lucia Grosu Rădulescu**, Bucharest University of Economic Studies, Romania

**Roxana Marinescu**, Bucharest University of Economic Studies, Romania

**14.00 – 15.30, Thursday, November 10**

*Identity and Belonging: Insider/Outsider in Ed Husain's The Islamist*

**Jillian Curr**, University of Western Australia

*Good Girls Gone Bad: Jeanette in Jeanette Winterson's Oranges are not the Only Fruit and Eve in Angela Carter's The Passion of New Eve*

**Irina Bocianu**, University of Bucharest, Romania

*Le Freak, C'est Chic – Disco Culture in Whit Stillman's The Last Days of Disco*

**Ioana Stamatescu**, Bucharest University of Economic Studies, Romania

*One Face of Dehumanization: Animalization*

**Adrian Solomon**, Bucharest University of Economic Studies, Romania

*Normative Dimensions of Transnationalism in South Asian Fiction of Migration*

**Adriana Elena Stoican**, Lumina, The University of South East Europe, Bucharest University of Economic Studies, Romania

*Narcissist Regression and the Fascinating Monster in V. Voiculescu's Short Stories*

**Raluca Șerban**, Bucharest University of Economic Studies, Romania

*Developing Cross Cultural Sensitivity: A Study of Indian Networking Etiquette*

**Minouti Naik**, Mumbai Education Trust's Institute of Computer Science, Mumbai, India

*Ma(s)king the Woman: Culture and the Birthing of the Indian Woman*

**Preeti Shirodkar**, MET Institute of Management, Mumbai, India

**15.30 – 15.45 – Coffee break**

**15.45-17.00, Thursday, November 10**

*Keep Your Balance: Work, Learn, Socialise*

**Roxana Marinescu**, Bucharest University of Economic Studies, Romania

*Teacher and Student Empowerment for Improved Learning Outcomes. Reflections on a Romanian Graduate Study Application*

**Mihaela Arsene**, Bucharest University of Economic Studies, Romania



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*Reframing the European Union in French Nationalistic Discourse by Marine Le Pen*  
**Ioana Cocuz**, University of Bucharest, Romania

*Understanding Marginal Identity through the Lens of Multiculturalism. A Theoretical Approach*  
**Monica Got**, Bucharest University of Economic Studies, Romania

*Un cas de perméabilité culturelle en-ligne : une possible réception des éléments familiaux dans le virtuel ludique roumain*  
**Dominic Negrici**, Bucharest University of Economic Studies, Romania

**17.00-17.45, Thursday, November 10**

**PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES / SHAKESPEARE**

(Room: **1509**)

*Chairs:*

**Maria Dărăbanț**, Bucharest University of Economic Studies, Romania

**Dana Radler**, Bucharest University of Economic Studies, Romania

*To and Fro: the Sides of Negotiation in The Merchant of Venice by William Shakespeare*  
**Dana Radler**, Bucharest University of Economic Studies, Romania

*Shakespeare's Sweet and Not- so- sweet Nothings: Henoses and/or Kenoses?*  
**Danica Igrutinović**, Faculty of Media and Communications, Singidunum University, Belgrade

*Jorge Luis Borges and His Mnemonic Shakespeare*  
**Dan H. Popescu**, Partium Christian University, Oradea, Romania

*On Shakespeare and the Quest for Power*  
**Ioana Albu**, Faculty of History, International Relations, Political Sciences and Communication Sciences, Romania

*Our 'Daily' Shakespeare – Modernity and Timelessness in Shakespeare with an Insight into Julius Caesar*  
**Maria Dărăbanț**, Bucharest University of Economic Studies, Romania



**14.00 – 15.30, Thursday, November 10**

**PANEL 3: GERMAN SECTION**

(Room: **1503**)

*Chairs:*

**Lora Dagmar Constantinescu**, Bucharest University of Economic Studies, Romania

**Cornelia Pătru**, Bucharest University of Economic Studies, Romania

*Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit Migrationshintergrund*  
**Miryam Diko**, Universität Bukarest, Romania

*Der Mehrwert von literarischen Texten im DaF-Unterricht*  
**Ana Karlstedt**, Universität Bukarest, Romania



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*Verkaufsgesprächstypen. Ein thema für die linguistik*

**Mihaela Parpalea**, Transilvania University of Braşov, Romania

*Autowerbung. Technik und (viel) mehr - car advertising. Technology and (much) more*

**Lora Dagmar Constantinescu**, Bucharest University of Economic Studies, Romania

*Die Übersetzbarkeit des Präfixoids Heiden- ins Rumänische*

**Nicoleta Gabriela Gheorghe**, Universit at Bukarest, Romania

**15.30 – 15.45 – Coffee break**

**15.45-17.15, Thursday, November 10**

**PANEL 3: FRENCH SECTION**

(Room: **1503**)

*Chairs:*

**Carmen Stoean**, Bucharest University of Economic Studies, Romania

**Rodica Capot  Stanciu**, Bucharest University of Economic Studies, Romania

*Les pi ges du plurilinguisme*

**Rodica Capot  Stanciu**, Bucharest University of Economic Studies, Romania

*Elections et « publicit  »*

**Ruxandra Constantinescu- tef nel**, Bucharest University of Economic Studies, Romania

*La m diation (inter)culturelle sous l'angle de l'efficacit *

**Nina Ivanciu**, Bucharest University of Economic Studies, Romania

*Les emprunts d'origine anglo-am ricaine dans le domaine du Marketing en roumain et en fran ais*

**Corina Cilianu Lascu**, Bucharest University of Economic Studies, Romania

*La Dynamique De L'organisation Informationnelle Dans Le Discours Universitaire  crit*

**Carmen Stoean**, Bucharest University of Economic Studies, Romania

*Pour une approche discursive de l'enseignement-apprentissage du roumain comme langue  trang re*

**Anca G t **, Universit  « Dun rea de Jos » de Galaţi, Romania

**17.15-18.00, Thursday, November 10**

**PANEL 3: ITALIAN/ROMANIAN SECTIONS**

(Room: **1503**)

*Chairs:*

**Marina Militaru**, Bucharest University of Economic Studies, Romania

**Mariana S ndulescu**, Bucharest University of Economic Studies, Romania

*Parole della degustazione. Comunicare il vino. Barolo, Brunello, Amarone.*

**Ionela Chiru**, "Alexandru Ioan Cuza" University, Iaşi, Romania



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*La Ricetta Della Ricetta Gastronomica Virtuale*

**Mariana Săndulescu**, Bucharest University of Economic Studies, Romania

*Antiteza ca figură retorică în reclama electorală*

**Marina Militaru**, Bucharest University of Economic Studies, Romania

*Limba română sahariană în Oedip rege de Pier Paolo Pasolini*

**Mihai Șerban**, Bucharest University of Economic Studies, Romania



**PANEL SESSIONS DAY 2 (FRIDAY, November 11)**



**14.00 – 15.30, Friday, November 11**

**ROUND TABLE: LANGUAGES AND CULTURES – INTERCULTURAL COMPETENCIES AND CEFR  
(THE COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES)**

(Room: **1503**)

*Chairs:*

**Adrian Săhlean**, Co-founder and President of Global Arts Inc., United States of America

**Mariana Nicolae**, Bucharest University of Economic Studies, Romania