



Department of Modern Languages  
and Business Communication



Romanian  
Association  
for Quality  
Language  
Services



## THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

The Faculty of International Business and Economics  
The Department of Modern Languages and Business Communication  
The Romanian Association for Quality Language Services QUEST



### The 6th International Conference

### *Synergies in Communication*

Bucharest, Romania

16 - 17 November 2017

*Event dedicated to the European Day of Languages 2017, entered  
in the ECML/Council of Europe EDL data base*

## PROGRAMME

*Under the auspices of the Faculty of International Business and Economics, the plenary sessions are jointly organised and shared by the international conferences **Future of Europe** & **Synergies in Communication**, with the support of QUEST Romania and the International Association EAQUALS.*



### PLENARY SESSION DAY 1 - THURSDAY, 16 November 2017



*Location:* Bucharest University of Economic Studies (ASE), Piața Romană 6,  
Aula Magna, Main Building ("Ion N. Anghelescu")

8.30 - 9.00 **Participants' registration**

9.00 - 9.15 **Welcome and Opening Remarks**

- Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies
- Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics

9.15 - 9.40 **Reflections upon the Future of Europe in the Context of Romania's Presidency of the EU Council**  
Victor NEGRESCU, Ministry of European Affairs, Romania

9.40 - 10.05 **EU's Journey... to Sibiu 2019"**

Angela CRISTEA, Chief of the European Commission Office in Romania

10.05 - 10.30 **From "Step-by-Step" Method, to a European Project; What to Be Done**

Gabriela CREȚU, Senator, The President of the Parliamentary Commission for European Affairs,  
Romanian Senate

10.30 - 10.55 **Preserving EU's Key Role in the International Trade**

Lazăr COMĂNESCU, Romanian Ambassador, Counsellor for The Romanian Chamber of  
Commerce and Industry

11.00 - 11.15 **Coffee break**

11.15 - 12.00 **English for Professional Contexts and the Internationalisation of Education in the 21st Century**  
Michael CARRIER, The International Association EAQUALS, United Kingdom

12.00 - 12.30 **Supporting the Future Learning of English as the Lingua Franca of Europe**  
Kevin McLAVEN, Director English Language Services, British Council, Romania

12.30 - 13.15 **Theatre as a Place of Belonging and the Modern Classroom as a Space of "Radical Openness"**  
Domnica RĂDULESCU, Washington and Lee University, Lexington Virginia, USA

13.30 - 14.30 **Lunch** (Bucharest University of Economic Studies, Cafeteria)

14.30 - 18.00 **Panel Sessions Day 1**



## CONFERENCE GALA DINNER – THURSDAY, 16 November 2017, 19.00 – 21.00



Location: Marshal Garden Hotel's Restaurant, Calea Dorobanti 50B)

co-organised and shared by the international conferences **Future of Europe** & **Synergies in Communication**

Special Guest speaker: Dorin Ivaşcu, CEO at Romanian Airport Services  
“**Doing Business in the European Union: A Romanian Perspective**”



## PLENARY SESSION DAY 1 - FRIDAY, 17 November 2017



Location: Bucharest University of Economic Studies (ASE), Piața Romană 6,  
Aula Magna, Main Building (“Ion N. Anghelescu”)

9.30 - 10.15 **Anti-System Politics in Europe and America**

Jonathan HOPKIN, London School of Economics, United Kingdom

10.15 - 11.00 **Towards the Future of Europe: Power, Gender and Representation**

Roxana MARINESCU, Bucharest University of Economic Studies, Romania

11.00 - 11.30 **Coffee break**

11.30 - 12.15 **Organizational Transformation in a Connected World**

Oli MIHALACHE, Vrije Universiteit Amsterdam, The Netherlands

12.15 - 13.00 **Countering Prevailing Discourses with Literary Creativity – Contemporary Saudi Women Novelists’ Drive for Change**

Roswitha BADRY, Freiburg University, Germany

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

14.00 - 17.30 **Panel Sessions Day 2**

## PARALLEL SESSIONS OVERVIEW

### Day 1, Thursday, 16 November

14.00-15.00 Fulbright Roundtable – Center for American Studies, Room 1604

14.30 – 16.00	<b>EC &amp; QUEST Roundtable</b> Sala de Consiliu “C. Bărbulescu”, Main building, 1 <sup>st</sup> floor	<b>Thematic Panel 1</b> - English – room 1507 - German - room 1508 - Romanian - room 1515	<b>Thematic Panel 2</b> Room 1509	<b>Thematic Panel 3</b> Room 1503
16.15 – 18.00	<b>QUEST &amp; EAQUALS Roundtable,</b> Sala de Consiliu “C. Bărbulescu”, Main building, 1 <sup>st</sup> floor	<b>Thematic Panel 1</b> - English – room 1507 - FR, ES, IT – room 1508	<b>Thematic Panel 2</b> Room 1509	<b>Thematic Panel 3</b> Room 1503

### Day 2, Friday, 17 November

14.00 – 15.30	<b>Thematic Panel 3</b> Center for American Studies, Room 1604
15.45 – 17.30	



Department of Modern Languages  
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## PANEL SESSIONS DAY 1 – THURSDAY, 16 November



### ROUNDTABLES

14.00 – 15.00, Thursday, November 16

#### FULBRIGHT ROUNDTABLE

#### THE IMPACT OF EDUCATIONAL AND CULTURAL EXCHANGES ON EDUCATION & RESEARCH

(Room: **Center for American Studies, 1604**)

##### *Moderator:*

Professor **Rodica Mihăilă**, Executive Director Romanian – U.S. Fulbright Commission.

*Panelists:* current U.S. Fulbright grantees and Romanian alumni of the Fulbright program.

The discussions will focus on opportunities for professional development and institutional enhancement through the Fulbright program.

14.30 – 16.00, Thursday, November 16

#### EC & QUEST ROUNDTABLE

#### INTERDEPENDENCES - QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT, EUROPEAN PROJECTS & INTERNATIONALISATION OF HIGHER EDUCATION

(Venue: **Sala de Consiliu "C. Bărbulescu", Main Building, 1<sup>st</sup> floor**)

##### *Special guests:*

Ms. **Carmen Toma**, Language Officer, the European Commission Representation in Romania, and  
Mr. **Michael Carrier**, International Association EAQUALS

##### *Moderators:*

**Laura Mureșan**, Bucharest University of Economic Studies, Romania & QUEST Romania  
**Viorela Valentina Dima**, Bucharest University of Economic Studies, Romania

##### **DG Translation – Fostering Multilingualism in the EU**

Carmen Toma, the European Commission Representation in Romania

##### **Enhancing Young People's Employability Chances through the DC4JOBS Project's Digital Literacy Programme**

Anca Colibaba, Gr.T.Popa University of Medicine and Pharmacy Iași, EuroEd & QUEST Romania  
Irina Gheorghiu, Albert Ludwigs University Freiburg, Germany  
Ștefan Colibaba, Al. I. Cuza University Iași, Romania  
Cintia Colibaba, University of Agricultural Sciences and Veterinary Medicine, Iași, Romania  
Ovidiu Ursa, University of Medicine and Pharmacy Cluj-Napoca & QUEST Romania

##### **Language Graduates - Educational and Professional Perspectives**

Viorela-Valentina Dima, Bucharest University of Economic Studies, Romania  
Lucia-Mihaela Grosu-Radulescu, Bucharest University of Economic Studies, Romania  
Raluca-Elena Hurduzeu, Bucharest University of Economic Studies, Romania

***Insights into Romanian Experiences of Youth Mobility for Voluntary Work: A Qualitative Research Approach***

Laura-Mihaela Mureșan, Bucharest University of Economic Studies, Romania  
Monica Roman, Bucharest University of Economic Studies, Romania  
Ioana Manafi, Bucharest University of Economic Studies, Romania  
Daniela Marinescu, Bucharest University of Economic Studies, Romania

***Oportunidance – Creativity and Innovation in an Interdisciplinary Erasmus+ Project***

Roxana Marinescu, Academia de Studii Economice din București, Romania  
Roxana Bârlea, Université Aix-Marseille, France  
Mariana Nicolae, Bucharest University of Economic Studies, Romania

***Quo vadis MedLang?***

Anca Colibaba, Gr.T.Popa University of Medicine and Pharmacy Iași, EuroEd & QUEST Romania  
Irina Gheorghiu, Albert Ludwigs University Freiburg, Germany  
Ștefan Colibaba, Al. I. Cuza University Iași, Romania  
Claudia Dinu, Gr.T.Popa University of Medicine and Pharmacy Iași  
Anaïs Colibaba, Trinity College Dublin, Ireland  
Ovidiu Ursa, University of Medicine and Pharmacy Cluj-Napoca & QUEST Romania

**16.00-16.15 - Coffee break**

**16.15 – 18.00, Thursday, November 16**

**QUEST & EAQUALS SESSION** (*continued*)

(Venue: **Sala de Consiliu “C. Bărbulescu”, Main Building, 1<sup>st</sup> floor**)

**Chair: Professor Mihai Korka**

**Roundtable Moderator: Mr. Michael Carrier**, The International Association EAQUALS

***Academic Bi/Multiliteracies and Languages: Conceptualizations in European Educational Policy Documents for Tertiary Education***

Oana Maria Carciu, University of Zaragoza, Spain

***Teaching through the Medium of English – An Opportunity for Professional Development***

Mirela Bardi, Bucharest University of Economic Studies, Romania

***Bridging Fields: Scope for Mutually Beneficial Learning Experiences***

Valentina Robu, Bucharest University of Economic Studies, Romania  
Laura-Mihaela Mureșan, Bucharest University of Economic Studies, Romania, QUEST Romania  
Adina Panait, Bucharest University of Economic Studies, Romania & PROSPER ASE

***Roundtable on QA, Professional Development and Internationalization***

**Moderator: Michael Carrier**

**Guest participants:** academics of various specializations, EDU-RES master students and alumni.



*The papers presented in this section will be published in the QUEST volume with conference proceedings in the series "Languages for Specific Purposes and Teacher Development" (ISSN 2285–1623).*

## THEMATIC PANELS - Thursday, November 16

14.30 – 16.00

### PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

#### ENGLISH SECTION - Room 1507

*Chairs:* **Antonia Enache**, Bucharest University of Economic Studies, Romania  
**Marina Militaru**, Bucharest University of Economic Studies, Romania

***Economic Noun-Anglicisms in Romanian Online Media***

Elena Tălmăcian, Bucharest University of Economic Studies

***Facets of Nationalism in Donald Trump's Inaugural Speech***

Antonia Enache, Bucharest University of Economic Studies, Romania

Marina Militaru, Bucharest University of Economic Studies, Romania

***Genre analysis in Donald Trump's inaugural speech***

Alexandra Moraru, Dimitrie Cantemir Christian University

***Discourse Approaches to Analyzing Politeness and Impoliteness Strategies in Contexts***

Ana Birtalan, Ecological University of Bucharest

***Business English Article Summaries as Assessment Tools***

Elena Tălmăcian, Bucharest University of Economic Studies

***Donald Trump's Inaugural Speech and the Rise of Nationalism***

Diana-Eugenia Panait-Ioncică, Bucharest University of Economic Studies

16.00 – 16.15 - Coffee break

16.15 – 18.00

### PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

#### ENGLISH SECTION - Room 1507

*Chairs:* **Irina David**, Bucharest University of Economic Studies, Romania  
**Raluca Șerban**, Bucharest University of Economic Studies, Romania

***Students' Perception of Plagiarism***

Irina David, Bucharest University of Economic Studies, Romania

***Translating Video Games into Romanian: Yay or Nay?***

Olivia Cristina Rusu, "Gheorghe Asachi" Technical University of Iași

***Cultural Intelligence through ESP Content***

Violeta Negrea, Bucharest University of Economic Studies, Romania

***Perfective and Imperfective Aspect in Child Romanian***

Ioana Stoicescu, University of Bucharest, Romania

***Business Through English Proverbs and Their Romanian Translated Equivalents***

Anca Pegulescu, Bucharest University of Economic Studies, Romania

***Respect - Should It Be Taught at the University?***

Raluca Șerban, Bucharest University of Economic Studies, Romania

14.30 – 16.00

**PANEL 1: GERMAN SECTION: DaF und mehr**  
(Room 1508)

*Chairs:* **Lora Constantinescu**, Bucharest University of Economic Studies, Romania  
**Alina Mardari**, Bucharest University of Economic Studies, Romania

***Von Textarbeit, Textsortenbewusstheit und Fertigkeitsentwicklung im studienbegleitenden Deutschunterricht***

Lora Constantinescu, Bucharest University of Economic Studies, Romania

***Formen des Sprachgebrauchs innerhalb der Beziehung Sprecher - Sprache***

Mihaela Parpalea, Transilvania University of Brasov, Romania

***Übungstypologien für DaF-Anfänger anhand von Die Leiden des jungen Werther und Goethe!***

Ana Karlstedt, University of Bucharest, Romania

***Die Rezeption von Anglizismen in der Jugendsprache***

Alina Mardari, Bucharest University of Economic Studies, Romania

***Religiöse Motive und Verfremdung in der Werbekommunikation***

Lora Constantinescu, Bucharest University of Economic Studies, Romania

16.00 – 16.15 - Coffee break

16.15 – 18.00

**PANEL 1: ROMANCE LANGUAGES (1): French, Italian, Spanish**  
(Room 1508)

*Chairs:* **Dominic Negrici**, Bucharest University of Economic Studies  
**Olivia Cristina Rusu**, "Gheorghe Asachi" Technical University of Iași

***L'apprentissage du français de l'économie à l'aide de l'intercompréhension***

Sonia Di Vito, Università della Tuscia, Italy

***Une vocation culturelle nommée science-fiction. La fonction d'un genre ou le genre comme fonction?***

Dominic Negrici, Bucharest University of Economic Studies, Romania

***La génération Z face à l'apprentissage des langues étrangères sur objectifs spécifiques***

Olivia Cristina Rusu, "Gheorghe Asachi" Technical University of Iași, Romania

***Dificultades en la elaboración de un glosario terminológico español-rumano en el campo interdisciplinario del derecho internacional penal***

Simona Țigriș, University of Bucharest, Romania

***Retos del Marco Común Europeo de Referencia Para las Lenguas: Jerarquización de niveles de competencia en lenguas para fines específicos***

Anca Pecican, Bucharest University of Economic Studies, Romania

***Matteo Renzi - il discorso pubblicitario degli slogan politici come mezzo di persuasione***

Ionela Chiru, Alexandru Ioan Cuza University- Iasi, Romania

**PANEL 1: ROMANCE LANGUAGES (2): Romanian Section**  
(Room 1515)

*Chairs:* **Zina Fedot**, Bucharest University of Economic Studies  
**Mihai Șerban**, Bucharest University of Economic Studies

***Despre cele două „exigențe ireconciliabile” în scrisul doamnei Irina Mavrodin***  
Mihai Șerban, Bucharest University of Economic Studies, Romania

***Dificultăți de predare și asimilare a limbii române ca limbă străină***

Argentina Chiriac, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova  
Victoria Vîntu, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova  
Tatiana Trebeș, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

***Tipuri de structură a sintagmelor în terminologia comercială rusă***  
Zina Fedot, Bucharest University of Economic Studies, Romania

***Aspecte ale interculturalității în predarea limbii române ca limbă străină***

Argentina Chiriac, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova  
Alina Lopatiuc, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova  
Olga Melnic, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

***Strategii argumentative în campania pentru Referendum din 2007***  
Militaru Marina, Bucharest University of Economic Studies, Romania



14.30 – 16.00

**PANEL 2: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

(Room 1509)

*Chairs:* **Iulia Rășcanu**, Bucharest University of Economic Studies, Romania  
**Monica Got**, Bucharest University of Economic Studies, Romania

***Digital devices – Friend or Foe for Students of Business English?***

Iulia Rășcanu, Bucharest University of Economic Studies, Romania

***Intercultural Approach and Experiential Learning***

Roberta Giordano, Università degli Studi della Tuscia, Italy

***Different Cultures and Different Worldviews***

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

***Cultural Identity in the Era of Globalization***

Monica Alina Toma, Bucharest University of Economic Studies, Romania

***Between a Rock and a Hard Place: Pinpointing the Loci of Identity-Altering Trauma in Contemporary Chicana Fiction***

Monica Got, Bucharest University of Economic Studies, Romania

16.00 – 16.15 - Coffee break

16.15 – 18.00

**PANEL 2: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

(Room 1509)

*Chair:* **Mihaela Arsene**, Bucharest University of Economic Studies, Romania  
**Ana Birtalan**, Ecological University of Bucharest, Romania

***Putting the Joy Back into the Language Teaching Process. Student Empowerment and Language Learning Outcomes***

Mihaela Arsene, Bucharest University of Economic Studies, Romania

***Approaches to Analysing Workplace Discourse***

Ana Birtalan, Ecological University of Bucharest, Romania

***The Other/You (translating through the looking glass)***

Luana-Audrey Chirita, University of Bucharest, Romania

***Several Remarks on Death in Greek Tragedy and the Philosophy of Martin Heidegger***

Sorana-Cristina Man, Bucharest University of Economic Studies, Romania

***Translation and Adaptation: Cormac McCarthy's No Country for Old Men***

Anda Dimitriu, University of Bucharest, Romania



14.30 – 16.00

**PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES**

(Room: 1503)

*Chair: Vladlena A. Fedianina, Moscow City University, Russia*

***The Tenjin Cult: A Brief History of the Syncretic Cult of a Heavenly Deity in Japan***

Vladlena A. Fedianina, Moscow City University, Russia

***Songs of Revolution in Takarazuka Revue: The Dialectics of Cultural Imperialism and the Nostalgia for Intellectual Activism in Late-modern Japan***

Maria M. Grajdian, Nagasaki University, Japan

***“Love Thyself”: A Comparison between the English and the Japanese Versions of the Title Song in Frozen (Walt Disney Pictures, 2013)***

Maria M. Grajdian, Nagasaki University, Japan

***The Notion of ‘West’ in Contemporary Japan: A Sociolinguistic Perspective***

Naoko Hosokawa, European University Institute, Italy

***The Adolescence of Digital Scheherazade: The Phenomenon of Cell Phone Novels in Japan***

Raluca Nicolae, Bucharest University of Economic Studies, Romania

16.00 – 16.15 - Coffee break

16.15 – 18.00

**PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES**

(Room: 1503)

*Chairs: Hala Kamal, Cairo University, Egypt*

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

***‘Traveling Concepts’ in Translation: Feminism and Gender in the Egyptian Context***

Hala Kamal, Cairo University, Egypt

***Between Literature and Ideology. Ad-Da‘Wa Al-Islāmiyya in the Novels by Nağīb Al-Kaylānī***

Magdalena Kubarek, Nicolaus Copernicus University of Torun, Poland

***The City as a Place for Reinvention***

Jillian Curr, University of Western Australia

***Fictionalising Facts or Factualising Fiction: Evaluating the Validity of Devdutt Pattanaik’s Management Lessons Drawn From Mythology***

Minouti Naik, Mumbai Educational Trust’s Institute of Computer Science, India

***Nomadic Paths to Transcultural Becoming in Jhumpa Lahiri’s The Lowland and In Other Words***

Elena Stoican, Bucharest University of Economic Studies, Romania

## THEMATIC PANEL – Friday, November 17

14.00 – 15.30

### PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: Center for American Studies, 1604)

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

***Confucius, Sun Tzu and the Book of Songs – Chinese Lessons for Our Future***

Mariana Nicolae, Bucharest University of Economic Studies

Elena Nicolae, Bucharest University of Economic Studies, Romania

***Chinese Communication***

Maria Butucea, Technical University of Civil Engineering, Bucharest

***The Myth of Oedipus in the Romanian Folk Tale Lostrita: Differences and Similarities between the Greek Myth and the Romanian Tale***

Maria Dărăbanț, Bucharest University of Economic Studies, Romania

***Walking to Byzantium***

Dan Horațiu Popescu, Partium Christian University, Oradea, Romania

***Living in Two Legal Worlds: A Literary Case Study of Intended Miscommunication in Louise Erdrich's The Round House***

Cornelia Vlaicu, Bucharest University of Economic Studies, Romania

15.30-15.45 Coffee break

15.45 – 17.30

### PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: Center for American Studies, 1604)

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

***"Blood is Thicker than the Ocean": Language and Immigration in Miroslav Penkov's East of the West***

Michal Moussafi, Hebrew University of Jerusalem, Israel

***Panaït Istrati. The Dissident as a Mediator between the East and the West***

Gergana Nacheva, Burgas Free University, Bulgaria

***Oncle Anghel de Panaït Istrati ou l'aventure antéchristique d'un job moderne***

Aurora Bagiag, "Iuliu Hatieganu" University of Medicine and Pharmacy, Cluj-Napoca, Romania

***Panaït Istrati Street - Pharaklata- Cephalonia***

Angela Bratsou, Association of Romanian Women, Greece

***Touches and Taches: Narrative Expressions Connected to Panaït Istrati's Kyra Kyralina***

Dana Radler, Bucharest University of Economic Studies, Romania