



**PROGRAM**  
**The 7th International Conference**  
***Synergies in Communication***  
**Bucharest, Romania**  
**22 - 23 November 2018**

**Event included in the European Day of Languages (EDL) database of the ECML/Council of Europe**

<https://edl.ecml.at/Events/EventsDatabase/tabid/1772/EventID/19435/language/ro-RO/Default.aspx>

*Under the auspices of the Faculty of International Business and Economics, the plenary sessions are jointly organised and shared by the international conferences **Synergies in Communication & Future of Europe**, with the support of **TEPSA Group**, **"Iuliu Hațieganu" University of Medicine and Pharmacy Cluj-Napoca**, **QUEST Romania** and **Lingua Economica Association***

*This event is organized in partnership with **The National Bank of Romania**.*

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**CONFERENCE DAY 1 – PLENARY SESSIONS**  
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**Venue: The National Bank of Romania (BNR) (EN: 8 Doamnei Street/ RO: Strada Doamnei 8 )**

**Thursday, 22 November 2018**

**10.00 – 10.30: *Participants' registration & Coffee***

**Venue: The National Bank of Romania (Mitiță Constantinescu Room)**

**10.30 – 11.00: *Welcome and Opening Remarks***

**Venue: The National Bank of Romania (Mitiță Constantinescu Room)**

- **Mugur ISĂRESCU**, Governor of the National Bank of Romania
- **Nicolae ISTUDOR**, Rector of The Bucharest University of Economic Studies, Romania
- **Gheorghe HURDUZEU**, Dean of the Faculty of International Business and Economics, Romania

**11.00– 13.30: *The Future of the European Union: a socio-economic & cultural perspective – Plenary Session***

**Venue: The National Bank of Romania (Mitiță Constantinescu Room)**

- **Lavinia STAN**, Professor, Jules Leger Research Chair and Professor, Department of Political Science, St. Francis Xavier University, Canada  
*"Boom or Bust: The Future of the European Union"*
- **Marek KOSNY**, Professor, Wroclaw University of Economics, Department of Econometrics, Poland  
*"Family Pension System and the Economic Security of Families"*
- **Ionela BĂLUȚĂ**, Professor, University of Bucharest, Faculty of Political Science, Romania  
*"L'avenir de l'Europe par le prisme de l'égalité de genre: défis politiques et enjeux économiques"*
- **Vicenzo BASSI**, Professor, Università di Roma, Italy  
*"Family and Tax Justice: a European Perspective"*
- **Adina CIUGUREANU**, Professor, "Ovidius" University of Constanta, Romania  
*"Cross- and Interdisciplinary Approaches to Cityspace: from the Modern to the Global City"*

Moderators: **Laura Mureșan & Octavian-Dragomir Jora**, The Bucharest University of Economic Studies, Romania

**10.00 – 12.00: TEPSA Board Meeting**

**Venue: The National Bank of Romania – Anton Carp Room, 1<sup>st</sup> Floor – Conference Parallel Session**

**13:30– 14:00 Conference Lunch**

**Venue: The National Bank of Romania**

**14:00– 15:00 Visiting the BNR Museum**

**16:00– 19:10 ACADEMIC PANELS OF THE CONFERENCE** in ASE building (**EN:** 41 Dacia Blvd., “Mihai Eminescu” Building/ **RO:** Bd. Dacia nr. 41, Clădirea “Mihai Eminescu”)



**CONFERENCE GALA DINNER – Thursday, 22 November, 2018**

**19.30: Conference Gala Dinner** (Venue: Marshal Garden Hotel’s Restaurant)



**ACADEMIC PANELS OVERVIEW**

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

**PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS’ PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION**

**PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

**PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES**

**PANEL 5: COLLOQUE PANAÏT ISTRATI**

**PANEL 6: DIASPORA: TRANSNATIONAL FAMILIES**

**ACADEMIC PANELS - DAY ONE / THURSDAY, 22 NOVEMBER**

<b>PANEL 1</b>	<b>16.00 - 17.30</b> Room 1503		<b>17.40 - 19.25</b> Room 1503
<b>PANEL 3</b> <b>English Section</b>		<b>16.00 - 18.00</b> Room 1508	
<b>PANEL 3</b> <b>Romanian Section</b>	<b>16.00 - 17.00</b> Room 1507		
<b>PANEL 3</b> <b>German Section</b>		<b>17.00 - 18.00</b> Room 1507	
<b>PANEL 4</b> <b>(2 parallel sessions)</b>		<b>16.00 - 18.00</b> Room 1504 & Room 1509	

**ACADEMIC PANELS - DAY TWO / FRIDAY, 23 NOVEMBER**

<b>PANEL 2</b>	<b>9.00 - 11.00</b> Room 1604	<b>11.20 - 13.00</b> Room 1604	
<b>PANEL 5</b> <b>Opening session</b>	<b>9.00 - 10.00</b> Room 1606		
<b>PANEL 5 (cont. in</b> <b>2 parallel sessions)</b>		<b>10.00 - 13.00</b> Rooms 1606 & 1503	<b>14.30 - 16.30</b> Rooms 1606 & 1503
<b>PANEL 6</b>		<b>10.30 - 13.30</b> Room 1504	

# ACADEMIC PANELS OF THE CONFERENCE

## DAY 1 (THURSDAY, 22 NOVEMBER 2018)

16:00 – 17:30

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

**Room: 1503**

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

***Applied Modern Language Graduates: Career Development***

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

***Andragogy and ESP: From a Survey in Higher Education to Employment Perspectives***

Irina Bocianu, University of Bucharest, Romania  
Dana Radler, The Bucharest University of Economic Studies, Romania

***Spanish as a Foreign Language. Needs Analysis in the Case of Economics Undergraduates in Romania***

Anca Pecican, The Bucharest University of Economic Studies, Romania

***English, the Universal Code of Business? Student Perceptions and Misperceptions at The Bucharest University of Economic Studies, Romania***

Mihaela Arsene, The Bucharest University of Economic Studies, Romania

***Business Translator Training in Romania: Challenges and Opportunities***

Oana Adriana Duță, University of Craiova, Romania

***Do Cultural and Pedagogical Differences Even Out? Experienced NEST and NNES English Teachers Reflecting on Their Role Perceptions***

Nadav Badrian, "Alexandru Ioan Cuza" University, Romania

17.30-17.40 – Coffee break for ALL SECTIONS (room 1519)

17:40 – 19:25

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

**Room: 1503**

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

***Fostering Plurilingualism and Social Awareness through TED Talks***

Irina David, The Bucharest University of Economic Studies, Romania  
Roxana-Elisabeta Marinescu, The Bucharest University of Economic Studies, Romania

***Enhancing the Role of YouTube Videos in Educating Foreign Language Students***

Alina Resceanu, University of Craiova, Romania  
Monica Tilea, University of Craiova, Romania

***English Origin Neologisms in Romanian and Russian – A Comparison of Contexts***

Yolanda-Mirela Cately, Politehnica University of Bucharest, Romania

***Meaning through Colour: On Colour Idioms in Economic Discourse***

Marina-Cristiana Rotaru, Technical University of Civil Engineering Bucharest, Romania

***“Move”- Related Lexis in Research Article Abstracts and Implications for EAP Teaching and Learning***

Bahareh Malmir, Ilam University, Iran  
Reza Khany, Ilam University, Iran

***Imagen y argumentación en los discursos de asunción presidencial de Cristina Elisabet Fernández de Kirchner en 2007 y 2011***

Simona-Luiza Țigriș, University of Bucharest, Romania

***Methods of Teaching Romanian for Specific Purposes (Referring to Medical Language for Students from the Dentistry Faculty)***

Argentina Chiriac, Tatiana Trebeș, Victoria Vîntu, Aliona Busuioc, "Nicolae Testemițanu" State University of Medicine and Pharmacy, The Republic of Moldova

**16:00 – 18:00**

**PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

**ENGLISH Section**

**Room: 1508**

*Chair: Lucia GROSU-RĂDULESCU, The Bucharest University of Economic Studies, Romania*

***Face-Saving Strategies in Hillary Clinton’s 2016 Concession Speech***

Antonia Cristiana Enache, The Bucharest University of Economic Studies, Romania  
Marina Luminița Militaru, The Bucharest University of Economic Studies, Romania

***Developing Intercultural Competences When Teaching Business English***

Monica Alina Toma, The Bucharest University of Economic Studies, Romania

***In Memoriam Leon Levitchi: A Life of Excellence***

Elena Carmen Bobocescu, University of Bucharest, Romania

***A Cultural Approach to Legal Translation: Contemporary Perspectives and Challenges***

Eva-Nicoleta Burdușel, "Lucian Blaga" University of Sibiu, Romania

***Strategies for Developing Dialogue with Foreign Students in the Teaching and Learning of the Romanian Language***

Argentina Chiriac, Ina Driga, Galina Ciubotaru, Alina Lopatiuc, "Nicolae Testemițanu" State University of Medicine and Pharmacy, The Republic of Moldova

***“Arthur of Little Britain” – texte et histoire à travers le temps***

Alexandra Costache-Babcinschi, The Bucharest University of Economic Studies, Romania

**16:00 – 17:00**

**PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

**ROMANIAN Section**

**Room: 1507**

*Chair: Raluca Șerban, The Bucharest University of Economic Studies, Romania*

***Autoficțiunea în romanul american postmodern. Un exemplu: John Barth***

Raluca Șerban, The Bucharest University of Economic Studies, Romania

***Anglicismele din terminologia economică rusă – modalități de adaptare***

Zinaida-Tamara Fedot, The Bucharest University of Economic Studies, Romania

***Autoficțiunea în literatură***

Mihai Șerban, The Bucharest University of Economic Studies, Romania

17:00 – 18:00

**PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

**GERMAN Section**

**Room: 1507**

*Chair: Alina MARDARI, The Bucharest University of Economic Studies, Romania*

***Wenn das Unaussprechliche doch ausgesprochen wird. Interlinguale Tabuwörter im Überblick***

Cornelia Pătru, The Bucharest University of Economic Studies, Romania

***Zur Dynamik der Jugendsprache anhand von Anglizismen***

Alina Mardari, The Bucharest University of Economic Studies, Romania

***“Der Mohr hat seine Arbeit getan”. Der Schwarzhäutige als Werbefigur***

Lora-Dagmar Constantinescu, The Bucharest University of Economic Studies, Romania

16:00 – 18:00

**PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES**

**Room: 1504**

*Chair: Dana RADLER, The Bucharest University of Economic Studies, Romania*

***Possible World Semantics and Character Identity. Highlights for Ian McEwan’s “On Chesil Beach”***

Diana Polgar, "Babes-Bolyai" University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania

***Flight or Fight: Documentary Practice in Two Views of Migrants in Sweden***

Kevin King, University of Łódź, Poland

***Sociological and Fictional Realities: Contextualizing “Banditry” of İnce Memed***

Ozan Eren, Maltepe University of Istanbul, Turkey

***Dystopian Futures: Exclusionary Globalisation and Human Waste***

Jillian Curr, University of Western Australia

***Journeys to Escape and to Forget in Ismail Kadare’s “Twilight of The Eastern Gods”***

Dana Radler, The Bucharest University of Economic Studies, Romania

***Behind the Screens: A Study of the Films of Three Indian Women Directors***

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

16.00-18.00

**PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES**

**Room: 1509**

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

***Reflections on Western Culture in “The Smiles of Gods” and “The Devil and the Tobacco” by Ryūnosuke Akutagawa***

Raluca Nicolae, The Bucharest University of Economic Studies, Romania

***Modernist Dimensions of Cultural Change in Jhumpa Lahiri’s “In Other Words”***

Adriana-Elena Stoican, The Bucharest University of Economic Studies, Romania

***I.D. Sîrbu – An Unlikely Intellectual as Self-portrayed in “Adio, Europa!” (I)***

Maria Dărăbanț, The Bucharest University of Economic Studies, Romania

***Poetess Li Qingzhao - Five Poems Covered Her Whole Life***

Yan Zhimin, The Bucharest University of Economic Studies, Romania

***Culture - China's Choice in Soft Power. A Case Study on the Political and Intellectual Chinese Discourse on Soft Power***

Iulia Elena Gîță, "Lucian Blaga" University of Sibiu, Romania

***The Lonely World of Virtual Love: An Empiric Enquiry into Japan's Video Game Culture and Its Global Impact***

Maria Grăjdian, Nagasaki University, Japan

***Cross-Mediality and the Invincibility of Vulnerability: The Rurouni Kenshin Phenomenon***

Maria Grăjdian, Nagasaki University, Japan

# ACADEMIC PANELS OF THE CONFERENCE

## DAY 2 (FRIDAY, 23 NOVEMBER 2018)

09:00 – 11:00

### **PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION**

*Interdisciplinary round-table, co-organised with QUEST Romania and the "EDU-RES" MA programme*

**Room: Centre for American Studies, 1604**

*Moderators: Anca Colibaba, "Gr.T. Popa" University of Medicine and Pharmacy, Iași & QUEST Romania  
Laura Mureșan, The Bucharest University of Economic Studies & QUEST Romania*

#### ***Fictional Representations of the City in Modern Times: Dublin and Bucharest***

*Adina Ciugureanu, "Ovidius" University, Constanța, Romania*

#### ***"Are 'safe spaces' safeguarding or hindering the advancement of knowledge? Teaching practices in the age of political correctness."***

*Monica Got, The Bucharest University of Economic Studies,, Romania  
Dominic Eugen Negrici, The Bucharest University of Economic Studies, Romania*

#### ***Aspects thématiques et sémiotiques dans l'autofiction d'écriture féminine***

*Olivia Rusu, The Bucharest University of Economic Studies, Romania*

#### ***Traps to the applied language instruction: the functional illiterateness***

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

#### ***How much digital media do we need/want in teaching?***

*Monica-Maria Aldea, independent researcher, Romania*

#### ***Cui i-e frică de timpul prezent în limba română? „Provocări” didactice privind predarea timpului prezent al modului indicativ studenților străini din Anul Pregătitor de Limba Română (Who is afraid of the Present Tense in Romanian? Pedagogical "challenges" of teaching the Present Tense in the "Romanian as a Foreign Language" class)***

*Silviu Mihăilă, The Bucharest University of Economic Studies, Romania*

11:20 – 13:00

### **PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION - Room: 1604**

*Interdisciplinary round-table, co-organised with QUEST Romania and the "EDU-RES" MA programme*

*Moderators: Mihai Korcka & Mirela Bardi, The Bucharest University of Economic Studies, Romania*

#### ***Challenges of true internationalization in Higher Education***

*Mihai Korcka, The Bucharest University of Economic Studies, Romania*

#### ***Professional development: can we find anchors in a fast-changing world?***

*Teodora Șerban-Oprescu, The Bucharest University of Economic Studies, Romania  
Mariana Nicolae, The Bucharest University of Economic Studies, Romania*

#### ***Genre literacy development: Teacher - student collaboration in the digital environment***

*Oana-Maria Carciu, The University of Zaragoza, Spain*

#### ***APT - How do we deal with the transition from study to work?***

*Anca Colibaba, "Gr.T. Popa" University of Medicine and Pharmacy & EuroEd Foundation, Iași, Romania  
Cintia Colibaba, University of Agricultural Sciences and Veterinary Medicine & EuroEd Foundation, Iași, Romania*

***Multiple perspectives on language education in Romania, as reflected in "Foreign Language Teaching in Romanian Higher Education: teaching methods, learning outcomes" (Springer, 2018)***

Lucia Grosu-Rădulescu & Valentina Robu, The Bucharest University of Economic Studies, Romania

***Cascading processes generated by continuous professional development - "EDU-RES" a case in point - the view of academics***

Adina-Nicoleta Panait, The Bucharest University of Economic Studies, Romania

***Discussions, sharing of ideas & experience***

**13:00 - 14:00 LUNCH (room 1519)**

**09:00 - 10:00**

**PANEL 5: COLLOQUE PANAÏT ISTRATI**

**Room: Lectorat français, 1606**

**09:00 - 10:00 Welcome and Opening Remarks**

**09:00 - 9:30**

- **Teodora Șerban-Oprescu**, Head of Department of Modern Languages and Business Communication, The Bucharest University of Economic Studies, Romania
- **Rodica Capotă**, Associate Professor, The Bucharest University of Economic Studies, Romania;
- **Andreea Grecu Ciupală**, General Director, The Institute of Advanced Studies for Levant Culture and Civilization, Romania

**09:30 - 10:00**

- Mariana Nicolae, Professor Emerita, The Bucharest University of Economic Studies, Romania  
*"Panait Istrati revisited - what can a born-digital read in Istrati?"*

**10.00 - 13.00**

**PANEL 5: COLLOQUE PANAÏT ISTRATI**

**Room: Lectorat français, 1606**

**Chair: Charles Sabatos, Yeditepe University, Turkey**

***Addiction and madness or three forms of liberty: "Neranțula", "Kira Kiralina" and "Auntie Minca"***

Minodora Bucur, University of Bucharest, Romania

***Lire comme on danse. "Nerrantsoula" de Panaït Istrati***

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

***Urban Captives: Tales of Desire and Survival in Panaït Istrati's "Nerrantsoula"***

Dana Radler, The Bucharest University of Economic Studies, Romania

***Féminité et érotisme spécifique dans l'œuvre de Panaït Istrati***

Gina Marian, "Aurel Vlaicu" Technical College, Baia Mare, Romania

***Mentalitatea femeii în universul literar al lui Panaït Istrati (The woman's mentality in the literary universe of Panaït Istrati)***

Alina Liliana Cozma, "Dunărea de Jos" University of Galați, Faculty of Letters, Romania

**13:00 - 14:00 LUNCH (room 1519)**



10:00 – 13:00

**PANEL 5: COLLOQUE PANAÏT ISTRATI**

**Room: 1503**

*Chair: Mugur Popovici, Association des Amis de Panaït Istrati, France*

***Panaït Istrati: un scriitor, două literaturi, o operă universală (One writer, two literatures, universal works)***

Zamfir Bălan, National Museum of Romanian Literature, Romania

***Une amitié intellectuelle: Romain Rolland et Panaït Istrati***

Fiorenza Taricone, University of Casino and Southern Lazio, Italy

***Mesaj și personalitate. Corespondența cu Romain Rolland (Message and Personality. The correspondence avec Romain Rolland)***

Nazaria Buga, independent researcher, Romania

***When Nikos Kazantzakis met Panaït Istrati***

Maria Chatziapostolou, Orthodox Academy of Crete (OAC), Greece

***Panaït Istrati et l'expérience de l'entre-deux***

Frédérica Zephir, Professeur à la retraite, France

13:00 – 14:00 LUNCH (room 1519)

14:30 – 16:30

**PANEL 5: COLLOQUE PANAÏT ISTRATI**

**Room: Lectorat français, 1606**

*Chair: Aurora Bagiag, "Iuliu-Hațieganu" University of Medicine and Pharmacy, Romania*

***Le premier volume de "Vers l'autre flamme" (1929) de Panaït Istrati, un livre prémonitoire***

Alain Vuillemin, University of Paris-Est, France

***Istrati-Orwell, une rencontre virtuelle***

Denis Taurel, Association des Amis de Panaït Istrati, France

***Panaït Istrati. Naissance d'un écrivain – une approche sur les adaptations radiophoniques et dramatiques***

Mugur Popovici & Camelia Stănescu Ursuleanu, Association des Amis de Panaït Istrati, France

***Itinéraires discursifs istratiens : formules auto/biographiques aux services des trajets palimpsestiques pour une pérennité littéraire assurée***

Cecilia Condei, University of Craiova, Romania

14:30 – 16:30

**PANEL 5: COLLOQUE PANAIT ISTRATI**

**Room: 1503**

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

***Reflecții sonore în opera lui Panaït Istrati (Musical reflections in Panaït Istrati's works)***

Constantin Răileanu, "Anton Pann" Ensemble & Aristotle University of Thessaloniki, Greece

***Manifestations des stéréotypes et stratégies de stéréotypage dans les traductions auctoriales***  
Maria-Mădălina Urzică-Poiană, University of Craiova & “Stefan Velovan” National College,  
Romania

***Louis Daquin’s Ciulinii Bărăganului (1957): Panait Istrati’s Conditional Rehabilitation***  
Panayiota Mini, University of Crete, Greece

***Freedom, Honesty, Humanity. The Example of Panait Istrati***  
Elena Lavinia Dumitru, Sapienza University of Rome, Italy

***Haiduci și haiducie istratiana (Outlaws and Outlawry in Istrati’s Works)***  
Alina Andreica, “Iuliu-Hațieganu” University of Medicine and Pharmacy, Romania

**10:30 – 13:30**

**PANEL 6: DIASPORA: TRANSNATIONAL FAMILIES**

**Room: 1504**

**Chair: Iulia Rășcanu**, The Bucharest University of Economic Studies, Romania  
**Sonia di Vito**, Università della Tuscia, Italy

**Preamble** by Iulia Rășcanu  
*Introduction in Transnational Families and Migration - A Challenging Reality*

***Filling the Gap. The Role of Linguistic Mediators during Interactions between Personal Services Staff and Immigrants***  
Sonia Di Vito, Università della Tuscia, Italy

***“Family” in Jhumpa Lahiri’s “The Namesake”: A Gendered Perspective***  
Shruti Amar PhD, King's College London, The United Kingdom

***Hybridity and Transnational Family in “Night of Henna” (2005), by Hassan Zee***  
Iulia Rășcanu, The Bucharest University of Economic Studies, Romania

***Interracial Relationships in “Bicycle Bride” (2010)***  
Iulia Rășcanu, The Bucharest University of Economic Studies, Romania

**13:00 – 14:00 LUNCH (room 1519)**