



Department of Modern Languages and Business Communication



SOA | SIKSHA 'O' ANUSANDHAN



The Ritual Year



Romanian Association for Quality Language Services



The Romanian Society for English and American Studies



The European Society for the Study of English



Asociația Profesorilor de Limba Japoneză din România
ルーマニア日本語教師会



PROGRAM

The 10th International Conference
Synergies in Communication (SiC 2022)
Bucharest, Romania
27-28 October 2022
(hybrid format)

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*.

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



CONFERENCE SCHEDULE



Thursday, October 27th

09.00 - 09.30	WELCOME AND OPENING REMARKS (I)	BNR
09.30 - 11.00	OPENING PLENARY	BNR
11.00 - 11.15	Coffee Break	BNR
11.15 - 13.00	PLENARY	BNR
13.00 - 13.30	Lunch Break	BNR
15.00 - 15.20	WELCOME AND OPENING REMARKS (II)	ZOOM
15.30 - 16.45	PLENARIES	ZOOM
17.00 - 19.30	PARALLEL SESSIONS	ZOOM

Friday, October 28th

09.30 - 11.30	PLENARIES	ZOOM
11.30 - 18.30	PARALLEL SESSIONS	ZOOM



CONFERENCE PLENARY SESSIONS DAY 1 Thursday, 27 October 2022



8.45 – 9.15: Welcome and registration

Venue: National Bank of Romania, "Mitiță Constantinescu" Hall, (Address: 8 Doamnei Street)

9.15 – 9.30 - Welcome and Opening Remarks (I)

Venue: National Bank of Romania, "Mitiță Constantinescu" Hall

Mugur ISĂRESCU, Governor of National Bank of Romania

Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies, Romania

Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics, Romania

9.30– 10.45: Keynote Speeches

Venue: National Bank of Romania, "Mitiță Constantinescu" Hall

Mircea GEOANĂ, NATO Deputy Secretary General

Iulian CHIFU, The Romanian Prime Minister's State Adviser for Foreign Policy, Security and Strategic Affairs

Moderator: Florian NEAGU, National Bank of Romania

10.45 - 11.15: Coffee Break

11.15 - 13.00: The future of Europe: resilience and robustness of economic development

Venue: National Bank of Romania, "Mitiță Constantinescu" Hall

Paulo MOURAO, Universidade do Minho, Portugal

"Corruption and Inflation: The Problem of the Chicken and the Egg in the World Production"

Daniel BALSALOBRE, University of Castilla-La Mancha, Spain

"The Relevance of Economic Complexity in Environment and Tourism"

Tomasz Bernat, University of Szczecin, Poland

"Antifragile Entrepreneurship - a Response for Unpredictability"

Victor NEUMANN, Romanian Academy, Romania

"European Cultural Identity. An Idea about Future's Vanguard"

Moderator: Radu Cristian MUȘETESCU, Bucharest University of Economic Studies, Romania

13.00 - 13.30: Lunch, by the courtesy of the National Bank of Romania

15.00 – 15.20: Welcome and Opening Remarks (II)

ZOOM: <https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdldXNqM2tCM3ZodjNwSFF2UT09>

Alina-Mihaela DIMA, Vice-Rector, Bucharest University of Economic Studies, Romania

Anca-Teodora ȘERBAN-OPRESCU, Head of the Department of Modern Languages & Business Communication, Bucharest University of Economic Studies, Romania

15.30-16.45 - Plenary Presentation

ZOOM: <https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdldXNqM2tCM3ZodjNwSFF2UT09>

Anca-Luminița GREERE, Babes-Bolyai University, Cluj-Napoca, Romania

Educating for highly digitalised industries. How does professional ethics feature in university programmes?

Moderator: Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies & QUEST Romania

17.00- 18.30 THEMATIC STRANDS: PANEL 1 (Part I- English Section); PANEL 1 (French Section); PANEL 1 (German Section); PANEL 2 (Part I); PANEL 3; PANEL 4 (Part 1)



CONFERENCE PLENARY SESSIONS DAY 2
Friday, 28 October 2022



09.30 – 10.15- Plenary Presentation

ZOOM: <https://ase.zoom.us/j/89992496114?pwd=Zy8yM0pqSUR3TGc1dmxXMEdFZ0xPUT09>

Daniela ZAHARIA, University of Bucharest, Romania

Imagination meets the market. Chinese contemporary art as a global phenomenon

Moderator: Daniela RADLER, Bucharest University of Economic Studies

10.15 – 11.00- Plenary Presentation

ZOOM: <https://ase.zoom.us/j/89992496114?pwd=Zy8yM0pqSUR3TGc1dmxXMEdFZ0xPUT09>

Stéphanie MAILLES VIARD METZ, Aix Marseille Université, INSPÉ Laboratoire ADEF, France

Apprendre avec le numérique: un moyen de devenir autonome?

Moderator: Olivia- Cristina RUSU, Bucharest University of Economic Studies

11.30 – 18.00 THEMATIC STRANDS:

PANEL 1 (Part II - English Section); **PANEL 2** (PART II, PART III); **PANEL 4** (Part II);

PANEL 5; PANEL 6 (PART I, PART II)

ACADEMIC PANELS OVERVIEW

PANEL 1: SYNERGIES IN LINGUISTICS, BUSINESS AND (INTER)CULTURAL COMMUNICATION (online)

PANEL 2: INTERDEPENDENCES: ACADEMIC AND DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION (online)

PANEL 3: ROMANIAN CULTURAL AND LINGUISTIC STUDIES (online)

PANEL 4: EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES (hybrid)

PANEL 5: SYNERGIES IN RITUALS AND FOLKLORE TEXTS (online)

PANEL 6: LOVE IN TIMES OF PANDEMIC, WAR AND ECONOMIC CRISIS (online)

DAY ONE / THURSDAY, 27 OCTOBER 2022 - PARALLEL ACADEMIC PANELS

Afternoon Sessions		ZOOM Link
<i>PANEL 1: Synergies in Linguistics, Business and (Inter)Cultural Communication (Online)</i> (Part I – German Section)	16.00 - 18.00	https://ase.zoom.us/j/84304180882?pwd=ano4OHlwMTE2cm1kdUhzWkxUnhmQT09
<i>PANEL 1: Synergies in Linguistics, Business and (Inter)Cultural Communication (Online)</i> (Part I- English Section)	17.00 - 19.00	https://ase.zoom.us/j/85000585330?pwd=OHhCTmNpbERxdIRYN3lTeVNCL1AxZz09
<i>PANEL 1: Synergies in Linguistics, Business and (Inter)Cultural Communication (Online)</i> (French Section)	17.00 - 19.00	https://ase.zoom.us/j/85335141413?pwd=eGx2cisZUWd4R3o5dmlFQWhHdGpQZz09
<i>PANEL 2: Interdependences: Academic and Digital Literacies in the New Educational and Research Environment. Revisiting Quality in Higher Education (online) - (Part I)</i>	17.00 - 18.30	https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdldXNqM2tCM3ZodjNwSFF2UT09
<i>PANEL 3: Romanian Cultural and Linguistic Studies (Online)</i>	17.00 - 19.30	https://ase.zoom.us/j/84410445707?pwd=ZnZVTStGWTRobGEyRStFTDBvbVfkdz09
<i>PANEL 4: East Meets West across Borders and Boundaries (Hybrid) - (Part I)</i>	16.00 - 18.30	https://ase.zoom.us/j/84505884321?pwd=UktDUWo0RnY0VnRRZnh5bG85Y2piUT09

DAY TWO / FRIDAY, 28 OCTOBER 2022 - ACADEMIC PANELS

Morning & Afternoon Sessions		ZOOM Link
<i>PANEL 1: Synergies in Linguistics, Business and (Inter)Cultural Communication (Online)</i> (Part II – English Section)	13.00 - 16.00	https://ase.zoom.us/j/86236725117?pwd=YVVsLzdNbEJUL09ReDMzRHRUajZvdz09
<i>PANEL 2: Interdependences: Academic and Digital Literacies in the New Educational and Research Environment. Revisiting Quality in Higher Education (online) - (PART II)</i>	11.30 - 14.00	https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdldXNqM2tCM3ZodjNwSFF2UT09
<i>PANEL 4: East Meets West across Borders and Boundaries (Hybrid) - (Part II)</i>	13.30 - 16.00	https://ase.zoom.us/j/84505884321?pwd=UktDUWo0RnY0VnRRZnh5bG85Y2piUT09
<i>PANEL 5: Synergies In Rituals And Folklore Texts (online)</i>	15.00 - 17.00	https://ase.zoom.us/j/89448791893?pwd=bm1idEwWSENNaVZWTOpCV0ora3hzQT09
<i>PANEL 6 (PART I): Love in Times of Pandemic, War and Economic Crisis (online)</i>	13.00 - 14.15	https://ase.zoom.us/j/2094607186
<i>PANEL 6 (PART II): Love in Times of Pandemic, War and Economic Crisis (online)</i>	15.00- 17.00	https://ase.zoom.us/j/2094607186

ACADEMIC PANELS OF THE CONFERENCE

DAY 1

(THURSDAY, 27 OCTOBER 2022)

16:00 – 18:00

PANEL 1 (GERMAN SECTION): SYNERGIES IN LINGUISTICS, BUSINESS AND (INTER)CULTURAL COMMUNICATION (ONLINE)

ZOOM: <https://ase.zoom.us/j/84304180882?pwd=ano4OHlwMTE2cm1kdUhzWkkxUnhmQT09>

Chair: Cornelia PĂTRU, Bucharest University of Economic Studies, Romania

Erhalt der Mehrsprachigkeit in der europäischen Wissenschaftskultur

Doris SAVA, Lucian Blaga University of Sibiu, Romania

Wortbildung in der Online-Konversation

Mihaela PARPALEA, Transilvania University of Braşov, Romania

Archaismen und Historismen in der Volksdichtung. Ursachen des Wortuntergangs

Maria Sânziana ILIESCU, University of Bucharest, Romania

Anglizismen in der Jugendsprache

Alina MARDARI, Bucharest University of Economic Studies, Romania

“In der Krise stecken“ – Über das Wort „Krise“ und seine verbalen Kollokatoren im Deutschen und Rumänischen aus der Perspektive des DaF-Unterrichts

Maria PARASCA, Babeş-Bolyai University, Romania

Zum Einsatz von QR-Codes im DaF-Unterricht. Ein Beispiel

Cornelia PĂTRU, Bucharest University of Economic Studies, Romania

16:00 – 18:30

PANEL 4 (Part I): EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES (HYBRID)

ZOOM: <https://ase.zoom.us/j/84505884321?pwd=UktDUWw00RnY0VnRRZnh5bG85Y2piUT09>

Venue for in-person presentations: 11, Tache Ionescu Street, Floor 4, room 8406

Chairs: Maria DĂRĂBANȚ, Bucharest University of Economic Studies, Romania; Dana RADLER, Bucharest University of Economic Studies, Romania

GUEST SPEAKER: Swayam Prabha SATPATHY, ITER, Siksha O Anusandhan University, Bubaneushwar, India

“Women's misogyny in modern culture, with a mythological allusion to Draupadi”

Shooting with the Bow of Arrows in Japanese vs Western Culture

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

Identity and hybridity in Yann Martel's Life of Pi

Meghana THIMMAPPA, ITER, Siksha O Anusandhan University, Bubaneushwar, India

Retranslation and intertextuality: a study

Sai Chandra Mouli TIMIRI (retired), Osmania University, Hyderabad, India

The limits of translation according to Epicurean linguistic theory

Konstantinos ALEVIZOS, EA ERIAC Rouen-Normandie Université, France

Rudyard Kipling's Jungle Books and Soldiers Three in Spain and Romania

Cristina ZIMBROIANU, Polytechnic University of Madrid/Autonomous University of Madrid, Spain

When Arabic poetry permeates the French verse

Sana ABDI, Connecticut College, New London, USA

Home and Re-Homing in North East India. When Home is Diaspora

Iulia RĂȘCANU, Bucharest University of Economic Studies, Romania

17:00 – 19:30

PANEL 1 (PART I – ENGLISH SECTION): SYNERGIES IN LINGUISTICS, BUSINESS AND (INTER)CULTURAL COMMUNICATION (ONLINE)

ZOOM: <https://ase.zoom.us/j/85000585330?pwd=OHhCTmNpbERxdIRYN3lTeVNCL1AxZz09>

Chairs: Antonia ENACHE, Bucharest University of Economic Studies, Romania; Marina-Luminița MILITARU, Bucharest University of Economic Studies, Romania

Communication in international relations from a semiotic perspective

Oana-Florina AVORNICESEI, Technical University of Civil Engineering Bucharest, Romania

Interpreting in end-of-life context: a study of specific skills demanded by healthcare professionals

Elena PÉREZ ESTEVAN, University of Alicante, Spain

Information loss in conference interpreting — What is lost in interpretation?

Matei IDU, Babes-Bolyai University, Cluj-Napoca, Romania

Are proverbs a mirror of (inter)cultural influences?

Anca-Mariana PEGULESCU, Bucharest University of Economic Studies, Romania

Intercultural communicative competence: to use or not to use stereotypes?

Georgiana Silvia LEOTESCU, University of Craiova, Romania

Media language in the field of cryptocurrencies and non-fungible tokens

Georgiana Camelia STĂNESCU, University of Craiova, Romania

A multilevel linguistic approach to teaching applied terminology

Violeta NEGREA, Bucharest University of Economic Studies, Romania

The cultural meaning of the periphery

Diana -Eugenia PANAIT IONCICĂ, Bucharest University of Economic Studies, Romania

17:00 – 19:00

PANEL 1 (FRENCH SECTION): SYNERGIES IN LINGUISTICS, BUSINESS AND (INTER)CULTURAL COMMUNICATION (ONLINE)

ZOOM: <https://ase.zoom.us/j/85335141413?pwd=eGx2cisZUWd4R3o5dmlFQWhHdGpQZz09>

Chair: Dominic NEGRICI, Bucharest University of Economic Studies, Romania

La gestion de la relation interpersonnelle entre client et fournisseur : une étude des comportements langagiers lors de l'échange d'affaires en chinois et en français

Jia-Lih Yang, University of Picardie Jules Verne, France

Le paradoxe de l'interrogation dans l'utilisation des médias modernes

Irène KEBIHENG À MABEN, University of Douala, Cameroon

Presse et traduction: quand « la langue de Macron » ne passe pas

Carmen-Ecaterina CIOBĂCĂ, "Alexandru Ioan Cuza" University of Iasi, Center for European Studies (CES), Romania

Discours universitaire et discours académique. Peut-on parler de synonymie entre les deux termes?"

Liliana ALIC, Transilvania University of Braşov, Romania

Le Langage chez Bentham

Stéphane F. ROUME, LC2S (Laboratoire Caribéen de Sciences Sociales), Université des Antilles, Martinique, France

17:00 – 18:30

PANEL 2 (PART I): INTERDEPENDENCES: ACADEMIC AND DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION (ONLINE)

ZOOM: <https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdIdXNqM2tCM3ZodjNwSFF2UT09>

Chairs: Laura-Mihaela MUREŞAN, Bucharest University of Economic Studies, Romania; Olivia-Cristina RUSU, Bucharest University of Economic Studies, Romania

Providing Creative Assessment Methods in Teaching Languages for Specific Purposes: an intercultural case-study

Olivia-Cristina RUSU, Bucharest University of Economic Studies, Romania

Silviu Constantin MIHĂILĂ, Bucharest University of Economic Studies, Romania

Gadgets, Screens, Wellbeing, and Effectiveness in Higher Education

Iulia RĂŞCANU, Bucharest University of Economic Studies, Romania

The Framework of Academic Essays Seen through a Swalesian "CaRS" Lens

Alina-Roxana GOLDAN (DULGHERU), The Doctoral School of Humanities, "Ovidius" University of Constanţa, Romania

Comment utiliser la pédagogie différenciée dans la classe multiniveaux

Emilia Andreea MOTORANU, Bucharest University of Economic Studies, Romania

17:00 – 18:30

PANEL 3: ROMANIAN CULTURAL AND LINGUISTIC STUDIES (ONLINE)

ZOOM: <https://ase.zoom.us/j/84410445707?pwd=ZnZVTStGWTRobGEyRStFTDBvbVFkdz09>

Chairs: Viorela-Valentina DIMA, Bucharest University of Economic Studies, Romania; Roxana BÂRLEA, Aix-Marseille Université, France/ Bucharest University of Economic Studies / Romanian Language Institute, Romania

Romanian language for foreigners – from challenge to success

Andreea-Maria PREDA, “Ferdinand I” Military Technical Academy, Bucharest, Romania

Teaching Romanian as a foreign language in Bucharest University of Economic Studies. Brief historical view

Raluca Nicoleta ȘERBAN, Bucharest University of Economic Studies, Romania

Mihai ȘERBAN, Bucharest University of Economic Studies, Romania

Adina PANAIT, Bucharest University of Economic Studies, Romania

Macedonian - Romanian etymological confluences and strata and their role in boosting vocabulary of the students learning Romanian

Nicolae STANCIU, The Saints Cyril and Methodius University in Skopje, North Macedonia

O pedagogie a erorilor în învățarea limbii române ca limbă străină

Mihai ȘERBAN, Bucharest University of Economic Studies, Romania

Adina PANAIT, Bucharest University of Economic Studies, Romania

Raluca Nicoleta ȘERBAN, Bucharest University of Economic Studies, Romania

Zinaida-Tamara FEDOT, Bucharest University of Economic Studies, Romania

Ce rost are să mai citim literatura română veche? Deschizând „Cutia Pandorei”

Silviu-Constantin MIHĂILĂ, Bucharest University of Economic Studies, Romania

Limba română pentru armeni - relevanța analizei contrastive și a analizei erorilor - studiu de caz/

Nicolae Adrian HENȚ, Charles University, The Czech Republic/ Romanian Language Institute, Romania

18:30 – 19:30

PANEL 3: ROMANIAN CULTURAL AND LINGUISTIC STUDIES (ONLINE)

ZOOM: <https://ase.zoom.us/j/84410445707?pwd=ZnZVTStGWTRobGEyRStFTDBvbVFkdz09>

Chairs: Viorela-Valentina DIMA, Bucharest University of Economic Studies, Romania; Roxana BÂRLEA, Aix-Marseille Université, France/ Bucharest University of Economic Studies / Romanian Language Institute, Romania

Masă rotundă „Predarea limbii române ca limbă străină în România și în străinătate - provocări, soluții, bune practici”

Discuțiile vor pleca de la următoarele trei teme:

1. Profilului studentului și metodele de predare adaptate diferitelor categorii, cu accent pe predarea limbii române la grupe mixte, formate din străini și etnici români pentru care româna este „limbă de moștenire”. Aspecte teoretice și metodologice, design curricular și de materiale didactice.
2. Evaluarea competențelor de LRLS, cu accent pe tipurile de subiecte legate de cele cinci competențe din CECRL.

3. Profilul profesorului de LRLS – oportunități de pregătire profesională inițială și formare continuă, adaptarea la specificul instituției unde se predă LRLS

Panelists:

Simona Catrinel AVARVAREI, "Ion Ionescu de la Brad" Iași University of Life Sciences, Romania

Ana-Raluca ENII, University of Seville, Italy/ Romanian Language Institute, Romania

Florica FAUR, Centrul de Cercetare a Literaturii Argheziene, Universitatea de Vest "Vasile Goldiș", Arad, Romania

Zinaida-Tamara FEDOT, Bucharest University of Economic Studies, Romania

Gabriela GAVRIL, "Alexandru Ioan Cuza" University of Iași, Romania

Nicolae Adrian HENȚ, Charles University, The Czech Republic/ Romanian Language Institute, Romania

Raluca- Elena HURDUZEU, Bucharest University of Economic Studies, Romania

Emilia IVANCU, Bucharest University of Economic Studies, Romania

Tomasz KLIMKOWSKI, Adam Mickiewicz University, Poznań, Poland

Maria Antoaneta LORENTZ, Bucharest University of Economic Studies, Romania

Silviu-Constantin MIHĂILĂ, Bucharest University of Economic Studies, Romania

Nicoleta NEȘU, Sapienza University of Rome, Italy/ Romanian Language Institute, Romania

Adina PANAIT, Bucharest University of Economic Studies, Romania

Mihai ȘERBAN, Bucharest University of Economic Studies, Romania

Raluca Nicoleta ȘERBAN, Bucharest University of Economic Studies, Romania

Cristina Alice TOMA, Université Libre de Bruxelles, Belgium/ Romanian Language Institute, Romania

ACADEMIC PANELS OF THE CONFERENCE

DAY 2

(FRIDAY, 28 OCTOBER 2022)

11:30 – 14:00

PANEL 2 (PART II): INTERDEPENDENCES: ACADEMIC AND DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION

ZOOM: <https://us02web.zoom.us/j/3828174322?pwd=WjdVNjdIdXNqM2tCM3ZodjNwSFF2UT09>

Chairs: Ovidiu URSA, "Iuliu Hatieganu" University of Medicine and Pharmacy, Cluj-Napoca, and QUEST Romania; Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies, Romania; Olivia RUSU, Bucharest University of Economic Studies, Romania

Using multimodal tasks to develop academic and digital literacies in an international educational context

Oana Maria CARCIU, University of Zaragoza, Spain

Laura-Mihaela MUREȘAN, Bucharest University of Economic Studies, Romania

Analyzing the rhetoric of crowdfunding communication: a case study in experimental biology

Alberto Ángel VELA-RODRIGO, University of Zaragoza, Spain

Apprenants numériques dans l'enseignement secondaire: Implications pour les compétences d'apprentissage d'une langue seconde

Monica-Lucreția LUCA-HUSTI, "Dante Alighieri" Theoretical High School, Bucharest, Romania

Round Table "What does it take to set up an educational programme?"

Chair: Anca-Teodora ȘERBAN-OPRESCU, Bucharest University of Economic Studies, Romania

Panelists: Roxana BÂRLEA, Université Aix-Marseille, France/ Romanian Language Institute, Bucharest University of Economic Studies, Romania; Anca COLIBABA, EuroEd Foundation, Iași, Romania; Mariana NICOLAE, Bucharest University of Economic Studies, Romania

Linguistic aspects of science communication in different contexts

Dana LUPU, The Doctoral School of Humanities, "Ovidius" University of Constanța, Romania

The role of gender in English second language acquisition: a comparative study of Romanian and Italian military students

Adela CATANĂ, "Ferdinand I" Military Technical Academy, Bucharest, Romania

The relevance of an ESP instructor in helping students acquire confidence as a basic communication skill

Ramona Elena CHITU, Bucharest University of Economic Studies, Romania

Concluding Remarks: Pulling the strings together and discussing further research avenues

13:00 – 16:00

PANEL 1 (PART II – ENGLISH SECTION): SYNERGIES IN LINGUISTICS, BUSINESS AND (INTER)CULTURAL COMMUNICATION (ONLINE)

ZOOM: <https://ase.zoom.us/j/86236725117?pwd=YVVvLzdNbEJUL09ReDMzRHRuajZvdz09>

Chairs: Antonia ENACHE, Bucharest University of Economic Studies, Romania; Marina-Luminița MILITARU, Bucharest University of Economic Studies, Romania

Framing literary translation in the 21st century

Iulia Cristina ANTONIE (COTEA), University of Craiova, Romania

Racism related aspects in Trump's tweets. A CDA perspective

Shaan Najem Abdullah SHAMMARI, The Doctoral School of Humanities, "Ovidius" University of Constanța, Romania/ Iraq

"Cancel culture" in the Romanian public space: media scandals and societal reactions

Antonia ENACHE, Bucharest University of Economic Studies, Romania

Marina-Luminița MILITARU, Bucharest University of Economic Studies, Romania

Business communication in higher education in Romania

Carina BRANZILA, "Alexandru Ioan Cuza" University of Iasi, Romania

Developing students' (self-)evaluation skills. A case study on Applied Modern Language students in Romania

Viorela-Valentina DIMA, Bucharest University of Economic Studies, Romania

Elena TĂLMĂCIAN, Bucharest University of Economic Studies, Romania

Building business communication skills: storytelling

Oana URSU, "Alexandru Ioan Cuza" University of Iasi, Romania

Framing Albanian language and culture through communist lenses. An analysis of a textbook of Albanian as a Foreign Language

Elsa SKËNDERI, University of Tirana, Albania

Degrees of linguistic convergence in the translation of EU legal texts

Andreea Maria COSMULESCU, University of Craiova, Romania

13:00 – 14:15

PANEL 6 (PART I): LOVE IN TIMES OF PANDEMIC, WAR AND ECONOMIC CRISIS (ONLINE)

ZOOM: <https://ase.zoom.us/j/2094607186>

Chairs: Monica Alina TOMA, Bucharest University of Economic Studies, Romania;

Médias, communication et conflits politiques entre les Etats

Mohammed BENAZIZ, Ensem University Hassan II, Meknes, Morocco

Femmes et propagande pendant la Deuxième Guerre Mondiale. Aimer, tuer ou chanter pour en faire la tête d'affiche ?

Alexandra COSTACHE-BABCINSCHI, Bucharest University of Economic Studies, Romania

De la géométrie du jardin vers l'amour spirituel

Sofia TABARI, UGR Granada, Algiers

"L'engagement dans la lutte contre le chaos. L'exemple de l'écrivaine syrienne Dima Wannūs"

Samar CHENOUDA, CERMOM, Paris, France

13:30 – 16:00

PANEL 4 (Part II): EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES (HYBRID)

ZOOM: <https://ase.zoom.us/j/84505884321?pwd=UktDUWo0RnY0VnRRZnh5bG85Y2piUT09>

Venue for in-person presentations: 11, Tache Ionescu Street, Floor 4, room 8406

Chairs: Maria DĂRĂBANȚ, Bucharest University of Economic Studies, Romania; Dana RADLER, Bucharest University of Economic Studies, Romania

"Cowboy Bebop" and the versatility of culture

Maria GRAJDIAN, Hiroshima University, Japan

Shades of memory in Mateiu Caragiale's The Rakes of Old Court

Dana RADLER, Bucharest University of Economic Studies, Romania

Suspended itineraries and fractured perspectives in Carmen Firan's "The Lost Shadow"

Elena STOICAN, Bucharest University of Economic Studies, Romania

A Journey between East and West in Carmen Firan's "The Lost Shadow"

Alexandra MORARU, Bucharest University of Economic Studies, Romania

The development and growth of Yiddish literature in Odessa in the 1920s – 1930s

Valery LEVCHENKO, Odessa National Maritime University, Ukraine

Whose text is it anyway: authoritative and dialogic tendencies in Joseph Conrad's "Under Western Eyes"

Michal MOUSSAFFI, The Hebrew University, Jerusalem, Israel

15:00 – 17:00

PANEL 5 : SYNERGIES IN RITUALS AND FOLKLORE TEXTS (ONLINE)

ZOOM: <https://ase.zoom.us/j/89448791893?pwd=bm1idExWSENNaVZWT0pCV0ora3hzQT09>

Chair: Irina SEDAKOVA, Department of Typology and Comparative Linguistics, Institute for Slavic Studies, Russian Academy of Sciences, Moscow, Russia; Irina STAHL, Institute of Sociology, Romanian Academy, Bucharest, Romania

Bulgarian etiquette: Verbal formulae as communicative acts (with some Balkan parallels)

Irina SEDAKOVA, Department of Typology and Comparative Linguistics, Institute for Slavic Studies, Russian Academy of Sciences, Moscow, Russia

Trickster's social functions and the language paradoxes: The Romanian Păcală among the Tricksters in Mythology and Folklore

Ana R. CHELARIU, Independent Researcher Emerson, N.J., U.S.A

Weddings in Maramureş (Northern Romania): Non-verbal communication

Anamaria IUGA, National Museum of the Romanian Peasant, Bucharest, Romania

Visual communication through the special costume of the ritual year in a Transylvanian village and elements of these costumes in the ritual texts

Maria ŞPAN, "Lucian Blaga" University of Sibiu, Romania

Palm Sunday in Estonia (urbepäev): Folklore and identity

Mare KÕIVA, Department of Folkloristics, Estonian Literary Museum, Tartu, Estonia

Saint George Rituals and Narrative in two cases of Restored Holy Place

Lina GERGOVA, Institute of Ethnology and Folklore Studies with Ethnographic Museum, Bulgarian Academy of Sciences, Sofia, Bulgaria

15:00 – 17:00

PANEL 6 (PART II): LOVE IN TIMES OF PANDEMIC, WAR AND ECONOMIC CRISIS (ONLINE)

ZOOM: <https://ase.zoom.us/j/2094607186>

Chairs: Monica Alina TOMA, Bucharest University of Economic Studies, Romania;

"I Love, Therefore I Am": Dismantling the Cartesian Dichotomy and Unifying the Self in Ghost in the Shell

Maria GRAJDIAN, Hiroshima University, Japan

Translations in intensive care

Raluca Mihaela GHENȚULESCU, The Technical University of Civil Engineering, Romania

"Let there be plot." A reading of Margaret Atwood's Dearly in pandemic context

Adriana Carolina BULZ, Military Technical Academy, Romania

Love, leprosy and death in 19th century Breton Ballads. A Selection

Emilia IVANCU, Bucharest University of Economic Studies, Romania

"Love Medicine": Writing indigenous recovery in Cherie Dimaline's Empire of Wild

Cornelia VLAICU, Bucharest University of Economic Studies, Romania

The brotherhood between saints and wolves in "The Book of Saints and Friendly Beasts" by Abbie Farwell Brown

Monica TOMA, Bucharest University of Economic Studies, Romania

Love and Fear in Times of Pandemic – Stuck Together

Alexandra MORARU, Bucharest University of Economic Studies, Romania

Gabriela ANDRIOAI, Faculty of Letters "Vasile Alecsandri", University of Bacău, Romania

