

EDITORIAL

The current volume contains a selection of the papers presented at the Annual Conference of The Department of Modern Languages and Business Communication, Bucharest University of Economic Studies, the International Conference “Synergies in Communication — Youth on the Move. Teaching Languages for International Study and Career-Building” organised in Bucharest on 13-14 May 2011, plus six papers submitted separately for peer-review (Maria Enache, Simona Ionel, Mauricio Cadavid, Nilgün İsmail, Brândușa Prepeliță Răileanu and Iulia Nicoleta Rășcanu). The panels covered by this edition are: (1) Language for Specific Purposes; (2) Cultural and Literary Studies; (3) Theoretical and Applied Linguistics; and (4) Germanistik. The 2011 edition brings forward diverse contributions: 8 articles presented at the first panel, fourteen in the second, while the third grouping includes three texts and the last panel covers five papers, raising to thirty papers in total. In what regards their choice of linguistic expression, authors used English, French, German and Romanian, most of the texts being written in English.

Camelia Boarcăș opens the set of contributions of the first panel, with the paper “Developing Communication Skills in ESP”, discussing a series of class management techniques and strategies meant to improve students’ fluency and accuracy in English. **Yolanda-Mirela Catelly** continues this topic by focusing on language and communication as soft skills for future professionals in the field of engineering. The author illustrates her point by presenting her master-level course for students from Politehnica University, Bucharest, *Scientific and Technical Communication in English (STCE)*.

A third contribution opens the topic “Classroom Feedback Dynamics” (**Viorela-Valentina Dima, Maria Luminița Militaru and Dana Mihaela Cocargeanu**). The authors present a detailed case-study on how accurate feedback from both teachers and students can improve the teaching and learning of specific uses of language in two situations: job interviews and oral presentations. **Maria Enache’s** article “The Use of Non-Sexist Language in Business” discusses manners in which languages reinforces gender stereotypes and signals the need for a gender-neuter language in business, politics and diplomacy. The fifth paper of this section by **Loredana-Nicoleta Ilie**, argues for the importance of an innovative and more motivating approach to language teaching and acquisition based on music and humour. Broadening the scope of linguistic analysis, **Simona Ionel’s** article “Pragmatic Competence – Essential to Developing Business Students’ Communication Skills” relies on concrete class experiences, signalling the need to strengthen students’ pragmatic competence in Business English. The following article by the same author, “Explicit Teaching of the Pragmatic Concept of Face”, highlights the importance of politeness and face-saving strategies in various business interactions. Closing this extensive series, while exploring how language teaching and cultural studies may work together, **Stella Smyth’s** “Engaging Shakespearean Pedagogy, a New Brand of Shakespeare or a New Brand of English for Specific Purposes (ESP)?” discusses the pedagogical use of Shakespeare’s play *The Taming of the Shrew* in developing students’ intercultural perspective and communication skills.

Shifting to Cultural and Literary Studies, the second panel starts with **Florentina Alexandru’s** paper “Profesorul de limbi străine – un factor cheie în dezvoltarea unei cariere profesionale transnaționale” that examines the role of the foreign language teacher as a cross-cultural mediator. **Mauricio Cadavid’s** contribution raises the question of ethics in education, by analysing five court cases between American students and educational

institutions. **Elena Ciorescu's** paper discusses the possibility that Arthur Miller's play "Finishing the Picture" may be read as a parable of the American nation. In the next paper entitled "Arthur Miller's "Resurrection Blues": Media and Contemporary Values", **Elena Ciortescu** and **Olesia Mihai** continue the reflections on Arthur Miller's work, this time discussing the satirical dimensions of "Resurrection Blues". The fifth contribution to this section belongs to **Monica Condruz-Băcescu** who argues for the importance of maintaining business ethics as an essential coordinate of corporate culture. **Mihaela Dumitrescu's** article adds a poststructuralist perspective, as it engages with Paul de Man's deconstructionist approach to "literary specificity". **Diana Ionică** continues the section with an analysis of nationality, Englishness and cultural hybridizations in Kazuo Ishiguro's novels. Switching to religion, literature and architecture, **Nilgün İsmail's** article "Central Asia's Priceless Heritage: Abu Said Ibn Abi'l- Khair The Poet And Sufi" reflects on the poet's mausoleum considered a unique architectural work. The same author has a second contribution that provides an outlook of Ancient Merv, an oasis city along the Silk Road. **Mara Magda Maftei** shifts the focus of research, analysing a series of potential errors that occur in usual and professional communication. Moving back to literary studies, **Paula-Andreea Onofrei** investigates the borderline between fiction and reality, by studying the manners in which Henry James is depicted in the fiction of Emma Tennant, David Lodge and Paula Marantz Cohen. Continuing the literary analysis, **Brândușa Prepelită Răileanu** offers a comparative analysis of the Self-Other interaction as illustrated in campus novels by David Lodge and Malcolm Bradbury, while **Iulia Nicoleta Rășcanu** discusses valences of cosmopolitanism in Hanif Kureishi's "Buddha of Suburbia". Closing this section, **Raluca Șerban** and **Mihai Șerban** investigate the process of self-fictionalisation by means of mise-en-abyme in John Barth's novel "Letters".

Șerban Boicescu opens the third panel with a paper on self-reference and direction of fit as pragmatic and semantic criteria for identifying expressive performative utterances. **Cristina-Maria Prelipceanu** continues the linguistic section with a study of a range of linguistic phenomena specific to the language of marketing. **Adela Simoiu's** "Split IP in L2. on the Verb Movement Feature and Adverbs" provides an analysis of parameter resetting in second language learning, focusing on adverb positioning.

Lora Constantinescu inaugurates the Germanistik panel with a paper on business ethics, namely the relationships between economy, ecology and social responsibility in marketing. **Vlad Cucu-Oancea** provides a contrastive analysis (German – Romanian) of the vocabulary elements that are derived from first names and which in the daily use of the language have been transformed into common nouns, adjectives or verbs. Slightly shifting the focus, **Evemarie Draganovici's** article proposes a way to teach future translators how to work with parallel and background texts so as to deliver appropriate target texts. **Mihai Draganovici's** "Die Fachsprache Der Technik – Schwierigkeiten Der Lexik" deals with trends and challenges in acquiring technical vocabulary. Last, but not least, **Cornelia Pătru's** contribution offers a framework for webquest on "Studying in Germany", highlighting whether the WebQuest-Methode can motivate students and help them in choosing to study in a German speaking country.

Daniela Radler,
Adriana-Elena Stoican,
Marina Militaru