



Department of Modern Languages
and Business Communication



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES THE FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS

4th International Conference: **Synergies in Communication** Bucharest, Romania 12-13 November 2015

FOREWORD

The current volume contains a selection of the papers presented at the Annual Conference of The Department of Modern Languages and Business Communication, The Bucharest University of Economic Studies, **the 4th International Conference Series: Synergies in Communication**, and it was organized together with **the 6th International Conference *The Future of Europe*** under the auspices of The Faculty of International Business and Economics. The event was held in Bucharest, on 12 – 13 November 2015.

This edition of the Conference focused on three fields: *Synergies in business and academic communication. Training, education and research, Education through (inter)cultural studies, and Diasporas and multiculturalism*. The languages of the conference were English, French, German and Romanian. The conference's aim was to show how research in the above-mentioned fields reflects future challenges of a culturally diverse, multilingual European society.

Below we present a brief description of the main sections:

1. Synergies in business and academic communication. Training, education and research

Business communication is a synergistic field where effectiveness is given by knowledge from diverse fields and by aligning its best practices with the rapid pace of the world today.



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This section of our conference welcomed papers focusing on (but not restricted to) topics related to the following main areas:

- language training, education & research;
- current and upcoming challenges in bilingual education
- current developments for academic and research communication, education and training in the field of languages
- languages and business opportunities;
- research methodologies and professional development;
- technological impacts on language learning.
- literature and culture
- translation studies
- traductology and terminology in business and economics

2. Education through (inter)cultural studies

Nowadays Intercultural Studies are one of the most important dimensions of education, as learners need intercultural competences not only for professional and socio-economic mobility, but also as life skills. This section of our conference welcomed papers focusing on topics related to the following main areas:

- Intercultural dimensions of business communication;
- Education through (inter)cultural (and literary) studies;
- Intercultural competences as professional transferable skills;
- European cultural identity and synergies with the labour market;
- Theory and practice in intercultural education;
- Cultural Dialogue;
- Analyses of culturally determined mentalities, actions, attitudes, etc.

We brought together researchers, professionals, professors, local authorities, representatives of British Council, PhD students, etc., in order to have multiple perspectives on the topic, in a fruitful dialogue.



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3. Diasporas and Multiculturalism

Along with the transformations, exchanges, borrowings and conversations generated by the newest flows of migrants in Europe, the very concept of modernity and modern culture has been altered. Saying that a culture cannot be homogeneous is already an understatement. Various ethnic communities already long existent in some cultures along with the coagulation of new diasporas contribute to the formation of multicultural societies. By taking universalism as the basis of our understanding of multiculturalism, one should not fall prey to the temptations of absolutism, as Lord Bhikhu Parekh warns in his *Rethinking Multiculturalism*. Understood as a conversation between equally worthy cultures, multiculturalism realizes its objectives only if the participants enjoy a broad equality of self-confidence, economic and political power and access to public space (cf. Lord B. Parekh).

This section addressed the significance of multiculturalism in Europe in connection with the existence of diasporas and of the transformations triggered within host societies. Not only does the physical composition of European population alter but it brings about consequences in the public space of the economic, the social, the political, the cultural, the legal, and the religious. In order to identify, question, challenge and explore various approaches to multiculturalism and diasporas, scholars were invited to contribute with papers in this inter-disciplinary section.

Here is just a limited number of questions that were addressed:

- *Representations of diasporas and/or of multiculturalism in literature and the arts.* Issues such as cultural/multicultural or collective identity, representations of ethnic/minor communities and their conversations or conflicts with dominant/major communities can be of interest here.

- *Linguistics:* How is the usage of the mother tongue of diasporans affected in the host country? What changes in the context of second and third - generation immigrants? What



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are the realistic measures that can be taken in order to overcome this shortcoming and facilitate diasporans adaptation/integration? What are the advantages of multicultural, multi-lingual individuals?

- *Economics*: How are various cultures ensured equal access to the economic arena of a multicultural country? How do remittances affect the relations between the host country and the home country in the context of globalization and transnationalism?

- *Law*: How can diverse cultural communities and diasporans be equally represented by the legal system of a multicultural country? Are there specific cultural issues that need to be addressed differently from the majority?

- *Women Studies*: What is the status of diasporic women or of women from cultural communities other than the major culture in the country of destination? What are the problems they may face? How can these be addressed? Do they have any role in the functioning of a multicultural society?

A significant number of the papers presented at the conference (and not included on CD) have been selected to be published in **SYNERGY**, which is the Journal of the Department of Modern Languages and Business Communication, Faculty of International Business & Economics, the Bucharest University of Economic Studies. We mention that **Synergy Journal** is indexed with the following international data bases: Central and Eastern European Online Library C.E.E.O.L., Open J Gate, Index Copernicus, Open Access Journal Index, ERIH PLUS.

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