



**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**

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 4th International Conference organised under the aegis of the “Future of Europe”, organised in Bucharest on 12-13 November 2015.

This edition of the Conference focused on three fields: firstly, Synergies in business and academic communication. Training, education and research. Then, the second panel focused on Education through (inter)cultural studies, while the third covered 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. Authors contributing to selected papers also come from three highly diverse areas: Bosnia and Herzegovina, India and Romania, including both experienced researchers as well as PhD students.

Opening the series, **Nicoleta Gabriela Gheorghe** examines in her paper entitled “DEUTSCHE AUGMENTATIVA DER GEGENWARTSSPRACHE UND IHRE ÜBERSETZBARKEIT INS RUMÄNISCHE: EINE KORPUSBASIERTE (KONTRASTIVE) UNTERSUCHUNG. ÜBERSETZBARKEIT DER PRÄFIXOIDE MIT SUPERLATIVER BEDEUTUNG AFFEN-, BÄREN-, BLITZ- IN DIE RUMÄNISCHE SPRACHE“ linguistic aspects specific to German, taking into consideration the context of argumentation. She examines this in close connection with equivalent structures employed in Romanian.



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The second contribution switches to education through (inter-cultural) studies, where (2) **Victor N. Itumo** starts by examining the role and types of education while revisiting the equivalent concepts when applied to culture. In the opinion of the author, the approach opened up by inter-cultural studies stimulates students to learn and preserve linguistic diversity.

Connecting linguistics to art teaching, **Mihaela Luminita Levarda** revisits in her paper values specific to the Victorian era emerging from the activity of the Victoria and Albert Museum. She discusses them in connection with the role of Victorian women, looking at British institutions such as the Royal Academy of Arts and the opinions expressed by James Welton in his works. She links these examples with examples extracted from a report presented by the Committee of the House of Commons on the training of teachers valid in place at that time.

Turning her attention towards marketing and the discourse employed in this particular field, **Marina Militaru** discusses in her paper entitled “MARKETING POLITIC ȘI MARKETING ELECTORAL ÎN ROMANIA SECOLULUI XXI” two types of concepts relatively frequently used in electoral campaigns in the first decade of the third millennium. Considering elements characteristic to political marketing, Militaru then examines the product policy, the product being the political candidate, including ideas and political affiliation. As typically the case in a marketing mix, the price and the distribution are meaningful elements, contributing to how proposed candidates are promoted.

Reconsidering the impact of technology in today’s student communication, **Minouti Naik** suggests that the key actors involved, students, brings forward particular changes when compared to traditional forms of communication such as letters, emails and reports. Looking at data extracted from 100 students and 25 academics, Naik presents her findings in what regards grammar, be it absence of particular linguistic elements such as the verb, variations or absence of plural, as well as confidence in spelling. The author also examines changes in what concerns punctuation, for instance using question or exclamation marks, as well as specific short forms emerging in this type of written communication. Moreover, Naik



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observes and discusses the use of emoticons and characteristic visual aids. She also scrutinizes specific techniques such as forwarding messages. In the final section of her paper, the author advances ideas concerning particular ways to support writing skills, as way as reinforcement or leading based on personal example.

Ioan-Vlăduț Nuțu and Aurelian Vlase examine in their paper entitled “COMMUNICATION, THE MAIN COMMITMENT OF A MANAGER” aspects relevant for today’s business leaders, starting from the perspective opened by Henry Fayol. The authors highlight characteristics of formal communication, including internal one. According to Nuțu and Vlase, poor communication results in risks which may turn into a harsh reality, impacting several aspects of the respective business. In order to minimise such risks, the authors suggest techniques able to support managers dealing with insufficient information, such as asking additional questions or avoiding generalisations. In addition, they also suggest that attention to non-verbal communication and practising skills meant to read such signs, as well as avoiding blockages or using analogies or metaphors could support improved communication.

Connecting communication to the case of women leaders working in education, **H. B. Patel and Tanja Grbsecic** examine job satisfaction. Their contribution starts from the overall perspective of educational leaders as it brings forward an example based on women leaders acting in Gujarat, India. Collected data coming out from both a digital and hard copy questionnaire, more precisely answers gathered from 51 women leaders selected randomly, suggest that job satisfaction is proportionally correlated with the area of the institute respondents work in. The authors point out that job satisfaction has been substantially influenced by the interactive variables of qualification, residential area. Given these results, the authors suggest in their final section areas aspects could be further approached, providing an extensive set of choices in this direction.

Switching to a different line of thinking, **Yamini Shah** examines along a comparative perspective Monique Witting’s *The Straight Mind* versus Marx’s *The German Ideology*. Relying on the perspective of writing the minority, the author explores language in terms of consciousness, unlike the familiar approach provided by Saussure. In addition, she discusses



inter-relatedness of society and economy, considering that Marx's work reflects the status of a patriarchal society where race and gender are intrinsic components.

Turning back to business, **Anca Trișcă (Ionescu)** approaches business terminology used by Romanian shipbuilders. Her paper relies on naval architecture journals published by Damen Shipyard. Examples provided indicate thematic priority aspects such as the delivery, checking the completion of required documentation or commissioning. She also discusses examples concerning suppliers and subcontractors, as well as those emerging from translation practice, staff and management.

The last two papers included in this volume focus on Marin Preda's works. Firstly, **Gabriela Vasiliu** explores verbal communication, enhancing humour and irony as a lasting variable, supporting a natural and apparently spontaneous dialogue. Linguistic means such as the use of nicknames, often employed in the novel *The Morometes*, stand out as a characteristic of the rural space; it may highlight particular physical traits or even a place of origin for certain protagonists. Positive features or nicknames are seconded by specific derisive if not negative ones, including cursing. (11) Vasiliu's second paper focuses on equally telling literary means: in this paper, suggestively entitled "SEMNIIFICAȚIILE ȘI FUNCȚIILE GESTICULAȚIEI RURALE LA MARIN PEDA" [MEANINGS AND FUNCTIONS OF RURAL BODY LANGUAGE IN MARIN PEDA'S WORKS], she scrutinizes the particularities of this specific repertoire. According to her, Preda's peasant appears to use his/her arms, hands and fingers to enhance what he/she transmits verbally. This is equally applicable to male and female characters. Preda's urban protagonist present their own typical gestures, sometimes less controlled or even excessive. Drinking and gestures associated to it emerge in both rural and urban contexts. Vasiliu concludes that such non-verbal acts represent defining social features of most protagonists.

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