



Department of Modern Languages
and Business Communication



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
The Faculty of International Business and Economics
The Department of Modern Languages and Business Communication of ASE
5th International Conference: Synergies in Communication
Bucharest, Romania, 10 - 11 November 2016

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 5th International Conference Series: Synergies in Communication**, and it was organized together with **the 7th International Conference *The Future of Europe*** under the auspices of The Faculty of International Business and Economics. The event was held in Bucharest, on 10 – 11 November 2016.

This edition of the Conference focused on three fields: *Synergies in business communication. Training, education and research* and *Education through (inter)cultural studies*. The languages of the conference were English, French, German, Italian and Romanian. The novelty this year was the introduction of the *Italian* and *Shakespeare* sections.

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 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.

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 impact on language learning
- Shakespeare 400 years of business and cultural heritage
- Translation studies
- Traductology and terminology in business and economics
- The inter-disciplinary dimension of business communication - changing mentalities through environmental education.

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:

- Literature and culture (British, American and Canadian studies)
- 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
- 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.

A significant number of the papers presented at the conference (listed below 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.

Papers published in Synergy Journal (www.synergy.ase.ro) for 5th International Conference *Synergies in Communication*

1. Mihaela Arsene: *Teacher and Student Empowerment for Improved Learning Outcomes. Reflections on a Romanian Graduate Study Application*
2. Miryam Diko: *Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit Migrationshintergrund*
3. Anna Karlstedt: *Der Mehrwert Von Literarischen Texten Im Daf-Unterricht*
4. Mihaela Parpalea: *verkaufsgesprächstypen. Ein Thema für die Linguistik*
5. Ionela Chiru: *Parole della degustazione. Comunicare il vino. Barolo, Brunello, Amarone.*
6. Ioana Cocuz : *Reframing The European Union in French Nationalist Discourse by Marine Le Pen*
7. Adrian Solomon: *One Face of Dehumanization: Animalization*
8. Ioana Stamatescu: *Le Freak, C'est Chic! Disco Culture and Whit Stillman's The Last Days of Disco*
9. Roxana Marinescu: *Keep Your Balance: Work, Learn, Socialise*
10. Nina Ivanciu: *La médiation (inter)culturelle sous l'angle de l'efficacité*
11. Corina Cilianu-Lascu: *Les emprunts d'origine anglo-américaine dans le domaine du Marketing en roumain et en français*

12. Anca Gâță: *Pour une approche discursive de l'enseignement-apprentissage du roumain comme langue étrangère*
13. Ruxandra Constantinescu-Ștefănel: *Elections et "publicité"*
14. Elite Olshtain: *A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel*
15. Danica Igrutinović: *Shakespeare's Sweet and Not-So-Sweet Nothings: Henoses and/or Kenoses?*
16. Dana Radler: *To And Fro: The Sides of Negotiation in The Merchant Of Venice by William Shakespeare*
17. Dan H. Popescu: *Central Europe and the "Perennial Other"*
18. Adriana Elena Stoican: *Normative Dimensions of Transnationalism in South Asian Fiction Of Migration*
19. Ioana Albu: *On Shakespeare and the Quest for Power*

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