



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

The 5th International Conference

Synergies in Communication

Book of Abstracts



PLENARY SESSION DAY 1



KEYNOTE SPEAKERS

1. Arik Strulovitz

University of Bergamo, Faculty of Law, Italy

“The Best Crisis Negotiation in the European Chaotic and Challenging Reality is Crisis Prevention”

2. Mr. Aaro Hazak

Tallinn School of Economics and Business Administration, Estonia

“Towards Knowledge Based Europe: Challenges in Working Arrangements of R&D Employees”

3. Adrian Săhlean

Co-founder and President of Global Arts Inc., United States of America

“Shakespeare, Cervantes, Eminescu – from Cultural to Universal Icons. A Literary Translator’s Perspective”

Bio: Adrian George Sahlean. Born in Romania, now a U.S. citizen, Adrian George Sahlean holds Master's Degrees in English and Spanish philology (Bucharest, 1975), psychoanalysis (Boston, 1995), and is a certified clinical psychoanalyst (2002).

Pride of place among several volumes of translations into English (poetry, short stories, memoirs, plays and fairy tales) belongs to his meter-and-rhyme renditions from Romanian national poet Mihai Eminescu (1850-1889) which brought him international recognition and several awards. Among them, the UNESCO-2000-Poet-Of-The-Year Gold Medal, and the LiterArt XXI Grand Prize (2002).

The poet's masterpiece *Legenda Luceafarului* (The Legend of the Evening Star) was twice staged as a theatrical production off-Broadway in New York by American director Terrence Montgomery, in 2005 and 2008. The Eminescu translations were republished in 2006 (Boston) as a combined book/CD project – *Eminescu-Dor Etern, Imposibila Iubire /Eternal*

Longing, Impossible Love -- narrated by Jeremy Geidt of the American Repertory Theatre, with background music performed by pianist Horia Mihail.

In 2015, Mr. Sahlean's book of essays on literary translation *Migalosul Cronogfag* (The Painstaking Chronophage) won the Book-of-the-Year award from the Romanian Writers Union.

Mr. Sahlean is the co-founder and president of Global Arts (2005) (globalartsnpo.org), a non-profit organization promoting Romanian literature, art and music to the American public at large. He is a member of the Romanian Writer's Union, American Literary Translators Association, American Romanian Academy, and Society of Modern Psychoanalysts. He lives outside Boston, MA.

4. Griseldis Kirsch

University of London, SOAS (School of Oriental and African Languages), UK

Between Homogeneity and Multiculturalism – Japan's Encounters with the Other

Abstract

Japan has often been seen as a mono-ethnic nation which is home to only very few people with a minority background. Consequently, notions of homogeneity extended far beyond the mono-ethnicity, including also the lifestyles of the Japanese. Only in recent years has there been a recognition that Japan indeed is home to various groups of people and attempts at embracing multiculturalism have been made. Nonetheless, this can often mean that the recognition of the Other does not go beyond a mere stereotype and the dichotomy of 'Us' and 'Them' is almost carefully upheld. In a global context, however, it is necessary that Japan also appears as an 'open' and 'welcoming' country, particularly in the light of the Tokyo Olympic Games of 2020. The paper will thus aim to answer the question to what extent Japanese multiculturalism is but a rebranding of its myth of homogeneity.

5. Bogdan Hrib

Writer, founder and Editor in Chief of Tritonic Publishing House, Romania

"Writing and Selling Books – an inter/national business"

6. Neil Ketchley

King's College London, Department of Middle Eastern Studies, UK

"The Contemporary Educational Contexts of Islamist Activism"

7. Mariana Nicolae

Head of Department (Modern Languages and Business Communication)

Lost in the future – who is leading us, to where and in what language?

Abstract

People, organizations and communities need a vision in order to develop, need to make sense of their future and to imagine ways to reach it. Higher education is in some ways a reflection of the world around. As such it has become a complex system with various promises and discourses to its increasing number of stakeholders. But does higher education have a vision? Discussions about the future of higher education are numerous and reflect the issues that the human communities around those higher education systems have or have been able to identify. The questions in the title of this presentation reflect in themselves important strategic options of Romanian higher education institutions. The answers are difficult to give. This presentation will explore various options and raise some concerns regarding the obvious choices.

8. Paul Landry

Heritage University, United States of America

“Building Walls, Costs, and Who Pays? - Anti-Immigrant Discourse and Policies, and Immigrant Language Minority Children in US Public Schools”



PANEL SESSIONS DAY 1 (THURSDAY, 10 November 2016)



PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH

9. Elite Olshtain

School of Education, Hebrew University, Israel

A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel

Abstract

This article describes the development and implementation of an intervention program for at-risk pre-school children from an immigrant community. The program presents a preventive curriculum which aims to reduce some of the risk-factors experienced by such populations when they encounter a western-oriented school in the dominant culture.

The intervention is a head-start program intended to be carried out in the child's home before official kindergarten. This is a tutoring program which recruits high-school students from the same community and trains them to work with the young children in a process of mediating language and literacy activities in the dominant language.

10. Irina Ana Drobot

Technical University of Civil Engineering Bucharest, Romania

The Impact of Youtube Language Learning Videos

Abstract

The purpose of this paper is to analyze the use of youtube language learning videos on language teaching and learning. Techniques used by youtube language learning videos include repetition drills, listening to a teacher, and learning a foreign language in your sleep, through binaural beats, which create a frequency that helps you relax like in meditation and absorb new information. An article from Independent, June 30 2014, written by James Vincent, confirms that we actually learn new information while asleep. How does this have an impact on classroom activity? In what ways should teachers change their foreign language teaching methodology?

11. Viorela Valentina Dima

Bucharest University of Economic Studies, Romania

Applied Linguistics Research Trends – Case Study on the Romanian Scientific Journal ‘Synergy’

Abstract

Among the most notable aims of the European Commission at the turn of the millennia is the so-called “Mother Tongue plus Two” objective, i.e. the need for European Union citizens to learn, hence master, at least two languages apart from their mother tongue, which are to be taught from a very early age. To achieve this goal, the Commission has supported the development of a wide range of projects meant to identify the needs of language learners as well as best practices in addressing these needs. All these has proven inspirational for scholars from all over the EU, Romania included.

Against this background, the paper aims to explore the way in which research conducted by Romanian scholars helps address the EU multilingual objective. More specifically, the paper examines the articles published by the Romanian Scientific Journal ‘Synergy’ during 2005-2015. Edited by scholars from the Bucharest University of Economic Studies ASE, ‘Synergy’ is an open-access journal which reunites articles on a multitude of issues in language education and research. The paper reviews the research topics tackled by the authors from Romania and abroad, theoretical and empirical contributions to the applied linguistics field, echoes from/in the international arena.

12. Elena Tălmăcian

Bucharest University of Economic Studies, Romania

Using Online Economic Articles for Teaching English Finance and Banking Collocations

Abstract

The present paper focuses on the importance of collocation knowledge for ESP learners and tackles upon some methods and tools that facilitate the acquisition of such knowledge. A special attention has been paid to online economic articles that we consider both an actual and effective e-tool in terms of acquiring collocation knowledge.

The theoretical part of our paper is completed by an applied section containing different types of activities meant to raise and challenge ESP learners’ awareness of collocations in Finance and Banking English by means of English online business articles. Actually this article pleads for resorting to such authentic materials on a regular basis during seminars as it points out several advantages of their use for ESP students and teachers alike.

13. Diana Ionică, Denise Dona, Marina Militaru

Bucharest University of Economic Studies

What is Lost When Technology Wins? A Study on the Benefits and Drawbacks of a Technology-Centered Approach to Learning.

Abstract

The article is aimed at discussing the benefits and disadvantages brought to the learner by an approach to education which has become the norm nowadays – one revolving around technology and seeking the new in everything from teaching methods to content and delivery of the course. The all-encompassing, pervasive technological mindset we encounter in academic as well as business environments seems to have little doubt as to the validity of the pursuit of what we termed **a technology-centered approach** to learning. The current paper's goal is to present, as objectively as possible, the advantages and drawbacks of such an approach, as well as the possible consequences that might ensue for future generations of learners.

14. Radadiana Calciu, Maria Enache

Bucharest University of Economic Studies, Romania

Plagiarism

15. Mara Magda Maftai,

Bucharest University of Economic Studies, Romania

16. Georgi Marinov Georgiev

The University of Economics, Varna, Bulgaria

Assessment methods. A Study for Romania and Bulgaria

Abstract

We all know that the assessment of student performance represents an important part in the teaching-learning environment and a key element in establishing the ranking of each university. Students have different opinions about assessment and ways it should be done. Nevertheless, students favour multiple-choice format exams to essay type questions, even if they are always questioning the fairness of all kinds of evaluation methods.

We shall take as sample two universities: Bucharest University of Economic Studies, Romania and University of Economics, Bulgaria. Besides the fact that both countries are ex-communist countries, there are more common elements, among which, in both places, there are fewer intentions for students to achieve level of proficiency. We intend to examine evaluation from the student's point of view. Research findings reveal that students' perceptions about assessment significantly influence their approaches to learning and studying.

17. Monica Condruz-Băcescu

Bucharest University of Economic Studies, Romania

English Influence on the Economic and Business Language in Romania

Abstract

Starting from the influence of English language, this paper is based on the research of Romanian economic terminology from the perspective of various uses of borrowings from English, which demonstrates the difficulties of adapting to the Romanian language system due to major differences between the two languages. Major transformations in social-economic and international organization imposed the development of modern disciplines such as: finance, statistics, management, marketing, business administration, whose languages are subordinated to the economic field. The compliance of the current Romanian economy with the international economy explains the various diversification and development of specializations in the field and causes many changes in economic language vocabulary, made mostly by borrowing from English, but also updating existing words in Romanian. The influence of English should not be regarded as a negative phenomenon, as long as its use is not exaggerated. The conclusion of the article is that with all the difficulties of adapting to the linguistic system of the Romanian language, English borrowings are a matter of linguistic creativity showing that language is changing constantly, enriching to meet new realities.

18. Raluca Nicolae

Bucharest University of Economic Studies, Romania

Mirroring Japanese Society through the Buzzwords of the Year

Abstract

Every year new words come into existence as other words are falling into oblivion. The Japanese neologisms, called *shingo* (lit. new word) or *ryūkōgo* (lit. fashionable / trendy word) started to catch the linguists' attention in 1948, after the Second World War, when the *Gendai Yōgo Kiso Chishiki* (*The Japanese Encyclopedia of Contemporary Words*) was first published. The publication was meant to track the significant changes in Japanese language over one year and ever since its first publication, the *Japanese Encyclopedia of Contemporary Words* has been yearly updated for those interested to search for new words that were not normally found in a dictionary. In 1989, the publisher of the famous encyclopedia, Jiyūkokuminsha, joined forces with U-Can Inc. and created the *ryūkōgo taishō*, annual buzzword of the year award. The words were picked up from a wide range of topics including government policy, economics, celebrities' lives, diplomacy and sports and the "winning word" is selected from a top ten list of the most frequently used phrases of the year and is publicly announced on the first of December, when the year is about to end. For instance, the buzzword for 2015 was *bakugai* (explosive shopping spree) which clearly showed the recent trend of Chinese tourists who spend all their money on different items from the duty-free stores in Tokyo's shopping districts. Standing at the crossroads between

society and language, such buzzwords offer invaluable linguistic insights into understanding and interpreting Japan – a rapidly changing industrialized nation.

19. Violeta Negrea

Bucharest University of Economic Studies, Romania

New Patterns and Approaches to Comparative Linguistics

Abstract

The article focuses on the practical relationship between the historical analysis of language facts and other scientific domains. References to the historical evolution of the name of the field are followed by the major steps that it took to shape new questions that skewed its historiography. In the third part the spotlight falls on the new paths by which comparative linguistics widens its field and associates the historical study of languages to other domains, making place to brand-new reinterpretation and recontextualization of old information through advanced processes of reasoning that reveal different objects of inquiry. The new research paradigms yield insights into the development stages of culture and civilization phenomena and exploit hypothesis of their future evolution.



PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES

20. Jillian Curr

University of Western Australia

Identity and Belonging: Insider/Outsider in Ed Husain's The Islamist

Abstract

Since the events of 9/11 and the so-called 'war on terror' 'Muslim' has been used synonymously with 'terrorist' dividing particularly those Muslims living in the West into either 'good' Muslims or 'bad' Muslims. Ed Husain in his memoir 'The Islamist' uses this dichotomy as well as that of the 'witness' in presenting himself as a credible analyst in answering why some young Muslims become attracted to fundamentalist Islamist groups hostile to the West. Ed Husain is a second generation British Asian Muslim who rejected the Sufi political quietism of his parents for the revolutionary ideologies of Islamic 'idéologues' such as Abu A'la Mawdudi, Sayyid Qutb and particularly Taqi al-Din al Nahbani joining Hizb-ut-Tahrir as an active member. Ed Husain's story is one of a fractured past, manhood, the search for an authentic Islam and becoming British.

21. Irina Bocianu

University of Bucharest, Romania

Good Girls Gone Bad: Jeanette in Jeanette Winterson's Oranges are not the Only Fruit and Eve in Angela Carter's The Passion of New Eve

Abstract

The present paper proposes to make a comparison regarding the transformations underwent by both the main and supporting female characters in the two novels in regard to their transition from obedience to independence using the theoretical scaffolding suggested by Judith Butler's performativity aiming at observing the feminine and feminist synergy of communication by the end of the females' evolution having in view the fact that the novels were written eight years apart and how this influenced forthcoming waves of feminism.

22. Ioana Stamatescu

Bucharest University of Economic Studies, Romania

Le Freak, C'est Chic –Disco Culture in Whit Stillman's The Last Days of Disco

Abstract

Whit Stillman's movie focuses on a phenomenon that retrospectively comes out as "more embarrassing for most Americans than Watergate" (David Schickler). I discuss in this essay the disco movement from a twofold perspective: historical and artistic. The historical one centers on the main stages in the development of disco culture, the clash with the rock culture and the message the former advanced, while the artistic perspective refers to an illustration of the phenomenon in the film *The Last Days of Disco* –a sociological romance which gives us a portrait of the class of yuppies that was on the rise in the eighties. The aim of the present research is to shed light on the bizarre mixture of fascination and loathing that the disco culture produced and on the lifestyles and attitudes that this hugely popular musical style, which is the precursor of nowadays genre-crossing, gender-bending dance music, clubs and nightlife culture, triggered.

23. Adrian Solomon

Bucharest University of Economic Studies, Romania

One Face of Dehumanization: Animalization

Abstract

Dehumanization is a deliberately distorted perception of otherness – and a very efficient crime facilitator. One of its forms, animalization, is intended to arouse disgust, a major ingredient of negation of intimacy, in its turn a constituent of the triangle of hate. Various hypotheses and experiments attempt to elucidate the mechanism of disgust and hate, including the purported existence of a brain "switch". The Aristotelian division between man and animal, biting into the territory of humankind, persisted through the Enlightenment and into the contemporary era. Its endurance gives little hope about a significant change of mindset. The purpose of the paper is twofold: a brief overview of past

and recent theoretical contributions, and identification of some common elements in the diachronic evolution of this particular form of hate discourse.

24. Adriana Elena Stoican

Lumina, The University of South East Europe, Bucharest University of Economic Studies, Romania

Normative Dimensions of Transnationalism in South Asian Fiction of Migration

Abstract

This paper examines the extent to which transnationalism is conceived as a normative reality by South Asian authors from diaspora, such as Anita Desai and Kiran Desai. The analysis considers the connections maintained by South Asian immigrant characters with their home countries in order to formulate hypotheses regarding their need for trans-border communication. By discussing the function of letters and the impact of the immigrants' temporary visits back home, the argument suggests that these types of transnational connections modify certain configurations of non-migrant identities. Considering the patterns of interpersonal relationships established across distances, this discussion analyzes the extent to which transnationalism acquires a local dimension.

25. Raluca Şerban

Bucharest University of Economic Studies, Romania

Narcissist Regression and the Fascinating Monster in V. Voiculescu's Short Stories

Abstract

As analyzed in a previous paper, V. Voiculescu's short stories recreate a strange universe, very close to Herman Melville's fictional world. The most important similarity of the two is the heroes' Narcissist regression towards a sub-human environment, namely towards the animal register, triggered by a similar fascination with water, water monsters and fishing. The conditions for such a change and for the subsequent identification, intermingling man-animal (big fish most of the times) are met and the Romanian author dwells extensively on this theme. In this paper, we shall look more closely at a few of Voiculescu's heroes, involved in similar love/hatred relationships with fascinating monsters.

26. Minouti Naik

Mumbai Education Trust's Institute of Computer Science, Mumbai, India

Developing Cross Cultural Sensitivity: A Study of Indian Networking Etiquette

Abstract

Any interaction among individuals should be governed by certain etiquette and its absence would result in a huge loss, for an individual or enterprise. Paradoxically, despite India being culturally diverse, one cannot assume that this would ensure success in the international space. Against this backdrop, my paper has examined the experiences of Indians, in networking etiquette - covering greeting, salutation, dining, hospitality, gifting and time etiquette, these being primary areas of interaction. By drawing upon the

experiences of Indians, who have travelled across the globe, my research has outlined general suggestions, which could ease interactions, in a cross cultural space.

27. Preeti Shirodkar

MET Institute of Management, Mumbai, India

Ma(s)king the Woman: Culture and the Birthing of the Indian Woman

Abstract

If one has to, to any extent, empower women and free them from the shackles that so surreptitiously enmesh them in a manner that they are not even realised, let alone fought against, one needs to understand what goes into ma(s)king a woman. By analysing seemingly innocuous areas like dressing, manner of address, expected behavioural patterns, language and literature constructs and projections as well as religious and social rituals and dogmas, my paper would attempt to shed light on the diverse, yet composite, Indian woman, as she has been given birth to and constructed through culture.

28. Dan Horia Popescu

Partium Christian University, Oradea, Romania

Central Europe and the "Perennial Other"

Abstract

In light of the recent migration phenomenon and of the so-called fear for the Islamization of our old continent, my paper is an attempt to deal with the art of travel writing and the image of the Turks as the "Perennial Other" in Central Europe, due to the expansion of the Ottoman Empire, starting with the 14th century. The text I have chosen for my analysis is a travelogue produced by a British writer and traveller through Hungary and Romania in the 1930s: *Between the Woods and the Water* by Sir Patrick Leigh Fermor (published in Romanian translation in the spring of 2016)

29. Roxana Marinescu

Bucharest University of Economic Studies, Romania

Keep Your Balance: Work, Learn, Socialise

Abstract

This paper proposes a framework for enhancing language learning through dancing, as part of a non-formal educational personal programme, with the general aim of improving work opportunities, while also considering good work-life balance. In the fast-paced ever transforming technologically challenging contemporary society, personal and professional development should take into consideration intercultural awareness and sensitivity, social, plurilingual and digital competences, all parts of the proposed framework. The case study

presented is an international life-long learning project, Dance Your Way through Other Cultures, which combines language learning, intercultural communication and social dance in an original and innovative way.

30. Mihaela Arsene

Bucharest University of Economic Studies, Romania

Teacher and Student Empowerment for Improved Learning Outcomes. Reflections on a Romanian Graduate Study Application

Abstract

The paper explores teacher and student empowerment and their respective impact on the language learning outcomes, to finally illustrate the benefits of the approach with a Romanian application involving graduate students. The application highlights the challenges and the opportunities inherent in the approach and leads to the pedagogically exciting conclusion that, overall, student empowerment as enhanced student responsibility and engagement with the learning process and teacher empowerment as comprehensive teacher autonomy appear to be conducive to innovative teaching strategies, renewed student motivation and zest for learning.

31. Ioana Cocuz

University of Bucharest, Romania

Reframing the European Union in French Nationalistic Discourse by Marine Le Pen

Abstract

The present article aims to emphasize the conceptual means employed by Marine Le Pen, leader of the French party Front National, in discourse in the attempt to justify and instill a specific ideology, and to relate different types of nationalistic movements across Europe, a connection meant to serve the political goal of defining the identity of a party and of depicting an attractive ideological perspective. The article also details aspects of discourse analysis revealing underlying ideology. With this article, the endeavor is to raise awareness and educate towards a critical interpretation of political discourse.

32. Monica Got

Bucharest University of Economic Studies, Romania

Understanding Marginal Identity through the Lens of Multiculturalism. A Theoretical Approach

Abstract

Amidst the current confusion of attitudes and standpoints, an academic pursuit to define and clarify the nature of the circumstances which cause entire ethnic/religious groups to

be situated on opposite sides of Samuel P. Huntington's controversial "clash of civilizations," as well as the very concepts that are used to identify them, is needed. Clearly such an attempt is neither new, nor trouble-free, yet the present paper aims to explain the dynamics of the relationship that 'marginal' cultures have with today's multicultural world, by resorting to several seminal works that have forever altered the way individual and group identity is regarded.



PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES / SHAKESPEARE

33. Dana Radler

Bucharest University of Economic Studies, Romania

To and Fro: the Sides of Negotiation in The Merchant of Venice by William Shakespeare

Abstract

Love, power and money determine the characters in this play switch from open to hidden discourse and action. The ability of characters to reveal or conceal their agenda connects communication skills to the success or failure of their negotiation. What is loss and gain in their quest for justice? How are the politically (in)correct elements articulated in public speaking via dramatic techniques? Where does ambiguity start and where does obligation end, entailing both comic and tragic effects on the fate of protagonists? This paper aims to explore the means of negotiation employed by both female and male characters in a complex cultural background, and their adjustable tactics displayed in public contexts.

34. Danica Igrutinović

Faculty of Media and Communications, Singidunum University, Belgrade

Shakespeare's Sweet and Not- so- sweet Nothings: Henoses and/or Kenoses?

Abstract

This paper will attempt to show how, through an ambiguity of the association of Eros and Thanatos, as either the negative terrible fatality of sex or the positive orgasmic eroticism of death, Shakespeare seems to be deconstructing the usual Neoplatonic dichotomy of pure spirit and prime matter. Both the erotic ascent to henosis and the carnal descent to prime matter lead, ultimately, to nothingness and death. Death is inescapably the end of all desire in both meanings of the phrase: either as the inevitable end of all carnal desire or the desired end itself.

35. Dan H. Popescu

Partium Christian University, Oradea, Romania

Jorge Luis Borges and His Mnemonic Shakespeare

Abstract

The paper is an attempt to deal with the implications of Argentinean writer's obsession with Shakespeare, as hinted at in various texts. The Shakespearean references are used as either pretexts or contexts for highlighting the disquieting concepts of 'ubiquity' and 'oneness', which, together with the concept of 'memory', give a distinctive note to Borges's fiction. An interesting parallel can be drawn, in this respect, between the protagonists of the short stories "Funes, His Memory" and "Shakespeare's Memory" and of the movie "Johnny Mnemonic".

36. Ioana Albu

Oradea University, Faculty of History, International Relations, Political Sciences and Communication Sciences, Romania

On Shakespeare and the Quest for Power

Abstract

Shakespeare's plays abound in remarkable characters who are leaders – Henry V, Macbeth, Richard II, Othello, to mention but a few. His entire work reflects what human nature is about and has been about for the past 400 years since his birth. The portrayal of leaders, be them military leaders, greatest warriors, civilian leaders, effective or ineffective leaders is the true reflection of a true leader of nowadays, wittily depicted in his own language that is used in politics nowadays. Shakespeare's concern with issues of leadership and power all through his career, to the very end, is illustrated by his reflection on various kinds of power. These unforgettable characters and being acquainted to them make us find our way through the realities of our world to date.

The present paper is a reflection of the powerful leaders in Shakespeare's plays and the lessons learnt from their skillful mastery of the art of politics, that is well likened to nowadays' actors in politics in the world today.

37. Maria Dărăbant

Bucharest University of Economic Studies, Romania

Our 'Daily' Shakespeare – Modernity and Timelessness in Shakespeare with an Insight into Julius Caesar

Abstract

The paper focuses on some aspects that reveal Shakespeare's modern spirit, his capacity to appeal to so many people from so many countries and across so many centuries. It is impressive to see how this immense cultural heritage transcends time and space, cultures and mentalities. What makes people relate to pieces of writing more than 400 years old?

What makes people still tick in front of stories that, in some cases, were already 'history' by the time they were approached?

In this context, Shakespeare's history play "Julius Caesar" is looked upon as a case study where both language and the pool of ideas contained will be studied in the attempt to highlight, at least partially, some of the clues that converged into such enduring freshness and vividness.



PANEL 3: GERMAN SECTION

38. Miryam Diko

Universität Bukarest, Romania

Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit Migrationshintergrund

Abstract

In context of my master thesis regarding „Kiezdeutsch & Rinkebysvenska. Eine Studie über die multiethnische Jugendsprache und ihre literarische Darstellung in der deutschen und schwedischen Literatur“ („Kiezdeutsch & Rinkebysvenska. A study on multiethnic youth language and its literary representation in the German and Swedish literature“) I have treated and analyzed the aspect of the assessment of new linguistic varieties known as Kiezdeutsch and Rinkebysvenska as a sign of double semilingualism, where I wanted to show that this multiethnic sociolects are not a sign of decay of the language, but a conscious way of speaking of young people.

The term of „doppelte Halbsprachigkeit“ (double half-lingualism) is lately gaining pretty much importance in the open discussions about bilingualism and second language acquisition, although its connotations are often misinterpreted and lead to controversies. The most common is the misconception, which in the meantime already became a myth, that children who grew up speaking two languages develop in the majority of the cases “doppelte Halbsprachigkeit”, meaning that they end up with the incapacity of speaking any of the two languages “correctly”, properly.

It must be said though, that there is no objective fundament that can prove this situation, which leads me to another conclusion. It is merely so, that the explication for this vision seems to have to do with a wrong appreciation of languages and language diversity. The phenomenon of “doppelte Halbsprachigkeit” reflects much more a social reality – dispraise and despise of a certain way of using the language – than a real violation of the linguistic rules and conventions of the consecrated grammar and vocabulary of the standard languages.

Bilingualism nowadays should not be considered as being a threat or a problem; I would rather describe it as an opportunity, as a chance for the development of a human being and for the success of the intercultural dialogue.

39. Ana Karlstedt

Universität Bukarest, Romania

Der Mehrwert von Literarischen Texten im DaF-Unterricht

Abstract

The scope of this paper is to critically analyze the benefits of applying literary texts in foreign language classes and to delineate the conditions that must be fulfilled in order for literature to support and stimulate the process of learning a foreign language. The exercises presented can be applied immediately as they are specially selected for the purpose of teaching and easy to make use of. It is being stated that reading must be considered as a two-way street: It promotes the ability of understanding of different perspectives, of the self and the other. Instead of drilling learners on grammar and vocabulary, the goal of the foreign language class will be to develop a mature understanding of the foreign culture and language and to master various speaking and writing tasks.

40. Mihaela Parpalea

Transilvania University of Braşov, Romania

Verkaufsgesprächstypen. Ein Thema für die Linguistik

Abstract

Kommunikation ist heute immer stärker in den Fokus der öffentlichen Aufmerksamkeit geraten. Dank der Verbreitung der Technologien wird die personale und die mediale Kommunikation als Form sozialen Handelns durch die Einflüsse der jeweiligen Umwelt, durch die spezifischen Merkmale der jeweiligen Kommunikationspartner und -medien, die Fähigkeiten, Einstellungen, Interessen, Wissen und kulturellen Hintergrund markieren, bedingt. Vor diesem Hintergrund muss darauf hingewiesen werden, dass sich in einem bestimmten Kulturkreis, professionellen Kreis ein den Kommunikationspartnern gemeinsames soziokulturelles Muster bietet. Die Kommunikationstechnik allerdings muss auf spezifische Beziehungen, so z.B. Verkäufer - Kunden-Beziehungen, zugeschnitten sein. Wenn der Verkäufer Erfolg haben will, muss er die Einwände des Kunden richtig behandeln. Er muss wissen, wie er das Verkaufsgespräch den Kunden anpasst, welche Fragen er stellt, wie er die Werbemittel nutzt, welche Phase des Gesprächs er für wichtiger hält. Sach- und Personbezug, Inhalts- und Beziehungsaspekte, Konventionen, Sprachfloskeln ergänzen den Rahmen einer grammatisch -linguistischen Konversationsanalyse.

41. Lora Dagmar Constantinescu

Bucharest University of Economic Studies, Romania

Autowerbung. Technik und (viel) Mehr

Abstract

Etwa 40 Jahre nach Hans Enders „Jenseitigem Automobil“ fragt man sich noch immer: Welche Wege geht die Werbekommunikation, um „anzukommen“, um Aufmerksamkeit und Kreativität zu „verkaufen“, sodass im Endeffekt ein „Ding an sich“ in ein „Ding für mich“ wird? Vorliegende Arbeit stellt mit einer Fallstudie (bezüglich zweier deutschsprachigen und einer rumänischen Autoanzeige, mit ihren jeweiligen Vereinnahmungsarten) einige Strategien der Automobilwerbung zur Diskussion.

In meiner kontrastiven Fallstudie untersuche ich die eigentümliche *werbekommunikative Verpackung* eines deutschen und eines japanischen bzw. diejenige eines rumänischen Autos, in einem entweder (vermeintlichen!) hoch technikorientierten, oder einem unglaublichen superlativischen Gewand. Zum Ausdruck kommt jeweils eine Werbebotschaft, in denen die spezifische Dosierung (gestalterische Inszenierung) der werblichen Persuasion abermals beweist, dass ein Zuviel oder ein Zuwenig an Produktinformation bzw. an Produktpreisung anscheinend keine Grenzen kennen und rechtfertigt zu sein scheinen

42. Nicoleta Gabriela Gheorghe

Universität Bukarest, Romania

Die Übersetzbarkeit des Präfixoids Heiden- ins Rumänische

Abstract

Der Artikel handelt von der Übersetzbarkeit des Präfixoides Heiden-, Bestandteil vieler Augmentativbildungen der deutschen Gegenwartssprache. Dabei kommt die Bedeutungsverstärkung zum Ausdruck, positive und pejorative Bedeutungen variieren je nach Kontext und Sprecherabsicht. Die Analyse der rumänischen Sprachvalenzen erfolgt unter Berücksichtigung folgender Kriterien: morphologisch, stilistisch, semantisch, pragmatisch und syntaktisch und zeigt elativische Bedeutungen in der rumänischen Pressesprache. Synthetisch vs. analytisch - das sind die Pole der von mir vorgeschlagenen elativischen Bedeutungen der im Artikel erwähnten deutschen Augmentativbildungen.



PANEL 3: FRENCH SECTION

43. Rodica Capotă Stanciu

Bucharest University of Economic Studies, Romania

Les pièges du plurilinguisme

Abstract

Connaitre plusieurs langues c'est le rêve de tous les jeunes de notre époque, une époque où la communication est plus que jamais internationale et internationalisée. Connaitre

plusieurs langues c'est bien, mais ne pas les mélanger c'est mieux. C'est ce qui arrive pourtant assez souvent à nos apprenants, qui ont la tendance, au moment où ils emploient une langue étrangère, d'emprunter - soit à la langue maternelle, soit à une langue étrangère qu'ils connaissent mieux - des termes ou des structures grammaticales qui leur font défaut. La présente communication se propose de présenter les erreurs les plus fréquentes, les erreurs dues aux interférences linguistiques et culturelles, à partir des résultats obtenus à la suite d'un test auquel ont participé des étudiants de la première année de la Faculté des Relations Economiques Internationales qui étudient les langues française et anglaise.

44. Ruxandra Constantinescu-Ștefănel

Bucharest University of Economic Studies, Romania

Elections et « publicité »

Abstract

Cette intervention se propose d'entreprendre une brève analyse du discours des affiches électorales pour les élections locales en Roumanie et en France. L'analyse comprendra l'image et le texte et sera effectuée selon la grille appliquée à l'analyse des publicités. Elle portera sur les éléments de l'image, ainsi que sur ceux du texte : le nom du candidat et celui de son parti, le slogan, le rédactionnel, le type de discours (embrayé/non embrayé, objectif/subjectif), le contrat de parole, les co-énonciateurs, les rôles communicationnels et l'éthos. En conclusion, l'article esquissera l'image de l'électeur tel qu'il est vu par les différents candidats.

45. Nina Ivanciu

Bucharest University of Economic Studies, Romania

La médiation (inter)culturelle sous l'angle de l'efficacité

Abstract

The paper is focussed on mediation as a contextualized language and at the same time as an action, this double perspective being the result of some questions connected to the domains or situations where it is necessary, as well as to the relation between, on the one hand, its objectives and strategies, and, on the other hand, its outcomes.

The question referred to the results waited for the process of cross-cultural mediation is in relation with its efficiency concerning a cognitive level and a practical one. The first targets principally the mutual understanding in the contexts where persons are from various cultures (values, principles, perspectives, significations...), and nourishes the second level which intends finally to create a climate where the speakers could collaborate.

The efficiency with which the cross-cultural mediator tries to get agreement between people having divergent points of view depends first of all on a kind of synergy between his inner resources, cultural and communicative skills developed by education.

46. Corina Cilianu Lascu

Bucharest University of Economic Studies, Romania

Les emprunts d'origine anglo-américaine dans le domaine du Marketing en roumain et en français

Abstract

Les nouveaux domaines d'activité, comme celui du marketing, développés dans les pays européens dans le contexte de certains changements socio-économiques et culturels ont impliqué des besoins terminologiques spécifiques. Pour exprimer les nouvelles réalités, les professionnels de ces domaines ont adopté un nombre important d'emprunts anglo-américains. D'ailleurs, la motivation d'accueil de ces termes est l'internationalisation de leur usage, processus qui s'est déroulé d'une manière similaire dans différents pays et qui concerne l'intégration aux systèmes linguistiques des différentes langues un certain nombre de termes d'origine étrangère.

Le but de notre communication est de prouver que l'influence anglaise en français et en roumain est en gros de même nature que celle que l'on relève dans les autres langues européennes. Pourtant, le rôle du français de langue de communication internationale et surtout l'action des instances de planification linguistique limite cette influence. Ce qui varie d'une langue à l'autre est l'intégration linguistique en fonction de la structure linguistique préexistente.

Pour prouver cette idée, nous avons analysé un corpus comportant tous les emprunts lexicaux à l'anglais d'un certain nombre d'ouvrages de spécialité, de dictionnaires unilingues et multilingues du domaine du marketing, et nous avons entrepris une enquête auprès des professionnels de deux agences de publicité de Bucarest. Ceci a constitué la base de départ pour notre analyse socioterminologique et linguistique. Tout d'abord, les sources bibliographiques et l'enquête nous ont permis d'analyser les différences et les similitudes entre l'emploi des termes néologiques dans différents types de discours, selon la spécificité des situations de communication respectives. Ensuite nous avons entrepris une classification des termes selon des critères sémantiques, discursifs, morpho-syntaxiques et orthographiques.

Même s'il y a des différences de politiques linguistiques entre les deux pays, les caractéristiques de la terminologie du marketing sont semblables. Les résultats de l'examen confirment cependant une certaine accélération de l'intégration des emprunts grâce à la planification linguistique pour le français.

47. Carmen Stoean

Bucharest University of Economic Studies, Romania

La Dynamique De L'organisation Informationnelle Dans Le Discours Universitaire Écrit

Abstract

Notre communication représente la seconde partie d'une analyse concernant l'organisation et la transmission de l'information dans le discours universitaire écrit (désormais DUE). Cette seconde partie est consacrée à l'analyse de la représentation dynamique de

l'organisation informationnelle, déroulée en plusieurs temps : dans un premier temps, nous allons présenter les résultats de l'analyse statique de l'organisation informationnelle, sur lesquels s'appuient la dimension dynamique ; dans un deuxième temps, ces résultats seront utilisés pour analyser, d'abord le processus de négociation qui sous-tend le discours analysé et, ensuite, le rôle de la structure relationnelle dans la dynamique de l'organisation informationnelle. Les résultats seront finalement interprétés en nous rapportant aux statuts et rôles respectifs des deux interactants du DUE, l'auteur et le lecteur.

48. Anca Gâță

Université « Dunărea de Jos » de Galați, Romania

Pour une approche discursive de l'enseignement-apprentissage du roumain comme langue étrangère

Abstract

This study approaches the teaching and learning process of Romanian as a Second Language (RSL) from a discourse perspective. I suggest practical and methodological answers to the question What is discourse competence? by appealing to the modular approach to discourse applied to RSL for the A2, B1, and B2 levels according to the Common European Framework of Reference for Languages. Starting from a single discourse excerpt adapted to a particular level of language study, I suggest reading-comprehension, oral and written production, and oral comprehension activities, focusing on situations, referents, linguistic structures evoked or present in a written text.

49. Dominic Negrici

Bucharest University of Economic Studies, Romania

Un cas de perméabilité culturelle en-ligne : une possible réception des éléments familiaux dans le virtuel ludique roumain

Abstract

L'article décrit un cas de perméabilité culturelle en ligne au sein des communautés virtuelles roumaines. L'on montre quelques possibles parallélismes entre le comportement virtuel et celui réel des membres d'une guilde, afin d'établir que les sociétés virtuelles doivent avoir à tout prix un statut au sein des recherches socioculturelles, car ce sont des espaces dans lesquels le combat interculturel a lieu de manière exponentielle.



PANEL 3: ITALIAN/ROMANIAN SECTIONS

50. Ionela Chiru

“Alexandru Ioan Cuza” University, Iași, Romania

Parole della degustazione. Comunicare il vino. Barolo, Brunello, Amarone.

Abstract

There is a special vocabulary to define the wine and a certain terminology to describe it. This paper presents how the Sommeliers and the Masters of Wine use language to communicate about wine and how effective that communication is. Particular attention is given to the complexity of the relationship between this drink and words. In order to understand the language of wine and the communicative code of those who use it, we analyzed tasting notes of three Italian wines: Barolo, Brunello, Amarone.

51. Mariana Săndulescu

Bucharest University of Economic Studies, Romania

La Ricetta Della Ricetta Gastronomica Virtuale

Abstract

The gastronomical recipes - as a specific literary category, belong to national tradition. The collections of recipes are alternatives to handling culinary techniques and put together the literary value and the documentary value, thus shaping a valuable documentation. Being a type of text, the culinary recipe has in view teaching; it means a contract of reading, having both an informative and a didactic dimension and also worlds of knowledge as a foundation of the interaction in the kitchen. Speeding up this culinary know-how is accomplished by alternating the prescription and description procedures.

52. Marina Militaru

Bucharest University of Economic Studies, Romania

Antiteza ca figură retorică în reclama electorală

Abstract

The effectiveness of ad texts, and political discourse is mainly due to the expressiveness methods (i.e. figures of speech such as antithesis, metaphor, metonymy, hyperbole, etc.), which have an adorning role as well as an expressive one. The rhetoric figure is used not just to "decorate" the political discourse, but to exert effects in terms of argumentation,

persuasion and psychological manipulation. The main objective of this article is a pragmatic one and consists of reviewing a very useful rhetorical figure to animate the political ad text, the antithesis.

53. Mihai Șerban

Bucharest University of Economic Studies, Romania

Limba română sahariană în Oedip rege de Pier Paolo Pasolini

Abstract

Articolul de față încearcă să găsească o explicație pentru un detaliu artistic inedit dintr-una din producțiile cinematografice ale regizorului italian Pier Paolo Pasolini, unul dintre cei mai controversați, mai violenți în expresie și mai fascinanți cinești ai secolului 20: pe întreg parcursul coloanei sonore a producției Oedip rege, din 1967, sunt inserate fragmente de folclor românesc autentic. Această alegere este cu atât mai surprinzătoare cu cât filmul a fost turnat în sudul Marocului, iar pentru spectatorul nefamiliarizat cu limba română fragmentele de folclor românesc ar putea proveni de la triburile de berberi care evoluează în fundal. Pentru înțelegerea acestui fapt artistic ne vine în sprijin mai ales romanul Dans la main de l'ange al psihobiografului Dominique Fernandez, o refacere plauzibilă a vieții și activității creatoare a regizorului italian.



PANEL SESSIONS DAY 2 (FRIDAY, November 11)



ROUND TABLE: LANGUAGES AND CULTURES – INTERCULTURAL COMPETENCIES AND CEFR (THE COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES)

Adrian Săhlean, Co-founder and President of Global Arts Inc., United States of America
Mariana Nicolae, Bucharest University of Economic Studies, Romania

Language learning has changed in the last century and has acquired new dimensions. It has become a lifelong learning activity, it has changed from an elite practice to a massified skill needed to be effective in today's business competition. What has remained an important aspect of language learning, however, is, beyond "linguistic" issues, mainly the knowledge and insight into intercultural competencies. How do we develop those competencies? We will look at, but not only, translation as a vehicle for cultural insights and knowledge, the levels of language knowledge and use that are required in order to make sense of another culture, and the role of English as a cultural mediator.