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The Faculty of International Business and Economics

The Department of Modern Languages and Business Communication of ASE

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## 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, Synergies in Communication, the 5<sup>th</sup> International Conference Series: Synergies in Communication, organized together with the 7<sup>th</sup> 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. The panels covered by this edition are: (1) Synergies in business communication. Training, education and research; and (2) Education through (inter)cultural studies. The edition taking place in 2016 brings forward diverse contributions: nine articles presented at the first panel and eight at the second, raising to 17 papers in total. In what regards their choice of linguistic expression, authors used English, French, Romanian and Italian, most of the texts being written in English. This year’s edition includes papers which we list according to the conference programme.

**Irina-Ana Drobot** offers the paper entitled “THE USE OF YOUTUBE LANGUAGE LEARNING VIDEOS ON FOREIGN LANGUAGE TEACHING AND LEARNING”, discussing the use of YouTube language learning videos on language teaching and learning. Among the YouTube techniques analyzed there are repetition drills, listening to a teacher, and learning a foreign language while sleeping, through binaural beats. The author aims to establish the impact of such strategies on classroom activity and discover ways in which teachers should change their foreign language teaching methodology.

Considering the role of technology in education as well, **Elena Tălmacian** explores 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 as effective e- tool in terms of acquiring collocation knowledge. The theoretical part of her 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. 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.

Continuing this thematic focus, **Diana-Eugenia Ioncică, Denise Dona and Marina Militaru** investigate 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. Their paper attempts the presentation of a picture of the current situation which is as objective as possible, introducing both information and opinions drawing attention to the dangers of the exaggerated use and exposure to technology, especially in the case of children and young learners, as well as an overview of the main benefits of the use of technology in learning environments, with a focus on mobile learning.

In their turn, **Mara Magda Maftei** and **Georgi Marinov Georgiev** present a comparative perspective on students' opinion regarding performance assessment methods in two universities from Romania (Bucharest University of Economic Studies) and Bulgaria (University of Economics, Varna). This research relies on the assumption 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. In order to examine evaluation from the students' point of view, the authors have used questionnaires with students that attend courses regularly. A general conclusion reveals that students' perceptions about assessment significantly influence their approaches to learning and studying.

Considering the local impact of English, **Monica Condruz-Bacescu**'s article "THE INFLUENCE OF ENGLISH ON ECONOMIC AND BUSINESS LANGUAGE IN ROMANIA", 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. 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.

Shifting the focus to a predominantly theoretical perspective, **Violeta Negrea**'s article presents a critical assessment of complimentary approaches in comparative linguistics, aiming to restore the discipline to a central position for research networking. The article focuses on the practical relationship between the historical analysis of language facts and other scientific domains. The author concludes that synthetic accounts on the current investigations referring to verified and functional theories open ways for new research hypothesis for the scientists interested in the continuation and improvement of global research projects.

Moving to the thematic area of *Education through (inter)cultural studies*, the second panel starts with **Jillian Curr**'s paper "IDENTITY AND BELONGING: INSIDER/OUTSIDER IN ED HUSAIN'S THE ISLAMIST". She considers the implications of the post 9/11 context, characterized by increased hostility towards Muslim minorities in the Western space. More specifically, she analyzes connotations of the "good" Muslims/" bad" Muslims dichotomy as illustrated in Ed Husain's memoir. Curr establishes that Ed Husain, a second generation British Asian Muslim, writes from the position of "insider", supposedly giving authenticity to the question why young British Muslims become extremists. She considers that Husain lumps all Muslim groups into "front organisations", therefore silencing any alternative voices.

The following South Asian author, **Preeti Shirodkar**, aims to approach the constructions of gender as prescribed by Indian cultural norms, in order to understand it better and also suggest avenues for change. The paper sets out to shed light on the diverse, yet composite, Indian woman, as she has been given birth to and constructed through culture. To this end, the author analyzes dressing,

manner of address, expected behavioural patterns, language and literature constructs/ projections as well as religious and social rituals and dogmas.

**Rodica Capotă Stanciu** opens up the French section with her article “LES PIEGES DU PLURILINGUISME”, which starts from the premise that knowing several languages is the dream of all young people of our time, a time when communication is more international and internationalized than ever. However, the author argues that knowing several languages is good, but not mixing them is better. This article investigates the traps of plurilingualism, discussing the most frequent errors caused by linguistic and cultural interference, based on the results obtained in a test for students who study French and English, from the first year of the Faculty of International Economic Relations, Bucharest University of Economic Studies.

Maintaining the linguistic approach employed for German, **Nicoleta Gabriela Gheorghe**’s article deals with the description of the position of the prefixoid Heiden- in German specialist linguistics and the presentation of its translatability into Romanian, using examples from the current Romanian press. The discussion addresses the following points, related to the word formation problem in German: the definition of augmentative, the essence of word formation and word formation construction, the word formation paraphrase, motivation and idiomatization in word formation, the communicative role of word formation construction.

Starting from concrete examples of ads in Romanian electoral campaigns, **Marina Militaru**’s article, “ANTITEZA CA FIGURĂ RETORICĂ ÎN RECLAMA ELECTORALĂ” [“ANTITHESIS AS RHETORICAL DEVICE IN ELECTORAL ADS”], relies on a pragmatic approach that aims to review a very useful rhetorical figure that animates the political ad text, the antithesis. The main working premises posit that 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 author illustrates her claims by thoroughly analyzing examples from the 2008 electoral campaign for the Bucharest mayor’s office.

Continuing along theoretical lines, **Monica Got**’s article 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. The author builds her argument by entering a debate with theories developed by Samuel P. Huntington, Eqbal Ahmad, Edward Said, Bernard Lewis, Amartya Sen, Kwame Anthony Appiah, Ania Loomba, Frantz Fanon, Homi Bhabha, Albert Memmi.

A more applied approach is offered by **Minouti Naik**, whose paper “DEVELOPING CROSS CULTURAL SENSITIVITY: A STUDY OF INDIAN NETWORKING ETIQUETTE” relies on the assumption that any interaction among individuals should be governed by certain etiquette or its absence would result in a huge loss, for an individual or an enterprise. In order to clarify these important practices, the author has interviewed 50 internationally mobile Indians, focusing on primary areas of interaction such as: covering greeting, salutation, dining, hospitality, gifting and time etiquette. By drawing upon the experiences of individuals who have travelled across the

globe, the author has formulated general suggestions, which could ease interactions in a cross-cultural space.

Moving to the Romanian space, **Dominic Negrici**'s article “UN CAS DE PERMEABILITÉ CULTURELLE EN-LIGNE: UNE POSSIBLE RÉCEPTION DES ÉLÉMENTS FAMILIAUX DANS LE VIRTUEL LUDIQUE ROUMAIN” describes a case of online cultural permeability within Romanian virtual communities. The author considers the premise that, like any other socio-cultural experience, playing an online game such as WoW (i.e. entering a completely foreign world compared to one's own and synchronizing with a whole series of rules and regulations it proposes) is an authentic personal/intellectual provocation for any individual. The argument suggests that online worlds must have at all costs an indisputable status within socio-cultural research, because they are spaces in which intercultural combat will inevitably take place in the future.

An original perspective, **Mihai Șerban**'s contribution attempts to find an explanation for a unique artistic detail from one of the film productions of the Italian director Pier Paolo Pasolini, namely fragments of authentic Romanian folklore inserted throughout the soundtrack of the Oedipus King production, from 1967. This choice is all the more surprising, since the film was shot in southern Morocco, and for the viewer unfamiliar with the Romanian language, the fragments of Romanian folklore could come from the Berber tribes that evolve in the background. To account for this artistic fact, the author explores the novel *Dans la main de l'ange* by the psychobiographer Dominique Fernandez, a plausible restoration of the life and creative activity of the Italian director.

Engaged in the analysis of a Romanian writer, **Raluca Șerban**'s paper “THE NARCISSIST REGRESSION AND THE FASCINATING MONSTER IN V. VOICULESCU'S SHORT STORIES” considers the peculiarity of Voiculescu's fictional universe, as one dominated by the fantastic, either in Todorov's or Caillois' understanding or conceived as “unheimlich”, at least in the stories that represent the tough core of this milieu. The fantastic erupts in the midst of the most commonplace and realistic space that could have been brought to the reader's attention. Considering this specific element, the paper investigates the manifestation of narcissist regression and the presence of the fascinating monster in short stories by the Romanian author Vasile Voiculescu.

Last, but not least, **Mariana Săndulescu**'s paper proposes an analysis of culinary recipes, as a type of text, a specific literary category belonging to national tradition. The author considers that the collections of recipes are alternatives to handling culinary techniques and put together literary and the documentary value, thus shaping a valuable documentation. The culinary recipe is understood as a contract of reading, having both an informative and a didactic dimension.

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