

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
The Faculty of International Business and Economics
The Department of Modern Languages and Business Communication of ASE
The Romanian Association for Quality Language Services QUEST
6th International Conference: Synergies in Communication
Bucharest, Romania, **16 - 17 November 2017**

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 6th International Conference “Synergies in Communication”, organised in Bucharest on 16-17 November 2017. The panels covered by this edition are: (1) Synergies in business communication, education and research; (2) Education through (inter)cultural studies; and (3) East and west within interdisciplinary frames. His year’s edition raises to 38 contributions: seven articles presented at the first panel, six at the second, while the third grouping includes four texts and the last panel has three papers, raising to twenty papers in total. In what regards their choice of linguistic expression, authors used English, French, German and Romanian, most of the texts being written in English.

Opening the first section dedicated to communication, education and research, **Elena Tălmăcian** targets in her paper noun-anglicisms in Romanian online media, examining occurrences and adaptation, including inconsistencies as well as differentiation. In her second paper entitled “Business English Article Summaries as Assessment Tools”, **Tălmăcian** explores use and versatility, suggestive for means employed by students in their approach to language.

Switching towards millennial students, **Mihaela Arsene** explores the interaction with undergraduates at the Modern Applied languages, bringing forward her experience of the British and American culture course. She discusses their perception, as well as means to sustain motivation during classes. Along a close line of thinking, **Olivia-Cristina Rusu** examines in her article characteristics regarding generation Z, including changes related to technology used in the classroom. **Simona Țigriș** concentrates, in her turn, on particular linguistic resources applicable to Spanish and Romanian in the area of international penal law. Particular approaches concerning politeness and impoliteness are scrutinized by **Ana Birtalan**, in her first article, “Discourse Approaches to Analyzing Politeness and Impoliteness Strategies in Contexts”. She provides examples extracted from the study of drama, focusing, for example, on dialogues. Deepening linguistic approaches specific to translating video games, **Rusu** surveys in her second article factors supporting the source language and various approaches, such as the use of interjections. In her turn, **Violeta Negrea** widens up the scope of language analysis in her paper, “Cultural Intelligence through ESP Content” via behavioural options applicable in economic models. **Anca-Mariana Pegulescu** deals with a particular area of language analysis, connecting it to translation: she inspects English proverbs and their Romanian equivalents used in the business environment. Looking at difficulties to teach and learn Romanian as a foreign language, **Argentina Chiriac**, **Victoria Vintu**, **Tatiana Trebeș** provide numerous examples, looking at orthographic as well as stress or morphosyntactic challenges.

Lora Constantinescu opens up the German linguistic space with her article, entitled “Von Textarbeit, Textsortenbewusstheit und Fertigkeitentwicklung im studienbegleitenden”, discussing communication aspects experienced by learners in this particular environment. Turning her attention towards the same language yet exploring the medium of a film adaptation, **Ana Karlstedt** discusses in what way literature and culture could work together with language practice so that students feel better motivated. **Alina Mardari** explores multi-linguistic perspectives, looking at the reception of Anglicisms in structures used in German by the young generation in order to express their values, interests and concerns.

Focusing on languages and discourse analysis, **Alexandra Moraru** studies Donald Trump’s inaugural speech; she detects meaningful change of pronouns, nouns and vocabulary means meant to instil a particular view in the audience. Her article is complemented by the approach provided by **Diana-Eugenia Panait-Ionciã** who discusses the same discourse in terms of enhancing nationalism. Connecting politics to specific language structures, **Marina Militaru** approaches political discourse analysis as applied to the Referendum taking place in Romania in 2007, targeting both text and visual message in terms of content and impact. Along this line of discourse analysis, **Ionela Chiru** focuses in her paper on political slogans used by Matteo Renzi as means of persuasion and **Ana Birtalan** reviews various approaches used at one’s workplace in various contexts. Closing the ample series regarding linguistics, **Zinaida-Tamara Fedot** surveys syntagm structures operating in Russian in two papers dedicated to this topic.

Irina David turns her attention towards students’ perception of plagiarism, collecting and interpreting data provided by 37 undergraduates. Her analysis suggests reasons as well as effects triggered by such unethical practice. On a different frontline, **Raluca Șerban** discusses in what way respect should be approached in by higher education institutions, taking into account factors such as age, gender, connections or the educational process per se.

Mihai Șerban reflects in his paper, “Despre cele două «exigențe ireconciliabile» în scrisul doamnei Irina Mavrodin” [About two «irreconcilable exigencies» in Mrs Irina Mavrodin’s writing] upon opinions expressed by the critic Irina Mavrodin versus the character Sophronika, present in André Gide’s novel, *Les Faux-monnayeurs* (1925).

The second panel includes papers approaching education through (inter)cultural studies. **Iulia Rășcanu** observes how digital devices are able to support students of Business English in their learning. Examining the potential of interculturality, while **Roberta Giordano** thinks that speaking, using and comprehension need certain extra-linguistic aspects, the author inspecting an intercultural approach complemented by experiential learning. This matches the perspective opened further up by **Irina-Ana Drobot** in her analysis, entitled “Different Cultures and Different Worldviews”. **Monica Alina Toma** examines critically in what way cultural identity underwent changes in the era of globalization, especially considering diverse changes, interactions and heterogenization.

Mihaela Arsene explores in her second paper how student empowerment is beneficial in the context of language learning outcomes, while **Monica Got** opens the territory of literary analysis in her paper entitled “Between a Rock and a Hard Place: Pinpointing the Loci of Identity-Altering Trauma in Contemporary Chicana Fiction”, focusing on Sanda Cisneros’ fiction.

Luana-Audrey Chirita sustains in her contribution focusing on otherness the approach of inter-cultural communication, relying on openings provided by anthropology applied to a

Hungarian folk tale, approach which can sustain the interaction of the tutor with his/her students. Shifting attention towards a particular research area, **Sorana-Cristina Man** brings forward several remarks on death in Greek tragedy and the philosophy of Martin Heidegger. **Anda Dimitriu** closes the contributions of the second panel with her paper entitled “Translation and Adaptation: Cormac McCarthy’s *No Country for Old Men*”, where she inspects the 2009 film adaptation of this particular novel.

The third panel of this year’s edition covers contributions focusing on: East and West within interdisciplinary studies. The first paper authored by **Maria Butucea** presents specific aspects emerging from Chinese Communication. She reviews traditional idioms and linguistic elements, linking them to the specifics of the Chinese cultural area.

Then, **Ecaterina Balica** and **Valentina Marinescu** present in their paper entitled “Framing East Asia in the Romanian mass media: the case of South Korea and North Korea”. The authors move from the international media coverage of this particular cultural space to an analysis including news published in 2012 in two major news sites: Hotnews.com and Ziare.com, providing consistent statistical data.

Shifting from sociology to cultural analysis, **Cornelia Vlaicu** approaches a literary case study of intended miscommunication in Louise Erdrich’s *The Round House*. (6) In the final paper of this final series, **Angela Bratsou** discusses cultural connections between Greece and Romania, starting from the biography and works of Panait Istrati.

Daniela Radler,
Adriana-Elena Stoican,
Marina Militaru

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