

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

The Faculty of International Business and Economics
The Department of Modern Languages and Business Communication of ASE
11th International Conference: Synergies in Communication (SiC)
Bucharest, Romania, 26-27 October 2023

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 11th International Conference “Synergies in Communication”*, organized in Bucharest on 26-27 October 2023 as a hybrid academic event with over 100 participants from 24 countries, out of which 40 participants were from abroad.

The present edition contains 50 papers published in English, French, German and Romanian and covers the following conference panels: (1) Synergies in Linguistics, Business and (Inter)Cultural Communication; (2) Interdependences: Quality Assurance, Academics’ Professional Development and Internationalisation of Research and Education in the Digital Era; (3) Romanian Cultural and Linguistic Studies; (4) Gastronomical Fusion and Fission in between East and West; (5) Mindscapes and Cultural Insights in Far Eastern Studies; and (6) Multidisciplinary Approaches to Human Experience. The edition taking place in 2023 brings forward diverse contributions: sixteen articles presented at the first panel, five at the second, the third panel includes six papers, the fourth also five, the fifth three articles, and the last panel has fifteen papers, raising to fifty academic papers in total.

The first panel of the 2023 edition entitled *Synergies in Linguistics, Business and (Inter)Cultural Communication* has as final results eight articles published in English, three in French and five in German. The articles written in English deals with subjects as: oral presentations, student assessment, remedial teaching, the challenging of teaching complaints and adjustments, euphemisms, and politically correct/ non-discriminatory lexicon. Topics such as: language interference, culture shock, law and linguistic memes and (un)translatable idiolects are also analyzed. **Raluca Nicoleta Șerban, Cornelia Pătru and Mihai Șerban’s** article “Practicing Professional Oral Presentations with Bucharest University of Economics (ASE) students. The Necessity of Remedial Teaching” opens the set of contributions of the first panel discussing the results of a comparative study on ASE students’ perceptions regarding: the usefulness, the relevance of practicing professional oral presentations during foreign language seminars (i.e. English, German and French), the effectiveness and efficiency of oral presentations as a means of examination instead of the traditional final written test, and the necessity of remedial teaching in this context. **Antonia-Cristiana Enache, Marina-Luminița Militaru, and Viorela-Valentina Dima’s** article “Tips and Tricks for Teaching Complaints and Adjustments to Business Students” explores strategies for instructing business students in the art of handling complaints and implementing adjustments. The article delves into the critical components of teaching complaints, emphasizing the importance of understanding what information to include, which issues to address, and the appropriate language to employ. In their article entitled “Socially Responsible Teaching in Foreign Language Classes – A Case Study on EFL High School Teachers’ Attitude Towards Political Correctness”, **Ramona Elena Chițu, and Alexandra Moraru** present a case study showing the attitude of EFL high school teachers on integrating politically correct lexicon into FL classes. Data for the research were collected from 30 high school English teachers via a questionnaire prepared by the two authors. In her paper, “Dream Reading in *Arthur of Little Britain* and Other Medieval Romances. The Narrative and Discourse Logic of Prophetic Dreams” **Alexandra Costache-Babcinschi** paper concentrates on the topic of the prophetic dream as raised by a famous yet not very discussed French medieval text, “Arthur of Little Britain”. It is not only the symbolism or even the allegory behind the dream that concerns the author, but mostly its narrative and discourse logic. If our fifth author’s article titled “Interferences and Multiculturalism in Language Biography” and written by **Maria Simina-Suciu** focuses on the linguistic and cultural particularities of language

biographies, our sixth, **Alexandra Maria Ivan** analyses specific social media platforms centered around language, where memes and other forms of viral content are used to create educational content for the audience. Her article is called “Internet slang and memes used for learning: a case study”. **Nadina Vişan** and **Daria Protopopescu**’s article “I’m tellin’ yeh, yer wrong!” said Hagrid hotly.’ – Explicitation in the Translation of Complex Quotatives with Attitude Adverbs” sheds light on the translation of a stylistic pattern recurrent in a literary text such as J.K. Rowling’s *Harry Potter and the Philosopher’s Stone*: complex quotatives made up of a *verbum dicendi* and an attitude adverb. **Sara Corpino** is the last author that writes in English and her article “The translation of Idiolects: A Study on Sergio Atzeni’s Language” tackles the topic of idiolects and their translation in Sergio Atzeni’s language.

The papers in French focus on translations, stereotypes, culture-bound terms, (quasi)ambiguity and portmanteau words. The first article written by **Carmen-Ecaterina Ciobăcă** “Dire inducible: traduire l’euphémisme français” emphasizes the challenges related to the translation of several categories of French euphemisms into Romanian. The author defines the euphemism and examines its relationship with the stereotyped language (“la langue de bois”) and the political correctness (“le politiquement correct” or “la rectitude politique”). **Corina Veleanu** and **Eva Malka**’s “Langues de spécialité en contact: traduction juridique et développement socio-économique” article proposes a trilingual (French, English, Hebrew) jurilinguistic approach to the question of the importance of legal translation in the socio-economic development of a country. Our last author, **Angela Bîţlan (Ifrim)**, analyzes in “Les mots-valises - Ambiguïté ou quasi-ambiguïté ?” the degree of imprecision of a series of portmanteau words from the economic field via interviews and a questionnaire.

The papers in the German language section deal with subjects in areas such as lexicology, pragmatics, semantics, stylistics and teaching methods. **Eleonora-Maria Boldojar** starts from the question of how to keep adults motivated to learn German and explores, for this purpose, the possibility of using reminder emails. By using a survey, she shows how the positive phrasing of reminder emails can bring a change for the better in learners’ attitudes towards learning this language. **Mihai-Ionuţ Crudu** explores the problematic case of two indefinite pronouns in German – *jemand* and *niemand* – who have no grammatical gender in German yet indicate both genders, so they rarely speak in favor of gender-appropriate language. They designate persons of both genders but grammatically only appear in masculine forms. **Miruna Popescu** explores semantic and pragmatic differences in the use of phraseology *râd şi curcile* in the Romanian, German and Greek journalistic language through the comparative analysis of expressions in cultural and journalistic contexts. This study categorizes examples based on conveyed illocutionary functions. **Miruna Ivanov** analyses the humorous advertising language in the promoting posters of an PR campaign for the avoidance of waste production and landfill in Austria, focusing on linguistic elements used for persuasive purposes, e.g. language games with a certain phonetic twist, spelling changes or an allusion to familiar fairy tales. **Alina Maria Mardari**’s article aims to give a sociolinguistic perspective on the presence of youth language as an indicator of language change.

The **second panel** of the SiC 2023 edition is entitled *Interdependences: Quality Assurance, Academics’ Professional Development & Internationalisation of Research and Education in the Digital Era* and addresses various research topics and discussions which primarily aim to improve teaching quality, enhance professional development, and foster international collaboration in education. This section includes a large array of scientific research and valuable academic contributions related to creative assessment methods used in tertiary level classes of foreign languages for specific purposes; the importance of strengthening the pedagogical competencies of higher education teachers through the new Erasmus+ professional development courses approaches; benefits and challenges of extensive reading in teaching and learning foreign languages in higher education; the use of the European Language Portfolio in the undergraduate curriculum; and insights derived from the literature review to the analysis of academic essays produced in the International English Language Testing System (IELTS) context. In the article “Providing Creative Assessment Methods in Teaching English and Romanian Languages for Specific Purposes” **Olivia-Cristina Rusu** and **Silviu-**

Constantin Mihăilă examine a widespread feature of social life, assessment. The authors approach the processes of assessment and offering feedback, through praise or criticism. This research discusses and exemplifies possible types of creative assessment methods and feedback as well as their characteristics, offering practical examples from the tertiary educational environment. **Sandra Kotlebová**'s article "Drawing Inspirations from New Teacher Development Courses – a Multi-Disciplinary Perspective" discusses the need to develop higher education teachers' pedagogical content knowledge and emphasizes the importance of strengthening the pedagogical competences of higher education teachers through the new Erasmus+ professional development courses to develop student-centered learning and teaching principles and practical skills. **Anca Pecican** authors an article where she discusses the importance of the extensive reading (ER) technique in teaching foreign languages to learners ranging from primary school pupils to adults. Her research, "Benefits of Integrating Extensive Reading in Teaching/Learning Foreign Languages at Tertiary Level", analyses practical cases of ER inclusion in the university second language curriculum, focusing on its benefits to learners. **Alina-Roxana Dulgheru (Goldan)** investigates in her research "The Author's Presence in Argumentative Essays" the impact of the author's personal viewpoint in academic essays written in response to Task 2 rubrics in the IELTS context, using the macro-level structures established after a Swalesian genre-based framework. In her comparative analysis, the author identifies several ties between expressing a personal opinion and the linguistic aspects of the essays, such as discourse makers, verbs, or specific linguistic structures. **Monica-Lucreția Luca-Huști**'s research examines the European Language Portfolio (ELP) in English and French through a comparative study of its guidelines as support for assisting students in introducing it to their foreign language learning. The study also investigates students' ability to handle academic research techniques in self-assessment and learning.

The second panel also included the Round table entitled "*International cooperation for the benefit of students. A view from Erasmus and Double Degree programmes*". Discussions benefited from the participation of academic staff members from Université d'Artois (Arras), France (Marie-Hélène Garcia and Virginie Roche-Tiengo) and the Bucharest University of Economic Studies (ASE), Romania (Irina David, Viorela-Valentina Dima, Monica Luca Husti, Maria-Antoaneta Lorentz and Anca-Teodora Șerban-Oprescu), as well as several students from ASE's Faculty of International Business and Economics. The event was moderated Marie-Hélène Garcia and Maria-Antoaneta Lorentz. Participants shared information on the international cooperation programs and strategies of their respective universities, with numerous details on the implementation of Erasmus and double degree programmes. Special reference was made to the double degree agreement between the two universities concerning the Bachelor's program in Applied Modern Languages organized by ASE, Romania, and the Bachelor's program in Foreign Languages Applied to Business organized by Université d'Artois, France.

The third panel – Romanian Cultural and Linguistic Studies included two strands: the presentation of 11 papers dedicated to the teaching and learning of Romanian as a foreign language and/ or to Romanian philology in general or literature in particular, and a Round table which tackled the topic of developing learners' oral communication skills in Romanian as a foreign language.

The first strand of Panel 3 included the following articles: **Nicolae Adrian Hent** – "The Role of interlanguage in learning Romanian as a foreign language. A Case study" – based on a corpus analysis of essays produced by learners of Romanian from the "Valeri Brusov" University of Yerevan, Armenia, the article tackles the issue of negative (and positive) transfer from Armenian to Romanian and how it hinders (helps) the acquisition of Romanian as foreign language by the respective students. **Luiza Catrinel Marinescu**'s article "Teaching Romanian literature in Sofia, Bulgaria" examines the way in which Romanian literature is taught at the University St. Kliment Ohridsky from Sofia, Republic of Bulgaria. The author refers to aspects such as teaching strategies, the benefits of teaching literature for students' development of Romanian language proficiency and cultural understanding. **Valeriu Marinescu**'s paper entitled "Modern approaches in teaching Romanian to students enrolled for the English and French-taught veterinary medicine specialisations" explores means of developing foreign students' (oral) proficiency in Romanian, by examining teaching and learning strategies and

tools employed at the Faculty of Veterinary Medicine of Bucharest. Another interesting article is written by **Maria-Antoaneta Lorentz, Viorela-Valentina Dima, Raluca-Elena Hurduzeu** “Developing learners’ oral communication skills in Romanian as a foreign language” – a paper which presents the efforts undertaken by the team of academics who teach at the Preparatory year of Romanian language for foreign citizens organized by the Bucharest university of Economic Studies, Romania, in order to develop international students’ oral communication skills. Reference is made to curriculum and syllabi design and implementation, types of classroom and homework activities, assessment tools etc. **Alexandra Costache Babcinski’s** article: “Bibliophilic jewels – ‘The History of Romanian philology. Critical studies’ by Lazăr Șăineanu. With a preface by B.P. Hasdeu. București, Editura Librăriei Socecu & Comp. 1892.” presents the influence of works authored by Romanian scholar Lazăr Șăineanu (1859 - 1934) on Romanian philology. Reference is made to Șăineanu’s activity as a lexicographer and researcher on the history of Romanian language and language studies. Panel 3 ends with **Gabriela Glăvan’s** article “Collective trauma and individual crisis in pandemic literature” which explores the ways in which collective trauma induced by the COVID-19 pandemic is reflected in Romanian literature, with reference to the book entitled “Pandemia vesela si trista” [The Happy and Sad Pandemic], authored by Florina Ilis and published by Polirom Publishing House in the summer of 2020.

The second strand of Panel 3 included the Round table entitled “Activities and strategies aimed at the development of oral interaction skills in Romanian as a Foreign Languages”, moderated by Roxana Bârlea, Aix-Marseille Université, France/ Bucharest University of Economic Studies/ Romanian Language Institute, Romania. Discussions benefited from the participation of 15 academics who teach Romanian as a Foreign Language in Romania (in București and Timișoara) and/ or abroad (in Belgium, Bulgaria, the Czech Republic, Finland, France, Hungary and Italy). Participants exchanged experience, ideas and recommendations on teaching and learning activities and resources useful for the development of international students’ oral interaction skills in Romanian as a foreign language.

The fourth panel of the conference connected two particular areas of interest for participating researchers. Considering the cultural flows adjacent to the process of globalization, the circulation of food(s) and gastronomical discourses has led to unexpected fusions that have eroded rigid notions of cultural belonging and national identity. This panel has proposed for this edition a debate upon topics ranging from feasts (anniversaries, celebrations, festivals, rites of passage, funeral ceremonies) to sociological or psychological effects/disorders such as crave, obsession or deprivation and associated phenomena.

In the first article opening the series, “Food as Remembrance in Portuguese American Literature”, **Reinaldo Francisco Silva** presents the views of contemporary authors: Thomas Braga, Frank Gaspar and Katherine Vaz. In the works of the selected writers, Silva shows that food has a vital role in the cultural preservation of one’s identity, discussing dishes such as Caldo verde cabbage soup or bread and mackerel or clams for various immigrants in old and new worlds. Excerpts from the works of the writers are seasoned with fragments of emails exchanged by Silva with Gaspar, enhancing their views upon food meant to connect people. Even if some culinary practices may be at risk, becoming less popular over time, fragments written by selected poets and brief confessions suggest a visible confluence in between cooking and religious practices.

Directing her attention to Bengal and its rich cuisine coming out in the novel authored by Chitrita Banerji, *The Hour of the Goddess* (2001), **Nilanjana Debnath** inspects the culinary routes towards Bengalianness. For the Indian scholar, the identity of Bengali individuals resides in particular strong preferences or taboos. The physical, temporal and cultural challenges posed by migratory displacements relates to anxiety, disorientation and consolation. Food brings home to one’s table as Banerji works to recreate her own homeland in an alien territory. Regional dishes and the almost forgotten memory of puffy *hatashas* sweets help the Bengali writer reconnect with childhood. Traditional recipes bring satisfaction to the body and the mind, as the writer enjoys experimenting, for instance, green mangoes with mustard oil. Clashing culinary practices come up not only from the

protagonist's life in the United States, but also from her marriage with a Muslim Bangladesh man. Her memories and active attitude towards the new bring the joy of tasting combinations of ingredients otherwise seen as irreconcilable. The journey happens over time, space and one's sensorial and cultural palate.

The third contribution presented by **Virginie Roche-Tiengo**, entitled "The Representation of Food on the Irish Stage from 1968 to 2023. Irish Food Heritage – from Colonial Deprivation to Postcolonial Unexpected Gastronomical Fusion" engages in a sustained synthesis of food and Irish theatre. Starting from elements related to the period known as 'The Troubles', the Irish scholar thinks that that representation of food, or its absence on the stage, is indicative for political and societal concerns. Famine, poverty and the need for self-preservation resurrect in adaptations meant to convey and open new feelings, boundaries and understanding. In the following period, the eve of the Good Friday Agreement (1998), Brian Friel's plays bring dance, food and music together to reconnect the spectator with the past. In the plays written by Franck McGuinness or Derek Mahon, food mixes up with music and a reconfigured scene space. The examples brought into discussion indicate that food backs up the Irish cultural reassessment for the individual, as well as for the wider Irish community.

The journey into the Irish territory takes a new route in the article written by **Sinéad McCool** who connects two rich and diverse series of representations: firstly, portrayals of both female and male protagonists in the works of John McGahern (1934-2006), as well as photographs about Irish women, occupations and lifestyle. In her paper, McCool looks at memories and context emerging in the works of the well-established Irish writer John McGahern, since female protagonists appear recurrently in his novels. McGahern's memories actually mirror various representations emerging in the rich historical canvas of Ireland. Photographic evidence from the National Library of Ireland present women working on the bog, transporting turf, working in their farms or selling food products to the local market. This diverse collection brings real life to the contemporary audience, holding a similar representational function of memories abundantly offered by McGahern in his novels.

Shifting to Romanian-Canadian connections, **Elena Stoican** examines two recent novels authored by Felicia Mihali, *A Second Chance* (2014), respectively *Bigama* (2022). In these works, culinary choices work, for female characters, as means to both affirm attachment, as well as contest traditional norms. In what regards male protagonists, Stoican discusses various weak masculine representations. While *A Second Chance* portrays a Romanian family well settled in Canada, *Bigama* tells the story of the early days of migration. Such a temporal differentiation impacts the routes and perceptions of protagonists: different preferences for meat or vegetables, or acceptance of seasonal varieties as markers of Romanian identity transplanted on Canadian soil. Both women and men associate food with their past against ongoing cultural change, allowing Stoican to observe a dynamic interplay between traditional practices, migration and labour.

The fifth section of the conference titled "Mindscapes and Cultural Insights in Far Eastern Studies" explores the cultural spaces of two well-known Far Eastern cultures: Japan and China. In her paper, **Raluca Nicolae** overviews the Romanian market of literary translations from Japanese into Romanian between 2019-2023, taking into account the publishing houses involved in the translation of Japanese fiction, the most prolific years within this period, the Japanese authors who appealed to the Romanian readers as well as the most active translators in the last five years. **Luiza-Catrinel Marinescu**'s paper is an interdisciplinary research that subtly links literature, diplomacy, economy, and historical documents. The author analyses the newspaper articles written by Gheorghe Tașcă – the former rector of the Bucharest University of Economic Studies – at the beginning of the 20th century. The economist writes with vivid details not only about the geography of Japan, its agriculture, and natural resources, but also about its diplomacy, the Emperor, and national budget during the Meiji period. **Cristian Popescu** makes use of his philosophical background and delves into the depth of Laozi's writings, focusing on the symbolism of the body and its connection to the mind and consciousness. The paper proves a valuable resource, rich in philosophical associations, historical references, and Chinese classical literature intertextuality.

The sixth section of the conference, “Multidisciplinary approaches to the human experience”, addresses a variety of complex themes. One of the most important human endeavors is that of establishing one’s place in the world, and in his article on Joseph Conrad’s “The Secret Sharer”, **Tom Cousineau** shows how a captain’s failure to claim uncontested “communion” with the territory represented by his ship will lead to his fulfilling this communion via the “mysterious communication” that he achieves with his double as a substitute “territory.”

Finding the right place in the universe has never been easy, and, in his paper “The Many Worlds and Deeds of Gilgames”, **Cristian Popescu** investigates the story of a king who, being stretched between the human and the divine realms, longs to transcend our ordinary world.

The following articles in section six deal with love as an extraordinary experience. **Monica Toma**’s work analyzes the relationship between eros/ agape and music in two famous war films, Pierre Boutron’s “The Silence of the Sea” (2004) and Roman Polanski’s “The Pianist” (2002), showing how music and love can sometimes save lives. **Alexandra Moraru** and **Ramona Elena Chițu**’s paper deals with the conceptual mapping of love in Elif Shaffak’s “The Island of the Missing Trees”, a metaphorical novel which explores the depth of human feelings through the diary of a fig tree. By taking into consideration the Chinese and the Romanian cultural spaces, **Irina-Ana Drobot** explores Lisa See’s “Peony in Love” and Mircea Eliade’s “Miss Cristina” and demonstrates how these two very different cultures contain the same motif of unfulfilled love which provokes the death of beautiful young women, transforming them into ghosts who return to haunt the living.

The next part of section six addresses the topic of education. In “Le paysage de soi », **Sofia Tabari** talks about « al-adab » or « self-education », which, in Islam, constitutes a divine demand that all individuals must respect, but also a path to self-development. In her paper about Cherie Dimaline’s “The Marrow Thieves”, **Laura-Victoria Stoica** perceives storytelling as a form of education which deconstructs colonial hierarchies and helps Indigenous young people to tackle colonial problems and reclaim the future of Indigeneity. In her article, „Filtering ESP „Through the Looking-Glass of Art and Culture for Life Science Students”, **Simona Catrinel Avarvarei** demonstrates that exposing students to a multifaceted cultural approach generates a more genuine learning environment, improving attitudes and mindsets.

Cultural aspects are also taken into consideration in **Hana Lina Dalel Berraf**’s study about the Depp vs. Heard trial. Starting from the premise that this lawsuit is a byproduct of the “Me Too” movement, she investigates it in order to establish its impact on American culture and gender roles. The concept of gender appears in **Zoulikha Saidi**’s work, too, where the author discusses the notions of anger and revenge as they appear in Emerald Fennell’s “Promising Young Woman” (2020), a film that was launched during a time of significant political debate around women’s rights.

Gender dynamics are also analysed in **Bulz Adriana Carolina**’s paper on the Little Disney Mermaids, where she also explores the idea of human identity. In her article titled “Transnationalism and Diaspora: When Identity and Territory Come into Play”, Iulia Nicoleta Rășcanu reconsiders the concepts of “transnationalism” and “diaspora” by taking into account the new political environment.

The next papers in section six address other important contemporary issues.

In her study, “The Commerce of the Future. Against E-commerce”, **Emilia Andreea Motoranu** examines buyer behaviour over time and profiles the consumer of tomorrow. **Stéphane Fotis Roume**’s paper, „Hiérarchie et modélisation. Où la complexité apporte son lot d’imprévisibilités », *proves that hierarchy, complexity, and modeling are the essence of all social sciences, which help us better understand ourselves and the others.* Finally, the article of **Ioan Buș** deals with the communication of truth in the case of a serious medical diagnosis by comparing the perspectives of Roger Higgs and of Joseph Collins on the matter.

In conclusion, the present volume covers authentic and diverse perspectives and topics relevant for our times. It is really inspiring to see how the community of academic (inter)national voices have continued in SiC 2023 to strengthen their bond, cooperation and commitment to excellence, building synergetic and constructive (inter)disciplinary dialogues.

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