



PROGRAM
The 7th International Conference
Synergies in Communication
Bucharest, Romania
22 - 23 November 2018

Event included in the European Day of Languages (EDL) database of the ECML/Council of Europe
<https://edl.ecml.at/Events/EventsDatabase/tabid/1772/EventID/19435/language/ro-RO/Default.aspx>

*Under the auspices of the Faculty of International Business and Economics, the plenary sessions are jointly organised and shared by the international conferences **Synergies in Communication & Future of Europe**, with the support of **TEPSA Group**, "**Iuliu Hațieganu**" University of Medicine and Pharmacy Cluj-Napoca, **QUEST Romania** and **Lingua Economica Association***

*This event is organized in partnership with **The National Bank of Romania**.*

★ ★ ★ ★ ★
CONFERENCE DAY 1 – PLENARY SESSIONS
★ ★ ★ ★ ★

Thursday, 22 November 2018

10.00 – 10.30: Participants' registration & Coffee

Venue: National Bank of Romania (Mitiță Constantinescu Room)

10.30 – 11.00: Welcome and Opening Remarks

Venue: National Bank of Romania (Mitiță Constantinescu Room)

- **Mugur ISĂRESCU**, Governor of the National Bank of Romania
- **Nicolae ISTUDOR**, Rector of The Bucharest University of Economic Studies, Romania
- **Gheorghe HURDUZEU**, Dean of the Faculty of International Business and Economics, Romania

11.00– 13.30: *The Future of the European Union: a socio-economic & cultural perspective – Plenary Session*

Venue: National Bank of Romania (Mitiță Constantinescu Room)

- **Lavinia STAN**, Professor, Jules Leger Research Chair and Professor, Department of Political Science, St. Francis Xavier University, Canada
"Boom or Bust: The Future of the European Union"
- **Marek KOSNY**, Professor, Wroclaw University of Economics, Department of Econometrics, Poland
"Family Pension System and the Economic Security of Families"
- **Ionela BĂLUȚĂ**, Professor, University of Bucharest, Faculty of Political Science, Romania
"L'avenir de l'Europe par le prisme de l'égalité de genre: défis politiques et enjeux économiques"
- **Vicenzo BASSI**, Professor, Università di Roma, Italy
"Family and Tax Justice: a European Perspective"
- **Adina CIUGUREANU**, Professor, "Ovidius" University of Constanta, Romania
"Cross- and Interdisciplinary Approaches to Cityspace: from the Modern to the Global City"

Moderator: **Laura Mureșan & Octavian-Dragomir Jora**, The Bucharest University of Economic Studies, Romania

10.00 – 12.00: *TEPSA Board Meeting*

Venue: National Bank of Romania – Anton Carp Room, 1st Floor – Conference Parallel Session

13:30- 14:00 *Conference Lunch*

Venue: National Bank of Romania

14:00- 15:00 *Visiting the BNR Museum*

16:00- 19:10 **ACADEMIC PANELS OF THE CONFERENCE in ASE building**



CONFERENCE GALA DINNER – Thursday, 22 November, 2018

19.30: *Conference Gala Dinner* (Venue: Marshal Garden Hotel's Restaurant)



ACADEMIC PANELS OF THE CONFERENCE

DAY 1 (THURSDAY, 22 NOVEMBER 2018)

16:00 – 17:30

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Room: 1503

Chair: Irina DAVID, The Bucharest University of Economic Studies, Romania

Applied Modern Language Graduates: Career Development

Viorela-Valentina Dima, The Bucharest University of Economic Studies, Romania
Lucia-Mihaela Grosu Rădulescu, The Bucharest University of Economic Studies, Romania
Raluca-Elena Hurduzeu, The Bucharest University of Economic Studies, Romania

Andragogy and ESP: From a Survey in Higher Education to Employment Perspectives

Dana Radler, The Bucharest University of Economic Studies, Romania
Irina Bocianu, University of Bucharest, Romania

Spanish as a Foreign Language. Needs Analysis in the Case of Economics Undergraduates in Romania

Anca Pecican, The Bucharest University of Economic Studies, Romania

English, the Universal Code of Business? Student Perceptions and Misperceptions at The Bucharest University of Economic Studies, Romania

Mihaela Arsene, The Bucharest University of Economic Studies, Romania

Business Translator Training in Romania: Challenges and Opportunities

Oana Adriana Duță, University of Craiova, Romania

Do Cultural and Pedagogical Differences Even Out? Experienced NEST and NNES English Teachers Reflecting on Their Role Perceptions

Nadav Badrian, "Alexandru Ioan Cuza" University, Romania

17.30-17.40 – Coffee break for ALL SECTIONS (room 1519)

17:40 – 19:25

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Room: 1503

Chair: Irina DAVID, The Bucharest University of Economic Studies, Romania

Fostering Plurilingualism and Social Awareness through TED Talks

Irina David, The Bucharest University of Economic Studies, Romania
Roxana-Elisabeta Marinescu, The Bucharest University of Economic Studies, Romania

Enhancing the Role of YouTube Videos in Educating Foreign Language Students

Alina Resceanu, University of Craiova, Romania
Monica Tilea, University of Craiova, Romania

English Origin Neologisms in Romanian and Russian – A Comparison of Contexts

Yolanda-Mirela Cately, Politehnica University of Bucharest, Romania

Meaning through Colour: On Colour Idioms in Economic Discourse

Marina-Cristiana Rotaru, Technical University of Civil Engineering Bucharest, Romania

"Move"- Related Lexis in Research Article Abstracts and Implications for EAP Teaching and Learning

Bahareh Malmir, Ilam University, Iran
Reza Khany, Ilam University, Iran

Imagen y argumentación en los discursos de asunción presidencial de Cristina Elisabet Fernández de Kirchner en 2007 y 2011

Simona-Luiza Țigriș, University of Bucharest, Romania

Methods of Teaching Romanian for Specific Purposes (Referring to Medical Language for Students from the Dentistry Faculty)

Argentina Chiriac, Tatiana Trebeș, Victoria Vîntu, Aliona Busuioc, "Nicolae Testemițanu" State University of Medicine and Pharmacy, The Republic of Moldova

16:00 – 18:00

PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES

ENGLISH Section

Room: 1508

Chair: Lucia GROSU-RĂDULESCU, The Bucharest University of Economic Studies, Romania

Face-Saving Strategies in Hillary Clinton's 2016 Concession Speech

Antonia Cristiana Enache, The Bucharest University of Economic Studies, Romania
Marina Luminița Militaru, The Bucharest University of Economic Studies, Romania

Developing Intercultural Competences When Teaching Business English

Monica Alina Toma, The Bucharest University of Economic Studies, Romania

In Memoriam Leon Levitchi: A Life of Excellence

Elena Carmen Bobocescu, University of Bucharest, Romania

A Cultural Approach to Legal Translation: Contemporary Perspectives and Challenges

Eva-Nicoleta Burdușel, "Lucian Blaga" University of Sibiu, Romania

Strategies for Developing Dialogue with Foreign Students in the Teaching and Learning of the Romanian Language

Argentina Chiriac, Ina Driga, Galina Ciubotaru, Alina Lopatiuc, "Nicolae Testemițanu" State University of Medicine and Pharmacy, The Republic of Moldova

Arthur of Little Britain – texte et histoire à travers le temps

Alexandra Costache-Babcinschi, The Bucharest University of Economic Studies, Romania

16:00 – 17:00

PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES

ROMANIAN Section

Room: 1507

Chair: Raluca Șerban, The Bucharest University of Economic Studies, Romania

Autoficțiunea în romanul american postmodern. Un exemplu: John Barth

Raluca Șerban, The Bucharest University of Economic Studies, Romania

Anglicisme din terminologia economică rusă – modalități de adaptare

Zinaida-Tamara Fedot, The Bucharest University of Economic Studies, Romania

Autoficțiunea în literatură

Mihai Șerban, The Bucharest University of Economic Studies, Romania

17:00 – 18:00

PANEL 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES

GERMAN Section

Room: 1507

Chair: **Alina MARDARI**, The Bucharest University of Economic Studies, Romania

Wenn das Unaussprechliche doch ausgesprochen wird. Interlinguale Tabuwörter im Überblick

Cornelia Pătru, The Bucharest University of Economic Studies, Romania

Zur Dynamik der Jugendsprache anhand von Anglizismen

Alina Mardari, The Bucharest University of Economic Studies, Romania

“Der Mohr hat seine Arbeit getan”. Der Schwarzhäutige als Werbefigur

Lora-Dagmar Constantinescu, The Bucharest University of Economic Studies, Romania

16:00 – 18:00

PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Room: 1504

Chair: **Dana RADLER**, The Bucharest University of Economic Studies, Romania

Possible World Semantics and Character Identity. Highlights for Ian McEwan’s On Chesil Beach

Diana Polgar, "Babes-Bolyai" University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania

Flight or Fight: Documentary Practice in Two Views of Migrants in Sweden

Kevin King, University of Łódź, Poland

Sociological and Fictional Realities: Contextualizing “Banditry” of İnce Memed

Ozan Eren, Maltepe University of Istanbul, Turkey

Dystopian Futures: Exclusionary Globalisation and Human Waste

Jillian Curr, University of Western Australia

Journeys to Escape and to Forget in Ismail Kadare’s Twilight of The Eastern Gods

Dana Radler, The Bucharest University of Economic Studies, Romania

Behind the Screens: A Study of the Films of Three Indian Women Directors

Minouti Naik, Mumbai Educational Trust's Institute of Computer Science, India

16.00-18.00

PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Room: 1505

Chair: **Maria DĂRĂBANȚ**, The Bucharest University of Economic Studies, Romania

Reflections on Western Culture in The Smiles of Gods and The Devil and the Tobacco by Ryūnosuke Akutagawa

Raluca Nicolae, The Bucharest University of Economic Studies, Romania

Modernist Dimensions in Jhumpa Lahiri’s In Other Words

Adriana-Elena Stoican, The Bucharest University of Economic Studies, Romania

I.D. Sîrbu – An Unlikely Intellectual as Self-portrayed in Adio, Europa! (I)

Maria Dărăbanț, The Bucharest University of Economic Studies, Romania

Poetess Li Qingzhao - Five Poems Covered Her Whole Life

Yan Zhimin, The Bucharest University of Economic Studies, Romania

Culture - China's Choice in Soft Power. A Case Study on the Political and Intellectual Chinese Discourse on Soft Power

Iulia Elena Giță, "Lucian Blaga" University of Sibiu, Romania

The Lonely World of Virtual Love: An Empiric Enquiry into Japan's Video Game Culture and Its Global Impact

Maria Grăjdian, Nagasaki University, Japan

Cross-Mediality and the Invincibility of Vulnerability: The Rurouni Kenshin Phenomenon

Maria Grăjdian, Nagasaki University, Japan

ACADEMIC PANELS OF THE CONFERENCE

DAY 2 (FRIDAY, 23 NOVEMBER 2018)

09:00 – 11:00

PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION

Interdisciplinary round-table, co-organised with QUEST Romania and the "EDU-RES" MA programme

Room: Centre for American Studies, 1604

*Moderators: Anca Colibaba, "Gr.T. Popa" University of Medicine and Pharmacy, Iași & QUEST Romania
Laura Mureșan, The Bucharest University of Economic Studies & QUEST Romania*

Fictional Representations of the City in Modern Times: Dublin and Bucharest

Adina Ciugureanu, "Ovidius" University, Constanța, Romania

"Are 'safe spaces' safeguarding or hindering the advancement of knowledge? Teaching practices in the age of political correctness."

*Monica Got, The Bucharest University of Economic Studies,, Romania
Dominic Eugen Negrici, The Bucharest University of Economic Studies, Romania*

Aspects thématiques et sémiotiques dans l'autofiction d'écriture féminine

Olivia Rusu, The Bucharest University of Economic Studies, Romania

Traps to the applied language instruction: the functional illiterateness

Violeta Negrea, The Bucharest University of Economic Studies, Romania

How much digital media do we need/want in teaching?

Monica-Maria Aldea, independent researcher, Romania

Cui i-e frică de timpul prezent în limba română? „Provocări” didactice privind predarea timpului prezent al modului indicativ studenților străini din Anul Pregătitor de Limba Română (Who is afraid of the Present Tense in Romanian? Pedagogical "challenges" of teaching the Present Tense in the "Romanian as a Foreign Language" class)

Silviu Mihăilă, The Bucharest University of Economic Studies, Romania

11:30 – 13:00

PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION - Room: 1604

Interdisciplinary round-table, co-organised with QUEST Romania and the "EDU-RES" MA programme

Moderators: Mihai Korca & Mirela Bardi, The Bucharest University of Economic Studies, Romania

Challenges of true internationalization in Higher Education

Mihai Korca, The Bucharest University of Economic Studies, Romania

Professional development: can we find anchors in a fast-changing world?

*Teodora Șerban-Oprescu, The Bucharest University of Economic Studies, Romania
Mariana Nicolae, The Bucharest University of Economic Studies, Romania*

Genre literacy development: Teacher - student collaboration in the digital environment

Oana-Maria Carciu, The University of Zaragoza, Spain

APT - How do we deal with the transition from study to work?

Anca Colibaba, "Gr.T. Popa" University of Medicine and Pharmacy & EuroEd Foundation, Iași, Romania

Cintia Colibaba, University of Agricultural Sciences and Veterinary Medicine & EuroEd Foundation, Iași, Romania

Multiple perspectives on language education in Romania, as reflected in "Foreign Language Teaching in Romanian Higher Education: teaching methods, learning outcomes" (Springer, 2018)

Lucia Grosu-Rădulescu & Valentina Robu, The Bucharest University of Economic Studies, Romania

Cascading processes generated by continuous professional development - the view of academics

Adina-Nicoleta Panait, The Bucharest University of Economic Studies, Romania

Discussions, sharing of ideas & experience

13:00 - 14:00 LUNCH (room 1519)

09:00 - 10:00

PANEL 5: COLLOQUE PANAIT ISTRATI

Room: Lectorat français, 1606

09:00 - 10:00 Welcome and Opening Remarks

09:00 - 9:30

- **Teodora Șerban-Oprescu**, Head of Department of Modern Languages and Business Communication, The Bucharest University of Economic Studies, Romania
- **Rodica Capotă**, Associate Professor, The Bucharest University of Economic Studies, Romania;
- **Andreea Grecu Ciupală**, General Director, The Institute of Advanced Studies for Levant Culture and Civilization, Romania

09:30 - 10:00

- Mariana Nicolae, Professor Emerita, The Bucharest University of Economic Studies, Romania
"Panait Istrati revisited - what can a born-digital read in Istrati?"

10.00 - 12.45

PANEL 5: COLLOQUE PANAIT ISTRATI

Room: Lectorat français, 1606

Chair: Mugur Popovici, Independent researcher

Addiction and madness or three forms of liberty: Neranțula, Kira Kiralina and Auntie Minca

Minodora Bucur, University of Bucharest, Romania

Lire comme on danse. Nerrantsoula de Panait Istrati

Aurora Bagiag, "Tuliu Hațieganu" University of Medicine and Pharmacy, Cluj-Napoca, Romania

Urban Captives: Tales of Desire and Survival in Panait Istrati's Nerrantsoula

Dana Radler, The Bucharest University of Economic Studies, Romania

Féminité et érotisme spécifique dans l'œuvre de Panait Istrati

Gina Marian, "Aurel Vlaicu" Technical College, Baia Mare, Romania

The woman's mentality in the literary universe of Panait Istrati

Alina Liliana Cozma, "Dunărea de Jos" University of Galați, Faculty of Letters, Romania

13:00 – 14:00 LUNCH (room 1519)

10:00 – 12:45

PANEL 5: COLLOQUE PANAIT ISTRATI

Room: 1503

Chair: Charles Sabatos, Yeditepe University, Turkey

Panaït Istrati: un scriitor, două literaturi, o operă universală (One writer, two literatures, universal works)

Zamfir Bălan, National Museum of Romanian Literature, Romania

Une amitié intellectuelle: Romain Rolland et Panaït Istrati

Fiorenza Taricone, Université de Cassino, Italy

Mesaj și personalitate. Corespondența cu Romain Rolland (Message and Personality. The correspondence avec Romain Rolland)

Nazaria Buga, independent researcher, Romania

When Nikos Kazantzakis met Panaït Istrati

Maria Chatziapostolou, Orthodox Academy of Crete (OAC), Greece

Panaït Istrati et l'expérience de l'Entre-deux

Frederica Zephir, Professeur retraité, France

13:00 – 14:00 LUNCH (room 1519)

14:30 – 16:30

PANEL 5: COLLOQUE PANAIT ISTRATI

Room: Lectorat français, 1606

Chair: Aurora Bagiag, "Iuliu-Hațieganu" University of Medicine and Pharmacy, Romania

Le premier volume de Vers l'autre flamme (1929) de Panaït Istrati, un livre prémonitoire

Alain Vuillemin, University "PARIS-EST", LIS, France

Istrati-Orwell, une rencontre virtuelle

Denis Taurel, Les Association Les Amis de Panaït Istrati, France

La naissance d'un écrivain – scénario

Mugur Popovici, independent researcher, Romania

Itinéraires discursifs istratiens : formules auto/biographiques aux services des trajets palimpsestiques pour une pérennité littéraire assurée

Cecilia Condei, University of Craiova, Romania

14:30 – 16:30

PANEL 5: COLLOQUE PANAIT ISTRATI

Room: 1503

Chair: Dana Radler, The Bucharest University of Economic Studies, Romania

Reflectii sonore în opera lui Panaït Istrati (Musical reflections in Panaït Istrati's works)

Constantin Răileanu, "Anton Pann" Ensemble & Aristotle University of Thessaloniki, Greece

Phénomènes de stéréotypie, stratégies de stéréotypage dans les traductions auctoriales

Maria-Mădălina Urzică-Poiană, Universitatea Craiova & "Stefan Velovan" National College,
Romania

Louis Daquin's Ciulinii Bărăganului (1957): Panait Istrati's Conditional Rehabilitation

Panayiota Mini, University of Crete, Greece

Freedom, Honesty, Humanity. The Example of Panait Istrati

Elena Lavinia Dumitru, Sapienza Università di Roma, Italy

Haiduci si haiducie istratiana (Outlaws and Outlawry In Istrati's Works)

Alina Andreica, "Iuliu-Hațieganu" University of Medicine and Pharmacy, Romania

10:30 – 13:30

PANEL 6: DIASPORA: TRANSNATIONAL FAMILIES

Room: 1504

Chair: **Iulia Rășcanu**, The Bucharest University of Economic Studies, Romania

Sonia di Vito, Università della Tuscia, Italy

Preamble by Iulia Rășcanu

Introduction in Transnational Families and Migration - A Challenging Reality

Filling the Gap. The Role of Linguistic Mediators during Interactions between Personal Services Staff and Immigrants

Sonia Di Vito, Università della Tuscia, Italy

"Family" in Jhumpa Lahiri's *The Namesake*: A Gendered Perspective

Shruti Amar PhD, King's College London, the United Kingdom

Hybridity and Transnational Family in *Night of Henna* (2005), by Hassan Zee

Iulia Rășcanu, The Bucharest University of Economic Studies, Romania

Interracial Relationships in *Bicycle Bride* (2010)

Iulia Rășcanu, The Bucharest University of Economic Studies, Romania

13:00 – 14:00 LUNCH (room 1519)