



Department of Modern Languages
and Business Communication



PROGRAM
The 5th International Conference
Synergies in Communication
Bucharest, Romania
10 - 11 November 2016



PLENARY SESSION DAY 1



Thursday, November 10

Location: Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

9.00-9.30 – Participants’ registration

9.30-10.00 – Welcome and Opening Remarks

- Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies
- Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics
- Mariana NICOLAE, Head of Department (Modern Languages and Business Communication)
- Radu MUȘETESCU, Head of Department (International Business and Economics)

10.00-12.30 – Keynote speeches

10.00-10.45 – *“The Best Crisis Negotiation in the European Chaotic & Challenging Reality is Crisis Prevention”*

Arik STRULOVITZ, University of Bergamo, Faculty of Law, Italy

10.45-11.30 – *“Towards Knowledge Based Europe: Challenges in Working Arrangements of R&D Employees”*

Mr. Aaro HAZAK, Tallinn School of Economics and Business Administration, Estonia

11.30-11.45 – *Coffee break*

11.45-12.30 – *“Shakespeare, Cervantes, Eminescu – from Cultural to Universal Icons. A Literary Translator’s Perspective”*

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

12.30-13.15 – *“Between Homogeneity and Multiculturalism – Japan’s Encounters with the Other”*

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

13.30-14.30 – **Lunch** (Cafeteria, Bucharest University of Economic Studies)

14.30-18.30 – **Panel Sessions day 1**

19.00 – 21.00 **Conference Gala Dinner** (Bucharest University of Economic Studies, Cafeteria)



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PLENARY SESSION DAY 2



Friday, November 11

Location: Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

9.30-10.45 – ***“The Contemporary Educational Contexts of Islamist Activism”***

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

10.45-11.30 – ***“Lost in the Future - Who is Leading Us, to Where and in What Language?”***

Mariana NICOLAE, Bucharest University of Economic Studies, Modern Languages and Business Communication, Romania

11.30-12.00 – ***Coffee break***

12.00-12.45 – ***“Building Walls, Costs, and Who Pays? - Anti-Immigrant Discourse and Policies, and Immigrant Language Minority Children in US Public Schools”***

Paul LANDRY, Heritage University, United States of America

13.00-14.00 – ***Lunch*** (Cafeteria, Bucharest University of Economic Studies)

14.00-16.00 – ***Panel Sessions day 2***



CONFERENCE GALA DINNER - Thursday, 10 November, 2016



19.00 ***Conference Gala Dinner*** (Location: Bucharest University of Economic Studies, Cafeteria)

Special Guest speaker: Bogdan HRIB, Founder and Editor in Chief of Tritonic Publishing House, Romania, writer.

“Writing and selling books - as inter/national business”





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PANEL SESSIONS DAY 1 (THURSDAY, November 10)



PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH
(Room: **1507**)

Chairs:

Irina David, Bucharest University of Economic Studies

Viorela Valentina Dima, Bucharest University of Economic Studies

14.30 – 15.45, Thursday, November 10

A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel
Elite Olshtain, School of Education, Hebrew University, Israel

The Impact of Youtube Language Learning Videos

Irina Ana Drobot, Technical University of Civil Engineering Bucharest, Romania

Applied Linguistics Research Trends – Case Study on the Romanian Scientific Journal ‘Synergy’
Viorela Valentina Dima, Bucharest University of Economic Studies, Romania

Using Online Economic Articles for Teaching English Finance and Banking Collocations
Elena Tălmăcian, Bucharest University of Economic Studies, Romania

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

Diana Ionică, Denise Dona, Marina Militaru, Bucharest University of Economic Studies

15.45 – 16.00 – Coffee break (room 1519)

16.00-18.00, Thursday, November 10

Central Europe and the “Perennial Other”

Dan Horia Popescu, Partium Christian University, Oradea, Romania

Plagiarism

Radadiana Calciu, Maria Enache, Bucharest University of Economic Studies, Romania

Assessment methods. A Study for Romania and Bulgaria

Mara Magda Maftei, Bucharest University of Economic Studies, Romania

Georgi Marinov Georgiev, The University of Economics, Varna, Bulgaria

English Influence on the Economic and Business Language in Romania

Monica Condruz-Băcescu, Bucharest University of Economic Studies, Romania

Mirroring Japanese Society through the Buzzwords of the Year

Raluca Nicolae, Bucharest University of Economic Studies, Romania

New Patterns and Approaches to Comparative Linguistics

Violeta Negrea, Bucharest University of Economic Studies, Romania



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One Face of Dehumanization: Animalization

Adrian Solomon, Bucharest University of Economic Studies, Romania

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

Raluca Șerban, Bucharest University of Economic Studies, Romania



PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES

(Room: **1509**)

Chairs:

Lucia Grosu Rădulescu, Bucharest University of Economic Studies, Romania

Roxana Marinescu, Bucharest University of Economic Studies, Romania

14.30 – 15.45, Thursday, November 10

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

Jillian Curr, University of Western Australia

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

Irina Bocianu, University of Bucharest, Romania

Developing Cross Cultural Sensitivity: A Study of Indian Networking Etiquette

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

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

Preeti Shirodkar, MET Institute of Management, Mumbai, India

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

Ioana Stamatescu, Bucharest University of Economic Studies, Romania

Normative Dimensions of Transnationalism in South Asian Fiction of Migration

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

15.45 – 16.00 – Coffee break (room 1519)

16.00-17.00, Thursday, November 10

Keep Your Balance: Work, Learn, Socialise

Roxana Marinescu, Bucharest University of Economic Studies, Romania

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

Mihaela Arsene, Bucharest University of Economic Studies, Romania

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

Ioana Cocuz, University of Bucharest, Romania

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

Monica Got, Bucharest University of Economic Studies, Romania



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17.00-18.15, Thursday, November 10

PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES / SHAKESPEARE

(Room: **1509**)

Chairs:

Maria Dărăbanț, Bucharest University of Economic Studies, Romania

Dana Radler, Bucharest University of Economic Studies, Romania

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

Dana Radler, Bucharest University of Economic Studies, Romania

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

Danica Igrutinović, Faculty of Media and Communications, Singidunum University, Belgrade

Jorge Luis Borges and His Mnemonic Shakespeare

Dan Horia Popescu, Partium Christian University, Oradea, Romania

On Shakespeare and the Quest for Power

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

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

Maria Dărăbanț, Bucharest University of Economic Studies, Romania



14.30 – 15.45, Thursday, November 10

PANEL 3: GERMAN SECTION

(Room: **1503**)

Chairs:

Lora Dagmar Constantinescu, Bucharest University of Economic Studies, Romania

*Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit
Migrationshintergrund*

Miryam Diko, Universität Bukarest, Romania

Der Mehrwert von literarischen Texten im DaF-Unterricht

Ana Karlstedt, Universität Bukarest, Romania

Verkaufsgesprächstypen. Ein Thema für die Linguistik

Mihaela Parpalea, Transilvania University of Braşov, Romania

Autowerbung. Technik und (viel) mehr - Car advertising. Technology and (much) more

Lora Dagmar Constantinescu, Bucharest University of Economic Studies, Romania

Die Übersetzbarkeit des Präfixoids Heiden- ins Rumänische

Nicoleta Gabriela Gheorghe, Universität Bukarest, Romania

15.45 – 16.00 – Coffee break (room 1519)



16.00-17.30, Thursday, November 10

PANEL 3: FRENCH SECTION

(Room: **1503**)

Chairs:

Carmen Stoean, Bucharest University of Economic Studies, Romania

Rodica Capotă Stanciu, Bucharest University of Economic Studies, Romania

Les pièges du plurilinguisme

Rodica Capotă Stanciu, Bucharest University of Economic Studies, Romania

Elections et « publicité »

Ruxandra Constantinescu-Ștefănel, Bucharest University of Economic Studies, Romania

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

Nina Ivanciu, Bucharest University of Economic Studies, Romania

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

Corina Cilianu Lascu, Bucharest University of Economic Studies, Romania

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

Carmen Stoean, Bucharest University of Economic Studies, Romania

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

Dominic Negrici, Bucharest University of Economic Studies, Romania

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

Anca Gâță, Universitățile « Dunărea de Jos » de Galați, Romania

17.30-18.15, Thursday, November 10

PANEL 3: ITALIAN/ROMANIAN SECTIONS

(Room: **1503**)

Chairs:

Marina Militaru, Bucharest University of Economic Studies, Romania

Mariana Săndulescu, Bucharest University of Economic Studies, Romania

La Ricetta Della Ricetta Gastronomica Virtuale

Mariana Săndulescu, Bucharest University of Economic Studies, Romania

Antiteza ca figură retorică în reclama electorală

Marina Militaru, Bucharest University of Economic Studies, Romania

Limba română sahariană în Oedip rege de Pier Paolo Pasolini

Mihai Șerban, Bucharest University of Economic Studies, Romania

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

Ionela Chiru, "Alexandru Ioan Cuza" University, Iași, Romania



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PANEL SESSIONS DAY 2 (FRIDAY, November 11)



14.00 – 15.30, Friday, November 11

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

(Room: **1503**)

Chairs:

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

Mariana Nicolae, Bucharest University of Economic Studies, Romania

Paul Laundry, Assistant Professor of Education at Heritage University, United States of America