



Department of Modern Languages
and Business Communication



Romanian
Association
for Quality
Language
Services



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**



PROGRAM
The 6th International Conference
Synergies in Communication
Bucharest, Romania
16 - 17 November 2016

The plenaries are jointly organised under the auspices of REI, International Conferences *Future of Europe & Synergies in Communication* in co-operation with **QUEST Romania**, an Associate Member of the International Association Eaquals.



PLENARY SESSION DAY 1



Thursday, 16 November 2017

Location: Bucharest University of Economic Studies (Piata Romana 6, Aula Magna, Ion N. Angelescu Building)

8.30 - 9.00 *Participants' registration*

9.00 - 9.15 *Welcome and Opening Remarks*

- Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies
- Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics

9.15 - 9.40 *"Reflections upon the Future of Europe in the Context of Romania's Presidency of the EU Council"*
Victor NEGRESCU, Ministry of European Affairs, Romania

9.40 – 10.05 *"EU's Journey... to Sibiu 2019"*

Angela CRISTEA, Chief of the European Commission Office in Romania

10.05 – 10.30 *"From "Step-by-Step" Method, to a European Project; What to Be Done"*

Gabriela CREȚU, Senator, The President of the Parliamentary Commission for European Affairs, Romanian Senate

10.30 – 10.55 *"Preserving EU's Key Role in the International Trade"*

Lazăr COMĂNESCU, Romanian Ambassador, Councillor for Romanian Chamber of Commerce and Industry

11.00 - 11.15 *Coffee break*

- 11.15 – 12.00 ***“English for Professional Contexts and the Internationalisation of Education in the 21st Century”***
Michael CARRIER, The International Association EAQUALS, United Kingdom
- 12.00 – 12.30 ***“Supporting the Future Learning of English as the Lingua Franca of Europe”***
Kevin McLAVEN, Director English Language Services, British Council, Romania
- 12.30 – 13.15 ***“Theatre as a Place of Belonging and the Modern Classroom as a Space of “Radical Openness”***
Domnica RĂDULESCU, Washington and Lee University, Lexington Virginia, USA
- 13.30 – 14.30 **Lunch** (Bucharest University of Economic Studies, Cafeteria)
- 14.30 – 18.00 **Panel Sessions Day 1**
- 19.00 – 21.00 **Conference Gala Dinner** (Location: Marshal Garden Hotel Restaurant, Calea Dorobanti 50B)



PLENARY SESSION DAY 2



Friday, 17 November 2017

Location: Bucharest University of Economic Studies (Piața Romană 6, Aula Magna, Ion N. Angelescu Building)

- 9.30 - 10.15 ***“Anti-System Politics in Europe and America”***
Jonathan HOPKIN, London School of Economics, United Kingdom
- 10.15 - 11.00 ***“Towards the Future of Europe: Power, Gender and Representation”***
Roxana MARINESCU, Bucharest University of Economic Studies, Romania
- 11.00 - 11.30 **Coffee breaks**
- 11.30 - 12.15 ***“Organizational Transformation in a Connected World”***
Oli MIHALACHE, Vrije Universiteit Amsterdam, The Netherlands
- 12.15 - 13.00 ***“Countering Prevailing Discourses with Literary Creativity – Contemporary Saudi Women Novelists’ Drive for Change”***
Roswitha BADRY, Freiburg University, Germany
- 13.00 - 14.00 **Lunch** (Bucharest University of Economic Studies, Cafeteria)
- 14.00 - 17.30 **Panel Sessions Day 2**



CONFERENCE GALA DINNER – Thursday, 16 November, 2017



19.00 **Conference Gala Dinner** (Location: Marshal Garden Hotel’s Restaurant, Calea Dorobanti 50B)

Special Guest speaker: Dorin Ivașcu, CEO at Romanian Airport Services
“Doing Business in European Union: A Romanian Perspective”



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PANEL SESSIONS DAY 1 (THURSDAY, November 16)



ROUND TABLES

14.00 – 15.00, Thursday, November 16

FULBRIGHT ROUND TABLE: THE IMPACT OF EDUCATIONAL AND CULTURAL EXCHANGES ON EDUCATION AND RESEARCH

(Room: **Center for American Studies, 1604**)

Moderator:

Professor **Rodica Mihăilă**, Executive Director Romanian – U.S. Fulbright Commission.

Panelists: current U.S. Fulbright grantees and Romanian alumni of the Fulbright program.

The discussions will focus on opportunities for professional development and institutional enhancement through the Fulbright program.

14.30 – 16.00, Thursday, November 16

EC & QUEST ROUND TABLE: INTERDEPENDENCES - QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT, EUROPEAN PROJECTS & INTERNATIONALISATION OF HIGHER EDUCATION

Special guests:

Ms. **Carmen Toma**, Language Officer, the European Commission Representation in Romania, and

Mr. **Michael Carrier**, International Association EAQUALS

(Room: **1503**)

Moderators:

Laura Mureșan, Bucharest University of Economic Studies, Romania & QUEST Romania

Viorela Valentina Dima, Bucharest University of Economic Studies, Romania

DG Translation – Fostering Multilingualism in the EU

Carmen Toma, the European Commission Representation in Romania

Enhancing Young People's Employability Chances through the DC4JOBS Project's Digital Literacy Programme

Colibaba Anca, Gr.T.Popa University of Medicine and Pharmacy Iasi, EuroEd Romania, QUEST Romania

Irina Gheorghiu, Albert Ludwigs University Freiburg, Germany

Ștefan Colibaba, Al. I. Cuza University Iasi, Romania

Cintia Colibaba, University of Agricultural Sciences and Veterinary Medicine, Iasi, Romania

Ovidiu Ursa, University of Medicine and Pharmacy Cluj-Napoca, QUEST, Romania

Language Graduates - Educational and Professional Perspectives

Viorela-Valentina Dima, Bucharest University of Economic Studies, Romania

Lucia-Mihaela Grosu-Radulescu, Bucharest University of Economic Studies, Romania

Raluca-Elena Hurduzeu, Bucharest University of Economic Studies, Romania

Insights into Romanian Experiences of Youth Mobility for Voluntary Work: A Qualitative Research Approach

Laura-Mihaela Mureșan, Bucharest University of Economic Studies, Romania
Monica Roman, Bucharest University of Economic Studies, Romania
Ioana Manafi, Bucharest University of Economic Studies, Romania
Daniela Marinescu, Bucharest University of Economic Studies, Romania

Oportunidade – Creativity and Innovation in an Interdisciplinary Erasmus+ Project

Roxana Bârlea, Université Aix-Marseille, Franța
Roxana Marinescu, Academia de Studii Economice din București, România
Mariana Nicolae, Bucharest University of Economic Studies, Romania

16.00-16.15 - Coffee break

16.15- 18.00, Thursday, November 16

QUEST & EAQUALS SESSION (continued)

(Room: **1503**)

Chair: **Professor Mihai Korca**

Roundtable Moderator: **Mr. Michael Carrier**, The International Association EAQUALS

Academic Bi/Multiliteracies and Languages: Conceptualizations in European Educational Policy Documents for Tertiary Education

Oana Maria Carciu, University of Zaragoza, Spain

Teaching through the Medium of English – An Opportunity for Professional Development

Mirela Bardi, Bucharest University of Economic Studies, Romania

Bridging fields: scope for mutually beneficial learning experiences

Valentina Robu, Bucharest University of Economic Studies, Romania
Laura-Mihaela Mureșan, Bucharest University of Economic Studies, Romania, QUEST Romania
Adina Panait, Bucharest University of Economic Studies, Romania & PROSPER ASE

Roundtable on QA, Professional Development and Internationalization, moderated by Michael Carrier, with guest participants – academics of various specializations, EDU-RES master students and alumni.

PANELS - Thursday, November 16

14.30 – 16.00

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

(Room: **1507**)

Chairs: **Antonia Enache**, Bucharest University of Economic Studies, Romania

Marina Militaru, Bucharest University of Economic Studies, Romania

Economic Noun-Anglicisms in Romanian Online Media

Elena Tălmăcian, Bucharest University of Economic Studies

Facets of Nationalism in Donald Trump's Inaugural Speech

Antonia Enache, Bucharest University of Economic Studies, Romania

Marina Militaru, Bucharest University of Economic Studies, Romania

Genre analysis in Donald Trump's inaugural speech

Alexandra Moraru, Dimitrie Cantemir Christian University

Discourse Approaches to Analyzing Politeness and Impoliteness Strategies in Contexts

Ana Birtalan, Ecological University of Bucharest

Business English Article Summaries as Assessment Tools

Elena Tălmăcian, Bucharest University of Economic Studies

Donald Trump's Inaugural Speech and the Rise of Nationalism

Diana-Eugenia Panait-Ioncică, Bucharest University of Economic Studies

16.00 – 16.15 - Coffee break

16.15 – 18.00

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

(Room: **1507**)

Chair: **Irina David**, Bucharest University of Economic Studies, Romania

Raluca Șerban, Bucharest University of Economic Studies, Romania

Students' Perception of Plagiarism

Irina David, Bucharest University of Economic Studies, Romania

Translating Video Games into Romanian: Yay or Nay?

Olivia Cristina Rusu, "Gheorghe Asachi" Technical University of Iași

Cultural Intelligence through ESP Content

Violeta Negrea, Bucharest University of Economic Studies, Romania

Perfective and Imperfective Aspect in Child Romanian

Ioana Stoicescu, University of Bucharest, Romania

Business Through English Proverbs and Their Romanian Translated Equivalents

Anca Pegulescu, Bucharest University of Economic Studies, Romania

Respect - Should It Be Taught at the University?

Raluca Șerban, Bucharest University of Economic Studies, Romania

PANEL 1: GERMAN SECTION (DaF und mehr)

(Room: **1508**)

Chairs: **Lora Constantinescu**, Bucharest University of Economic Studies, Romania

Alina Mardari, Bucharest University of Economic Studies, Romania

Von Textarbeit, Textsortenbewusstheit und Fertigkeitsentwicklung im studienbegleitenden Deutschunterricht

Lora Constantinescu, Bucharest University of Economic Studies, Romania

Formen Des Sprachgebrauchs Innerhalb Der Beziehung Sprecher - Sprache

Mihaela Parpalea, Transilvania University of Brasov, Romania

Übungstypologien für DaF-Anfänger anhand von Die Leiden des jungen Werthers und Goethe!

Ana Karlstedt, University of Bucharest, Romania

Die Rezeption von Anglizismen in der Jugendsprache

Alina Mardari, Bucharest University of Economic Studies, Romania

Religiöse Motive und Verfremdung in der Werbekommunikation

Lora Constantinescu, Bucharest University of Economic Studies, Romania

16.00 – 16.15 - Coffee break

PANEL 1: ROMANCE LANGUAGES: French, Italian, Spanish

(Room: **1508**)

Chairs: **Dominic Negrici**, Bucharest University of Economic Studies

Olivia Cristina Rusu, “Gheorghe Asachi” Technical University of Iași

L'apprentissage du français de l'économie à l'aide de l'intercompréhension

Sonia Di Vito, Università della Toscana, Italy

Une vocation culturelle nommée science-fiction. La fonction d'un genre ou le genre comme fonction ?

Dominic Negrici, Bucharest University of Economic Studies, Romania

La génération Z face à l'apprentissage des langues étrangères sur objectifs spécifiques

Olivia Cristina Rusu, “Gheorghe Asachi” Technical University of Iași, Romania

Dificultades en la elaboración de un glosario terminológico español-rumano en el campo interdisciplinario del derecho internacional penal

Simona Țigriș, University of Bucharest, Romania

Retos Del Marco Común Europeo De Referencia Para Las Lenguas: Jerarquización De Niveles De Competencia En Lenguas Para Fines Específicos

Anca Pecican, Bucharest University of Economic Studies, Romania

Matteo Renzi - il discorso pubblicitario degli slogan politici come mezzo di persuasione

Ionela Chiru, Alexandru Ioan Cuza University- Iasi, Romania

PANEL 1: ROMANIAN SECTION

(Room: **1515**)

Chairs: **Zina Fedot**, Bucharest University of Economic Studies

Mihai Șerban, Bucharest University of Economic Studies

Despre cele două „exigențe ireconciliabile” în scrisul doamnei Irina Mavrodin

Mihai Șerban, Bucharest University of Economic Studies, Romania

Dificultăți de predare și asimilare a limbii române ca limbă străină

Argentina Chiriac, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Victoria Vîntu, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Tatiana Trebeș, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Tipuri de structură a sintagmelor în terminologia comercială rusă

Zina Fedot, Bucharest University of Economic Studies, Romania

Aspecte ale interculturalității în predarea limbii române ca limbă străină

Argentina Chiriac, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Alina Lopatiuc, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Olga Melnic, “Nicolae Testemitanu” State University of Medicine and Pharmacy of The Republic of Moldova

Strategii argumentative în campania pentru Referendum din 2007

Militaru Marina, Bucharest University of Economic Studies, Romania

PANEL 2: EDUCATION THROUGH (INTER)CULTURAL STUDIES

(Room: **1509**)

Chairs: **Iulia Rășcanu**, Bucharest University of Economic Studies, Romania

Monica Got, Bucharest University of Economic Studies, Romania

Digital devices – Friend or Foe for Students of Business English?

Iulia Rășcanu, Bucharest University of Economic Studies, Romania

Intercultural Approach and Experiential Learning

Roberta Giordano, Università degli Studi della Tuscia, Italy

Different Cultures and Different Worldviews

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

Cultural Identity in the Era of Globalization

Monica Alina Toma, Bucharest University of Economic Studies, Romania

Between a Rock and a Hard Place: Pinpointing the Loci of Identity-Altering Trauma in Contemporary Chicana Fiction

Monica Got, Bucharest University of Economic Studies, Romania

16.00 – 16.15 - Coffee break

PANEL 2: EDUCATION THROUGH (INTER)CULTURAL STUDIES

(Room: **1509**)

Chairs: **Mihaela Arsene**, Bucharest University of Economic Studies, Romania

Putting The Joy Back Into The Language Teaching Process. Student Empowerment And Language Learning Outcomes

Mihaela Arsene, Bucharest University of Economic Studies, Romania

Approaches to Analysing Workplace Discourse

Ana Birtalan, Ecological University of Bucharest, Romania

The Other/You (translating through the looking glass)

Luana-Audrey Chirita, University of Bucharest, Romania

Living in Two Legal Worlds: A Literary Case Study of Intended Miscommunication in Louise Erdrich's The Round House

Cornelia Vlaicu, Bucharest University of Economic Studies, Romania

Several Remarks on Death in Greek Tragedy and the Philosophy of Martin Heidegger

Sorana Man, Bucharest University of Economic Studies, Romania

Translation and Adaptation: Cormac McCarthy's No Country For Old Men

Anda Dimitriu, University of Bucharest, Romania

15.30 – 16.45

PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: **Center for American Studies, 1604**)

Chairs: **Vladlena A. Fedianina**, Moscow City University, Russia

The Tenjin Cult: A Brief History of the Syncretic Cult of a Heavenly Deity in Japan

Vladlena A. Fedianina, Moscow City University, Russia

Songs of Revolution in Takarazuka Revue: The dialectics of Cultural Imperialism and the Nostalgia for Intellectual Activism in Late-modern Japan

Maria M. Grajdian, Nagasaki University, Japan

“Love Thyself“: A Comparison between the English and the Japanese Versions of the Title Song in Frozen (Walt Disney Pictures, 2013)

Maria M. Grajdian, Nagasaki University, Japan

The Notion of ‘ West’ in Contemporary Japan: A Sociolinguistic Perspective

Naoko Hosokawa, European University Institute, Italy

The Adolescence of Digital Scheherazade: The Phenomenon of Cell Phone Novels in Japan

Raluca Nicolae, Bucharest University of Economic Studies, Romania

16.45 – 17.00 - Coffee break

17.00 – 18.30

PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: **Center for American Studies, 1604**)

Chair: **Hala Kamal**, Cairo University, Egypt

‘Traveling Concepts’ in Translation: Feminism and Gender in the Egyptian Context

Hala Kamal, Cairo University, Egypt

Between Literature and Ideology. Ad-Da‘Wa Al-Islāmiyya in the Novels by Nağīb Al-Kaylānī

Magdalena Kubarek, Nicolaus Copernicus University of Torun, Poland

The City as a Place for Reinvention

Jillian Curr, University of Western Australia

Fictionalising Facts or Factualising Fiction: Evaluating the Validity of Devdutt Pattanaik’s Management Lessons Drawn From Mythology

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

Nomadic Paths to Transcultural Becoming in Jhumpa Lahiri’s The Lowland and In Other Words

Elena Stoican, Bucharest University of Economic Studies, Romania

PANELS - Friday November 17

14.00 – 15.30

PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: **Center for American Studies, 1604**)

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

Confucius, Sun Tzu and the Book of Songs – Chinese Lessons for Our Future

Mariana Nicolae, Bucharest University of Economic Studies

Elena Nicolae, Bucharest University of Economic Studies, Romania

Chinese Communication

Maria Butucea, Technical University of Civil Engineering, Bucharest

The Myth of Oedipus in the Romanian Folk Tale Lostrita: Differences and Similarities between the Greek Myth and the Romanian Tale

Maria Dărăbanț, Bucharest University of Economic Studies, Romania

Walking to Byzantium

Dan Horia Popescu, Partium Christian University, Oradea, Romania

15.30-15.45 Coffee break

15.45 – 17.30

PANEL 3: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

(Room: **Center for American Studies, 1604**)

Chair: **Maria Dărăbanț**, Bucharest University of Economic Studies, Romania

“Blood is Thicker than the Ocean”: Language and Immigration in Miroslav Penkov’s East of the West

Michal Moussafi, Hebrew University of Jerusalem, Israel

Panaït Istrati. The Dissident as a Mediator between the East and the West

Gergana Nacheva, Burgas Free University, Bulgaria

Uncle Anghel de Panaït Istrati ou l’aventure antéchristique d’un job moderne

Aurora Bagiag, “Iuliu Hatieganu” University of Medicine and Pharmacy, Cluj-Napoca, Romania

Panaït Istrati Street - Pharaklata- Cephalonia

Angela Bratsou, Association of Romanian Women, Greece

Touches and Taches: Narrative Expressions Connected to Panaït Istrati’s Kyra Kyralina

Dana Radler, Bucharest University of Economic Studies, Romania