

THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
The Faculty of International Business and Economics
The Department of Modern Languages and Business Communication of ASE
"Iuliu Hațieganu" University of Medicine and Pharmacy Cluj- Napoca
7th International Conference: Synergies in Communication
Bucharest, Romania, **22 - 23 November 2018**

EDITORIAL

The current volume contains a selection of the papers presented at the Annual Conference of The Department of Modern Languages and Business Communication, The Bucharest University of Economic Studies, **the 7th International Conference "Synergies in Communication"**, which was held in Bucharest, on 22 – 23 November 2018.

Under the auspices of the Faculty of International Business and Economics, the plenary sessions were jointly organised and shared by the international conferences **Synergies in Communication** and **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 was organized in partnership with *The National Bank of Romania*. This edition of the Conference focused on the following fields:

- Synergies in business communication, education and research
- Interdependences: Quality Assurance, academics' professional development & internationalization of Higher Education
- Education through (inter)cultural studies
- East and West within interdisciplinary frames
- Colloque Panaït Istrati

The languages of the conference were English, French, German, Spanish, and Romanian. The conference's aim was to show how research in the above-mentioned fields reflects future challenges of a culturally diverse, multilingual European society.

Below we present a brief description of the main sections:

SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Business communication is a synergic field where effectiveness is an outcome of cross-disciplinary awareness and of the ability to align best practice with the increasingly rapid pace of the world today. Papers were submitted on topics such as:

- Current developments in academic and research communication, education and training in the field of languages;
- Current and upcoming challenges in multilingual education;
- Research methodologies and professional development;
- Technological impact on language learning;
- Translation studies; Traductology and terminology in business and economics;

- The inter-disciplinary dimension of business communication – changing mentalities through environmental education.

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

This section provided an interdisciplinary forum for specialists in various fields to share expertise and to reflect together on ways forward, to the benefit of education, in general, and for better career prospects for young and experienced professionals alike. Topics included:

- Quality assurance in language education – a multi-perspective approach;
- The relevance of language learning and intercultural awareness for international mobility;
- Continuing professional development for academics – interdisciplinary approaches;
- The role of language proficiency for academic success and the university's internationalisation endeavours;
- Insights derived through multinational projects and their added value for the internationalisation process of HE.

EDUCATION THROUGH (INTER)CULTURAL STUDIES

In current context *Intercultural Studies* represent an important dimension of education, as both learners and teachers need intercultural competences not only for professional interactions and socio-economic mobility, but also as life skills. This section of our conference welcomed papers focusing on topics related to the following main areas:

- Literary and cultural studies; Analyses of culturally determined mentalities, actions, attitudes, etc.;
- Intercultural dimensions and competences for business communication and the labour market;
- Theory and practice in intercultural education;
- *Romania - 100 years of existence* – The Great Union centenary;
- *Leon Levitchi Centenary* – A prominent personality of the Romanian culture.

EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Over the last years, there has been a burgeoning debate about the Eastern multicultural space, ranging from Eastern Europe, Middle East and South Asian countries to the Far East, which has been intrinsically coupled with significant cultural and economic dynamism; however, such diverse and multi-layered areas have also been the subject of all sorts of misrepresentations and misinterpretations. Future trajectory of the Eastern mind-set might provide a ground for the emergence of new civilizations in this new century and new millennium. This section explored the outcomes of the various encounters between Eastern and Western cultural conventions in relation to literature, arts, social sciences and media studies by carefully examining the observations and insights derived by scholars as well as by increasing cultural awareness.

- The Self and the Other; Media, popular culture and visual anthropology;

- Women identity and memory;
- Psychology and trauma studies;
- Image, imagination and imaginary worlds;
- Mythology, folklore and traditional heritage;
- Cultural studies; Translation studies.

COLLOQUE PANAÏT ISTRATI

The symposium (co-organised with "Iuliu Hațieganu" University of Medicine and Pharmacy Cluj- Napoca) aimed at exploring Panait Istrati's works as writer, journalist and translator in Romanian and French, following journeys and events presented in his stories. The aim of the symposium was to open academic debate to new directions, among which we mention:

- Biographic elements, either historical or political in Istrati's life, known or new;
- The interaction of his works and various arts (visual arts, photography, cinema etc.);
- Using cultural concepts (such as identity, gender, migration);
- The impact of historical circumstances and the international politics of his time;
- Discursive routes of Istrati's works: from author to text, from text to context, from context to literary heritage;
- Intertext and interdiscourse as palimpsestic paradigms.

A separate volume co-edited by Dana Radler and Aurora Băgiag and dedicated to Panait Istrati will be published in 2019.

A significant number of the papers presented at the conference (and not included in the *Conference Proceedings* (CD with ISSN)) have been selected to be published in the IDB indexed journals associated with the conference: *Synergy* (www.synergy.ase.ro) or *Dialogos* (<http://www.dialogos.rei.ase.ro/>).

At the event attended over 80 participants from counties like: Romania, Iran, Poland, Australia, Japan, Turkey, India, Spain, France, Greece, Italy and The Republic of Moldova.

Editors and co-editors

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