


 EDITORIAL

This issue of *Synergy* includes a variety of articles in the areas of language education and learning, applied linguistics, literature and cultural studies.

The authors of the first article in the section *ESP Teaching and Learning* Viorela-Valentina Dima and Florina Mohanu look into the research done by students of economics from the Bucharest University of Economic Studies for the Annual Students Conference by means of a quantitative analysis (PREPARING FOR THE LABOUR MARKET - DEVELOPING STUDENTS' MULTILINGUAL AND RESEARCH SKILLS) and conclude that these students are prepared for the 21 century labour market in terms of both multilingual and critical thinking skills. Multilingualism and academia is the focus of the second article in this section, as well, but in the context of Spain (THE CHALLENGES AND OPPORTUNITIES OF MULTILINGUAL ACADEMIA: SPANISH SCHOLARS' LANGUAGE CHOICE FOR RESEARCH AND TEACHING PRACTICES). The findings of the survey conducted by the author Rosana Villares reflect the languages of internationalisation: both English and Spanish, although teaching tends to take place mostly in Spanish. In "WHAT WOULD STUDENTS READ ABOUT?": INVOLVING L2 LEARNERS IN COMPILING A BUSINESS ENGLISH READING PORTFOLIO, author Anca Pecican presents her research into the topics the students of economics prefer to read in English L2: news and information about famous companies and brands, success stories, the world economy, and also non-economic ones.

The *Literary Studies* section includes the article WOMEN WITH STORIES TO TELL: TRANSACTIONAL INTERACTIONS AND THE OTHER IN LEILA ABOUZEID'S *THE LAST CHAPTER* AND LAILA HALABY'S *WEST OF THE JORDAN* in which Noha F. Abdelmotagally uses the Translational Analysis to examine the two novels mentioned in the title and underline some issues of Arab societies in order to provoke their healing. The other article in this section refers to American literature; in it Florian Andrei Vlad makes the claim that Morrison's famous novel *Beloved* is not so much a historical novel, but a work of fiction, which represents its main appeal (HISTORICIZING TONY MORRISON'S *BELOVED*: THE UNDERGROUND RAILROAD).

*Interdisciplinary and Cultural Synergies* is represented in our journal with one article in which Angelica Marinescu makes a comparative analysis of the media representations of Asian investment in Romania, with a focus on South-Korea (ASIAN INVESTMENTS IN ROMANIA. A COMPARATIVE ANALYSIS OF MEDIA REPRESENTATIONS: SOUTH KOREA, JAPAN, CHINA).

In the *Applied Linguistics* section, Antonia Enache looks into the promises made by the former US president Barack Obama in his State of the Union addresses by capitalizing on his audience's emotions (THE RHETORIC OF HOPE: BARACK OBAMA'S PROMISES THROUGHOUT THE STATE OF THE UNION ADDRESSES). In THE LINGUISTIC LANDSCAPE OF RAMALLAH, PALESTINE: A CASE STUDY OF ANALYSING THE DOMINANCE OF ENGLISH VS. ARABIC AS L1 IN THE MAIN STREET OF THE CITY Bashar Farran and Ildikó Hortobágyi investigate the 519 signs of the main street of Ramallah, in Palestine, to determine its linguistic scape. PROVOKATION „HAKLE“. ENTTABUISIERTE KUSSZONEN UND WERBLICHE WOHLGEFÜHLE by Lora Constantinescu deals with how advertisers disregard ethical norms to create messages endorsing misrepresentations.

In the *Book Review* Anca-Teodora Șerban-Opreșcu invites you to read NEW FLESH, OLD DEMONS. CONTAGION NARRATIVES IN POST-COLD WAR U.S. CULTURE, a book by Florian Andrei Vlad, in which he deals with the visual and narrative constructions of disease and contamination in post-Cold War American film and television, as well as literature.

We also included the rubric *Recommendations for Teaching Resources*, in which Rodica Stanciu Capotă presents the textbook DANCING THROUGH ENGLISH FOR INTERCULTURAL COMMUNICATION (authors: Roxana-Elisabeta Marinescu, Irina David and Mariana Nicolae). The "symphonic" organisation of this textbook on three language levels (A1, A2 and B1) and on four topics: General English, Social Dance, Professional English, Intercultural Communication, together with its flexibility and versatility, are its strengths, in Rodica Stanciu Capotă's view.

We are, thus, inviting you to read the articles in this issue of *Synergy*, think about their topics and involve in a written dialogue with their authors.

Roxana Marinescu