

**EDITORIAL**

This issue of *Synergy* is dedicated to the two conferences organised in November 2016 by the Faculty of International Business and Economics: *Future of Europe* and *Synergies in Communication*, as was *Synergy* 1/2017. For this issue, we have made a selection of articles presented in the languages and education sections of the two conferences, articles dedicated to interdisciplinary and intercultural education, to literary and cultural studies, as well as to applied linguistics.

The section *Foreign Languages Teaching and Learning* contains a consistent set of articles on new and innovative contexts of language education, with a very strong student perspective. In *Teacher and Student Empowerment for Improved Learning Outcomes. Reflections on a Romanian Graduate Study Application*, Mihaela Arsene explores student responsibility and empowerment, which, together with teacher empowerment and motivation, are conducive to innovative teaching strategies. By using the holistic approach and integrating all the experiences and multiple skills students possess, teachers can only enhance their own incentives towards improving the education process.

Anna Karlstedt examines the benefits of literature in foreign language education and presents practical applications in order to enhance its role in understanding both the target language and culture and using them to better interact in diverse contexts (*Der Mehrwert von literarischen Texten im DaF-Unterricht*).

Romanian as a Foreign Language is the focus of Anca Găță's study *Pour une approche discursive de l'enseignement-apprentissage du roumain comme langue étrangère*. Different types of activities are described within a discourse competence framework with foreign students of Romanian as main beneficiaries, but also members of ethnic minorities in Romania or students of Romanian families living abroad.

Elite Olshtain's article *A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel* deals with a preventive intervention programme for pre-school children, mediated through high-school students from the same community. Nowadays, in an era of increasing migration, such head-start programmes could facilitate better integration in the host culture, while maintaining home language and culture.

Joanna Niemiec is listening to the learners' voices and is arguing for a needs analysis approach in ESP syllabus design on the basis of a questionnaire carried out

among medical students at the Jagiellonian University Medical College, Krakow, Poland (*Learners's Voice: A Needs Analysis Approach to ESP Syllabus Design*). After looking into 40 students' answers, and their perspective over their needs, lacks and wants, the article's conclusion is that needs analysis provides vital information that should be taken into consideration when designing the syllabi and the course materials, if only to enhance students' responsibility for their learning decisions.

The Literary Studies Section of this issue has a solid focus on contemporary re-interpretations of Shakespearean work. In the article *Shakespeare's Sweet and Not-So-Sweet Nothings: Henoses and/or Kenoses?* Danica Igrutinović shows how the great poet and playwright seems to be deconstructing the usual Neoplatonic dichotomy of pure spirit and prime matter, while Dana Radler explores the ways Shakespearean characters negotiate to sustain identities, or reveal/ hide intentions and actions in the play *The Merchant of Venice (To and Fro: The Sides of Negotiation in The Merchant Of Venice by William Shakespeare)*. Shakespeare's concern with power and leadership is to be seen in his characters, and Ioana Albu offers an insightful reading of powerful leaders in his plays in her article *On Shakespeare and the Quest for Power*.

The Cultural Studies section opens with the article *Elections et "publicité"* by Ruxandra Constantinescu-Ștefănel in which the author presents a comparison of election posters in Romania and in France, with the main difference that while the Romanian electors seem to need to be reassured about their choices, the French electors only wish to make sure their candidates will be at their service.

La médiation (inter)culturelle sous l'angle de l'efficacité (Nina Ivanciu) deals with mediation as both contextualized language and action ; the efficiency of the process depending on the synergies between their inner resources and cultural and communicative skills.

In the first article in the *Applied Linguistics* section, Mihaela Parpalea focuses on types of discourses in communication and how they are affected by all sorts of factors in today's world, including modern technologies, the environment, as well as by the communication partners themselves (*Verkaufsgesprächstypen. Ein Thema für die Linguistik*).

As the title suggests, Miryam Diko examines the issue of „*doppelte Halbsprachigkeit*” in her article *Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit Migrationshintergrund*, with the conclusion that bilingualism is not a threat or a problem for bilingual people, but on the contrary, an opportunity for development for better intercultural dialogue.

The article *Les emprunts d'origine anglo-américaine dans le domaine du Marketing en roumain et en français* proves there is the same English influence on Marketing terms in French and in Romanian, as well as in other European languages. In order to reach this conclusion, Corina Lascu Cilianu examined a

considerable corpus of lexical borrowings from English in specialized publications and dictionaries and conducted a survey in two advertising agencies in Bucharest.

The Book Review section is dedicated to *Dicționar de Angliști și Americaniști Români / Dictionary of Romanian Anglicists and Americanists (DAAR)*, Author: Virgil Stanciu 2015 (second edition). Monica Got emphasizes the effort of the author to gather, catalogue and systematize the ever-growing number of Anglicists and Americanists in this Romanian *Who's Who* of relevant names in the field.

Once again we are inviting you to read all the articles in this issue of *Synergy Journal* and to reflect upon the many-folded aspects they contain. As one of the aims of our journal is to bring together academics from diverse fields to interact and creatively put their energies together in a cross-disciplinary manner, we are hoping that synergies among us will be ignited yet again and other articles derived from this process will come about.

Roxana Marinescu