

EDITORIAL

Synergy 2/2018 contains a selection of articles presented at the two conferences organised in November 2017 by the Faculty of International Business and Economics: *Future of Europe* and *Synergies in Communication*. In addition, we are including some articles submitted for publication in the past year.

The section *Foreign Languages Teaching and Learning* opens with the article "Language Graduates. Educational and Professional Perspectives", in which Viorela Valentina Dima, Lucia-Mihaela Grosu-Rădulescu and Raluca Elena Hurduzeu investigate the educational and professional opportunities of graduates of study programmes in foreign languages, with a relevant case study: the Bachelor Programme in Applied Modern Languages organized by the Faculty of International Business and Economics with the Bucharest University of Economic Studies. In her article "Impact of Teaching Business English Upon Romanian Online Advertising", Elena Tălmăcian presents the results of her study on the perception of some BUES students on Romanian advertisements of the banking system which contain at least one term in English. Aurora Bâgiag describes a three-step approach (design of activity sheets, analysis of methodology and transposition in pedagogical criteria) in the optimization of the linguistic tandem ("Le rôle des ressources pédagogiques pour le tandem linguistique"). The focus of the article "Retos del Marco Común Europeo de Referencia para Las Lenguas: jerarquización de niveles de competencia en lenguas para fines específicos" by Anca Pecican is represented by the levels of competence in languages for specific purposes identified in the Common European Framework for Languages and their practical usage.

The Literary and Translation Studies Section includes three articles on South-Asian literature: the first one is Preeti Shirodkar's literary essay on M. G. Vassanji's latest novel – *Nostalgia* (2016) and the issue of the diasporic self's problematic identity ("(Be)Longing and Loss: Exploring Vassanji's *Nostalgia*"). The second article explores the thin balance between tradition and modernity in gender roles (Iulia Rășcanu: "The Status of Women Between 'Tradition' and 'Modernity' in Chitra Banerjee Divakaruni's *Oleander Girl*") and the third one examines empowerment in connection with South-Asian women's relocation (Adriana Elena Stoican: "Transcultural Fusion Through Nomadic Transgression in Jhumpa Lahiri's *The Lowland* And *In Other Words*"). Maria Dărăbanț examines the myth of Oedipus as presented in the Romanian folk tale *Lostrița* ("The Myth of Oedipus in the Romanian Folk Tale *Lostrița*: Differences and Similarities between the Greek Myth and the Romanian Tale"). Finally, Anca-Simina Martin looks into the issue of translating bawdy wordplays in Shakespeare's play *Romeo and Juliet* into French to arrive at the conclusion that they cannot be translated well or at

least with ease ("The Un(Translatability) of Shakespeare's Bawdy Puns: A Case Study of *Romeo And Juliet's* Early Renderings into French").

The Interdisciplinary and Cultural Synergies section contains the article "Cultural Integration in Europe: from Nationalism to Multiculturalism and Transculturalism" in which Carmen Ardelean supports the view that we should shift traditionalist and nationalist views upon states towards a transcultural approach. In "Religiöse Motive und Verfremdung in der Werbekommunikation", Lora Constantinescu deals with two messages based on religious imagery used in advertising in economy (for German) and political (for Romanian) marketing. Ionela Chiru examines the vocabulary used to describe wine in Italian and the complex relationship between the language of wine and the tasting notes of three types of wine ("Parole della degustazione. Comunicare il vino. Barolo, brunello, amarone").

In the first article in the *Applied Linguistics* section, Antonia Enache and Marina Militaru look into Donald Trump's inaugural speech to identify nationalistic elements, perceived as a positive force and identified with patriotism ("Facets of Nationalism in Donald Trump's Inaugural Speech"). Mihaela Parpalea focuses on specialized language and the language functions from a psychological perspective, as resulting from poetry ("Formen des Sprachgebrauchs innerhalb der Beziehung Sprecher – Sprache"). "Spezifische Anglizismen in der Jugendsprache", the last article in this section by Alina-Maria Mardari, analyses from a sociolinguistic perspective the increase of anglicisms in the German youth language, due mainly to accessing social media on a large scale.

The Book Review written by Anca-Teodora Șerban-Oprescu is dedicated to the volume *LEARNING IS FUN. Teaching Methodology for Plurilingual Education and a Balanced Life*, with Roxana-Elisabeta Marinescu and Roxana-Magdalena Bârlea as editors and published by ASE Publishing House, Bucharest 2017. The book, in the opinion of the reviewer, gives complex, coherent and practical answers to the questions raised by plurilingualism, transdisciplinarity and interculturality, all characteristic of the contemporary educational scape: "...the solution proposed by the authors pleads for learning that is anchored in the social fabric and present in every facet of an individual's life. The process does not halt in 'class', but continues, in various shapes and forms, in every moment outside the class session."

With these final words in mind, we are inviting you to read the latest issue of our journal.

Roxana Marinescu