

CONTENTS

<i>Editorial</i>	5
------------------------	---

Academic Research and Scholarly Publication

SCHOLARLY PUBLICATION.....	7
<i>Bob Ives and Kathryn M. Obenchain</i>	

Considerations on LSP Teaching and Evaluation

PERSUASIVE SPEAKING - TYPES, STRATEGIES AND TECHNIQUES (a topic for class activities)	15
<i>Adriana Chiriacescu</i>	

TEACHING INTERCULTURAL COMPETENCE IN BUSINESS CLASSES	22
<i>Roxana Ciolăneanu</i>	

ASPECTS OF GRAMMAR TO BE POINTED OUT WHEN TEACHING COMMERCIAL CORRESPONDENCE AND BUSINESS ENGLISH	29
<i>Nora Tomoșoiu</i>	

INDIVIDUAL BENEFITS OF EDUCATION, TRAINING AND SKILLS	35
<i>Monica Condruz-Băcescu</i>	

A MODULAR TESTING FRAMEWORK	42
<i>Yolanda-Mirela Cately</i>	

LISTENING COMPREHENSION ASSESSMENT	50
<i>Anastasia Romanova</i>	

*Languages for Specific Purposes
– from Theory to Practice*

DOES THE DICTIONARY REMAIN USEFUL?	57
<i>Juan José Varela Tembra and Eduardo Encabo Fernández</i>	
TESTING ACCESS TO UNIVERSAL GRAMMAR IN L2 LEARNING: THE PRO DROP PARAMETER.....	73
<i>Adela Simoiu</i>	

Cultural and Literary Studies

FORGING NATIONAL IDENTITY. SALMAN RUSHDIE AND (POST)COLONIAL VIOLENCE	90
<i>Roxana Marinescu</i>	
THE COST OF FREE SPEECH	103
<i>Diana Ioncică</i>	
ADVERTISING AS A MEANS OF MOULDING SOCIAL STEREOTYPES.....	114
<i>Iulia Rășcanu</i>	
THE UNREACHABLE “OTHER LAND ('BEYOND METAPHYSICS')”	124
<i>Mihaela Dumitrescu</i>	
LA CONDITION HUMAINE SELON JEAN-PAUL SARTRE	130
<i>Mihaela St. Rădulescu</i>	
WERBEKOMMUNIKATION IM ZEICHEN DER ÖKOLOGIE	137
<i>Lora Constantinescu</i>	