

## CONTENTS

---



---

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

---



---

### *Consideration of Educational Issues*

---



---

LEADERSHIP FOR ROMANIAN BUSINESS STUDENTS .....	7
<i>Mariana Nicolae</i>	
LA PEER EDUCATION .....	15
<i>Carmela Franzese</i>	

---



---

### *Considerations on ESP Teaching and Evaluation*

---



---

CAPITALISING ON STUDENTS' CLASSROOM WORK .....	30
<i>Georgeta Ghiga</i>	
DESIGNING COMMUNICATIVE ACTIVITIES FOR BUSINESS LETTER WRITING .....	41
<i>Cristina Prelipceanu</i>	
ARCHITETTURA DEL SAPERE NEL DISCORSO DIVULGATIVO DEL LINGUAGGIO ECONOMICO-FINANZIARIO ITALIANO .....	48
<i>Mariana Săndulescu</i>	

---



---

### *Cultural and Literary Studies*

---



---

A PLEA FOR INTERCULTURAL TRAINING THROUGH LANGUAGE LEARNING .....	63
<i>Valentina Robu</i>	

THE CONCEPT OF “NATIONAL CULTURE” WITHIN THE NEW GLOBAL CONTEXT-WITH “BRITISHNESS” AS A KEY EXAMPLE.....	71
<i>Adriana Chiriacescu</i>	
”FIT FÜR EUROPA”. SPRACHERWERB UND (INTER)KULTURELLES IM STUDIENBEGLEITENDEN DEUTSCHUNTERRICHT.....	81
<i>Lora Constantinescu</i>	
GROWTH OF CULTURAL GLOBALIZATION IMPACT OVER ROMANIAN CULTURE FOLLOWING THE ACCESSION TO THE EUROPEAN UNION .....	90
<i>Monica Condruz-Băcescu</i>	
THE IMPACT OF THE BODY IDEAL IMAGE ON THE BEAUTY MAGAZINES READERS IN EUROPE.....	102
<i>Mădălina Alamă</i>	
RACIST AND XENOPHOBIC ATTITUDES IN ENGLISH-LANGUAGE FICTION BY AUTHORS OF SOUTH-ASIAN ORIGIN .....	107
<i>Roxana Marinescu</i>	
THE IMAGE OF THE OTHER IN EZRA POUND’S TRANSLATIONS .....	122
<i>Roxana Bîrsanu</i>	
THE MINIMALIST TOUCH: RAYMOND CARVER .....	131
<i>Ştefan Colibaba</i>	