

**EDITORIAL**

In the 2nd issue of *Synergy*, the Journal of the Department of Germanic Languages and Business Communication of The Bucharest Academy of Economic Studies, we have included a variety of articles on teaching and research related topics in the general area of education, with a focus on business communication, translations and cultural and literary studies.

The section entitled **Considerations on Educational Issues** includes a diversity of articles surveying ways of improving learning techniques and solutions for different teaching situations, which include the use of ICT (the article **PERSONALIZED SUPPORT FOR LANGUAGE TEACHERS USING ICT** by Anca Colibaba, Monica Vlad and Cezar Vrînceanu) or tips for teaching listening through an original teacher's monologue (A TEACHER-PRODUCED MONOLOGUE AS A FRAMEWORK FOR TEACHING LISTENING by Mihaela Arsene) or job interviews (the article with the same title by Ruxandra Constantinescu-Ștefănel).

For the first time we have a section which includes Translation studies – **Linguistics and Translation Studies** – with one article in the areas of translations and terminology, focusing on translations as communication and intercultural transfer (TRANSLATING CULTURE – TERMINOLOGY AND COMMUNICATION by Mariana Nicolae and Roxana Marinescu), and a comparison of three translations of the same play, *The Tempest* by William Shakespeare, with an emphasis on the differences among them, written by one of the authors of the translations under discussion (CONTENDING TRANSLATIONS OF *THE TEMPEST* IN PRESENT-DAY ROMANIA by George Volceanov). In the first article in this section, Alexandra Anca Codreanu considers the concept of *topois* in professional communication for a more efficient teaching of English for Legal Purposes (*TOPOI AT WORK*).

Cultural and Literary Studies is again a very consistent section of our journal. The first article focuses on Paul de Man's "theretical" reading of Rousseau (THE CRITIC AND THE "BLIND FORCE" OF LANGUAGE: A "THEORETICAL" READING OF ROUSSEAU by Virginia Mihaela Dumitrescu). While Mădălina Alamă explores the virtual space and its endless resources (WHY VIRTUAL SPACE IS ENDLESS), Lora Constantinescu discusses advertising as a text genre and its use in German Language Teaching (TEXTSORTE WERBUNG IM FSU/FaSU) and Vlad Roșca looks into the way football helped the British immigrants of the late 19th and early 20th century integrate into the Brazilian society (FOOTBALL AS A SOCIAL INTEGRATOR. A HISTORICAL PERSPECTIVE. CASE STUDY: THE BRITISH IMMIGRANTS' INTEGRATION INTO THE BRAZILIAN CULTURE IN THE LATE 19TH CENTURY). In his article THE NATURE OF THE SHORT STORY: ATTEMPTS AT DEFINITION, Ștefan Colibaba focuses on how different critical approaches "explain" why the short story is regarded by some as the most accomplished literary form of the 20th century and by others as the "Cinderella of fiction". "Fictional autobiography" is the term employed by Raluca Șerban when she discusses John Barth's most autobiographic book, *Once Upon a Time. A Floating Opera* ("ASTRAY IN TIME'S FUNHOUSE": *ONCE UPON A TIME. A FLOATING OPERA*).

Another section included for the first time in *Synergy* is the one dedicated to **Business Studies**, which includes two articles: BUSINESS COMMUNICATION COMPETENCE by Monica Condruz-Băcescu, referring to communication skills, including written and oral presentations, as well as the ability to work with others, as the main factor contributing to job success, and EMPLOYEE BEHAVIOR: MANAGING FOR THE FUTURE by Alexandru A. W. Popp, discussing ways in which leaders and managers should consider staff behaviour for the success of the company.

We hope that the above short descriptions of the articles included in this issue of *Synergy* have raised your interest and that reading them will prove provocative and stimulate new ideas. At the same time, we would like to thank our collaborators for their support.

Roxana Marinescu