


 EDITORIAL

This issue of *Synergy* includes a diversity of articles which reflect a variety of preoccupations of our contributors, as well as their profound attachment to academic research. Publishing them in *Synergy* shows our contributors' commitment towards offering their findings to the scrutiny of the specialist and wider public. It is our strong belief that it is only through public debates that scientific results are known and that academic research moves forward.

The first section – **Interdisciplinary and Cultural Synergies** – has two articles on aspects of Indian history and civilization, with an emphasis on communication and means of dealing with the challenges of new developments in society. *Leadership for a Nation* is based on two speeches held by Roxana Marinescu and Mariana Nicolae at the seminar **Ambedkar and Social Change** (The Bucharest University of Economic Studies and Indian Embassy, 14 Aprilie 2016) and focuses on the role model of Dr. B.R. Ambedkar in shaping the new Indian state at the dawn of its Independence. *The Role of Music in Hindi Cinema* by Sharaf Rehman offers a historic perspective over the Hindi film industry located in Mumbai, with a special interest in the role played by the internet in marketing these films. Potential conflict areas in advertising regarded as intercultural communication constitutes the core of Lora Constantinescu's article *Befremdende Fremdbilder in der Werbung*; racial stereotypes and biases towards African people are used to arise interest to the way communication is realised in the advertising industry. In her article *The Portrait of the Romanian Negotiator*, Sorina Andra Conea starts from Geert Hofstede's, Edward Hall's and Fons Trompenaars' theories of intercultural communication to answer some questions regarding Romanian negotiators and the context in which they work: do national characteristics supersede organisational ones and to what extent are they adapted to the national and international contexts?

**Literary and Translation Studies** comprises five articles under the larger umbrella of literature and translations. Thus in *Versions of Alterity. The Wandering Heroes of Herman Melville and V. Voiculescu*, Raluca Șerban takes the reaction of literary criticism on both authors as a starting point in her analysis of the themes that preoccupied both authors: regression of the hero to the sub-human regnum, the love/hate relationship between the hero and the monster, and the theme of the quest. *The Dark* by John McGahern is the focal point in Dana Radler's article *Fear and Violence – Memory Repressed and Reconfigured in The Dark by John McGahern*. Her discussion takes place within a framework of personal identity and social functions, by using social and communicative memory theories

linked to narrative means in an attempt to go beyond classical literary theories. In the article *Stylistic and Expressive Role of Contrast in Chinese Misty Poetry (The End of the 20th Century)*, Kateryna Murashevych looks into the usage of different literary techniques by a group of Chinese poets to express themes such as human nature, self-value or spiritual freedom.

The subchapter **Translation Studies** includes the article *Landmarks of Translation Studies (A. F. Tytler, M. Arnold and E. Nida). A Critical Evaluation*, by Virginia Mihaela Dumitrescu, in which the author fixes the landmarks of the domain, with a focus on literary translation: equivalence (to what extent translators should count on fidelity of expression and to what extent they are allowed some freedom), reader-response, keeping the right balance between contradictory, yet inseparable terms, such as manner vs. matter, letter vs. spirit, etc.

**Foreign Language Teaching, Learning and Professional Development** is as usually an eclectic section dealing with very diverse aspects of education. In this issue, we propose an original article on experiential learning for students of French – internships transformed into externships - in the context of decreasing numbers of enrolments in humanities departments and growing concerns with employability of students enrolled in these programmes (*Externship Opportunities in French: A Response to Changing Student Interest* by Carolyn Gascoigne, Dean of Arts and Humanities at Angelo State University in San Angelo, Texas). A hands-on approach is reflected in the article *Warming Up in EBE Classes* by Olga Calina, from the Academy of Economic Studies in Moldova, who offers some practical suggestions for warmer exercises in English for Business and Economics classes. In the same vein, *Feedback Aspects on Economic Presentations* by Elena Tălmăcian deals with both giving and receiving feedback to five-minute students' economic presentations. Yan Zhimin also focuses on practical aspects of teaching and learning, this time with the Chinese language, and more specifically, its phonetics, in mind (*Aspects of Chinese Phonetics Teaching in Romania*).

Two articles in German are hosted by the **Applied Linguistics** section: the first one (*Euphemistische Formulierungen in deutschen und rumänischen Werbeanzeigen der Medizinindustrie. Einige Aspekte* by Cornelia Pătru) focuses on the use of euphemistic language for hidden and manipulative purposes in today's globalised and profit-oriented society. The second article (*Anglizismenverwendung in der deutschen und rumänischen Jugendsprache* by Alina- Maria Mardari) deals with the use of anglicisms as lingua franca in German and Romanian urban youth language.

Finally, the book review by Anca-Teodora Șerban-Oprescu focuses on the book *Forța economică a femeilor/The Economic Strength of Women* (Andreea Paul coord., Polirom, 2015), the sequel (if the term is allowed) to the volume *Forța politică a femeilor/The Political Strength of Women*, also coordinated by Andreea

Paul (Polirom, 2011). The volume starts from several questions about the condition of women, and more specifically of women entrepreneurs, questions which 57 women entrepreneurs attempted answering. Besides their testimonies, the book also includes a well-documented history of female entrepreneurship in Romania and some international examples of good practice in the field.

In conclusion, we can only hope that we have raised your interest in the thought provoking topics proposed by *Synergy Journal*, and we warmly invite you to read the articles included in this issue.

Roxana Marinescu