

EDITORIAL

Here we are presenting a new issue of our academic journal which we hope will be as intellectually stimulating as (at least) all the previous ones. This issue includes a number of selected articles from the Conference *Synergies in Communication*, organised by the Department of Modern Languages and Business Communication in 2018.

The first section of this issue, *Synergies in Business Communication, Education and Research*, includes two articles which deal with career choices of sorts and their implications. These include career choices of graduates of the programme of Applied Modern Languages of the Bucharest University of Economic Studies, classes of 2016 and 2017 (“Applied Modern Language Graduates – Career Development” by Viorela-Valentina Dima, Lucia-Mihaela Grosu-Rădulescu and Raluca-Elena Hurduzeu) or TESOL teachers in Israel (“Do Cultural and Pedagogical Differences Even out? Experienced NES and NNES Teachers Reflecting on their Role Perception” by Nadrav Badrian).

Education through (Inter)Cultural Studies’ first article - “Fostering Plurilingualism and Social Awareness through TED Talks” (co-authored by Irina David and Roxana-Elisabeta Marinescu) - deals with using these well-known speeches in the language class to help participants develop their plurilingual competence and social awareness, along linguistic skills. In the second article in this section, Antonia Enache and Marina Militaru analyse Hillary Clinton’s concession speech in the 2016 election and emphasise its face-saving strategies (“Face-Saving Strategies in Hillary Clinton’s 2016 Concession Speech”).

In “Cross-Mediality and the Invincibility of Vulnerability: The Rurouni Kenshin Phenomenon”, the first article in the section entitled *East and West within Interdisciplinary Frames*, Maria Grajdian looks into a case of media transfer of a manga series into video games, TV anime series, live action movies and theatrical performances as a way of re-considering one’s emotions. In the second article of this section, Adriana Elena Stoican takes us to the South Asian subcontinent and evokes understanding the self in Jhumpa Lahiri’s autobiographical work: “Modernist Dimensions of Cultural Change in Jhumpa Lahiri’s *In Other Words*”. In the third article, entitled “Possible World Semantics and Character Identity. Highlights for Ian McEwan’s *On Chesil Beach*”, Adriana Diana Polgar (Urian) analyses fictional characters of Ian McEwan’s novel *On Chesil Beach* through world semantics to offer a new perspective of fiction.

In *Applied Linguistics*, you can read the article “English Origin Neologisms in Romanian and Russian – A Comparison of Contexts”, in which its author, Yolanda-Mirela Catelly, compares anglicisms related paradigms in Romania and Russia and shows their relevance when working with multicultural groups in an engineering university.

In the book review, Carmen Ardelean invites us to reflect upon Jordan B. Peterson’s book *12 Rules for Life* (2018) and its controversial teachings (“When Motivational Writings Develop into Sophisticated Interdisciplinary Works”).

Hoping that once again you will enjoy the articles, we are inviting you to read and share *Synergy*.

Roxana Marinescu