

**EDITORIAL**

We are presenting you another issue of our journal which contains a selection of articles presented in the *Synergies in Communication* Conference 2019.

The first article in the section *Education for Active Citizenship through Gender Studies and (Inter)cultural Communication*, addresses political discourses from a gender perspective (WHY HILLARY LOST: AN OUTLINE OF THE FACTORS LEADING TO HILLARY CLINTON'S DEFEAT IN THE 2016 PRESIDENTIAL ELECTIONS by Antonia Enache). The discussion focusses on Hillary Clinton's speeches and her 2016 campaign and analyses the factors leading to her defeat: her overall vision, her gender, the negative campaign she led, plus her 'likability'. In JANE AUSTEN'S IDEA OF A GENTLEMAN, Monica Toma looks into the 19th century construct of *gentlemanliness* and how this impacts gender roles in Jane Austen's novels. Irina-Ana Drobot offers a framework for using popular texts in the English language and culture classes in her article FANTASY LITERATURE: CULTURE AND CIVILIZATION COURSE MATERIAL? The article clearly explains why it is motivational for students to use such texts as a starting point for the analysis of habits, heroes, values and traditions in contemporary societies.

East and West within Interdisciplinary Frames is by now an established and prestigious SiC conference section. We therefore selected three of the presented articles for publication in this volume. Maria Grajdian deals with the way American media and the Hollywood entertainment industry treat representations of Japan from the perspective of masculinity studies in the article RE-FRAMING MASCULINITY IN JAPAN: TOM CRUISE, *THE LAST SAMURAI* AND THE FLUID METANARRATIVES OF HISTORY. Ali Abdullah explores the ways and impact of the intimate gaze in construing the eroticism and exoticism of the female within the framework of Orientalism in pre-Victorian and Victorian women's travellers' writings (INTIMATE EYES: A HISTORIOGRAPHY OF EUROPEAN WOMEN TRAVELERS' IMPACT ON ORIENTALISM). Ayusman Chakraborty challenges the gendering of the thuggee phenomenon, considered a specific Oriental crime by the British colonizers of India (UNGENDERING *THUGGEE*: A RELOOK AT THE FEMALE THUGS).

From the conference section *Synergies in Business Communication, Education and Research*, we have selected one article, WIE MAN DURCH BESTIMMTE SPRACHFORMEN ZEITGEMÄß SEIN KANN in which Mihaela Parpalea analyses the extent to which contemporary German is influenced by English. The examples provided account for the creation of "Denglish", a sort of distorted German, considered unavoidable by the author.

The book review section of our journal includes two items, reviews to *Rewriting the American Culturescape* by Anca-Teodora Șerban-Oprescu and to *The Politics of Palestinian Multilingualism: Speaking for Citizenship* by Bashar Farran. In the first one, author Florian Andrei Vlad deals with issues of American identity in the works of four authors: Kurt Vonnegut, John Updike, Philip Roth and Don DeLillo. In the second book, Nancy Hawker examines ways in which native speakers of Arabic try to maintain their own identity within the political and socio-linguistic system in Israel.

Hoping to provide large context for another academically fruitful dialogue, we are inviting you to read the articles, reflect and bring forward your own contributions to *Synergy Journal*.

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