


 EDITORIAL

The first issue of *Synergy* Journal of this year contains a selection of articles presented at the *Synergies in Communication* Conference (ASE, October 2021). We hope that the diversity of topics and the skillfully presented research by our contributors will once again appeal to the readers' most demanding expectations.

The journal opens with the topical subject of the corona pandemic and its impact on everybody's professional lives in the section **Interdisciplinary and Cultural Synergies in the Pandemic**. The article *COMPASSION AND THE ARTS IN THE TIME OF THE PANDEMIC: A DIGITAL JOURNEY* which opens this section was one of the keynote speeches at the ASE conference and it is authored by Professor Mala Pandurang, Head of Department, Dr. BMN College, Mumbai, India. The article focuses on the compassionate role played by the arts in digital form in helping us deal with the global pandemic during lockdown, as well as with its aftermath. In *THE IMPACT OF THE COVID-19 PANDEMIC ON ACADEMIC COMMUNICATION*, Irina David and Anca-Teodora Șerban-Oprescu explore the shifts in academic and administrative communication as a result of the COVID-19 pandemic, with their benefits and drawbacks, and Maria Parasca analyses the changes brought along by the online teaching environment, including the ritualic nature of some practices meant to create a sense of belonging to the educational community (*WIE HAT DIE CORONAPANDEMIE DIE UNTERRICHTSREGELN UND -RITUALE GEÄNDERT? EIN PAAR ANMERKUNGEN AUS DER UNTERRICHTSPRAXIS / HOW HAS THE CORONAVIRUS PANDEMIC CHANGED THE RULES AND RITUALS IN CLASS? SOME REMARKS BASED ON TEACHING PRACTICE*). Veronica Câmpian and Sonia Maloș examine the communication strategies used in the Romanian anti-covid vaccination campaign, applied on the corpus of short informative videos played on Romanian television. (*ADAPTING THE COMMUNICATION STRATEGIES FOR THE COVID-19 VACCINATION CAMPAIGN TO THE ROMANIAN CULTURAL MINDSET*).

The first article in the **Literary and Cultural Studies** section discusses abortion and motherhood combining the historical (Decree 770/1966) and literary (some contemporary Romanian novels by women authors) perspectives, from the critical standpoints of new historicism and feminism (*ABORTED MOTHERHOOD AND TRAUMATIC HISTORY. AN ANALYSIS OF SOME CONTEMPORARY ROMANIAN NOVELS BY WOMEN WRITERS* by Roxana-Elisabeta Marinescu). Yaryna Oprisnyk investigates the phenomenon of intermediality in Kazuo Ishiguro's novel *Never Let Me Go* and its cinematic effect (*KAZUO ISHIGURO'S NOVEL NEVER LET ME GO: INTERMEDIAL DYNAMIC BETWEEN LITERATURE AND CINEMA*). Autoethnography as an instrument of academic decolonisation with the purpose of creating spaces for the under-represented,

starting from Octavia E. Butler's fiction is the focus of Roxana Marin's piece, *FICTION IN-BETWEEN: AN INTRODUCTION TO AUTOETHNOGRAPHY*.

The section **Synergies in Communication and Education** contains three articles focussing on strategies for learning: Blaženka Abramović looks into playful activities which can attract students in their language learning through reading (*TEILNEHMER*INNENAKTIVIERENDE ARBEITSFORMEN ZUR ENTWICKLUNG DES LESEVERSTEHENS. TEXTARBEIT ERFOLGSORIENTIERT UND MOTIVIEREND GESTALTEN / PARTICIPANTS-ACTIVATING WORKFORMS FOR THE DEVELOPMENT OF READING COMPREHENSION. MAKE TEXT WORK IN A SUCCESSFUL AND MOTIVATING DESIGN*), while Mihaela Parpalea considers the benefits of the new media in foreign language learning (*DER NUTZEN DER NEUEN MEDIEN IN DER UNTERRICHTSPRAXIS / THE BENEFIT OF THE NEW MEDIA IN TEACHING PRACTICE*). In *(INTER)CULTURAL AWARENESS IN JAPANESE LANGUAGE TEXTBOOKS*, Magdalena Ciubăncan focusses on some A1-level textbooks of the Japanese language and concludes they build cultural awareness rather than an intercultural competence.

The new section **Considerations on Academic Research and Publication** examines the constraints and pressure of academics to "publish or perish": Lucia-Mihaela Grosu Rădulescu opens the Pandora's box (plagiarism intended!) on the peer-reviewing process (*OPENING PANDORA'S BOX: A CRITIQUE OF PEER REVIEW PROCESSES*), Doris Sava discusses reputation and quantitative factors in grant competitions in the philological field (*FIT FÜR WISSENSCHAFT? NEUE FORMEN DES REPUTATIONSGEWINNS / FIT FOR SCIENCE? NEW FORMS OF REPUTATIONAL GAIN*) and Luminița Steriu presents ways of rendering other people's ideas through in-text citations or different types of paraphrases used in master's dissertations (*DE LA CITATION À LA REFORMULATION DANS L'ÉCRITURE DU MÉMOIRE DE MASTER / FROM CITATION TO REFORMULATION IN THE WRITING OF MASTER DISSERTATIONS*).

Anișoara Pop offers us the book review of a relevant volume to the study of ESP: *ASSESSMENT IN ENGLISH FOR SPECIFIC PURPOSES. A PSYCHOPEDAGOGICAL APPROACH TO TESTING BUSINESS AND MEDICAL ENGLISH* (Ovidiu Ursa, Casa Cărții de Știință, 2019). Besides a consistent theoretical part, in which the author reviews other contributions to this field, the book also contains examples, case studies, illustrations, which can be helpful to other professionals.

In the hope you will find this new issue of our journal intriguing and relevant, we invite you to browse it in both electronic and paper formats. Happy reading!

Roxana Marinescu