

**EDITORIAL**

It is time for a new issue of *Synergy* Journal, which includes research findings of our contributors in various philological fields: literary and cultural studies, linguistics and translation studies, teaching and education, as well as a consistent number of articles presented at the International Conference entitled *Japan: Pre-Modern, Modern, Contemporary*, which took place at the Bucharest University of Economic Studies in September 2025.

In the first article (NARRATING THE IN-BETWEEN: CULTURAL STEREOTYPES AND GEOGRAPHICAL DETERMINISM IN THE NOVELS OF ELIF SHAFAK) in the section on **Literary and Cultural Studies**, Ramona Elena Chițu, Alexandra Moraru and Anca-Teodora Șerban-Oprescu analyze the novels and public discourse of renowned author Elif Shafak in the transnational literature framework and with a view to the interconnections between the East-West spaces. TIKTOK ART. THE TAXIDERMISTRY OF JEAN-MICHEL BASQUIAT by Ana Banu discusses the “artistic taxidermy” of contemporary artist Jean-Michel Basquiat’s work, while PERFORMING SADNESS. A CRITICAL DISCOURSE ANALYSIS OF “SAD GIRL” MUSIC by Ruxandra Pană examines this music phenomenon from the perspective of affect theory, media studies and feminist theory, within a Critical Discourse Analysis framework. In the final article in this section - DISCOURSES OF ALTERITY. EXPLORING CULTURAL RELATIVISM IN ERASMUS STUDENTS’ NARRATIVES – Mihaela Pricope presents her qualitative research into the views on their host countries of 23 students involved in Erasmus mobilities.

The **Japanese Studies** section includes articles in the areas of religion, philosophy, or literature, presenting various aspects of the rich culture of this country. The first article focuses on the Japanese influence in the world through a potential business model which uses understanding, knowledge and technique for added value (JAPONISME 3.0 BUSINESS MODELS FOR THE FUTURE by Masanao Kawakami and Carmen Săpunaru Tămaș). In BUDDHISM, FOLKLORE, AND JAPANESE SOCIETY IN THE PROSE WORKS OF MIYAZAWA KENJI, Vesna Kuraica delves into Miyazawa Kenji’s personal interpretation of Buddhism, based on harmony with nature and incorporation of local folklore. THE ARCHETYPE OF THE “SAGE” AND THE MODEL OF THE “IDEAL SOCIETY” IN THE DYSTOPIAN WORLD OF *SHINSEKAI YORI: A READING EXPERIENCE* (PART 1), the first part of a study by Olga Ilina, also looks into the Japanese mythology to explore the archetype of the sage in anime through the lens of Jungian psychology. José Silvestre analyzes a role-playing video game based in the universe of Japanese identity in his article FROM *PARADISE LOST* TO THE

THRONE OF CREATION: RE-IMAGINING THE JOURNEY TO GODHOOD THROUGH A JAPANESE “SUI GENERIS” IMAGINARY. Literature represents the focus of the article ON THE FICTIONALITY OF MURAKAMI HARUKI’S “THE ANTEATER IN MUSASHI-SAKAI: KAHŌ, PART II” by Yao Xiao, an analysis of Murakami Haruki’s short story “The Anteater in Musashi-Sakai: Kaho, Part II”. Finally, Oana Năvodaru describes the place of postwar Japanese avant-garde photography in a larger cultural context and shows the Japanese photographers’ contribution to the emergence of a new artistic aesthetic (LANDMARKS IN JAPANESE POSTWAR AVANT-GARDE PHOTOGRAPHY).

The section entitled **Synergies in Language Teaching and Communication** includes two articles: CHALLENGES IN TEACHING BUSINESS REPORT WRITING TO MULTILINGUAL STUDENTS by Antonia-Cristiana Enache, Marina-Luminița Militaru and Monica-Alina Toma and CLICK, SHARE, DISCOVER: DIGITAL SCIENCE COMMUNICATION IN ROMANIAN HIGHER EDUCATION. THE CASE OF OVIDIUS UNIVERSITY OF CONSTANȚA by Diana Hornoiu and Costin-Valentin Oancea. While the former focuses on the challenges of teaching report writing to university students, the latter presents the findings of an online survey and ten interviews on digital communication.

The first article in the **Linguistics and Translation Studies** section, ANGLIZISMEN IN DER DEUTSCHEN MODE- UND WERBESPRACHE: GEBRAUCH, FUNKTIONEN UND AUSWIRKUNGEN by Evelyn-Maria Sabo and Veronica Câmpian is an in-depth analysis of the use of Anglicisms in German fashion advertising. Anișoara Pop examines key linguistics features of biomedical abstracts in 48 research articles, with the aim of exploiting them in teaching English for specific purposes, more precisely Medical English (CORPUS-BASED ANALYSIS OF BIOMEDICAL ABSTRACTS FOR MEDICAL ENGLISH PEDAGOGY). Maria Parasca looks into the use of chatbots, such as ChatGPT and Copilot, in the classroom, with a view to promoting critical thinking of the AI-generated responses to different prompts (KI IN DER PHRASEODIDAKTIK? ANMERKUNGEN ZU DEN CHANCEN UND (AKTUELLEN) GRENZEN FÜR DIE PRAXIS DES DAF-UNTERRICHTS).

A book review which focusses on both theoretical and practical aspects of translation studies was written by Zinaida-Tamara Fedot on the collective volume ASPECTE FUNDAMENTALE ALE TRADUCTOLOGIEI APLICATE (FUNDAMENTAL ASPECTS OF APPLIED TRANSLATION STUDIES). It is considered a useful tool not only for specialists, but also for the larger public, as it deals with many relevant case studies.

Finally, as this is the last editorial I am writing for **Synergy**, allow me to express my gratitude to the founders of this academic journal, late Prof. Georgeta Ghiga, Prof. Emerita Laura Mureșan and Prof. Emerita Mariana Nicolae, as well as its first

editor-in-chief, Tania Măgureanu. It was through their vision and strategic thinking that this journal was born and through their vitality, energy and constant work that it continued to exist and thrive. As I have been involved from the very beginning in its activity, I could witness all the joy, success and struggles for performance of its successive editorial teams, to the present one: Lucia-Mihaela Grosu-Rădulescu, managing editor, Irina David and Anca-Teodora Șerban-Oprescu, associate editors. A big thank you for the constant and friendly support of Editura ASE, the relentless support of its Director, Simona-Margareta Bușoi, the Editing Team: Silvia Răcaru, Livia Radu and Emilia Velcu. Also, my gratitude to all the peer-reviewers and contributors, as well as to all the people who make sure the journal exists in its online and print versions.

Time to say good-bye after more than 20 years, in which I brought my modest contribution to **Synergy** regular publishing twice a year and to its standing in International Data Bases and Romanian CNCS A category. Time for a new team and new challenges.

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