



**12th International Conference of the LSP Unit
Faculty of Economics and Business Administration
“Alexandru Ioan Cuza” University of Iași, Romania**

INTERCULTURAL COMMUNICATION: RESEARCH, THEORY AND PRACTICE

10-11 May 2019

CONFERENCE PROGRAMME

Friday, the 10th of May, 2019

16.00 – 18.00 REGISTRATION – B 314 Ground floor

Saturday, the 11th of May, 2019

8.00 – 9.00 REGISTRATION – B 417 First floor

9.00 – 9.30 OPENING WELCOME – B 417

**Luminița Andrei Cocârță, Professor, PhD and Sorina Chiper, Lecturer, PhD on behalf of
the organizers**

**Dinu Airinei, Professor, PhD, Dean of the Faculty of Economics and Business
Administration**

9.30 – 11.00 PLENARY SESSION

Nicolae Gheorghiță, Professor, PhD, National Music University of Bucharest

Practici muzicale laice la curțile domnești și boierești din Valahia și Moldova în epoca fanariotă

La aproape trei secole după ce Mehmed al II-lea Fatih (1432-1481) cucerea Constantinopolul (1453), societatea constantinopolitană a veacului al XVIII-lea era una compozită în care o serie de religii și națiuni (turci, greci, evrei, armeni, arabi creștinați și reprezentanți ai Europei apusene), conviețuiau în ceea ce constituise, cândva, inima Imperiului Bizantin. Era normal ca în această atmosferă multietnică să existe influențe și determinări reciproce care, în plan muzical, au însemnat familiarizarea cântăreților greci atât cu muzica de curte otomană cât și cu cea ecleziastică bizantină, începând, mai ales, cu mijlocul secolul al XVII-lea. În acest context, preluarea de către Valahia și Moldova a ceremonialului religios și laic din fosta capitală de pe malurile Bosforului a avut drept consecință orientalizarea unei părți importante a repertoriului muzical de la curțile domnești și boierești ale celor două capitale. După cum bine observa Lazăr Șăineanu cu peste două secole în urmă, curțile domnești de la București și Iași respirau în epoca fanariotă “o atmosferă absolut orientală și aceasta nu numai în ceea privește administrațiunea și ceremonialul oficial, dar și în viața de toate zilele, în îmbrăcăminte și în mâncări, în felul de a fi și a simți al claselor boierești”. Pornind de la studiul codicelor muzicale bizantine din România și Grecia, comunicarea de față analizează practicile muzicale și repertoriul laic fanariot preluate la nivelul elitelor locale de la curțile domnești și boierești ale principatelor dunărene Moldova și Valahia, în ultimele decenii ale Turcocrăției.

Associate Prof. Bice Della Piana
Scientific Director of 3C Lab Salerno
The 3CLab Salerno - description and discussion

11.00 – 11.30 COFFEE BREAK – B 417

11.30 – 13.30 CONCURRENT SESSIONS

13.30 – 16.00 FESTIVE LUNCH – Cantina Titu Maiorescu

CONCURRENT SESSIONS

Section 1. INTERCULTURAL COMMUNICATION: RESEARCH, THEORY AND PRACTICE

Room B417

Moderator: Luminița Andrei Cocârță, Professor, PhD, Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași, Paula Onofrei, Lecturer, PhD, “Alexandru Ioan Cuza” University of Iași

Luminita Cocarta, Professor, PhD, “Alexandru Ioan Cuza” University of Iasi

A discussion of intercultural communication tools

Professionals that work in the field of intercultural communication should definitely have a strong educational background in cultural studies. The present paper presents several training and evaluation tools meant to create stronger intercultural communication awareness at the level of multinational companies.

Maria Tatarusanu, Assoc. Professor, PhD, “Alexandru Ioan Cuza” University of Iasi

Methodology of interpretation of the European cultural heritage through tourism attractions

Today, cultural tourism is one of the most important type of tourism as a result of various factors which influenced the tourism demand and supply during the last decades. Cultural heritage refers to the main man-made attractions, maintained and enriched by the old generations until the present one and it could be better valued by the communities, companies, governments trough tourism. In this context, the interpretation of the cultural heritage represents a way of improving benefits for all the stakeholders involved in tourism activities, both at the European and national level. The present paper emphasizes the important role of interpretation of the cultural heritage and presents a higher education institutions partnership for developing an new methodology of interpretation of the European cultural heritage through tourism attractions.

**Paula Onofrei, Cosmina Marcela Oltean
Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi
MA student, “George Enescu” National Arts University, Iași**

Culture and Cultural Management

From a theoretical point of view, cultural management is the science of organizing cultural events. In order to better understand this subject, we need to ask ourselves the following

questions: “What is culture?”, “What is the object of cultural management?”, “What are the objectives of cultural management?”, “Who is the cultural manager?” and “Which are the components of cultural management?”. The term of *culture* refers to the idea of product or growth, thus being similar to agriculture. But *culture* is also considered daily life, our attitude, our approach and the way we understand the world, we need to offer this world a specific direction and significance. Even Raymond Williams in *Culture and Society* claimed the same thing, that an alternative meaning of culture is the inner or spiritual process, different from what is external. This alternative meaning is associated with art, religion, family and personal life. Thus, culture becomes the reflexion of inner life, just like subjectivity and imagination.

Ana Maria Bercu, Assoc. Prof. Dr. Hab., “Alexandru Ioan Cuza” University of Iasi

Cultural Heritage and Job Creation. Developing Local Communities

The articulation between cultural heritage and local development are link undoubtedly with the aims of local public authorities in terms of responsibilities for the well-being of their communities. In their strategically plans at local level, the local authorities should develop managerial tools to facilitate the job creation and to sustain the local development. Our paper aims to illustrate the role of the cultural heritage in sustaining and increasing the economic potential of local communities, integrating heritage within local development strategies.

Abdelouahed Jittou, Razane Chroqui, PhD

LAMSAD – Ecole Nationale des Sciences Appliquées, Université Hassan 1^{er} de Settat, Maroc

Entrepreneuriat culturel : L'intention entrepreneuriale chez les jeunes porteurs de projet culturel

Encourager les jeunes à s'entreprendre dans le domaine culturel constitue aujourd'hui un atout majeur pour promouvoir l'esprit de l'entrepreneuriat et permettra aussi de transférer leurs créativité culturelles, vers la sphère du marché, ce qui contribuera à la création d'une industrie culturelle pouvant jouer un rôle important en tant que locomotive du développement économique grâce à la mise en place d'un secteur entrepreneurial culturel fort et durable. Dans cet article, nous proposons de présenter les résultats de l'étude que nous avons menée auprès de certains jeunes porteurs de projet culturel et créative. Notre objectif est d'évaluer leurs intentions entrepreneuriales en vue de les sensibiliser à l'entrepreneuriat culturel. L'analyse des données recueillies montre des résultats très intéressants qui corroborent l'importance de ce secteur qui présente un fort potentiel en termes de création de valeur et d'emploi.

Section 2. Cultural Studies Room B 516

Moderators: Dragos Cojocaru, Professor, PhD, Faculty of Letters, “Alexandru Ioan Cuza” University of Iași, Romania

Dragos Cojocaru, Professor, PhD, “Alexandru Ioan Cuza” University of Iași, Romania

Ducele de Mantua sau despre seducția fără frontiere

În piesa *Le roi s’amuse* („Regele petrece”, Paris, 1832), Victor Hugo ne înfățișă un rege Francisc I afemeiat, iar piesa a fost interzisă după prima reprezentație. După aproape douăzeci de ani, sub presiunea cenzurii exercitate de autoritățile austriece, acest personaj a devenit Ducele de Mantua în adaptarea italiană a lui Francesco Maria Piave pentru melodrama *Rigoletto* (Veneția, 1851), compusă pentru scena lirică de Giuseppe Verdi. În cele ce urmează, îl vom urmări pe acest Duce manifestându-se, prin vorbe și prin fapte, de-a lungul firului acțiunii: avem de analizat trei intervenții solistice cu miză de auto-prezentare (o elocventă baladă-profesiune de credință, o atipică reflecție sentimentală rezolvată printr-un nou elan amoros și, respectiv, un cântec de imediată notorietate planetară) și trei dialoguri pasionale în decursul cărora ia cu asalt diferite ipostaze ale femininului (o aristocrată căsătorită de la curte, o fecioară inocentă dintr-un mediu clausturant și, respectiv, o prostituată profesionistă de pe stradă), ultima asemenea conversație făcând loc unui nu mai puțin celebru cvartet.

Cristian Ungureanu, Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

Societatea lichidă în viziunea lui Umberto Eco

Ideea de societate lichidă îi aparține sociologului și filosofului de origine poloneză Zygmunt Bauman și se referă, în primul rând, la schimbarea dramatică prin care trece umanitatea postmodernă, ca urmare a crizei statului care se retrage din viața individului fără a-i mai oferi posibilitatea de a rezolva în mod omogen, problemele etice și morale ale timpului în care trăiește. Totul devine prezență imediată, vizibilitate, individualism, mass-media, de unde lipsește orice punct de referință și unde totul se transformă într-un fel de lichiditate în care omul nu este altceva decât un simplu consumator. Lucrarea da față își propune să analizeze modul în care cunoscutul autor italian, Umberto Eco, abordează această problematică, în diferitele sale scrieri, mai ales în cele de natură eseistică. Eco se întreabă dacă există posibilitatea supraviețuirii unei astfel de lichidități, sau dacă Bauman este doar o „vox clamantis in deserto”.

Daniel Niță Danielescu, Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

Pentru o cultură a recunoștinței - exemplul edificării mausoleului de la Mărășești

Emanuela Ilie, Associate Professor, PhD, “Alexandru Ioan Cuza” University of Iasi

Ekphrasis and Fantastic. Significations of the artistic references in Dan Stanca's *Translucent Graves*

In the post-communist decades, due to the inevitable changes of the Romanian culture and civilization, a few writers attired by the fantastic genre felt the need to renew their typical formula by using various socio-political, but also artistic references. The prolific Dan Stanca is such a contemporary novelist interested in extending his text significances through the use of the ekphrasis. In the same time, he never forgets to mix the fantastic conventions, the ideological themes specific to the post-communist Romania and the universally dramatic realities as the exile. Taking into account his remarkable novel entitled *Translucent Graves*, we'll explore both the benefits and the limits of this new fantastic schema.

Lavinia Ienceanu, PhD Student, “Alexandru Ioan Cuza” University of Iași

Cartografii psihologico-literare în *Asuntos de un hidalgo disoluto*. Schimburi interculturale (Charting the psychological-literary Interplay in *Asuntos de un hidalgo disoluto*. Cross-Cultural Exchanges)

Lucrarea își propune să traseze coordonatele antropologico-literare ale romanului *Asuntos de un hidalgo disoluto* al lui Héctor Abad Faciolince, explorând dimensiunea metisă, polifațetică și oscilantă a protagonistului său. Vizând atât palierul etic, cât și cel estetic românesc, miza demersului nostru este analiza schimburilor culturale realizate pe puntea intertextualității, și, în consecință, reliefarea personajelor și a motivelor filosofico-literare itinerante prilejuite de propensiunile deopotrivă centripete și centrifuge ale (anti)eroului columbian de factură postmodernă, ale cărui impulsuri, pulsuni și complexe îl fac emblematic pentru cultura hispano-americană în ansamblul ei.

Oana Alexa, Assist. Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

Intercultural Communication and Cultural Clashes in Edith Wharton's Novels

The concept of intercultural communication, like many others, has developed in response to a reality that people faced on a daily basis, consciously and unconsciously, at work or at home, but nevertheless critical to their evolution as a nation. Americans, in particular, have experienced living in a “melting pot,” and Edith Wharton's novels, although focusing on the upper-class, exhibit their fair share of cultural clashes among the residents of ‘Old’ and ‘New’ New York. This paper aims to discuss the instances when two cultures, usually defined by having ‘old’ or

‘new’ money, come into direct contact and the way Wharton sees these conflicts through is some of her most famous novels.

Alin Titi Călin, Assist. Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

The main sources of the proverbs from Don Quixote

Part of the PhD investigation, *Paremiological structures from the Romanian translations of the novel «Don Quixote de la Mancha»*, the study aims to highlight the origins of the proverbs used by Cervantes in his main novel. Dictionaries and studies on the topic point out that a great number of proverbs come from the Bible, Greek and Latin Antiquity. Nevertheless, there are proverbs rooted in the folklore, in the historic, social, political and cultural aspects of the nation. It is also important to highlight that there are theories that Cervantes himself created some of the proverbs.

Corina Bădeliță, Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

La letteratura (migrante) ambasciatrice della comunicazione interculturale tra l’Italia e la Romania.

Literatura (migrantă) - ambasadoare a comunicării interculturale dintre Italia și România

Prin această comunicare ne propunem să evidențiem importanța pe care o are literatura în înlesnirea cunoașterii reciproce dintre două popoare. Pe de o parte, vom aborda viziunea pe care au o scriitorii italieni despre România, pornind de la câteva scrieri contemporane ce conțin astfel de referiri, iar pe de altă parte, ne vom axa pe actuala literatură migrantă, menționând câteva opere aparținând scriitorilor de origine română care scriu în limba italiană.

Sorina-Crina Ghiață, MA Student, “Alexandru Ioan Cuza” University of Iasi

Interferențe mitologice în literatura franceză și în cea spaniolă

Miturile tragice străvechi și-au făcut simțite prezența în literatura europeană, fiind reamintite și adesea reinterpretate de către marii autori, în special începând din perioada Renașterii. Mai apoi, în epoca barocă și în cea clasică putem observa, în cazul unei analize atente, faptul că interpretări comune, din punct de vedere mitologic, pot fi atribuite chiar și câtorva dintre textele care aparțin acestor perioade recunoscute ca fiind în contradicție. Două exemple concrete în acest sens sunt scriitorii Pedro Calderón de la Barca, cel mai de seamă reprezentant al barocului spaniol și Jean Racine, « le plus classique des classiques ». În capodoperele lor, respectiv *Viața e vis* și *Fedra*, opere literare care ar putea fi considerate reinterpretări ale unor mituri grecești, anumite personaje par a fi înscrise în același destin pecetluit, tragic, asemănător eroilor lui Euripide sau ai lui Sofocle.

Section 3. Teaching, Applied Linguistics and Translation Studies Room 511

Moderator: Sorina Chiper, Lecturer, PhD, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași

Ioana Ilisei, PhD student, "Alexandru Ioan Cuza" University of Iași

Licentious language in Romanian translations of Mario Vargas Llosa's Prose: *La Fiesta Del Chivo*

Literature transposes us into the universe of the author's world. The article proposes to analyze argot, jargon elements and licentious language from Hispanic American literature and their Romanian translations. As there are few Latin American works that are translated into Romanian, it was quite difficult to choose both an author and novels. As we will be able to notice, the argot, the jargon and the colloquial register or the informal one will immerse us into the world described by the author, and moreover, they will help describe the characters and define their personality. Informal register, colloquial register, slang or swearing implies no constraints and limitations. They either lead to build an ironic dimension in the narrator's plan, or they imply ease in a multicultural space. Moreover, the biggest number of Spanish language speaking people is in Central and South America's territory, where there are 90% of the Hispanic people from the eighteen countries having Spanish language as an official language.

Sorina Chiper, Lecturer, PhD, "Alexandru Ioan Cuza" University of Iasi

The Ethics of Translation – an Emerging Concern

One of the issues of recent concern in Translation Studies – as well as in other fields – is ethics. In this presentation I will draw on Mona Baker's insights on ethics in translator training and provide examples of cases when the translator's personal values can make a difference in whether or not he or she will accept a commission.

Laura Ioana Leon, Associate Prof., PhD, "Gr. T. Popa" University of Medicine and Pharmacy of Iasi

Intercultural Issues in the Use of the Internet in ELT

In the era of diversity in which we are required to show cultural awareness and understanding, we also have to take into account the rapid development of technology. More than ever, Higher Education needs to be kept updated with the latest learning solutions and technology. The Internet has long penetrated the ELT in different forms and aspects. The aim of the paper is to

discuss intercultural issues related to the very use of the Internet in the teaching of ESP for medical students.

Anca Cecal, Lecturer, PhD “Alexandru Ioan Cuza” University of Iasi

Teaching English for occupational purposes through simulated work situations

This study focuses on the branch of ESP dedicated to the use of English for Occupational Purposes (EOP), the aim of which lies in teaching learners to communicate according to their linguistic needs in future professional situations. Its main aim also lies in the justification and reinforcement regarding the important role played by the English language in the labor world. We firmly believe that curricula for teaching English in universities, at both undergraduate and graduate levels, should be tailored to students' prospective employment needs and communication purposes. We therefore plan on revising some theoretical approaches to EOP in our paper, as well as discussing the role of simulated work situations in improving various skills related to using EOP.

Ana Sanduloviciu, Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi

Quelles méthodes pour enseigner l'interculturel en classe de FLE aujourd'hui ?

Dans cette communication, nous essayerons de présenter quelques modalités concernant l'introduction du concept de l'interculturel dans l'enseignement des langues étrangères et surtout du FLE. Vu que nos étudiants suivent les cours d'une faculté d'économie, nous croyons qu'il est très utile de présenter, pendant les classes, une démarche qui vise l'interculturel en général, dans une première étape, et, dans un second palier, de s'approcher de l'interculturel et de son rôle dans le monde de l'entreprise multinationale. On pourra démontrer, ainsi, aux étudiants, que ce concept tellement complexe envisage tant la langue que la culture cible et leur interférence avec d'autres langues-cultures.

Cristina Snatinschi, BA student, “Alexandru Ioan Cuza” University of Iasi

Language as the Expression of the Culture: A Study on the Linguistic History of the Republic of Moldova

That language is culture and culture is language is an everlasting subject of debate. Nonetheless, it is clear as day that the relationship between these two expressions of human existence has a huge impact on the way humanity develops and evolves. Language and culture are so interconnected due to the fact that they have developed together and still keep on influencing and changing each other that a slight alteration in either causes a direct influence on the other. Nowadays there are roughly 6,500 languages spoken around the world. This number is impressive, especially if we take into consideration the fact that almost each language reflects a distinctive culture. But what happens when an order from the government dictates to change the linguistic policy of a state and to pervert its language? This creates a deep separation and division inside that culture and country. This is what happened to Romania and the Republic of

Moldova- the two sister countries that used to be united, having the same origin and history, but destined to separation due to linguistic speculations.

Anca Colibaba, Irina Gheorghiu, Albert Ludwigs, Stefan Colibaba, Carmen Antonita
EuroEd Foundation, “Gr. T. Popa” University of Medicine and Pharmacy

Enhancing students’ research and reading/ writing skills through the Parsifal project

The article is a study based on the Parsifal project (Erasmus+ programme), developed within a partnership of schools, education and ICT organisations from Bulgaria, Italy, Lithuania, Poland and Romania. Starting from the results of the PISA survey, which showed that almost one out of five 15-year-olds in the EU has insufficient reading and writing skills, the project focuses on the role that basic skills (literacy, numeracy and science) play in education, employment and social inclusion. The article introduces the project’s objectives, outputs and activities relying on storytelling techniques. It also gives insights into the online materials and tools meant to help educators improve secondary school students' achievements in literacy and digital skills. The materials use students’ own findings when researching their cultural heritage as main resources.

Paula Onofrei, Cosmina Marcela Oltean
Lecturer, PhD, “Alexandru Ioan Cuza” University of Iasi
MA student, “George Enescu” National Arts University, Iași

Artistic Research, between Semiotics and Theoretical Reflection

Broadly speaking, research means an organized approach, a systematic analysis of information and an original contribution to knowledge. Research is materialized after establishing a discourse, after establishing the area of theoretic investigation, the establishing of specific bibliography and the adaptation of a series of methods. Research means an investigation whose result is represented by the enrichment of knowledge or of a branch specific to a field. Thus, research is built based on a methodology, by asking some questions and by bringing sustained arguments for specific answers, having a methodic, step-by-step connection between questions and answers. Being more specific, artistic research is different from academic or scientific research because it has the tendency to overcome the limits between art works and theoretical studies.

Jia Menglu

Studying in China

Ying Xue, Confucius Institute, University of Bucharest & "Gr. T. Popa" University of Medicine and Pharmacy

Idea Spark

Nowadays, Alternative Medicine is becoming more and more popular in the world. So the Confucius Institute of Traditional Chinese Medicine uses Chinese as a Carrier to spread Chinese medicine and culture. The presentation will show you two case studies of two Confucius Institutes of TCM and also show the ideas of what we should do next.

Erasmus Students

French Sub-Culture