



**15th International Conference of the LSP Unit
Faculty of Economics and Business Administration
“Alexandru Ioan Cuza” University of Iași, Romania**

COMMUNICATION VS CULTURAL TRANSFORMATION

29 October 2022

CONFERENCE PROGRAMME

9.00 – 9.15 OPENING WELCOME
Venue: B 421

Prof. Luminița Andrei COCÂRȚĂ, PhD - on behalf of the organizers

Prof. Bogdan ZUGRAVU, PhD, Vice-Dean of the Faculty of Economics and Business Administration

9.15 – 10.45 PLENARY SESSION

Prof. Simona MODREANU, PhD
Alexandru Ioan Cuza University of Iasi

La guerre des médias. Stratégies et surenchères

L'invasion de l'Ukraine par la Russie le 24 février 2022 a provoqué une véritable secousse planétaire, non seulement sur les champs de bataille, mais aussi en matière de multiplication des composantes d'une guerre hybride. L'information et la désinformation vont de paire dans les deux camps concernés, avec des approches contradictoires significatives qui illustrent deux visions du monde différentes.

Prof. Gabriel Mursa, PhD

Alexandru Ioan Cuza University of Iasi, Director of Friedrich von Hayek Institute

Gândirea economică românească din secolul al XIX-lea. Aspecte interculturale

Marise LETHO, PhD

University of Turku, Finland

Embracing transformational learning in a global business world: communication competences for English as a Business Lingua Franca speakers (EBLF / BELF)

In this talk, I will explore the key concepts related to 3 levels of global business communication; specifically through the lens of English as a Business Lingua Franca (EBLF / BELF). I will first provide an overview of the role that globalization has played in business communication and consider how the view of the 'native English speaker' has evolved over the years. Drawing on key literature, we will also explore the practical communication competences that can support students, educators, & organisations alike as they navigate the fast-changing world that we live in, e.g. reflection, appreciative inquiry, as well as other strategies. I will also share findings from research that support transformational learning and discuss some of the opportunities and limitations of these findings. Finally, I will conclude with future considerations – a 'where to from here'?

10.45 – 11.00 BREAK

11.00 – 13.00 CONCURRENT SESSIONS

Section 1.COMMUNICATION VS CULTURAL TRANSFORMATION B516

**Moderator: Prof. Luminița ANDREI COCÂRȚĂ, PhD, FEAA, “Alexandru Ioan Cuza”
University of Iași, Romania**

**Prof. Khalid LAHLOU, PhD
Hassan II University, School of Arts and Human Sciences, Casablanca, Morocco**

The Way Cultural Transformation Impacts Communication

Starting from the premise that cultural awareness undoubtedly allows one to communicate with people in a more effective way based on the understanding of their respective culture, this paper tries to examine how both culture and cultural alteration can easily- positively and / or negatively- impact communication. Bearing in mind that one's culture shapes the manner with which one acts and interacts, the paper will also make an attempt at shedding light on- and showcasing- the role culture can play in boosting cultural values and hence creating a healthy social environment based on trust and mutual respect.

**Razane CHROQUI, Mohamed El Amine Moumine
Hassan First University of Settat, École Nationale des Sciences Appliquées de
Berrechid, Laboratoire Interdisciplinaire des Sciences Appliquées, Morocco
Hassan II University, Faculty of Letters and Humanities Benmsik, Morocco**

Managerial features of Cultural and Creative Industries in Morocco: Case study

During the last decades, entrepreneurs and Business managers have become more and more aware of the new rules of rude competitiveness imposed by globalisation. To enhance opportunities of growth and development for their economies, countries, such as Morocco, have started to encourage new sectors and activities such as the Cultural and Creative Industries (CCI). The current study examines the managerial features of handicraft entities in Morocco. Data have been collected through a survey and official documents from the website of the Ministry of Tourism Handicrafts and Social and Solidarity Economy. The results show that the studied entities are small with a relatively important experience measured by their age. Despite their long experience, they do not adopt managerial procedures to run their businesses. They rely on the “cultural aspect” of the product they are offering “artisanal products” to achieve their financial goals without any managerial efforts.

Assist. Lect. Ana-Magdalena Petraru
“Alexandru Ioan Cuza” University of Iasi, Faculty of Letters

Representations of Cultural, Social and Economic Transformation during a Pandemic: the Great Plague vs COVID 19

This paper purports to account for the changes that occurred during the Great Plague of London, restrictions included, as recorded by classics such as Daniel Defoe and Samuel Pepys in their diaries and compare them to the most recent pandemic of our times, i.e., COVID 19, seen through the lenses of (post)modern authors (Jan Cornelius – *Aventurile unui călător naiv, între mișcare și izolare*) and filmmakers (Dan Chișu’s *9 povești de dragoste și ură în izolare*, (2020) or Doug Liman’s *Locked Down* (2021)). Our aim is to distinguish the mechanisms that led to cultural, social and economic transformation and their outcome, considering communication breakdowns between people, their loved ones and authorities, not to mention despair.

Lect. Ana SANDULOVICIU, PhD
Alexandru Ioan Cuza University of Iasi, FEAA

Evoluție culturală și transformări economice în a doua jumătate a secolului al XIX-lea: Eugeniu Carada, o personalitate importantă a epocii

Personaj marcant al epocii sale, contribuind din plin la construirea României moderne, Eugeniu Carada este, totuși, destul de puțin cunoscut astăzi. Fiind o personalitate cu multiple preocupări, Eugeniu Carada a contribuit la transformarea și modernizarea țării. Astfel, traiectul carierei sale are o strânsă legătură cu evoluția, dezvoltarea și transformarea economiei românești, deoarece Carada este întemeietorul primei Bănci Naționale a României.

Irina GHEORGHIU
Albert Ludwigs University, EuroEd Foundation

How cultural transformation impacts teaching: the INCREA project

The article is based on the INCREA project - INclusive CREativity through Educational Artmaking. The project is being implemented by EuroEd Foundation Iasi, Romania and universities, institutions and schools from Bulgaria, Spain, Italy, Lithuania and Turkey. The main aim of the project is to provide educators from a culturally diverse context with an innovative method of inclusive education and to promote children’s wellbeing through the implementation of arts educational content and practices as a common language to enhance students’ motivation to study. The article gives some insights into the objectives, methodology and main outputs of the project.

Prof. Luminita COCÂRȚĂ, PhD & Silvia ANDREI
“Alexandru Ioan Cuza” University of Iasi, FEAA& Stefan Bârsănescu Secondary School, Iasi

Society and cultural transformation

In a globalized society, cultural transformation is inevitable. Considering a set of international instances, the present study tries to illustrate how the modern world could challenge the ethnic identity, the traditional values and traditional institutions.

Section 2. CULTURAL STUDIES (I) B518

Moderator: Prof. Dragos COJOCARU, PhD, Faculty of Letters, "Alexandru Ioan Cuza" University of Iași, Romania

**Prof. Dragos COJOCARU, PhD, Habil.
Faculty of Letters, "Alexandru Ioan Cuza" University of Iași, Romania**

"Divina Comedie" - traducere si transformare

**Lect. Cristian UNGUREANU, PhD
"Alexandru Ioan Cuza" University of Iasi, Faculty of Letters**

Universul semnelor la Umberto Eco

Lumea în care trăim este plină de semne, panouri, atenționări, cifre, mesaje, marcaje care ne apar zilnic în față. Semnele fac parte din cotidian, reprezintă ceva cu care ne-am obișnuit. Tocmai pentru că ne-am obișnuit nu mai ținem cont de faptul că acestea au niște legi

proprie și, dacă nu le cunoaștem, riscăm să cădem în eroare. Semnele nu sunt lucruri evidente

și naturale, ci simboluri date de cei care le generează. Lucrarea își propune să prezinte contribuția lui Umberto Eco la dezvoltarea acestui nou domeniu de studiu, semiotica, precum

și principalele probleme pe care le ridică această disciplină.

**Corina-Gabriela BĂDELIȚĂ, PhD
"Alexandru Ioan Cuza" University of Iasi, Faculty of Letters**

Writing in the time of COVID: communication and transformation

From spring 2019 to the present, numerous contributions have appeared in the Italian literary space dealing with issues related to this illness and the way it has been handled individually and publicly.

The aim of this talk is to examine the individual and collective volumes of established writers or amateurs, as well as the newspaper columns by contemporary writers such as Alessandro D'Avenia, Lorenzo Marone or Massimo Gramellini, in order to observe the tools used in communicating this experience and the transformation that has taken place, or may still take place, thanks to this recourse to writing.

Simona Leonti

"Alexandru Ioan Cuza" University of Iasi, Faculty of Letters

Eliade and Unamuno: societal change and its literary manifestation / Eliade și Unamuno: schimbare socială și manifestare literară

Section 3. CULTURAL STUDIES (II)

B618

Moderator: Assoc. Prof. Emanuela ILIE, PhD, Faculty of Letters, "Alexandru Ioan Cuza" University of Iași, Romania

Assoc. Prof. Emanuela ILIE, PhD, Faculty of Letters, "Alexandru Ioan Cuza" University of Iași, Romania

"In transee precum in pridvorul bisericii" Jurnal (poetic) de front urcrainian/ "In the trenches, as in the porch of the church." Poetical Diary of the Ukrainian Front

Proceeded by a short history of the Romanian (anti) war poetry, written during the 19th and the 20th century, by our canonical or underrated authors (from Vasile Alecsandri, George Coșbuc and Octavian Goga to Camil Petrescu, Nicolae Labiș, Nichita Stănescu & co., passing through Adrian Maniu and other avant-guard poets), my communication will analyse the (anti)war poetry that has seen the light of print since the end of February 2022 and was produced in Romania as an immediate reaction to the Russian-Ukrainian war.

Rev. Daniel NIȚĂ DANIELESCU, PhD

Alexandru Ioan Cuza University of Iasi, "Dumitru Stăniloae" Faculty of Orthodox Theology

Câteva trăsături specifice ale sintezei culturale românești din „epoca mitropolitului Veniamin Costachi”

Atunci când scrie despre trecutul nostru cultural N. Iorga constată ca foarte reprezentativă și tutelară pentru mișcarea de înnoire de la sfârșitul secolului al XVIII-lea și prima jumătate a celui următor este personalitatea mitropolitului de atunci al Moldovei și Sucevei, Veniamin Costachi. Între vredniciile pentru care o întreagă epocă de transformări și de sinteză culturală românească a fost desemnată în posteritate cu numele său se disting cele de om al

rugăciunii curate și de iubitor al osteneții cărturărești, de călugăr erudit și smerit, de arhieru „patriot” și de lucrător al iubirii părintești milostive.

Rev. Adrian DINU, PhD

Alexandru Ioan Cuza University of Iasi, "Dumitru Stăniloae" Faculty of Orthodox Theology

Cuvântul: mijloc de comunicare și formare a omului. Metabolismul lui duhovnicesc

Reflecția noastră se inspiră din noțiuni antropologice extrase din Biblie, din gândirea patristică și din spiritualitatea, zisă orientală, a Bisericii Ortodoxe. Pentru a vorbi sau a rosti cred că trebuie mai întâi de toate să tăcem. Să învățăm ceea ce reprezintă ne-vorbirea sau tăcerea. Cel ce ascultă Cuvântul lui Dumnezeu știe să tacă. Liturghia sau slujba și rugăciunea centrală a Bisericii este o tăcerea a spiritului care, vorbind și cântând, citind și ascultând face ca tăcerea aceasta să fie organică omului și slujbei. Acesta este și sensul în care vedem cuvântul din Biblie, anume că Fecioara Maria « păstra toate cuvintele acestea în sufletul ei » (Luca 2, 51). Cuvântul nu este doar un mijloc și un anunț, ci o comuniune, o simfonie organică omului, o realitate care-l poate forma sau nu.

Sorina Ghiță

"Alexandru Ioan Cuza" University of Iasi, Faculty of Letters

Latin American literature in the 20th century. The Magical Realism

If we think of the cultural and literary heritage, especially of Latin America, it becomes, according to critics and historiographers, synonymous with the second half of the last century. What are the origins of magical realism and how does this literary movement appear in Latin America? Also, how has it crystallized and how has it evolved? In the last part of the presentation, we are going to observe some recurring themes in one of the best-known works of the Latin American literary space, *The House of the Spirits*, by the author of Chilean origin, Isabel Allende.

Section 4. TEACHING, APPLIED LINGUISTICS AND TRANSLATION STUDIES

B 417

Moderator: Assoc. Prof. Sorina CHIPER, PhD, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași

Lect. Angeliki MOUSAKITI, PhD
Department of Language, Literature and Culture of the Black Sea Countries,
Democritus University of Thrace

The Perception of the *Other* in Romanian Communist and Post-Communist School History Textbooks

In the present paper I will attempt to present part of my post-doctoral research on the perception of *the Other* in Romanian Communist and Post-Communist School History Textbooks. More specifically, the research involves the collection, analysis, interpretation and critical evaluation of the data and references related to *the Other* and especially the religious and ethnic minorities in Romania. Although there is plenty of teaching material for the learning needs of the minority children, I choose to focus my research interest on the textbooks addressed to Romanian students and the way in which *the Other* is included in the Romanian historical narrative. Through the comparative study of the content of history textbooks I aim at highlighting the similarities and differences, the continuities and ruptures in the politics of identity and alterity from the end of the WWII until today.

Assoc. Prof. Laura Ioana LEON, PhD
"Gr. T. Popa" University of Medicine and Pharmacy

Exploring the role of cities when teaching about culture

The aim of this paper is to show how we can use some intercultural tools in order to familiarize medical students with the field of medical humanities. We believe that medical humanities are an essential part of medical students' training, meant to develop some necessary skills that a health care professional should have: good communication and observational skills, along with empathy. The experiment that is going to be addressed is meant to show how we can explore cities and urban culture by and large. This paper is going to explore cities through the perspectives of writers and artists, thus, besides learning how to deal with multiple perspectives (more subjectivities do make an objectivity), medical students may also learn how to use intercultural tools to increase their knowledge on the notion of culture understood as an important part of foreign language teaching.

Lect. Alin Titi CĂLIN, PhD
Alexandru Ioan Cuza University of Iasi, Faculty of Letters

Transferul elementelor culturale în subtitrare

Lucrarea de față își propune evidențierea elementelor culturale din filmele spaniole *8 apellidos vascos* și *8 apellidos catalanes* și a modalității în care acestea apar în subtitrarea din limba română. Întrucât actul traducerii reprezintă și o comunicare dintre culturi, iar traducătorul se află în constatare dilemă între a adapta creativ elementele culturale sau de a le transpune textual, încercăm să urmărim care ar fi strategiile de tălmăcire în traducerea audiovizuală.

Assoc. Prof. Sorina CHIPER, PhD

Alexandru Ioan Cuza University of Iasi, FEAA

Translations in the field of Economics: An overview of translation practices over the past three decades in Romania

Translation is known to have contributed to the development of specialized terminology in the target language. In the case of Romania, over the past three decades, translation work in the field of Economics has mirrored the country's transition from state-planned, centralized economy to the market economy. This presentation will assess the translation landscape in Romania, in the broad field of Economics, with a view to identifying trends and major players in the field.

Lect. Oana Alexandra ALEXA, PhD
Alexandru Ioan Cuza University of Iasi, FEAA

A Look at English Language Teaching beyond the Pandemic

The COVID-19 pandemic brought about significant changes to our view of teaching and learning at a time when online education was still not regarded as a large-scale option. Now that onsite activities have, for the most part, returned back to normal, educational institutions must consider the ways to move forward based on the experience they have gathered during the last two years. In terms of foreign language teaching, we consider that valuable lessons have been learned and this paper aims to discuss the new directions which have now become available to us and how to benefit from them.

Assist. Lect. Carina BRÂNZILĂ, PhD
"Alexandru Ioan Cuza" University of Iasi

Analysis of needs in Business English teaching

The term 'analysis of needs' first appeared in India in the 1920s, when Michael West introduced the concept to cover 2 separate ideas of 'need' in learning: what learners are expected to do with the language in a target situations and how learners might best master the language during the training period. The concept of 'need' reappeared only 50 years later, in surveys and research approaching the needs analysis in teaching foreign languages. With further studies, the scope and focus of needs analysis changed: the dominant focus of early needs analysis was occupational, but later it changed to academic language. More recently, the focus shifted again to include general language learning: practicalities and constraints, teaching methods and learning strategies, materials selection. This presentation aims at looking at the complex notion of needs analysis in the specialized field of language teaching for Business purposes.