



**17th International Conference of the LSP Unit
Faculty of Economics and Business Administration
"Alexandru Ioan Cuza" University of Iași, Romania**

LANGUAGE, CULTURE AND CHOICE IN A CHANGING WORLD

24-25 May 2024

CONFERENCE PROGRAMME

24 May 2024

18.00 – 19.00 Registration – B507

25 May 2024

9.00 – 9.10 OPENING WELCOME B 417

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

Prof. Cristina Teodora ROMAN, PhD, Dean of the Faculty of Economics and Business Administration

Prof. Andreea Oana IACOBUȚĂ-MIHĂIȚĂ, PhD, Head of the Department of Economics and International Relations, Faculty of Economics and Business Administration

9.10 – 10.45 PLENARY SESSION

Prof. Lăcrămioara PETRESCU, PhD

Director of the Doctoral School of Philology, Alexandru Ioan Cuza University of Iasi, Faculty of Letters

Alegerea poetului

Ritmul *binar* al individualității creatoare, corespunzător aplecării concomitente spre literatură și filosofie, literatură și matematică, literatură și muzică, vădește, în cazul poezilor

români Mihai Eminescu, Lucian Blaga și Ion Barbu, o complementaritate de structură. În actul creației, „gena dominantă” se va manifesta în certe tensiuni ale alegerii, în dinamica alternantă a expresiei generice, în alegerea definitivă (abandonul), în interferențe.

Prof. Constantin DRAM, PhD

Alexandru Ioan Cuza University of Iasi, Faculty of Letters

Dualitatea Ființei umane. Cu un model rabelaisian: *Esse vs Habere*

Dacă pentru Hamlet al lui Shakespeare dilema existențială se exprimă exclusiv în termeni ontologici (între „a fi” și/ sau „a nu fi”), pentru Panurge al lui Rabelais ea capătă o latură pragmatică. Așadar: „a fi” sau/ și „a avea”.

**Rev. Canon Mark OXBROW, Director of Guided Research Programme
Oxford Centre for Mission Studies**

From Communism to Consumerism: Orthodox Witness in Cultural Context

Assoc. Prof. Alice BARDAN, PhD

Mount Saint Mary’s University, Los Angeles, English Department

Fake News in Romania: a Case Study on *Cronica Cărcotașilor*

At the center of my investigation is the analysis of the successful Romanian weekly satire show *Cronica Cărcotașilor* (which translates into English as “The Tattlers’ Tattle”) in the context of the televisual landscape of post-socialist Romania (the second most populous country in Central Europe). Hosted by Serban Huidu and Mihai Gainusa on Prima TV (which was created in 1997 as one of the first commercial television stations in the country), the show deploys humor as a means of establishing social cohesion while challenging the audience to think about politics in new and imaginative ways. I argue that by eroding the boundary between news and entertainment and by changing the audiences’ patterns of consumption, the show significantly broadens engagement with political media content. Indeed, as the numerous responses to the “Tattlers’ News” (“Cârco Stiri”) posted daily on the show’s Facebook page demonstrate, *Cronica Cărcotașilor* has succeeded in providing an interconnected space of debate around important social and political issues. What is particularly remarkable about the show is that in addition to fostering discursive contestation and activating a certain set of desires for political engagement, it also encourages its fans to imitate the hosts’ attitude and style by coining new words and satirical phrases that constantly reinvent and reinvigorate the Romanian language. The show’s success needs to be understood in relation to specific geopolitical contingencies and the history of media reception practices in Romania.

10.45 – 11.00 BREAK

11.00 – 13.00 CONCURRENT SESSIONS

13.15 – Lunch – catering (B 516)

Section 1. COMMUNICATION AND CHOICES IN A GLOBAL CONTEXT – B 516

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

Prof. Razane CHROQUI, PhD, Mariem HAKIM, PhD candidate

**Hassan First University of Settat, National School of Applied Sciences,
Interdisciplinary Laboratory of Applied Sciences, Morocco/ Université Paul Valéry
Montpellier 3, Laboratoire Corhis, France**

**L’intégration de l’intelligence artificielle dans la communication organisationnelle:
une revue systématique de littérature**

L’intégration de l’intelligence artificielle (IA) dans les processus communicationnels des organisations illustre le potentiel de ces technologies pour soutenir et améliorer les opérations qui, traditionnellement, requièrent une intervention humaine significative, telles que la génération de rapports automatisés, l’interaction *via* des robots de discussions (chatbots) et l’analyse des données massives (big data) (Gillespie, 2014). Cependant, l’adoption progressive de l’IA dans les pratiques de communication organisationnelle soulève des questions importantes concernant la transparence, l’éthique et la responsabilité des systèmes algorithmiques (Buhmann, 2023). La responsabilité algorithmique prend de l’importance, plaçant « la décision » des professionnels de la communication au cœur des débats. Ces derniers sont chargés de mettre en œuvre les principes d’une communication inclusive pour gérer cette responsabilité, ce qui comprend la divulgation transparente des décisions algorithmiques. Toutefois, cette responsabilité engendre également des tensions entre les innovations en IA, la stratégie organisationnelle et les attentes publiques en matière de transparence et d’éthique. En suivant le protocole rigoureux de la revue systématique de littérature, cette recherche vise à explorer les applications actuelles de l’IA dans les processus décisionnels et dans la communication organisationnelle et fournir un aperçu approfondi de ce domaine en pleine évolution. En outre, cette étude identifiera également les lacunes éthiques dans ce domaine afin d’orienter les futures recherches et de proposer des implications pratiques pour les organisations.

Hicham MAJID, PhD candidate, Prof. Razane CHROQUI, PhD, Assoc. Prof. Driss HARRIZI, PhD

**Hassan First University of Settat, National School of Applied Sciences,
Interdisciplinary Laboratory of Applied Sciences, Morocco**

Transformation Digitale: L'IA comme Pilier de la gouvernance financière dans les universités Marocaines

Les universités marocaines sont en pleine transition vers des modèles de troisième génération, caractérisés par l'innovation, la recherche avancée et une agilité institutionnelle accrue. Cependant, elles font face à des défis majeurs en matière de gouvernance financière. L'intelligence artificielle (IA) émerge comme une solution prometteuse, capable d'automatiser les processus financiers, d'affiner les analyses prédictives et d'optimiser les prises de décision basées sur les données. L'IA promet non seulement d'accroître l'efficacité et la transparence, mais aussi de transformer les pratiques de gestion en un processus proactif, réduisant ainsi les risques liés aux erreurs humaines et aux fraudes. En renforçant le contrôle interne grâce à des outils d'IA, les universités pourraient bénéficier d'un allègement du contrôle exercé par le Ministère de l'Économie et des Finances, leur offrant une plus grande agilité et flexibilité financière. Cette autonomie accrue est essentielle pour que les universités marocaines puissent répondre aux exigences contemporaines de l'enseignement supérieur et de la recherche. Cet article explore les potentialités de l'IA et ses contributions à la gouvernance financière des universités marocaines, en mettant en lumière son impact sur la gestion budgétaire, la comptabilité, les achats publics, le conseil juridique en finance et l'audit. En conclusion, nous aborderons également les défis et les contraintes liés à son implémentation dans le contexte Marocain. Notre objectif est d'inspirer une transformation profonde et durable de la gouvernance financière universitaire, propulsant les institutions marocaines vers une nouvelle ère de performance et d'innovation.

Assoc. Prof. Ana SANDULOVICIU, PhD
“Alexandru Ioan Cuza” University of Iasi, FEAA

Le langage des journaux économiques roumains et français: changements de certains concepts reflétés dans la présence et la dynamique des anglicismes

Irina Gheorghiu, Simona Hultoana, Giorgiana Maxineanu, Corina Sandu, Stefan Colibaba
EuroEd Foundation, Alexandru Ioan Cuza University

Enhancing teachers' emotional intelligence to stimulate students' motivation via the Poems project

Students' intrinsic motivation tends to diminish with age, and teachers often struggle to stimulate it. The self-determination theory (Ryan and Deci, 2000) suggests that activities addressing students' needs for autonomy, competence, and relatedness enhance motivation. Choice is the common nominator for these needs. However, for teachers to successfully implement this approach, they must have a good understanding of students and possess a high level of emotional intelligence. The article is based on the Poems Project, which equips teachers with a self-assessment test to evaluate their emotional intelligence competence and an online course to help them improve their skills and knowledge.

Lect. Carina Ionela BRÂNZILĂ, PhD
“Alexandru Ioan Cuza” University of Iasi, FEAA

The complexity of education nowadays: decision-making in a dynamic world

Modern life presents us with multiple challenges and options, making decision-making a complicated task. The year 2024 in Romania exemplifies this complexity, as we face pivotal choices that will shape our future. Universities are holding elections for various positions, and nationally, the country will soon elect representatives to the Parliament and a new President. This specific context underscores a broader issue: we are continually flooded with an overwhelming flux of information, offers, and technological advancements promising to enhance our lives. But are these really an improvement? This paper aims to explore the implications of these dynamics on the educational landscape, focusing on how educational institutions and decision-makers can navigate this complexity. We will examine strategies for fostering critical thinking and informed decision-making among students, educators, and administrators. By analysing current practices and introducing innovative approaches, this presentation hopes to provide some insights to improve decision-making processes in educational settings. Emphasizing the role of education in preparing individuals to critically evaluate information and make better choices, this paper seeks to contribute to the ongoing discourse on education's role in modern society.

Teodora LEON, MA student

University of Bucharest, Faculty of Foreign Languages and Literatures

Self-Actualization in America and the Fulfilment of European Dreams in the 2023 Arnold Documentary Series

America has fed people's imagination since its emergence on the map, proving to have a malleable identity that has been shaped according to how both inhabitants and outsiders have perceived the nation in time. While establishing its essence, the United States has automatically altered the shaping of other countries and continents, unofficially becoming a model for the rest of the world. The most prominent comparison has appeared between America and Europe, and despite the fact that the latter has been portrayed as a sophisticated, civilized space, there are theorists, such as Jean Baudrillard, who have noticed a supposedly more beneficial development in the case of the former country, precisely because of its compact historical timeline and its ability to even transcend history itself, ending up in a domain called “hyperreality” (as presented by Baudrillard). As a result, dreams and ideals formed by people are thought to have a better chance of materializing in the United States, leading to the formation of a “Utopia achieved” – which gives the name to one of Baudrillard's chapters from the study called *America*. This paper will resort to some of the main ideas brought forth in the alluded critical text, and trace them in the 2023 documentary series on Arnold Schwarzenegger. By considering the path of an individual that blends Europe with America, the article will pinpoint not only the principal differences between two such cultural spaces, but also the way in which they get to influence one another, up until they may visibly converge and generate a new kind of self-reflection at a global level.

Lect. Paula-Andreea ONOFREI, PhD

“Alexandru Ioan Cuza” University of Iasi, Faculty of Computer Sciences

Choice in the Trilogy “Manifest” by Roxie Nafousi

Given the fact that choice is part of our daily life, the purpose of the present paper is to underline the solutions proposed by Roxie Nafousi in her trilogy “Manifest”, to be more specific “Manifest: 7 Steps to Living your best life”, “Manifest in Action” and “Manifest for Kids! 4 Steps to Being the Best You”. The aim is to change one’s life for the better in all aspects. This is an inviting reading for all the people and children that have embarked on the journey towards personal development and an accomplished meaningful existence, according to personal values and choices.

Ingrid-Beatrice COMAN-PRODAN

“Alexandru Ioan Cuza” University of Iasi, Faculty of Letters

In truth we lie: deceiving information and truthful fiction

We live in a jungle of information, generated in the mainstream media, internet, social media, constantly bombarded with pieces of information, often displaced, distorted, fake, with less and less chances of discernment, our reality blurred by a thousand veils. Sometimes it feels like we have all moved into a huge reality show. We are, however, left with a painful longing for something essential, without which life slowly loses meaning: the truth. Is there a safe place left, where truth can still be preserved, for a better version of our humanity and for our children to come? Can fiction be that place?

Prof. Luminita COCĂRȚĂ, PhD & Silvia ANDREI, MA student

“Alexandru Ioan Cuza” University of Iasi, FEAA& Stefan Bârsănescu Secondary School, Iasi

Elections and Culture in Europe

The present study discusses the manifestos of some political parties, for the European elections in 2024, focusing on the attention they give to culture and on their intention to finance it.

Section 2. CULTURAL STUDIES – B417

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

Prof. Dragos COJOCARU, PhD

Faculty of Letters, "Alexandru Ioan Cuza" University of Iași, Romania

Despre „vasul ales” în traducerile românești ale «Infernului» dantesc

Sintagma „vas ales” apare într-un pasaj din Noul Testament și se referă la „un om din Tars, cu numele Saul”, viitorul apostol Pavel. Dumnezeu însuși îl numește astfel (*Faptele Apostolilor*: 9, 15) atunci când îi poruncește ucenicului Anania să îl caute pe acest Saul „în casa lui Iuda”. În *Infernul* II, 28, Dante folosește această denumire perifrastică pentru a-l denumi pe Sfântul Pavel în postura de călător ceresc (pentru care referința, tot neotestamentară, este *II Corinteni*: 12, 2-4). ste Dante demn – se întreabă el însuși, în context – să parcurgă un itinerariu similar cu cel parcurs de un potențial precursor de o asemenea importanță, de un ales al Domnului? Obiectul prezentei contribuții îl constituie analiza contrastivă a terținei dantești care rezumă fapta și semnificația călătoriei cerești pauline, în traducerile românești ale *Infernului*, abordate în cronologia aparițiilor editoriale.

Lect. Cristian UNGUREANU, PhD

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

Roma în *Divina Comedie*

Lucrarea își propune să prezinte atât relația lui Dante Alighieri cu Roma, cât și apariția orașului etern în diferite contexte ale *Divinei Comedii*. Pentru autorul florentin, Roma este orașul prin excelență, model civil pentru orice formă de guvernare pământească, dar în același timp centrul lumii spirituale conduse de papalitate. Dante introduce o distincție foarte clară între cele două puteri responsabile de binele pământesc și de cel spiritual, *sori*, cum le numește el în *Purgatoriul*: „Soleva Roma, che 'l buon mondo feo,/ due soli aver, che l'una e l'altra strada/ facean vedere, e del mondo e di Deo” (*Purg.*, XVI, v. 106-108) – Roma obișnuia, când a făcut lumea mai bună, să aibă doi sori, care arătau atât o cale, cât și pe cealaltă, pe cea lumească și pe cea a lui Dumnezeu (trad. n.). În viziunea dantescă, Roma, perfecta *civitas*, ne duce dincolo de limitele istorice, politice sau ale orizontului mundan, iar printr-o transpunere metaforică Paradisul (orașul divin) este numit Roma, în timp ce Cristos este numit roman (*Purg.*, XXXII, v. 100-102).

Assoc. Prof. Emanuela ILIE, PhD

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

Women, animals, naratives. Ioana Drăgan's short stories from the perspective of animal studies

As the title indicates, my paper takes into account a re-evaluation – from the *animal study* perspective – of the short prose written by Ioana Dragan and recently collected in an anthological volume titled, quite significantly, “Mysterious Stories and Other Creatures” (Litera Publishing House, Bucharest, 2022).

Lect. Corina-Gabriela BĂDELIȚĂ, PhD

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

La centralità delle scelte linguistiche in uno dei labirinti decentralizzati di Luciano Bianciardi

La nostra analisi si concentra sul primo romanzo della cosiddetta "Trilogia della rabbia" di Luciano Bianciardi. Ne Il lavoro culturale, la lingua assume un ruolo centrale non solo come strumento di comunicazione, ma anche come mezzo per riflettere sulla realtà sociale e politica dell'Italia del dopoguerra. L'autore mescola sapientemente registri linguistici diversi, dal dialetto al gergo, passando per il linguaggio burocratico e letterario. Questa commistione linguistica, debitrice a Gadda, riflette la complessità e la frammentazione della società italiana del tempo, e contribuisce a creare un'atmosfera di disillusione e disincanto. La sua ironia tagliente e il suo sarcasmo dissacrante mettono in luce i limiti e le contraddizioni di un'Italia alle prese con la ricostruzione postbellica. Attraverso il linguaggio, l'autore mette in luce le contraddizioni e le ipocrisie del suo tempo, offrendo una acuta riflessione – tuttora attuale – sulla condizione dell'intellettuale e sul ruolo della cultura nella società.

Rev. Assoc. Prof. Daniel Niță DANILESCU, PhD

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

Cultură, învățământ și schimbare în timpul arhiepiscopiei Mitropolitului Iacob Stamati (1792-1803)

Iacob Stamati, Mitropolitul Moldovei și Sucevei în perioada dificilă de la cumpăna secolelor al XVIII-lea – al XIX-lea, rămâne în posteritate atât printr-o pilduitoare activitate social-filantropică și pastorală, cât și prin cea de promotor al culturii și înnoitor al învățământului în vremuri de schimbare. Inițiativele și proiectele asumate pun în lumină atât buna cunoaștere a specificului societății din vremea sa, precum și familiarizarea cu dezbaterile de idei ale timpului. Astfel, cu binecuvântarea mitropolitului sunt imprimare în tipografia reorganizată de dânsul la Iași lucrări necesare cultului, precum și texte literare și manuale didactice. Acestea li se adaugă inițiative, precum cele din *Anaforaua* pe care, alături de alți demnitari, o semnează în anul 1800, în care este propusă mai buna organizare și modernizare a învățământului.

Rev. Assoc. Prof. Adrian DINU, PhD, Assoc. Prof. Claudia DINU, PhD

"Alexandru Ioan Cuza" University of Iasi, "Dumitru Stăniloae" Faculty of Orthodox Theology, Grigore T. Popa University of Medicine and Pharmacy, Iasi

Cult și cultură în epoca postmodernă. *Formele, scopul și finalitatea cultului divin public ortodox*

Se știe dintotdeauna că Dumnezeu cheamă la El pe oameni, la o viață conformă cu anumite precepte, iar de aici se explică importanța cultului, adică a acelor realități care exprimă cel mai bine adorarea cuvenit lui Dumnezeu, sentimentele evlavie, de respect sau de recunoștință. Oamenii se manifestă latreutic, doxologic și euharistic în raport cu Dumnezeu. De exemplu, prin „Laudele” Bisericii, prin Liturghie mai ales dar și prin Taine și ierurgii (sfințiri) se regăsesc toate cele trei funcții ale cultului divin. Ne propunem ca în acest material

având în vedere subiectul cultului și a culturii religioase să evidențiem faptul că nu doar Dumnezeu este subiectul și finalitatea a tot și a toate din lumea aceasta, ci și faptul că omul capătă valoare și sens vieții personale și comunitare pe care o duce. Dacă nu acceptăm și dacă nu practicăm un cult consacrat, verificat și corect, mai ales în raport cu divinitatea, atunci vom așeza în viața noastră diferite surrogate sau înlocuitori de cult, deoarece omul nu poate ființa neutru față de realitățile lumii. Iar Dumnezeu este realitatea pregnantă a acesteia.

Prof. Antonio PATRAȘ, PhD

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

Constituția cărvunarilor și originile democrației române

Prezentul studiu își propune să evidențieze contribuția lui D.V. Barnoschi (1884-1954) la istoria ideilor politice românești, pornind de la studiul său *Originile democrației române. „Cărvunarii”. Constituția României de la 1822* (Editura „Viața Românească”, 1922). Deși contestat de I.C. Filitti și E. Lovinescu, care îl consideră un simplu diletant, Barnoschi propune o perspectivă inedită asupra genezei liberalismului românesc, atribuind boiernașilor moldoveni (în frunte cu Ionică Tăutul) un rol esențial în procesul de modernizare. În acest fel, autorul se raportează polemic la o întregă tradiție exegetică, care atribuie Munteniei întâietatea în propagarea ideilor liberale. Pentru Barnoschi, care în tinerețe a fost discipolul lui Petre P. Carp, liberalismul românesc și-ar avea originea în Moldova, grație inițiativei unor boieri luminați, procesul de modernizare fiind văzut ca o evoluție treptată, organică, în linia de gândire a junimiștilor.

Lect. Simona LEONTI, PhD

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

"Luces de bohemia", a portrayal of tragic destiny between determinism and individual freedom

Ramón María del Valle Inclán proposes in *Luces de bohemia* the demise of the traditional literary tragedy, in an attempt to go beyond it, expressing the simultaneously grotesque and tragic condition of the individual, immersed in his historical, social and political environment. As a member of the Spanish Modernism, Valle Inclán is one of Europe's most relevant promoters of the formal renovation of the theatre and the novel. His innovative concept, *esperpento*, consists in presenting a systematically deformed reality in order to express the intertwining of the absurd, the grotesque and the tragic in the life of the protagonist: an old, blind and disillusioned poet.

Silvia Cristina UDREA, PhD student

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

Geneza dramei în literatura modernă. Autori, teorii, contexte

Drama it was born in the modern age, but its source shall be within Antiquity. Through the study we follow the path of the classical tragedy, which are metamorphosing in genres that adapts to the new realities. We'll notice how the tragicomedy depicts a first step in the decay

of the tragedy, by the interference of elements, to culminate with the melodrama. Concomitantly with emergence of the romanticism, it goes to the cult genre, represented by drama. In Romania the drama coming in through translations, about the original drama can be talk only after the revolution of 1848.

Lect. Crina LEON, PhD

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

Time for New Choices, with a Focus on Henrik Ibsen's *Et dukkehjem* and Hermann Sudermann's *Heimat*

Henrik Ibsen's *Et dukkehjem* and Hermann Sudermann's *Heimat* are two well-known dramas written towards the end of the 19th century, 1879 and 1893, respectively. The paper aims at a close reading of the two plays and an analysis of the main characters' new choices regarding their conception of life. The female characters in the two plays, Nora and Magda, are determined to break free from conventions so as to become representative of the "New Women" in the male-dominated society existing at that time both in Norway and Germany.

Sorina GHIATĂ, PhD Candidate

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

The issue of choice in the literary universe of Émile Zola

When we mention the French writer Emile Zola, we are referring to the most important figure of the French naturalist school. In his book cycle entitled *Les Rougon-Macquart*, the novelist approaches several human typologies, always aiming, as he himself states, to subject to careful observation "behavioral models and not necessarily characters". In other words, what Zola set out to do is to build novels in order to expose the psychology of the protagonists whose conduct is flawed by a multitude of factors. The naturalist exposes in his texts that have acquired a scientific character, behavioral patterns about which an important polemic is required to be debated: the question of choice or the unfortunate circumstances.

Section 3. TEACHING, APPLIED LINGUISTICS AND TRANSLATION STUDIES – B515

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

Lect. Angeliki MOUSAKITI

**Ionian University, Faculty of Humanities/Faculty of History & Translation –
Interpreting, History Department**

The role of literary translations and reviews as a bridge between the Greek and Romanian culture from 1990 onwards

This paper aims to present the main literary translations from Greek into Romanian and from Romanian into Greek, as well as Romanian literary criticism of Greek literature, and Greek reviews of Romanian literature, in the context of Greek-Romanian cultural relations from 1990 onwards. Taking into account the well-established and long-standing cultural, political and economic ties between Romanians and Greeks, we focus our interest on the contemporary period, more specifically on the years that followed the collapse of the communist regime in Romania (December 1989). The major economic, political and ideological shifts in the post-communist period, along with the rapid globalization process, led to challenges and redefinitions of identity and alterity, transformed the Romanian cultural space and enabled the multiplication of cultural exchanges between Romanians and other peoples. We argue that the translation process ensuring from this mutual interest is not merely a linguistic attempt but a significant factor which can contribute to the intercultural communication and interaction between people from different cultural, social and national backgrounds. Our research material consists mainly of Greek and Romanian literary translations, articles in newspapers and literary journals, and scholarly literature.

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

Cultural Facets of Medical Humanities

This paper sets out to highlight an insufficiently explored territory in our medical schools, particularly that of Medical Humanities. At prestigious medical schools around the world, courses on topics related to Medical Humanities have been delivered for more than 20-30 years now. Studies show that doctors who have been trained to understand music, painting, literature, the arts in general are more likely to develop better communication skills, better relationships with their patients, being able to show greater empathy and better observational skills. Thus, literature and culture can be used together in order to study people’s mentalities and behaviors, as our health choices are always culturally dictated. With these new perspectives on foreign language classes, students will be better prepared to face the challenges of today's world.

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

Quo vadis, Grammatica? Despre limbajul incluziv spaniol

Pe fondul schimbărilor sociale și politice derulate la nivel mondial, se problematizează și schimbarea de ordin lingvistic prin adoptarea unor forme gramaticale menite să marcheze

egalitatea dintre bărbat și femeie, pe de o parte, și diversitatea identităților sexuale, pe de altă parte. Lucrarea își propune prezentarea particularităților limbajului incluziv spaniol, a poziției Academiei Regale Spaniole și a opiniilor principalelor voci din spațiul hispanic.

Raluca GĂZDAC, MA student

“Alexandru Ioan Cuza” University of Iasi, Faculty of Letters

Considerații lingvistice asupra textului audio-vizual. Incursiune în particularitățile genurilor cinematografice

Producțiile audio-vizuale (filme, seriale sau documentare) pot releva mostre ale limbii actuale vorbite, iar prin diversitatea genurilor cinematografice, se accede la registre lingvistice variate. Prezentul studiu își propune analiza lingvistică a producțiilor audio-vizuale spaniole, traduse (subtitrate) în limba spaniolă, cu scopul de a determina particularitățile limbii spaniole prin intermediul unui corpus de limbă variat. Se vor comenta nu doar trăsăturile specifice textului audio-vizual spaniol, ci și opțiunile subtitlatorilor, întrucât textul final poate prezenta alterări sau omiteri importante.

Assoc. Prof. Sorina CHIPER, PhD

“Alexandru Ioan Cuza” University of Iasi, FEAA

Translating Tour Guides: challenges and opportunities

This presentation aims to analyse challenges in the process of translation and publication of tour guides. I will take of the recent books published by Junimea Publishers is Lucy Weir's *Pina Bausch's Dance Theatre. Tracing the Evolution of Tanztheater*. During the book launch in the context of the National Theatre Festival in Bucharest, the translation was heralded as an event that revolutionizes the reception of Pina Bausch in Romania. My presentation will focus on the challenges of translating the book, ranging from linguistic to technical ones. I will argue that tanztheater can function as a metaphor for the process of translation as such.

Lect. Laura-Rebeca STIEGELBAUER, Ph.D., Otilia ZENE

“Vasile Goldiș” Western University of Arad, “Alexa Popovici” Baptist Theological Highschool, Arad

Storytelling in English Language Teaching

The essence of storytelling transcends cultural boundaries, serving as a fundamental mode of human expression that permeates various facets of daily communication. The evocative phrase "Once upon a time," resonates universally, echoing through generations as a cherished recollection from childhood, often imparted by maternal or ancestral figures. Narratives, ingrained in the fabric of human experience, evolve into steadfast companions for individuals as they mature, fulfilling diverse roles of entertainment, inspiration, motivation, education, and the preservation of historical narratives. This abstract encapsulates the intrinsic value of storytelling in English language pedagogy, highlighting its

profound impact on language acquisition and cognitive development within educational contexts.

Lect. Anca Irina CECAL, PhD
“Alexandru Ioan Cuza” University of Iasi, FEAA

The Impact of the Choice of Gender Identity on Language - the Old/New Pronouns and Gender-Neutral Terms in English

Language was invented for designating and thus somehow making sense of the realities within and around the human being. Language defines not only culture, but also - to an ever-greater extent today – identity, and language reflects the changes in society and individuals. What has changed around us (and within some of us) humans, that quite suddenly we do not only have to choose between “he” and “she” when we speak of a person, but among many other vocabulary options? What are these terms referring to gender identity and what do they signify? Do they foster clarification, or bring linguistic confusion? How did these older and newer terms appear, and is this a sign of linguistic evolution? Was this evolution natural or imposed? These are some of the questions that our paper will be centered around, in hopes of understanding how the choice of identity shapes language.