



**18th International Conference of the LSP Unit
Faculty of Economics and Business Administration
“Alexandru Ioan Cuza” University of Iași, Romania**

COMMUNICATING CULTURE: PRACTICES, VALUES AND MEDIA

31 May 2025

CONFERENCE PROGRAMME

08.30 – 09.00 REGISTRATION Iasi University House (Casa Universitarilor Iasi), 1st Floor

9.00 – 9.15 OPENING WELCOME – Vespasian Pella room, Iasi University House (Casa Universitarilor Iasi)

Prof. Luminița Andrei COCÂRȚĂ, PhD & Assoc. Prof. Sorina CHIPER, PhD - on behalf of the organizers

Prof. Costel ISTRATE, PhD, Vice-Dean, Faculty of Economics and Business Administration

9.15 – 11.00 PLENARY SESSION

Prof. Emeritus Habil. Laura Mihaela MUREȘAN, Bucharest University of Economic Studies & Doctoral School of Humanities, “Ovidius” University of Constanța

Evolving LSP landscapes and the Quality dimension. *DILAN* - a case in point

This presentation aims to bring to the fore some of the changing landscapes in LSP communication culture(s). Concurrent realities - the growing need to do justice to the diversity of actors in society, on the one hand, and interconnectivity and the affordances of the digital environment, on the other - contribute to emerging tendencies with an influence on LSP training and research. Bridging the gap between science and society is one of these tendencies, reflecting preoccupations at European level and also among language / communication analysts and educators, collaboratively working

towards finding new solutions for developing new communication competencies to serve current and future needs. In all these endeavours, the Quality dimension *per se* remains a constant, while adjusting quality assurance systems to comply with new educational needs and realities. To illustrate how well-established quality principles and standards coexist with new/adapted mechanisms for measuring and ensuring the quality of educational processes, reference will be made to the latest developments in the international Eaquals context (www.eaquals.org). And finally, on the example of *DILAN* (<https://dilan4scientists.eu>) , we will pull the strings together, integrating new directions in LSP with the ongoing preoccupation for observing Quality principles in order to ensure the Quality of educational processes and of their learning outcomes.

Assoc. Prof. Cristian BENTE, Vice-Rector “Vasile Goldis” Western University of Arad

Bridging Knowledge and Impact: How Universities Shape Communities

This presentation explores the evolving role of universities as vital drivers of community development. It highlights how universities contribute economically by creating jobs, fostering innovation, and supporting regional growth. Furthermore, it underscores the importance of knowledge transfer through industry partnerships, applied research, and lifelong learning. It also emphasizes the civic mission of higher education—promoting inclusion, social responsibility, and critical thinking. By reimagining universities not as isolated institutions but as bridges between knowledge and real-world impact, the presentation calls for a more engaged, community-centred academic model—one that shapes not only students but also the future of society itself.

Prof. Norman RUSSELL, PhD

St Stephen’s House, University of Oxford, Istituto Teologico “Santa Eufemia di Calcedonia” (Italy) & Agora University, Alexandria (Egypt)

The Trials of a Translator

Even though mechanical translation is now very much better than it was in the early days, some nuances are still better conveyed by the traditional methods. One such nuance concerns the tone of presentation. During my long career as a translator, mostly from Greek to English in the genres of history, philosophy and theology, I have often had difficulty in persuading my authors that the tone and style suitable for a domestic readership has to be adapted for an international audience if they do not want to come across as ethnically intolerant or religiously bigoted. Another aspect concerns the contextual material that must often be added. I propose telling some personal anecdotes to illustrate this, as well as the resourcefulness that was often needed by translators before the easy access to information given by the internet.

11.00 – 11.15 BREAK

11.15 – 13.15 CONCURRENT SESSIONS

13.30 – Lunch

SESSION 1. COMMUNICATING CULTURE: PRACTICES, VALUES AND MEDIA VESPASIAN PELLA ROOM

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

Irina GHEORGHIU¹, Andreea IONEL², Diana MAZGA³, Adrian DINU⁴
Albert Ludwigs University Freiburg, Germany¹ EuroEd Foundation Iasi, Romania²
EuroEd Highschool Iasi, Romania³ “Alexandru Ioan Cuza” University of Iasi, Romania⁴

The ENGAGE code of ethics for communication between youth leaders and young people in a multicultural context

The article explores the ENGAGE project - Empowering Next Generation Advocates for Global Education, funded by the European Commission under the Erasmus+ Programme and coordinated by the EuroEd Foundation (Iași, Romania) in collaboration with youth and non-governmental organizations from Germany, the Czech Republic, France, and Romania. The project aims to equip youth leaders with the knowledge, skills, and tools needed to navigate communication effectively across cultures and promote democratic participation and European values. The article looks at the development of the ENGAGE Code, highlighting its principles, inclusive communication practices, trust-building across cultures, while also fostering cultural sensitivity and awareness.

Lect. Laura-Rebeca STIEGELBAUER, Ph.D.
“Vasile Goldiș” Western University of Arad

Rethinking Higher Education: AI, Skills, and the Future of Learning

This presentation examines the impact of artificial intelligence on higher education, focusing on the development of new skills required in a rapidly evolving digital economy. As AI tools increasingly support teaching and learning, educators must adapt their approaches to foster critical thinking, adaptability, and ethical digital literacy. The talk explores how universities can integrate AI-driven methodologies while maintaining academic rigor and inclusivity. It also highlights the importance of aligning curricula with emerging workforce needs. By rethinking existing structures, higher education can better prepare students for complex, technology-enhanced professional environments and contribute to sustainable social and economic development.

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

Reimagining National Narratives: Contemporary Cultural Representations

This presentation explores how modern literature, drama, opera, dance, and film are reshaping representations of national cultures. Moving beyond static portrayals, contemporary works often interrogate, subvert, or offer multifaceted perspectives on national identity. We will examine how globalization, digital media, and shifting socio-political landscapes influence these artistic expressions. By analysing diverse examples, this paper highlights the dynamic and often contested

nature of cultural representation in the 21st century, underlining the role of the arts in encouraging critical dialogue and understanding of evolving national identities in an interconnected world.

Secară Ana-Irina, School Inspector
Neamț County School Inspectorate

Navigating the Intersection of Media, Values, and Pedagogy

This study investigates the role of cultural mediation in education, focusing on how media, value systems, and pedagogical practices intersect to shape contemporary learning environments. As educational settings become increasingly diverse and digitally mediated, understanding this intersection is vital for fostering inclusive and meaningful teaching experiences. Drawing from interdisciplinary perspectives in media studies, cultural theory, and educational research, the study examines how media technologies influence the transmission and negotiation of cultural values within classrooms. It also highlights the challenges and opportunities educators face when integrating culturally responsive teaching strategies that acknowledge media's impact on students' identities and worldviews. The article proposes practical approaches for navigating these complex dynamics, aiming to enhance educators' ability to engage learners in culturally sensitive and critically reflective educational practices.

Jora Ionela-Claudia
“Petru Rareș” National College, Piatra-Neamț

Exploring Intercultural Communication and Media in Education

This presentation focuses on the critical role of intercultural communication and media in shaping contemporary educational practices and pedagogies. In an increasingly globalized and digitally connected world, classrooms are becoming culturally diverse spaces where students and educators engage across multiple cultural and communicative boundaries. This study examines how media technologies influence intercultural interactions in educational settings and how educators can leverage these tools to foster inclusive, culturally responsive teaching. Drawing on research from intercultural communication theory, media studies, and education, the article analyzes the challenges and opportunities of integrating digital media into multicultural learning environments. It highlights best practices for developing intercultural competence, promoting critical media literacy, and creating equitable educational experiences. The findings underscore the need for pedagogical frameworks that support meaningful dialogue, cultural sensitivity, and collaboration across cultural lines.

Lect. Paula-Andreea ONOFREI, PhD
“Alexandru Ioan Cuza” University of Iasi, Faculty of Computer Sciences

Cultural References in Nicolae Steinhardt's “By Giving You Shall Receive”

“By Giving You Shall Receive” is a collection of sermon-essays, reflections and spiritual meditations having a special depth, inviting us to explore topics as faith, liberty, suffering, love and redemption, material loss and spiritual gain. The entire existence of N. Steinhardt was changed

during the communist regime when he was imprisoned. The purpose of the present article is to analyse N. Steinhardt's spiritual transformation and his interior journey towards faith, everything being encapsulated in this outstandingly beautifully literary, philosophical, Christian-Orthodox masterpiece.

Rev. Assoc. Prof. Daniel Niță-DANIELESCU, PhD

“Alexandru Ioan Cuza” University of Iasi, “Dumitru Staniloae” Faculty of Orthodox Theology

Despre frumusețea și folosul comunicării învățaturii de credință astăzi; exemplul Sf. Cuvios Părinte Cleopa Ilie de la Mănăstirea Sihăstria

Anul acesta a fost proclamată canonizarea unui monah cu viață sfântă din secolul trecut, Părintele Cleopa Ilie (1912-1998) de la Mănăstirea Sihăstria. Foarte cunoscut mai ales ca îndrumător duhovnicesc, “marele Cleopa cel smerit” rămâne în amintirea celor care l-au ascultat și prin charisma sa de “mare predicator”, de “comunicator” al învățaturii de credință pentru omul contemporan. Evidențierea acestei din urmă calități poate să pună în lumină, pe de o parte, actualitatea felului duhovnicesc de transmitere a învățaturii evanghelice, precum și frumusețea și folosul “cuvântului cu putere multă” vestit de dânsul.

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

Cuvânt, comunicare, vindecare

Demersul nostru se concentrează pe nevoia de „cultură a Duhului”, de comuniune cu semenii prin cuvântul cel bun și cu Dumnezeu prin rugăciune. Odinioară, ca și astăzi în mare parte, se credea că trebuie să fii specialist în Teologie ca să-L cauți pe Dumnezeu, că oamenii sunt ori bisericoși și bigoți ori secularizați și atei. De cultură nici vorbă, cel puțin la cei dintâi, pentru că apelul de o viață doar la scriitorii Bisericii nu înseamnă cultură adevărată. În acest sens se făcea și se face confuzie deliberată între simplitatea duhovnicească și ignoranța culturală și culturală. Comunicarea este structurată pe paliere diferite în lume și în biserici și pare a nu se regăsi punți de legătură. Studiul teologic și cel cultural, de oricare natură, înseamnă ridicarea spiritului uman, înseamnă complementaritate și alcătuire a omului total, înseamnă desăvârșire spirituală și sens existențial aici pe pământ.

Prof. Luminita COCĂRȚĂ, PhD & Silvia ANDREI

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

Cultural communication-role and challenges

As we interact continuously, in our daily life, with different cultural backgrounds, we should improve our collective capacity to solve intercultural challenges and build better international relations. Our study discusses some examples of cultural unawareness and their possible consequences on international meetings, mentioning also the possible ways to approach the subject with our students.

SESSION 2. CULTURAL STUDIES (I)

VASILE ARVINTE ROOM (I)

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

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

Comunicare eficientă între împărățiile lumii de dincolo în «Divina Comedie»

În cântul al II-lea al *Infernului* dantesc, soluționarea impasului omenesc reclamă intervenția unor forțe spirituale de la nivel înalt, a căror colaborare se exercită pe temeiul unei comunicări de maximă eficiență. Personajele implicate sunt: pe de o parte, Dante (omul viu aflat în dilema existențială pământească); de cealaltă parte, Vergilius (suflet mare domiciliat în Limb) și „trei doamne binecuvântate” care acționează din cerul cel mai înalt (Beatrice, Sfânta Lucia și Fecioara Maria).

Lect. Cristian UNGUREANU, PhD
“Alexandru Ioan Cuza” University of Iasi, Faculty of Letters

Ideea de Homo videns de la Giovanni Sartori la Umberto Eco

Lucrarea își propune să prezinte și să analizeze ideile și părerile despre mass-media (radio, televiziune, internet) pe care două personalități importante ale culturii italiene le-au avut de-a lungul timpului. În opinia filosofului Giovanni Sartori, televiziunea produce o transformare profundă în ceea ce ne-am obișnuit să numim homo sapiens, transformare ce duce la generarea unui anthropos nou, care înregistrează, aproape fără discernământ, tot ce vede. În sensul acestei metamorfoze existențiale, Umberto Eco, parafrazând o zicere celebră, conchide: „Twitto ergo sum”, în acest mediu, fiecare spune de obicei contrariul a ceea ce a afirmat altcineva înainte, și unde putem să-l întâlnim pe tâmpitul satului lângă vreun mesaj adresat urbi et orbi; astfel, toți au ocazia să se simtă vii și parte activă a vieții sociale.

Lect. Corina-Gabriela BĂDELIȚĂ, PhD
“Alexandru Ioan Cuza” University of Iasi, Faculty of Letters

La comunicazione dell’italianità attraverso la pubblicità audiovisiva della Nutella

La pubblicità della Nutella non vende solo un prodotto, ma un’esperienza e un immaginario legato all’italianità. L’intervento si propone di analizzare come la Nutella, prodotto iconico del *Made in Italy*, riesca a veicolare un’immagine specifica, eppure dinamica, di italianità nel contesto globale. Si esamineranno le strategie discorsive e visive adottate negli spot televisivi e negli annunci pubblicitari della Nutella per evocare valori quali l’autenticità, la genuinità, la famiglia, la convivialità, la ricchezza e la diversità del territorio, e si valuterà la loro efficacia nel creare un

legame emotivo con il pubblico e nel posizionare la marca come portatrice di un'esperienza "autenticamente italiana".

Anca-Eugenia DIMA, MA student

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

El vino y su faceta cultural dentro de la sabiduría popular española y francesa

El vino posee una multitud de facetas: social, económica, agrícola, medicinal, gastronómica, pero además de todo, también cultural. El artículo se propone, mediante un análisis contrastivo, analizar, aparte de las semejanzas, las diferencias entre ambas culturas. Los rasgos distintivos que aparecen a nivel traductológico, lingüístico, semántico y en qué medida las dos culturas utilizan el mismo símbolo para designar cosas, fenómenos, situaciones similares o idénticas.

Paul Matei Christian BOTEZ, PhD Student

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

Regards sur la vie humaine dans la philosophie hédoniste

The finality of human life, in other words the fundamental reason justifying its existence, has been a major subject of debate throughout a large part of the history of Western philosophy. Under these circumstances, the emergence of hedonism in Ancient Greece should not come as a surprise, and yet, this radical system of thinking, which identifies man's reason for being and overall destiny with pleasure, has enjoyed a remarkable popularity since its very beginning. Unfortunately, as it has travelled through centuries, the concept's meaning has been altered by the passage of time, becoming almost a caricature, the depository of many preconceived ideas coalescing into the negative image of a debauched behaviour. This article aims to go back to the roots of this moral philosophy and in particular to its two founders – Aristippus and Epicurus – in order to attempt a restoration of its original meaning; it will insist chiefly on the novelty of the Epicurean reasoning with regards to the ethical tradition, namely its attempt to reconcile pleasure and happiness, individual satisfaction and collective well-being within the ideal figure of the sage.

Assoc. Prof. Emanuela ILIE, PhD

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

„Mă izbeam de noi coduri cu totul străine...” Memorialistica de exil a Verei Călin

La fel ca alte personalități ale exilului românesc, după stabilirea în Statele Unite ale Americii Vera Călin alege să practice o scriitură a dezrădăcinării, apelând la diferite formule confesive pentru a-și consemna lunga călătorie cu miză asumat identitară, îngreunată de noutatea radicală a codurilor din jur, percepute drept agresive: „mă izbeam de noi coduri cu totul străine ființei mele fizice, psihice, sociale. Coduri verbale, comportamentale, etice, estetice, vestimentare”. După cum i-o arată și titlul, comunicarea mea va analiza cele două volume memorialistice intitulate *Târziu*.

Însemnări californiene 1986–1996 și Post-scriptum. Însemnări 1997–2002, care pot fi parcurse ca o dare de seamă lucidă și detaliată a procesului înțeleș, în tradiția genului, drept o experiență interiorizată dureros, asemănătoare unei înrădăcinări impuse, dar indispensabile într-un interval existențial de marcaj heterotopic

Sorina GHIAȚĂ, PhD

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

After Dark. Paths of cultural representation in Haruki Murakami's novel

“Eyes mark the shape of the city”. This is the manner chosen by the prominent Japanese writer Haruki Murakami in order to begin the narration of a multitude of story plans that constitute the novel *After Dark*. In a literary work from which, as some critics appreciate, the obvious features of magical realism are not lacking, the most diverse characters coexist, all representing entities of the night, marked by mysteries and puzzled aspirations. The connection between these narrative instances will come to light, as the reading progresses, highlighting a nocturnal universe that closes the cultural picture of the society described by the author in an unusual way.

Teodora LEON, PhD student

University of Bucharest, Faculty of Foreign Languages and Literatures

Forging Personas and Interpersonal Bonds: The Mother-Daughter Trope in Greta Gerwig's Lady Bird

My paper focuses on the mother-daughter relationship in Greta Gerwig's 2017 movie, *Lady Bird*. A practice of “disidentification” occurs in the case of Christine, the protagonist, since she discards her real name in most social contexts, and manages to convince those around her to call her by her alias, the hybrid *Lady Bird*. My analysis highlights Christine's escapist tendencies, in a post-9/11 America and in the context of third-wave feminism. I will refer to scenes where the main character fluctuates between her made-up persona and the more authentic identity, in her search for independence from her mother and her roots. Such instances lead to (self-)revelations, through which Christine realizes that women can become empowered as soon as they first treasure their bonds among themselves, and learn both where they come from and where they are supposed to head to, in order for them to also leave their imprint for future generations.

Giulia NEMȚANU, MA student

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

Simbolismul morții în «Romancero gitano» de Federico García Lorca

El presente trabajo propone un estudio de los símbolos lorquianos referentes a la muerte, unos elementos peculiares en el *Romancero gitano*. Mediante el método comparativo, este análisis permite que el lector del volumen pueda ver con los ojos del poeta granadino como se manifiesta la muerte, en todas sus modalidades. Así, la muerte en el *Romancero gitano* es física (*Romance de la luna, luna, Martirio de Santa Olalla, Reyerta* etc.) o psicológica (*La monja gitana, Tamar y Amnón*); a veces puede ser incluso una “doble muerte” (*Romance sonámbulo*). Lorca permite a los

lectores que perciban la llegada de la muerte, creando atmósferas inquietantes mediante la presencia de estos símbolos particulares: la luna-emblema de la muerte lorquiana-, los caballos, los jinetes, los ángeles, la sangre, los metales, los arcos, los relojes, el cuchillo, etc. Dichos elementos aparecen tanto de manera directa, como indirecta, a través de metáforas y metonimias típicas de la poesía moderna.

SESSION 3. CULTURAL STUDIES (II)
VASILE ARVINTE ROOM (II)
<https://uaic.webex.com/meet/alin.calin>

Moderator: Lect. Dr. Alin Titi CĂLIN, "Alexandru Ioan Cuza" University of Iasi, Faculty of Letters

Prof. Razane CHROQUI, PhD

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

Stuart Hall and the Making of Cultural Studies: Intellectual Biography and Theoretical Legacy

Stuart Hall remains one of the most influential figures in the field of Cultural Studies. He played a pivotal role in transforming the study of culture into a politically engaged, interdisciplinary field that interrogates power, identity, ideology, and representation within everyday life. This paper begins with a concise biographical overview, then presents his major theoretical contributions, including his rethinking of Marxism through the lens of Antonio Gramsci, his articulation of the concepts of articulation, encoding/decoding, diaspora, and hybridity, and his foundational work on race, ethnicity, and identity in postcolonial Britain. Hall's work did not merely describe cultural processes; it challenged dominant ideologies and emphasized the role of culture as a site of contestation and transformation. This study underscores how Hall's critical engagement with questions of hegemony, media, and representation remains profoundly relevant in contemporary discussions of multiculturalism, globalization, and identity politics. Through an exploration of his theoretical legacy, this paper aims at reaffirming Hall's centrality to Cultural Studies as both a methodological orientation and a political project.

Razane CHROQUI, Abderahmane SAKOUILI

Hassan First University of Settat, National School of Applied Sciences, Interdisciplinary Laboratory of Applied Sciences, Université Internationale de Casablanca, Morocco

Jewish American Literature: A Mirror of Migration, Identity, and Cultural Integration

Jewish American Literature reflects Jewish American experience. It illustrates the struggles of immigrant life, the stable yet alienated middle-class existence that followed, and finally the unique challenges of cultural acceptance. By the 17th century, waves of Jewish immigrants moved from Europe to America bringing with them their rich linguistic archives and Jewish culture. This paper presents an overview of Jewish American Literature (JAL) as a dynamic cultural and literary tradition that encapsulates the evolving Jewish experience. It traces the historical trajectory of Jewish immigration to America, situating the emergence of JAL within the broader socio-political context of Jewish diaspora and American assimilation. Attention is paid to the key literary forms and stylistic evolutions that characterize this tradition, from immigrant realism and Yiddish-influenced prose to postmodern irony and metafiction. Through an exploration of novels, short stories, and essays, this paper highlights the genre's thematic preoccupations with generational conflict, religious heritage, linguistic hybridity, and the pursuit of the American Dream.

Lect. Dr. Alin Titi CĂLIN, PhD

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

Funcții ale proverbelor în literatura spaniolă

Comunicarea își propune să analizeze funcții ale proverbelor în literatura spaniolă, având ca punct de plecare clasificarea lui Peter Grzybek: funcții pragmatice, sociale și strategice. Vor fi examinate rolurile discursive și stilistice ale acestor structuri, în acord cu cercetările Juliei Sevilla Muñoz, iar analiza se va baza pe exemple extrase din *Don Quijote de la Mancha*, *Nuvele exemplare*, *Celestina* și alte opere spaniole reprezentative, evidențiind valoarea expresivă și funcțională a proverbelor în construcția sensului și a relațiilor dintre personaje.

Cristina VĂSCĂUȚAN, MA student

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

Imaginea omului în paremiologia spaniolă și rusă

Lucrarea pe care urmează să o prezint se concentrează pe analiza comparativă a modului în care omul este reprezentat în expresiile frazeologice ale limbilor rusă și spaniolă, constituind un studiu interdisciplinar care îmbină lingvistica cu antropologia culturală și studiile comparative interculturale. Prin lucrarea dată îmi propun să investigheze modul în care expresiile frazeologice din cele două limbi reflectă percepțiile culturale despre ființa umană, analizând atât asemănările universale, cât și diferențele specifice fiecărei culturi în conceptualizarea omului. Prin acest demers, cercetarea contribuie la înțelegerea mai profundă a relației dintre limbă, cultură și mentalitate colectivă, demonstrând cum expresiile idiomatice funcționează ca adevărate arhive ale experienței umane codificate lingvistic.

Oana-Medeea GROZA, MA student

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

Căutarea sinelui în «Jane Eyre»

Această lucrare își propune să analizeze statutul femeii în epoca victoriană, punând accent pe personajul feminin care este eroina unuia dintre cele mai strălucite romane ale perioadei: *Jane Eyre*, scris de Charlotte Brontë. Analiza se axează pe identitatea feminină a lui Jane Eyre, protagonistă descrisă și surprinsă în contexte diferite

Denisa-Elena BURLACU, MA student

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

Politețea în context intercultural: o comparație între români și spanioli

Articolul analizează comparativ manifestările politeții în cultura română și cea spaniolă, având ca punct de plecare teoriile consacrate ale curtoaziei (Lakoff, Leech, Brown & Levinson). Scopul este de a evidenția diferențele culturale în exprimarea respectului și în strategiile de interacțiune verbală, în contexte precum relația profesor-elev, dialogul cu vârstnicii sau comunicarea în familie. Studiul ilustrează contrastele dintre politețea normativă, specifică României, și politețea strategică, predominantă în Spania. Rezultatele oferă o înțelegere profundă a modului în care normele culturale influențează dinamica comunicării interpersonale.

SESSION 4: TEACHING, APPLIED LINGUISTICS AND TRANSLATION STUDIES – IRINEU MIHĂLCESCU ROOM

Moderator: Assoc. Prof. Sorina CHIPER, PhD, ”Alexandru Ioan Cuza” University of Iași, FEAA

Assoc. Prof. Laura Ioana LEON, PhD

”Gr. T. Popa” University of Medicine and Pharmacy

Storytelling in Healthcare Settings: Teaching Types of Narratives to Medical Students

Narratives play a vital role in healthcare by fostering empathy, enhancing communication, and promoting patient-centered care. This paper explores the integration of storytelling into medical education, focusing on teaching medical students the various types of narratives encountered in clinical settings. Through a review of narrative theory and its relevance to medicine, the paper discusses common narrative forms and examines how each contributes to a deeper understanding of the healthcare experience. Drawing on pedagogical models and case studies, the paper advocates for structured narrative training within medical curricula to develop students' narrative competence. It concludes with recommendations for incorporating storytelling techniques into medical training, emphasizing the benefits for both practitioner development and patient care.

Assoc. Prof. Sorina CHIPER, PhD

“Alexandru Ioan Cuza” University of Iasi, FEAA

Learning Culture through Virtual Exchanges: the Experience of FEAA students

This presentation aims to report on the experience of first and second year students from the Faculty of Economics and Business Administration who were involved in a 5-week virtual exchange programme. Data presented is based on students' experience reported in writing, under the form of a questions to a question-based essay. The added value went beyond the scope of the programme and students developed their intercultural skills in an informal way, that encouraged them to be autonomous and self-motivated.

Assoc. Prof. Ana SANDULOVICIU, PhD

“Alexandru Ioan Cuza” University of Iasi, FEAA

Enseigner le FLE grâce aux documents authentiques – la presse

De nos jours, quand le rôle du professeur de langues a beaucoup changé, celui-ci devenant aussi un médiateur, l'utilisation de documents authentiques pendant les cours de FLE constitue un moyen de motiver les apprenants, de trouver des pistes pour dépasser la routine des classes bassées sur l'étude de la grammaire et du vocabulaire. Le recours aux documents engageants, qui éveillent l'intérêt de découvrir, au-delà de la langue, des éléments culturels, s'avère être très utile. Pour ce qui est de la presse, on entre sur un domaine fascinant, qui peut dévoiler aux étudiants des aspects culturels actuels et importants de la société française. Qu'il s'agisse de la presse écrite ou de l'audio-visuel, ce domaine permet, en fonction du niveau des étudiants, des exercices très variés de compréhension et d'expression : lecture d'articles économiques et exercices d'écoute par lesquels les étudiants sont informés et découvrent l'actualité française et, dans une seconde étape, présentation d'un journal ou une revue français.

Lect. Dr. Simona Mitocaru-Lupu

“Alexandru Ioan Cuza” University of Iasi, FEAA

The COVID-19 pandemic had a strong impact to the university learning environment, as it implied shifting towards online and alternative modes of delivery. Yet, a few years later, patterns of student attendance and engagement seem to have changed. The paper identifies and discusses different factors influencing student attendance in today's environment and explores its implications for student engagement, while addressing the need of rethinking teaching methodologies in university language courses.

Maxim Ana-Maria

“Spiru Haret” Technological College, Piatra-Neamț

Axiological Education in the Digital Age

Axiological education, which focuses on the development and transmission of values, is gaining renewed relevance in the context of contemporary educational challenges. In an era marked by dynamic technological change, cultural diversity, and complex social dynamics, fostering value-based education is essential for shaping responsible, empathetic, and critically engaged learners. This article explores the theoretical foundations and practical applications of axiological education, emphasizing its integration into modern teaching practices. Drawing on philosophical, pedagogical, and sociocultural perspectives, the study examines how teachers can intentionally incorporate ethical, cultural, and civic values into curricula and learning environments. Special attention is given to the role of digital media and intercultural communication in shaping students' value systems. The article concludes with recommendations for promoting reflective, inclusive, and value-conscious education in both physical and virtual classrooms.

Lect. Simona LEONTI, PhD

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

Literature, image and translation in Julio Cortázar's writings

The current article focuses on the link between literature, visual arts and translation as mediators of culture, highlighting the use Cortázar makes of them in his works, particularly in his short stories. The assimilation and rewriting of literary canon, the use of innovative visual representation of text and the importance of literary translation as a filtering and reflection-inducing mechanism are all strategies that the author relies on for the construction of his fictional universe.

Ana Maria GRIGORE, PhD student

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

Despre vechile traduceri românești ale Bibliei ca modalități de edificare a normei literare.

Câteva considerații despre momentul 1688

Scopul acestei lucrări este acela de a prezenta câteva date de natură diacronică cu privire la vechile traduceri românești ale textului scripturistic, pornind de la aspecte ce țin de contextul social și cultural al vremii. Prima traducere integrală a Sfintei Scripturi reprezintă un izvor de oportunități inepuizabile, motiv pentru care am decis expunerea selectivă a acelor situații care vizează urmarea fidelă a textului grecesc prin intermediul calculului lingvistic, respectiv precizarea unor situații ușor recognoscibile (specifice textului biblic): construcțiile intensive.

Raluca GĂZDAC, MA student

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

Analiză comparativă a traducerilor din limba engleză în limba spaniolă și în română a titlurilor de film câștigătoare la Oscar

Atunci când se traduc produse audiovizuale, ca, de pildă, filmele, pot apărea provocări de natură lingvistică și/sau semantică încă de la început, în încercarea de a găsi un echivalent pentru un anumit titlu cinematografic. În acest transfer de informații, dintr-o limbă sursă în una țintă, trebuie să se păstreze esența titlului și a filmului în cauză, mai ales dacă este vorba despre producții câștigătoare ale premiului Oscar. Astfel, în funcție de caz, traducerea din limba engleză în spaniolă, dar și în română a titlurilor unor filme de acest calibr, poate presupune anumite schimbări de natură lingvistică și/sau semantică, în care, diferențele de rezultat pot fi semnificative.

Amfiana ADIACONIȚEI-RÂNGHILESCU, MA student

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

Alle origini del supino

Il supino è uno dei modi meno conosciuti della grammatica latina. Tra tutte le lingue romanze, solo il rumeno ha conservato questo modo verbale impersonale. Approfondendo lo studio dell'origine del supino, alcuni grammatici hanno sostenuto la teoria della provenienza dacoromena, mentre altri hanno dimostrato che anche in questo caso il latino è la fonte del rumeno. Per tanto, l'obiettivo della nostra presentazione è di analizzare entrambe le ipotesi cercando la conclusione più ragionevole. A questo proposito, da una parte ci soffermeremo sull'articolo di M. Caragiu-Marioțeanu intitolato *Moduri nepersonale* nel quale l'autrice afferma con decisione che il supino latino non sia stato conservato nella lingua rumena, ma sia bensì un'invenzione del dacoromeno. Dall'altra parte, ricorderemo lo studio “*Corespondențele infinitivului și supinului din latină în română și italiană*” di Silvia Madincea Pașcu nel quale riscontriamo variate testimonianze che attestano la continuità del supino latino nella lingua rumena.