

# INTERCULTURALIA

International and Interdisciplinary Symposium  
for Students and Young Researchers

Colloque international et interdisciplinaire  
des étudiants et jeunes chercheurs



4-5 May/mai 2018

Alexandru Ioan Cuza University  
Université Alexandru Ioan Cuza  
Iași  
Romania / Roumanie



STAKES AND PERILS POSED BY INTERCULTURALITY  
IN THE WORLD OF ACADEMIA AND BEYOND

ENJEUX ET DANGERS DE L'INTERCULTUREL  
DANS LE MONDE UNIVERSITAIRE ET AU-DELÀ

ABSTRACTS  
RÉSUMÉS

Organised by / Organisé par



ALEXANDRU IOAN CUZA  
UNIVERSITY of IAȘI



ENGLISH DEPARTMENT  
*Faculty of Letters*



FEAA



Centre de réussite universitaire  
Université Alexandru Ioan Cuza – Iași



BRITISH  
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DE ECONOMIE ȘI  
AFACERI INTERNAȚIONALE



# PROGRAMME

**FRIDAY 4 MAY / VENDREDI, 4 MAI**

09.00 –	<b>REGISTRATION (Ferdinand Hallway)</b>
10.00	<b>INSCRIPTION (Couloir Ferdinand)</b>
10.00 –	<b>OPENING CEREMONY (Ferdinand Hall)</b>
12.00	<b>CÉRÉMONIE D'OUVERTURE (Salle Ferdinand)</b>
<p>Welcome speeches on behalf of the Rector's Office, Dean's Office, English Department, French Department, FEEA and conference organisers  <i>Allocutions de bienvenue du Président de l'Université, du Doyen de la Faculté des Lettres, des représentants du Département d'Anglais, du Département de Français et de FEEA et des organisateurs de la conférence</i></p> <hr/> <p><b>Keynote speech / Conférence inaugurale</b>  <b>Mariah LIGAS, Fulbright Junior Scholar</b>  <i>The Power of Representation and The Media-Culture Cycle: a Relationship of Ideas and Changing Times</i>  <i>Le pouvoir de la représentation et le cycle média-culture : une relation entre les idées et les temps qui changent</i></p> <hr/> <p><b>Keynote speech / Conférence inaugurale</b>  <b>Louise OLIVER, British Council Iași</b>  <i>Celebrating 80 Years of Cultural Relations in Romania</i>  <i>80 ans de relations culturelles en Roumanie</i></p>	
12.15 –	<b>Lunch (Titu Maiorescu or Gaudeamus student canteen)</b>
13.30	<b>Déjeuner (Restaurant universitaire Titu Maiorescu ou Gaudeamus)</b>
13.45 –	<b>CONCURRENT PANELS</b>
15.45	<b>SESSIONS PARALLÈLES</b>
<p><b>I. GENDER AND CULTURAL REPRESENTATIONS OF WOMEN</b>  <b>ÉTUDES DE GENRE ET REPRÉSENTATIONS CULTURELLES DES FEMMES</b>  ROOM / SALLE <b>3.15</b>  Moderator / Modérateur: <b>Oana COGEANU</b></p> <hr/> <p><b>II. MEDIA AND COMMUNICATION STUDIES (I)</b>  <b>SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION (I)</b>  ROOM / SALLE "<b>Al. Dima</b>"  Moderator / Modérateur: <b>Mariah LIGAS</b></p> <hr/> <p><b>III. DISCOURSE STUDIES, APPLIED LINGUISTICS &amp; TRANSLATION STUDIES</b>  <b>ANALYSE DU DISCOURS, LINGUISTIQUE APPLIQUÉE, TRADUCTOLOGIE</b>  ROOM / SALLE "<b>G. Ivănescu</b>"  Moderator / Modérateur: <b>Sorina POSTOLEA</b></p> <hr/> <p><b>IV. CROSS-CULTURAL COMMUNICATION: CASE STUDIES</b>  <b>COMMUNICATION TRANSCULTURELLE : ÉTUDES DE CAS</b>  ROOM / SALLE <b>B504</b>  Moderator / Modérateur: <b>Oana ALEXA</b></p> <hr/> <p><b>V. INTERCULTURAL COMMUNICATION IN BUSINESS</b>  <b>COMMUNICATION INTERCULTURELLE DANS LES AFFAIRES</b>  ROOM / SALLE <b>B607</b>  Moderator / Modérateur: <b>Oana URSU</b></p> <hr/> <p><b>ROUND TABLE / TABLE RONDE</b>  <b>CULTURAL DIFFERENCES AND THEIR RELEVANCE IN BUSINESS</b>  <b>LES DIFFÉRENCES CULTURELLES ET LEUR RÔLE DANS LES AFFAIRES</b>  FEEA, B BUILDING, ROOM <b>B417</b> / FEEA, BÂTIMENT B, SALLE <b>B417</b>  Moderator / Modérateur: <b>Luminița ANDREI COCĂRȚĂ</b></p>	
16.00 –	<b>Walking city tour (with Mihai Bulai)</b>
19.00	<b>Tour de la ville à pied (avec Mihai Bulai)</b>
19.30 –	<b>Welcome dinner (Gaudeamus student canteen)</b>
21.30	<b>Dîner de bienvenue (Restaurant universitaire Gaudeamus)</b>



**SATURDAY 5 MAY / SAMEDI 5 MAI**

09.00 – 11.00	<b>CONCURRENT PANELS</b> <b>SESSIONS PARALLÈLES</b>
	<b>VI. CRITICAL THEORY IN LITERARY STUDIES AND BEYOND</b> <b>LA THÉORIE CRITIQUE DANS LES ÉTUDES LITTÉRAIRES ET D'AUTRES DISCIPLINES</b> ROOM / <b>SALLE III.11</b> Moderators / <b>Modérateurs: Lorelei CARAMAN (EN) &amp; Brîndușa GRIGORIU (FR)</b>
	<b>VII. LITERATURES IN FRENCH &amp; WORLD AND COMPARATIVE LITERATURES</b> <b>LITTÉRATURES FRANCOPHONES, LITTÉRATURES DU MONDE, LITTÉRATURE COMPARÉE</b> ROOM / <b>SALLE III.12</b> Moderator / <b>Modérateur: Dana MONAH</b>
	<b>VIII. CULTURE, SOCIETY, ART: CONTEMPORARY DEBATES</b> <b>CULTURE, SOCIÉTÉ, ART: DÉBATS CONTEMPORAINS</b> ROOM / <b>SALLE "Al. Dima"</b> Moderator / <b>Modérateur: Athes HARALAMBIE</b>
	<b>IX. DISCOURSE STUDIES &amp; APPLIED LINGUISTICS</b> <b>ANALYSE DU DISCOURS ET LINGUISTIQUE APPLIQUÉE</b> ROOM / <b>SALLE "G. Ivănescu"</b> Moderator / <b>Modérateur: Sorina POSTOLEA</b>
	<b>X. LANGUAGE AND BUSINESS CULTURE: INTERDISCIPLINARY APPROACHES</b> <b>LANGUE ET CULTURE DANS LES AFFAIRES : APPROCHES INTERDISCIPLINAIRES</b> ROOM / <b>SALLE B413</b> Moderators / <b>Modérateurs: Ruxandra PETROVICI (FR) &amp; Carina BRÂNZILĂ (EN)</b>
11.00 – 11.30	<b>Coffee break (French Department)</b> <b>Pause-café (Département de Français)</b>
11.30- 13.30	<b>CONCURRENT PANELS</b> <b>SESSIONS PARALLÈLES</b>
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	<b>XII. MEDIA AND COMMUNICATION STUDIES (II)</b> <b>SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION (II)</b> ROOM / <b>SALLE "Al. Dima"</b> Moderator / <b>Modérateur: Athes HARALAMBIE</b>
13.45- 15.00	<b>Lunch (Titu Maiorescu or Gaudeamus student canteen)</b> <b>Déjeuner (Restaurant Universitaire Titu Maiorescu ou Gaudeamus)</b>
15.15- 17.15	<b>PANNEL</b> <b>SESSION</b>
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17.30 – 18.30	<b>Farewell ceremony &amp; Group Photos (III.11)</b> <b>Cérémonie de clôture et photos de groupe (III.11)</b>
20.00 – 21.00	<b>Theatre improvisation (Institut Français)</b> – English speakers welcome in the true <i>Interculturalia</i> spirit <b>Théâtre d'improvisation (Institut Français)</b> – ouvert aussi aux participants anglophones, dans le pur esprit d' <i>Interculturalia</i>

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## I. GENDER AND CULTURAL REPRESENTATIONS OF WOMEN

### ÉTUDES DE GENRE ET REPRÉSENTATIONS CULTURELLES DES FEMMES

Moderator / *Modérateur*: Oana COGEANU

**Andreea ALBU - *A New Typology of Heroine: Jane Austen's Emma Woodhouse***

Babeş-Bolyai University of Cluj-Napoca, Faculty of Letters, Italian-English, BA, 1<sup>st</sup> year

*literature, character, description, atypical*

The present paper will focus on the critical exploration of the most exquisite and the most complex Jane Austen heroine, Emma Woodhouse, offering a twenty-first century perspective on her personality. Published in 1815, Emma is a remarkable heroine about whom Austen claimed that she is “a character whom no one but me will much like.” This study will focus on her individuality, her evolution, the relationships she has with the other characters and, also, how the other characters interact and define her selfhood. She is one of the few true and atypical heroines of the common literature due to her charm and her ability to recognize her own errors of judgement and even to turn them into her favour.

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**Iulia BÎNDAR (m. LUNGU) - *The Fallen Woman: The Whore Metaphor in Restoration Poetry and the Bible – A Comparative Study***

Babeş-Bolyai University of Cluj-Napoca, Faculty of Letters, English-Chinese, BA, 1<sup>st</sup> year

*prostitution, whore metaphor, decadent society, anti-beauty, geographical reference*

The world's oldest profession has been source of inspiration and fascination for poets and artists over the centuries, who have portrayed prostitutes in different ways: from the temptress to the fallen woman, the hooker with a golden heart and the tragic victim. In British literature however prostitution has been considered fundamentally in three ways: a necessary social ill ripe for satire, a serious social problem including women's inequality in law and marriage and a metaphor (Ditmore, 2006). This paper intends to analyze the whore metaphor that depicts an emotionally decadent, morally corrupt and spiritually bankrupt society. But, because the imagery of the whore metaphor for a decadent society is so vast in literature, we shall limit our investigation boundaries to two symbols: Mistress Willis for the libertine Britain of King Charles II and the Babylon for a decadent and corrupt Rome. Therefore, this paper intends to analyze comparatively the whore metaphor in the Restoration poem “On Mistress Willis”, written by John Wilmot, Earl of Rochester and the Revelation Book in the Bible.

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**Ştefana IOSIF - *From the Shabbat Candles to the Light of Freedom – The Jewish-American Woman and Feminism***

Alexandru Ioan Cuza University of Iaşi, Doctoral School of Philology Studies, 1<sup>st</sup> year

*feminism, Jewish-Americans*

We are currently riding the coattails of the most recent and the most visible wave of feminism. It has undoubtedly taken center-stage in the (pop-)cultural discourse, making it a necessity to delve deeper into its history, finding out how previous generations dealt with the revolutionary changes, and in particular, as a successful example, how female representatives of a group as conservative as the Jewry radically shaped American feminism, in a constant effort of intercultural reconciliation.



One cannot begin a discussion revolving around the American theater of feminism without tipping their hat to the overwhelming number of Jewish women who were at the forefront of the fight for equal rights. Thinking it a paradox, however, having women from such a seemingly traditional cultural background rise against patriarchy, would be a fallacy. The figure of the Jewish woman is shaped by hard work and a constant active involvement in her community, even when others would have had her silenced. With a history of social activism spanning centuries, it then comes as no surprise that feminism would fit the American-Jewish woman like a glove. The paper will aim to demonstrate and draw the lines of their input, offering the example of truly exemplary women, who have fought their way into history books.

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**Florina NĂSTASE - *Female Ennui in Mary Gaitskill's Secretary***

Alexandru Ioan Cuza University of Iași, Doctoral School of Philology Studies, 3<sup>rd</sup> year

*ennui, feminism, existentialism, boredom, sadomasochism*

This paper aims to explore the existential condition of “ennui” which has often been attributed only to male subjects and has been defined by Reinhard Kuhn in *The Demon of Noontide: Ennui in Western Literature* (1976) as “a condition that is the immediate consequence of the encounter with nothingness, and has as immediate effect a disaffection with reality”. Though an ennobling state for male subjects, ennui in female subjects has often been associated with a trivial and empty mind; that is to say, women who are bored are women incapable of self-reflection and deeper thinking. The modern individual who is alienated and distanced from reality is thus always gendered as male whereas this paper intends to show that the “encounter with nothingness” is also felt and explored by female subjects, particularly the protagonist of the controversial short story “Secretary” by Mary Gaitskill. In this attempt, the paper will make use of feminist, existential and cultural theory, focusing specifically on the so-called Culture of Boredom, employing the works of authors such as Elizabeth Goodstein, Reinhard Kuhn, Lars Svendsen, Allison Pease and others.

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**Laura Victoria STOICA - *'We are all children of blood and bone': Using War as Metaphor for the Redefinition of the African-American Female Body***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, English-French, BA, 2<sup>nd</sup> year

*African-American, feminism, fantasy, body image, war*

Over the last few years, writers and musicians alike have embraced Afrofuturism in their quest to comment upon the struggles and opportunities of the African-American community. *Black Panther* (2018) has been hailed as a milestone in the representation of African-American identities (and bodies), and its success corresponds to the reemergence and reappraisal of Afrofuturist literary works. Within the broader conversation on the 'marginal body', YA fiction explores young Black adults' construction of their body image, using the tropes of fantasy and science-fiction. The switch to African characters and setting comes across as challenging to both readers and writers, who mostly share an American background. While writers aim to provide teenagers with a fresh perspective on the African-American experience, readers are faced with the task of grasping the meaning of war and infighting beyond their immediate violence, and rather as metaphors for their own social identities. War and battle as representations of protest, self-control and social resistance will be analyzed in this paper, with a view to revealing the impact of Afrofuturist narratives on the construction of the African-American female body.

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**Maria VARVARA - *Turkish Women in Lady Mary Wortley Montagu's Letters***

Babeş-Bolyai University of Cluj-Napoca, Faculty of Letters, German-English, BA, 1<sup>st</sup> year

*Lady Mary Wortley Montagu, Eastern Culture, freedom, feminine, letters*

The present paper participates in the discussion about the way in which Lady Mary Montagu portrayed the Oriental woman. Lady Mary Montagu visited the Ottoman Empire along with her husband, Edward Wortley Montagu, where he was appointed the English ambassador to Turkey. Their journey took place between 1716 and 1718, when she observed several features of the Oriental world, wrote them down and sent them in form of 78 splendid letters to her acquaintance in England. In her letters she mostly portrayed Turkish women, describing their religion, fashion, lifestyle and their customs as being different from those of the Western women. The purpose of this paper is to analyze Lady Mary Montagu's ways of portraying Turkish women in her Embassy letters and to offer a twenty-first century interpretation on the image of femininity in the Eastern world.

**II. MEDIA AND COMMUNICATION STUDIES (I)**  
**SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION (I)**

Moderator / *Modérateur*: **Mariah LIGAS**

**Daniel-Lucian JEREGHEA - *Gray Matter, Video Games and Violence – The Real Solution to the Equation of Aggression***

Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences, Political Sciences, BA, 2<sup>nd</sup> year

*video games, brain, therapy, treatment*

Against the background of an increasing level of violence of all kinds across the globe, more and more people seem to be turning to video games as one of the potential culprits; when such concerns find an echo in the words of official voices like President Trump's, opinions are dangerously close to becoming facts. However, numerous scientific studies underline the opposite – besides no direct link between violence in virtual reality and aggression in real life, video games could potentially be used as a therapy for patients with mental disorders that cause brain regions to shrink or be altered. Such diseases include schizophrenia, post-traumatic stress disorder and Alzheimer's. Also, gamers exhibit a rise in gray matter in the right hippocampus, right prefrontal cortex and the cerebellum — areas of the brain responsible for spatial navigation, memory formation, strategic planning and fine motor skills in the hands.

**Lorena MARCIUC - *The Selfie Phenomenon – A Disease of the 21<sup>st</sup> Century***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, English-German, BA, 3<sup>rd</sup> year

*iconology, mirror stage, simulacrum, the Gaze, big other*

If "there is no true life in a false world", then why does humanity keep on choosing the path of self-destruction in spite of the technical evolution? Living in a hypnotized consumerist society who sacrifices its life for products and lifestyles that will enslave them and will certainly not



offer the kind of fulfillment they promise, the human being seems to have no other choice than moulding themselves to a simulation. Considering Plato's paralyzing Theory of Forms who sealed humanity's fate by assuming that our only function is that of imitating the world of ideas (Forms), what could millennials do but live in a simulacrum perpetually chasing "the big Other"? This resemblance of reality has at its core the simulation. The narcotised and defragmented individual, unable to comprehend the distinction between reality and fiction as they repeatedly merge, takes refuge, in the quest of redefining himself, in the gaze of the other, or nowadays the selfie. A phenomenon that belongs to the millennials, but can also be traced back to (auto)portraits, is one of the wounds that society inflicts upon subjects, putting them with the help of the culture industry in an invisible cage. We pursue needs and desires that do not belong to us, but are induced. Thus, the selfie became a weapon in the war against humanity as it helps and maintains these shallow hyperrealities. The selfie can be distinguished as both cause and effect and despite seeming harmless, its psychological/feminist implications (\*also, I intend to pursue its role in iconology) around the world are deep-rooted. Images are a kind of language, no longer a transparent window, but a sign that presents a deceptive appearance, an actor on the historical stage worth considering.

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**Dean MIHAILOVICI - *Media Manipulation and Bias in the 2016 US Presidential Election***

Babeş-Bolyai University of Cluj-Napoca, Faculty of European Studies, American Studies, BA, 3<sup>rd</sup> year

*2016 election, media bias, media manipulation, Donald Trump, Hillary Clinton*

The present paper examines the issue of media bias in reporting the 2016 presidential campaign in the US, as well as the extent to which the media manipulated the voters and was, in turn, manipulated by mass media outlets belonging to the so-called "alt-right", a cluster of conservative sources mostly supportive of Donald Trump. Was the final election result a product of media manipulation? Did the negative bias of contemporary American mass media influence the decision of the voters? Were mainstream media coerced into amplifying the message of the alt-right by the logic of ratings and reporting whatever is new and sensational? These are some of the questions my paper will attempt to answer.

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**Roxana-Elena MOCANU - *Newsgames between Digital Activism and Journalism. A Case Study on The Voter Suppression Trail***

University of Bucharest, Faculty of Foreign Languages and Literatures, American Studies, MA, 2<sup>nd</sup> year

*newsgame, digital activism, discrimination, minority*

The aim of this research is to use the newsgame *The Voter Suppression Trail* both as a case study for newsgames as a new form of journalism, and as digital activism as it exposes the tensions extant in the multicultural American society (discrimination framed in sociopolitical practices). The chosen medium is engaging through tactics characteristic to games (the modes of immersion and immediacy) and through allowing the player to discover and experience for himself the instances of discrimination minorities are subjected to. The latter also triggers critical thinking, bringing the player closer to what could be interpreted as objective reporting. The issue addressed, that of voter discrimination, opens up discussions on issues of power and rights in the majority-minority relationship in the current context of the global rise of nationalism and the controversial Trump doctrine. The medium employed, on the other hand, brings to the fore the news media as the fourth estate and its ability to temper power and trigger the critical thinking of its audience.

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**Ana MUNTEANU - *Disability Studies and Media: A Marxist, Feminist, and Psychoanalytic Perspective on Adverts with Deaf People***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, American Studies, MA, 2<sup>nd</sup> year

*communication, media, cultural studies, disability, discrimination*

As we live in the era of communication and media, it is obvious that the latter reflects and affects our way of knowing the world and the way we live our lives.

But do we really communicate better nowadays? Do we care more about others' problems as we are better informed? Do we consider all the people around us equal and do we really respect their rights? The issue of people who are different from others has become a popular subject matter nowadays especially in education, health care and social field.

Therefore a new branch of studies emerged under the umbrella term of cultural studies: disability studies. Who has the right to set differences between us and others, between normality and abnormality? Disability studies view the so-called abnormality beyond medicine and psychology, through culture, politics and society.

This work aims to put a light on the way in which deaf people are represented in media. To do that, the essay compares two adverts which show deaf people promoting a beverage and sign language respectively. The two adverts are analyzed on the ground of three theoretical perspectives on media: Marxism, feminism and psychoanalysis.

The study is important in the attempt to raise the awareness towards the concepts like identity, normality/ abnormality, disability, acceptance.

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**Andrei NEGUȚ - *Introducing the 'Switch' Narreme***

West University of Timișoara, Faculty of Letters, History and Theology, American Studies, MA

*narratology, narreme, virtual, narrative, switch*

Narratology is a fairly well established field, and has been exploring narratives in their many forms and across media. The virtual medium presents unique characteristics. Similarly, narremes, being the atomic unit of narratives, are expressed differently in the virtual medium. Hence the 'switch' narreme, which permits narrative branching in the virtual medium.

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**Andreea-Cristina OLTEANU - *Language Barriers in Video Games***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, German-English, BA, 2<sup>nd</sup> year

*language, multiculturalism, video games*

In our multicultural society, one can see an opportunity of learning with the means of entertainment that are popular, easy-access, which include the chance to communicate with others – video games.

However many players are faced with an issue which affects more or less the game play: when a game was produced in another country, foreign to the player, in a different language, there's the risk that the story, dialog or descriptions have been altered by the translation.

Another issue may occur if the said game is not released in the native tongue of the player and instead they have to make use of a second language. Here the ability of the player to understand well the language may affect their perception of the game.

So, for this paper, the main goal is discovering some changes in story of certain video games caused by a mistake in translation, or changes in names due to the cultural differences between the source language and the language in which the text is translated.



### **III. DISCOURSE STUDIES, APPLIED LINGUISTICS & TRANSLATION STUDIES** **ANALYSE DU DISCOURS, LINGUISTIQUE APPLIQUÉE, TRADUCTOLOGIE**

Moderator / *Modérateur*: **Sorina POSTOLEA**

#### **Martha AVGOUSTI - *Translating Health and Medical Websites: Culture-specific and Translation-specific Issues***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Modern Languages, English-German, BA, 2<sup>nd</sup> year

*language of medicine, source text, target text, terms, progress*

The language of medicine changes and develops constantly, as new terms are added and others become redundant along with the progress of the field. The terminology of medical texts includes several items that may be seen as culture-bound, such as the names of some drugs, procedures and protocols, the names of instruments, measurement units, questions relative to patient history, or various therapeutic methods. All these culture specific problems are context-dependent, and their methods of translation cannot be generalised. In view of this fact, this paper discusses several procedures and issues encountered in the Romanian to English translation of health and medical sites. In this field, as in many others, direct translation is often used as the main strategy of transfer from one language into another, and it includes three main procedures: borrowing, calque and literal translation. In translation, borrowing does not refer to the words taken “officially” from another language, but mainly to those that are unknown to the reader. An example is represented by the translation of the word “anthrax” (disease) by “antrax”. This term also has other versions in Romanian, such as “cărbune” or “dalac”, but they belong to another register. Another thing to consider is that before proceeding to translate a medical text, the translator has to decide on the purpose of the source text as well as the intended purpose of the target text.

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#### **Diana BAHAN & Elena-Sabina ONOFREI - *Sources, Types, and Consequences of Translation Errors. Case Studies***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Modern Languages, English-German, BA, 2<sup>nd</sup> year

*errors, language, translation*

Our paper discusses some of the most important translation errors made by translators in various contexts and attempts to explain why they are so common. We will show that translation errors, as a whole, can have significant consequences and, by examining a number of case studies gathered from newspaper articles, books, advertisements, we will illustrate the diversity of situations which can arise as a result of translation errors. Our paper also includes an analysis of the types of errors made by the second year students enrolled in the Translation Program of Alexandru Ioan Cuza University of Iași, who translated a Wikipedia article. The problems identified result from the translation method applied (or lack thereof). Another important aspect is that errors are a consequence of both linguistic and cultural misconceptions: linguistic (problems deriving from the source text form), professional (documentation) and extra-linguistic (understanding of ideas). We chose this topic first and foremost because of our love of and pleasure in working with languages. We love to explore and understand the details, nuances and intricacies of language. If your translation happens to be wrong, it is likely that it will not trigger World War III... but are you willing to take the risk?

**Alexandra Georgiana MOISE - *Translating Legal Texts. An Analysis of EU Regulations and Directives***  
Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Modern Languages, German-English, BA, 2<sup>nd</sup> year

*legal text, legal system, European Union, regulation, directive*

The translation of legal texts into other languages poses many difficulties because it is highly culture-dependent. Each society is built on a unique structure, reflecting the history, culture, and evolution of the country, and legal systems mirror these differences. At the level of the European Union, however, legal documents adopted at the central level have to be translated into the language and adapted to the culture of each member state. Two types of such EU texts are regulations and directives. A regulation is a binding legislative act, being in some sense similar to an “Act of Parliament”. It is one of the most powerful tools in European Union law and it must be applied entirely across the EU. A directive, on the other hand, sets the goal that all EU countries must achieve, setting certain aims and results to be expected. The purpose of this paper is to highlight the variations in the translation of EU regulations and directives from English into Romanian and define the terms used in these legislative texts. We focused on two legal documents: the Regulation (EU) No 223/2014 of the European Parliament and of the Council of 11 March 2014 on the Fund for European Aid to the Most Deprived and the Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights. The research method used is content analysis focusing on the structure, the translation methods and the terms present in these documents.

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**Mădălina Antoneta TARNOVESKI & Diana PETRESCU - *Translators as Intercultural Mediators. Culture-specific Terms in the Translation of Tourist Websites***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Modern Languages, French-English, BA, 2<sup>nd</sup> year

*tourism, culture, translation, source text, target text*

While translating, the main purpose of a translator is to keep the message of the source text in the target text and to make the target readers have the same reaction as the readers of the source text. Sometimes, this can be really challenging for translators, especially when they have to deal with cultural terms that do not have an immediate equivalent in the target culture.

This is often the case in tourism, a field full of cultural, religious and traditional terms. In this field, as in many others, the translator needs to act as a true intercultural mediator, since the translation has to convince the reader, a potential tourist, to visit the place/country mentioned in the text. If the translator fails to convey all the information from the source text in the target text or if the translation does not meet the target readers' expectations, the entire process may become useless. Starting from these premises, our paper focuses on the translation into English of a Romanian tourist website titled Romanian Monasteries (<http://www.romanianmonasteries.org>). Our analysis aims to see how various cultural terms were handled and processed in translation and to assess whether the translation is able to produce its intended effect on target readers, i.e. make them come and visit the tourist attractions mentioned.



#### **IV. CROSS-CULTURAL COMMUNICATION: CASE STUDIES** **COMMUNICATION TRANSCULTURELLE: ÉTUDES DE CAS**

Moderator / *Modérateur*: **Oana ALEXA**

**Laura CIHODARU & Iulian LUCA - *Doing Business with the British and the Chinese – Some Tips***  
Alexandru Ioan Cuza University of Iași, FEEA, Public Administration, BA, 2<sup>nd</sup> year

*masculinity/ femininity, individualism/ collectivism*

Our responses to other cultures are influenced by the attitudes, beliefs, values, assumptions and biases that shape our own life. The purpose of engaging with other cultures is not to study and judge them, but to learn from the people of those cultures and benefit from the diversity they offer. Our paper relies on some of Geert Hofstede's cultural dimensions - masculinity/ femininity, individualism/ collectivism, uncertainty avoidance, power distance - to discuss two essentially different cultures, i.e. the Chinese and the British cultures. We will thus try to identify some of the main cultural characteristics of the British and the Chinese and point to some aspects which should be taken into account when doing business with either.

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**Sara JOURHMANE & Hussam DAHMAN - *Singapore: the Miracle of Asia***  
Abdullah Gül University (Turkey), Business Administration, BA, 3<sup>rd</sup> year

*Singapore, values, culture, economy, government*

Looking back at pre-1950s Singapore, one would not predict a future in which this poor island, of 720 km<sup>2</sup>, with no natural resources and no common religious belief, ethnicity or spoken language, would become one of the world's strongest industrial hubs and most respectable economies. The turning point was the assignment of Lee Kwan Yew as Prime Minister. Along with his cabinet members, Singapore's founding father was able to build a model on values of western and oriental influence. In this paper we will explore Singapore's cultural capital and how it has given rise to one of the greatest "have nations".

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**Delia JUJU, Alexandra SOFRONI & Ștefan MĂLIN - *The 1992 LA Riots – The Cultural Clash***  
Alexandru Ioan Cuza University of Iași, FEEA, Accounting and Business Information Systems, BA, 2<sup>nd</sup> year

*culture, differences, communities, Afro-American, Korean*

This paper is focused on a case study, more precisely on the 1992 LA Riots, which remains a powerful example of how cultural misunderstandings can lead to violence and extreme actions. We begin by defining the term culture and we refer to the work of two of the most representative researchers in the field of intercultural communication: Geert Hofstede and Edward T. Hall. Their findings will be further used to approach the issues which created the unfortunate context of the 1992 LA Riots. We will then discuss the major differences between East and West, in general, and between the Afro-American and Korean communities, in particular. Finally, our purpose is to identify the key cultural characteristics of the two groups and perform an analysis of the way that events escalated back in 1992 by applying E. T. Hall's theory: High vs. Low Context Cultures; we will conclude by pointing to some attitudes which could be adopted in order to avoid such conflicts in the future.

**Ștefania LUNGU & Maria GÂRBEA - *In Search for a Cultural Model - Germany or Sweden?***  
Alexandru Ioan Cuza University of Iași, FEEA, Public Administration, BA, 2<sup>nd</sup> year

*cultural model, Germany, Sweden, business communication*

Although, at first glance, Germany and Sweden seem to have a lot in common, the careful cultural researcher might actually find that this is not true. We aim to discuss some of the most representative cultural features of Germans and Swedes, and the extent to which they are relevant in the field of business communication. We will rely on Geert Hofstede's cultural dimensions in order to illustrate the similarities and differences between the two cultures. We will conclude by pointing to the key aspects related to the German and Swedish cultures which could enable or, on the contrary, hinder communication in business situations.

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**Andreea POPESCU & Elena LUCA - *Business Culture: Romania vs the Republic of Moldova***  
Alexandru Ioan Cuza University of Iași, FEEA, Economics and International Business, BA, 1<sup>st</sup> year

*business culture, business communication, cultural diversity, Romania, the Republic of Moldova*

Today's expanding racial, ethnic and cultural diversity makes it obvious that in the future it will be nearly impossible to manage a workforce or market products the same way we used to do it in the past. All forms of business communications are affected. This paper aims to analyse the business practices in Romania and the Republic of Moldova, and highlight similarities and differences between the two countries. When we talk about Romania, we usually talk about its attitude towards people from foreign countries and the well-known Romanian hospitality. Most people living in urban areas know at least one foreign language (English, German or French), which helps to easily overcome any language barriers. Romanians are trusted business partners, who respect contract terms, deliver on time and pay their debts. The Republic of Moldova is a small country, undergoing a slow but continuous development. Moldavians take pride in their hospitality. Besides, among the strong points of setting up a business in Moldova, we could mention: geographical benefits, free economic areas, a highly-skilled multilingual workforce, relatively low employment costs, a favourable visa regime, an improved legal framework regulating the entrepreneurial activity, a competitive corporate income tax, and a tax and customs framework similar to that of the EU.

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**Andrei Florin POPOVICI & Amalia MUNTEANU - *Chrysler, Daimler and the Failed Merger***  
Alexandru Ioan Cuza University of Iași, FEEA, Public Administration, BA, 2<sup>nd</sup> year

*intercultural communication, Daimler-Crysler, merger*

On the 6<sup>th</sup> of May 1998, two leading global car manufacturers, Daimler-Benz (Germany) and Chrysler Corporation (the United States), signed a merger agreement aimed to combine two different styles, i.e. qualitative and creative, to reach a strategic position in the global marketplace. Despite analysts who argued that it would strategically make sense, the merger failed as a consequence of the distinct types of culture and management of the two companies. This paper deals with the factors which led to the collapse, targeting the cultural differences between the Americans and the Germans and how they affected the people, industry and business involved in that particular context. We will rely on Geert Hofstede's cultural dimensions: individualism/ collectivism, masculinity/ femininity, power distance, uncertainty avoidance, long-term orientation, and we will draw some conclusions on how the Daimler-Crysler merger failure could have been avoided if more attention had been paid to cultural differences.



## V. INTERCULTURAL COMMUNICATION IN BUSINESS COMMUNICATION INTERCULTURELLE DANS LES AFFAIRES

Moderator / *Modérateur*: **Oana URSU**

### **Milos KOBILAROV - *A Tragic Break-Up: the Former Yugoslavia, in Retrospect***

University of Novi Sad (Serbia), MA, 2<sup>nd</sup> year

*Yugoslavia, Slovenia, Croatia, Serbia, Montenegro, Macedonia, Bosnia*

This presentation will take a critical look at the former Yugoslavia. It will analyse the role that the US, NATO and the EU played in the tragic breakup of a once peaceful and prosperous European state, subsequently focusing on how the states that emerged from the former Yugoslavia have attempted to define their national, linguistic and cultural identities.

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### **Nicolas MANOLACHE - *Cross-Cultural Blunders in Business***

Alexandru Ioan Cuza University of Iași, FEEA, Management, BA, 2<sup>nd</sup> year

*business, intercultural, mistakes*

In my presentation I will talk about business across cultures. More specifically, how to recognise and avoid cultural mistakes when doing business. I will begin by discussing about the importance the culture in people's lives and why we have to respect everyone, no matter what culture they belong to. I will continue with a story of my experience from last summer when I worked in the USA with people from all over the world. Then, I will give some examples of cultural mistakes in communication, discuss about a few common mistakes in business across cultures and, how to avoid them.

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### **Rafael MUNTEANU - *Masculinity vs. Femininity in the Japanese and Swedish Cultures***

Alexandru Ioan Cuza University of Iași, FEEA, Management, BA, 2<sup>nd</sup> year

*masculinity, femininity, culture, Japan, Sweden*

The main purpose of this paper is to discuss one of Geert Hofstede's cultural dimensions – masculinity/ femininity – within the context of two national cultures. I will primarily deal with Geert Hofstede's research in general. Further on, I will provide an overview of the results of his research: the power distance, individualism/ collectivism, uncertainty avoidance, long term orientation, and masculinity/ femininity indices. Once the audience has a clear perspective regarding the role of the indices introduced by Geert Hofstede, I will deal with the masculinity/ femininity index in detail. Finally, I will explain how some gender-specific skills evolved throughout history and then, the manner in which they are nowadays applied within organisational cultures. Relying on Geert Hofstede's masculinity/ femininity index, the paper highlights the differences and similarities between the Japanese and Swedish cultures and thus creates the premises for better business communication.

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### **Bogdan-Claudiu PĂULEȚ & Florin-Alexandru POIANĂ - *Are We Growing Closer or Are We Breaking Apart?***

Alexandru Ioan Cuza University of Iași, FEEA, Business Information Systems, BA, 2<sup>nd</sup> year

*culture, cross-cultural/ business communication, cultural (mis)understanding(s), cultural awareness*

Once separated by vast oceans, we have become more connected than ever by means of the multi-national companies that offer quite a vast amount of benefits (products and services). Despite

these advantages, world events demonstrate we still fail to cooperate, learn from each other and accept the cultural differences as they are. What is culture, anyway? It is the software of our minds, the subconscious thinking that develops in our country, city, social circle, family and so on. Culture defines our social game, the ways in which we interact, our local habits, beliefs, and principles. Given its complexity, errors occur mostly because we were taught to see the world differently, and these different perspectives often result in conflict and unnecessary judgmental attitudes. So how can we prevent this? We need to develop our cultural intelligence, become aware of our own actions in order to stop stereotyping (and start prototyping) and interpret other people's behaviour, values and beliefs through the "lens" of our own culture. All these issues can affect our ability to cooperate in business at a global level, so it has become a topic worth looking at.

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**Diana Maria POPESCU - *Cross-Cultural Communication in Business: Romania, the Republic of Moldova and Italy***

Alexandru Ioan Cuza University of Iași, FEEA, Economics and International Business, BA, 1<sup>st</sup> year

*cross-cultural communication, verbal/non-verbal communication, Italy, Romania, Moldova*

In intercultural communication, the verbal code plays a decisive role in a successful communication exchange. There are many aspects related to the language of communication, which can create difficulties both in terms of encoding and decoding/understanding messages. For example, based on several online questionnaires and oral interviews, potential communication problems between Italians and Romanians/Moldavians can be highlighted. The subconscious verbal aspects depend on the speakers' cultural background. The use of a tone of voice which is too low/high, taboo subjects, etc. could compromise the successful outcome of an intercultural communication exchange. In recent years, Italy has consolidated significant economic ties with both Romania and Moldova. In fact, there are numerous Italian companies on the territory of these two East European countries. The relationships between these countries have a great prospect of development which is also due to their common cultural and linguistic background, their Roman origin. Throughout history, the people of Romania and Moldova have been connected thanks to this sense of belonging to the same cultural background. This feeling is very strong even today and it contributes to preserving and improving relationships with Italy.

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**Cristina SNATINSCHI - *The Effects of Inappropriate Intercultural Communication on Society. Can We All Live Together?***

Alexandru Ioan Cuza University of Iași, FEEA, Economics and International Business, BA, 2<sup>nd</sup> year

*intercultural communication, culture, cultural blunders, stereotyping, cultural awareness*

We live in an era of changes. Not only did the globalisation that flattened the world fail to solve the disputes among different cultures, but it also caused new ones. These disputes became even more prominent during the last decades. Even though the physical and virtual distances between people became insignificant, an intercultural and interpersonal gap made its way into our society. Caused by cultural blunders, stereotyping, misunderstandings and misvaluations, the ever existing conflicts between different cultures began to redefine the society we live in. Starting off from contradictions that seemed small, inappropriate intercultural communication led to riots and the death of innocent people. Things must change. From the American 'Melting Pot' to the varied cultures of the Eastern world, cultural awareness and effective intercultural communication are the only measures that can guide us towards the right path - a path built on tolerance and understanding, acceptance and indulgence. It is time we put apart the differences between us and begin to learn how to live together.



## VI. CRITICAL THEORY IN LITERARY STUDIES AND BEYOND LA THÉORIE CRITIQUE DANS LES ÉTUDES LITTÉRAIRES ET D'AUTRES DISCIPLINES

Moderators / *Modérateurs*: Lorelei CARAMAN (EN), Brîndușa GRIGORIU (FR)

### **Andreea Ioana AELENEI - *La Folie et l'Œuvre***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Français-Allemand, Licence, 1<sup>e</sup> année

*folie, œuvre, logos, Descartes, Foucault, Derrida*

Le problème de la folie intéresse généralement la philosophie comme un objet d'analyse opposé à la raison. Michel Foucault condamne dans son *Histoire de la folie à l'âge classique* le fait que Descartes rejette tout ce qui n'est pas « raison ». Jacques Derrida vient compléter la vision de Foucault par une nouvelle lecture des Méditations métaphysiques, faisant appel à la notion de *logos*. Aucun des trois ne donne cependant une définition de la folie. Tout en analysant les textes de ces auteurs, nous essayerons de déceler les éléments communs de leurs visions de la folie, ainsi que la mesure où celle-ci est nécessaire dans tous les discours, à l'aube de toutes les œuvres.

### **Sergiu COGEANU - *A Postcolonial Reading of Junot Diaz's The Brief Wondrous Life of Oscar Wao***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, American Studies, MA, 2<sup>nd</sup> year

*ideology, critical theory, film theory, postcolonialism*

This paper should be about the postcolonial concepts that form the framework of the theory in relation to a literary text such as the novel written by Junot Diaz. In *The Brief Wondrous Life of Oscar Wao*, the focus is pointed towards the re-writing process of a specific narrative or history that is associated with the postcolonial/postmodern mode of writing. The way in which the text is written and the motifs that are embedded in the larger chunks of text is specific to a kind of discourse that is very actual. The light of the critical arrow should point, in a lightly manner, to the contemporary discourse, such as the the Trump problem, the immigrants, gender issues and so on. It is also about how to write about important stuff.

### **Ioan JUNCU - *(De)Fragmentation in Virginia Woolf's Mrs. Dalloway: A New Perspective on Readers' Construction of Meaning***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Linguistics – Teaching EFL, MA, 1<sup>st</sup> year

*Virginia Woolf, reader-response, stream of consciousness, hard-disk, fragmentation*

What do Virginia Woolf's *Mrs. Dalloway* and a computer hard disk have in common? Employing an analogy with the way data is written and accessed on a hard-disk, this paper analyses the intricate processes involved in the act of reading and the role played by fragmentation and defragmentation in readers' construction of meaning. More precisely, it seeks to answer the following questions: what is the purpose of the reader while reading stream of consciousness narratives? Is he or she a passive or active receptacle of the reading experience? Is the reading experience a holistic or an atomistic one? In answering these questions, the paper aims to provide a transdisciplinary frame of reference for the perceivability of reading stream of consciousness narratives.

**Cătălin NICOLAU - *Structuralism – A New Philosophical Perspective on Sciences and the World in the Early 20<sup>th</sup> Century***

Alexandru Ioan Cuza University of Iași, PhD

*structure, atomism, system, criticism*

As the title suggests, the central topic of this paper is structuralism, that important cultural movement manifested in the first half of the 20th century, which had significant echoes in the intellectual histories of both Europe and America.

I am going to focus first of all on the scientific and philosophical background that lies at the basis of this new way of looking at the world and I will try to show that this new perspective came as a reaction to atomism, a tradition that stretches back to ancient times.

I will also be concerned with the origins of the structuralist movement; its foundation is considered to have emerged from Ferdinand de Saussure's *Course in General Linguistics*, which contains some very interesting distinctions, theses, and principles of language analysis. These theories were found extremely challenging by Saussure's contemporaries and followers and, thus, they became highly influential for a few decades.

Although it emerged from a work of a linguist, structuralism went beyond the boundaries of linguistics: it generated a new perspective on the world and, also, manifested in other disciplines such as anthropology and literary criticism.

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**Florin Alexandru PETRESCU - *Everyone Has Disappeared. Maladies of the Self in Postmodernity***

Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences, Philosophy, BA, 2<sup>nd</sup> year

*self, simulations, modernity, postmodernity, Baudrillard*

Different historical, political, economic and cultural conditions give birth and reinforce different kinds of "selves". In this paper, I briefly trace the self in the Western culture from the ancient Greeks, through middle ages and finally, to modernity but the main issue that I am addressing is the interregnum between modern conditions and what lies after modernity. From a historical point of view, humanity always had a grand narrative from which the selves could draw meaning (the great religions) but in modernity, cultural phenomena, like the disenchantment of the world, gave rise to unprecedented levels of suspicion, disbelief and complexity. Therefore, the self is forced to recreate itself in singularity, alone, without the help of the great religions. This kind of situation gives birth to all kinds of maladies of the self, however, some thinkers, like Jean Baudrillard, affirmed that the self will no longer exist in postmodernity. The most important issue related to postmodernity is whether we will be able to create authentic narratives about ourselves and, in this paper, I examine the capacity to do so.

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**Diana-Noella SAVA - *Deconstructing Literary Theories: Pluralism and Intertextuality in David Lodge's Metafictional Novel***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, English-German, BA

*pluralism, literary theory, criticism*

This paper will argue in favor of the pluralistic approach of literary theory in connection with the question Persse asks when he reaches the culminant point of his academic journey: "What follows if everybody agrees with you?" (Lodge 1984: 319). Literary discussion is sustained by variance, because "what matters in the field of critical practice is not truth but difference" (ibid). Progress in the interpretative communities is achieved by means of communication and each step in doing so is represented by a different view interacting with another. The opposition between theories therefore leads to a deeper understanding of literature: "as readers we are members of diverse interpretative communities which should be in a unique dialogic relationship with each text" (Lodge 1990: 219).

**Nicolae-Cristian TIMOFTICIUC - *Multiculturalism and Critical Pluralism: Applying Critical Theories to Native-American Legends***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, Applied Linguistics – Teaching EFL, MA, 1<sup>st</sup> year

*Native Americans, legends, critical theories, pluralism, multiculturalism*

This study analyzes the potential extended use of Native American literature (myths and legends) in the academic literary environment. The goal is to highlight the potential intertwining of various tribes' creations with some popular critical theory principles, as well as to suggest the possible involvement of Native American literature in lectures and seminars focusing on critical theory. The research will be structured in small sections (one section per critical theory) and for each section, a varying number of legends will be quoted as proof of relevance, showing how a pluralist framework of critical theories can be successfully applied to multicultural texts.

**VII. LITERATURES IN FRENCH & WORLD AND COMPARATIVE LITERATURES  
LITTÉRATURES FRANCOPHONES, LITTÉRATURES DU MONDE, LITTÉRATURE COMPARÉE**

Moderator / *Modérateur*: **Dana MONAH**

**Arina CHIRILĂ - *Synaesthesia and Colour Naming in Vladimir Nabokov's Artistic Prose***

Alexandru Ioan Cuza University of Iași, PhD

*Vladimir Nabokov, synaesthesia, colour naming, colour terms*

In this paper we are going to focus upon one of the most remarkable and, one might even say, extravagant phenomena that a reader comes across in Vladimir Nabokov's artistic prose, and namely synaesthesia. As far as its definition is concerned, the term stands for blending the products of sensorial perception modes that usually appear independently. This unusual and highly original mixture of colour, taste, sound and tactile perception moulds a very special semantic fabric of the text, personalizes it to the utmost and makes the author's own feelings and emotions particularly prominent. The present study is aimed at demonstrating the way synaesthesia influences the creative process of colour naming in Vladimir Nabokov's novels and contrasting the original versions of synaesthetic word combinations with their translations into the Romanian language. Moreover, we are going to suggest our own classification of Nabokov's synaesthetic word combinations based on their semantic and syntactic features.

**Simona LOCIC - *La nostalgie d'un « retour au pays natal » : Assia Djébar et Mariama Barry***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, École Doctorale d'Études Philologiques, 1<sup>e</sup> année

*Mariama Barry, Assia Djébar, roman, Afrique*

En parlant des premières œuvres africaines, dans l'Introduction au livre *Littératures africaines, littératures francophones & utopies*, Papa Samba Diop mentionne l'existence d'un Âge d'or, d'« un refuge dans le passé, quelles que puissent être les imperfections de celui-ci », « recelant des valeurs inestimables » pour l'homme africain soumis au vandalisme de l'époque coloniale. L'existence d'un espace utopique n'est pas caractéristique que de la littérature du passé. La littérature africaine des

dernières années du XX<sup>e</sup> ou du début du XXI<sup>e</sup> siècle connaît elle aussi un sentiment de nostalgie pour un univers natal aux valeurs cathartiques et thaumaturgiques, qu'on veut retrouver ou qu'on remémore pour se retrouver et guérir. Ce sentiment de nostalgie n'est pas collectif. Il est vécu de manière individuelle et se rapporte à un temps et à un espace précis, mais aussi aux figures emblématiques ou aux ancêtres. Tout comme les romans d'Assia Djebar, les romans de Mariama Barry sont touchés par une nostalgie de l'enracinement, une nostalgie d'un espace perdu ou trop peu connu, qu'on veut trouver ou retrouver pour s'y mettre à l'abri, pour connaître la paix et se redécouvrir en tant qu'être humain qui ressent un besoin inné de se savoir appartenir à un certain lieu.

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**Mihăiță-Bogdan SANDU - *L'orientalisme français d'hier et d'aujourd'hui***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Français-Roumain, Licence, 3<sup>e</sup> année

*curiosité, imagination, fascination, orientalisme, Bibliothèque orientale, Mille et une nuits*

L'individu a été préoccupé dès l'Antiquité par la connaissance des mécanismes de fonctionnement de l'humanité et principalement de ses mystères. C'est dans la littérature qu'il commence à représenter le monde entier et manifester sa fascination pour tout ce qui lui est étrange. Son imagination est ainsi alimentée par la curiosité pour l'espace exotique, tel l'Orient, connu et inconnu en même temps. La quête de l'inédit et le « goût » de l'Orient sont inséparables. L'orientalisme aura comme effet une interférence dans les domaines littéraire et linguistique. Un contact dont les Occidentaux seront les principaux bénéficiaires. Certains événements historiques, souvent liés à la religion, comme les Croisades, ont influencé le développement d'une tradition orientale, l'orientalisme devenant une véritable science au moment où les Occidentaux ont pris conscience de la richesse de l'univers oriental. L'apparition de la *Bibliothèque orientale* (1697) de Barthélemy d'Herbelot et la fameuse traduction des *Mille et une nuits* (1704-1717) d'Antoine Galland témoignent de la naissance de l'orientalisme scientifique. Et si l'orientalisme est le produit d'une interaction avec des altérités orientales qui fascinent, pourrait-on parler aussi d'un occidentalisme ? Car explorer l'Orient c'est peut-être en vérité un moyen de compréhension de soi.

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**Ștefania SÂRBU - *The Figure of Seducer in Elif Shafak's Three Daughters of Eve***

Babeș-Bolyai University of Cluj-Napoca, Faculty of Letters, Romanian-English, BA, 1<sup>st</sup> year

*attraction, religion, love*

This essay seeks to present the main male character of Elif Shafak's novel *Three Daughters of Eve*, professor Azur, as the epitome of the God-like seducer figure in the twenty-first century, a male Scheherazade whose storytelling gift transcends the traditional professor archetype. Challenging his students to understand the divinity in a different way, professor Azur has an astounding power to attract them. This study is also an analysis of the manner in which the three students, Peri, Shirin and Mona, having distinct personalities and distinct views on religion, react to his attitude. At the same time, the writing describes how a normal relationship between a professor and his students can easily metamorphose into an unusual love story.

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**Ana Mădălina SIMIUC - *La Fontaine et Lessing entre le théâtre et la fable***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Français-Allemand, Licence, 3<sup>e</sup> année

*La Fontaine, Lessing, fable, théâtre, morale*

Le Français Jean de La Fontaine et l'Allemand Gotthold Ephraïm Lessing ont vécu dans des cultures et des siècles différents, mais ont en commun le génie de la fable. Notre étude s'arrête



sur l'évolution de ce genre de l'époque d'Ésope jusqu'aux XVII<sup>e</sup> et XVIII<sup>e</sup> siècles, pour arriver ainsi aux courants littéraires auxquels sont traditionnellement associés les deux auteurs : le classicisme pour La Fontaine, et les Lumières pour Lessing. Nous nous intéressons à la spécificité dramatique de leurs fables, ainsi qu'à l'un des éléments les plus importants de cette espèce : la morale. Le recours aux personnages montre déjà une liaison entre la fable et la dramaturgie. En même temps, le dialogue, spécifique du théâtre, est source de dynamisme pour la lecture des textes et de vie pour les protagonistes animaliers incarnant des traits universellement humains.

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**Maria-Raluca STACHE - *Cyrano ou les aubes d'un autre monde***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Roumain-Français, Licence, 3<sup>e</sup> année

*doxa, libertinage, dissimulation, littérature, science-fiction*

Le tumultueux XVII<sup>e</sup> siècle, où règne, au moins à son début, la rigidité d'un système clos, dépourvu de la liberté de (re)juger par soi-même les vérités établies ou révélées par l'autorité de l'Église, est aussi témoin d'une nouvelle cosmogonie, savante. L'univers commence à se mathématiser, la raison à se libérer de contraintes, et la doctrine religieuse à vaciller, car de nouvelles théories ouvrent la voie à une nouvelle compréhension de la nature. Tant la science que la littérature s'épanouissent grâce à ces esprits audacieux qu'on appelle libertins érudits, tels Pierre Gassendi, Giordano Bruno ou Savinien de Cyrano de Bergerac. Créateur d'une œuvre libertine, le dernier fait de son projet romanesque *L'Autre Monde*, grâce à un voyage interplanétaire dans la Lune et dans le Soleil, une tribune des changements et des découvertes scientifiques de l'époque. Il utilise l'imagination comme un moyen de libérer la pensée des *a priori* pour la conduire vers les aubes d'un autre monde, scientifique, mais aussi littéraire.

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**Laura Victoria STOICA - « *Moi, Tituba sorcière...* » : *les avatars d'un mythe***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Anglais-Français, Licence, 2<sup>e</sup> année

*mythe, altérité, représentation, fiction, magie, Tituba*

Même de nos jours, les mythes restent une source de fascination que l'homme moderne continue d'entretenir par ses propres représentations. Les mythes reposant sur l'ambiguïté historique et culturelle sont d'autant plus fascinants qu'ils suscitent périodiquement l'intérêt et le besoin d'interprétation. Un tel mythe est celui de Tituba, l'une des premières femmes accusées d'avoir pratiqué la sorcellerie dans le procès de Salem de 1692. Marquée par l'ambiguïté entourant sa vraie identité, la figure de Tituba se trouve au croisement de l'altérité, de la spiritualité et du surnaturel. Au fil du temps, la fiction a essayé de combler le manque d'informations historiques et plusieurs œuvres littéraires, issues de contextes culturels divers, ont cherché à dresser le portrait de Tituba. Arthur Miller, Ann Petry et Maryse Condé, entre autres, ont remis en question ce mythe : le jeu de la perspective (afro-américaine/postcoloniale, interne/externe) et la déconstruction des croyances populaires leur ont permis de replacer (et de réimaginer) Tituba dans la conscience collective. Notre analyse s'arrêtera sur l'élément magique et surnaturel, ainsi que sur l'importance du contexte socioculturel dans la naissance, la diffusion et la réinterprétation du mythe de Tituba.

## VIII. CULTURE, SOCIETY, ART: CONTEMPORARY DEBATES CULTURE, SOCIÉTÉ, ART: DÉBATS CONTEMPORAINS

Moderator / *Modérateur*: **Athes HARALAMBIE**

**Monalisa BALINT - *Animal Rights, Globalization and Consumerism through Romanian Lenses***  
Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences,  
Communication and Public Relations, BA, 2<sup>nd</sup> year

*culture, animals, freedom, consumerism*

The social, economic and political facets of globalization are gradually affecting cultural mechanisms as well, transforming beliefs, redefining principles and inventing norms. In Romania, where the field of animal rights is not as well developed as in other European countries, the trends associated with globalization seem to act in favour of animal welfare, yet rampant consumerism tends to override the positive tendencies. The present paper analyses the complex interdependence between culture, economy and animal cruelty in the Romanian society, highlighting the need for a holistic view on progress.

**Tamara CEAICOVSCHI - *The Beauty of the Difference: Exploring Multiculturalism and Inclusiveness***  
Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences,  
Political Sciences, BA, 2<sup>nd</sup> year

*multiculturalism, background, inclusiveness, cultures, diversity*

Diversity is a concept with such complex meanings, depending on context and source, that it can become confusing. Race, gender, views, background, potential, ethnicity, social class, education, skills – they can all become entanglements in which common ground is lost, with societies torn apart by artificial discrepancies. Against the background of globalization, with national identities moulded by economic or political interests, a coherent effort for supporting multiculturalism and inclusiveness can provide the most efficient solutions for a wide array of social problems. Making a conscious effort to discover the hidden gems in every particularity does not mean a dissolution of standards, but a new design in applying them – at their core, cultures are not different, just diverse.

**Denisa-Oana PICIOROAGĂ - *Romania Turning "Illegal"? The Issue of Same-Sex Marriage, between the Church, the State and Public Opinion***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, American Studies, MA, 2<sup>nd</sup> year

*same-sex marriage, legal issues, public opinion, church opposition*

Growing up and living in Romanian society - patriarchal on so many levels - that still works with communist shades of good and bad, to be openly homosexual is certainly not easy. The church blames it, the state denies it, the people either do not want to talk about it or protest against it. You hear stories of how someone once saw two men together in an obscure alley at a late hour, and oh... the "horror." It is not the same with women though, as it is somehow considered sexier to be lesbian rather than gay and male in Romania. This paper aims at presenting one of the most repressed issues in Romania and definitely one of the most contemporary: gay love and marriage, respectively their zero rights. Regarding this, the following subjects will be taken into consideration: the church opposition and damnation, the state ambiguity regarding the legal issues, the public opinion and their unwillingness to even consider gay marriage.

**Vasilica RACARIU - *Insights into the Evolution of a Vital Field: Environmental Geography***Alexandru Ioan Cuza University of Iași, Faculty of Geography and Geology, Environmental Geography, BA, 3<sup>rd</sup> year*environment, relationship, evolution, Romania(ns)*

The challenges of the modern world automatically include ecology and environmental protection; along these coordinates, different approaches are being designed and complex policies are being implemented. On a global scale, humanity seems to be trapped between a desire for economic progress and an inherent need to protect the natural environment, with a visible focus on the former. Environmental Geography is a valuable tool in solving the intricate equation of sustainable development, providing a comprehensive overview of the major issues and enabling policy makers to think globally and act locally. The present paper focuses on Romania as a case study for the necessity to redefine our relationship with nature and biodiversity.

**Ionuț Lucas ȘERBAN - *Henry David Thoreau's Legacy: The Modern Peaceful Protest***Alexandru Ioan Cuza University of Iași, Faculty of Letters, English-German, BA, 3<sup>rd</sup> year*peaceful, protest, Thoreau, culture*

In our world of indirect democracy in which politicians may choose to disregard their responsibility of representing the voting citizen, in which institutions of the state may abuse their authority and violate the fundamental rights of the people, or in which leaders simply make outrageous decisions in the name of the public without debate, the peaceful protest appears to be the only weapon the citizen possesses. However, although these are believed to be contemporary concerns, neither they, nor the peaceful protest could ever be considered exclusively modern. The purpose of this paper is to show, in a concise manner, how the culture of the peaceful protest, inspired by Henry David Thoreau, has shaped historical events in the US, as well as in other parts of the world, and how it still continues to do so today, by analyzing the original essay (*Civil Disobedience*) Thoreau wrote and applying its principles on a few historical events of great significance, as well as on examples of the modern peaceful protest in the US and Romania.

**Tornike TEVDORADZE & Mari IMERLISHVILI - *Women's Activism in Politics and Peace Building: Bosnia and Herzegovina***Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences, International Relations and European Studies, BA, 2<sup>nd</sup> year*conflict, women activism, human rights, peace building*

Intense social struggles and political conflicts generate more intense waves of activism – such was the case of the Bosnia – Herzegovina conflict, known for its shocking level of cruelty and discrimination. The aggression used against women actually prompted them to speak their mind in an organized manner and to get much more involved in politics and peace building. Our paper focuses on women's activism, women's rights and gender discrimination against the background of a shifting social and geopolitical environment, in view of highlighting the ever-increasing involvement of women in all crucial issues of the modern world, voicing problems and contributing to finding solutions.

**Lucian TROACĂ - *Drug Culture and the Sense of History in Fear and Loathing in Las Vegas***  
Alexandru Ioan Cuza, University of Iași. Faculty of Letters, American Studies, MA, 2<sup>nd</sup> year

*drug culture, history, hippie movement, the American dream*

In my research, I will talk both about the novel by famous writer and journalist Hunter S. Thompson and the movie released in 1998 directed by Terry Gilliam starring Johnny Depp and Benicio del Toro. As Andrei Oișteanu pointed out in his book *Narcotice în cultura română. Istorie, religie, literatură* (*Narcotics in Romanian Culture. History, Religion, Literature*), drug culture is a taboo subject in today's Romanian cultural landscape. But things are changing.

With the help of Hunter S. Thompson's book and the movie, I will try to define what drug culture is and its special relationship with the history of the hippie movement. My final goal in this paper will not be precisely the hippie and "post-hippie" USA or the death of the "American Dream". My goal is to reflect on some universal considerations about the relationship between the individual and History through the powerful sensations given by drug use when reflecting on this issue.

## **IX. DISCOURSE STUDIES & APPLIED LINGUISTICS** **ANALYSE DU DISCOURS ET LINGUISTIQUE APPLIQUÉE**

Moderator / *Modérateur*: **Sorina POSTOLEA**

**Marine MAKHATADZE - *The Corpus: an Authentic and Handy Tool for Teaching English as a Foreign Language***

Ivane Javakhishvili Tbilisi State University (Georgia), English Language and Lexicography, MA, 1<sup>st</sup> year

*corpora, data-driven learning, classroom*

The aim of the paper is to untangle the mysteries of corpus application from a pedagogical perspective, to provide practical examples of how corpora can be put to use in the language classroom. The perks of integrating corpora and corpus-data into the English language learning environment are under the spotlight. Corpora: a) provide real, authentic English examples and reveal what native speakers typically write or say in their discourse; b) help students develop their own descriptive and analytical frame of mind and skills, which improve language awareness; c) make classroom activities rather innovative, joyful and inspiring for the students. Besides the fact that the article encodes the benefits of corpora, it also mentions the fact that corpus can be challenging for the teachers, as they may know too little about the existence of them, lack the skill to use them, or be unused to their inductive methodology.

**Ioana-Carmen PĂȘTINARU - *An Intercultural Approach to Academic Texts Belonging to the Institutional Language***

Alexandru Ioan Cuza University of Iași, Doctoral School of Philology Studies, 2<sup>nd</sup> year

*academic texts, institutional language, course descriptions, programme descriptions*

This paper aims at highlighting the importance of the study of texts belonging to the institutional academic language, as well as aspects of their interculturality, (1) by clarifying



the differences between various academic texts relating to the educational offer, and (2) by establishing what course and programme descriptions represent and communicate in the realm of academic texts. On the one hand, following the empirical research on texts relating to the university educational offer, several issues have been detected such as the terminological and cultural ambiguities related to syllabus, curriculum, programme, study guide, course catalogue, programme description, and course description. On this account, their definitions and contexts of use will be reviewed, while a graphic representation and an account of their main features will be presented for a correct methodological approach of this research topic. On the other hand, the significance of course and programme descriptions on university websites within the internationalisation process of HE comes to contradict the scholarly neglect of the study of such texts (with few exceptions). This issue will be addressed by examining course and programme descriptions in a parallel corpus of Romanian and British university websites, in terms of structure and linguistic discourse analysis, while seeking to define their role on the Romanian university websites.

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**Valeriu POIA - *Challenges in Learning a New Language: Alphabets and Spelling***

Alexandru Ioan Cuza University of Iași, FEEA, BA, 3<sup>rd</sup> year

*globalization, different alphabets, simplified spelling, global language, faster learning options*

In the first part I will talk about the importance of learning a foreign language in a globalized world. Then, I will try to emphasize the reasons why people never reach fluency, and which are the main obstacles in learning a new language. Finally, I will speak about the rise of a global language and its benefits.

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**Raluca REINERTH - *Language-based Intercultural Differences***

Babeș-Bolyai University of Cluj-Napoca, Faculty of Psychology and Education Sciences, BA, 1<sup>st</sup> year

*interculturalism, language, difference, theory*

This paper approaches interculturalism from the perspective of the differences that appear between cultures, generated by the acquisition and the usage of language, based on the theories and studies in the psychology field. This perspective is built on the Communication Accommodation Theory and the Intergroup Distinctiveness Theory, that are mostly applied in the intercultural communication field, and on Piaget's and Chomsky's work with language. With links between language, context and identity, the Communication Accommodation Theory studies how the behaviour changes so one can properly communicate with their partner and as the Intergroup Distinctiveness Theory suggests, members of a group tend to make themselves positively distinct from others in order to point out their social identity. Born of the desire to identify why there are communication problems in sending and receiving a message, this paper analyses the critical stages in language acquisition and tries to find out if the language we speak influences our mentality. The premise of this paper takes the language as a main function in the cultural exchange, followed by the conclusion that language is intrinsic to the expression of a culture.

## **X. LANGUAGE AND BUSINESS CULTURE: INTERDISCIPLINARY APPROACHES** **LANGUE ET CULTURE DANS LES AFFAIRES : APPROCHES INTERDISCIPLINAIRES**

Moderators / **Modérateurs: Ruxandra PETROVICI (FR), Carina BRÂNZILĂ (EN)**

### **Mirela CAZACIUC - Traduire l'interculturel dans la publicité**

Université Alexandru Ioan Cuza de Iași, FEEA, Affaires Internationales et Stratégies Interculturelles, Master, 1<sup>e</sup> année

*publicité, transfert culturel, adaptation, publicité, skopos*

Le but du discours publicitaire n'a jamais été un secret : vendre. Mais, pour pouvoir convaincre l'acheteur, les agents de vente des entreprises internationales devraient comprendre les enjeux du marketing et surtout les subtilités de la traduction publicitaire pour les produits vendus à l'étranger. Le langage de la publicité est encore peu exploité et quand il s'agit de la traduction mot-à-mot du message initial, sans tenir compte des différences culturelles, on crée souvent des malentendus, car, finalement, ce sont ces finesses d'expression qui font pencher la balance en faveur de l'acte d'achat. Nous nous proposons l'analyse d'une perspective linguistique de la relation entre la traduction publicitaire et la décision d'achat. En ce qui concerne les spots publicitaires, les géants économiques qui adoptent une stratégie globale préfèrent concevoir l'annonce en anglais ou au moins utiliser des anglicismes pour la faire diffuser plus facilement et réduire ainsi les coûts au minimum. Néanmoins, parfois cela ne suffit pas. Le processus de traduction publicitaire implique non seulement un transfert linguistique, mais aussi un transfert culturel, surtout pour les jeux de mots, les noms de marques ou l'intraduisible. Il faut recourir à l'équivalence, à la transposition culturelle, à l'adaptation. Les marqueteurs essaient de comprendre et de s'adapter, en mettant toujours au premier plan le *skopos*, même s'ils créent ainsi des controverses.

### **Aymeric GASCHIGNARD - Le développement de la francophonie à l'international**

École de Management de Normandie, Le Havre (France), MA, 1<sup>st</sup> year

*francophonie, aspects culturels, français*

Ma présentation va traiter du développement de la francophonie au niveau international (quels pays sont francophones ? quels pays utilisent le français comme langue nationale ? combien y a-t-il de locuteurs ?). Je vais diviser ma présentation en quatre parties. Dans la première partie, je traiterai de la francophonie dans le monde (nombre de pays et de locuteurs). Dans la deuxième partie, je traiterai des enjeux de la francophonie (quels sont les atouts pour la France ? En quoi le développement de la francophonie contribue à son développement ?). Je présenterai également l'apprentissage du français dans le monde. Combien de personnes apprennent le français chaque année ? Dans la troisième partie, je présenterai les aspects culturels et valeurs que le français a apportées, notamment durant la période colonialiste. Dans la quatrième partie, je traiterai du développement de la francophonie aujourd'hui à travers le monde.

### **Diana GRĂMADĂ - A Case Study on the United States, India and the United Kingdom**

Alexandru Ioan Cuza University of Iași, FEEA, Economics and International Business, BA, 3<sup>rd</sup> year

*English, the United States, India, the United Kingdom, business communication*

In this case study I chose three countries where English is spoken as a native/ non-native language. Also, I will talk about business behaviour, about diversity in business meetings in each country, and how people act, about skills, communication between people, as well as about, the different pronunciations in these countries. In addition, culture has a big influence on every individual because it is an indisputable fact that no society can exist without culture.

**Ana-Maria NEGRU, Paul Lucian UNGUREANU & Paula VIZITEU - *Globish – A Language for International Business***Alexandru Ioan Cuza University of Iași, FEEA, Economics and International Business, BA, 1<sup>st</sup> year*Globish, lingua franca, business/ cross-cultural communication, globalisation*

This paper starts from the assumption that, within the context of globalisation, the existence of a global language for communication is an absolute prerequisite. Nowadays, although English is the global language of business, it is also mother tongue to just 360 million speakers, being thus difficult to be acquired by non-natives. This state of affairs led J. P. Nerrière (2004) to come up with a simplified English language – Globish – which is significantly easier to learn and which can be used in almost any situation involving business communication. Thus, considering Globish as an economic phenomenon, our paper aims to discuss the advantages and disadvantages of this linguistic tool intended for cross-cultural communication in business, particularly within the context of the current economic landscape.

**Doina PRODAN-PALADE - *Les piliers de l'interculturel en France et en Turquie***Université Alexandru Ioan Cuza Iași, FEEA, Commerce International et Stratégies Interculturelles, Master, 2<sup>e</sup> année*interculturel, diversité, négociations*

Une fois entrées sur le marché économique mondial, les entreprises doivent faire face à un environnement d'affaires très complexe et sont forcées d'adopter les meilleures stratégies dans les négociations commerciales. Nous nous proposons l'analyse de l'importance et de l'impact de la dimension culturelle dans la communication des affaires, en mettant en évidence les principaux obstacles à la communication sur le marché mondial et les aspects culturels spécifiques. Nous visons notamment les différences culturelles entre la Turquie et la France dans les milieux d'affaires à travers la perspective anthropologique de Edward Hall, les dimensions de la culture proposées par Geert Hofstede et d'autres nouvelles recherches dans le domaine. Nous procéderons à une analyse qualitative, en mettant en évidence des aspects caractéristiques des deux cultures opposées, occidentale et orientale, pour mieux comprendre les deux cultures, pour aider les cadres des compagnies multinationales et toutes les personnes intéressées par la communication interculturelle à éliminer ou à gérer les situations de conflit et à développer de meilleures relations d'affaires.

**Maria ZALDIVAR - *Cultural Differences in the Academia and in Business***University of Michigan-Flint (USA), BA, 4<sup>th</sup> year*culture, Mexico, United States, Europe, academia, business*

Culture is one of the principles in which people reflect their behaviour. In my presentation, I will draw on my personal experience with three educational systems: the Mexican, the American and the Romanian one. Particular issues that I will approach are: the teaching of foreign languages and the extent to which curricula in business schools from the three countries considered take into account cultural differences and their impact on the academia and business.

## **XI. CULTURE, SOCIETY, ART: INTERDISCIPLINARY APPROACHES** **CULTURE, SOCIÉTÉ, ART : APPROCHES INTERDISCIPLINAIRES**

Moderators / *Modérateurs*: **Dana MONAH** (EN, FR) & **Diana GRADU** (FR)

### **Doinița BAIDAUS - *Theatre Techniques Used in Non-Formal Education and Fight against Discrimination***

Alexandru Ioan Cuza University of Iași, Faculty of Philosophy and Social & Political Sciences, Communication and Public Relations, BA, 2<sup>nd</sup> year

*theatre, diversity, education, information, society*

Theatre techniques have been used by people in many cultures since the ancient times without even realizing it. From ritual performances, dances, street theatre, and to what we have now, art has got through a lot of changes, fragmentarily mirrored by society. However, the huge amount of information that modern culture bombards us with has failed to provide a comprehensive approach to notions such as tolerance, diversity or acceptance. Formal education does little to include the dynamics of cultural views among its main preoccupations, so one can turn to art for a meaningful tool to get a whole range of messages across. Social issues can have their meanings negotiated through theatre, as the stage functions as teacher and pupil simultaneously, while engaging the spectator. The viewer is no longer a passive recipient of ideas, but a cultural vehicle of principles and emotions.

### **Gabriela DRÎMBA - *Oltenian Wooden Churches: Iconography and Symbolism of the Holy Doors***

University of Bucharest, Faculty of Foreign Languages and Literatures, Doctoral School or Literary and Cultural Studies, 1<sup>st</sup> year

*Byzantine Christianity, iconography, Oltenia, Wallachia, wooden churches*

In time, Wallachia was deeply influenced by Byzantine Christianity with its iconography and characteristic theological works. Starting with 1714, Wallachia came under the Phanariots. If until now most of the churches were built by the lord, from now on they would be erected by clergy members, boyars or villagers. This explains the appearance of traditional folk motifs and symbols in the iconography of village wooden churches. In some cases, the painters adapted the iconographic programme to the specificity of a certain place, while sometimes they simply introduced many popular themes into the iconography, thus altering it. This can be seen especially when looking at the iconographic representations of the Holy Doors. Apart from the "classical" scene of the Annunciation, the Oltenian versions of the Holy Doors also include Prophets from the *Old Testament*, Apostles, the Holy Hierarchs, the four Evangelists or other representations. In order to better understand how the church painters combined the Byzantine Orthodox iconography and the traditional Romanian folk art, I have chosen various representations of the Holy Doors from Oltenia's wooden churches, which I will analyse with regards to the Holy Bible, the Tradition of the Church and the famous "Painter's Manual" of Dionysius of Fournas.

### **Erika-Iuliana ENGI - *Beauty Standards – East vs West***

West University of Timișoara, Faculty of Letters, History and Theology, Applied Modern Languages, BA, 1<sup>st</sup> year

*beauty standards, Asia, Europe, Americas*

The subject that I have chosen will tackle the differences between the standards of beauty from several countries, approaching mostly the contrast between the Americas and Europe when compared with Asian nations. This while attempting to point out some or several reasons behind the standards of the past as well as of the present.



**Filip HAVĂRNEANU - *Le rôle de la gestuelle dans l'apprentissage des langues étrangères***  
Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Études francophones, Master, 2<sup>e</sup> année

*gestuelle, didactique, apprentissage, langue, pensée, parole*

Est-ce que les gestes peuvent faciliter l'apprentissage des mots dans une autre langue ? Si cela est possible, quel est leur rôle dans le processus cognitif impliqué dans l'apprentissage d'une seconde langue ? Cette communication examinera la relation entre la gestuelle et le processus didactique et présentera quelques perspectives critiques contemporaines sur ce sujet. Nous analyserons la relation entre le geste, la parole et la pensée. Pour démontrer cette relation, nous donnerons comme exemple une expérience menée au sein d'un groupe d'étudiants du Département de Psychologie de l'Université de California, Santa Cruz, États-Unis, qui ont dû regarder 20 vidéos contenant chacune un mot en hongrois, pour certains avec de gestes représentationnels et pour les autres sans gestes.

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**Teona Alexandra PĂDURARIU - *50 Shades of Victorian Entertainment: Industrially Revolutionizing Amusement***

Alexandru Ioan Cuza University of Iași, Faculty of Geography and Geology, Environmental Geography, BA, 3<sup>rd</sup> year

*Victorian, entertainment, activities*

The Victorian era is mostly cited for its industrial revolution and the social and cultural changes it sparked, but the field of entertainment exhibited a significant degree of diversification. Both society and individual had to adjust norms and classifications according to the increased amount of time invested in recreational activities. As a result, the differences between rich and poor or between men and women began to melt in the fun-filled pot.

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**Raluca Ștefania PELIN - *R. J. Palacio's Wonder – A Wondrous Interplay of Perspectives, Emotions, and Means of Expression***

Doctoral School of Philology Studies, 2<sup>nd</sup> year

*multiple perspectives, emotions, emotional intelligence, means of expression*

Literature is more than events extracted from or reflecting life. It is much more than the characters that are thrown into action and let to solve dilemmas or intricate lifelike situations. Some literary works resemble a visit to an art gallery and offer readers the chance to admire the same picture from the perspective of many viewers with the aim of discovering the complexity of the audience that approaches the work of art. In her debut novel *Wonder*, the American writer R. J. Palacio manages to place the readers in the shoes of various characters from the book to make them wonder at the puzzling nature of the human mind, perspective, way of feeling and expressing feelings or rendering facts. The book is a masterpiece of the way people's emotions and reactions are influenced by what they see, biased by socially ingrained opinions, and changed by those who have the courage to stand up for truth and kindness. It is a very practical lesson in emotional intelligence, with a particular focus on raising readers' self-awareness as partakers to similar issues in real life and the awareness of others – the characters in the book and the real people prototyped by them.

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**Ana Maria SIMA - *Métamorphoses des lettres, lettres des métamorphoses***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Études francophones, Master, 2<sup>e</sup> année

*lettre, art, littérature, évolution*

Derrière l'idée « banalisée » de lettre, que notre époque a tendance à considérer comme une pratique surannée, se cache un trajet historique progressif, parfois à la limite de la littérature, digne d'être étudié. La lettre est un document qui touche tous les domaines de la vie, et ses emplois varient d'une manière

surprenante : lettre d'amour, lettre de confession, lettre de cachet, etc. C'est peut-être par rapport à cela qu'il faut se demander si ce type de texte reste, tout simplement, un discret objet communicationnel ou s'il se mue, à partir d'un certain point, en art. Les limites entre la lettre et la littérature deviennent ainsi floues, se croisent, et on peut se questionner s'il y a bien plus qu'un destinataire et un destinataire, et aussi quels sont les enjeux de cette « conversation des absents ». Tout en mentionnant les « pierres angulaires » de l'évolution et de la critique de ce genre, nous essayerons de proposer une autre perspective de ce que signifie une lettre, dans ses diverses dimensions (pragmatique, intertextuelle, interculturelle).

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**Andreea-Paula TALPĂU - *L'art, un alter ego de l'homme***

Université Alexandru Ioan Cuza de Iași, Faculté des Lettres, Français-Anglais, Licence, 1<sup>e</sup> année

*art, poésie, théâtre, lutte, vie*

L'art est l'un des différents moyens d'échapper à un monde monotone, sec, sans essence, sans vie. À travers l'art on se détache, lentement, de tout ce qui nous entoure. On arrive à être au-dessus de tout et de tous. La littérature, et particulièrement la poésie, constitue une alternative pour ceux qui ne trouvent leur place dans ce monde.

En posant une simple question comme « Pourquoi lit-on ? » ou « Pourquoi écrit-on ? » on peut découvrir que l'existence humaine est beaucoup plus complexe que ce qu'on peut imaginer.

Le théâtre est un autre excellent moyen de libération pour un être ennuyé.

Cependant, le théâtre peut constituer une lutte avec l'être intérieur de l'homme, un combat avec quelque chose qu'on ne peut pas être.

L'art est une source inépuisable pour ceux qui désirent toucher l'infini.

## **XII. MEDIA AND COMMUNICATION STUDIES (II)**

### **SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION (II)**

Moderator / **Modérateur: Athes HARALAMBIE**

**Eduard BLĂNARIU - *The Unique Metanarrative of the American-Romanian Buddy-Cop Series Comrade Detective***

West University of Timișoara, Faculty of Letters, History and Theology, American Studies, MA, 2<sup>nd</sup> year

*metanarrative, propaganda, comedy, viewpoint, fictional*

The main goal of the research paper I'm planning on presenting at the symposium is to analyze the concept behind the recent (2017) American-Romanian produced TV show *Comrade Detective* with the main focus being on the unique viewpoint and metanarrative that the show presents. The series itself is a self-aware detective series which takes place during the 80s in Romania. It is presented as a product of communist propaganda meant to push an anti-capitalist agenda. The concept behind the show is to create a rendition of how westerners and in particular Americans would image a TV show from beyond the Iron Curtain during that period of time, mirroring American anti-communist films and shows, such as *Red Dawn* but switching both the location and ideology. It is also inspired by actual TV shows like the Czechoslovakian *Thirty Cases of Major Zeman*. I will also discuss the use of Romanian actors with English dubbing, purposefully done in such a way as to imitate bad dubbing, for comedic effect.



**Raisa BORȘ - *Billy Moore's Survival Kit. A Prayer Before Dawn as a Case of Overcoming Trauma***  
Alexandru Ioan Cuza University of Iași, Faculty of Letters, American Studies, MA, 2<sup>nd</sup> year

*trauma, addiction, survival*

Everyone loves a survivor, but a survivor's story encapsulates a most often hidden process of hardship: overcoming adversity and trauma. This paper, focused on both the book and the film, follows the unfolding of Billy Moore's memoir and exposes the layer of trauma that accompanies it. The aim is to observe Billy's personal manner of coping with trauma and, most importantly, to conclude whether he is or not, after all, a survivor.

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**Radu BUTNARAȘU - *The Relationship between Caesar and Cleopatra Seen through the Screening***  
Alexandru Ioan Cuza University of Iași, Faculty of Letters, Italian – Comparative Literature, BA, 3<sup>rd</sup> year

*Caesar, Cleopatra, civilization, screening, encounter*

I chose to talk about the love story between two of the greatest personalities from the ancient history because I am interested in how this relation has been represented in a movie, comparable to the historical documents. Gaius Iulius Caesar was a Roman political leader, military general and dictator, whose fame led to his assassination and thus to the fall of the Roman republic. Cleopatra VII Philopator was the last queen of the Lagid Kingdom of Egypt, also known as the Ptolemaic Dynasty. Regarding the historical documents, we have informations about this relationship only from Roman writers such as: Marcus Tullius Cicero, Lucius Maetrius Plutarchus, Gaius Suetoius Tranquillus, Lucius Claudius Cassius Dio. This encounter takes place in the beginning of Europe and these two leaders, being the representatives of their civilizations at that time, intervened in the process of cultural exchange. The encounter between Caesar and Cleopatra has been screened several times. Some of the movies, like the one from 1963, have a modern footprint. For example, we cannot know for sure how the dialogue between Caesar and Cleopatra unfolded at the meeting moment or the discussions of Roman or Egyptian citizens. Another example is the show dedicated to Cleopatra by the Egyptian citizens, who is exaggerated because the performing is too complex for those times.

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**Natalia CHIAN - *"You That Hide Behind Walls": On the Political and Cultural Implications of the American Rock Music in the Transatlantic Dialogue of the Cold War***

University of Bucharest, Faculty of Foreign Languages and Literatures, American Studies, MA, 1<sup>st</sup> year

*rock music, propaganda, anti-totalitarianism, Cold War*

The issues I attempt to approach in this paper deal with the dissentive character of the American rock music of the 1960-1980s, addressing the unrestful context of the Cold War. The matters I mean to explore tackle the question of rock music's capacity to bring people together regardless of their cultural differences and encourage them to fight the common opponent, which, in this particular discussion, is represented by the totalitarian regimes, political inequities, and the atrocities of war. Employing Jim Brown's *Free to Rock: How Rock & Roll Brought Down the Wall* (2014) documentary as a starting point, I will attempt to examine the political and cultural implications of the American rock music and their both short- and long-term consequences as far as the political map of the Cold War era is concerned. I will specifically refer to the role of the American rock music for both the domestic American political discourse, as well as for the political transatlantic dialogue. Finally, I will mean to reach a conclusion as to what extent the American rock music of the previous century might be regarded as responsible for accelerating the fall of the communist regimes both in Russia and in Eastern Europe.

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**Teodora FEDOREANU - *Popular Book, Popular Movie: Adapting The Fault in Our Stars: a Case Study***  
Babeș-Bolyai University of Cluj-Napoca, Faculty of Letters, German-English, BA, 1<sup>st</sup> year

*popularity, literary and cinematographic fields, fidelity, The fault in our stars*

The present paper aims at exploring the complex relationship between a book and its movie adaptation. The main purpose of this research is to focus on the idea of popularity in the literary and cinematographic fields while setting apart the notion of telling a story from showing the storyworld. I also endeavour to illustrate the concept of fidelity in Hutcheonian sense, drawing a parallel between book and movie and highlighting the importance of reading as the primary and fundamental act of processing a work of art. As a study case, I chose John Green's novel, *The fault in our stars*, a star-crossed love story between two terminally ill teenagers.

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**Raluca TEODORESCU - *Slavery and Freedom, Adultery and Punishment: Links Between 19<sup>th</sup> Century America and Wallachia as Depicted in Drum (1976) and Aferim! (2015)***

West University of Timișoara, Faculty of Letters, History and Theology, American Studies, MA, 2<sup>nd</sup> year

*slavery, exploitation, movies, adultery, punishment*

As nowadays slavery is almost instantly associated with the American culture, it is vital to acknowledge the vast spread of this phenomenon, which was present even in Eastern European countries, such as 19<sup>th</sup> century Wallachia. By looking at two movie adaptations, the American blaxploitation *Drum* (1976) and the Romanian historical drama *Aferim!* (2015), we can observe surprising similarities that go beyond cultural, historical and geographical differences, but which can be linked more to human nature. Therefore, the paper looks into the way in which power relations are formed between the enslaved and the master, but most importantly, tries to unveil the psychological effects of forbidden sexuality and its consequences, which are born through the power relations mentioned above. Moreover, by analysing the dichotomy between adultery and punishment, i.e. castration, we may observe the issue of masculinity as an element that defies and challenges the supremacy and total control of the white master.

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**Daniel UNGUREANU - *The Artist Who Shapes Its Own Body. Bodybuilding: Body Art under the Influence of the Ideology of the Body Aesthetics***

George Enescu National University of Arts, Iași, History and Theory of Arts, BA, 3<sup>rd</sup> year

*body sculpture, biopower, exemplary individuals, ideology, the Adonis Complex*

Since the second half of the twentieth century professional bodybuilders have claimed aesthetic principles in their practice. Due to the use of ergogenics and steroids, and a specific concern to increase muscle mass, bodybuilding does not seek to achieve or maintain health. Hence, the results are purely visual; the bodybuilder strives for a form that suggests health and strength, and not one that actually possesses these attributes. In its practice, it projects its own visions on the medium, and just like an artist would do, it identifies sections that need to be enlarged or reduced, elongated or compressed. Then, with weight training and an individual manner of contracting the muscle, the bodybuilder shapes its body in a laborious attempt to attain perfection. Bodybuilding: Body art under the influence of the ideology of the body aesthetics, seeks to capture the bodybuilders' struggle to assert an identity and to explore subjectivity. However, as this process is a result of biopolitics and ideological manipulation of beauty concepts, practitioners actually end up losing control in the very act of gaining it, and become not only subjects deeply dissatisfied with the image of their body, but also artworks produced by mutant ideologies of the body.

**XIII. LITERATURES IN ENGLISH**  
**LITTÉRATURES ANGLOPHONES**Moderator / *Modérateur*: **Dana BĂDULESCU & Paul ULANOVSKI****Cipriana BARNA - *Hospitality vs. Hostility in E. M. Forster's A Passage to India***  
Alexandru Ioan Cuza University of Iași, Doctoral School of Philology Studies, 1<sup>st</sup> year*hospitality, hostility, Derrida, Forster, social norms*

The present paper aims to discuss the way in which culture, mentality, and space permanently hinder the protagonists' efforts to establish certain relationships between the British and the Indians in E. M. Forster's colonial novel *A Passage to India*. Despite the attempts of Dr. Aziz, Fielding, Adela Quested and Mrs. Moore to be either hospitable or friendly to each other, the cultures they belong to and also the space, which seems to be the opposite of a contact zone, prove to be hostile, preventing them from achieving any actual connection.

These endeavors fail because they belong to the individuals, not to the communities, which stick to cultural stereotypes. Moreover, both the Indians and the British come to understand that there is no way for them to show hospitality to the others as long as they do not feel themselves at home, on a colonized territory. In Derrida's terms, any attempt to unconditional hospitality fails due to conditions imposed on the individuals by the external world.

**Ana-Maria BĂNICĂ - *Lockean Influence on William Congreve's The Way of the World***  
Babeș-Bolyai University of Cluj-Napoca, Faculty of Letters, Romanian-English, BA, 1<sup>st</sup> year*Locke, Congreve, The Way of the World, proviso scene*

The philosophy of John Locke has greatly influenced many authors (not just English exponents, but also other international minds) whose creativity successfully incorporated Locke's ideology into their work. A relevant example on this line is *The Way of the World* by William Congreve, one of the best Restoration playwrights. This study aims at analyzing the most representative scene of the above-mentioned comedy, namely the proviso scene. The scene takes place between two lovers and focuses on the female character's attempts to keep her liberty intact in marriage. The main claim of this paper is that the proviso scene in Congreve's *The Way of the World* is important both for the political allusions and for how it deals with gender-related questions.

**Alina GEORGESCU - *Conceited Love in John Donne's Poems: A Study on The Flea and A Valediction: Forbidding Mourning***Babeș-Bolyai University of Cluj-Napoca, Faculty of Letters, Russian-English, BA, 1<sup>st</sup> year*literature, metaphysical poetry, love, eroticism*

At the beginning of the seventeenth century a new kind of poetry emerged in England. This new informal school was represented by a group of poets interested in topics such as love and religion. Their interest can be seen as a translation of the Baroque tension between the body and soul, into the tension between religiosity and eroticism. These topics were explored by the use of poetic devices (conceits, metaphors, oxymorons, etc.), but also by investigating language, feelings and experience. The poems were often structured in the form of an argument. John Dryden is the critic who first referred to these poets as "metaphysical". John Donne is considered the most prominent metaphysical poet. His verbal wit and his poetry of contradiction (as expressed through his "conceits") are only some of the aspects he is being recognised for, even nowadays. This study is an examination of Donne's secular love poetry, meant to reveal the poet's strategy in exploring the tension between eroticism and religiosity. I will examine two of his love poems, namely *The Flea* and *A Valediction: Forbidding Mourning*.

**Ștefan GHIRAN - *The Light Out of Nothing: A Candlelight Incursion in Hemingway's A Clean, Well-Lighted Place***

Alexandru Ioan Cuza University of Iași, Faculty of Letters, American Studies, BA, 1<sup>st</sup> year

*light, darkness, nothingness*

If interculturality intends to be a bridge between cultures, disciplines, religions and even concepts, as an immediate consequence it will bring together ideas that apparently have nothing in common or may even seem opposites. As such, we will have red and yellow forming orange, but also a little good may be found in every evil, and a little light in the dark. Using Ernest Hemingway's short story "A Clean Well-Lighted Place", I will try to emphasize this by comparing the nihilistic concepts represented by light and "Nada" as they are seen through the eyes of his characters and the light and darkness as they are created in the very beginning of the Bible, where we are presented the genesis of the world according to the Christian belief. As a second goal, this paper aims to show the importance towards progress and also inevitability of interculturality by comparing the light and the darkness (or nada) and by showing that there is a little of one permanently residing within the other.

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**Monika KOSA - *The Aesthetics of Rewriting: the Canadian Tempest***

Babeș-Bolyai University, Doctoral School in Linguistic and Literary Studies, 1<sup>st</sup> year

*renarrativization, postmodernism, Canadian novel, rewriting*

The present paper aims to discuss the concept of rewriting in postmodernism. More specifically, the focus will be on Margaret Atwood's Hag-Seed and the conceptual implications of "renarrativization". Margaret Atwood's novel is a masterful reinterpretation of William Shakespeare's *The Tempest* and its publication represents a vital moment in the evolution of the Canadian novel. As Christian Moraru suggests, rewritings imply both a literary and transliterary dimension. These dimensions are completed by cultural inferences. Therefore, the analysis will focus on the complex process of rewriting and its literary, transliterary and cultural reverberations starting from the Atwoodian text.

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**Andreea MARINESCU - *Emerson's Self-Reliance and the Complex Way in which It Shapes the American National Identity***

University of Bucharest, Faculty of Foreign Languages and Literatures, British Cultural Studies, MA, 1<sup>st</sup> year

*national identity, Americanness, mental patterns, contradiction*

The aim of this essay is to illustrate how Emerson's Self-Reliance can be regarded as a discourse that constructs the American national identity. First of all I will clarify the concept of national identity, nationalism, as well as state and shortly explain the main concepts that I am to use in the paper. I will analyse the most illustrative fragments of the text by making use of Bogdan Ștefănescu's methodology, which I have overtaken from *On the Discrimination of Nationalisms: the Rhetoric of Identity in the Romanian Culture*. My aim is to demonstrate that due to the American variety when it comes to languages, cultures, traditions, customs, peoples, the construction of a national identity is very complex perhaps much more so than it would be in the case of a European people. Therefore, Emerson creates a powerful and intricate discourse that manages to bring together opposing ideas, which nonetheless co-work in the construction of the so-called Americanness.

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**Elena PIRPIDEL - *Fate and Freedom in Old English Elegies: The Wanderer, The Seafarer and The Ruin***

Babeș-Bolyai University of Cluj-Napoca, Faculty of Letters, German-English, BA, 1<sup>st</sup> year

*Wyrd, fate, freedom, God*

Focusing on the Old English concept of "Wyrd", the aim of this paper is to understand and define the mentioned term in relation to three elegies dating back to the 10th century: *The Wanderer*, *The Seafarer* and *The Ruin*. Is "Wyrd" fate, power, a god, force, good or bad? Trying to answer this question, I will examine the way this concept is presented and referred to in each elegy, but also clarify some differences that occur between the first two mentioned and the third one. At the same time, this paper will discuss briefly how the 21st century perceives and defines the concept.