

**EDITORIAL**

The 1/2011 issue of *Synergy*, the Journal of the Department of Germanic Languages and Business Communication of The Bucharest Academy of Economic Studies includes a diversity of articles on education and research topics, as well as on linguistics and cultural or literary studies.

A very consistent **Considerations on Educational Issues** chapter reflects the topical interest of academics in the necessary systemic changes taking part worldwide in university management and leadership, as well as at the individual level of educators. Thus, Mariana Nicolae and James Moulder discuss crisis management in Romanian universities and the practical steps to be taken (BEYOND THEORIES OF CRISIS: TOWARDS CRISIS MANAGEMENT IN ROMANIAN UNIVERSITIES). The case study of Colombia is used to urge for a change in the education system of this Latin American country towards learning life skills through leadership and communication to better face the challenges of a globalized labour market (TRANSFORMING AN EDUCATION SYSTEM THROUGH LEADERSHIP AND EFFECTIVE COMMUNICATION: THE CASE OF COLOMBIA by Juan Carlos Hennessey and Virginia Mihaela Dumitrescu). The necessity for constant preoccupation for the enhancement of academic quality standards is argued for in the article EVALUATION OF THE PEER MENTORING PROJECT AT THE UNIVERSITY OF ZARAGOZA (SPAIN). Its authors, Beatriz Oria and Oana Maria Carciu, present the findings of the evaluation study of a pilot Peer Mentoring programme targeted at master level and involving students mentoring other students. Mihaela Arsene's article TEACHER EDUCATION, SELF-AWARENESS AND EMPOWERMENT explores reflectivity and self-analysis as valid tools for teachers' professional development.

TEACHING NEGOTIATION in the chapter **Considerations on LSP Teaching** is the last article in a series by Ruxandra Constantinescu-Ștefănel published in previous issues of *Synergy*, and provides information about textbooks where instructors may find materials connected to teaching negotiation to foreign students, as well as a scale, devised by the author, to assess students' oral productions in this specific speech situation.

The chapter dedicated to **Linguistics** contains two articles: the second part of DIVULGAZIONE SCIENTIFICA OSSIA RIFORMULAZIONE SCIENTIFICA by Mariana Săndulescu (the first part was published in *Synergy* 1/2010) and it is focused on various methods of conceiving broadcasting specialty information for the wide public from the view of the latest approaches of the communication theory. The second article - MORPHONOLOGICAL CHANGES IN THE MIDDLE ENGLISH PERSONAL NAMES - is by Irina Chursina and gives an analysis of some morphonological changes in the structure of the Middle English anthroponyms.

The **Cultural and Literary Studies** chapter includes a variety of articles in these related fields. In "TRUE" CRITICISM, AND ITS RHETORIC OF CRISIS AND FAILURE, Virginia Mihaela Dumitrescu focuses on Paul de Man's concept of "true criticism", understood as an epistemological event different from logocentric reading. RUNNING OUT OF GAS *WHERE THREE ROADS MEET* is an in-depth analysis by Raluca Șerban and Mihai Șerban of John Barth's most recent novel, *Where Three Roads Meet*, which revolves around the symbolism of "Y", of the crossroads and indecisiveness. In an article closer to history and cultural studies, THE OTTOMAN TRADE IN THE BLACK SEA IN THE LATE 18TH CENTURY, Nilgun Ismail discusses a document that shows the permission given to the English merchant vessels and merchants to do trade in the Black Sea Area after the Küçük Kaynarca Treaty (1774). Monica Condruz-Băcescu examines what being enterprising means: being prepared to take risks and to 'think out of the box' in order to develop solutions to problems (ENTERPRISE CULTURE).

Thanking our collaborators, we would like to invite you to reflect upon the ideas put forward in this issue of *Synergy*. We hope they will foster new research projects and more articles for our journal.

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