

**EDITORIAL**

Dear **Synergy** readers,

This new issue of our Journal is the first since the restructuring of the two departments of The Bucharest Academy of Economic Studies (Germanic Languages and Business Communication and Romance Languages and Business Communication), under the name of the Department of Modern Languages and Business Communication, within the Faculty of International Business and Economics. While we have kept the main editorial frame, we have invited more academics - equally prestigious - to take part in our editorial **endeavour**. We would therefore like to present to you a renewed journal in the same spirit you have come to appreciate along the years.

This issue has a very consistent **Considerations on Educational Issues** chapter, which opens with dr. Carmen Pérez-Llantada Auría's article INTEGRATED LANGUAGE AND COMPETENCY-BASED LEARNING – A PROPOSED PEDAGOGICAL FRAMEWORK FOR STEPPING INTO ACADEMIA. It presents an innovative pedagogical tool – the English for Academic Purposes literacy portfolio - for adult language learners and the procedures carried out for its implementation: materials design, classroom work planning, on-line monitoring progress systems, student assessment and on-going support. Another innovative learning instrument is presented by Ken Collins in his article IMPLEMENTING THE EXTREMELY SHORT STORY COMPETITION (ESSC) IN EUROPE; it is a language learning scheme which motivates students to improve their skills by taking part in a stimulating 50-word limit competition. In his article IS A SMART CLASSROOM A 'REAL SCHOOL'? INSTITUTIONAL IMPEDIMENTS TO PROGRESS, Mauricio Cadavid presents his views on the reasons educational reform failed and puts them in connection to the historic tradition of creating the 'real school' and the general resistance to introducing technology in the classroom. CHRONIQUE D'UN DICTIONNAIRE ANNONCÉ by Ruxandra Constantinescu-Ștefănel presents a project in the areas of terminology and terminography, namely the production of a bilingual English-Romanian and Romanian-English dictionary of financial accounting, accompanied by a glossary in French, German, Russian, Italian and Spanish. The dictionary should be a reliable instrument enabling the Romanian researchers to have access to international accounting standards, to increase international visibility and to reinforce their connections with professional accountants all over the world.

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The chapter dedicated to **Linguistics** includes Mariana Săndulescu's article entitled DIMENSIONI FORICHE DEL DISCORSO GIORNALISTICO ECONOMICO, which proposes a general analysis of economic pages of daily newspapers in order to underline the inclusion of feelings that become news. In the same chapter, Carmen-Cristina Catargiu demonstrates how a politician uses his political discourse to gain legitimation for himself and for the political party which promoted him: A CRITICAL DISCOURSE ANALYSIS OF THE POLITICAL DISCOURSE OF PRESIDENT TRAIAN BĂSESCU.

The **Business and Cultural Studies** chapter includes the description of a workshop that took place at the National Museum of Contemporary Art in Bucharest and was organized by the author, Delia Popa, and artist Ellen Rothenberg, Professor at The School of the Art Institute of Chicago (COLLABORATIVE METHODS FOR INTERDISCIPLINARY PROJECTS – A PRACTICAL MODEL by Delia Popa). In CROSS CULTURAL NEGOTIATION: THE LINK BETWEEN SCIENCE AND ART, Monica Condruz-Băcescu discusses the link between science and art in business negotiations, with an emphasis on the influence of cross-cultural factors.

We hope that you will find this issue of *Synergy* as challenging and **interesting** as always.

Roxana Marinescu