

**EDITORIAL**

With this issue of **Synergy**, the Journal of the Department of Modern Languages and Business Communication (1/2013), we celebrate the 100th year anniversary of the Bucharest University of Economic Studies. Since its establishment by Royal Decree in 1913, under the name of the Academy of High Commercial and Industrial Studies, it has been ever since the most prestigious university in the areas of economics and business administration in Romania. In the section dedicated to this anniversary, we included the article 100 YEARS OF LANGUAGE EDUCATION IN THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES, by the Director of the Department of Modern Languages and Business Communication, Prof. Mariana Nicolae, PhD, which outlines the history of modern languages taught in the ASE along the years and their importance. In another article in this section James Moulder, a dear friend of our department, sends his very personal „Happy birthday” to the university.

The book-review section presents the anniversary volume HISTORY OF MODERN LANGUAGES IN ASE BUCHAREST. A CENTENNIAL PERSPECTIVE (editors Mariana Nicolae, Mara Magda Maftai Bucharest: ASE Publishing House, 2013), a monograph of the development of applied modern languages for economics and business in our university. In the book review, Anca-Teodora Șerban-Oprescu emphasises the role that learning modern languages has had on economic and business education, and in this respect quotes Article 4 of the decree establishing the Academy of Economic Studies, which stipulates: "Some languages are compulsory such as correspondence and conversation in French, German and Italian, and – according to the student's choosing - one of the following languages: English, Russian, Modern Greek, Bulgarian, Serbian." This book looks at the progress that teaching modern languages has made along the years and establishes some benchmarks for future activity. As Prof. Dumitru Miron, PhD, the Dean of the Faculty of International Business and Economics, said: “with this book, we are reminded to re-live a past that feeds the present and is transformed into the future”.

Besides the anniversary part, this issue of *Synergy* includes the usual sections. The first one, **Languages for Specific Purposes: From Theory to Practice**, contains three articles which underline the role of learning foreign languages as a means to support the students’ business skills. DEVELOPING BUSINESS ENGLISH WRITING SKILLS: VIEWS OF STUDENTS AT THE BUCHAREST

UNIVERSITY OF ECONOMIC STUDIES by Irina David focuses on learners' perceptions and ideas on developing writing skills, and presents the findings of a survey conducted by the author among her students. Monica Condruz Băcescu analyses the effects of globalisation on English language learning in Romania in the article ENGLISH IN ROMANIA - FROM THE PAST TO THE PRESENT, and Zinaida-Tamara Fedot looks into the link between language learning and awareness of the culture and civilisation (IMPLICATIONS DIDACTIQUES DE LA RELATION LANGUE – CIVILISATION).

The **Linguistics** section has two articles: LINGUISTIC AND CULTURAL DIMENSIONS OF LEXICAL BORROWINGS FROM ENGLISH INTO ROMANIAN by Irina David and Elena Tălmăcian, in which they analyse the implications of these borrowings: internationality and re-Latinization of Romanian, and ASPECTS OF ANGLICISMS IN THE ROMANIAN ECONOMIC LANGUAGE, in which Elena Tălmăcian explores the assimilation of anglicisms in the Romanian language system and their frequency in the economic language, including in general and specialised dictionaries.

Cultural and Literary Studies includes the article MAPPING THE ROAD TO IDENTITY IN V.S. NAIPAUL'S *MAGIC SEEDS*, in which Lucia-Mihaela Grosu explores how identity is encapsulated in the map metaphor, as it is mirrored in V.S. Naipaul's novel *Magic Seeds*. In THE FEMALE SELF AS A NARRATIVE SOURCE IN DORIS LESSING'S *THE SUMMER BEFORE THE DARK AND LOVE, AGAIN*, Andreea Catrinela Lazăr investigates the female self and its various representations, as reflected in two novels by Doris Lessing. Raluca Andreescu examines intercultural encounters between the East and West in the film *Fear and Trembling* (Alain Corneau, 2003, based on the memoirs of French author Amélie Nothomb) in DOING BUSINESS WITH THE JAPANESE: A STUDY OF ALAIN CORNEAU'S *FEAR AND TREMBLING*. In CULTURE AS COMMUNICATION: COMMUNICATION STYLE ACROSS AND WITHIN CULTURES, Virginia Mihaela Dumitrescu illustrates the ideas of the elusiveness of culture and of the impossibility of strict cultural labelling with current tendencies in American English and demonstrates the need for flexible conceptualization in the area of intercultural studies.

We hope that once again we have managed to stimulate you to read all our articles and to write new ones.

Roxana Marinescu