


**EDITORIAL**

**Synergy**, the Journal of the Department of Modern Languages and Business Communication, offers new stimulating articles in our new issue (1/2014). Our collaborators have once again proposed interesting and challenging views on a diversity of topics in the areas of language learning and education in general.

The **Interdisciplinary and Cultural Synergies** section benefits from the inspiring article of American researcher and professor Gerard Weber, **“I DID IT ALL WITH THESE HANDS AND THIS BACK”**: THE LIFE HISTORY AS A RESEARCH METHOD IN THE HUMANITIES AND SOCIAL SCIENCES, which presents the results of his anthropological research into the life of pensioners in Moldavia, Romania. The article aims at examining life history as a research method in the humanities and social sciences and illustrates it with the life history of a female pensioner from Galați. A set of no less than four articles in the same section deal with interdisciplinary dialogue between political studies, marketing and advertising and discourse analysis in three different languages. Marina-Luminița Militaru deals with political discourse and especially the visual domain: how images manage to persuade in politics. Nonverbal communication seems to have an important role in constructing a charismatic mental image of political figures in their voters’ minds. The article **PERSUASION AND VISUAL IMAGERY IN POLITICS** illustrates the author’s theory with images of President Obama or former State Secretary Hillary Clinton, among others. **LE DISCOURS PUBLICITAIRE DES MAGAZINES POLITIQUES DE GAUCHE EN FRANCE** by Ruxandra Constantinescu-Ștefănel sets out to examine the advertising discourse in leftist magazines in France in the first decade of the 21st century, by analysing, among others, their slogan writing techniques or the subjective functions of the advertising text. **LA MARQUE PUBLICITAIRE** by Maria Ana Oprescu drafts a brief presentation of the brand, its features and evolution and emphasises its dynamism in the contemporary world. In **ZUM STEREOTYP IN DER WERBUNG. DEUTSCHE PRODUKTQUALITÄT IN RUMÄNIEN**, Lora Constantinescu also deals with the world of advertising, with an emphasis on national stereotypes in what regards German products, which for Romanians are all positive: reliability, high/best quality, technological excellence or even perfection. Diana Sopon’s article **EDUCAZIONE, RICERCA E RESPONSABILITÀ SOCIALE – SFIDE E RUOLI DELLE UNIVERSITÀ** focuses on the relationship between the university and society in the context of

economic, social and political changes triggered by the knowledge-based society. She claims that the role of universities is closely linked to their management style and that this should emphasise more clearly their mission. In the last article of this section, **MANAGERIAL COMMUNICATION**, Monica Condruz-Băcescu examines managerial communication and its relationship to organisational culture and the working style, personality and competence of the leader.

**Literary and Cultural Studies** includes two articles. The first one is entitled **POLITICALLY MANIPULATED EMOTIONS AND REPRESENTATIONS OF THE ENEMY** by Adrian Solomon, in which the author looks into how love and hate can be both manipulated to the advantage of power; the examples are from communist Romania, China and North Korea. **A VICTORIAN UTILITARIAN EDUCATION IN *HARD TIMES*** is the title of the second article, by Mihaela-Luminița Levarda. In it she analyses the consequences of an exclusively utilitarian education, illustrated with characters of the Victorian age from the novel *Hard Times* by Charles Dickens.

In the section **ELF and ESP Teaching and Learning**, Kenneth Friedman's article, **FRESH AIR: LITERATURE FOR INTERNATIONAL SCHOLARS**, makes the claim that literature should be used in language instruction, including English for Academic Purposes. The author presents a small scale experiment he made in order to increase reading outside scholars' specialised fields. Yolanda-Mirela Cately discusses the role of higher education to equip engineering students with both hard skills necessary for their jobs, and with soft skills to support them in successfully accessing jobs (inter)nationally. The article **PLEADING FOR THE STUDENTS' FOREIGN LANGUAGE LEARNING AND USING STRATEGIES DEVELOPMENT IN THE ROMANIAN HIGHER EDUCATION** introduces an approach focused on developing the learners' language learning and language and presents the author's research in the respective area. **INTERCULTURAL PERSPECTIVES ON ESP** is an article by Amelia Molea and Elena-Raluca Constantin, which examines the intercultural exchange between L1 and L2 within the "savoir" framework. English, French, German and Romanian are the languages used to exemplify the learners' increasing need to develop a new perspective on language learning, based on different languages comparisons.

The Applied Linguistics section includes the article **DEL TESTO COESO OSSIA DEL MANEGGIAMENTO DELL'ENUNCIATO. MECCANISMI COESIVI** by Mariana Săndulescu, which analyses and classifies the mechanisms of contemporary Italian; grammar has an influence on oral expression as it places information logically and organises the discourse in a coherent manner.

As usual, Anca-Teodora Șerban-Oprescu signs the book review: **ORGANIZATIONAL INNOVATION MANAGEMENT. THE ROAD TO EXCELLENCE/ MANAGEMENTUL INOVAȚIEI ORGANIZAȚIONALE. DRUMUL SPRE EXCELENȚĂ** by Mariana Nicolae (Tritonic Books Publishing House, Smart Books Collection – Bucharest 2013). The book is an introduction in the study of the mechanisms of organizational structures with a special focus on development through innovation. Written in a reader-friendly and accessible manner, it offers an array of examples in the field, which are helpful to both researchers and the larger public.

Finally, we would like to thank our contributors for their articles and wish you enjoyable reading of the journal.

Roxana Marinescu