

**EDITORIAL**

This issue of *Synergy* journal includes a selection of articles presented at the **Future of Europe Conference**, organized by the Faculty of International Business and Economics in November 2014. Celebrating the 40<sup>th</sup> anniversary of this faculty, the FoE International Conference (at its 5<sup>th</sup> edition) invited scholars and academics from around the world who debated topical issues of business and economics, as well as cultural and applied linguistics ones. The eight sections of the conference unfolded over two days in which scholars presented their papers and debated ideas from a wide spectrum of angles. The three sections dedicated to communication for business in modern languages (*Synergies in Communication – Training, Education and Research; Translation Studies/Traductology and Terminology in Business and Economics* and *Diaspora WorldWide and in Today's Europe*) focussed on the importance of training, research, translation and interpretation in economic discourses, as well as the role of diaspora in today's globalized economy and society.

The first section of this issue of *Synergy* is dedicated to studies of Diaspora and includes a consistent part of research of intercultural encounters between Europe and South-Asia. The section opens with the keynote speech delivered by dr. Avtar Brah of Birkbeck College, University of London, entitled *Europe, Diaspora, and Multi-Ethnic Futures: Looking Through Intersectional Lens*, which focuses on power and how it is used in Europe nowadays, as well as on the urgent solutions required to issues of commonality and difference for the future of Europe. Dr. Brah's claim is "that diasporas are inherently intersectional, and that the study of Diaspora and intersectionality are intrinsically connected".

In her paper *The Contribution of the Indian Diaspora to the Changing Face of Europe: Literary and Cinematic Representations*, also delivered as a keynote speech at the conference, Dr. Nilufer E. Bharucha from the University of Mumbai, India discusses the Indian presence in Europe which started in colonial and continued in postcolonial times – the Indian Diaspora nowadays includes industrialists and professionals, academics, artists, writers and film makers. Her conclusion dwells upon the role that the thriving Indian Diaspora could play for the future of Europe in a diversity of areas: trade, commerce, political influences, space programmes and multiculturalism.

Dr. Roxana Marinescu's paper *Gendered Diasporas. Considerations on Some English-Language Novels by Women Writers of South-Asian Origin* focuses on the gendered identities resulting from some English-language novels by women writers of South-Asian origin, in the postcolonial and postmodern contexts. The paper addresses the topic of gender in connection to other markers of identity: class, 'race', socio-economic group, caste, sexual orientation or generation.

*Reflections on Connectedness and Alienation. The Case of South Asian Diaspora(n)s in Great Britain* is the title of Iulia Rășcanu's paper in which she deals with the relationship between the diasporic youth with both their country of origin and their host country, and their connectedness and/or alienation towards this type of identity.

Dr. Angelica Marinescu (*The "New" Indian Diaspora in Romania. Home and Belonging*) presents the findings of a qualitative research conducted among the members of the new Indian Diaspora in Romania related to their ideas of home and belonging, while questioning their professional, social and personal trajectories. The research also deals with the communication and meeting places, real or virtual, among the members of this community and areas of intersection between them and the host country.

*Globalization, Anti-Globalization and Anti-Semitism* by Mădălina Calance explores national anxieties regarding alterity and ways of its manifestation, such as hate speech and conspiracy theories, while proposing ways of combating them.

The second section of *Synergy* consists of a diversity of approaches to communication, education, training and research in three modern languages. Dr. Luminița Andrei Cocârță in *Late Dynamics of International Business Communication* takes into consideration the latest developments in the study of English as a lingua franca due to the multiple uses of this language in a diversity of settings by a great number of users. The author concludes that due to the global status of English and the fact that non-native speakers outnumber nowadays the native speakers, imposing language standards is not likely to be effective too soon, but actual language use will be regulated by mutually agreed conventions.

*Similarities Between Political and Commercial Advertising: the Slogan* by dr. Antonia Enache analyses the similarities between political discourse and the discourse of advertising, focusing on the slogan and some strategies that appear in both and that make appeal to the audiences' emotional response. The corpus under analysis is from relatively recent political and advertising mission statements in the USA, France and Romania.

In the article *Éducation à la synergie en milieu professionnel* dr. Nina Ivanciu examines some of the requirements necessary for the realization of synergies

between members of a multicultural team. Together with "the will-to-act-together", it is important to include some values such as trust, empathy, discursive and practical solidarity, or individual involvement in the achievement of common targets.

Dr. Doris Sava in her article *Einfach & leicht: IPHRAS – Feste Wortverbindungen im Studium und im Beruf* presents the outcomes of a project which analyzed stereotype collocations with interlingual similarities for the German, English, Greek, Turkish, Bulgarian, Romanian, and Romani languages, with examples from curriculum vitae and letters of application.

*Urbanolekte in Deutschland* is the article in which Andrada PĂRCHIȘANU describes the appearance of a new concept – the urbanolect – due to increased migration and the development of cities into centres of encounter for different cultures. The illustration is done with Berlin dialects/urbanolects from East and West Berlin, as well as new linguistic forms called "*Kiezdeutsch*".

The last section includes the article *Semantic Variation in the Romanian Language of Marketing* by dr. Roxana Ciolăneanu, which explores instances of semantic variation in Romanian, in the specialized vocabulary of marketing and other specialised languages, as well as general language, with the conclusion that marketing has a very dynamic, intercultural and context-dependent vocabulary.

Hoping that we have raised your interest in this highly interesting issue of *Synergy*, we warmly invite you to read the proposed articles.

Roxana Marinescu