


 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 2015. FoE International Conference (at its 6th edition) invited scholars and academics from around the world to debate topical issues of business and economics, academic communication, training, education and research, as well as (inter)cultural and multicultural ones. The eight panels 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 were *Synergies in Communication. Training, Education and Research*; *Education through (Inter)Cultural Studies* and *Diasporas and Multiculturalism*. Presentations and debates took place in four languages: English, German, French and Romanian and focussed on the importance of cultural and intercultural communication in academic training, education and research, as well as on issues connected to diasporic identities and multiculturalism within Europe.

In the first section of this issue of *Synergy* we included articles presented in the very generous section *Synergies in Communication. Training, Education and Research*. In her article **Does Europe Need a Gender Mainstreamed Agenda for the Future?** based on the keynote speech presented in the first day of the conference, Laura Grünberg evaluates the problems Europe faces today (among them, the Greek debt crisis, migration, wars, bureaucracy of European institutions) and the role of gender mainstreaming for the future agendas of Europe. **Academic Writing, the Invisible Dimension of the Curriculum. The Experience of The Bucharest University of Economic Studies vs. U.S. University Practice** by Mihaela Arsene emphasizes the role of academic writing in university undergraduate studies as a key learning tool and a core assessment tool, and presents the practical solutions adopted by U.S. universities in this regard. Preeti Shirodkar stresses the importance of effectiveness in communication in an increasingly multicultural world and points out to errors in grammar, vocabulary, accent, spelling and punctuation in Indian English - **(C)losing the Debate: Importance of Effectiveness in Communication**. In **Country Branding in a Multicultural World. The Case of Romania**, Cristina Prelipceanu looks into this important concept in the context of globalization and critically examines Romania's branding campaigns and their effects, while putting forward some suggestions for changing the stereotypes about our country. Ana Karlstedt analyses

the connection between language and culture and the role of the subjective perception of the learner in the process in her article **Wahrnehmungsschulung im interkulturellen DaF-Unterricht**. Ruxandra Constantinescu-Ștefănel examines business negotiations and advertising and their argumentative orientation, their format, audience, their logos and pathos to decide on similitudes and differences between them (**Techniques d'argumentation dans la communication commerciale: négociation et la publicité**), while Nina Ivanciu suggests there is a bridge between the reformulation theory and the process of acquiring cross-cultural communication skills for professional purposes (**Les processus reformulatifs dans la perspective de la formation/ éducation à l'interculturel**).

From the section **Education through (Inter)Cultural Studies** we propose the article **The Engaged University and Student Development. The U.S. Approach**, in which Mihaela Arsene explores the concept of the *engaged university* and its educational benefits: equipping students with civic spirit and social responsibility in order to perform successfully in the community-enhancement projects of their universities, as well as in their future careers.

Finally, the section **Diasporas and Multiculturalism** includes a number of articles on different aspects of these highly debated issues. Thus, Preeti Shirodkar presents the short stories of writer Shauna Singh Baldwin from an intersectional diasporic perspective in the context of contemporary multiculturalism (**Memory as His(Her)Story. Intersectionality and Diaspora as Captured in the Short Stories of Shauna Singh Baldwin**). In **Debating Multiculturalism in the U.K. Representation and Analysis in Cinematic Texts**, Iulia Rășcanu examines some of the major political views upon multiculturalism in connection to the individual, to communities and the society at large, and uses them as analytical tools for the interpretation of some feature films released in the U.K. throughout the 1990's and at the beginning of the 21st century. Also on films, Sharaf Rehman's article **Cinematic Selfies: Films through the Eyes of their Directors** makes a comparative textual analysis of European and Hollywood films belonging to the genre *films about filmmaking* to the conclusion that, while European films focus on inner or interpersonal conflicts of their characters, American filmmakers are concerned with producing films as a commercial commodity. In **Multiculturalism within the Postcolonial and Postcommunist Frameworks. The Cases of India and Romania**, Roxana Marinescu addresses (liberal) multiculturalism from the postcolonial and postcommunist perspectives and analyses whether it is similarly viewed and put into practice in the cases of India and Romania.

We hope that we have raised your interest in the thought provoking topics proposed by *Synergy Journal*, and we warmly invite you to read the proposed articles.

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