



Department of Modern Languages  
and Business Communication



Romanian  
Association  
for Quality  
Language  
Services



The Romanian Society for  
English and American  
Studies



The  
European  
Society for  
the Study  
of English

# CALL FOR PAPERS

## The 9<sup>th</sup> International Conference

### Synergies in Communication (SiC 2021)

#### 28 - 29 October 2021

The Department of Modern Languages and Business Communication of the Bucharest University of Economic Studies (ASE), Romania, is organizing the 9<sup>th</sup> annual international conference *Synergies in Communication (SiC 2021)*, to be held **online on 28-29 October 2021**. The event will be organized under the auspices of the Faculty of International Business and Economics in partnership with Université Libre de Bruxelles (ULB), University of Hyogo, University of Zaragoza, Quest Romania, PROSPER-ASE Language Centre and The Romanian Society for English and American Studies (RSEAS), a member of The European Society for the Study of English (ESSE). The conference will be dedicated to the 20<sup>th</sup> anniversary of the *European Day of Languages* and will be included in the *EDL* data base of the Council of Europe and the European Centre for Modern Languages (ECML/CELV).

The conference is organized around the following **thematic areas**:

#### SECTION 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Business communication is a synergistic field where effectiveness is given by knowledge from diverse domains and by the ability to align best practice with the increasingly rapid pace of the world today. Papers are invited on topics such as:

- Current developments in academic and research communication, education and training in the field of languages;
- Current and upcoming challenges in multilingual education;
- Research methodologies and professional development;
- Technological impact on language learning;
- Translation studies;
- Traductology and terminology in business and economics;
- The inter-disciplinary dimension of business communication – changing mentalities through environmental education.

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#### SECTION 2: INTERDEPENDENCES: ACADEMIC AND DIGITAL LITERACIES IN THE NEW EDUCATIONAL AND RESEARCH ENVIRONMENT. REVISITING QUALITY IN HIGHER EDUCATION

This section provides an interdisciplinary forum for specialists in various fields to share expertise and to reflect together on ways forward, in the current academic context, when teaching, learning, assessment processes were transferred to the online environment, networking and almost all academic events were moved to the virtual space. This section will be organised in partnership with the University of Zaragoza and the Romanian Association QUEST, celebrating its 25<sup>th</sup> anniversary. Possible topics include (but are not restricted to):

- Academic literacy development – case studies from different international contexts
- Improving digital literacy for better communication, study, teaching, assessment
- Quality related aspects in the new educational and research environment
- New perspectives on academic networking, research and dissemination of research outcomes

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### SECTION 3: EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

Nowadays universities face the challenge of meeting their binary role as institutions of culture and higher education and as providers of knowledgeable, flexible, autonomous, self-determined and assertive graduates for the labour market. Graduates, who, besides demonstrating knowledge in their specific field, should be constantly, actively and democratically engaged in their local communities, as well as in global and transnational contexts. Therefore, intercultural communication and gender studies represent important dimensions of education, as both learners and educators need such competences not only for professional interactions and socio-economic mobility, but also as life skills. This section of our conference welcomes papers focusing on topics related to the following main areas:

- Literary and cultural studies; Analyses of culturally determined values, mentalities, actions, attitudes, etc.;
- Intercultural dimensions and competences for business communication and the labour market;
- Theory and practice in intercultural education and gender studies;
- Empowerment through gender studies and feminism.

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### SECTION 4: EAST MEETS WEST ACROSS BORDERS AND BOUNDARIES

Over the last years, there has been a burgeoning debate about the Eastern multicultural space, ranging from Eastern Europe, Middle East and South Asian countries to the Far East, which has been intrinsically coupled with significant cultural and economic dynamism; however, such diverse and multi-layered areas have also been the subject of all sorts of misrepresentations and misinterpretations. Future trajectory of the Eastern mind-set might provide a basis for the emergence of new civilizations in this new century and new millennium.

This section tries to explore the outcomes of the various encounters between Eastern and Western cultural conventions in relation to literature, arts, social sciences, media studies and other fields, by carefully examining the observations and insights provided by scholars, as well as by increasing our own cultural awareness.

- The Self and the Other;
- Media, popular culture and visual anthropology;
- Women's identity and memory;
- Psychology and trauma studies;
- Image, imagination and imaginary worlds;
- Mythology, folklore and traditional heritage;
- Cultural studies;
- Translation studies.

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### INFORMATION FOR AUTHORS

Conference languages: **English, French, German, Italian, Russian, Spanish, or Romanian**. The abstracts will go through a double-blind peer-review process, followed by a notification of acceptance or request for revision.

The authors who are interested in publishing their papers are responsible for preparation of the manuscripts according to the guidelines provided. Each participant can submit **maximum 2 papers** as author or co-author.

Submitted full papers are subject to a **double-blind peer-review process**. All review comments and suggestions should be addressed in the final submission, otherwise the manuscript might be rejected at the final review stage. We request that you submit both a **marked-up version** (with revisions highlighted or indicated with 'track changes') and a **"clean" version** of the manuscript. The papers submitted for publication must be original and not previously published or currently submitted for publication elsewhere.

## PUBLICATION

The accepted articles will be published in the **Conference Proceedings (CD with ISSN)** by ASE Publishing House.

A selection of the presented papers will be published in the IDB indexed journals associated with the conference:

- **Synergy** ([www.synergy.ase.ro](http://www.synergy.ase.ro))- indexed EBSCO, ERIH PLUS, CEEOL, Open J Gate, Index Copernicus, Open Access Journal Index,

or

- **Dialogos** (<http://www.dialogos.rei.ase.ro/>) - indexed EBSCO, Open J-Gate, InfoBase Index, EZB, Library of Congress, Washington DC, USA, WorldCat, Scipio

**NB: Papers on Myths, legends and traditions in literature may be eligible for Issue No.39/2022 of DIALOGOS**

## CONFERENCE FEES

<b>Early registration</b> till 10 October 2021	125 RON/ 25 EUR
<b>Registration after</b> 11 October 2021	150 RON/ 30 EUR
<b>Members</b> of the "Teodora Cristea" Research Centre and the Romanian Association for Quality Language Services QUEST	100 RON
<b>PhD candidates</b>	100 RON/ 20 EUR

Payments will be made by bank transfer according to the guidelines in the Registration Form (to be sent upon registration). A **scanned copy** of the payment receipt will be sent to the organizers after receiving the final acceptance notification.

## KEY DATES

<b>Submission of abstracts deadline</b>	4 October 2021
<b>Notification of abstract acceptance</b>	ongoing
<b>Full paper submission</b>	10 October 2021
<b>Notification of full paper acceptance</b>	17 October 2021

Facebook page: [ASE - Synergies in Communication Conference – SiC](#)

Conference website: <https://sic.ase.ro/>

***We look forward to receiving your abstracts and to seeing you online in October!***

**The Synergies in Communication 2021 Organising Team**