ÉDITORIAL

INTERCULTURAL PERSPECTIVES IN EDUCATION AND RESEARCH

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It is already ten years since the DICE Review has started publishing, twice a year, contributions of specialists in different fields related to cultural identity and diversity. Therefore, the present anniversary issue gathers 20 articles, the double of the usual number, as we wanted to bring together contributions which reflect our preoccupations over these last ten years.

The articles included in this issue offer a kaleidoscopic perspective on cultural dialogue, highlighting aspects mainly related to teaching foreign languages & intercultural communication, language specificities and cultural interferences in translations and advertising, research in education and symbols of identity. All the contributions offer an in-depth analysis, from the authors' perspective, inviting the readers to reflections on the topics addressed, which may turn into new articles for our further issues.

The volume is organised into three sections, in which contributions are in dialogue with each other, all of them reflecting an interest in quality aspects and intercultural dimensions.

The first and the third sections are linked to a series of scientific events celebrating the 100th anniversary of The Bucharest University of Economic Studies. This A-rank research university, specialised in Business and Economics, has invited specialists from all over the world to share their research findings conducted in the fields of intercultural studies, language teaching, education and communication, in general. These events brought together teachers, trainers, researchers from Algeria, Australia, Bulgaria, Croatia, Germany, Greece, Italy, Spain, the United Kingdom, the USA, and Romania. The DICE Editorial Board

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has, therefore, decided to build on this extremely beneficial international exchange of expertise and included in its present issue a selection of contributions presented at these events, centred on different aspects of Cultural Dialogue, as reflected in Education.

The first part, LA QUALITÉ DANS L'ENSEIGNEMENT DES LANGUES ET DANS LA RECHERCHE/QUALITY IN LANGUAGE TEACHING AND RESEARCH, is a selection of papers presented within the framework of the International Conference Series "Languages for Specific Purposes and Teacher Development", the theme for the 2013 annual conference being "Improving Standards of Quality in Language Education and Research". This scientific event was co-organised by QUEST Romania, the "ISQALE" Grundtvig Learning Partnership, and The Department of Modern Languages and Business Communication of ASE - The Bucharest University of Economic Studies. It took place in Bucharest, on 1-2 March 2013.

In this section, O. M. Carciu, from the University of Zaragoza, proposes a study of phraseological patterns and differences in their configuration across cultures, offering contrastive (Spanish and Anglo-American) examples from research articles published in English-medium research journals. L.-M. Muresan and M. Bardi continue in the same direction, with a focus on writing research articles for publication in the context provided by a Research and Teacher Education masters' programme. The authors explore the academics' and master students' views on the genre-based approach to research writing. R. Constantinescu-Ştefănel and C. Pătru focus on another type of discourse, i.e. the one characteristic of advertising. The former analyses aspects equally related to language and image in advertising and offers illustrations from advertisements published in a French business-related magazine. The latter illustrates strategies of emphasizing the message euphemisms in advertising texts in German and Romanian. S. Chiper addresses intercultural communication as it is approached in classroom activities designed for university students; the author makes valuable suggestions for improvement, especially concerning the inclusion of ICT tools in the process of teaching / learning, with a view to developing intercultural competences. R. Stanciu-Capotă and M. A. Oprescu's paper illustrates cultural interferences (especially French-Romanian-English) when teaching a foreign language. L.-M. Grosu is also interested in teaching foreign languages for business purposes, with a special focus on the development of soft skills in business education. M. Dărăbanț stresses the importance of quality and intercultural aspects in Romanian higher education; her article is based on a survey conducted among students in Economics taking Business English classes. E. Savu discusses motivation in cross-cultural language teaching as a way of tuning the educational process to the latest demands of the current world. A. Greavu presents a theoretical perspective on words borrowed from one language into another, as illustrated by

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the Romanian / English contact situation. Also based on a survey, F. Alexandru's article underlines the value of intercultural communication competences in both professional and everyday life.

The second section, entitled CONFLUENCES, reunites articles from some of our already regular contributors, as well as from new members who have joined our "reflection community", as we like to look upon the DICE Review.

O. Inkova and G. Brianti, from the University of Geneva, broach specific aspects of translations, in the case of expressive texts, very original in terms of language choice. The authors offer a contrastive analysis, focusing on aspects to be taken into account by the translator, with specific examples from Gogol and Andrea Camilleri. N. K. Mehta's article explores the world of spirituality and religion in India, offering the European reader a rather unknown perspective on the dialogue between cultures. J. P. Balga accompanies us on a journey into a less widely known culture, revealing interesting correlations between mentality, symbols and language. T. M. Paftală tackles the theme of city identity, in a theoretical presentation, followed by a case study focused on two Romanian representative cities and their citizens' image about them.

The third section, REPENSER L'ÉDUCATION. LANGUES, AFFAIRES ET COMMUNAUTÉS / RETHINKING EDUCATION. LANGUAGES, BUSINESS AND COMMUNITIES, represents a selection of papers occasioned by the International Conference Series: "Synergies in Communication", the theme for the 2013 annual conference being "Rethinking Education - Reshaping the World. Languages, Business and Communities". Organized by The Department of Modern Languages and Business Communication - The Bucharest University of Economic Studies, the conference will take place in Bucharest, on 28-29 November 2013.

This section starts with D. Miron, I. Ion, and E. Nicolae's qualitative analysis of some of the major inconsistencies that the current academic economic paradigm is perpetuating through its systems of generating economic knowledge, with special reference to universities. N. Ivanciu addresses the intercultural dialogue and explains how teaching / learning languages and cultures is a privileged opportunity to stir up the openness towards the Other, different from oneself; the author also mentions professional situations – intercultural team projects – when we discover how to create cultural bridges. D. Vasiliu is challenging the concept of "assessment" in a moment when the *CEFR* seems to be *the* reference in Europe; the author proposes several methodological opportunities for using formative assessment in classroom activities. C.-M. Prelipceanu presents language techniques used by advertisers, illustrated with numerous examples; she discusses notions such as persuasion, manipulation and honesty. Y.-M. Catelly deals with teaching conflict management and negotiation strategies, by means of a

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CLIL instructional pattern; she aims at technical university students and the soft skills they need when they graduate. N. Akingbe makes an interesting text analysis.

This tour gives the reader the opportunity to identify a number of aspects which preoccupy numerous researchers today. As coordinators of this issue, we hope this choice of articles will raise new questions and will occasion other articles challenging different aspects of the topics addressed here or new topics related to cultural identity and diversity.

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