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Unitatea Executivă pentru
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a Cercetării, Dezvoltării și Inovării



ROMANIA
MINISTRY OF EDUCATION AND SCIENTIFIC RESEARCH
„1 DECEMBRIE 1918” UNIVERSITY OF ALBA IULIA

UAB-CNCS-UEFISCDI PN-II-RU-TE-2014-4-2785

Universals and variants of English and Romanian **business metaphors**

A corpus-based conceptual mapping of contemporary journalese
from a pedagogical approach

PROGRAMME **of Project Kick-off Meeting**

23-24 November, 2015, ALBA IULIA, ROMÂNIA

KICK-OFF MEETING PROGRAMME

MONDAY, 23 November

9:30 - Conference Registration

Venue: Apor Palace

14:30 - OPENING ADDRESS

- Professor **Daniel Valer BREAZ**, Rector of “1 Decembrie 1918” University
- Professor **Ileana Voichița GHEMEȘ**, Dean of the Faculty of History and Philology
- Lecturer **Gabriel BĂRBULEȚ**, Head of the Philology Department
- Associate Professor **Teodora IORDĂCHESCU**, Project manager

Venue: SENATE HALL 2

15:00 – 16:00 PLENARY SESSIONS

Presentation by project members

Teodora IORDĂCHESCU, “1 Decembrie 1918” University, Project Manager:
Time metaphors and their cultural implications

Crina HERTEG, “1 Decembrie 1918” University, Post Doctoral Researcher
in the project: *Corpus-based approach to money metaphors in business English*

Venue: SENATE HALL 2

16:00 – 16:30 Coffee Break

16:30 – 17:30 PLENARY SESSIONS

Presentation by project members

Giacomo FERRARI, Università degli Studi del Piemonte Orientale "Amedeo Avogadro", Italy, Senior Researcher in the Project

Grigore-Dan IORDĂCHESCU, “1 Decembrie 1918” University, Post-Doctoral Researcher in the Project, *Metaphors in the Educational Discourse*

Venue: SENATE HALL 2

17:30 – 18:30 Dinner

19:00 – 20:00 Theatre play: Dupa Melci - Looking for Snails

Venue: PRICHINDEL PUPPET THEATRE

TUESDAY, 24 November

9:30 – 11:00 PLENARY SESSIONS

Presentation by participants (in Romanian & English)

Dr Jelena PRTLJAGA, Dr Brândușa JUICĂ, Dr Eufrozina GREONEANȚ, Preschool Teacher Training College „Mihailo Palov” in Vrsac, *The Concept of Happiness in English, Serbian and Romanian Language*

Dr Brândușa JUICĂ, Preschool Teacher Training College, Vrsac, *Born in the Murmurs of Time | ZIDIT ÎN FREAMĂTUL VREMII*

Dr Eufrozina GREONEANȚ, Preschool Teacher Training College „Mihailo Palov” in Vrsac, *Spiritual Search Metaphor/ METAFORA CĂUTĂRILOR SPIRITUALE*

Venue: SENATE HALL 2

11:00-11:30 – Coffee Break

11:30 – 13:00 PLENARY SESSIONS

Presentation by participants (in English)

Dr Marlena Iwona BIELAK, Stanislaw Staszic University of Applied Sciences in Piła, Poland, *Business communication and teaching business English: the improvement of communicative skills via the application of metaphorical language*

Dr Anabella NICULESCU-GORPIN, The Iorgu Iordan – Al. Rosetti Institute of Linguistics, Romanian Academy, Bucharest, *'Financial Risk' in Translation*¹

Associate Professor **Rodica-Gabriela CHIRA**, “1 Decembrie 1918” University of Alba Iulia, *On economic intelligence and its connection with interculturality and interdisciplinarity through Benjamin Pelletier*

Associate Professor **Ioana TODOR**, “1 Decembrie 1918” University of Alba Iulia, *Metaphors, analogical reasoning and children's understanding of science concepts*

Venue: SENATE HALL 2

13:00 – 14:00 Lunch

14:00 – 14:30 CLOSING REMARKS AND CONCLUSIONS

Venue: SENATE HALL 2

14:30 – 15:00 Project Team Meeting

Venue: SENATE HALL 2

17:30 – 19:00 Traditional Chinese Art. Presentations by Chinese teachers and students from UAB

Venue: AULA MICA

19:00 – 20:00 Dinner

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Project Description

Code: PN-II-RU-TE-2014-4-2785

The project “Universals and Variants of English and Romanian Business Metaphors. A Corpus-Based Conceptual Mapping of Contemporary Journalese” is based on the hypotheses that cognitive metaphors are instantiations of cultural categories manifested in the language spoken by the community that shares a common set of characteristics within a given cultural matrix, and that metaphors clustered in cognitive categories account for cultural categories, both in terms of conceptual universals and variants, resulting in a complex mapping of interrelated cross-connections.

Being an interdisciplinary research, it entails close cooperation between experts in linguistics, computational linguistics and educational sciences. Specific research aims are:

1. Creation of 2 corpora (English and Romanian) made up of approximately 500,000 words each from British and Romanian journals (daily and weekly broadsheets).
2. Conceptual mapping of business metaphors by cognitive categories identified in contemporary Romanian and English journalese using manual and automated collocation extraction with the help of concordancers.
3. Identifying universals and variants of Romanian and English contemporary business metaphors through contrastive quantitative and qualitative analysis.
4. Creation of an ontology-based automatic classification of business metaphors and inter-relatedness between cognitive categories and cultural categories.
5. Exploiting pedagogical opportunities of teaching Business English by setting up a small scale corpus linguistics research laboratory and elaborating appropriate teaching methodology.
6. Creation of a web portal with an extraction tool for electronic retrieval of metaphors, a concordancer and pedagogical support for students and teachers alike (cultural info sheets, lexical exercises, lesson plans, etc.).

Dissemination of results is ensured throughout the duration of the project and after its life, through organisation of conferences and panels by the project members, publications and presentations in related scientific events.

Project implementation period: 1.10.2015 – 30.09.2017.

RESEARCH GROUP MEMBERS

Associate Professor Ph.Ed. Teodora IORDĂCHESCU, Project Manager
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Dr. **Teodora Popescu** has been carrying research in the field of teaching Business English, Applied English linguistics and Didactics since the beginning of her teaching career in 1997. Her doctoral thesis (defended in 2004, field: Educational Sciences), titled: *Design and Implementation of Business English Curricula at University Level*, was a pioneering undertaking, as back then curriculum studies were incipient in Romania.

Subsequent to her doctoral defence, Teodora Popescu carried out didactic experiments to further substantiate her research results in the field of business language communication and culture, applying and developing the lexical approach to teaching business English, as well as using the computer in the teaching/learning process.



A remarkable achievement was the co-authoring in 2002 of the 1st edition of the *English-Romanian Dictionary of Business Collocations: Dicționar englez-român de colocații utilizate în engleza de afaceri*. Teodora Popescu also elaborated teaching manuals for business English (*We're in Business!*, 2010), designed to exploit the lexical approach, drawing on her experience as Cambridge Oral examiner.

Dr Popescu is founder and Editor-in-Chief of the Journal of Linguistic and Intercultural education – JoLIE, ISSN 2065 – 6599. She is the co-founder and co-organiser of the CLIE conferences (Conference on Linguistic and Intercultural Education).

She is Director of the Centre for International Relations at The University of Alba Iulia, and Erasmus Institutional Coordinator. In this capacity, she has managed the Erasmus + and EEA grants scheme programmes for the mobility of individuals. She has been extremely instrumental in liaising with similar research and educational institutions across Europe and beyond in order to extend cooperation.

Lately she has been actively involved in teacher education, English language teaching didactics and teacher mentoring, participating in two-national wide projects led by the Ministry of National Education, materialised through publication of manuals and (co-)edited books.

Professor Ph.D. Giacomo FERRARI, Senior Researcher
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A graduate in Historical Linguistics (Sanskrit) from the University of Pisa, Italy, he carried out research in the field of Computational Linguistics starting with 1968 up to 1984, affiliated with the University of Pisa first and later as senior researcher at the National Council of Research.



In 1984 became Associate Professor of Applied Linguistics at the University of Pisa and in 1993 moved to the University of East Piedmont. In 2000 he became full professor of General and Computational Linguistics. From 2004 and 2010 he was Dean of the Faculty of Arts. He also held annual courses in the Faculty of Computer Science of the university of Milan (1985-1986) and General Linguistics in the Faculty of Arts of Parma (1990-1992), and higher education courses in the Universities of the State of Sao Paulo (Brazil), Krakow and Warsaw (Poland), and Iasi and Alba Iulia (Romania). He has been collaborating with the University of Alba Iulia since 2008, and has contributed largely to the cooperation within the Erasmus + programme, as well as having served on the scientific committee of the Journal of Linguistic and Intercultural Education – JOLIE.

His main fields of research are Computational Morphology and Syntax, Man-machine interaction and Dialogue studies, man-vehicle interaction, intelligent tutoring systems, computational corpora and dictionary building, and the funding sources have been the EU, the National Council of Researches and the Ministry of Education. He participated into an exploratory national project for the building of an expert-system on the archaeological heritage of Rome.

He was the programme chair of the first conference of the European Chapter of the Association for Computational Linguistics (1983) and was a member of the Editorial Board of the journal Computational Linguistics (MIT Press).

In 1986 edited a special issue of the IEEE-Proceedings (Institute of Electrical and Electronics Engineering) on Natural Language Processing. He is one of the founders of the Italian Association for Artificial Intelligence and organised in 2006 The XL Conference of the Italian Linguistics Society.

Assistant Lecturer Ph.D. Crina HERȚEG, Post-Doctoral Researcher
“1 Decembrie 1918” University of Alba Iulia, Romania; crina_herteg@yahoo.com

Assistant Lecturer Ph.D. Crina HERȚEG received her BA in 1998 and her PhD in Linguistics and Stylistics in 2007, from “Lucian Blaga” University of Sibiu, Romania. She is now Lecturer in Business English and English Terminology at “1 Decembrie 1918” University of Alba Iulia. Her main areas of interest are clustered around corpus linguistics, comparative linguistics, stylistics, ESP, Terminology, and translation studies. Dr. Crina Herțeg co-edited the book *Cross-Disciplinary Approaches to the English Language. Theory and Practice*, Cambridge Scholars Publishing, 2011 and co-authored the book *Tests of Business English*.



Dr Herțeg is a member of the editorial board of the academic journal *Journal of Linguistic and Intercultural education – JoLIE*, ISSN 2065 – 6599 based at “1 Decembrie 1918” University of Alba Iulia.

She also holds a position in the editorial team of *International Journal of Language Studies*, based in Iran. She has widely participated in national and international conferences (*International Conference MicroCAD*, University of Miskolc, 2004; *Innovations and Reproductions in Cultures and Societies*, Vienna, 2005, *2nd World Conference on Educational Technology and Research, WCETR 2012*, North Cyprus, 27-30 June 2012, *3rd World Conference on Learning, Teaching and Administration WCLTA 2012*, Brussels, Belgium, *3rd World Conference on Design, Arts and Education - DAE-2014*, WCLTA, *World Conference on Learning, Teaching and Administration 29-31 October, 2015*, Paris.

Dr. Herțeg has intensively been involved in Erasmus teaching mobility programs at the University of Madeira, Portugal, Edutus College Budapest, Hungary, Czestochowa University of Technology, Poland.

Dr. Herțeg coordinated two projects financed by The Romanian Scientific Research Authority in 2009 and 2010. She has wide experience in organizing national and international conferences.

Lecturer Ph.Ed. Grigore-Dan IORDĂCHESCU, Post-Doctoral Researcher
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Lecturer Ph.Ed. Grigore-Dan IORDĂCHESCU, Doctor of Education (2012) from “Ion Creangă” Pedagogical State University, Moldova, with a thesis on teachers’ educational autonomy competence, currently teaches Pedagogy, Class Management and Comparative Education, Curriculum Theory and Practice at the Faculty of Law and Social Sciences. His interests include pre-service and in-service teacher education and the subtler psycho-social dimension of continuing professional development of teachers. He has been recently involved in the study of intercultural stereotypes reflected in education. He has authored 1 book, 20 articles and book chapters.



Among the projects he has been involved in, mention should be made of MAJMIN: Major competencies to manage minor offenders, No: 517580-LLP-1-2011-1-RO-LEONARDO-LMP. Other projects involved teacher training activities (programme designer, teacher trainer, materials writer, etc.)

Dr Iordachescu has been involved in Erasmus teaching assignments to the *Université de Picardie JULES VERNE* - Amiens, France (former Socrates Programme), Lodz University, Poland, Stanislaw Staszic University of Applied Sciences in Piła, Poland.

He is also active in coordinating pre-service teacher training practice, as well as in counselling students for continuous professional development.

Kick-off Meeting participants (in alphabetical order):

“1 DECEMBRIE 1918” UNIVERSITY OF ALBA IULIA

Lecturer **Gabriel BĂRBULEȚ**,
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Lecturer **Petronela WAINBERG**,
General and Historical Linguistics, petronelawainberg@yahoo.fr

PRESCHOOL TEACHER TRAINING COLLEGE „MIHAILO PALOV” IN VRŠAC, SERBIA

Dr **Eugen CINCI**,
Professional Studies Professor – Vocal-Instrumental practical course, Choir and
Orchestra, Early Identification of Giftedness, eugencinci@gmail.com

Associate Professor **Brândușa JUICĂ**,
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Dr **Eufrozina GREONEANȚ**,
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Radmila PALINKASEVIC,
Preschool Teacher Training College „Mihailo Palov” in Vrsac

Jovana PAVLOVIC,
Preschool Teacher Training College „Mihailo Palov” in Vrsac

Associate Professor **Jelena PRTLJAGA**,
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Predag PRTLJAGA,
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Post-Doctoral Researcher **Anabella NICULESCU-GORPIN**,
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STANISLAW STASZIC UNIVERSITY OF APPLIED SCIENCES IN PIŁA, POLAND

Dr **Marlena BIELAK**, English Linguistics, mmbielak@interia.pl

PROGRAMME OVERVIEW

Monday, November 23

09:30-13:00	Intercultural Youth Days Festival
13:00-14:00	Lunch
14:00-14:30	Registration of participants
14:30-15:00	Official opening
15:00-16:00	Presentations by project members
16:00-16:30	Coffee Break
16:30-17:30	Presentations by project members
17:30-18:30	Dinner
19:00-20:00	Theatre play: După Melci - Looking for Snails

Tuesday, November 24

09:30-11:00	Presentations by participants
11:00-11:30	Coffee Break
11:30-13:00	Presentations by participants
13:00-14:00	Lunch
14:00-14:30	Conclusions
14:30-16:30	Project team meeting
16:30-18:30	Intercultural Youth Days Festival
19:00-20:00	Dinner