

ABSTRACTS

□ Nina IVANCIU

**Representations of the Other in Business:
from Supposed Similarity to Co-constructed Similarity,
Passing by Inevitable Differences**

The article starts by reviewing the pitfalls of the representation people have of the Stranger (ethnocentrism, stereotypes, false similarities, artificial homogenisation, exaggerated differences) stating the fact that, on the one hand, they mingle and „naturally“ derive from one another and, on the other, that they hinder cross-cultural professional communication. It then focuses on the means of thwarting such pitfalls.

Two approaches are discussed, which have already been tested in the cross-cultural world of business. They both suppose some creativity on behalf of the participants: efficiently using cultural differences and mutually building up a new cultural space which becomes the system of reference for the judgement of both work relationships and accomplished task quality.

Finally, the article attempts to create a link between intercultural, understood as the building up of a new cultural space, and the task approach, as devised in the European Framework for Languages of the Council of Europe.

Keywords: ethnocentrism, stereotypes, intercultural approach, task approach

□ Ruxandra CONSTANTINESCU- TEF NEL

A Certain Way of Looking at the Other

The article attempts to demonstrate to what extent business negotiation takes into account the opponent, i.e. the other. It reviews the various stages of negotiation explaining when, how and how much they are adapted to the other side's characteristics: collecting information, devising strategies, getting into contact, observing the other's and supervising one's own body

language, fighting for the dominant position, building up constructs, making assumptions about the other. The article ends with a question addressed to the readers: Can we see the real “other”? Can others see the real “we”?

Keywords: business negotiation, negotiation strategies, balance of power, cross-cultural negotiation, foreign negotiators

□ **Rodica CAPOT**

Insight into Advertising

The techniques of realization of the publicity are multiple and every commercial message becomes a reference system in which are culturally ordered the forms of meaning and communication. Through these forms, we communicate not only the reality, but we also analyze it. The commercial message is subjected to specific extralinguistic constraints which recover above all from the culture and from the ideology.

Keywords: publicity, commercial message, intertextuality, culture, to convince

□ **Lora CONSTANTINESCU**

On Otherness in Advertising.

The Birth of Stereotypes out of the Black – vs White - Painting

In the dream-like world of consumerism all means are welcome when creating visual-verbal «scenarios» of wishful thinking – especially when brand positioning is at stake, and this even in the more realistic domain of media products.

Despite general efforts to «save the face» for reasons of (only a certain degree of!) political correctness, advertising communication fully makes use of stereotypes and their associative potential. The present paper sets out to discover the surprising meaning and effects of iconic and symbolic devices in German ad for a TV-programs-magazine (2006). The article debates on the motif of *otherness* as reflected in the risky creative strategy with the help of a «white skin vs. black skin» - stereotypical opposition. The article presents an aspect of the author’s research in the field of marketing

communication and tackles issues of social manipulation and cultural competence within the foreign language seminar.

Keywords: advertising communication, rhetoric strategies, stereotype, ethics

□ Rodica STOICESCU

The Other, This Unknown, in Patrick Modiano's Work

Can we know the Other? Can we tell who the Other is if the person who says "I" has no awareness of who he is? These are the most salient questions emerging from Patrick Modiano's work. Approaching the text as a comprehensible structure of the "being-in-the-world", where each reader has the possibility of "let himself interpret", the author of this article aims at finding the answers offered by Modiano's text to these questions.

Keywords: world of text, existential space, human being without identity, otherness, solitude

□ Maria-Antoaneta LORENTZ

Looking at the Look One Can Have at His Time:

The Life of a Lonely Man

Our study tries to detect some reflections in the look at a time one can catch throughout the autobiographical approach as a means to retrieve an individual history as well as a collective one. The account of someone's life under the form of a book of memoirs makes up a mirror reflecting, through the meaning of events, not only the journey of a single existence but also the various pictures composing the existence of a community and the relations the individual weaves voluntarily or not with this community.

Keywords: look, autobiographical approach, memoirs, individual/collective history

□ Renata BIZEK-TATARA

Others look in *Joker* by Jean Muno

The theme of look, omnipresent in the writing of Jean Muno, is examined particularly carefully in *Joker*. The novel tells, in a little parodistic way, the story of the social promotion of Alfons Face, an average weak man, who changes into a charming antiquary. However, this metamorphosis does not result from the protagonist ambition or his actions, but it is provoked by other people look: its creative power is huge because being watched is equal to existing and becoming visible to the society. The hero stops being anonymous and becomes what others want him to be, like a chameleon. He learns how to function in the society and also finds out about its rules: everyone pretends so one must do the same. Mimetism turns out to be an old custom that is widely approved of and maintained in everyday life.

Nevertheless, the masquerade does not last long because others look, initially creative, stops following the protagonist and causes his fall: people do not look at him any more, which annihilates him in the social sphere. It turns out that hell is still other people. Muno criticises social cannibalism which forces the individual to interpret imposed roles until he loses his own identity. In his bitter and pessimistic vision of the world man is only an actor performing in a human comedy that is in the society.

Keywords: inexistence, others; look, creative look, existence, metamorphosis, mimetism, game, social criticism

□ Petruța SPÂNU

The « Persian Glance »

In the *Persian Letters* (1721) of Montesquieu, two exotic and imaginary foreigners walk in a real space, the kingdom of France in the last years of the reign of Louis XIV and Philippe d'Orléans's regency. They compare the new customs, the ordinary life and the social types with those of their own world. Imperceptibly, the foreign observers become moralists, sociologists and philosophers.

Keywords: alterity, glance, foreigner, journey, surprise, understanding, adaptation

□ Alexandra CIOCÂRLIE

The Portray of a Chartaginian

Hanno, the protagonist of Plautus' play *Poenulus*, is a Chartaginian. Hanno embodies the historic enemy of Rome. He is a comic, complex, and unusual character, due to both his physical and to his behavioural peculiarities, these last ones considered as emerging from his racial dowry. Some of his ethnic peculiarities, normally disregarded, could serve to the accomplishment of a right cause. This is the case of his linguistic and judicial abilities of which he makes use in his endeavour to rebuild his lost family. The success of the Carthaginian is not obtained through "national" canning; it is obtained through a quality which the Romans consider typical for themselves, i. e. *devinely rewarded piety*. Plautus is far from constructing an attitude which expresses national resentments against the enemies. Instead of this, the writer exploits the humorous and expressive potential of a character towards whom he has sympathetic and quite admiring feelings.

Keywords: Rome and Carthage, national particularities, ethnical bias

□ Ileana CONSTANTINESCU

Sight to another

The sight to another is very useful in order to have a source of inspiration in literature, economics, business, law and so on. It is a possibility to understand another culture, another religion and to respect the diversity.

Keywords: literature, economics, business, law, dictionary (of the diversity)