

Interdisciplinary Undergraduate Student Research Conference
as part of
The Second International Conference: Excellence and Sustainability in
Education and Culture

Sibiu – Romania, 3-5 November 2017

ORGANIZERS: Lucian Blaga University of Sibiu and Beijing Language and Culture University

VENUE: *Lucian Blaga University of Sibiu, Romania*

DATE: *3-5 November 2017*

CONTEXT: The major aim of the Conference is to gather together experts – scholars and key decision makers in academic administration – with a significant impact and outstanding vision regarding the understanding and promotion of Chinese language, culture, education, economy, science and technology and their recent evolution worldwide.

Education is the key to opening up minds and emerging vision, creating knowledge and facilitating the exchange of scientific results as well as their transfer to business or industry and dissemination to society.

Universities nowadays equally have the mission of acting as a powerful connector of cultures and fostering creativity. In the present age of globalization and intensified interaction – educational, cultural, economic, scientific, technological – scholars, intellectuals, decision makers and key actors in public policy have become increasingly aware that living in a multipolar world requires thorough understanding of different cultures, civilizations, ethics and ethos as prerequisites for connectivity and continuity.

Confucius Institutes have undertaken and successfully accomplished the genuine role of *pontifex*, creating bridges and connecting cultures, enabling a global interaction based on mutual knowledge and understanding.

Culture is the essence of humankind, its most powerful and enduring component, facilitating inter-institutional and international cooperation. Culture shapes individual's worldviews and the way communities address the changes and challenges of their societies. For this reason, education serves as a critical vehicle for transmitting these value systems as well as for learning from the humanity's diversity of worldviews, and for inspiring future creativity and innovation. The close nexus between *education and culture* should be understood as an opportunity to promote human rights, including cultural rights, global citizenship and respect for cultural diversity.

Recent mechanisms, large scale projects of international range have been launched in view of bringing into play the strategy of connecting past and future, tradition and modernity, culture and economy, mind and matter, creative imagination and pragmatic output, inexhaustible resource and tangible profit.

The main outcomes of the conference will be: identifying new opportunities and avenues for further Chinese cooperation with the whole world, mapping China's image and reception as an instrument of public diplomacy; exploring and tapping on the most recent development in the fields under investigation on the basis of an interdisciplinary academic perspective.

This Conference represents a breakthrough project that aims to strengthen and support the communication within the newly founded **Confucius Institute Partnership Alliance**, under the coordination of Beijing Language and Culture University, encouraging scholarly interaction and academic dialogue, in addition to eliciting scholarly debate.

This international conference includes three major components: an academic session dedicated to scholars and researchers, the first meeting of the **Confucius Institute Partnership Alliance** member universities as well as a *student symposium*.

CONFERENCE TRACKS:

1. *Literary, linguistic and cultural studies*
2. *Economic growth and bilateral trade relations*
3. *Traditional Chinese medicine and Western medicine*
4. *Scientific and technological development*
5. *Educational cooperation and international relations*

CONFERENCE TOPICS for students:

- ✓ Society(ies): centering on European and Chinese societies and the relationships formed between these;
 1. China's Soft Power Tools
 2. Sino-European Relations through Culture Exchange
 3. Sino-European Relations through Language Learning
 4. Chinese Ascension to the World
 5. Chinese Values and their Impact on International Relations
 6. An Intercultural Communication Study on International Students' Adjustment at Chinese Universities from Academic and Socio-Cultural Aspects
 7. Chinese Society as Depicted through Chinese Cinema
- ✓ Culture(s): the cultural dimension in each of the contexts and intercultural relationships between these;
 1. Ancient China and its Traces in Contemporary Chinese life
 2. Chinese Dynasties and Traditional Chinese Culture
 3. Chinese Calligraphy
 4. Chinese Culture Seen through a Foreigner's Eyes
 5. Impact of Traditional Chinese Culture on Business Relationships
 6. Integrating Western Culture in Contemporary China
 7. Meeting of East and West
 8. Chinese Culture Going Global
 9. Interpretation of Chinese Culture through Chinese characters
 10. Dimensions of Culture and the Way they Influence Communication and Translation between Western and Asian Societies
- ✓ Literature – prose, drama and poetry
 1. Chinese mythology
 2. Poetry of the Six Dynasties
 3. Chinese poetry- the five types of poems
 4. Theme of love - comparative analysis in Western and Chinese Literature

5. Chinese Contemporary Literature
 6. Chinese Literature and Film Adaptation
 7. MO Yan –The Voice of Contemporary Chinese literature
 8. China’s classic novels
 9. Chinese Literature in Romania
- ✓ Languages and Discourses: description of languages in focus and the analysis of discourses in the contexts in question;
1. Dialects in China
 2. An Overview of Chinese Linguistics
 3. A Systematic Review of Literature on Chinese Linguistics
 4. A Short History of Chinese Characters
 5. Chinese Characters – Development and Construction Principles
 6. Evolution of Chinese Characters
 7. Development of Chinese Script
 8. Deconstruction of Chinese Characters
 9. Neologisms and Borrowing in Chinese
 10. Chinese Idioms and their Everyday Use -成语 Chengyu & 惯用语 Guanyongyu
 11. Chinese Idioms - Why Bother Studying them?
- ✓ Language teaching and learning: processes, strategies and results of the teaching and learning of Chinese;
1. Chinese Language and its Growing Popularity
 2. The Teaching of Chinese as a Foreign language – a student’s approach
 3. A Systematic Review of Literature on Methods for Teaching Chinese as a Foreign Language
 4. Pronunciation of Chinese Characters – Tips and Tricks
 5. Using Technology in Teaching Chinese as a Foreign Language
 6. Teaching Chinese as a Foreign language through Multimedia
 7. Teaching English in China & Teaching Chinese in West
- ✓ Translation/interpretation: between the languages in focus (Chinese and European Languages).
1. Practical Interpreting Strategies in Chinese
 2. Note-taking Strategies in Chinese Interpreting
 3. Literature Translation as a Bridge between East and West
 4. Cultural Translation of Chinese Literature
 5. Chinese Reception of Western Literature

- ✓ Economic Sciences: Chinese specifics
 1. Doing Business in China vs. Doing Business in Romania: A Comparative Analysis of Business Etiquette
 2. Specific Marketing Regulations and Techniques In China
 3. Trade and Commerce in China
 4. China: A Fast Growing Economy
 5. Tourism in China: Tradition, Identity, Modernity
 6. Financial Development and Human Capital in China
 7. Management Techniques in China
 8. Logistics: The Commercial Bridge Between Europe and China
 9. Chinese People's Perception on European Tourism
 10. China's Socio-Economic Perspective Development Model
 11. Current Economic Developments and Asymmetries in China
 12. The Corporate Social Responsibility in China

- ✓ International Relations
 1. The New Silk Road, Global Trends and Perspectives for China;
 2. China - European Union Relations: Opportunities and Challenges;
 3. The History of Diplomatic Relations between the People's Republic of China and Romania;
 4. China's Embrace of Globalization;
 5. Romanian - Chinese Strategic Opportunity and Future Cooperation Developments;
 6. China's Partnerships and Investments in Central and Eastern Europe.

Conference timeline:

Proposals: Paper proposals should be sent to andreea.chiri@gmail.com and iulia.gita@ulbsibiu.ro before **20th July 2017** and they should not exceed 300 words.

Acceptance: All participants will be notified about the acceptance of their paper proposals by **24th July 2017**.

Confirmation of participation: Subsequent to acceptance of your abstract, please confirm your presence at the Conference until **28th July 2017**.

Full paper: please submit your manuscript in view of publication before **1st October 2017**

Language of the conference: English and Chinese (should you decide to present your paper in Chinese, please make sure to provide one copy of the text in English)

Deadlines:

Proposals submission deadline: **20th July 2017**

Acceptance of abstracts: **24th July 2017**

Confirmation of participation: **20th July 2017**

Registration: *to be announced*

Conference: 3-5 Nov 2017