



## PERSPECTIVES IN HUMANITIES AND SOCIAL SCIENCES

*6<sup>th</sup> Edition: Interdisciplinarity – An Umbrella Term?*

**Iași, Romania**  
**17-18 May 2019**

### **COORDINATOR**

“Alexandru Ioan Cuza” University of Iași, Romania  
PHSS Center for Interdisciplinary Integration and Knowledge Transfer in  
Humanities  
Institute for Interdisciplinary Research  
Social Sciences and Humanities Research Department

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## **TECHNICAL SUPPORT**

ECATERINA VOLINTIRU (Faculty of Letters, "Alexandru Ioan Cuza" University of Iași)

## CONFERENCE OBJECTIVES AND FRAMEWORK

There is no unitary theory of interdisciplinarity, but we are most certainly crossing a postdisciplinary era, one in which inter-, multi-, transdisciplinarity have already merged into a meta-discipline, a new idiom where all these prefixes are interchangeable. Nevertheless, what does the conceptual vocabulary of interdisciplinarity consist of today? Which are its applicative methodologies? How do we acknowledge the potential meeting points of two distinct disciplines? How can these meetings be encouraged? And how does the imperative of being interdisciplinary shape the policies of research and the academic culture?

In order to answer these questions, the 6<sup>th</sup> edition of the PHSS Conference focuses on four thematic areas:

- conceptual vocabulary
- epistemologies and methodologies
- interferences
- forms of cross-collaboration.

*The PHSS 2019 edition is partially supported by a grant of the “Alexandru Ioan Cuza” University of Iași, within the Research Grants program, Grant UAIC, code GI-UAIC-2017-01, entitled “Interdisciplinarity in Literary Studies: A Qualitative and Quantitative Analysis”, currently implemented at the Institute for Interdisciplinary Research, Social Sciences and Humanities Research Department.*

**PROGRAM**  
**Friday, 17 May 2019**

**9.00-9.30 – Registration and coffee**

The Museum of “Alexandru Ioan Cuza” University of Iași

**9.30-10.30 – Opening Session**

The Museum of “Alexandru Ioan Cuza” University of Iași

**10.30-12.00 – Panel (1)**

The Museum of “Alexandru Ioan Cuza” University of Iași

**12.00-12.45 – The Museum of “Alexandru Ioan Cuza” University of Iași – Guided Tour**

**12.45-14.00 – Lunch-break at “Titu Maiorescu” Restaurant**

**14.00-16.00 – Panels (2-3)**

**16.00-18.00 – WORKSHOP**

C505 Room, Building C, “Alexandru Ioan Cuza” University of Iași

*The Development of Entrepreneurship in Romania.  
The Role of Institutional Environment*

**Invited Speakers:**

Prof. Angela Roman (“Alexandru Ioan Cuza” University of Iași)

Neculai Vițelaru (Vice-president CNIPMMR)

Eugenia Niculina Dăscălescu (Regional Director BRD)

Sorin Cociș (Regional Expert BRD)

**Chair:**

Dr. Valentina Diana Rusu

**16.15-18.15 –Panels (4-5)**

**18.30-19.00 – Book presentation**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași

**The fifth PHSS volume: *Exploring the Digital Turn***

**19.00 – Cocktail**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași

**PROGRAM**  
**Saturday, 19 May 2019**

**8.30-9.00 – Registration and coffee**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași  
S5 Room, Ground Floor, Building A of “Alexandru Ioan Cuza” University of Iași

**9.00-11.00 – Panels (6-7)**

**11.00-12.30 – Plenary Conference**

Faculty of Letters, III. 11 Room, Building A, “Alexandru Ioan Cuza”  
University of Iași

**From Felix Klein’s *Erlangen Program* to Dan Barbilian’s *Secondary Game: The Philological Side***

**Keynote Speaker: Prof. BOGDAN SUCEAVĂ**  
California State University, Fullerton

**12.30-13.00 – Closing Remarks**

Faculty of Letters, III. 11 Room, Building A, “Alexandru Ioan Cuza”  
University of Iași

## PANEL 1

**Chair: ANDREEA MIRONESCU**

**Language: Romanian**

**Friday, 17 May, 10.30-12.00**

The Museum of “Alexandru Ioan Cuza” University of Iași

HORIA COSTIN CHIRIAC (“Alexandru Ioan Cuza” University of Iași): *Retorica în calitate de artă a jocurilor de limbaj: despre caracterul interdisciplinar al retoricii / The rhetoric as an art of language games: on the interdisciplinary character of rhetoric*

BOGDAN DUCA (“Ovidius” University of Constanța): *Între știință politică, teologie și sociologie: Teologia politică și evoluțiile teologiei / Between political science, theology and sociology: political theology and the evolutions of theology*

SILVIU-PETRU GRECU (“Alexandru Ioan Cuza” University of Iași): *Perspective interdisciplinare în științele politice. Cercetări în psihologia politică / Interdisciplinary perspectives in political sciences. Inquires in political psychology*

ANDREEA MIRONESCU (“Alexandru Ioan Cuza” University of Iași): *Premise pentru o istorie a literaturii române din perspectivă transdisciplinară / Premises for a history of Romanian literature from a transdisciplinary perspective*



**Friday, 17 May**  
**12.00-12.45**

**THE MUSEUM OF “ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI**

**GUIDED TOUR**



## PANEL 2

**Chair: ANCA-DIANA BIBIRI**

**Language: Romanian**

**Friday, 17 May, 14.00-16.00**

The Museum of “Alexandru Ioan Cuza” University of Iași

CRISTINA BLEORȚU (University of Zürich): *Proiectul RoSe Blent: un exemplu al revoluției digitale /RoSe Blent project: an example of digital revolution*

ALINA BUZATU (“Ovidius” University of Constanța): *Concepte migratoare: scenarii de integrare sociocognitivă / Migrating concepts: scenarios of socio-cognitive integration*

ALMA-IOANA GAVRIL-URSACHE (MATEIU) (“Alexandru Ioan Cuza” University of Iași): *Geografia lingvistică – Scurt istoric al metodei interdisciplinare / Linguistic geography – a brief history of the interdisciplinary method*

VIOLETA-CRISTINA GREFELIAN (PITIȘCIUC) (“Alexandru Ioan Cuza” University of Iași): *Ancheta pe generații – instrument de lucru în analiza materialului dialectal și sociolingvistic. Teorie și aplicații / A survey on generations – working tool in the analysis of the dialectal and socio-linguistic material. Theory and applications*

MIHAELA MOCANU, ANCA-DIANA BIBIRI (“Alexandru Ioan Cuza” University of Iași): *Sociolingvistica – argumente în favoarea unei abordări interdisciplinare a limbajului / Sociolinguistics – arguments for an interdisciplinary approach of language*

MIHAELA SECRIERU (“Alexandru Ioan Cuza” University of Iași): *Antonimii, sinonimii, expresii și metafore privitoare la liniile corporale umane în limba română. O abordare calitativ-cantitativă / Antonymies, synonymies, expressions and metaphors about human body lines in Romanian language. A qualitative-quantitative approach*

### PANEL 3

**Chair: DORIS MIRONESCU**

**Language: Romanian**

**Friday, 17 May, 14.00-16.00**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași

LAURA-IOANA LEON (“Grigore T. Popa” University of Medicine and Pharmacy): *Despre predarea scrisorii de motivație în cadrul orelor de ESP – o abordare interdisciplinară / An interdisciplinary approach in ESP classes: using movies to teach students how to write a personal statement*

ANA MARIA MANGHER (CHIȚAC) (“Alexandru Ioan Cuza” University of Iași): *Traducerea pliantului de promovare a produselor farmaceutice – o abordare interculturală / Translating drug advertisements across cultures*

NATAȘA MANOLE (“Alexandru Ioan Cuza” University of Iași): *Abordări interdisciplinare în cadrul studiilor de licență și masterat la specializarea Rusă de la Facultatea de Litere din cadrul UAIC Iași / Interdisciplinary approaches in teaching Russian to BA and MA students in the Academy*

ANDREEA-GIORGIANA MARCU (“Alexandru Ioan Cuza” University of Iași): *Informații și interpretări referitoare la primele ecouri ale operei lui Voltaire în cultura românească / Information and interpretations referring to the first echoes of Voltaire’s work in the Romanian culture*

DORIS MIRONESCU (“Alexandru Ioan Cuza” University of Iași): *Sustenabilitate și interdisciplinaritate în studiile literare / Sustainability and interdisciplinarity in literary studies*

**Friday, 17 May**

**16.00-18.00**

C505 Room, Building C, “Alexandru Ioan Cuza” University of Iași

## **Workshop**

### ***The Development of Entrepreneurship in Romania. The Role of Institutional Environment***

**Chair: Dr. VALENTINA DIANA RUSU**

#### **Invited Speakers:**

**Prof. ANGELA ROMAN** (“Alexandru Ioan Cuza” University of Iași”)

**NECULAI VIȚELARU** (Vice-president National Council of Private Small and Medium Enterprises in Romania)

**EUGENIA NICULINA DĂSCĂLESCU** (Regional Administrative Director BRD - Groupe Société Générale, North East Region)

**SORIN COCIȘ** (Regional Expert in European funds, government programs and partnerships BRD - Groupe Société Générale, Northeast Retail Region)

Entrepreneurship plays a major role in the economic development of a country or region and the quality of entrepreneurial activity has a significant impact on economic growth. Among the main pillars identified as supporters of entrepreneurship are: access to finance (facilitating entrepreneurs' access to finance, in particular by developing a different lending model for entrepreneurship by banks, and developing new sources of innovative funding such as crowd- funding and microfinance); entrepreneurial culture (tolerance for risk and failure, preference for self-employment, culture of innovation and research); taxes and regulations (tax incentives, ease of business start-up, business-friendly legislation); education and training (entrepreneurship education in pre-university and university education, training for entrepreneurs, encouraging lifelong learning for entrepreneurs); support in all areas mentioned offered by specialized organizations, such as entrepreneurs' associations and clubs, government agencies, business incubators, groups and business centres. According to studies in the field, access to finance is an area where entrepreneurs face the most difficulties, so improving access to finance is considered to be the most supportive measure of entrepreneurial development.

Through this workshop, we intend to create an interactive seminar in which to work together with the participants to identify the main obstacles that entrepreneurs face when they want to start up a new business or are in the course of their activity, in Romania. We will discuss the characteristics of the entrepreneurial environment in Romania, the number of procedures necessary for the establishment of a new business, the main ways of financing available to start-up entrepreneurs, but also to those older on the market, the role of the institutional environment in stimulating and encouraging potential entrepreneurs. The practical experience of the speakers will bring us face to face with the real situation in the business and institutional environment. Also, the participants in this seminar, being seen as potential entrepreneurs, will present their perceptions of the obstacles they identify in the entrepreneurial environment, as well as the factors that would stimulate them to open a business.

**Organizers:** Institute of Interdisciplinary Research, Social Sciences and Humanities Research Department, “Alexandru Ioan Cuza” University of Iași

**Language:** Romanian

*This workshop was supported by a grant of the “Alexandru Ioan Cuza” University of Iași, within the Research Grants program, Grant UAIC, code GI-UAIC-2017-02, entitled “Increasing the competitiveness of the Romanian economy by improving the quality of entrepreneurship”.*

## PANEL 4

Chair: MARICICA MUNTEANU

Language: Romanian

**Friday, 17 May, 16.15-18.15**

Old Water Tower of “Alexandru Ioan Cuza” University of Iași

OANA ALEXANDRA ALEXA (“Alexandru Ioan Cuza” University of Iași): *Intermedialitatea în adaptările cinematografice: romanele lui Edith Wharton pe marele ecran / Intermediality in film adaptation: Edith Wharton’s novels on screen*

CARMEN COZMA (“Alexandru Ioan Cuza” University of Iași): *Meloeticul, un concept hermeneutic hibrid / Meloethics: a hybrid hermeneutical concept*

CRINA LEON (“Alexandru Ioan Cuza” University of Iași): *Literatura norvegiană și filmul, cu accent pe opere de Henrik Ibsen, Bjørnstjerne Bjørnson și Knut Hamsun / Norwegian literature on film, with a focus on works by Henrik Ibsen, Bjørnstjerne Bjørnson and Knut Hamsun*

PAULA-ANDREEA ONOFREI (“Alexandru Ioan Cuza” University of Iași): *Bill Viola: tehnologie, literatură, artă, spiritualitate / Bill Viola: technology, literature, art, spirituality*

VASILICA PINTILIE (MLEȘNIȚĂ) (“Alexandru Ioan Cuza” University of Iași): *Între un nou canon literar și o entropie pseudo-culturală? O analiză critică a Entropiei lui Thomas Pynchon / Creating a new literary canon or a pseudo-cultural entropy? A critical analysis of Thomas Pynchon’s Entropy*

MARICICA MUNTEANU (“A. Philippide” Institute of Romanian Philology, Iași): *Conversația de cenaclu: o practică a grupării de la Viața românească / The conversation of the cenacle: a practice of Viața românească group*

## PANEL 5

**Chair: CAMELIA GRĂDINARU**

**Language: Romanian**

**Friday, 17 May, 16.15-18.15**

The Museum of “Alexandru Ioan Cuza” University of Iași

IOANA GRANCEA (“Alexandru Ioan Cuza” University of Iași): *Competență cognitivă și comuniune fatică în dezbaterile publice contemporane / Cognitive competence and phatic communion in contemporary public debates*

CAMELIA GRĂDINARU (“Alexandru Ioan Cuza” University of Iași): *Media digitale – între disciplinaritate și interdisciplinaritate / Digital media – between disciplinarity and interdisciplinarity*

IOANA JÎÎIE (“Alexandru Ioan Cuza” University of Iași): *Afectivitatea – la granița dintre psihologie și retorică / Affectivity – at the border between psychology and rhetoric*

DANIEL-RAREȘ OBADĂ (“Alexandru Ioan Cuza” University of Iași): *În flux! Distribuirea știrilor false despre branduri pe rețele sociale: un nou model conceptual / In the flow! Distributing fake news about brands on social networks: a new conceptual model*

IOANA PALADE (“Babeș-Bolyai” University of Cluj-Napoca): *Dimensiunea mitică a limbajului publicitar / The mythical dimension of advertising*

ȘTEFANA PALADE (“Babeș-Bolyai” University of Cluj-Napoca): *Fotografia etnografică ca mijloc de promovare a brandului de țară – studiu de caz pe Bucovina și Maramureș / Ethnographic photography as a means of promoting Romania as a brand – a case study on Bucovina and Maramureș*

**Friday, 17 May**

**18.30-19.00**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași

**BOOK PRESENTATION**

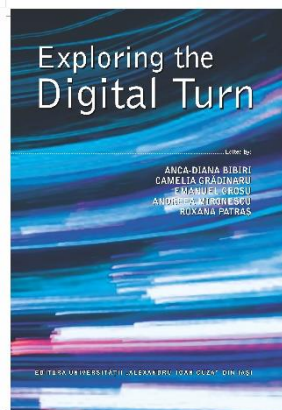
***Exploring the Digital Turn***

ANCA-DIANA BIBIRI, CAMELIA GRĂDINARU, EMANUEL GROSU,  
ANDREEA MIRONESCU, ROXANA PATRAȘ (Eds)  
“Alexandru Ioan Cuza” University Press, Iași, 2019

**Invited Speakers:**

**ADRIAN ACATRINEI (“Alexandru Ioan Cuza” University Press)**

**Dr. ANCA-DIANA BIBIRI**



The *digital turn* shapes the patterns that have been used before for interpreting the world, the models of interaction, and those of individual and collective expression. At the same time, it challenges both sciences and arts to yield new approaches and to move for new hypotheses concerning current situations. In this context, one can notice a higher enthusiasm in exploring the interdisciplinary relationships, hence a growth of interdisciplinary studies and, on account of the people’s increased computer-reliance, a radical questioning of the traditional paradigms. Do the humanities have a digital future? To what extent do the digital methods alter the traditional way of asking questions and researching in humanities and social sciences? How can the culture of democracy, the respect for diversity and mutual understanding be promoted though *social media*? How will technology change the approaches to problems concerning private life, security and conflict mitigation?



## PANEL 6

**Chair: EMANUEL GROSU**

**Language: Romanian**

**Saturday, 18 May, 9.00-11.00**

The Old Water Tower of “Alexandru Ioan Cuza” University of Iași

ANTON ADĂMUȚ (“Alexandru Ioan Cuza” University of Iași): *Despre exactitate, adevăr și grade de adevăr / Accuracy, truth, and degrees of truth*

FLORIN CRÎȘMĂREANU (“Alexandru Ioan Cuza” University of Iași): *Teologie și filosofie în perioada carolingiană. Despre imposibilitatea unei abordări interdisciplinare / Theology and philosophy during the Carolingian age. About the impossibility of an interdisciplinary approach*

EMANUEL GROSU (“Alexandru Ioan Cuza” University of Iași): *De la Aristarh din Samos la teoria epiciclorilor. Un caz de interdisciplinaritate ratată / From Aristarchus of Samos to epicycle theory. A case of missed interdisciplinarity*

CONSTANTIN RĂCHITĂ (“Alexandru Ioan Cuza” University of Iași): *Interdisciplinaritate în practică: folosirea cunoștințelor medicale în formarea ascetismului hieronymian / Interdisciplinarity in practice: the use of medical knowledge in shaping Hieronymian asceticism*

ANDREI CONSTANTIN SĂLĂVĂSTRU (“Alexandru Ioan Cuza” University of Iași): *Interdisciplinaritatea în teoria politică premodernă: drept, teologie și istorie în literatura hughenotă din anii 1570 / Interdisciplinarity in early modern political thought: law, theology and history in the Huguenot literature during the 1570s*

TRAIAN D. STANCIULESCU, SHANTI NILAYA (“Alexandru Ioan Cuza” University of Iași): *O perspectivă transdisciplinară asupra limbajului creativ: semio-bio-fotonica / A transdisciplinary approach to human creative language: semio-bio-photonics*

## PANEL 7

**Chair: VALENTINA DIANA RUSU**

**Language: Romanian**

**Saturday, 18 May, 9.00-11.00**

S5 Room, Ground Floor, Building A of “Alexandru Ioan Cuza” University of Iași

NICOLETA AFLOROAEI (“Alexandru Ioan Cuza” University of Iași): *Prevenirea radicalizării către extremism violent și terorism – o abordare multidisciplinară / Preventing radicalization to violent extremism and terrorism – a multidisciplinary approach*

DANA DAMIAN (“Alexandru Ioan Cuza” University of Iași): *Influența franceză asupra României secolului al XIX-lea. O perspectivă interdisciplinară și interculturală / French Influence on the 19<sup>th</sup> Century Romania. An interdisciplinary and intercultural perspective*

ANGELA ROMAN, VALENTINA DIANA RUSU (“Alexandru Ioan Cuza” University of Iași): *Intențiile antreprenoriale ale studenților: rolul educației antreprenoriale / Entrepreneurial intentions of university students: the role of entrepreneurial education*

VIRGIL STOICA (“Alexandru Ioan Cuza” University of Iași): *Guvernanța electronică: domeniu interdisciplinar sau transdisciplinar? / Electronic Governance: interdisciplinary or multidisciplinary field?*

BOGDAN ȘTEFANACHI (“Alexandru Ioan Cuza” University of Iași): *Relații internaționale (globale) contemporane – dincolo de idealism și realism / Contemporary international (global) relations – beyond idealism and realism*

MIHAELA BRÎNDUȘA TUDOSE (“Gheorghe Asachi” Technical University of Iași): *Repere economice privind comportamentele de consum ale studenților / Economic landmarks concerning the students' consumer behaviours*

**Saturday, 18 May**

**11.00-12.30**

Faculty of Letters, III. 11 Room, Building A, “Alexandru Ioan Cuza”  
University of Iași

**PLENARY CONFERENCE**

**From Felix Klein’s *Erlangen Program* to Dan Barbilian’s  
*Secondary Game*: The Philological Side**

**Keynote Speaker:** Prof. **BOGDAN SUCEAVĂ**  
California State University, Fullerton



**Bogdan SUCEAVA** (b. 1969) has a degree in mathematics (1994) and a M.Sc in geometry (1995) from the University of Bucharest, and a doctorate in mathematics from Michigan State University, East Lansing (2002). He is now a full professor of mathematics at California State University, Fullerton, where

he taught since 2002. He has written articles on mathematics and the history of mathematics, some of which appeared in *Historia Mathematica*, the *Notices of the American Mathematical Society*, the *Mathematical Intelligencer*, among many others; two of historical essays are included in the *Best Writings on Mathematics* anthologies (2016, 2018) published by the Princeton University Press. He is also the author of 17 literary volumes, including *Miruna: A Tale* (Curtea Veche, 2007; Polirom 2016), *The Night When Somebody Died for You* (Polirom, 2010), *Coming from an Off key Time* (Polirom, 2004; 2nd edition, 2010; 3rd edition, 2014), *Avalon. Secrets of Happy Emigrants* (Polirom, 2018).

In 1872, the 23-year old Felix Klein published an important work, known today as the Erlangen Program, with lasting impact on the development of modern mathematics. Pursuing the Erlangen's Program philosophy, a doctoral student of Gaston Darboux, Gheorghe Țițeica, introduced the first concepts of affine differential geometry in a series of papers published in 1907-1908. Furthermore, while running the 'Mathematical Gazette's problem solving competition, Țițeica discovered Dan Barbilian, a young brilliant and original mathematician who later had many substantive contributions in algebraic geometry and metric geometry. In poetry, Barbilian is remembered for his volume titled 'Secondary Game'. In an essay wrote a decade after the 'Secondary Game's publication, Barbilian wrote: "I personally consider myself a representative of the Erlangen Program, that movement of ideas that, from the standpoint of its consequences and the overturn of viewpoints, can be compared with the Discourse on the Method or with the Reform itself. Instead of the narrow specialization or the opaque technicality, which preceded the Erlangen Program, it brought an illuminated eclecticism. It pursues the depth of each theory, without missing from sight the homogeneity and unity of the whole." Starting our inquiry from this standpoint, we investigate the existence of the common roots of 'Secondary Game's poetics and the philosophy of the Erlangen Program. Our conclusion is that the Erlangen Program yielded in the field of Romanian letters a totally unexpected outcome: an aesthetic vision.

**Saturday, 18 May**

**12.30–13.00**

Faculty of Letters, III. 11 Room, Building A, “Alexandru Ioan Cuza”  
University of Iași

## **CLOSING REMARKS**

