

The background of the entire page is a vibrant, abstract painting of numerous hands in various colors (red, orange, yellow, green, blue, white) reaching upwards. The hands are rendered in a stylized, almost folk-art manner, with some appearing to be holding or supporting others. The colors are bright and saturated, creating a sense of diversity and unity.

*The 3rd International Conference of
Cultural Studies*

“Multiculturalism and the Need for
Recognition”

Vişea de Sas, 1-4 November, 2018

**Multiculturalism in the Context of
Contemporary Forms of
Propaganda**

PROGRAMME

Philology and Cultural
Studies Department
North University Centre of
Baia Mare
Technical University of
Cluj-Napoca, Romania

and

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with the theme:

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which is going to take place

in

Vișeu de Sus, Maramureș

1-4 November, 2018

at



Keynote speakers:

Prof. **Ina MOTOI**, Université du Québec en Abitibi-Témiscamingue (UQAT),
Canada

Prof. **Paul CLITEUR**, Leiden University, the Netherlands

Prof. **George ACHIM**, UTCN, North University Centre of Baia Mare

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Andrei Alexandru ACHIM, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Information Warfare and that Oldest of Battlefields, the Human Mind

The advent of social media, the "democratization" of mass-media, and several adjoining factors have brought into the light new (or old-new) concepts such as "fake news", "post-truth", "propaganda" (or the cynical attempt at deconceptualization known as "alternative facts"). These concepts, in turn, brought the content management layer of the information warfare in the forefront of the discussion concerning modern conflicts. This paper intends to clarify some of the guidelines essential to this issue.

George ACHIM, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Radiografia unui concept: discurs, dogma, distopie

Melinda Izabela ACHIM, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Reflectarea produselor farmaceutice între publicitate și propagandă

În spațiul public observăm o pendulare brutală între îmbrățișarea largă a produselor farmaceutice și, în același timp, un contra curent semnificativ ce promovează suspiciunea și aversiunea față de companiile farmaceutice. Există și se vehiculează ideea de BigPhama, ca un concept *bordeline-conspirațional* reprezentând ideea de mari companii farmaceutice. Pe de o parte, în bună măsură piața de advertising este dominată de reclamele la produsele farmaceutice corelată fiind de cantitatea mare de medicamente folosite de populație (supramedicamentația la OTC sau produse naturiste). Pe de altă parte, se observă o intensificare a vocilor care se ridică împotriva științei medicale (antivaccinare, antitransplant etc.). Lucrarea de față pune în discuție aceste tensiuni, aceste atitudini contrare fără a lua partea uneia dintre ele.

Vinita BASANTANI, PhD

M. U. College of Commerce, Affiliated to SavitribaiPhule Pune University, India

Ethnic Anxieties in Multicultural Societies: A Study of Rohinton Mistry's Fiction

Ethnicity and Cultural identity have become the major issues in the multicultural, multi-ethnic and pluralist nations. The dominant culture is reluctant to absorb immigrant cultures. Hence the minority and immigrant literature originates to show the essential anxiety inherent in the minority race. Rohinton Mistry, born in Bombay in 1952, is one of the eminent international postcolonial writers of Parsi origin who is now settled in Canada and writes from there. He is now settled in Canada since 1975 before spending a brief span of twenty three years in Mumbai. Being a part of a minority community in India who migrated to Canada, Mistry offers a unique perspective on the multiple view point involved in the construction of identities. Identity is an important theme in his work which is seen in both personal and national terms. His writing provides tragic perspective on the post-colonial India. Mistry's writings are seen to interrogate 'the national' as a signifier of identity on a number of levels. His 'Canadianness', and the setting of a few stories in 'Tales from FirozshaBaag,' makes him a chronicler of the experience of migration and situate him with the contradictory project of Canadian multiculturalism.

The present research paper centers on the aspect of multiculturalism in Rohinton Mistry's works. The paper predominantly deals with Parsi community and their sufferings and impact of multiculturalism on them while living in the multicultural society in India as well as Canada.

Paul CLITEUR, PhD

Leiden University, the Netherlands

Multiculturalism and Eurocentric Propaganda

This presentation is about the concept of multiculturalism and if and how this can be interpreted as a fruitful basis of European legal culture. On the one hand, the *European Convention of Human Rights and Fundamental Freedoms* guarantees freedom of expression, freedom of religion and other basic freedoms. This facilitates diversity, pluralism and multiculturalism. On the other hand, European legal culture draws a line to diversity in the sense that the freedoms enshrined in the Convention are considered to be non-negotiable. So European culture is not *only* multicultural. It is multiculturalism on the basis of a firm set of non-negotiable values. According to some critical voices this betrays a bias within European culture. The Convention is not open to radical diversity, so critics say. Others go even further: it is "xenophobic". And some people consider the upholding of Western or European values as "eurocentric", if not "racist". Is advocating the core values of human rights treaties some sort of despicable Western propaganda?

Marius Ciprian CUCUIAT, PhD

Western University “Vasile Goldis”, Arad, Baia Mare Branch, Romania

The Garden of the Forking Paths of Propaganda in *The Man in the High Castle*

A particular type of fictional world that has always fired the human mind, enticing and terrifying at the same time, is **alternative history**, sometimes abbreviated as **AH**. The Collins English Dictionary defines alternative history as *a genre of fiction in which the author speculates on how the course of history might have been altered if a particular historical event had had a different outcome*.

One such "what if" scenario, one of the best alternate history works of fiction ever written, is *The Man in the High Castle*, a 1962 novel by Philip K. Dick, which has been serialized in 2015 by Amazon Studios. We will try to discuss the serialized TV adaptation and its attempt at presenting the viewers with a form of multi-layered propagandistic materials. The model of propaganda depicted in the series is unique, because it borrows the *topos* of forking-paths (as created by Borges) and applies it to the process of creating and using propaganda as reflected in the multi-faceted mirrors of several parallel universes.

Ramona DEMARCSEK, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Propaganda and Manipulation in Advertising. A Case Study on Romanian Advertising

Advertising is at its core an instrument of manipulation; it is used by marketers to sell more of a specific good or service, making consumers believe they need that particular good or service. And they do that by addressing our most basic psychological demands. In this paper we are going to take a look at some iconic Romanian advertisements, focusing on the hidden propagandistic message lurking behind the flashing images, the catchy jingles and the overall intention of luring consumers into buying more of something they do not really need.

Daniela DUNCA, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Rhetoric and argumentation in propaganda speech

Propaganda is defined as a discourse of power and action that pursues to cause behaviors, decisions, and imposing values to citizens. The argumentation, inherent to any type of propaganda speech, has in its view the performance of the speaker both through the illocutionary and perlocutionary acts. Beside the utterance per se, the creators of propaganda speech must advance a public posture in order to legitimize their authority, in order to justify their credibility. This is way a “framing” is called through the enactment of the self, moment in which *actio* rhetorical plays a fundamental role. Propaganda, exercising action in the public space by mobilizing opinions, aims to build community identities avoiding or blocking other social, political, cultural or multicultural models. This is possible by vehiculating collective representations based on *doxa* that can be reshaped in order to peruse the stakes aimed. The strategies of propaganda speech are built on *logos* (in argumentation and demonstration), *ethos* (enactment a positive frame to ensure their statements) or *pathos* (foremost in dramatization sequences, appealing on emotions)

Petru DUNCA, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Political Strategies and Propaganda

This study aims to make a radiography on the phenomenon of propaganda as an element of political strategies in Romania after 1989. The key concepts debated are: Change, Reform, and Transition. In Romania a change happened after the fall of communism. Reform became a cliché term and was transformed in the perfect background of the great transformations that will be made at the level of the economy by the destruction of the large industrial complexes built in the previous period. Politically, there is a major confrontation between noncommunist structures and right-wing forces with a large historical burden. During the Iliescu regime appeared the following phenomenon: the protests from the "University Square" and the violent acts that followed here during the intervention of the Romanian miners to stop the street moves. The Constantinescu regime and the Democratic Convention did not strengthen the position of democratic forces. The Băsescu regime developed and strengthened the structures of a so-called "parallel state". The propaganda motto of the former president, Traian Băsescu, was "the fight against the moguls" and "the fight against corruption". In the name of these slogans there was organized a "hunt" of his political opponents. Behind these slogans were hidden the big financial frauds of the ones in power. During the Klaus Iohannis regime, the same line continues, the fight against corruption is still the major topic. The Romanian social-democrat government kneeled to Liviu Dragnea's will led to street moves. In this period, the media becomes the core of propaganda. Televisions, the radio, the internet and so on are grouped and enshrined in the propaganda of political parties. We are talking about the manifestation of the three types of propaganda: black propaganda in which the information is from other sources; gray propaganda where the source is not identified; white propaganda that specifies the source.

Claudiu FARCAȘ, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

The Manifestation of Propaganda in Virtual Social Environments

Virtual social environments are the most accessible "spaces" for expression of propaganda in the context of multiculturalism on one hand, and the rapid expansion of social media, on the other hand. This socio-cultural context appears to be worryingly (not surprisingly, though) fertile to reconfigure propaganda.

Anamaria FĂLĂUȘ, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Underlying Force: the Role of Speech Acts and Intertextuality in Propaganda

Inferring the function of what is said by considering its form and context is an ability which is essential for the creation and reception of coherent discourse, and thus for successful communication. **Speech Act Theory** provides us with a means of probing beneath the surface discourse and establishing the function of what is being said. John Austin called the utterances that performed actions *speech acts* and stressed the fact that their role resided not so much in their 'meaning' but in their 'force', their ability to perform actions. From this point of view, all speech acts have three layers of force: *locutionary force*, or the force of what the words actually mean, *illocutionary force*, or the force of the action the words are intended to perform, and *perlocutionary force*, or the force of the actual effect of the words on listeners. However, speakers often express speech acts indirectly, i.e. the locutionary force of the speech act might be very different from its illocutionary force. Intertextuality, on the other hand, relates some already known ideas (or images) to present day issues in order to awake some memories and make certain connections to events that are likely to have reverberations for the targeted audience. The aim of this paper, under such circumstances, is to analyse some fragments of propagandistic discourse in terms of surface relations of form, and underlying relations of functions and acts, as well as intertextuality in order to exemplify their role in serving ones' purposes.

Mirjam HELDMANN, PhD

University of Leiden, the Netherlands

The Resurgence of Religion

When it comes to multiculturalism in Europe the topic of how to integrate the Muslim minority in Western states is currently much debated. There are great efforts to engage in constructive exchange, though research on the UK by Manea (2016) and Zee (2016) suggest that Muslim minority groups tend to be represented by conservative males and it is rather questionable if they represent the entire group adequately. Whilst there has been very valuable and substantial research on the UK, less is the case when it comes to Germany and its almost 5 million Muslims. In my presentation I want to look at how Islam organises itself in Germany, its status in the country but also especially in what form it represents itself. Do the big rather conservative organisations like Der Zentralrat der Muslime in Deutschland e. V. (ZMD) or the Türkisch-Islamischen Union der Anstalt für Religion (DİTİB) represent Muslims in Germany well and what about more moderate strands? I will focus especially on how Muslim women might be represented or not by looking at the different organisations that represent Muslims in Germany. I will also focus on more moderate Muslims, see if there are more moderate organisations or how they are represented and if at all.

Eniko MAIOR, PhD

Partium Christian University, Oradea

Multicultural immigrants in Gary Shteyngart's *Little Failure*

Gary Shteyngart's last novel which is a memoir deals with young Gary's struggle as an individual of Russian Jewish origins trying to accommodate himself to the American way of life. America with its multicultural and multi ethnic environment puts the immigrant Gary in a very sensitive position. He does not know how to deal with African Americans, shall he avoid them or run away? Shall he befriend Asian colleagues or not? Are Jewish friends more valuable than others? These are the questions that Gary Shteyngart has to answer and find his own voice, identity in this American melting pot. The protagonist of the novel under discussion tries to find his identity which is in continuous change. He tries to figure out in a world filled with cultural, racial and urban conflicts his own identity from the perspective of a former immigrant and as a member of a minority group. The task of my paper is to show whether he succeeds or not.

Iulia MACARIA, PhD student and Iulia SABĂU

Babeş-Bolyai University of Cluj-Napoca

Particularités linguistiques et culturelles communes imprégnées dans le message publicitaire roumain et français

Le but de cette étude est de démontrer le rôle et la contribution importante de la publicité française dans le développement de la publicité roumaine, surtout pendant l'entre-deux-guerres et les éléments communs qu'on peut identifier dans les réclames de la période contemporaine. On sait que la France a eu une influence considérable dans le développement culturel du peuple roumain, surtout pendant l'entre-deux-guerres. On va voir sur un corpus de réclames trouvées dans les archives roumaines et françaises le rôle important de la publicité française dans le progrès de la publicité roumaine. De même, nous voulons observer la manière dont on traduisait les réclames françaises en Roumanie pendant l'entre-deux-guerres, les différences et les similitudes.

Nous avons choisi ces pays pour observer les similitudes et les différences qui existent entre eux, de plusieurs points de vue, comme l'héritage linguistique, les affinités culturelles etc. En plus, nous considérons que notre étude comparative qui vise les deux pays sera pertinente, étant donné les influences françaises directes sur les publicités de Roumanie. Pour la partie linguistique, nous voulons observer les influences françaises directes sur les réclames roumaines dans des périodes bien délimitées, les problèmes et les difficultés qui apparaissent dans la traduction des messages publicitaires. Grâce à la mondialisation, on observe qu'un grand nombre de réclames sont présentes dans beaucoup de pays et que les publicitaires font appel à plusieurs variantes de traduction qui ne sont pas toujours fidèles au message originel.

Liliana MĂRUNȚELU, PhD

Ovidius University – Constanța, Romania

Youth Alienation between Fiction and Utopia in the Communist Regime

In a totalitarian society “the social global engineering”, as applied to a whole country, amplifies the split between the daily social reality and the image created by the political discourse of the representatives of power. The totalitarian system –no matter its political colour – substitutes the real with fiction which is built according to the best rules of the utopia. The crisis of reality by the communist power is perpetuated by some formulae which bring into relief the total confusion between “what-it-is” and “what- they- say- it- is”, thus a real “psychological war” occurred.

One of the sources of alienation in communist society is confusion –with tragic repercussions on human beings- between political fiction and socio-historic reality. In this context, the Romanian youth, as a group with a definite ideology (the communist one) has no specific identity. As long as the Power imposes a narrative identity to a certain collectivity (identity which will never characterize it), through ideology, one may speak of a drastic annihilation of youth's identity (and not only). In the totalitarian communist system it is the ideology that destroys reality so that it may replace it with an image emptied of any content. The theme of the essay is discussed as part of the cultural discourse, in its close interrelation with the significant changes in the wider culture. It draws its substance from and points back

to a variety of sources from such various domains as history, literature, philosophy and social sciences.

Ina MOTOI, PhD and Catinca STAN, PhD

Université du Québec en Abitibi-Témiscamingue (UQAT); Université Laval, Canada

Promotion du multiculturalisme ou propagande?

Horea NAȘCU, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

The Dark Side of Living in a Free World: Lies and More Lies

The wonderful world of culture is, arguably, a mirroring reflection of the world we inhabit physically – the *real* world. As such, culture from both near and far constantly attempts to illustrate all the latest developments, be them social, political, religious, or technological, the world is subjected to. The latter lot in particular seems to have had a major, much-more-than-ever-anticipated, impact on the lives of people. Technology has come to be a most powerful tool which, consequently, has been used to produce an immense amount of good in the past fifteen to twenty-five years whilst at the same time undermining the very essence of the common, decent human being. Who controls technology, if anyone? How does technology turn into a tool for propaganda? What are the consequences of such a shift? How many actually care? How does culture deal with all that? Today's presentation will focus on a few possible answers to the above set of questions.

Adrian OȚOIU, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Feeding Gandhi's Proper Gander: Fictional Regurgitations of India's Politics of Deception

Tejaswini Deepak PATIL DANGE, PhD

Shivaji University, Kolhapur, Maharashtra, India

***The White Tiger* by Arvind Adiga: A Document of Multicultural Social Criticism**

Aravind Adiga is one of the contemporary novelists of India's novel, *The White Tiger* (2008), is his debut novel which won the Man Booker Prize in the same year. It discusses the contrast between rise of India as a modern global economy as a bright side and the dark realities of present India. He presents a picture of India as educationally weak, politically corrupt and poverty ridden country and at the same time, its increase as an economic power. He tears off the masks of religion, caste, loyalty, corruption, poverty, globalization, etc. without sparing anyone. Balram Halwai, the narrator of the novel, confesses his crime as an entrepreneurial act through which he gains the seed money to start his business in one of the most thriving cities in India. He becomes like the rare species of White Tiger that uses the humans as commodities to be produced, used and destroyed under the guise of business success, social mobility, etc. Thus, it becomes contrasting to the argument that entrepreneurship is for the development of the masses. Through the mouthpiece of Balram Halwai, the novel dismantles the concept of entrepreneurship beyond the boundaries of nation.

However, India is known for its tremendous geographical and cultural diversity. And it is a vast country with tremendous magnitude in its social, economic and cultural areas which is difficult to be extracted in one book. So, the paper may present some comparative and contrasting aspects of literary advocacy in cotemporary period.

Stephen I. POGANY, PhD

University of Warwick, United Kingdom

Viktor Orbán and the 'Menace' of Multiculturalism

Since entering public life in the late '80s, Hungary's Prime Minister, Viktor Orbán, has moved steadily to the right. In a notorious speech delivered in Băile Tuşnad, Romania, in July 2014, Orbán rejected liberalism and affirmed his commitment to building "an illiberal state, a non-liberal state" in Hungary. In the campaign preceding recent parliamentary elections, which saw Orbán's Fidesz Party return to power with a two thirds majority, Prime Minister Orbán focused on the 'threat' posed by the Hungarian-born philanthropist and financier, George Soros, whom Orbán accused of promoting mass immigration to Europe from Africa, Asia and the Middle East. According to Hungary's Prime Minister, Soros is intent on subverting Europe's national cultures and Christian heritage. In February 2017, Orbán had declared to an audience in Budapest that "ethnic homogeneity" is essential for economic success and that "too much mixing causes problems."

In my paper, I will analyse the ideological roots of Orbán's pseudo-populist and xenophobic ideology, which represents a challenge to notions of multiculturalism. In particular, I will consider the extent to which Orbán's vilification of Soros relies on classic anti-Semitic tropes

which can be traced back to such counterfeit works as *The Protocols of the Elders of Zion*. Many of the fraudulent claims found in the *Protocols* were subsequently adopted and popularized in Hungary, after World War One, in *An Outlaw's Diary* by Cécile Tormay. Although publication of Tormay's book was prohibited in Communist-era Hungary, it has become hugely popular once more following the collapse of Communism, along with other anti-Semitic 'classics' by such authors as Albert Wass and Dezső Szabó. Multiculturalism, which was the dominant political discourse in much of Western Europe, from the 1960s onwards, is now encountering increasingly tough resistance, particularly in Hungary and in parts of East Central Europe that seek to preserve their cultural and religious homogeneity.

Ioan Beniamin POP, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Propaganda against and Persecution of Religious Minorities in Former Communist Nations

The use of persuasive messages has considerably increased as the modern means of communication have expanded, from printing to the radio, television, telephone, and the Internet. By employing short-circuiting rational thought, propaganda places heavy emphasis on agitating emotions, by exploiting insecurities, by capitalizing on the ambiguity of language, by bending rules of logics so as to affect human thinking and actions sometimes for ages. When all these, however, are followed by taking physical actions against the targeted entities, the consequences are overwhelming, destroying not only individual lives, but whole communities. It is noteworthy to mention that the previous century was plagued by countless instances of persecution directed against small religious groups. The present paper presents and analyses several cases which occurred mostly in the communist countries.

Dan Horațiu POPESCU, PhD

Partium Christian University, Oradea

Two Writers and a Republic the World Forgot

The paper aims at highlighting language and discourse features as employed when discussing one of the long lasting political crisis of the post WWII era, i.e. the ethnical division of the island of Cyprus. It is about the failure the former British authorities experienced when dealing with the clash between the Greek and Turkish communities inhabiting Cyprus, which eventually turned into a bloody charade of thoroughly misunderstanding the Other. The multicultural triad involved will be approached starting with Lawrence Durrell's classical

book, *The Bitter Lemons of Cyprus*, famous for some and infamous for others. We will then resort to the authors' correspondence with his like-minded Philhellene friend, Patrick Leigh Fermor, and to the articles both writers published or were referred to in *The Spectator* in the 1950s and later. We intend to show how that, in spite of their capacity to remain alert and express their sensitivity with regard to a very delicate issue in exquisite pages of prose, their status as British subjects affected, in the long run, their capacity of analysis. Colonialist and post-colonialist notes do strike between the lines of their texts, turning them into a real challenge for the multiculturally aware readers of today.

Catinca Adriana STAN, PhD, Ina MOTOI, PhD et Margot KASZAP, PhD

Université Laval, Canada; Université Laval, Canada; Université du Québec en Abitibi-Témiscamingue (UQAT)

Promotion du nationalisme ou propagande ? Étude de cas sur les programmes scolaires et les manuels d'histoire du Québec et du Canada.

Shaleen Kumar SINGH, PhD

M.J.P. Rohilkhand University, Bareilly, India

Propaganda of Multiculturalism in Indian Writing in English

In a Nation like Bharat which has long been also called as India on account of its ancient civilization of Indus valley, the multicultural setup has gradually been developed and is still in the process of incubation. Due to foreign invasions and later their colonies' establishment in the nation, the intermingling of social, cultural, moral, and spiritual ethos into it already enriched Vedic and Puranic tradition of knowledge has now made Bharat, a nation of multicultural clime and colours. Literature, society and culture of Bharat, all are blessed in such a way that the renowned poet Sir Dr. Iqbal had to say, "*Kuch baat aisi hai ki basti mittee nahi hamari/sadiyon se raba hai dushman daur e jaban hamara*" (roughly translated as "There must be something special that we still exist despite the oppressing forces always working against us'.) Here one has to note that India has witnessed the best of the times and the worst of times in her history of thousands of years. Here multiculturalism and literature are inalienably linked as it is complex as well difficult to seek and find the roots or the fruits of one or the other.

Indian English Literature, an offshoot of Indian Literature actually developed in the post independence era, has inherited a socially, politically, culturally and linguistically a very varied field to grow and develop and resultantly it has been blessed with a peculiar multicultural clime from the very inception. But with a considerable passage of time

Multiculturalism as a term came into currency as its allied terms peaceful coexistence, cultural plurality, principles of democracy, tolerance and human values of truth, love, peace, righteousness and nonviolence are redefined and reinterpreted by the post modern thinkers. In the wake of cultural history of India, where many social and spiritual movements like Bhakti Movement, Dalit Movements, Sufi Movements etc. have already woven the canvass of Indian Literature the Indian English writing, chiefly the writing of post independence era emerged as a lively replica of Multicultural ethos on the Global writing. Earlier the canons of fraternity, nonviolence, peaceful coexistence and universal brotherhood were just bywords inspiring mankind to noble life, and now they are buzzwords of litterateurs and academics. Poets like Nissim Ezekiel, A. K. Ramanujan, Arun Kolatkar, Jayant Mahapatra and novelists like Raja Rao, Salman Rushdie, Khushwant Singh, Arundhati Roy, Amitav Ghosh, Mahasweta Devi, Rohinton Mistry, and Aravind Adiga are contemporary spokesmen of Multiculturalism in Indian Literature.

The paper will attempt to cover major social, political and cultural issues propagandized by these stalwarts in their remarkable writings.

Luminita TODEA, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Digital Propaganda: Technologies Behind Language Evolution

During the last two decades, Romanian lexis has experienced a massive invasion of English loanwords from different areas of human activity: business, entertainment, sport or technology etc. Thus, Romanian vocabulary has gone through a process of substitution as well as expansion by adopting and adapting anglicisms in our general or specialized discourse. The aims of this paper are to examine the overwhelming impact of English as a lingua franca upon people's communicative competences in this modern-day digital world and to discuss certain aspects of language assimilation from the field of technology into contemporary Romanian.

Ligia TOMOIAGA, PhD

Technical University of Cluj-Napoca, North University Centre of Baia Mare, Romania

Stereotyping the Foreigner in the Group as Propaganda of Good Practices in American Sitcoms: *The 70's Show* and *The Big Band Theory*

If propaganda in the movies used to be considered especially a sort of reinforcement of false or biased narratives, sitcoms seem to prefer a reversed propaganda: the foreigner is a kind of 'reflector' of the less glamorous parts of American life styles. In a way, this reversed kind of

narrative, is also propaganda, because even if the character – the foreigner – is still stereotyped, is still refused depth and uniqueness. Nevertheless, sitcoms do not have a purely Marxist-liberal-politically correct kind of obvious propaganda, as other movies tend to these days, but a more subtle type of ‘reversed psychology’ propaganda: the ‘foreigners’ are seen as civilized and intelligent, good friends and good companions. They are never the ‘main-main’ characters, though. They seem childish and shallow, sometimes. They are refused real drama, real problems, and they mime American ways and behaviors. The two sitcoms chosen to illustrate this kind of propaganda are two of the best sitcoms of the past decade, much enjoyed by viewers all over the world.

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