

2017 – Issue no. 1

ABSTRACT
FUNDAMENTAL AND COMPLEMENTARY SCIENCE

Filiz AGAOGLU

Bucharest University of Economic Studie, Romania

INTERNATIONAL MARKETING MIX IN THE TIME OF CRISIS IN EUROPE

Abstract: *The purpose of this research is to gain better understanding of banks' marketing mix in the time of an international financial crisis. The objective of the study is to find out how has Garantibank used the marketing mix to overcome the negative impact of the latest global financial crisis and how and why has the marketing mix of this particular bank changed over the different stages of the latest financial crisis. The changes in particular marketing mix elements will be described. Findings done in the area of each case will be compared. In this way similarities and differences between marketing mix decisions in the two countries will be examined. This will help to find the reasons of those changes in the time of a global financial crisis.*

Key words: *Financial crisis, International marketing mix, Garantibank, Turkey and Romania*

Carmen ALEXANDRACHE

“Dunarea de Jos” University of Galati, Romania

THE ROLE-PLAY AS A METHOD OF EVALUATION OF THE KNOWLEDGE IN THE HISTORY IN THE ACADEMIC EDUCATIONAL SYSTEM

Abstract: *The Role-Play is used as a learning method, but in the history lessons it is not frequently than in the other formal activities. Studying the past and actually realities, students could simulate a situation and learn about it. In this way, they find more details and understand better the scientific contents of the history. This paper proposes to use the Role-Play Method from the evaluating perspective. We have developed a educational research that allowed to apply this method as a method of the alternative / complementary evaluation.*

The results of the research demonstrate that the Role-Play Method is a pleasant method that share the level of student's knowledge and a stimulation method to learn better. Using this method the responsibility of the student for the proposal activity and his individual preparation are increased.

Key words: *history, competences, education, evaluation.*

Camelia ALIBEC, Anca SIRBU

“Mircea cel Batran” Naval Academy, Constanta, Romania, Constanta Maritime University, Constanta, Romania

DO YOU SPEAK ENGLISH? LANGUAGE ANXIETY IN THE SPEAKING SKILL

Abstract: *The literature suggests that the speaking skill is extremely anxiety-provoking in many languages, therefore students are hindered from speaking so very often. There are no doubt psychological factors that hinder students from speaking any foreign language, and these apply to the English language as well. That is why teachers' efforts should be focused on developing students' ability to speak, giving them more opportunities to express themselves by providing speaking activities as many as possible. The speaking skill, one of the four skills when learning a language, is considered a great challenge for all language learners, and arouses much more anxiety than the other skills. The aim of this paper is to bring into discussion the factors that lead to anxiety, and some possible solutions to overcome them.*

Raluca APOSTOL-MATES, Alina BARBU

“Mircea cel Bătrân” Naval Academy/ Constanța, Maritime University/Constanța, Romania

ONLINE RESOURCES TO CREATE NEW LEARNING MEANS-THE CROSSWORDS

Abstract: *The digitalized world we live and work in makes compulsory for us, teachers, to develop the ability to provide new learning materials for our students. We do not have to search deep, the sites that can offer their support in making crosswords are numerous and easy to access. No matter if we choose to use the fill-in crossword to review some vocabulary aspects or to use the straight or quick crossword to make sure the information we transmitted was acquired, solving a crossword is an interactive and fun way of learning. It is our call how we give the definitions, how relevant is the information we base the crossword on, what we want to enhance by solving the crossword.*

Carmen ASTRATINEI

“Mircea cel Batran” Naval Academy, Constanta, Romania

THE SECOND YEAR DECK MARITIME ENGLISH COURSE: E-LEARNING MODE VS THE TRADITIONAL PRINTED VERSION

Abstract: *First, there will be emphasised the importance of Maritime English in the shipping industry in the context of the ever growing number of multinational manned ships. As a result, the demand for Maritime English competences, stipulated by STCW78 and other IMO documents, has become ever greater. Therefore, the MET institutions will have to adjust and harmonise their syllabi in order to obtain the same learning outcome results. The syllabi contents must be endorsed by properly designed courses. This paper proposes to compare the e-learning teaching/learning mode with the traditional face to face class approach focusing on the course outline and content. A description of the course will be provided, then different sections of the units will be illustrated, compared and commented upon. Advantages and drawbacks of the two ME course versions will also be evidenced. Finally, the conclusions will underline the importance of a well structured course material which may greatly facilitate the learners` knowledge acquisition.*

Alina BALAGIU, Marioara PATESAN

“Mircea cel Batran” Naval Academy, Constanta, Romania “Nicolae Balcescu” Land Forces Academy, Sibiu, Romania

WORDS AND SYMBOLS IN ELECTRICAL MARINE TERMINOLOGY TEACHING (A CASE STUDY)

Abstract: *The Case study started from the necessity of teaching the electrical marine terminology as quickly as possible. The electrical and electronic terminology is not very resourceful; the process of teaching it can be sometimes slow and dull and many students lose interest when they still have long to wait until going on voyages, where they are supposed to understand and use the terminology. The case study involved two groups of students studying English electrical terminology. One group was taught using original texts that they were encouraged to read and translate, do vocabulary tasks or exercises in order to understand and learn the vocabulary. The other group was taught using the visual prompts, mainly symbols of the electrical objects and systems that can be found on board ships. The differences in terminology acquisition between the two groups and the students` reactions towards the two methods of teaching are presented in this case study.*

Mariana BOERU, Laura D. CIZER, Delia LUNGU

“Mircea cel Batran” Naval Academy, Constanta, Romania,

ACQUIRING PROFICIENCY IN USING NAVAL ENGLISH TERMINOLOGY: STRATEGIZING THE PROCESS OF TEACHING AND LEARNING ESP VOCABULARY FOR THE NAVAL ACADEMY MILITARY STUDENTS

Abstract: *The present paper reports on the findings of the research project entitled “Contextualizing Naval Lexical Content: A Research into the Ways and Means of Facilitating the Acquisition of Specialized Terminology by Naval Students”, conducted at “Mircea cel Batran” Naval Academy, Constanta, between 2015 and 2016. The project aimed at identifying a series of efficient teaching strategies, means and materials which could be proven through piloting to enhance our naval students` retention, internalization and generative use of specialized vocabulary in work-related communication. The main phases of the research project included designing a set of surveying instruments in order to explore the present teaching and learning situation with its strengths, weaknesses and needs, followed by the production and piloting of a collection of teaching materials and finally the interpretation of the teacher and student feedback data in view to future material design. The research hypothesis was that the process of acquiring specialized vocabulary and developing general communicative competences might be optimized through an explicit and deliberate connection made between the lexical content and the assigned learning tasks, on the one hand, and the linguistic requirements of the occupational context, on the other. The underlying research assumption on which this project was based was that any ESP course needs to reflect the learners` profile and linguistic needs as much as possible. The more these needs are met and reflected in the choice of materials and procedures, the more successful the teaching and learning process is. In addition, it was anticipated and verified in the piloting stage, that the more aware of explicit learning strategies the learners were, the more efficient they were in their leaning efforts.*

Aura BOTA, Silvia TEODORESCU

National University of Physical Education and Sports, Bucharest, Romania

MULTISENSORY LEARNING IN MOTOR ACTIVITIES

Abstract: *The topics of motor learning has incorporated in the last years information emerging from neuroscience area, explaining the mechanisms wherein human brain evolves, learns and operates. Even at early stages, in perceptual processing, areas that have been considered as sensory-specific are now viewed as responsible for multisensory modulation, activations and connectivity.*

Multisensory learning expresses a process of behavioral change, possibly by internalization and integration of sensory stimuli that lead to the formation of perceptions and perceptual-motor responses. Whether it is about expression sports or sports in which the subject competes only against space and time, sensory pathways are essential to know and understand the external conditions or the athlete's body condition at a given moment. This sensory information, known as feedback in the specialized language, is directly related to the movements performed, having as a substrate the athlete's sensations and perceptions. We think that the issue of multisensory stimulation represents an area insufficiently explored by the specialists in motor activities, but providing the opportunity to maximize the individual's behavior by using different learning styles.

Olivia CHIROBOCEA

Faculty of Letters, "Ovidius" University of Constanta, Constanta, Romania

THE GOOD AND THE BAD OF THE CORPUS-BASED APPROACH (OR DATA-DRIVEN LEARNING) TO ESP TEACHING

Abstract: *This paper tackles a didactic method with a rising popularity among those involved, especially in English for Specific Purposes teaching. First proposed to the world in the 1980s by Tim Johns, it gained even more notoriety with its inventor's death in the late 2000s, a notoriety also helped by the technological advancement that would considerably ease the application of this method. With its specific terminology which includes terms such as corpus / corpora, data-driven, computer-assisted or concordance / concordancer, the data-driven learning or corpus-based approach to teaching a foreign language is especially useful to ESP teachers, the various activity domains of their learners making this method all the more useful, as corpora has specific importance in this field. Although heavily discussed and promoted, the method is still largely either misapplied or misunderstood by teachers and, apart from its obvious advantages, it has some important disadvantages which make it harder to use. This paper will present some of these issues in an attempt to make the method more familiar and applicable to the ESP teaching field. It will also emphasize some of the issues this problem may have in its application in Romanian contexts.*

Carmen Luminita COJOCARU

"Mircea cel Batran" Naval Academy, Constanta, Romania

EVALUATION OF STUDENT'S PROFESSIONAL PERFORMANCE BASED ON THEIR SPECIALIZATION SKILLS – A CASE STUDY

Abstract: *The present study aims to analyze the significant differences in the level of professional and transversal competences based on students' self-perception, on peer-reviewing and on the evaluation made by an expert teacher specialized in Navigation, Maritime and River Transport. A number of questionnaires on professional and transversal competences specific to the specialization Navigation, Maritime and River Transport, was administered to a number of 119 students (N=119 students). This provided us with a database for our case study, which is part of a larger project, called "Facilitating the insertion into the labor market of the future navy graduates."*

As a result of processing, analysis and interpretation of data and statistical inference, by analysis of variance, we have found the existence of an effect on the analyzed competence, dependent on the type of evaluation. Measuring the effect caused by the variable "type of assessment" (self-evaluation, peer evaluation, expert teacher evaluation) on the „investigated dimension" (professional and transversal competency), expresses significant variations only in the expert assessments, while between self-assessment and peer review assessment there are no significant differences, statistically speaking.

Within this context, we intend to psychologically explore the dynamics of this type of perception of competences in the specialization field. This will lead to forming and strengthening of students' professional identity and vocational route.

Vlad-Mihai COTENESCU, Sergiu EFTIMIE

Military Technical Academy Bucharest, Romania

INSIDER THREAT DETECTION AND MITIGATION TECHNIQUES

Abstract: *Most of the organizations these days are focusing on building their security program in order to stop malicious outsiders from affecting the confidentiality, integrity and availability of data. In this process, organizations are investing large sums of money and a lot of man hours. Although security controls like antivirus, proxies, firewalls, etc. are efficient to stop most of the attacks carried out by external perpetrators, they can be rendered useless when an attack is carried out by a trusted internal resource. The threat that insiders pose to businesses, institutions and governmental organizations continues to be of great concern. Recent industry surveys and academic literature provide great evidence that shows the significance and the impact that this threat can pose.*

This paper will discuss the main factors that can help an organization to improve its security to protect against internal attacks.

Daniela CRĂCIUN

Ovidius University of Constanta, Romania

INISMO: A NEW VISUAL AVANT-GARDE

Abstract: *Inismo is a new international artistic movement, defined as ‘avant-garde’. The link between Inismo and the avant-garde adventure at the beginning of the 20th century is obvious and not limited to the name of the movement, to its manifests. The work domain of Inist artists knows no limits or barriers; art is not categorised in genres anymore but contains operational domains: video in poetry, sound poetry, painting, sculpture, and literature with multimedia influences. One of the declared objectives of Inismo is that of creating art which would not know the issue of the invariably debatable translation, linguistic barriers, or the passing of time.*

Iuliana Elena DUMITRESCU, Ion MARIN

University of Bucharest, Bucharest, Romania

THE SPECIFIC CHARACTER OF THE HYDROGRAPHIC BASINS OF VALCEA SUBCARPATHIANS

Abstract: *The natural, renewable, vulnerable and limited source is represented by water which is an indispensable element for man and for the society, but also the determining factor in maintaining the ecological balance, so it must be protected, treated and guarded accordingly. The waters are part of the state public domain. The preservation, protection and improvement of the aquatic environment, in accordance with the conditions of a sustainable use of water resources are based on the principles of precaution, prevention, to avoid damage at source and the polluter-pays principle. The water resources within the territory of Valcea county are made up of resources of surface water and resources of underground water. All of these provide both the water supply for the population and the industrial and agricultural needs*

Iuliana Elena DUMITRESCU, Ion MARIN

University of Bucharest, Bucharest, Romania

ANTHROPIC PRESSURE ON THE ENVIRONMENT AND ITS CONSEQUENCES IN VALCEA SUB-CARPATHIANS

Abstract: *Anthropogenic impact on the environment has generated over time a wide range of effects some of which are irreversible. Aggregated and diversified over time, these effects led to major changes in the balance of environmental natural components. Thus, deforestation, irrational grazing, exploitation of underground resources are the main reasons that determined the expansion of fragile geo systems ,biodiversity loss ,changes in the hydrological regime, top climate diversity, intensification of current geomorphological processes. There are many major causes of environmental degradation, acting separately or in a continuous interdependence with human activity. The natural environment must be preserved and protected in a conscious way, to avoid disparities and its effects on human health.*

Laurentiu Alexandru DUMITRU

Military Technical Academy, Bucharest, Romania

CENTRALIZING APPLICATION CRASH INFORMATION IN SDLC

Abstract: *During the testing phase in the Software Development Lifecycle of software applications, implemented safeguards may not catch and treat all possible errors due to various deployment scenarios. When a crash occurs on a client's computer it is more difficult to identify the cause without a proper automated crash reporting framework. Modern operating systems have built-in mechanisms for error reporting but there are also third party cross-platform libraries. With the help of such tools and a centralization system it is possible to implement an efficient problem analysis procedure, when the software runs on a client's computer.*

Sergiu EFTIMIE, Vlad-Mihai COTENESCU

Military Technical Academy, Bucharest, Romania

FUTURE DIRECTIONS IN CLOUD COMPUTING ENCRYPTION TECHNOLOGIES

Abstract: *From searchable to fully homomorphic encryption, this paper aims to provide an overview on the current and future developments in cloud encryption technologies. Advances in computation on encrypted data have led to new commercial services and there is an active ongoing research to further improve these new encryption techniques, while changing the industry.*

Eduard Eusebiu EMANDII, Claudiu ARAMĂ

Naval Academy "Mircea cel Bătrân", Romania, Romanian Air Force, Romania

BIOMETRIC SYSTEMS SECURITY

Abstract: *Biometrics will play a major role in different industries, from medicine, science, robotics, defence and many areas of enterprise business. Promoting the use of biometrics for security today is a measure to minimize actions on identity theft. A phone number and address are enough to begin the process of identity theft. It is a predominant concern for many companies and individuals, particularly given the rapid growth in Internet use for business. Implementing a robust security technologies involves advanced authentication, and biometric systems fall into this category. They are used to recognize individuals and regulate access to information, services, physical spaces and many other rights and benefits. Although lately, there is an increase of their use, there are still questions about their usability, effectiveness, social impact and effects on privacy. Like any new technology, even if it offers extra security, it presents some issues by confronting with a series of vulnerabilities which can affect the implementation of an acceptable security level.*

Claudiu ARAMĂ, Eduard Eusebiu EMANDII

Romanian Air Force, Romania, Naval Academy "Mircea cel Bătrân", Romania

CRYPTOLOGY AND INFORMATION SECURITY

Abstract: *Cryptography has emerged as a security guarantee, because the risk of security, like any other risks otherwise need to be covered. When the object is manipulated information only, cryptography is one of the few guarantees demonstrable. So its role is to provide security guarantees to the risks of information.*

In an era where information is essential, its security has become a primary concern. This is because the information is worthless as long as its security attributes are not insured. In high, security means protection against a potential threats and threats in relation to information can range from simple alteration to its inadvertent access by unauthorized persons or destroy them .

Security is not a product that can be bought to ensure total protection. Security is an accumulation of points for updates constantly, whether we're talking about software or human component. At the same time safety culture will always play the leading role.

It should be understood that cryptography is an essential piece in security but not the only one.

Virgil ENE-VOICULESCU, Carmen ENE-VOICULESCU, Alexandru ABRAMIUC

Naval Academy, Constanta, Romania, "Ovidius" University, Constanta, Romania, UNEFS Bucharest, Romania

CURRENT SELECTION PROCEDURES IN THE NAVAL PENTATHLON

Abstract: *This paper presents the concepts of selection in sport for the lot of national naval pentathlon. Its necessary application in practice the following criteria: medical and biological, somatic-physiological, biochemical, motive and psychological. The selection at the lot of national naval pentathlon is carried out at*

athletes with the ages between 20 -25 years and with a certain specialization (athletics, swimming and shooting).

Cristina GELAN

"Ovidius" University, Constanta, Romania

RHETORICAL TOPOS IN THE OVID'S EPISTLES FROM EXILE: TRISTIA - BOOK II

Abstract: *This paper aims to achieve an analysis of the elegiac discourse that the poet Publius Ovisius Naso performs masterfully in the second book of the Tristia, which he writes during his exile in Tomis. The purpose of this paper is to highlight the position and attitude of the poet on his exile which he was convicted by imperial edict. The analysis that we propose is based on two approaches to research the discourse, namely: discursive resources, on the one hand and discursive practices, on the other. In terms of discursive resources the analysis highlights the interpretative repertoires used by the poet to presenting his defense in relation to his condition, namely exiled by relegatio. An important role in this regard lies with symbolic resources which the poet uses the most. On the other hand, the analysis of discursive practices is based on the way of organization of discourse and on rhetorical of language which the poet uses masterfully and which reveals his rhetorical talent.*

Cristina GELAN

"Ovidius" University, Constanta, Romania

CULTURAL OMNIVORISM AND UNIVORISM. AXIOLOGICAL LANDMARKS FOR A CULTURAL SOCIOLOGY

Abstract: *This paper aims to examine the concepts of cultural omnivorism and cultural univorism in the context of understanding the idea of "cultural mobility" determined by current socio-political phenomena. Considering that the current cultural consumption is already ostensibly reported to the concept of diversity, this mechanism determines certain power relations that legitimate the cultural values. The eclecticism and cultural cosmopolitanism fulfill an important role regarding this legitimacy. In this context, the problem facing the consumer of culture is that of determining a pattern of overall consumption, which represents a satisfactory way towards its goals of life and to his concerns and to legitimize his own practice, whether it undermine or no other social practices. We are thus witnessing to the birth of a symbolic field that functions as a cultural ecosystem. In this interpretation, the present study aims to identify the characteristics of cultural ecosystem and practices of cultural legitimacy in order to understand the mechanism of legitimacy of the cultural patterns.*

Irina-Stefania GHEORGHE (ALBU)

"Ovidius" University, Constanta, Romania

THE ROLE OF MARITIME ENGLISH IN THE CURRENT GEO-POLITICAL CONTEXT

Abstract: *For the present article, I propose to analyse some of the implications of the 2010 Manila Amendments to the STCW Convention and Code, as well as their application and enforcement, and comment upon the changes made, while focusing on how these changes affect the average Romanian seafarer. Furthermore, due to the ever-changing Geo-Political context, especially considering Brexit and the United States' policies regarding immigration, as well as China's growing influence on the Asian markets, in the wake of President Trump's refusal to sign the Trans-Pacific Partnership, many industries have had to rethink their businesses and shipping may soon follow. Even though the role of the English language in the shipping industry does not seem to change for the moment, it is worth to take a moment to analyse the impact of these changes, in a world where English is not the official language of any of the countries of the European Union.*

Diana Victoria GIDU, Antoanela OLTEAN

"OVIDIUS" University of Constanta, Romania

BODY POSITIONS, PROCEDURES AND PRINCIPLES IN TRX TRAINING – THEORETICAL CONSIDERATIONS

Abstract: Problem statement: *We intend to make a short review about some theoretical considerations in TRX training. The aim of the research:* *The aim of this paper is to realize a brief theoretical description on the body's position, procedures and principles in TRX training.*

So, the goal of TRX training is also to develop the muscle strength and neuromuscular control, so that the purpose be represented by a better control and a more effective protection throughout the body during daily requests. The objective of introducing TRX exercises in the training is to provide a progressive muscle strain in the whole body to determine changes in neuromuscular system of trainees, to lead to the removal of shortcomings/limits caused by injury.

Elena GOGU, Andrei PREDĂ, Ionela ȚICU

”Gheorghe Duca” High School, Constanta, Constanta Maritime University, Romania

MID SEMESTER ASSESSMENT OF STUDENT’S KNOWLEDGE – AN EXAMPLE RELATED TO THERMODYNAMICS

Abstract: *This paper deals with the issue of how it is treated the partial assessment of part time students enrolled in Faculty of Naval Electromechanics, in Constanta maritime University, related with the discipline Thermodynamics 1. This discipline is in the curricula of future marine engineers, in their second year of study, the second semester. This form of verification is planned in the seventh week of the semester and represent 20% of the final grade of the student. The partial assessment of this type of students is compulsory. Students are informed about the examination date, the number of lessons to be evaluated and the percentage of the partial assessment from the final grade, since the beginning of the semester, through timetable discipline. In this paper it is discussed the mid semester assessment for the above mentioned discipline and the conclusions of lecturers, after their evaluation.*

Greta Velikova KOLEVA, Irina Atanasova HRISTOVA

Ruse University “Angel Kanchev” in Ruse, Bulgaria

MODELS OF INTERVENTION, WHICH ARE APPLIED BY THE NURSE AND AIMED AT CHANGING THE BEHAVIOR OF HYPERTENSIVES-REVIEW

Abstract: *The so-called motivation interviewing is the systematic directing of the patient toward motivation for change. This interviewing includes advices and achieving a feedback, which is aimed at changing the gaps in the patients’ unhealthy behavior in a way, that the motivation could improve and change. The modification of lifestyle is an important aspect of the blood pressure control, and serves as a keystone of global managing of many atherosclerotic risk factors. Patients must be informed with a clear rationale of the necessity of special treatment, which responds to their own model of disease. The nurses’ effectiveness in the initial hypertension management is very well documented in literature. According to the directions given by the nurse, concerning the managing of hypertension, in appropriately selected individuals, some interventions in lifestyle, have the potential to reduce blood pressure rates, to the equivalence of half to one full standard dose of anti-hypertensive medicament.*

Rares MANIU

Military Technical Academy, Bucharest, Romania

THE INFLUENCE OF ENVIRONMENTAL CONDITIONS OVER ADAPTIVE CROSSOVER BASED ON THE DISTRIBUTION OF CHROMOSOMES IN SEARCH SPACE

Abstract: *The adaptability of genetic algorithms is given by adjustment of capacity of their genetic operators by controlling their operating parameters. Optimal control of these parameters is a challenge to evolutionary computation. The aim is both to increase the performance and to obtain an evolutionary algorithm that does not require data provided by the operator and operation specific for each problem. The present paper is a study of the influence of environmental conditions (different types of graphs to the problem of finding the shortest path) over adaptive crossover based on the distribution of population of chromosomes in search space. We will demonstrate that a direct dependent parameter from position of chromosome in search space, in combination with direct dependent parameter from fitness values, ensure a degree of adaptability of crossover operator compared with adaptive genetic operator who takes into consideration only the value of fitness function.*

Mariana MEZEI, Silvia TEODORESCU, Aura BOTA

Politehnica University of Bucharest, Romania, National University of Physical Education and Sports, Bucharest, Romania

STUDY ON THE ANALYSIS AND APPLICATION OF INFORMATION OBTAINED THROUGH COMPUTERIZED TECHNOLOGY FOR CORRECTING TYPICAL FAULTS IN THE EXECUTION OF ELEMENT C.105 2/1 Air Turn

Abstract: *In modern training, there is an increased use of computerized workouts based on devices able to capture precise information about the biomechanical parameters of motion or various physiological indicators, in order to shorten the training time and allow a more rigorous control of the variables related to technical execution. Thus, it is implemented an instrumentalization of sports training, which reduces the weight of empirical work in favor of a highly scientific one. Technological transfer to the field of performance sports often creates the difference between top athletes and other competitors.*

Computerized training ensures augmentative feedback by providing accurate information (that sometimes is overlooked by the coach) with a prescriptive character, meaning that the athlete knows exactly what to correct at the next repetition. This type of feedback provided by the Xsens Mtw equipment meets some features of the technical elements specific to aerobic gymnastics: the element allows the gymnast to discover relevant sensory information (given that the fast pace of execution or mental tension makes this process difficult); the element is sufficiently complex to require additional information for a top-level execution.

Michael A.WESTLUND, Edward MCALVANAH

Higher Colleges of Technology, Abu Dhabi, United Arab Emirates

ARE WORLD EXPOS WORTH HOSTING?

Abstract: *The focus of this paper is to measure the costs vs. benefits of hosting World Expositions, and the factors behind the failures and successes of the last five events. The main reason for hosting the event changes from nation to nation, but generally fits into the categories of revenue generation, nation branding and permanent improvements in infrastructure. By focusing on the goals and stated purpose of the Expos, we attempt to measure results and costs against the meeting of the stated or implied goals. In our research, we determined that most events fall short of the hoped for results. Reviewing the environment, situations and general conditions of the successes and failures of the last five events can provide a framework to assess future viability for a potential host nation in the decision making process.*

Lavinia NADRAG, Alina BUZARNA-TIHENEA (GALBEAZA)

Ovidius University of Constanta, Romania

A PSYCHOLINGUISTIC APPROACH TO COMMUNICATION IN ESP CONTEXT-BASED LEARNING.

CASE STUDY

Abstract: *Communication is universal to all human beings and represents a central element to our lives, regulating and shaping human behavior. Communication is an integral part of human life and it includes activities such as talking to each other, disseminating and exchanging information and feedback. In other words, society cannot survive without communication. When communicating, people generate meaning through the exchange of verbal and nonverbal messages in specific contexts. This paper highlights the importance of the psycholinguistic approach to communication in English for Specific Purposes (ESP) context-based learning (the maritime field), taking into consideration the fact that, by the very nature of their job, when communicating, seafarers must be concerned with the decisions they make, the orders they give and the provisions of international maritime law and regulations. For this reason, they are constantly in an international context, even when sailing in territorial waters. This context influences their motivation and their English learning methods, especially since the messages (most often standardized and vital) transmitted in the maritime field must be clear, accurate, concise, unequivocal and fast.*

Stefania Loredana NITA, Marius Iulian MIHAILESCU

Integrated Systems Department, Institute for Computers, Bucharest, Romania, RLC, Miami, Florida

IMPORTANCE OF BIG DATA IN MARITIME TRANSPORT

Abstract: *As the technology grows fast, big data have become a major topic nowadays. It is interesting due to its nature, namely different types of data combined into one entity, but also because of the opportunities that it brings. Knowledge means power, so a good analysis and mining over huge amounts of data could bring many benefits and decisions could be made based on real time predictions. Maritime transport represents an important part of our lives, and it could be improved integrating big data, because all data is collected and then analyzed, and would help to avoid power failures of different components, based on prediction and different environmental data could be obtained in real time, based on analysis of past data. In this paper we will present the major trends in big data and we will analyze how it could be integrated in maritime transport.*

Violeta N. OPRİȘ, Madalina E. OPRİȘ

Military Technical Academy, Bucharest, Romania, The Bucharest University of Economic Studies,
Bucharest, Romania

THE EXPERT SYSTEM DEVELOPMENT TECHNOLOGIES IN CLOUD

Abstract: *The technologies used for an expert system development have an essential role and take the architecture to the next level of innovation. These innovations provide essential assistance to save energy, resources and also to secure the required infrastructure. The paper concentrates on the innovative technologies used for building an expert system. An expert system also comprises an Interface within users interact and an Interface Engine that performs knowledge reasoning. The proposed architecture interconnects multiple programming languages, hardware and software components to build the system.*

Lelia Letiția POPESCU, Andrei PREDA, Ionela ȚICU

Faculty of Installations for Buildings, Bucharest, Constanta Maritime University, Romania

THE USE OF THE E-LEARNING PLATFORM IN THE ASSESSMENT OF STUDENT KNOWLEDGE IN CMU

Abstract: *Marine Refrigeration Plant is a discipline included in the curricula of students enrolled in Constanta Maritime University, willing to be trained as future marine engineers. In this paper we focus on the mid semester assessment of the knowledge gained by our part time students till a deadline, which is announced at the beginning of the semester, by the lecturer, through the so named Schedule of the Discipline, available on the e- learning platform. For the mentioned discipline, the compulsory mid semester assessment consists in an assignment dealing with ejection and absorption refrigeration plants. The assignment is evaluated by the lecturer through the e-learning platform which is a tool of realizing of communication and knowledge assessment, in the most effective way.*

Elena-Grația ROBE-VOINEA

Naval Academy “Mircea cel Batran”, Constanta, Romania

THE DEVELOPMENT OF A SOFTWARE FOR CALCULATION OF LAYDAYS, DEMMURAGE AND DESPATCH

Abstract: *A software product development involves stages such as: analysis, design, writing, testing, debugging and maintenance. Although they are considered separate steps, there is a strong interdependent relationship among them, the ultimate goal being to obtain an efficient software solution that can evolve over time. In accordance with this, a personal challenge was to develop a software in an academic scope with a friendly-use interface which can easily substitute the classical method calculation of lay-days, demmuration and despach for a ship which can load or unload cargo, helpful for both teachers and students. The main objective was to emphasize in more detail through the stages aforementioned the embodiment of the software EaSyCalc V.0.1. , developed entirely in the Matlab software environment.*

Marius ROGOBETE, Ciprian RĂCUCIU

Alstom Alliance, Bucharest, Romania, Universitatea Titu Maiorescu, Bucharest, Romania

AN AUTOMATIC METHOD FOR DIGITIZING BATHYMETRIC MAPS

Abstract: *Automatic digitizing of bathymetric maps can be of great interest when archive provides these materials in printed or any other analogic format. As an extension of limit detection method for visual watermarks, it makes correct classification for the pixels of interest from the scanned image of the map. This means to identify (interactive) the watermarking limit of the object (in this case isobaths) and to save relative coordinates of sampling points in output file. The numerical values recorded in the output file represent the coordinates of each point and the depth value attached at isobaths. This data can then be used in any system that needs digital bathymetric information. The comparison between the image of the bathymetric map rebuilt from digitized data and the original image map demonstrates that they are virtually identical.*

Corina SANDIUC

“Mircea cel Batran” Naval Academy, Constanta, Romania

PSYCHO – ENTRE ANGOISSE ET PLAISIR

Abstract: *Dans cet article, nous examinerons Psycho, un thriller d'un suspense farouche qui a été à la fois très populaire et très bien reçu par les critiques. Dans ce film le plaisir dramatique mène le spectateur à établir des liens spectatoriels avec un tueur de telle manière qu'il se trouve la victime d'une identification peu confortable avec celui-ci, identification qui soulève des questions sur le mal en chacun de nous, mais qui*

permet aussi une maîtrise partielle de nos craintes de ce mal par la libération cathartique. Psycho est l'expression d'une oeuvre qui défie les règles et perturbe le spectateur. L'étrange mélange d'enthousiasme et de plaisir au public, d'une part, et de le perturber et le troubler, d'autre part (parfois dans le même cadre) a offert à Hitchcock un statut presque unique de cinéaste qui a toujours été rentable et qui est également considéré comme un génie et un innovateur sans égal. Pour obtenir la meilleure canalisation de l'émotion et les meilleures réactions du public lors du spectacle, Hitchcock utilise les ressources de son imagination qu'il met au service de la mise en scène et du montage. Ainsi le plaisir est acquis à travers les fortes émotions véhiculées par le médium cinématographique, l'identification avec les personnages, la structure du film, c'est-à-dire le montage des scènes, et l'intrigue taquine.

Corina SANDIUC

“Mircea cel Batran” Naval Academy, Constanta, Romania

NEOCLASSICAL WORD FORMATION IN THE ROMANIAN MARITIME VOCABULARY

Abstract: *The process of neoclassical word formation is extremely productive in the formation of the international scientific and technical terminology. Currently, we can detect a wide variety of neoclassical word formation elements, also called suffixoids and prefixoids, in the structure of the Romanian maritime terms. Prefixoids and suffixoids differ from the ordinary prefixes and suffixes in the fact that they have a high degree of lexical and semantic autonomy, given by the fact that they originate from themes, which in the language of origin (Hellenic or Latin), had a meaning of their own, being nominal, pronominal or verbal themes. Prefixoids and suffixoids enrich the meaning of the concept, to which they emphasize the degree of accuracy. Some of these elements have known an increasing productivity as we approach the current period. This is eloquently proven by the fact that we find them attached to inherited root words (e.g. supraviețuire, suprafață, supraveghea) or to words borrowed from the neighbouring languages, many of them attached to a base of French origin (e.g. suprastructură, supraimersiune). Thus, the predilection for this word formation process is obvious in the Romanian maritime terminology, however the significant number of the terms formed this way does not come as a surprise if we consider the fact that that we are dealing with a booming international language.*

Anca SIRBU, Camelia ALIBEC

Constanta Maritime University, Constanta, “Mircea cel Batran” Naval Academy, Constanta, Romania

EFFECTIVE PROFESSIONAL COMMUNICATION IN ENGINEERING

Abstract: *The economic, social, technical and scientific progress of our world set up the prerequisites for the globalization of English over the past century. English is used as a communication tool in various situations. Together with other branches of English for Specialized Purposes, English for engineering is part of the language used in international communication. The purpose of communication on a technical and scientific level is to convey information and to motivate professionals to attend to specific work tasks. EST (English for Science and Technology) describes objects and processes in technical areas of science and engineering. In consequence of globalization, EST teaching in Engineering and Science education has become mandatory and is given equal significance along with other basic and applied sciences. Given the demand for qualified engineers we need to consider the global economic context where said engineers have a pivotal role in conveying specialized information as accurately as possible. Enhancing one's vocabulary is one of the most important ingredients of effective professional communication.*

Alina BUZARNA-TIHENEA (GALBEAZA), Lavinia NADRAG

Ovidius University of Constanta, Romania,

THE ROLE OF COMMUNICATION IN THE STUDENT-CENTERED CLASSROOM

Abstract: *Communication plays a vital role in human daily life, being mainly defined as a two-way process or as a system whereby messages are sent and feedback is received. No human being can live without communication with other people such as family, friends or colleagues. The speech was invented in order to make communication more efficient and it represents a significant tool in all social activities and professions such as lawyers, teachers, sailors, journalists and so on. Thus, communication, by its social nature, engages people in sharing their knowledge and experience. This paper presents the results of our research conducted in order to emphasize the role of communication in the ESP (English for Specific Purposes) student-centered classroom. When organizing and conducting ESP classes, the teacher obtains better results if s/he applies student-centered methods. For this purpose, s/he should take into consideration elements such as the students' training level and main field of study, the types of exercises that could rise their interest (including working in groups and in pairs), the oral expression of scientific and technical*

symbols, the verbalization of graphics, the interpretation of schemes, the systematization of the vocabulary items according to the principles of logic order, the definition and interpretation processes and operations, finding the meaning of words in context, etc. Moreover, the teacher should also take into account the students' individual variables (i.e. their individual special skills, such as "a good ear", "power of imitation," "superior verbal memory", previous linguistic experience, learning pace and style, motivation, desire to be praised and encouraged).

Dana Carmen ZECHIA

“Mircea cel Batran” Naval Academy, Constanta, Romania

PROFESSIONAL COMMUNICATION SKILLS AND ESP TEACHING IN THE DIGITAL WORLD

Abstract: *For a long period of time, ESP teaching process has been only dealing with teaching specialized and professional terminology and understanding texts whereas nowadays the digital age has transformed the resources and the sources of information into an accessible tool opening new perspectives. Nonetheless, today's globalized professional climate asks for its members to also master important communicative skills that strengthen their specialist abilities whether they are to fulfill their tasks productively and secure their way to accomplishment. Albeit the probable need for competent proficiency in communication, there looks to be deficient available research producing an exact discerning of the rules of teaching experienced communication to college scholars as a segment of the ESP curriculum. The paper takes into consideration the essential skills supporting rewarding professional communication and tries to discuss a functional combined professional communication example to be put into practice in the academic environment, highlighting the value of English in an engineering setting.*

Florin DOBRE

Ovidius University Constanta

MARITIME TRANSPORT

Abstract: *Maritime transport is a branch of the economy in the world, playing a key role in the relationship in time-space between the different geographical areas of the world. It creates links of value between regions and human groups, with a view to carrying out certain categories of complex commercial and economic activities. The work of the maritime transport represents an accumulation of multidimensional services with character, which has encouraged and influenced various aspects of human existence.*

Florin DOBRE

Ovidius University Constanta

TRANSPORTS IN ROMANIA

Abstract: *Transport system is not only the connection between economic branches and the circulation system on trade in goods between the different states of the world, but also an important factor in the training population GDP and employment. Without a system to transport organized at the global level can be achieved international economic trade and cannot integrate in the world of all areas and geographical regions of the world and cannot benefit from the advantages of globalization. Efficiency of economy depend not only on technical quality or productivity, but also to transport quality in all modes of transport.*