



Distinguished Ladies and Gentlemen,

We bring to your attention this invitation for a collaboration in accomplishment of the academic, cultural, reseach project

Transcultural languages. Forms of manifestations

I. About the project

A. Information

The research project is conducted at the doctoral level by *Maria Bote - PhD student in the Faculty of Letters of “Babeş-Bolyai” University of Cluj-Napoca* and member of the academic department of Multicultural Business Institute.

The thesis is supported and supervised by *Professor Mircea Muthu, PhD., former dean of the Faculty of Letters of “Babeş-Bolyai” University* and proposed by him and by mentoring doctoral committee *for publication and volume release*.

The doctoral thesis presentation is planned for July of 2016.

B. About Maria Bote

Maria Bote is a *Medicine, Letters and Pedagogy specialist* and *president-founder of Asociația Română pentru Integrarea Studenților Străini – ARISS (Romanian Association for the Foreign Students' Integration)*

Graduate of “George Coșbuc” Pedagogical High-School from Năsăud, she attended the courses of *the Faculty of Letters, “Babeş-Bolyai” University, Romanian-French section* at bachelor’s level, followed by the *master’s program History of images. History of ideas*, field of Compared literature.

She is currently pursuing a PhD program with a thesis in *Transcultural languages. Forms of manifestations* and an activity consisting of articles, studies and participation in symposia approaching the themes of transdisciplinarity, transculturality.

Maria Bote also has *practical and certified experience in teaching Romanian and French*.

As a president of ARISS, Maria developed projects in collaboration with “Iuliu Hațieganu” University of Medicine and Pharmacy Cluj-Napoca, Cluj Students Cultural House (Casa de Cultură a Studenților), the Intercultural Institute from Timișoara, “Octavian Goga” Cluj County Library, County Department of Population Records Cluj.

She was actively *involved in the development and implementation of specific intercultural projects and training programs* including: local and national symposia for integrating immigrants from European Union third countries; creation and implementation of Romanian language courses curriculum for foreign students; intermediation and socio-cultural integration of foreigners activities; she has also worked as a Romanian language teacher trainer for foreign students.

Ms. Maria Bote is *currently graduating from the Faculty of Medicine of “Iuliu Hațieganu” University of Medicine and Pharmacy of Cluj-Napoca, General Medicine section* with a diploma thesis in oncologic surgery.

On a personal level, Maria *is married to a French citizen doctor* born in Mayotte Island, Comores archipelago part of the Indian Ocean, where he grew up, who *studied medicine in Romania and speaks Romanian*. Together they live in Romania and have *two girls, reared in the spirit of both cultures*. The older one, 6 years old, speaks both languages - Romanian and French.

C. Research theme. The relevance of the project.

Maria Bote’s research, *Transcultural languages. Forms of manifestation*, through the issues discussed and proposed solutions, corresponds to the values and mission of Multicultural Business Institute, in the context of a world in constant change in which are spread terms defining the today society such as: *globalisation as a giant civilizational mutation, connection, end of geography, penetration and interference of cultures, transnational man, transcultural man*.

The term *transcultural languages* defines a concept that aims to find forms of language acting as bridge between cultures, mentalities, manifestations of the spirit, in the context of a cross-cultural, globalized world – where there is a flow of information, financial, cultural circulation, and even migration circulation, of human capital to be educated in the values of tolerance, mutual respect and intercultural, interreligious, interdisciplinary dialogue.

The research *objective* is to *find the key metaphors to achieve different levels (sacred, poetry, truth, science) of the human spirit*, starting from the French-Romanian physicist and philosopher Basarab Nicolescu’s perspective, by analysis of terms defining the idea of relation at the level of disciplines, cultures, forms of language: multidisciplinary, interdisciplinarity and especially *transdisciplinarity and transculturality*.

The purpose of this scientific endeavor is to *help define the best decisional strategy* to be taken in various situations, personal and professional, that *requires creativity and an integrating vision of*

reality, based on knowledge and respect for linguistic, cultural, religious and other types of diversities of the modern world.

The thesis is a *plea for dialogue between disciplines*, demonstrating *the current communication required between science and humanities*, scientific and humanist speeches (e.g. it demonstrates the communication between quantum physics language and humanist language).

The research opens up *a range of possibilities for practical applications* such as *inter and transdisciplinary education programs* that can be implemented in various fields such as education, marketing, psychology, religion, etc.

- for example, the *advertising language*, in order to sell the product, it must be adapted according to the target audience, by taking into account: mentality, culture, life experience, professional level, degree of intelligence; thus, the creators of advertising can perhaps find a way of poetic, impressive expression, by a true rupture of the public relations language, feasible by language-metaphor game, joke, revealing image, yet the message is true and authentic, representative for the product;
- *religious diversity* can be addressed through *explicit education programs* in the spirit of tolerance, respect and interreligious dialogue, harmonious and peaceful coexistence and cooperation in society, exchange of values and practices. For instance, in the world are two great monotheistic religions in conflict: Christianity and Islam, first with about 2.2 billion adherents, the second with 1.6 billion, of which at least several hundred millions are young. Thus, there can be developed several types of programs:
 - for adults, *parent education programs in the spirit of religious tolerance* (workshops, courses, seminars and conferences, evenings interreligious dialogue);
 - for youth, in schools or private organizations: *educational programs, including compulsory or optional study courses* such as history of religions; *themes applied concretely by simulating various situations* through which they will learn about the values shared by the 2 religions (and others too), as well as about the different values, resulting in eradication of ignorance and prejudices about each other's faith conducive to harmonious communion between future generations of Christians and Muslims
 - on a personal level, individuals will have *access to universal patterns of relating to the sacred*, thus widening their spiritual horizons.
- *cultural diversity* can be approached in a similar manner, interdisciplinary, through different types of programs that require familiarity with other cultures.
 - for example, *children and other interested public* - collaborations with institutional representatives (state and private) of various cultures through which children are introduced primary notions of familiarity with these cultures to understanding culture mentalities; involvement in artistic and cultural activities specific to one culture or the other: artistic performances, courses/workshops of theater, language, literature, history, dance, cooking, etc.;
 - *youth and adults*: intercultural communication courses; roundtable discussions on various aspects of the country: social, religious, economic, cultural etc; mentoring activities in various fields with representatives of different cultures, etc.
- other types of *integrative inter and transdisciplinary educational programs* that can be applied in schools, universities, community organizations, business organizations (for their employees) – examples:

- Leadership studies, incorporating disciplines such as history, psychology, political science, management
- Psychology, using case studies from literature, history and knowledge from the fields of spirituality, religions, quantum physics
- Marketing: literature (representative of different cultures), intercultural communication, neuroscience, psychology

The thesis *reviews our way of reference to the other*, our neighbor, in a world in permanent syncretism, communication and collaboration.

II. About Multicultural Business Institute

Multicultural Business Institute is a professional organisation on NGO legal platform, with the role of *a bridge between people, traditions and values and a roundtable of communication, communion, sharing and exchange of resources and utilities (informational, material, financial, technological, cultural, scientific, social, etc.)* between those who own and create them (persons and organisations) and those who can benefit fully from them: individuals, social groups, communities, organisations and institutions alike.

Institute is designed and founded in *the context of a globalized world with a growing interdependence among societies, as well as their members' mobility and interaction being common realities*, in which it is necessary to take an *intercultural approach regarding human relations*, both personal and professional

Therefore, having a cultural, educational and community profile, and a multi and intercultural, multi and transdisciplinary character, Multicultural Business Institute's *mission* is to *discover, emphasize, transmit, share and implement models of thinking, living, spirituality, action and sustainable success taken from each major culture and civilization of humanity* in the areas of interest to the *economic, spiritual-moral, personal, family, social and material progress of the human being and communities*.

III. Project beneficiaries

- 1) *The researchers* - will deepen different concepts, themes dealt in the thesis;
- 2) *Teachers in university and pre-university levels* - to adopt new methods of teaching and information dissemination, from inter / trans / multidisciplinary perspectives;
- 3) *Education professionals* - to develop new educational/study programs to be implemented in kindergartens, schools and universities;
- 4) *Specialists in various fields*, from humanities to scientific and technical - to develop new methods, techniques, laws, theories, practices, products in their fields, based on an integrative, holistic worldview;
- 5) *Young people* - students - from various socio-professional categories, cultures, religions, ethnicities, etc. who, at school, will learn to understand and appreciate the interdependence of the

various surrounding realities: social, cultural, material, scientific, spiritual, and so on as well as to be aware of and respect each reality (for instance: other religions, cultures, lifestyles; other fields than those in which each individual works, etc.) in the spirit of a harmonious cooperation and coexistence and mutual learning.

IV. Resources

We invite all the persons and organisations interested in the *Transcultural languages. Forms of manifestations* research and education project to contribute to its implementation. The project's results and further development will depend on the raised funds.

The minimum sum needed by Multicultural Business Institute is **5000 euros**.

V. The final products and results of the project

- 1) *PhD thesis* presented at the Faculty of Letters of "Babeş-Bolyai" University, Cluj-Napoca, later to be **published as a book**, in print and digital;
- 2) *Scientific articles and essays* based on the thesis' chapters, to be published on the Multicultural Business Institute's website, as well as in accredited international journals, in online and printed format, in Romanian and/or English languages
- 3) *A public book release event* including public recognition addressed to sponsors and other participants in the program: supporters, public and private organizations, media partners.

VI. Ways of further development of the project

- 1) Organising conferences, symposia, film presentations, book launches, etc. – based on the topics included in the research – in the academic environment and the business one, as well as in the NGO and youth environments;
- 2) Conducting discussion groups, debates (round table), workshops and networking events in the business, academic, scientific, cultural, community environments, among youth and professionals from diverse fields, environment or bringing together more social categories, facilitating their interaction;
- 3) Transdisciplinary pragmatic projects/programs applicable in diverse fields
e.g.: the transcultural education program can be implemented in the form of transdisciplinary school subjects/ curricula that can actually apply in other fields such as education, marketing, psychology, etc.

VII. Sponsor's/ financier's benefits

Our sponsors/ partners within *Transcultural languages. Forms of manifestation* project will enjoy the benefits listed below. At the same time, Institute will offer personalized benefits depending on their needs.

- 1) Advertising in TV broadcasts and in all kinds of activities carried out in mass-media by the Institute (for instance: the video recordings of the events within the project);
- 2) Promotion campaigns including achievement of video, audio and photo materials by Institute's professionals in its activities and its own online portal and networks;
- 3) The possibility to include/takeover the project in the company's CSR (corporate social responsibility) campaign, strategy or public report;
- 4) The possibility to create programs or perform TV shows sessions tailored to the financing company's needs to promote its own values, image and organizational culture;
- 5) Public Gratitude expressed during the book release event, within the published book;
- 6) Promotion in the Institute's future magazine (through articles about the financing organisation's activity written by the magazine editorial team and/or organisation's specialists and managers);
- 7) The possibility to include in the project (at request) other elements (actions, events, implementation or development strategies, studies or tendencies, ways of disseminating the results in community, professionals and personalities, etc.) which could be of interest for the financier's social and organizational image, or for his economic interests;
- 8) Integrating in the project, at sponsor's request, and bringing together as partners/supporters representative individuals and organisations / institutions from the following environments: academic (Romanian Academy and research institutes), university, business, mass-media, community organisations, youth (highschool and university students, student organisations, professionals), etc.

Hoping that the present project will luckily meet your interest, vision and passions, we thank you for your attention, and further information, for your agreement of cooperation as well as for suggestions or recommendations concerning other sponsors/investors (or business partners interested in this project concept), we invite you to contact us

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Sincerely yours,

Alexandra Cotae