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## Table of Contents

<b>Introduction</b>	1
---------------------	---

### DISCOURSE ANALYSIS/LINGUISTICS

**Anna Franca PLASTINA**

<i>Scholarly Communication and Visibility: The Impact of Multimodal Discourse in Academic Social Networking Sites</i>	9
---	---

**Vassil ANASTASSOV**

<i>From Logos – To Ethos and Pathos: The Role of Technology in the Evolution of Human Interaction</i>	31
---	----

**Ewa TOMASZEWICZ**

<i>Word forming operations in English and Internetese (or Weblish?)</i>	43
---	----

### TRANSLATION STUDIES

**Pelin ŞULHA**

<i>Technology and Socio-cultural Change in Women's Lives: An Analysis of Parallel Texts in Translation</i>	61
--	----

**Ilda KANANI**

<i>A "Traditional" Translator within a Modern Technological Reality</i>	71
---	----

### LANGUAGE LEARNING AND TECHNOLOGY

**Julijana VUČO, Danijela MANIĆ**

<i>European Task-Based Activities for Language Learning (PETALL) Project</i>	87
--	----

**Žana KNEŽEVIĆ**

<i>Using Wiki through Moodle</i>	101
----------------------------------	-----



## Introduction

THIS volume of *in esse: English Studies in Albania* gathers together some papers presented at the Third ASSE International Conference “In the beginning was the word ... and then ... technology”, which was held in Tirana, Albania, 26-28 November 2015.

The papers collected here explore the relationship between language and technology, more precisely in terms of developments in the fields of linguistics, translation studies and language learning. They discuss different applications of technology in these fields, namely in terms of ICT and other computer applications and their effects on learners and users. The papers are divided into three sections, *Discourse Analysis/Linguistics*, *Translation Studies* and *Language Learning and Technology*.

The first section, *Discourse Analysis/Linguistics*, contains three contributions, which discuss language, communication and human interaction and especially how technology has contributed to boost the relationships among them, namely how it enables communication, the informal one, among different communities, herein the academic one, how it has aided in the transition from ethos to pathos and how it has enriched language with new words.

It opens with Anna Franca Plastina’s article which focuses on scholarly communication and discusses the rise of academic social networking sites (ASNSs) as one of the ways to respond to the needs of the academic community for sharing knowledge, getting connected, increasing visibility and building reputation. The article looks into the multimodal choices that scholars make in ASNSs to boost their professional visibility, and questions how the resulting meaning-making processes may impact on traditional scholarly communication.

In his paper, Vassil Anastassov focuses on the human “word” and discusses the transition from ethos—the creative side of word that is based on emotion and which plays an important role in the social identity of groups of people—to pathos—the sympathy with the suffering of others. The author argues that this transition owes much to technology, which has significantly improved human interaction.

In her article, Ewa Tomaszewicz draws on a set of data derived from Word Spy (an online dictionary of novel words) to argue that the

motivation of structure, and to some extent, the meaning of complex words created in the lexical domain of the Internet tend to be based on word-to-word relationships among lexical items rather than on syntactic relationships between the word's constituents. Word-to-word associations in creating new words seem to operate on more than one level of lexical representation, involving similarity of phonetic segments, morphological form, prosodic structure as well as semantic extensions. It has been found that the examined novel words formed by means of non-morphological processes such as blending, clipping or analogical extensions are not ungrammatical because they are governed by the requirements of phonological well-formedness.

The second section, *Translation Studies*, contains two papers which examine issues of technological progress within Translation Studies in different terms, namely how it has affected projecting new identity forms for women to be noted in the analysis of translated articles from English into Turkish and how it has affected the process of translation itself through the introduction of machine translation programmes.

Pelin Şulha discusses how technological progress has introduced new definitions and dimensions to the representation and perception of women, more specifically in terms of how woman's identity and position in society have evolved, either positively or negatively. By adopting a cultural approach, the author examines these changes in different settings by analysing parallel texts on beauty, exercise, nutrition, physical and psychological health, family relations, and women in today's society in popular Turkish women's magazines namely, *Women's Health* and *Elle*. The author adopts Halliday and Hasan's model on lexical cohesion (1976), since it focuses on the relationship between the items and the knowledge of the language users and the world essential to the working of the cohesion. The author also compares this model between the articles translated into Turkish from English and original articles in Turkish for an understanding of the 21st-century woman in her new socio-cultural milieu formed by technological change and progress.

In her paper, Ilda Kanani questions the role of the "traditional" translator in a context filled with all sorts of fast technological facilities, "Google Translate," among them, which users all around the world use for quick translations. She highlights the fact that the trend of using

machine translation is gaining momentum in the Albanian context and presents a case study in which translated versions done by “Google translate” and students of English are compared to analyse and interpret results.

The third section, *Language Learning and Technology*, contains two contributions, which highlight the importance of technology, ICT, in the language learning process and in the educational context at large.

Žulijana Vučo and Danijela Manić provide the example of the project PETALL to suggest how ICT-based tasks in the language classroom enhance the quality of teacher education in technology-mediated TBLT to develop the teachers’ digital competence. Examples of good practices in technology-mediated TBLT tasks are provided, which can be used in different languages and educational contexts.

Žana Knežević discusses the use of wikis in an English for Specific Purposes (ESP) class through Moodle. She presents the case of 3rd-year students of the Faculty of Information Technology, University “Mediterranean,” Podgorica, Montenegro, who were divided into five groups of four students and each group was assigned a title to create a website and used Wiki to share ideas, provide links, create and edit text for their websites. The paper also makes reference to the advantages and disadvantages of wikis in language learning.

Finally, we would like to thank all our contributors for sharing their views and ideas in this volume. Special thanks also go to our reviewers for their tireless work in selecting and reviewing the contributions for this volume.