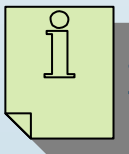




## BOOK OF ABSTRACTS



In the beginning was the  word ...

@nd then ... t  echnology

*Third ASSE International Conference*

*on British and American Studies*

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## KEYNOTE SPEECHES

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### **Try to Prove Me Wrong: Academic Discourse, Blogs and Knowledge Dissemination on the Web**

The web is gradually becoming the site where expert knowledge is exchanged and disseminated.

Early studies on web discourse focused on the impact of the medium on the hybridization of spoken and written discourse. It is now the time to look more closely into how the extended participatory framework of the Web influences both language choice and communicative practices by increasing the range of interactive patterns and discursive identities construed in each text. The web poses a number of interesting questions of discourse pragmatics (cf. Herring et al 2013). Virtual discourse communities are rapidly created, extended and maintained through shared knowledge and forms of communal bonding (Yus 2011: 110). The Web has also given origin to a wide range of new specific communicative genres. Blogs have proved to be interesting arenas for persuasion and exchange of opinions, providing excellent material for the study of writer/reader interaction. How is all this affecting communicative practices in academic and scientific communication?

The talk looks at the discourse of knowledge dissemination in the context of the 'evaluatively charged' nature of blogs'posts (and comments) (Bondi and Seidenari 2012), focusing on writer's stance, reader's engagement and identity construction (cf. Gil-Salmon and Soler-Monreal 2014). The analysis is based on a small-scale study of a corpus of materials produced by economists for different communicative contexts – journal articles, newspaper articles, blogs. If self-disclosure elements typically characterizing personal blogs have generally survived genre migration over to academic blogs, these have introduced new collaborative practices in academic discourse, as "unknown, heterogeneous, and varied audiences may participate in co-constructing research debates" (Mauranen 2013: 30-31).

*Keywords:* academic discourse, knowledge dissemination, blogs

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### **Exchange and Reciprocity: On Words, Goods, Women, and Other Technologies of Communication**

If in the beginning was the word, in communicative practice words convey messages. Yet, a reconsideration of communication technologies in terms of social relations should allow an immersion in the anthropological structures of exchange and reciprocity where not only word messages, but also sales, goods, services, women, and other commodities are exchanged. In these times of economic and social upheavals, amid crises that only call for austerity plans, we have also learned that even the exchange of our wealth of emotions is not simple. In this paper, I will show the extent to which deep down we always join rational choices in a gift strategy that is as inevitably constraining as any austerity. In turn, the commodity logic of moral economy may also reveal that money, after the word, could be considered as a new technology of communication.

**Keywords:** *exchange, reciprocity, communication, gift, anthropology, social relations, morality*

## PARALLEL SESSIONS

### AMERICAN AND NATIVE AMERICAN LITERATURE

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#### Factography in Ernest Hemingway's Novels

Ernest Hemingway is one of the best world novelists and Nobel Prize winners. His novels have been translated into more than 40 languages and people read them all over the world. Many specificities of his novels and literary style, namely his iceberg theory, his minimalistic style of writing, which were influenced mainly by his work as a journalist have been studied and analysed by different scholars. In this paper we will try to give a view of the facts and biographical elements Hemingway used in his novels. We learn a lot about him through his novels, that is, we see the places Hemingway visited, lived in, and loved like France, Spain, Italy, Cuba, and others, which he described in a very realistic style. He also described events he witnessed, wrote about World War I, World War II, the Spanish Civil War, about real people, people he met and so on. He transmitted his own emotional state in the characters of his novels. In this paper we focus on some of his greatest novels, *Farewell to Arms*, *For Whom the Bell Tolls*, *Moveable Feast*, *Old Man and the Sea*, hoping to contribute to the study of Hemingway's work.

**Keywords:** *Hemingway, novels, factography, fiction, biography*

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#### At the End Is *Piuraa*: *The Raven's Gift* by Don Rearden

*Piuraa* is a word which Alaskan indigenous people Yu'pik use to express good wishes at parting. Unlike the English conception of "goodbye" (contraction of "God be with you"), *piuraa* means "I will

see you again.” In its original meaning, as explained in the novel that this paper will discuss, *piuraa* was used to express a wish that a person who we are departing from may stay what that person is, i.e. “stay what you are.” This indigenous culture does not imagine an abstract divinity outside our earthly bodies, including the air we breathe and the water we drink, therefore it is best that everybody stays in their position of being responsible for this vital chain. This is the exotic cultural and social space where John Morgan and his wife adventurously pursued a nine-month teaching position. At their job interview they are confirmed that it is one of the last places on earth in which children grow up speaking Native tongue, that Yu’pik is one of the last living subsistence cultures, that the place is “just a little north of heaven,” that it is one of the world’s largest waterfowl refuges and that it is abundant with salmon. Yet, they are also told that it is where the government dumped radio-active waste and detonated bombs and that the experiment proved true because the place has the highest rate of cancer in the country. This story is based on true facts and the author says that what really moved the novel was not the question “what if?” but the question “when?” Thus, the romantic venture of the Morgans is suddenly interrupted with a strike of an artificially caused deadly epidemic, when the isolated tundra community collapses into chaos, its members are dying so quickly that the living don’t have time to bury the dead. This story will be read through two contrastive lenses: western theories about the conception of history (Hegel), end of history (Fukuyama), and collapse of societies and civilizations (Diamond), on one, and Native American cultural stories, on the other hand.

***Key words:*** *progress, history, civilization, technology, environmental justice, story*

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### **The Machine in the Garden: An Encounter of Technology with Nature in Paule Marshall’s and Jamaica Kincaid’s Fiction**

This paper, the title of which was inspired by Leo Marx’s seminal book of American literary criticism *The Machine in the Garden:*

*Technology and the Pastoral Ideal in America* (1964), explores how an encounter (and clash) of two different cultures is symbolically conveyed through the images related to technology and nature. Through postcolonial reading of Caribbean American women writers—Paule Marshall’s story “To Da-duh” (1967, in 1983 as a part of her collection *Reena and Other Stories*) and Jamaica Kincaid’s novel *Lucy* (1990)—it examines how technology and nature have shaped collective and individual identity of the authors’ characters and to what extent they have influenced the interaction between the colonizer and the colonized. Concurrently it demonstrates that not only technological but particularly cultural imposition of the colonizer has a dramatic impact on the (formerly) colonized people in the discussed works, manifested in cultural conflicts on a daily basis and in mutual misunderstanding. Finally, it attempts to answer the question whether reconciliation in the confrontation of different cultures in both examined works is possible and, to use Marx’s terminology, whether the encounter of technology and nature reaches complex pastoral view, based on their synthesis.

**Keywords:** *Caribbean American authors, postcolonial, technology, nature, culture*

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### **Progress and Regress in *The Jungle***

Even though advanced technologies are supposed to improve people’s living conditions and bring progress in general, this paper focuses on a completely different outlook of progress as presented in Upton Sinclair’s novel *The Jungle*. Set in Packingtown, the heart of Chicago’s meatpacking industry, the novel is about the lives and conditions of European immigrants who came to America to achieve the American Dream. Based on the words of some of their fellow countrymen, they thought of America as the land of numerous opportunities and guaranteed fortune. Nonetheless, what was said about that country was not always the truth. They were told only one side of the story because America was also a place of high prices, bad working and living conditions or hygiene for the poor.



The paper examines the role of political and social institutions which mercilessly controlled both the industry and the lives of helpless workers whose fortune was determined by their actions. As a matter of fact, the poor were almost as poor as in other countries, only a few of them became rich. Because immigrants did not know any English, bosses or house agents could easily take advantage of them. In fact, the function of technology in the meatpacking industry was to speed up production, that is, produce as much meat as possible even out of all the inedible rests so that the everyday goal of over ten thousand processed cattle was reached to the expense of all the workers.

**Keywords:** *advancement, Upton Sinclair, European immigrants, abuse, capitalism*

## BRITISH AND COMMONWEALTH LITERATURE

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### Victorian Perspectives and the Blind Reaction and Views on Women in the XIX Century

The XIX century was not only a turning point for the developing England but at the same time a period full of many contradictions and inequalities too, namely, the conservative press, women's multidimensional challenges, the different class layers, people who struggled for survival.

In this paper will be discussed the status of women and the female viewpoints in the Victorian period. Likewise, I will consider the concept of women's life and labour rates in society, and also, will try to reveal women's passive and obedient thoughts and exposition to intensive exploitation in this historical process.

Although the country was ruled by a woman for nearly a hundred years, it is a fact that, all Victorian women had to live all their lives under brutal living conditions. Society never accepted them for their own importance and success, but always used to disregard them because they were born women and, therefore, they were accustomed to see themselves in the last row of the Victorian period.

**Keywords:** *Victorian Period, brutal living conditions, different classes*

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### **Pursuit of Science in Bacon's Utopian Novel**

There are lengthy studies about whether literary texts should be regarded as viable sources of science and technology. There are also many critics who have put forth the idea that there is a close relation between literature and the world we live in oriented from science and technological progress. Specifically, in two significant articles, Basil Willey and Douglas Bush held Francis Bacon's role in science as reflected in his utopian novel *The New Atlantis* (1627). Bacon has a story designed to disseminate science to a human province by exploring the new improvements that remain beyond utopian conceptions. In his novel, Bacon created a pure and stable society dedicated to science in the achievement of a desired society. *The New Atlantis* reveals science in operation and the outcome of scientific progress and societal welfare. The utilization of science in the plot structure is justifiably expected to form a dependable society which Bacon places on utopian paradigm. Thus the aim in this article is to study how relevantly science as an image is incorporated into the novel, giving precedence to the depiction of technological improvements in such an ideal society. *The New Atlantis*, in which life is seen as a part of science, is selected to demonstrate how scientific progress can be extracted from a literary text and how it is reflected in the improvement of human condition.

**Keywords:** *science, society, utopia, fiction, Bacon*

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**Techn(olog)gically 'the Others': An Analysis of Marginalization with a Focus on Kazuo Ishiguro's *Never Let Me Go***

It is widely known that scientific and technological developments have often been inspired by literature. Similarly, literature has been one of the most reliable ways to convey the fears regarding the potential negative effects future developments in this field could have on society. Indeed, many authors, like George Orwell in *Nineteen Eighty-Four* and Aldous Huxley in *Brave New World*, have underlined the impact scientific and technological developments could have on maintaining and, quite often, deepening social stratification. This implies that, besides the well-known benefits, developments in technology could be considered not only as a means of reshaping cultural divisions but also as one of reinventing oppression and marginalization in our era. In other words, the relationship of technology with power could be evocative of the relationship Foucault draws between language and power. Taking these as a starting point, this paper will attempt to analyse the potential danger that developments in technology could lead to, in the light of Foucault's theory on 'language and power,' with a focus on Kazuo Ishiguro's *Never Let Me Go*.

**Key words:** *technology, power, marginalization*

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### **Types of Text: the Typewriter and Concrete Poetry in 1960s South Africa**

Concrete poetry as a genre is essentially a Modernist development resulting from the use of the typewriter as increasingly accessible writing tool in the twentieth century. The transformation of the typewritten word, and the qualities of type itself, into a visual medium is a development with far-reaching consequences. Concrete poetry is a direct result of the interface between typewriter and text. A perennial and transnational genre, it was practiced and published in South Africa by a few writers in small magazines in the 1960s. These examples and their specific presence within a global context are innovative and interesting works in their own right. They also provide an insight into a little-studied anti-establishment and counter-mainstream trend within South African poetry of the period. As such,

the concrete poetry produced and circulated within the country's small avant-gardist scene can be read as an alternative not only to the local literary culture but also an alternative aspect of global Modernism.

In this paper I present the work of three South African writers involved in the production of typewriter-created concrete poetry. I discuss selected poems as semantic and semiotic visual/literary texts, and place them within local and global contexts. The emphasis is on the importance of the typewriter to the development of concrete poetry locally and internationally, and the technology's influence on literary work with a visual, abstracted or concrete presence.

**Keywords:** *Modernism, concrete poetry, South African poetry*

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### **"The Machine Stops": Divinely Human or Mechanical?**

Written in a dystopian fashion, E.M. Forster's only science fiction story, "The Machine Stops" (1909), features a networked society that functions at the touch of a button for the provision of human needs to the point of despising and avoiding any human contact. Living in an underworld honeycomb gadgeted by the eponymous machine and far removed from the surface of the earth, each individual is assigned a cell and separated from parents at birth. Unlike other dystopian stories which more commonly highlight class or political issues, "The Machine Stops" does not involve any of them but concerns another division, that of the society into individuals who, despite the benefits of technology, do not want to lose touch with nature and the world out there and those who want to live in a world commodified by technology, the first represented by Kuno and the latter by Vashti, his mother. Stepping out of the cell and reaching the surface of the earth brings about perishment or death. Revered as a god, the Machine (capitalized in the story) provides spiritual nourishment for these individuals who are oblivious of the fact that they created it. In this paper I discuss how technology links with religion and humanity by examining the dichotomous relationship between Kuno and his mother in a context when this futuristic

society, which prefigures in many ways our own, sees to technology for its salvation and commodification. Read in this way, the story is very actual and a metaphor of our techno-cultural reality in which every individual and his human relationships are projected in a virtual space. The point (which Forster makes in the story) is how far should we allow technology take over our existence?

**Keywords:** *dystopian, science fiction, Forster, technology*

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### **Art and Alienation in W. Morris's *News from Nowhere***

Situated in a distant future as a small and simple garden-like utopian city, and completely freed from industrial mechanization of any kind, London in William Morris's *News from Nowhere* easily stands out against its Victorian doppelgänger. The exclusion of machinery as a modern technique of industrial production from Morris's *Nowhere* and the consequential replacement of it with art, only obtainable in return for a high price paid out by the oppressed working classes when they rose up against the oppressing upper classes, are all part of what can be considered as an attempt to create a classless society with equality lying at its heart. Owing to the fact that Morris's *News from Nowhere* came out shortly after Karl Marx's *Das Kapital* was first published in German in 1867, and subsequently in English twenty years later, Morris's portrayal of communal simplicity in his *Nowhere* as peacefully shared among individuals seems to be intended as a replica of human existence in mediaeval times. Morris's preference for an oxymoronic return to the distant past in a future land, where his narrator William Guest suffers from a sense of alienation throughout his journey despite the fact that in his dream he finds himself in his homeland again but not elsewhere, can best be encapsulated in *entfremdung*, Marx's theory of alienation, which fundamentally results from exposure to the division of society into classes, especially when it is backed up by the capitalist mode of production. This paper is written, therefore, with substantial evidence from both Morris's own work, *News from Nowhere*, and some

external sources to make a reading of the kind hinted at above possible.

**Keywords:** *art, alienation, utopia, Marx*

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### **Myth and Symbols in John Fowles's *The Magus***

John Fowles considered *The Magus* to be his first work for he had already started writing down the first draft in the early fifties, although it was published in 1965 after *The Collector* and *The Aristos*. However, the novel attracted academic interest more than a decade later, after the revised edition was published probably around 1977. Fowles considered the revision and the rework of the first version necessary and obligatory because he admitted he "had committed a very ancient literary crime. Obsessed with the story I had neglected its articulation. [...]" (Fowles 1986: 94). This novel has clearly divided critical response. Some reviewers call the novel pretentious or boring whereas others pay tribute to its originality, ingeniousness, mystery and complicated plot.

The approaches by which scholars have tried to analyse and interpret *The Magus* are different. The variety of the studies done imply or indirectly suggest the complexity of the novel and its richness. The majority of studies focus primarily on its context, meaning, form, underlying structure, and psychological development of the main character, psychological analysis of the story based on Freudian or Jungian theories. However, very little critical attention has been paid to the novel's implied symbolism and mythic structure. This paper focuses precisely on these two aspects that underlie as subtext in the novel. This paper will focus on "magic realism" or "mythic realism," as a number of scholars consider it, as a technique that brings together the magical, the realistic and the technological. Thus the parallel realities created in the novel, blurring the boundaries between reality and fantasy, will occupy an import part in this paper. The paper will also focus on the "fantastic" elements that are used and their role in the construction and understanding of reality.

**Keywords:** *The Magus*, 'symbol, myth, structure, meaning

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### **Travelling in Space and Time: Arthur C. Clarke and His Encounters**

People have been travelling since the beginning of their time on the Earth: the primordial men were often changing their dwellings depending on the availability of food; people in ancient Greece and Rome travelled to get to know to the world around them, to trade with others or to conquer them; at the end of the 15<sup>th</sup> century, following the voyage of Christopher Columbus across the Atlantic, representatives of the greatest European empires (i.e Spain, Portugal, France, Britain) started to travel in order to map the whole world and to colonise new territories in order to boost their own economies. Finally, at the beginning of the twentieth century people started to think about the possibility of discovering worlds located beyond the Earth and meeting new, extraterrestrial civilisations.

Bearing in mind the above, the paper focuses on the notion of travelling and possible encounters with other races in reference to the selected works produced by one of the masters of modern science fiction—Arthur C. Clarke. His short story “The Sentinel,” written in 1948 for a BBC competition, served as the basis for the production of one of the greatest and most influential SF movies so far—*2001: A Space Odyssey* (1968). As the movie was being made, Clarke worked on the novel under the same title, which later developed into a fascinating book series.

Obviously, *the Space Odyssey* series is not the only collection of novels Clarke is known for, and does not fully explore the topic I am going to discuss, the paper refers to his other works as well, such as those he wrote together with Stephen Baxter (*A Time Odyssey*, 2003-2007) and to a few movie productions closely connected with Clarke's fiction: the aforementioned Stanley Kubrick *2001: A Space Odyssey*, Peter Hyams *2010: The Year We Make Contact* (1984) and the recent Christopher Nolan production *Interstellar*.

**Keywords:** *science fiction, Arthur C. Clarke, travelling, space*

## COMPARATIVE LITERATURE

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### **Communications, Media and Information Technology in Three Contemporary Irish Poets: Peter Sirr, Alan Gillis and Billy Ramsell**

It has often been remarked by economists that Ireland moved in the 1990s and early 2000s from a largely agricultural economy to a post-industrial economy based on high-tech industries: IT and software development, electronics, construction and service industries. Ireland's low tax, globalized economic model was highly praised up until the crash of 2008 when some of the consumer gloss of Ireland's rapid economic expansion diminished. However, as in most western countries, permanent changes have occurred in the lifestyles and working habits of Irish people centred around information and communications technologies: internet, mobile phone, cameras and recording technologies, TV and cheap air travel. This paper will seek to delineate some of these changes via the work of three well-known, prize-winning Irish poets—Peter Sirr, Alan Gillis and Billy Ramsell—whose work foregrounds both the enabling and inhibitive and sometimes sinister sides of the communications revolution. As these poets testify, cyberspace is not the same as domestic space or traditional social space and it brings its own hazards and absurdities into our lives. Peter Sirr describes "the valves of the planet looming through glass" hinting at some of the mechanical menace which is a unique feature of our postmodern condition. This paper will explore how cyber and communications technologies have become the subject of poetic reflection in these poets' writings.

*Keywords*: poetry, Ireland, internet, Celtic Tiger, modernization, globalization

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**Swift's 'Mechanical Operation of the Spirit' and Debord's *The Society of the Spectacle*: the *ρέχνη* of enthusiasm**



In his fragment entitled 'A Discourse concerning the Mechanical Operation of the Spirit' (1704), Jonathan Swift focuses on a particular type of enthusiasm, which, according to him, 'is purely an effect of artifice.' What makes possible this 'launching out of the soul' into visionary spaces that have no connection with reality is a set of mechanical methods that corrupt the senses and 'block up' the 'fort of reason.'

Almost three centuries later, Guy Debord published his *The Society of the Spectacle* (1967), in which he refers to a similar mechanically induced enthusiasm: 'Waves of enthusiasm for particular products, fuelled and boosted by the communications media, are propagated with lightning speed.'

In this paper, I will explore the possible points of convergence between Swift's (anti-)Enlightenment critique of enthusiasm and Debord's post-Enlightenment critique of the spectacle. The spectacle, I believe, could be perceived as a contemporary form of enthusiasm. My focus will be specifically on Swift's and Debord's representation of the art (*τέχνη*) of producing enthusiastic responses.

**Keywords:** *enthusiasm, spectacle, mechanical operation, τέχνη*

## CULTURAL STUDIES

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### **Has technology changed our world?**

Quite often, the development of technology is related with the process of globalization. Most of the time Globalization is perceived in terms of "inter-connectedness," a term which appears in late Middle English in the 18th century, rare before, in the sense "be united physically." Its origin comes from Latin *connectere*, from *con* – "together" + *nectere* – "bind." From this linguistic observation, we can assume that the inter-connectedness process is not that recent. Yet, globalization as an advanced stage of people being connected through the intermediary of technology was intensified at least after

the end of the Cold War. This process has the effect of markedly increasing not only cross-border exchange of goods, services, capitals, ideas and peoples, but also cultural exchange. Do these exchanges have the capacity to develop an integrated and homogenous world? But, the rapid pace of change also raises the more interesting question of why—over our relatively short history—humans have had so many distinct cultures and societal groups are looking for self-determination and establishment of their own ethnic states in the first place. And, if diversity and self-determination are part of our psychological make-up, how will we fare in a world that is increasingly bringing together people from different cultural backgrounds and traditions and in quest for self-determination? The paper is looking to give answers to these questions.

*Keywords: technology, globalization, cultural exchange*

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### **The Influential and Redefining Role of Technology in Society, Language and Literature at Large**

As a topic that has always attracted a great interest and instilled an ever-growing concern in people, the purpose in writing this thesis is to offer to its audience an attempt to reflect a social phenomenon such as technology of communication in a linguistic context. The attempt to give an accurate definition of the language itself and a description of the ways in which language and society are strongly interrelated will set the grounds for the argumentation to flow toward the influential and redefining role of technology in society. Over the years, the mutual relationship between technology and language has often resembled a race in which each of the two "racers" finds itself being preceded by the other. Representations of technological language in literature and everyday life situations will provide concrete evidence of the ways in which we find ourselves communicating in a world of cybernetics where new human relations are established producing a cyber-culture in a cyberspace.

*Keywords: technology of communication, language, literature, e-books, virtual world*

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### **Transatlantic Science Fiction as Public Sphere: Hugo Gernsback, Class, and Mass Culture**

Science fiction gets its mass media boost in the United States from Hugo Gernsback, an inventor from Luxembourg who emigrated to the United States at the start of the twentieth century. His approach to publishing was mixing different conventions from various genres; importantly, he hailed members of the working class as if they were just as capable and insightful as the captains of industry. The engineering disciplines had yet to prove themselves to be an agent of class mobility at this point, but Gernsback's efforts to popularize and distribute knowledge to working people through newsstand sales of popular magazines demonstrates his commitment to this goal. In looking at the way in which Gernsback designed *Modern Electrics*, *The Electrical Experimenter*, *Amazing Stories*, and *Wonder Stories*, one sees how Gernsback expresses an idealized vision of the Enlightenment international scientific community. Because he begins his career as a publisher in 1913, however, this internationalism in science is under fire as science becomes nationalized and pressured to serve state interests. The dichotomy between the burgeoning, insular science that readers would encounter in the mainstream media and the experimental, independent science Gernsback promoted in his magazines is striking. Combining scientific fact, European utopian fiction, and pulp magazine contests is not an obvious approach. The trilingual Gernsback, however, had many models to follow. While early science fiction is often thought of as a place for alien invasion stories, Gernsback gives a different face to the genre: an attitude of international cooperation and class mobility. This paper demonstrates that the international inspiration of Gernsback's effort as publisher is an integral part of the conversation about the interaction among science, technology, and society that emerges.

*Keywords: science fiction, mass media, technology*

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### **For Real Men Only: Media Influence on Masculinity**

What is the role of man in society? This question strikes me as a very important one, because it seems that it has always been changing. What are the characteristics a modern man should have, what skills should he possess, what should his physical appearance be like? These are the questions we ask ourselves when we come across the representation of men in the media in today's society. How growing up and being incorporated into a specific culture has an effect on the later development of the person and the idea behind the individual as well as the whole society. We now have studies of masculinities from many regions and countries; but we cannot simply add these together to arrive at a global understanding of masculinities. To understand masculinities on a world scale we must also grasp the global relationships involved, and the technological advances that brought the message to the people. Looking at how a brand like Old Spice sends powerful messages into the global pool of information and how our culture is shaped with the help of media. By using the brand Old Spice, we will be presented with first-hand experiences and look at the media as the most powerful tool for spreading ideas and ideals.

*Keywords: masculinity, media, technology, Old Spice*

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### **Technology as Word and Field: From Heidegger to Bourdieu**

The importance of the cluster of concepts subsumed under the term "technology" has increased far more rapidly than has the understanding of the term itself. Moreover, the very recent expansion of digitized information and communication has distracted scholars from the role that the word "technology" plays as an ideological

construct. In this paper, I begin with Martin Heidegger's essays on the distinction(s) between tools that immediately express the standpoint of man as *homo faber*, acting in the world, and technical regimens that mediate the human relation to the environment and thus to existence itself. I then discuss Pierre Bourdieu's theory of the quasi-autonomous and self-regenerating "field" as the background and basis of cultural production, and argue that this term can be applied to "technology" as the word is currently employed. Through applying this framework from the sociology of culture, we are able more clearly to see how the word "technology" has been used to annex culture (in the received sense) to a commercial/industrial process, and to segregate that process from imaginative social stimuli and give it the appearance of autonomy and inevitability.

*Keywords: tool, technology, field, autonomy*

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### **The Role of Social Media in Promoting Corporate Identity**

Facebook, Twitter, YouTube, LinkedIn—the increasing role of social media is obvious and uncontested. They have penetrated practically every social subsystem: politics, economy, culture and, of course, personal life, redefining the landscape of everything we do from the way we connect to family and friends, how brands capture attention, to the way business and journalism function. Continuously growing Internet-based networks are connecting people and institutions all around the world. Many organizations are initially attracted to social media due to the apparent ease of reaching a large audience and a high return on investment with a limited effort. But these channels require dedicated resources, and maintaining a high-quality and consistent presence on them takes time and effort. They are of little value without offering proper content, as well as monitoring, tracking, and engaging with the community. Although economics and finances were not the first areas of application in this very vivid process of innovation, they are nowadays certainly among the most successful ones. Corporations and/or different business associations can, by using very easy means, build up a social media presence and

write about topics like entrepreneurship, economic reform, even corruption. My lecture aims to present some of the ways social media channels act upon different facets of economic life, the techniques they use to gain influence in practically every fields of economics and the possible directions of future development.

*Keywords: corporate identity, social media, social networks, Internet*

## DISCOURSE ANALYSIS

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### **From “Logos” – To “Ethos” And “Pathos”: The Role of Technology in the Evolution of Human Interaction**

*In the beginning was the Word and the Word  
was with God, and the Word was God.*

The “Word” as “God” in the Bible goes beyond the metaphysical context with its philosophical connotation of “the extraordinary capacity of the human race to use language as a means of communication.” The term “Logos” when applied to the Biblical “Word” suggests the spiritual power of the human intellect that is associated with speech and turns it into something more than just a formal code. The human “Word” as “The Word of God” implies (apart from “Logos”) also “Ethos” because of its creative side which is based on “Emotion.” In the social, political and cultural history of “Homo Loquens”(“The Talking Man”) “Emotion” as “Ethos” played an important role in the social identity of groups of people on the principle of “*My Word*” vs. “*Your Word*”... . It was not until after The Age of Modernity when technology significantly improved human interaction up to the point of “Pathos” (The Sympathy with the Suffering of Others)—the leap across basic hostility against “The Unknown,” in favour of a deconstructive “Understanding of The Other,” based on knowledge that reveals the common ethic background of humans around the Globe.

*Keywords: logos, ethos, pathos, language, communication, society, emotion, otherness, technology, knowledge, interaction*

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### **Principles and Instruments of Linguistic Analysis of American Philosophical Discourse on Technology**

In this contribution I address a multitude of the 20th-21<sup>st</sup>-century American philosophical discourses on nature, science and technology (PhDT) as if society mattered under the umbrella name “philosophy of technology” or “humanities philosophy of technology” (Mitcham 1994). It embraces such sub-discourses as social engineering, engineering ethics, nanoethics and other varieties of conceptualisations of technology in terms of its impact on society. The analysis is based on the texts written by American philosophers, I. Mumford, D. Dennett, P. Brey, C. Mitcham and others.

The complex of analytical procedures is performed in line with M.H. Abrams and G.G. Harpham (2005) and “concerns itself with the use of language in a running discourse continued over a number of sentences and involving the interaction of speaker (or writer) and auditor (or reader) in a specific situational context, and within a framework of social and cultural conventions” (Abrams and Harpham 2005, 81).

The main linguistically valid theoretical issues to be discussed are viable criteria for the identification and specification of a discourse type and application of an integrative discourse analysis to the discourse in question.

In most general terms, PhDT on technology can be characterized as a mixed type, being both expository/explanatory and persuasive/argumentative (see e.g. Longacre 1992). Its expository function is performed in the comparative analysis of different ideas and beliefs on history and prospects of technological progress, while its persuasive function is the inculcation of moral values which are formed via the concepts of SAFETY, SUSTAINABILITY, PRIVACY, AUTONOMY, MORAL AGENCY, etc.

*Keywords: discourse, philosophical discourse, integrative discourse analysis, wholeness of discourse*

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### **The Impact of Academic Social Networking Sites on Scholarly Communication: Multimodal Discourse for Professional Visibility**

Scholarly communication enables academics to create knowledge and establish reputation (Hyland 2003) through the use of “various strategies of visibility and identity expression” (Kozinets 2010: 24). Visibility has been a major issue for scholars as the assets they have to offer do not always gain institutional recognition (Weller 2011). The recent usage of academic social networking sites (ASNSs) has started to pose challenges to traditional scholarly communication, counteracting the “entrenched professional prejudice against digital scholarship” (Cheverie et al. 2009: 220). In ASNSs, discourses of professional visibility are customised through processes of self-presentation and impression management (Fine 2008), which are enabled and constrained by the new medium. This paper focuses on how academics engage in ASNSs for the purpose of constructing their professional visibility. It assumes that the convergence of discourse and technology (LeVine & Scollon 2004) leads academics to “orchestrate meaning through their selection and configuration of modes” (Jewitt 2009: 15). In this social semiotic approach, where “all signs in all modes are meaningful” (Kress 2010: 59), multimodality highlights academics’ “situated choice of resources” (Price et al. 2013: 250) for meaning making. The study addresses two main research questions: 1. In which meaning-making processes do academics engage in order to mediate professional visibility in ASNSs? 2. what is the impact of these processes on traditional scholarly communication? Multimodal discourse analysis was conducted on a collection of pages created by academics in the popular ASNS, ResearchGate. Findings show how academic influence, personal agency and technological affordances merge to shape this new participatory sub-culture, whose multimodal discourse is affecting conventional scholarly communication.



*Keywords:* scholarly communication, professional visibility, multimodal discourse, academic social networking sites

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### **Representing Action in Newspaper Editorial Discourse and Corpus Linguistics**

This short speech focuses on the way some discourse participants can be represented in newspapers editorials. As instances of persuasion texts, editorials attempt to influence the perception of participants shaped by representational strategies and by the representation of *transitivity* for persuasive ends. As a case study, I will analyse the representation of the former Albanian Prime Minister Mr. Berisha in two major Albanian newspapers, *Panorama* and *Shqip*. The contrastive analysis will be mainly concerned with material processes depicting him as acting or not acting and as the actor or the goal in these processes. Significant differences will be discussed and illustrated and some common corpus linguistic techniques will help to objectively interpret the obtained results from the analysis.

*Keywords:* newspaper editorial discourse, representation, transitivity, corpus linguistics

### **ESP**

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### **The Composition of Terminological Units in the Field of Agromechanics in English and Albanian**

It is rather interesting from the terminological point of view to describe the syntactic composition and morphological construction

of the terminological units (terminological combinations) in both English and Albanian in the field of agromechanics. This paper will closely examine the nature of terminological units in agromechanics based on the types of their constituents and the degree of their connection/closeness. For the purposes of this current analysis the bulk of terms in agromechanics will be categorized under two major groupings: (a) free terminological combinations divided into the following sub-types: (1) word + term as in "aftësi tërheqëse", "aftësi mbjellëse" / *pulling capacity, sowing capacity*, (2) term + word as in "plug i lehtë," "plug i rëndë" / *light plough, heavy plough*. The above terminological units are quite considerable, since there is a 'free' element in these units which can be substituted with other common words to build other units based upon the above patterns. (b) steady terminological combinations of the type term + term as in "kanxhë lidhëse," "konvejer me kova" / *connecting hitch, bucket conveyor* etc. These units are characterized by their degree of steadiness and are produced as such in the course of specialized language. In addition to the above categorization of terminological units, special attention will be paid to the morphological construction of terminological units based on the constituent members making up the terminological units. The paper will also attempt to suggest some further term-work on extended terminological units as a step towards standardization of terminology. The examples will be drawn from both specialized texts and terminological dictionaries in the field of agromechanics.

**Keywords:** *term, terminological units, degree of connection, construction of terminological units*

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### **ESP and the Maritime Field**

The present paper would like to share the author's experience in teaching Maritime English at the Naval Academy in Constanta and designing teaching materials for maritime specialties such as Marine and Electrical Engineering. Current problems of building students'

motivation, developing learner autonomy and improving performance are highlighted.

Maritime English, being a branch of ESP, originated as a variety of professional specialized technical English out of the necessity of effective communication between ship and shore, between crew members or crew and passengers in order to ensure safety at sea. Furthermore, specialized terminology referring to ship types, ship general arrangements, sailing, navigation, ship power plants or electrical equipment led to the necessity to study, classify and standardize it. In addition, with the globalization of the shipping industry and the multi-national character of crews, English has become the *lingua franca* of intercultural communication at sea.

Foreign Language Teachers for Specific Purposes have a lot in common with teachers of general foreign language. For both it is necessary to consider linguistic development and teaching theories, to have insights in contemporary ideas regarding their own position and role as well as the position and role of foreign language learners in education and to face new technologies offered as an aid to improve their methodology. ESP teaching presumes teaching of English as a foreign language regarding specific profession, subject or purpose. Today the frontiers of learning and teaching have been widened by the use of technology.

**Keywords:** *ESP, maritime English teacher, teacher development, methodology*

## FILM STUDIES

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### Prometheus Updated

Frankenstein is the defining myth of our time. Since the publication of Mary Shelley's novel (1818), the story has been told and retold to stay current with popular fears about science and technology. Recent versions of the tale have focused on concerns with the weaponization of technology (Ridley Scott's *Prometheus* (2012),

Colin Trevorrow's *Jurassic World* (2015)), the threat of artificial intelligence (Alex Garland's *Ex Machina* (2015), James Cameron's *Terminator* series (1984, 1991, 2003, 2009, 2015)), and genetic engineering (Vincent Natali's *Splice* (2009)). This paper will show that the common theme running through these doomsday visions is the danger of hubris and greed which result in scientific and technological innovations running amok. The popularity of these films can be attributed to the combination of fascination and dread that forms the basis of the attraction of all horror stories, as we watch the promise of control over our world offered by modern science broken when shortsighted inventors and corporate managers focus on funding and profits, rather than on the moral and social implications of their activities.

**Keywords:** *Frankenstein, myth, popular film and culture*

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### **The Apocalyptic Odyssey**

Post-apocalyptic literature is a trope that has recently regained an insurgence within the filmmaking community. This paper explores two feature films (*Nausicaa of the Valley of the Wind* (1984) by legendary animator Hayao Miyazaki and *Cloud Atlas* (2012) by the directing team of Lana and Andy Wachowski) and how both of those films relate to current human progress in today's society both in technological terms and philosophical terms. This paper attempts to explore human nature at the core and what circumstances lead people to write apocalyptic literature and make other arts, such as film, within the apocalyptic trope. The paper then goes on to compare these two films with Isaac Asimov's short story, *Nightfall* (1941). While the two films portrayed an end brought about by *human* means and destruction, *Nightfall* portrays an end that is brought about through *natural* means. This paper then proceeds to raise questions about how humankind would react to those different types of catastrophic ends. The final point that is made is how all of this apocalyptic literature effects humankind in today's context. It

raises a final question about what humans can do to shape our future and who we want to become as a species as time goes by.

**Keywords:** *Post-apocalyptic Literature, tropes, American and Japanese cinema, animation, science fiction*

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### **Old-Type Hauntings by New Ghosts? Word and Image in the “Cybernatural Horror” *Unfriended***

The 2014 “cybernatural” horror film *Unfriended* addresses the problem of how computer technology and the internet affect interpersonal relations and their traditionally verbal basis. Reusing the classic pattern of the revenge supernatural narrative, the film deploys it in the space of computer-assisted, visually-enhanced communication: the plot features a ghost who returns from the grave to seek bloody revenge on wrongdoers; but this spectre of an adolescent woman digitally assaults her supposed friends for driving her to suicide through the abuse of the social media. (Her public image has been tarnished due to the dissemination of defamatory pictures). Three—possibly conflicting—things constitute plot’s environment: language (both written and spoken) as a means of live interaction, digitally transmitted images (shown as constitutive of personal identity but at the same time an identity which is interpersonal, societal, shared), and the latest computer technology. The IT is the omnipresent and virtually omnipotent yet mysterious Being on which the word and the image have come to rely for their efficacy; yet technology is also liable to ill-use, as the ghost demonstrates. What the paper examines is the interplay between the computer-mediated and largely image-dominated reality and the word. I ask what type of reality the “cybernatural” plot posits; what we are to make of the redefinitions sustained by the idea of the natural and, as a consequence, of its extension into the supernatural. In other words, what are we to make of the new type of the ghost that haunts the new horror narrative?

*Keywords: supernatural horror, new media, communication*

## ICT/TECHNOLOGY AND LANGUAGE LEARNING

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### Computer-Assisted Language Learning

We live in the information age where the use of computers permeates all aspects of our lives. The use of computer holds great potential to generate new ways of learning. Using the Computer to learn a language can compensate for the lack of communication with the native speakers face to face and can create wide opportunities to enhance learning. Computers have an obvious place in language learning. It is difficult and maybe even impossible to imagine future learning environments that are not supported, in one way or another, by computers. Computer-Assisted Language Learning (CALL) is an approach to language learning. Before, it was a topic of relevance only to those who were interested in that area. Recently, since computers have become so widespread in schools and homes and since their use has expanded dramatically, it should be clear that technology will affect the complete learning process today and in the future. The aim is to modernize schools, equip students with skills that will make them able to use such technology, to reduce teacher work-load and to provide and exchange information in electronic form. This paper examines how computers are being used to help language learning. It also provides ideas in combining computer technology with language learning.

*Keywords: CALL, Multimedia CALL, Computerized Adaptive Testing, podcasting*

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### The Effect of Technology on Acquiring English by Young Learners

This is a case study research that aimed to measure the effects of educational technology on the acquisition of English by young learners. A number of 166 participants, young learners aged 8 to 11 years old from a primary school in Kosova, were selected to serve as a sample for this case study research. After the selection of the sample, they took a pre-test and then divided into two groups, into technology and non-technology groups. With the technology group a laptop, sound system and LCD projector (often called PowerPoint Projector) was used to deliver classes, lessons were organized based on students' books and PowerPoint presentations were used to deliver classes, unlike the non-technology group in which the delivery of English classes was based on the traditional methods, using English books and a black board often called 'chalkboard.' This case study approach lasted for two months, during this period four periodical tests were administered with both groups, and at the end of research a post-test was organized. After analyzing and comparing the results it was found that the technology group performed better in all tests administered during the whole period of study and thus achieved better results compared to the non-technology group. In addition, by the end of the study when analyzing the findings critically, it was found out that the older the students, the greater the effect of technology on language acquisition.

***Keywords:** educational technology, young learners, English as foreign language, PowerPoint presentations*

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### Using Wiki through Moodle

Moodle is a computer-mediated system designed for educational purposes with various possibilities for language learners and teachers. It provides different activities and resources for the four language skills: reading, writing, listening and speaking, and vocabulary. This paper deals with the use of wikis in an English for Specific Purposes (ESP) class through Moodle. Wiki presents a collaboratively created text, where everyone may edit, modify or delete its content. In language learning context, wikis are not only

about writing, but also about reading, as students need to read the content in order to edit it. As a part of their final exam, the 3rd year students of the Faculty of Information Technology, University "Mediterranean" Podgorica, Montenegro, needed to write wikis. They were divided into five groups of four students and each group was assigned a title to create a website. Wiki was used as a place to share ideas, provide links, create and edit text for their websites. This paper also describes the process of creating wikis by students and outline advantages and some disadvantages of wikis in language learning.

**Keywords:** *wiki, Moodle, English for Specific Purposes (ESP), collaborative work*

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### **Performing ICT-Based TBLT: The Experiences of the Pan-European Task-Based Activities for Language Learning (PETALL) Project**

Modern teaching and learning foreign languages procedures are fond of new approaches, instruments and tools that are focused on increasing students' motivation, fostering their communicative competence, responding to their real needs and interests, trying to offer wider possibilities to teachers according to their students' necessities, capacities and needs.

Foreign language learning in plurilingual Europe is recognized as a primary need and it is supported, among others, by special financing of scientific and academic projects, academic exchanges, etc.

This paper describes the results of the Pan-European Task-based Activities for Language Learning, European Life Long Project that is the product of the collaboration of twenty educational institutions from ten different countries. The aim of the project is to encourage the use of ICT-based tasks in the language classroom, to enhance the quality of teacher education in technology-mediated TBLT, to develop the teachers' digital competence. It seeks to provide examples of good practices in technology-mediated TBLT tasks that can be easily used in different languages and educational contexts,



to encourage collaborative work between teachers in different countries, facilitating the access to technology-mediated tasks and focusing on the communicative exchange across cultural and geographic differences.

Critical analysis of ICT-based tasks, as well as the students' and teachers' feedback on the efficiency of the use of ICT tasks in foreign language teaching, is discussed.

**Keywords:** *TBLT, ICT, foreign language learning and teaching, PETALL*

## LINGUISTICS

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### **Gender, Age, and Language Use in Computer-Mediated Communication**

Many studies have been written on language and gender in linguistics and on gender differences in language use in terms of face-to-face interaction. According to Lakoff, Fishman, and Coates women's language is subordinate to that of men, since women seek solidarity and support in conversations, males usually dominate females in interactions, they speak in a more assertive and dominant manner, whereas females usually speak in a supportive and indirect way. Some recent studies investigate these differences in computer-mediated communication (CMC)—instant messaging, emails, blogs, chat rooms, text messaging, social networking—providing different results from previous studies, especially in asynchronous CMC, like blogs. Herring comes to the conclusion that most forms of CMC are 'talk' and 'conversation' but some forms of CMC, such as weblogs, may not be called conversational, though users use them in that way. As in CMC we can seldom talk about real face-to-face interactions (except for video calls) changes in women's language use have been noticed. Women's language has changed in blogs more than in any other type of CMC due to the complete lack of any

kind of face-to-face interaction. The present study examines language use in blogs and the role of age and gender in language choice.

**Keywords:** *computer-mediated communication, blog, gender, age, language*

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### **The Internet as a Global Speech Community Towards an English Lingua Franca-dominated Plurilingualism?**

Languages have traditionally been associated with specific ethnic groups confined to specific geographical areas and sometimes to certain discourse contexts or domains of use (e.g. French for diplomacy). Increasingly, telecommunication and most recently internet has meant that languages are no longer tied to specific geographical territories but may be found in various non-territorial dimensions. This has created a fluid, constantly changing global speech community in which different languages co-exist and interact in myriad ways and to varying degrees depending on the speaker's background. Within this complex scenario, as English as a Lingua Franca (ELF) variations gain in influence, very possibly replacing traditional native-speaker varieties as the international standard (Seidlhofer 2011, Christiansen 2015), they will increasingly reflect the plurilingual reality in which speakers typically have at their disposal a repertoire of different languages. English, we can predict, will thus become in itself a microcosm of the wider linguistic situation especially on media such as the internet.

In this paper, we will look at how far internet is leading to greater plurilingualism on the part of individuals and at how far ELF variations are emerging to reflect the multifarious linguistic backgrounds of members of the internet-based global speech community. To do this, we will analyse data from a variety of recent sources, comprising both big data (Ronen et al. 2014, Olivié et al. 2015) and specific case studies from samples of different typologies of websites (e.g. railway companies).

*Keywords: ELF, lingua francas, plurilingualism, global language networks*

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### **Importance of Rhythm and Movement in Early Language Learning**

Rhythm and movement are some of the basic elements of speech and somehow their importance is very often neglected in many approaches to early foreign language learning. Rhythm can be observed twofold: 1/ as the basic pattern of normal articulation movements and b/ in terms of a sentence rhythm. Movement can be considered as an articulatory movement (micromovement) but also corporal movement (macromovement) related to the articulatory movement. Both elements tend to have strong influence on good pronunciation which is one of the most important aims of early language learning. This paper focuses on two topics: 1/ the importance of rhythm and movement in learning language in general and 2/ rarely used possibilities of integration rhythm and movement through songs and nursery rhymes in English classes during two initial years of elementary education. Recordings of one of the used books in a part of Croatian elementary schools are analysed and discussed in the light of different modern teaching approaches in early foreign language learning as well as in verbotonal method. The analysis shows that: a/ the songs and nursery rhymes are few and not intended for singing or being accompanied with any sort of movement (such as i.e. clapping hands), b/ new vocabulary should be more easily acquired while integrated in music material but the vocabulary used in the songs is not always consistent with pupils' knowledge. Therefore it might be concluded that music material does not fulfil its teaching purpose and rhythm and movement are not adequately integrated in process of early language learning in the first two years of English classes in Croatian elementary schools.

*Keywords: early language learning, rhythm, movement, nursery rhymes*

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### **Interpreting Entailment: A Case Study**

This research shows how sentences may have various meanings. In order to understand what entailment is, presuppositions will be briefly explained as well. While presupposition is what the speaker assumes to be the case prior to making an utterance, entailment on the other hand is what logically follows from what is asserted in the utterance. While speakers have presuppositions, it is the sentence that has entailment and not the speaker. Therefore, it can be said that entailment is communicated without being said and it does not depend on the speaker's intention. Hence, more of a situation will be understood than of what is said.

The most important part of this project presents the results of a research done at our university with third-year students. Students were given pairs of sentences in power-point presentations and were asked to represent the asserted meaning of each of them. The main aim is to find out how students can identify entailment and presupposition, which leads to further analysis of entailment in which different interpretations of presupposition derive from a given pair of presupposition where the truth of a first sentence/presupposition is followed by the truth of the second sentence/presupposition which assert entailment.

*Keywords:* text, entailment, meaning

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### **Overcoming Difficulties in Mastering English Prepositions**

The acquisition of English prepositions is not an easy task for foreigners who study English as a second or foreign language. This

study specifies that mastering English prepositions is one of the prerequisites to master fluency and accuracy in English. This research paper first discusses the ways prepositions are used in English, and then reflects over some of the reasons why prepositions cause difficulties to English language learners. It also analyses the underlying system that governs prepositions and how this system might be represented to English language learners, by analysing the current teaching pedagogy and suggests a possible adequate alternative. Accordingly, the paper examines the misuse of prepositions by first-year students of English language and literature in a private college in Kosovo. The research shows that most of the students make repeated mistakes even with the most commonly used prepositions of time (*in, on* and *at*) due to the influence of their first language and the uncertainty it creates in producing an adequate statement using such prepositions.

**Keywords:** *acquisition, English, prepositions, difficulties, time*

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### **Prospective Approaches to Studying Sign Systems**

The current paper aims to identify prospective approaches to studying the role of conventional sign systems. The transcendental, phenomenological and hermeneutic approaches may constitute research methods of the topic under discussion. Transcendentalism and phenomenology not being convergent to our intended endeavour, hermeneutics may emerge as a research paradigm within social sciences, useful for the stated goal. Nevertheless, in view of the fact that instaurative hermeneutics place the sign away from its cultural context of production, whereas convergent hermeneutics are not able to assure the natural coherence, the adequate methodological approach may be that of the reductive hermeneutics, more precisely, of structuralism, which focuses on the functional structures of the sign - referent rapport and with the cultural context of its production. In our intention to identify potential manners of studying sign systems, we came to discover

that, in most of the cases, the contact with the sign that was deprived of its natural relation with the referent is reduced to the arbitrariness of meaning allocation. Meaning allocation permits the mediated contact through the established relationship between signifier and referent, semantically charged with the cultural conventions as well. Thus, the sign, already displaying a high degree of constraint, due to its association with a symbol or allegory, preserves both the context and the designated reality, whereas the referent establishes contact only with the referent, based on its attributed relationship. Consequently, the proper manner of "accession" inside the functionality of the sign preserving rapports with both of the terms is possible through mixed research methods and techniques, preponderantly qualitative, of linguistic and anthropological nature. The cultural context entails a special approach, by means of such methods that transcend the boundaries of only one field of expertise. Nevertheless, given the fact that the reconstruction of the cultural background is more adequate to our endeavour than the amplification of symbols, one first landmark in outlining our methodological approach regards the "immersion" into the communicational context of the time when sign systems appeared. Under these circumstances, the aim of this paper is to find adequate methodological approaches to studying the communicational and cultural context specific to the configuration of conventional sign systems. In order to achieve this, we are determined to make use of transcendental, phenomenological and hermeneutic approaches, while focusing on reductive, instaurative and mixed hermeneutics. One solution might be the selection of a method pertaining to reductive hermeneutics, the structuralist approach, which focuses on relationships, thus reducing significance to functional units, not to words or arbitrarily allocated meanings.

**Keywords:** *methodological approach, cultural context, sign, transcendental approach, phenomenology, reductive hermeneutics, structuralism*

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## English and Hungarian Emotion Idioms—A Cognitively Oriented Approach to Idiom Analysis

Human emotions serve as a significant source of idioms. This may be the result of the fact that the area of emotions is close to any human being, both physically and metaphorically. From a cognitive point of view, most idioms are considered motivated or transparent, because the speaker intuitively looks for an interpretation that makes sense. As certain features of idioms cannot be explained in terms of traditional analysis, there is a need for investigation of culture-specific phenomena and the mental images that influence the meaning and usage of idioms. My paper aims at briefly presenting some findings of my investigation related to the subject matter.

*Keywords: human emotions, idioms, culture*

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## English Varieties in Shaw's *Pygmalion* and Semantic Change of Words Used in the Corpus a Hundred Years from Its Publication

Because everything that is created develops and changes, language too that is created as a communicative tool changes over time. Language differs from one place to another one, from one century to another one, from one class to another. The language used by the lower working class is different than that used by the upper middle class which tends to belong to the overt prestige form in George Bernard Shaw's play *Pygmalion* written a hundred years ago. Another hypothesis is that some words used in the corpus change their semantic meaning or form over time, specifically during these last hundred years. The aim of this paper is to analyze the language used in Shaw's *Pygmalion*, the distinctive features of the language varieties of different classes, semantic shift of words in the corpus: widening of meaning, narrowing, amelioration, pejorative processes etc.

*Keywords: language change, language difference, dialect, Cockney English, Standard English*

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### **An Overview of Neologism Formation By Kristoforidhi**

Kostandin Kristoforidhi, one of the most prominent activists of Albanian national Renaissance, made an invaluable contribution to the development and study of the Albanian language.

At the time Kristoforidhi lived and worked, Albanian was influenced by Greek and Turkish, with words from both these two languages being used in all Albanian dialects. Kristoforidhi has another special merit because he made many efforts to create new words or neologisms, of general meaning, but also of specific terminological meaning. Kostandin Kristoforidhi's efforts were twofold:

a. He tried to purify the Albanian language from foreign words that were unnecessary but that had already entered it.

b. He attempted to enrich Albanian with new words of native origin. The aim of this paper is to highlight the ways Kristoforidhi coined new words. Another aim of this study is to define the prefixes or suffixes that result as the most commonly used by him in neologism formations. What stands out, in this aspect of his activity, is the fact that in creating new words Kristoforidhi used ways that are still consistent with the nature of the development of Albanian.

***Keywords:** Kristoforidhi, word formation, ways of word formation, language purification, linguistic wealth*

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### **Computer-Assisted Studies of Diachronic English Syntax**

With the notable exceptions of Brunner (1960), Mustanoja (1960), Visser (1963-1973) and Mitchell (1985), before 1990 diachronic studies of English syntax were usually based on small (printed) corpora of one or two edited texts. The application of computer technology with its huge digitized databases and fast and efficient search engines marked a revolution in linguistics, including historical



studies of languages. Researchers obtained instant access to very rich data, as a result of which numerous studies based on complete corpora (*Dictionary of Old English Corpus*, *Corpus of Middle English Poetry and Prose*, Shakespearean corpus, translations of the Bible, etc.) were published, often presenting entirely new interpretations of the language data. The advantages and new opportunities of working with digitized historical English corpora were indicated by, among many others, the scholars who contributed to the volumes published by Rissanen *et al.* (1992) and Mair and Heuberger (2006). Speed and far more representative data are the greatest advantages of the application of computer technology, but on the other hand there are new problems. For example, high frequency words can give rise to an insurmountable *embarras de richesses*. Even in a relatively small corpus one can find thousands of matches which may be difficult to interpret. Another significant issue is their ambiguity, as no search program is able to distinguish between the demonstrative pronoun *that*, the relative pronoun *that* and the conjunction *that* or between the temporal *since/as* and the causal *since/as*, which a human brain will recognize immediately. Then the same element can have numerous variants due to dialectal differences, inconsistent scribal practices, damaged manuscripts, etc. We are also faced with the danger of working with edited texts, on which digitized corpora are based, rather than on original manuscripts, though we have to admit that more and more original manuscripts are available to researchers on CD-ROMs and/or online. We believe that Mitchell's (1985:§3957) caveat that "the brain of the scholar is both more speedy and more sensitive for O[ld] E[n]glish syntactical analysis than any computer" is still valid.

**Keywords:** *diachronic, corpora, digitized*

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### Statistical Approach of Compounding in English and Albanian Dictionaries

This study provides a detailed description of compounding in English and Albanian. Both languages rank compounding as one of the

most prolific word formation techniques. The first part of the study has been perceived to treat compounding theoretically. The second part concentrates on compound words collected from the *Dictionary of Contemporary Albanian Language* (from now on DCAL -1980) and *Oxford Student's Dictionary* (from now on OSD). Compound words collected from each dictionary will be the focus of our data. As of this database graphs will provide data for each language as well as comparisons between English and Albanian. Both languages possess compounds formed by simple words, derivative words as well as combinations of simple and derivative words. As the study involves a bilingual approach, it will also focus on similarities and differences we come across in translation. It goes without saying that compound words are not necessarily compounds when translated from English into Albanian or vice versa. The study will provide abundant illustrations, as the whole database has been collected from the respective dictionaries. The study includes graphs which represent accurate statistics as both dictionaries have almost the same quantitative basis.

**Keywords:** *compounding, English, Albanian, dictionary*

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### **Word Forming Operations in English and Internetese (Or Weblish?)**

The noun *Internetese* is formed by a regular morphological rule of suffix attachment. *Weblish* is a blend of *Web + English*. In classic approaches to word formation, outputs of suffixation are automatically derived by rules of grammar whereas word blending involves extragrammatical manipulations with word structure (cf. Bauer 2001, Dressler 2002).

The proposal puts forward a question whether pragmatic demands of the Internet jargon, which needs novel words formed within a short time to keep up with technological advancements, may impact word forming techniques, in the sense that word creators abandon rigid conditions (cf. Cabre 1999) on a new word to stick out and opt for more freedom in choosing a WF technique.

The findings, based on morpho-semantic analysis of a sample data set from an online dictionary of novel words, reveal that next after compounding, which is the most productive WF type in English (Bauer 2006), comes word blending. Blends save structure but tend to be semantically uneconomical due to their idiosyncratic meaning. Affixation appears the least profitable operation, using a narrow range of suffixes that normally produce semantically regular outputs. Interestingly, outputs of both very profitable and the least profitable operations are characterized by semantic noncompositionality. This feature is not an advantage, however it does not point to the word creators' carelessness. Apart from orthographic blends meant to be processed visually, blending produces outputs that respect high ranking phonological constraints (Batel 1996); suffixed outputs are both phonologically and morphological regular. The reason why meaning idiosyncrasies are so common in the Internet jargon lies in the fact that these words needn't be interpretable because they are learnt along with the development of the Internet users' sophisticated skills.

**Keywords:** *word formation (WF), blending, suffixation, semantic noncompositionality*

## LITERARY THEORY AND CRITICISM

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### Literature Comes Full Circle: From Word to Word

This paper explores the millennial journey of literature coming full circle from word of mouth through script (letters, print) to audio to performance art by word of mouth in the highly digitized age of the 21st century.

Poetry is innate with humanity. It had existed in oral mode for centuries and millennia before it was set in stone, in print, and recorded in audio. Poetry and drama, as well as early short fiction, had found a mode of existence in the pre-Gutenberg era. The rise of

the novel in the 400-plus years owes a great deal to the printing press and capitalism; the latter being the age of technology.

The 20th century and the first 15 years of the 21st century, against the backdrop of two world wars, the atomic bomb age, and the world wide web (the Internet), have seen people worried about the plight of the (physical) book industry, the reading culture, and indeed ultimately the existence of literature itself.

Literature has withstood all the vicissitudes of humanity and the alleged onslaught of technology. Audio books and e-books have furthered the reading experience and the book industry rather than superseding the latter.

The paper explores the changing modes of literary production and consumption from Antiquity to the present. The life of literature as a vital human trait has come full circle of late: performance poetry is a case in point. The human touch in action, that is.

***Keywords:** word, literature, (performance) poetry, novel, printing presses, internet*

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### **Words that Count: Towards a Better Understanding of the Other**

Beginning in the early 15th century, the Age of Discovery was a period of European exploration by sea along with European expansion in the direction of the New World as well as Africa and the Far East. New advances in shipbuilding technology not only led to an increase in the number of European travellers to Other lands, but it also gave rise to the genre of travel literature, for the early modern European travellers ranging from the educated elite, pilgrims travelling to the holy lands, middle class merchants, artisans, soldiers, slaves in captivity, spies, corsairs, to geographers were not only interested in expanding their knowledge about the newly discovered or visited lands, but also willing to transform that knowledge into words by either theorizing or politicizing the experiences they had as a consequence of their encounters with the non-Europeans living in Other lands. In this paper, I intend to argue how the medieval Christian image of Ottoman Turks as barbarian infidels, whose thirst

for Christian blood was insatiable, was conspicuously challenged by the first-hand accounts of William Harborne, the first English Ambassador (1583-8) to Sultan Murad III's court, whose critical rhetoric amazingly endowed with more sophisticated themes of admiration for and sympathy with the Ottomans as well as annoyance and contempt towards them draws a picture of the Turk as cultural, ethnic and religious opposite of early modern Europeans without reducing them into a single essence.

**Keywords:** *travel literature, William Harborne, Other, barbarian infidels*

## LITERATURES IN ENGLISH

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### Myth of Cars in Literatures in English

Several writers have used technology and cars in particular to invent experiences to make the unbelievable seem believable. It all started with Kenneth Grahame's *The Wind in the Willows* (1908) representing one of the earliest examples where a car appears. The book heralded the presence of cars in literature which have ever since become part of many novels' plots, while serving not only as the protagonists' means of transportation, but have also helped them in terms of character development.

I will argue that the presence of cars has become more and more important throughout the 20<sup>th</sup> century, which makes me agree with what John Dale says, "For me, leaving out cars in contemporary literary fiction is like leaving out the horses in westerns." To support my point I will bring up some interesting examples, including Connie's car ride in *Lady Chatterley's Lover* (1928), which is quite remarkable, especially if we consider the strikingly dramatic contrast Lawrence created with Sir Clifford's ride on his motor-wheelchair. Virginia Woolf too in the opening pages of *Mrs Dalloway* (1925) writes about cars and planes as a reference to the aftermath of the

Great War, when people were very disappointed by the misuse of technology.

But then came the death toll of technology, owing to the innumerable car accidents which often foreshadow death and break of relationships such as in E.M. Forster's *A Passage To India* (1924) Likewise, if we turn to American literature the first instance that comes to mind is F. Scott Fitzgerald's *The Great Gatsby* (1925) where the Rolls-Royce that kills Myrtle Wilson leads through a sequence of events to Gatsby's death.

Back in Britain, in 1964, Ian Fleming wrote his only children's book, *Chitty Chitty Bang Bang: The Magical Car*, which can even fly. Indeed, this is just one of the kind of cars associated to the James Bond novels, the mythical secret agent 007. But the car in these sort of futuristic books is also seen as a metaphor for technology out of control, as is the case with J.G. Ballard's *Crash* (1973), a story about a group of alienated people who, having had a car accident, wish to experience what the narrator refers to as 'a new sexuality, born from a perverse technology.' So, as suggested by the title, car accidents represent a warning of the dangers of technology. Another 'evil' point in case is Stephen King's *Christine* (1983), the story of a killer car, possessed by supernatural forces. By contrast, here is another children's story of a rusting turquoise 1962 Ford Anglia, Harry Potter's 'flying car', *Harry Potter and the Chambers of Secrets* (2002). J. K. Rowling gets technology to play an unexpected role, that rusty car has magic properties, including flying, which are triggered by a silver button on its dashboard.

In post-colonial novels, the car, virtually taking the role of a 'character', often represents the evils coming from the world spreading of the American cultural model and of globalisation itself. I will just mention the Australian writer Matthew Reilly, whom I think best conveys the impact cars have had on Australian literature: "Maybe that class of authors writing more cerebral works don't find the car interesting enough on the human-condition level. But thriller and horror writers are happy to embrace technology and cars are the dominant technology on earth."

Following the lead theme of the conference, let me say that if at the beginning was God ... now is what D. H. Lawrence calls in one of his poems, 'Oh wonderful machine, you who are man's idea of godliness.'

*Keywords: technology, literature, cars*

## TRANSLATION STUDIES

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### **A "Traditional" Translator within a Modern Technological Reality**

Nowadays the rapid technological development is affecting all areas of life. The changes are so fast that once you get acquainted with one new piece of technology, the newest one has come into use.

The present paper examines the case of fast development of internet translation machines and other computer-assisted translation tools which come in aid to translator's job. Within the idea of globalisation and English becoming a Lingua Franca, it seems that the need for faster translations has turned into a must. As a result, many people turn to google translate machine or other CAT tools for faster and free translations. But is this solution good?

Some of the questions raised in this paper are: What is the role of "traditional" translator within this new modern world of technology? Do they still play an important role or do they remain in shadow and their job is overlapped by machine translations? How accurate are these machine translations and for what kinds of texts do they work? Does technology solve translation problems or does it bring new ones?

By using the case study method, and providing specific examples, the article tries to examine machine translation versus human translation on different typologies of text and to analyse thoroughly how they work, by identifying translation problems and offering some solutions. The paper considers this concern important and legitimate to raise awareness on its users, in order to avoid bad translations for the sake of serious work.

*Keywords: CAT tools, machine translation, human translation*

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### **Technology and Socio-Cultural Change in Women's Lives: An Analysis of Parallel Texts in Translation**

Technology has led to many important changes in all walks of life, especially its contribution to the transformation of the society, culture and individual is essentially remarkable. By means of technological innovations and developments lives have gained speed and energy. Women have had their share in this flow and turned to change themselves and serve more to the feminist cause as a result of their need to cope up with and at the same time benefit from technology. This study aims to reveal how the woman's identity and position in the society have evolved along with technology that has become an indispensable part of our lives and brought new definitions and dimensions to the representation and perception of women. In this frame, parallel texts on food, health, career and relations in popular Turkish women's magazines namely, *Women's Health* and *Elle* will be analysed comparatively. What distinguishes parallel texts from translations is that "... (they) are two linguistically independent products arising from an identical (or very similar) situation (Snell-Hornby, 1988: 86). Halliday and Hasan's model of lexical cohesion (1976) including the two categories of reiteration and collocation, will be used as it focuses on the relationship between the items and the knowledge of the language users and the world essential to the working of cohesion (Tanskanen, 2006). A comparison based on this model between the articles translated into Turkish and original articles in Turkish will enable us to gain an understanding of the 21st-century woman in her new socio-cultural milieu formed by technological change and progress. The textual differences as regards translated and non-translated texts will be identified to improve quality and naturalness in these text types (Williams; Chesterman, 2002).

**Keywords:** *translation studies, women's magazines, Women's Health, Elle, women and technology*



## (VOCATIONAL) EDUCATION

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### **Revitalizing Vocational and Continuing Education through Best Practices: The Albanian Case**

Various sources and feasibility studies provide ample analyses on the existence of serious skills gap in all the main sectors of the Albanian economy as the main educational focus has shifted towards Higher Education (HE), thus failing to revitalize the former “backbone” of the economy, i.e., Vocational Education Training (VET) and Continuing Education (CE). As such, this paper undertakes to analyse the most recent developments in terms of vocational education and training and continuing education as well as some very recent feasibility studies on Post-Secondary VET. It further provides a number of recommendations and suggestions towards a better integration of VET and CE into a knowledge-based economy, thus filling the skills gap and securing a sustainable future and economic growth.

**Keywords:** *VET, Continuing Education, skills gap, knowledge-based economy*

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### **English in Vocational Schools**

Youth unemployment has, in recent years, been identified as one of the key employment problems that politicians in the OECD have been trying to address, however with very little visible success so far. The dual system of vocational training has sometimes been termed the paramount reason for the relatively low level of unemployment among German youths, so much so that, in fact, there now are attempts in some countries to emulate this scheme. My paper will briefly explain what dual vocational training actually means within the context of youth education to then discuss the relevance, the achievements and also failures of foreign language training and here

especially English language training of youths that do not go on into second-level secondary education. Among the problems that can be identified there are, amongst others, the lack of suitably qualified teachers, the lack of occupation-specific teaching-materials and also the lack of motivation among trainees.

**Keywords:** *OECD, youth education, vocational schools*

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### **The PhD Process as a Useful Academic Tool in Different Teaching Environments**

Most PhD students start to think seriously of lecturing after they finish their PhD. Today's competition on the academic realm is about the quality of research. The whole focus during the PhD programme is on improving research skill and little attention is paid to the PhD process as a gateway to teaching. This paper is based on my reflections on teaching methods and the swift transition from a research-oriented student to a blend of teaching and researching oriented prospective lecturer. I argue that teaching can become a cumbersome to PhD students who come from developing countries and teach in multicultural societies in advanced universities. Reflecting on my teaching experience in the UK I show how similar principles that guide research such as creativity, problem solving, and passion, can also be helpful during the teaching process. I also highlight that the interplay between research skills and teaching skills is little discussed in the literature and is almost absent from the PhD programmes.

**Keywords:** *PhD programme, research, teaching*