

# In the beginning was the word ... and then ... technology

**3rd ASSE International Conference  
on British and American Studies**

*Organized in collaboration with the  
Canadian Institute of Technology, Tirana, Albania*

*26-28 November 2015, Tiranë, Albania*

## **Conference Programme**

## Thursday, 26 November 2015

<b>08:30-10:00</b>	Registration
<b>10:00-10:30</b>	Welcome address
<b>10:30-11:30</b>	<b>Plenary session</b> – Conference Room (ground floor) <i>Chair: Bledar Toska, University of Vlora "Ismail Qemali," Albania</i>
	<b>Prof. Marina Bondi, University of Modena and Reggio Emilia, Italy</b> Try to Prove Me Wrong: Academic Discourse, Blogs and Knowledge Dissemination on the Web
<b>11:30-12:00</b>	Coffee break
<b>12:00-13:10</b>	<b>Parallel sessions</b>
Room A3	<b>British and Commonwealth Literature/Film Studies</b> <i>Chair: Nick Ceramella, Independent scholar, Italy</i>
	<b>Victor Kennedy, University of Maribor, Slovenia</b> Prometheus Updated
	<b>Hamdi Ali Serdar, Pamukkale University, Turkey</b> Art and Alienation in W. Morris's <i>News from Nowhere</i>
	<b>Armela Panajoti, University of Vlora "Ismail Qemali," Albania</b> "The Machine Stops": Divinely Human or Mechanical?
Room B2	<b>Discourse Analysis</b> <i>Chair: Thomas Christiansen, University of Salento, Italy</i>
	<b>Vassil Anastassov, Fatih University, Turkey</b> From "Logos" – to "Ethos" And "Pathos": The Role of Technology in the Evolution of Human Interaction
	<b>Anna Franca Plastina, University of Calabria, Italy</b> The Impact of Academic Social Networking Sites on Scholarly Communication: Multimodal Discourse for Professional Visibility
	<b>Bledar Toska, University of Vlora "Ismail Qemali," Albania</b> Representing Action in Newspaper Editorial Discourse and Corpus Linguistics
	<b>Iryna Malynovska, Centre for Linguistic Studies and Foreign Languages of the National Academy of Sciences of Ukraine, Ukraine</b> Principles and Instruments of Linguistic Analysis of American Philosophical Discourse on Technology
Room B3	<b>Translations Studies/Linguistics</b> <i>Chair: Ipek Uygur, Adnan Menderes University, Turkey</i>
	<b>Pelin Şulha, Dokuz Eylül University, Turkey</b> Technology and Socio-Cultural Change in Women's Lives: An Analysis of Parallel Texts in Translation
	<b>Ilda Kanani, University of Vlora "Ismail Qemali," Albania</b> A "Traditional" Translator within a Modern Technological Reality
	<b>Afërdita Kasolli, University "Fehmi Agani," Gjakova, Kosovo</b> Interpreting entailment: A Case Study
<b>13:10-15:00</b>	Reception at CIT
<b>15:00-16:10</b>	<b>Parallel sessions</b>
Room A3	<b>Linguistics</b> <i>Chair: Dieter Wessels, Ruhr University Bochum, Germany</i>
	<b>Timea Ardelean, Partium Christian University, Oradea, Romania</b> Gender, Age, and Language Use in Computer-Mediated Communication
	<b>Thomas Christiansen, University of Salento, Italy</b> The Internet as a Global Speech Community towards an English Lingua Franca-dominated Plurilingualism?
	<b>Ewa Tomaszewicz, Philological School of Higher Education, Wrocław, Poland</b>

	Word forming operations in English and Internetese (or Weblish?)
Room B2	<b>Cultural Studies</b> <i>Chair: Anna Franca Plastina, University of Calabria, Italy</i> <b>David Schaufler, University of Silesia in Katowice, Poland</b> Technology as Word and Field: From Heidegger to Bourdieu <b>Sava Popović, University of Belgrade, Serbia</b> For Real Men Only: Media Influence on Masculinity <b>Zoltan Zakota, Partium Christian University, Romania</b> The Role of Social Media in Promoting Corporate Identity <b>Chris Minardi, Fulbright scholar (Sacred Heart University, USA)</b> The Apocalyptic Odyssey
Room B3	<b>Literary theory and criticism</b> <i>Chair: Jacek Mydla, University of Silesia in Katowice, Poland</i> <b>Jeremy Tambling, Independent scholar, UK</b> On Time: On Technology, Writing, and Bridging <b>Ipek Uygur, Adnan Menderes University, Turkey</b> Words that Count: Towards a Better Understanding of the Other <b>Muhamet Hamiti, University of Prishtina "Hasan Prishtina," Kosovo</b> Literature Comes Full Circle: From Word to Word
<b>16:10-16:40</b>	Coffee break
<b>16:40-17:50</b>	Parallel sessions
Room A3	<b>British and Commonwealth literature/Literatures in English</b> <i>Chair: Victor Kennedy, University of Maribor, Slovenia</i> <b>Edona Liukacaj, Karabuk University, Turkey</b> Techn(olog)ically 'the Others': An Analysis of Marginalization with a Focus on Kazuo Ishiguro's <i>Never Let Me Go</i> <b>Daniel Vogel, College of Professional Studies, Racibórz, Poland</b> Travelling in Space and Time: Arthur C. Clarke and His Encounters <b>Nick Ceramella, Independent scholar, Italy</b> Myth of Cars in Literatures in English
Room B2	<b>Linguistics</b> <i>Chair: Arnalda Dobrić, University of Zagreb, Croatia</i> <b>Rafał Molencki, University of Silesia in Katowice, Poland</b> Computer-Assisted Studies of Diachronic English Syntax <b>Hajnalka Izsák, Partium Christian University, Oradea, Romania</b> English and Hungarian Emotion Idioms - A Cognitively Oriented Approach to Idiom Analysis <b>Esmeralda Sherko, Agricultural University of Tirana, Albania</b> Statistical Approach of Compounding in English and Albanian Dictionaries
Room B3	<b>Technology and Language Learning/Education</b> <i>Chair: Muhamet Hamiti, University of Prishtina "Hasan Prishtina," Kosovo</i> <b>Nuhi Billaca, University of Prishtina "Hasan Prishtina," Kosovo</b> The Effect of Technology in Acquiring English by Young Learners <b>Teuta Agaj, Public University "Kadri Zeka," Gjilan, Kosovo</b> Computer-Assisted Language Learning <b>Fabian Zhilla, Canadian Institute of Technology, Tirana, Albania</b> The Phd Process as a Useful Academic Tool in Different Teaching Environments

### Friday, 27 November 2015

<b>10:00-11:00</b>	<b>Plenary session - Conference Room (ground floor)</b> <i>Chair: Artur Jaupaj, Canadian Institute of Technology, Tirana, Albania</i>  Prof. Albert Doja, University of Lille, France
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	Exchange and Reciprocity: On Words, Goods, Women, and Other Technologies of Communication
<b>11:00-11:30</b>	Coffee break
<b>11:30-12:40</b>	<b>Parallel sessions</b>
Room A3	<b>American literature</b> <i>Chair: Eva Kowalska, University of Johannesburg, South Africa University, Bulgaria</i> <b>Fatbardha Doko, State University of Tetova, Macedonia</b> <b>Ardita Doko, College "Iliria," Pristina, Kosovo</b> Factography in Ernest Hemingway's Novels <b>Hana Stoklasová, University of Ostrava, Czech Republic</b> Progress and Regress in <i>The Jungle</i>
Room B2	<b>Cultural Studies</b> <i>Chair: David Schauffler, University of Silesia in Katowice, Poland</i> <b>Jacek Mydla, University of Silesia in Katowice, Poland</b> Old-type hauntings by new ghosts? Word and image in the "cybernatural horror" <i>Unfriended</i> <b>Christopher Leslie, New York University, United States of America</b> Transatlantic Science Fiction as Public Sphere: Hugo Gernsback, Class, and Mass Culture <b>Erika Abazi, University of Lille, France</b> Has Technology Changed Our World? <b>Elonora Hodaj, University of Vlora "Ismail Qemali," Albania</b> The Influential and Redefining Role of Technology in Society, Language and Literature at Large
Room B3	<b>ICT and Language Learning</b> <i>Chair: Julijana Vučo, University of Belgrade, Serbia</i> <b>Julijana Vučo, University of Belgrade, Serbia</b> <b>Danijela Manić, Aviation Academy, Belgrade, Serbia</b> Performing ICT-Based TBLT: The Experiences of the Pan-European Task-Based Activities for Language Learning (PETALL) Project <b>Žana Knežević, University "Mediterranean," Podgorica, Montenegro</b> Using Wiki through Moodle
<b>12:40-14:30</b>	Lunch break
<b>14:30-15:40</b>	<b>Parallel sessions</b>
Room A3	<b>British and Commonwealth literature/Comparative Literature</b> <i>Chair: Pelin Şulha, Dokuz Eylul University, Turkey</i> <b>Lubomir Terziev, Sofia University St. Kliment Ohridski, Bulgaria</b> Swift's 'Mechanical Operation of the Spirit' and Debord's <i>The Society of the Spectacle</i> : the τέχνη of enthusiasm <b>Eva Kowalska, University of Johannesburg, South Africa</b> Types of Text: the Typewriter and Concrete Poetry in 1960s South Africa <b>Benjamin Keatinge, South East European University, Macedonia</b> Communications, Media and Information Technology in Three Contemporary Irish Poets: Peter Surr, Alan Gillis and Billy Ramsell
Room B2	<b>Linguistics</b> <i>Chair: Rafał Molencki, University of Silesia in Katowice, Poland</i> <b>Arnalda Dobrić, University of Zagreb, Croatia</b> Importance of Rhythm and Movement in Early Language Learning <b>Avni Islami, AAB College, Kosovo</b> <b>Meliha Brestovci, University of Prishtina "Hasan Prishtina," Kosovo</b> <b>Sadete Tërnavo-Osmani, University of Prishtina "Hasan Prishtina," Kosovo</b> Overcoming Difficulties in Mastering English Prepositions
Room B3	<b>ESP</b> <i>Chair: Dieter Wessels, Ruhr University Bochum, Germany</i>

	<p><b>Dana Carmen Zechia</b>, <i>“Mircea cel Batran” Naval Academy, Constanta</i>  <b>Alina Balagiu</b>, <i>“Mircea cel Batran” Naval Academy, Constanta</i>  ESP and the Maritime Field  <b>Dieter Wessels</b>, <i>Ruhr University Bochum, Germany</i>  English in Vocational Schools  <b>Arjan Shumeli</b>, <i>Agricultural University of Tirana, Albania</i>  <b>Artur Jaupaj</b>, <i>Canadian Institute of Technology, Tirana, Albania</i>  <b>Luljeta Mine</b>, <i>Agricultural University of Tirana, Albania</i>  The Composition of Terminological Units in the Field of Agro-mechanics in English and Albanian  <b>Artur Jaupaj</b>, <i>Canadian Institute of Technology, Tirana, Albania</i>  Revitalizing Vocational and Continuing Education through Best Practices: The Albanian Case</p>
<b>15:40-16:10</b>	Coffee break
<b>16:10-17:00</b>	<b>Parallel sessions</b>
<b>Room A3</b>	<p><b>American and Native American literature</b>  <i>Chair: Benjamin Keatinge, South East European University, Macedonia</i></p> <hr/> <p><b>Marija Krivokapić</b>, <i>University of Montenegro</i>  At the End Is <i>Piuraa: The Raven’s Gift</i> by Don Rearden  <b>Stanislav Kolář</b>, <i>University of Ostrava, Czech Republic</i>  The Machine in the Garden: An Encounter of Technology with Nature in Paule Marshall’s and Jamaica Kincaid’s Fiction</p>
<b>Room B2</b>	<p><b>British and Commonwealth literature</b>  <i>Chair: Marsela Turku, “Aleksandër Moisiu” University, Durrës, Albania</i></p> <hr/> <p><b>Yildiray Cevik</b>, <i>International Balkan University, Macedonia</i>  Pursuit of Science in Bacon’s Utopian Novel  <b>Sadagat Abbasova</b>, <i>Kafkas University, Turkey</i>  Victorian Perspectives and the Blind Reaction and Views on Women in the XIX Century  <b>Marsela Turku</b>, <i>“Aleksandër Moisiu” University, Durrës, Albania</i>  Myth and Symbols in John Fowles’s <i>The Magus</i></p>
<b>Room B3</b>	<p><b>Linguistics</b>  <i>Chair: Artur Jaupaj, Canadian Institute of Technology, Tirana, Albania</i></p> <hr/> <p><b>Lendita Kryeziu</b>, <i>University of Gjakova “Fehmi Agani,” Kosovo</i>  English Varieties in Shaw’s <i>Pygmalion</i> and Semantic Change of Words Used in the Corpus a Hundred Years from Its Publication  <b>Manola Kaçi (Myrta)</b>, <i>“Aleksandër Moisiu” University, Durrës, Albania</i>  An Overview of Neologism Formation by Kristoforidhi  <b>Adrian Lesenciuc, Daniela Nagy</b>, <i>“Henri Coandă” Air Force Academy, Braşov, Romania</i>  Prospective Approaches to Studying Sign Systems</p>
<b>17:00-18:00</b>	<b>Film presentation:</b> <i>Heavy Metal: A Mining Disaster in Northern Quebec</i> (with an Introduction by Neil Diamond, director)
<b>18:00-18:20</b>	Conference conclusions
<b>19: 30</b>	Conference dinner

**Saturday, 28 November 2015**

<b>09:00</b>	Excursion to Apollonia
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