

Founded in November 2009, The Albanian Society for the Study of English (ASSE) is devoted to the promotion of English and American studies in Albania. **in esse: English Studies in Albania**, a refereed scholarly journal, is part of the Society's activities. Its aim is to bring to the fore original work in linguistics, literary and translation studies and language teaching by scholars working in Albania and abroad.



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Only connect ...

Table of Contents

Introduction	1
SEMIOTICS	
Daniela STOICA <i>The dialectic of the image in Roland Barthes' theory</i>	7
Aleksandar TAKOVSKI <i>Advertising semiotics: A methodological discussion on the complexity of the communicatively modelled processes</i>	24
TRANSLATION STUDIES	
Başak ERGİL <i>Questioning the image of a poet and his work: The case of Nâzım Hikmet</i>	47
Anindya SEN <i>Tagore's "Kabuliyala" in English: Comparative study of culturally and subjectively determined variables in two translations</i>	60
Ilda KANANI <i>Facing the unknown: The case of the Albanian translation of "Angels and Demons"</i>	71
Mihaela COZMA <i>Developing the translator's cultural competence through genre analysis</i>	81
Shykrane GËRMIZAJ and Shpresa HOXHA <i>Factors influencing translation process and product</i>	92
LANGUAGE	
Meri GULI <i>Biblical motifs in English and Albanian proverbs</i>	109

Rajmonda KËÇIRA <i>English loan words in the Albanian language</i>	120
Arjan SHUMELI and Valter MEMISHA <i>Loanwords in the environmental terminology: A linguistic investigation of university environmental textbooks</i>	133
Eugenio CIANFLONE <i>Formatting research article titles: The case of Food Science</i>	141
Adrian LESENCIUC, Daniela NAGY, Cosmina DRĂGHICI <i>Analysis of the Funeral Discourse in Memory of Eolaie, the Pelasgian Hero</i>	154
Madalina CERBAN <i>The expansion phenomenon in clause complexes within systemic functional framework</i>	172
LSP/ESP	
Dieter WESSELS <i>Teaching LSP—A tri-lingual approach</i>	185
Arjan SHUMELI and Artur JAUPAJ <i>The status of ESP across Albanian universities: The case of ESP at the Agricultural University of Tirana</i>	198

Introduction

This issue of *in esse: English Studies in Albania* is a collection of selected papers presented at the First ASSE International Conference, which was held in Vlora, Albania, 11-13 June 2011. The conference topic “Only connect...,” the epigraph to Forster’s novel *Howards End*, was intended as a call to invite scholars to explore the notion of connection in literature, language and culture. The call proved provoking to the point of producing a good number of interesting papers, which dealt with connection from challenging perspectives and in various areas of study.

Thus given the variety of ideas and perspectives, we decided to produce two volumes with selected papers and group them around common thematic concerns. The first volume contains papers on literature and cultural studies, whereas the second, papers on language, semiotics, translation and ESP. The papers making part of the current issue of *in esse* are divided into four sections: *Semiotics*, *Translation Studies*, *Language* and *ESP/LSP*.

The first section contains two contributions: the first one written by Daniela Stoica focuses on Barthes’ dialectic of image in order to analyse literature and visual arts in connection with three aspects: the creator, the entity represented and the observer (the reader); whereas the second one by Aleksandar Takovski discusses the semiotics of advertising communication by focusing on the semiotic agents, resources, processes and factors, both supportive and restrictive of the semantic complexity of the advertising message.

The second section contains five contributions, which deal with matters of translation. Almost all of them emphasize the role of culture and investigate culture-related aspects of literary translation.

Başak Ergil examines the case of the Turkish poet Nâzım Hikmet to argue how images are created through translation. Drawing on Genette’s formulization of “paratext = peritext + epitext” for a theoretical framework of analysis, the author discusses the image of Nâzım Hikmet and his poetry in Anglo-American literary systems from 1932 to 2002.

Anindya Sen compares two different translations of Rabindranath Tagore’s short story “Kabuliwala,” William Radice’s (1991) and

Madhuchchhanda Karlekar's (2000), to point out the merits and faults of both translations as far as the rendering of culture-specific elements is concerned.

Ilda Kanani discusses the challenges posed to the literary translator from lack of background knowledge or presence of unfamiliar cultural elements in the source text. By analysing the Albanian translation of Dan Brown's *Angels and Demons* by Amik Kasoruho, the author tries to shed light on the translation techniques used by this translator to face what in the title of the paper she calls "the unknown."

Whereas Mihaela Cozma, although concerned with the translator's cultural competence as the previous two authors, argues in defence of the concept of genre and the technique of genre analysis as useful in preparing professional translators. She combines theoretical and practical evidence to answer some questions regarding mainly the elements of genre analysis and the use of genre analysis in class activities.

Shykrane Gërmizaj and Shpresa Hoxha offer a more practical view of translation. They discuss translation process and product of English language learners. Three groups of students attending three different kinds of English courses were assigned the task of translating a source text in English into a target text in Albanian. The researchers then investigated the differences in process among groups in order to assess and evaluate the outcome and to identify the factors contributing to the quality of the target text.

The third section is broadly entitled *Language* due to the variety of topics, perspectives and methods brought here, which obviously apply to the study of language. The section contains six contributions, most of which are embedded in a comparative perspective that aims mainly at pointing out the contribution of English to the enrichment of other languages, in this case, Albanian.

Meri Guli focuses on the biblical motifs that English and Albanian proverbs share. By comparing biblical proverbs to their English and Albanian counterparts, the author attempts to point out the national peculiarities of proverbial sayings of biblical origin.

Rajmonda Këçira discusses the impact English has had on Albanian. More particularly, the author examines the ways the two languages have come into contact by focusing on two different historical periods, the

1920s and the 1990s. In the case of Albanian, contacts with English have been direct and mediated. The author explains both types of language contact to argue about the penetration of English loan words into Albanian.

Arjan Shumeli and Valter Memisha also discuss English loanwords but they take a different perspective and focus on the entry and use of English loanwords in the Albanian environmental terminology. For the purpose of their study they examined some university textbooks on and about the environment.

Eugenio Cianflone analyses research article titles as sources of information about the contents of the paper. The author's corpus is 86 titles of articles from social, natural and biological sciences from three scholarly journals, *Food Chemistry*, *Food Control* and *International Journal of Food Microbiology*, which he analyses to report word count and structural construction.

Adrian Lesenciuc, Daniela Nagy and Cosmina Drăghici have chosen a different type of discourse, funeral discourse, to study an inscription engraved on a funeral stele found on Lemnos Island from the perspective of discourse pragmatics as well as to try to answer a couple of questions regarding research methodology when it comes to analysing instances of ancient discourse.

Madalina Cerban focuses on clause complexes to discuss the expansion phenomenon. The author first presents the taxis and logico-semantic systems and the ways they combine within clause complexes and then analyses the three major types of expansion: elaboration, extension and enhancement.

The last but not the least section in this volume deals with the gaining-ground field of LSP (Languages for Specific Purposes) with ESP (English for Specific Purposes) taking the lead in this respect.

Dieter Wessels provides a factual report on language teaching, more particularly on the current situation of teaching LSP. In the context of debatable approaches to foreign language teaching models and modules, the author proposes another one, the tri-lingual approach, which is inspired by real-life communicative situations between partners from diverse linguistic backgrounds and which practically involves either appropriately qualified teachers or forms of team teaching.

Arjan Shumeli and Artur Jaupaj examine the status of ESP at the Agricultural University of Tirana (AUT). For this purpose, they look into the nature of approaches and methods of language teaching. The research shows that although the AUT is ahead of other Albanian universities in the implementation of ESP, still in some cases the contents of the syllabus and the programme are not in line with the ESP requirements.

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

