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*in esse*  
English Studies  
in Albania

*in esse* English Studies in Albania 8.1

Spring 2017

*in esse*  
English Studies  
in Albania



Spring 2017

*Volume 8 Number 1*

*in esse:*  
English Studies in Albania

Journal of the Albanian Society for the  
Study of English (ASSE)



Albanian Society for the Study of English

Albanian Society for the Study English

Department of Foreign Languages

Faculty of Humanities

University of Vlora "Ismail Qemali"

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*Title: in esse: English Studies in Albania* ©

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ISSN: 2078-7413

Printed by Studio Sai, Vlorë, Albania, 2018

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## Introduction

This volume of *in esse: English Studies in Albania* comprises a selection of papers presented at the fourth ASSE International Conference on British and American Studies “English and I: Literary and Cultural Encounters,” which took place on 8-10 June 2017 in Vlora, Albania. The present issue contains papers connected with language studies. Most of the papers included here are concerned with discourse, mainly the political one, and focus primarily on presidential speeches. Different aspects and perspectives regarding this type of discourse are proposed here, like digital memes, aggressiveness and gender, presidential apologies etc. In this issue, interest in discourse analysis and speech acts will also be connected to translation studies. Internalisation of higher education and the status of English as the language of internalisation will also be discussed here. The papers collected here are divided into three sections, *Discourse Analysis*, *Translation Studies*, and *Education*.

The first section, *Discourse Analysis*, contains three contributions, which discuss primarily presidential figures and attempt to analyse aspects of discourse related to the use of technology and the Internet, attitude and manner, and strategies of approaching and apologising to the addressee.

In her paper, Cristina Arizzi from the University of Messina, Italy, looks into digital memes, which she views as hybrids originating from an original matrix but integrating elements of traditional textual strategies like irony and satire, for instance, to respond to present cultural contexts. The author also brings to attention issues regarding authorship, especially as connected to the rise of social media. For her analysis, Arizzi draws on memes about the 2016 American Presidential Election.

Anila Hima from the University of Vlora “Ismail Qemali,” Albania investigates women politicians’ discourse. She brings to

attention the issue of gender in politics as still connoting with certain stereotypical associations made to the discourse of women politicians. To make her point, the author analyses aggressive behaviour in women politicians. She investigates their behaviour in two different circumstances, from a position of power and from a position of opposition. For purposes of her qualitative and comparative analysis, the author draws on a corpus of speeches by two women politicians, Hillary Clinton, an American politician, and Josefina Topalli, an Albanian politician.

In his paper, Ahmad Kareem Salem Al-Wuhaili from the University of Craiova, Romania, focuses on political apologies in order to identify the strategies politicians employ to make their apologies. The aim of his analysis is to see whether political strategies follow the same strategies commonly employed to make an apology in circumstances other than political. For the purposes of his analysis, the author has selected five apologies by four former presidents of the USA and the current president Trump.

The second section, *Translation Studies*, contains one contribution by Pelin Şulha from Dokuz Eylül University, Turkey, who analyses speech acts in subtitling. She chooses an American TV series, *House of Cards* for this analysis. By drawing on Speech Act Theory, the author seeks to point out the role the pragmatic analysis of speech acts has in the translation process.

The last section, *Education*, contains one contribution by Oana-Luiza Barbu, University of Bucharest, Romania. In her article, the author look into the internationalisation of higher education focusing particularly on the case of Romania. The author makes an overview of the internalisation process, which she tries to connect with language and language studies cherishing the view that the process requires a common language, capable of responding to the process and of empowering it. She hypothesises this language to be English and brings in more evidence in the form of an overview from various sources to prove her hypothesis.

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