

# ICLTE 2025

5th International Conference on  
Language Studies, Translation and  
Education

20 - 22, February, 2025  
Bursa, Turkiye

## BOOK OF ABSTRACTS

**IATELS**

International Association for Technology,  
Education and Language Studies



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5th International Conference on Language Studies,  
Translation and Education

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## BOOK OF ABSTRACTS

Edited by Prof. Dr. Iryna Sekret

**IATELS**

*International Association for Technology, Education and Language Studies*

**STARTINFORUM**  
2025

## **Book of Abstracts**

### **ICLTE 2025**

**5th International Conference on Language Studies, Translation and Education  
20 - 22, February, 2025, Bursa, Turkiye, p. 52**

**This Book of Abstracts includes the main materials of ICLTE 2025 - 5th International Conference on Language Studies, Translation and Education which was held in a blended mode on 20 - 22, February, in Bursa (Turkiye).**

**The studies presented at the conference discuss recent research, best practices and new approaches in the fields of language studies, translation and education.**

**The conference speakers also refer to the current developments of AI and its usage in different spheres of education and research.**

**The abstracts which entered this book represent the studies conducted by the scholars from Turkiye, Ukraine, USA, Morocco, India, Netherlands, Pakistan, Nigeria and other countries.**

**This collection of the international studies is of definite value for global academic community , interested in the recent developments within language studies, translation and education.**

**The abstracts are published in the authors' versions after a rigorous process of the blind double peer review.**

**The authors are responsible for the research design, accuracy of the data and language of their studies.**

**The editorial board and scientific editors may not agree with the authors' views presented in the papers, but acknowledge a plurality of visions and approaches.**

ICLTE International Conference on Language Studies, Translation and Education

[www.laste.iatels.com](http://www.laste.iatels.com)

The Conference was organised by

IATELS

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[www.iatels.com](http://www.iatels.com)

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## **About ICLTE 2025**

### **5th International Conference on Language Studies, Translation and Education**

ICLTE, International Conference on Language Studies, Translation and Education, was initiated as LASTE in 2017 and held its first meetings in 2018 in Istanbul (Türkiye).

Since the year of its establishment, the conference has been rebranded as ICLTE and has held its five events with the participation of the speakers and presenters from different countries of the world.

ICLTE is held in a blended mode to allow international participants to join the conference platform and explore wider opportunities for exchanging ideas and collaboration.

The main aim of the conference is not only a chance to present case studies and discuss current developments in language studies, translation and education, but also to explore more opportunities for partnerships and collaboration at the level of individual academicians and institutions.

By presenting the studies, creating ample opportunities for their discussions, brainstorming on social and institutional needs, the conference participants open new ways for joint research, educational projects and publication plans.

ICLTE provides its participants with three possible scenarios for publishing their findings and full papers:

- 1) Book of Abstracts with ISBN number;
- 2) Book of Conference Proceedings with ISBN number,
- 3) Springer Monograph.

The conference organising committee works to guarantee high quality of the conference events, their value for national and international academic community, quality of speeches and presentations, durability and sustainability of the conference plans. With this visionary approach, the submissions for the presentations and publications as well as the speeches for the conferences are selected very carefully, paying attention to the expertise of the presenters, the innovative aspects of their studies, their value for international academic communities.

We are happy to note that ICLTE has become a constant meeting point for academicians from different countries where they continue their communication through years, developing new plans and frameworks for further research and educational projects.

This Book of Abstracts reflects on the main points of ICLTE 2025, its content, organisation, partnering institutions and speeches presented at the conference. It is believed to shed the light on the content of the conference meetings, topics of the conference discussions and further plans for ICLTE organisation and research.

We would like to thank all our partners and collaborating organisations for their support in organising ICLTE 2025 and realising its further publication plans, namely to:

- Prof. Dr. Asghar Zaidi, Provost of University of Management and Technology (Lahore, Pakistan);
- Assoc. Prof. Dr. Nadia Anwar, Dean, University of Management and Technology (Lahore, Pakistan);
- Prof. Dr. Piet Kommers, University of Twente (Netherlands);
- Prof. Dr. Ilknur Istifci, Anadolu University (Eskisehir, Türkiye);
- Prof. Dr. Hamit Coskun, Bolu Abant Izzet Baysal University (Bolu, Türkiye);
- Utku Perincek, Academic College (Bursa, Türkiye);
- Assoc. Prof., Dr. Viktoriia Shabunina, Taras Shevchenko National University of Kyiv (Kyiv, Ukraine);
- Khalid Mahmood, PhD English (Linguistics) Scholar, University of Management and Technology (Lahore, Pakistan), Academic Committee Member, IATELS (Pakistan);
- Assist. Prof. Dr. Rahat Bashir, University of Management and Technology (Lahore, Pakistan);

and all the conference participants and presenters who contribute to the conference content and discussions with their studies and expertise.

ICLTE 2025 was attended by the participants from more than 10 countries which made it a truly international academic event.

The abstracts of the speeches are presented in the order in which they were planned in the Conference Program and published in the authors' version after a rigorous reviewing process done by the Conference Organising Committee and academicians with internationally recognised expertise in language studies, translation and education.

The studies are published in the authors' versions. The authors are responsible for the research design, accuracy of the data and language of their studies. The editorial board and scientific editors may not agree with the authors' views presented in the papers, but acknowledge a plurality of visions and research approaches.

We hope this Book of Abstracts will become a valuable addition to the development of the international paradigm of knowledge and practices on language studies, education and related issues.

Prof. Dr. Iryna Sekret  
IATELS Committee Chair  
STARTINFORUM International Project Management and Business Consultancy

## **Conference Committee**

### **Organising Committee**

Prof. Dr. Iryna Sekret, IATELS Committee Chair, Turkiye  
Prof. Dr. Piet Kommers, Netherlands  
Prof. Dr. Asghar Zaidi, Provost of University of Management and Technology, Lahore, Pakistan  
Prof. Dr. Ilknur Istifci, Anadolu University, Turkiye  
Prof. Dr. Anuradha Parasar, Dean, School of Liberal Education, Galgotias University, Greater Noida, India  
Prof. Dr. Hamit Coskun, Bolu Izzet Baysal University, Turkiye  
Assoc. Prof. Dr. Nadia Anwar, University of Management and Technology, Pakistan  
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Dr. Peter Williams, University College London, England  
Utku Perincek, Academic College, Bursa, Turkiye

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Khalid Mahmood, Tamgha-i-Imtiaz, TEFL Instructor, PhD English (Linguistics) Scholar, University of Management and Technology, Lahore, Pakistan  
Assoc. Prof., Dr. Viktoriia Shabunina, Taras Shevchenko National University of Kyiv (Kyiv, Ukraine);



## Conference Partners and Organisations



## Conference Sponsor



**ICLTE Conference is sponsored by STARTINFORUM International (Türkiye).**

**STARTINFORUM International Project Management and Business Consultancy is a business company, located in Türkiye, providing a wide range of services in the fields of international business and education, being socially active at the national and international levels.**

Being established in 2018, STARTINFORUM quickly entered the international market of business and education thanks to the many years of experience and expertise of its international staff.

Seeing education, technology and research as one of its priorities, the company initiated the establishment of **IATELS - International Association for Technology, Education and Language Studies (<http://iatels.com>)**, as an organisation supporting international research and educational initiatives, giving opportunities to young researchers and those who are at the advanced levels of their careers to grow professionally, by exchanging their experiences and ideas.

Realising that Language, Education, Technology and Business with the accent on the human Psychology are the keys to the modern development, STARTINFORUM together with IATELS established three annual conferences -

- **ICLTE** International Conference on Language Studies, Translation and Education (<http://laste.iatels.com>),
- **ICPATME** International Conference on Education and Technologies (<http://patme.iatels.com>) and
- **APBM** International Conference on Applied Psychology and Business Management (<http://apbm.iatels.com>).

The company cooperates with a wide range of business organisations, factories, enterprises, universities, schools and social institutions from different countries of the world (Türkiye, Ukraine, Pakistan, India, USA, UK, Czech Republic, Netherlands, Morocco, India, Kazakhstan, Indonesia, Albania, Poland, etc).

Apart from the research and educational projects at the national and international levels, including ERASMUS+ framework, STARTINFORUM develops and coordinates projects in international business and production.

For contacts, inquiries and cooperation please visit the company's website <http://startinform.com> and email to [start.inforum@gmail.com](mailto:start.inforum@gmail.com)



## **Welcoming Speech And Greetings From English Worldwide Iatels International Academy**

**Dear Colleagues, Dear ICLTE Organising Committee, Dear ICLTE Participants,**

It is our great pleasure to partner in organising this event which embraced participants from such a big number of countries.

We are happy to greet the presenters and attendees from Türkiye, India, Pakistan, Ukraine, USA, Nigeria and many others.

English Worldwide Academy is empowered by IATELS Association and sponsored by STARTINFORUM that is why it is our exceptional honour to join this event as a unity which is happy to contribute to organising this conference and to its content with our expertise in the English language teaching and learning.

“English IATELS – English Worldwide” is a slogan of International English Academy, initially established with the headquarters in USA and in Türkiye.

The coordination of the Academy’s work from two continents has made the organisation truly international, embracing language instructors and students from different parts of the world.

The mission of the Academy is viewed in developing innovative, personalised approaches to the English education, based on the latest advances in educational psychology, language teaching methods and technologies.

We work to make English education of good quality accessible to the students of different cultural backgrounds, ages and geographical locations.

Nowadays English IATELS Academy is an educational establishment, which is developing new educational concepts based on the dialogic learning through active interaction of instructors and students from various countries and cultures, working together to raise their English communicative competences, general educational and scientific backgrounds.

By designing and implementing original teaching materials, blending different teaching methods and techniques, we work to lay an individualised approach to each student to support them on their way of learning English and growing personally and professionally.

We are happy to note that we have already got recognition and high appreciation from the students in Europe and Asia, Middle and Far Easts, from African and Latin American countries.

Developing online language education methodology as a tool to make quality English education more accessible in different parts of the world, we work to create opportunities for our students to learn more about other countries and cultures, despite the limitations of their actual geographic locations and with respect to all cultural and religious backgrounds.

The experts of English IATELS are working on developing new methods of teaching English online and new contents which would be interesting for different learners, not only to get knowledge of English, but also to learn how to communicate in English in a multicultural community and apply English communicative skills for their professional and educational purposes.

The teaching methods and contents of English IATELS have been developed and tuned while teaching students of different ages from different countries – Türkiye, Indonesia, Czech Republic, Ukraine, Ecuador, Albania, Sri Lanka and many others.

In this experience, English IATELS has developed a methodology of inclusive, supportive, personalised and communicative English teaching.

The trainers and methodologists of English IATELS continue working on developing teaching methods and techniques which would make learning more accessible, personalised, practical and enjoyable.

The environment of English Worldwide IATELS provides students and trainers with opportunities to learn from each other and add to learning with their own personal experience in communication and life.

In a dialogical environment with our international trainers and peers from other countries, our students demonstrate significant achievements in English and communicative skills, feeling more confident to interact and collaborate in multinational community.

With all this mission in mind and experience in our background, we are happy to support ICLTE Conference as a platform of new opportunities and collaborative perspectives.

We are also happy and proud to note that our students who have been participating in our programs and courses are now self-confident presenters at this conference, reporting on their professional topics in English.

To add to the content of the conference and overview the educational priorities of nowadays, it is important to emphasise that a successful English speaker is not the one who knows how to construct English sentences correctly, but a person, who knows how to use language as a tool for their education and professional career. It is the one who understands cultural peculiarities and norms of language behaviour. It is a person who is a critical thinker, able to analyse and contrast information presented in different languages. The language skills applied in science and education, business and technologies, politics and international relations should be aimed to solve the problems in those areas. And this is the visionary mission of our education and the priority in developing programs, shaping teaching approaches and courses.

Our warmest greetings to all ICLTE participants with our best wishes for the successful conference and very many happy returns for more collaborative perspectives in the future!

Prof. Dr. Iryna Sekret  
English IATELS International Academy  
[www.learnenglish.iatels.com](http://www.learnenglish.iatels.com)

## **Conference Program**

**The program is scheduled according to Europe/Istanbul Türkiye Time Zone**

Online conference sessions are conducted via **Zoom**:

### **Instructions for the Conference participants**

1. Please check the time difference between the time in Türkiye and your local time to be able to join the sessions timely and not to miss the time of your presentation.
2. As our main aim is to establish an interactive and productive working environment where all participants can find a place for their self-presentation and establishing ties for future collaboration in international projects and research, **we would kindly ask all the participants to be active during all the sessions.**

**Your feedback and reflections are also welcome to be forwarded to [laste.iatels@gmail.com](mailto:laste.iatels@gmail.com)**

**We believe that participating in the conference is not a final destination but a way to new projects and collaborative opportunities**

We work to make ICLTE Conference an international platform for more collaborative projects and programs within Language Studies, Translation and Education.

That is why **all suggestions, ideas, initial plans and intentions are welcome to share at our interactive sessions to give them a way within future international projects and programs or to send via email to our organising committee for their further processing.**

Please use the time of ICLTE sessions to look for more collaborative opportunities in our international team.

### **Instructions for Speakers**

All speakers have 15 - 20 minutes of their time in the program.

Before the presentation, the speakers must present themselves, their affiliation, professional area and research interests.

The presentation itself can last 12 minutes (if the time slot in the program is 15 minutes) and 18 minutes (if the time slot is 20 minutes).

The presenters should stick to the timing and schedule of the conference.

### **Instructions for the Session Chairs**

The Session Chairs are expected to:

- Introduce presentations according to the program;
- Monitor the presenting time;
- Initiate discussions and questions;
- Open and coordinate the links for the session;
- Support interaction between participants, give ideas, suggestions and all other props to enhance the interaction during the session.

**The session chairs are also invited to give their written reflective feedback on the work of their sessions and research presented.**

**Their reflective feedback will be published at the conference platform under their authorship.**

**February, 20, Thursday, 2025**

**9.30 - 10.00 Registration of the Conference Participants**

**Plenary Session  
Day 1**

**Session Chair:**

**Prof. Dr. Ilknur Istifci**  
Anadolu University,  
Türkiye

**10.00 - 10.20 Opening of the 5th ICLTE International  
Conference on Language Studies,  
Translation and Education**

**Prof. Dr. Iryna Sekret,**  
IATELS Committee Chair  
STARTINFORUM  
Türkiye

**10.20 - 10.40 Welcoming Speech And Greetings From  
UMT: Language Education and Teaching  
Approaches in Pakistan**

**Assoc. Prof. Dr. Nadia Anwar**  
Dean  
University of Management and  
Technology  
Lahore, Pakistan

**10.40 - 11.00 Education and Research in Pakistan:  
Innovative Tendencies, Approaches and  
Vectors**

**Prof. Dr. Asghar Zaidi**  
**Provost**  
University of Management and  
Technology  
Lahore, Pakistan

**11.00 - 11.40 Self-Efficacy, Self-Regulated Learning  
And Future Directions**

**Prof. Dr. Ilknur Istifci**  
Anadolu University,  
Türkiye

**Keynotes And Invited Speeches**

**11.40 - 12.00 Technology Tools For Language Learning  
In Nigeria**

**Prof. Cross Ogohi Daniel**  
Director academic planning  
Prime University, Abuja  
Nigeria

12.00 - 12.20	<b>The Effect of Modality in Foreign Language Learning: Experiments on the Recall of New Concepts Presented Through Images, Text, and Image + Text.</b>	<b>Prof. Dr. Hamit Coskun</b> Psychology Department Bolu Abant Izzet Baysal University Bolu Türkiye
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12.20 - 13.00	<b>Noon Break</b>
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13.00 - 15.00	<b>Round Table Meeting at Academic College in Bursa</b> <b>“English Teaching Strategies and Practices: From High School to University ”</b> <b>(Face-to-Face Mode)</b>	<b>Meeting Leader:</b> Utku Perincek, English Department Chair, Academic College, Bursa, Türkiye <b>Speakers:</b> <ul style="list-style-type: none"><li>• Prof. Dr. Salih M. Hameed Al-Shukri (Iraq),</li><li>• Assoc. Prof., Dr. Oksana Labenko (Taras Shevchenko National University Of Kyiv, Ukraine),</li><li>• Assoc. Prof., Dr. Viktoriia Shabunina (Taras Shevchenko National University Of Kyiv, Ukraine)</li></ul>
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Two British-Iraqi Playwrights Re-present the US Occupation of Iraq	<b>Prof. Dr. Salih M. Hameed Al-Shukri</b> University of Babylon Iraq
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**Session 1**  
**Entrepreneurship Education and**  
**Education Management**

**Session Chair:**

**Khalid Mahmood, Tamgha-i-  
Imtiaz**  
PhD English (Linguistics)  
Scholar  
Department of Linguistics and  
Communications, School of  
Liberal Arts,  
University of Management and  
Technology, Lahore, Pakistan  
Faculty English Language and  
Healthcare Communication,  
Allied Health School,  
Tertiary Teaching Hospital,  
Lahore, Pakistan  
Academic Committee Member,  
IATELS  
Pakistan

15.00 - 15.20      Effect of entrepreneurship education on  
entrepreneurial intention of management  
students at university to support inclusion

**Dr. Aarti Sharma**  
Nile University of Nigeria,  
Abuja  
Nigeria

15.20 - 15.40      Hospital Management Information System  
(HMIS): An Agent to Anti-Deforestation and  
Anti-Pollution Virtual Healthcare  
Communication in Pakistan

**Khalid Mahmood, Tamgha-i-  
Imtiaz**  
PhD English (Linguistics)  
Scholar  
Department of Linguistics and  
Communications, School of  
Liberal Arts,  
University of Management and  
Technology, Lahore, Pakistan  
Faculty English Language and  
Healthcare Communication,  
Allied Health School,  
Tertiary Teaching Hospital,  
Lahore, Pakistan  
Academic Committee Member,  
IATELS  
Pakistan

15.40 - 16.00

**Invited Speech**

**To Use AI or Not: A Practical Guide for  
Language Teachers in Deciding on AI  
Integration**

**Assist. Prof., Dr. Amin  
Davoodi**

Department of Counseling,  
Bilingual Education  
and Educational  
Leadership, College of  
Education,  
University of Texas Permian  
Basin,  
Odessa, TX  
USA

16.00 - 16.20

Harnessing Artificial Intelligence for  
Pedagogical Innovation:  
Advanced Applications in Storytelling and  
ELT Instruction

**Shama Iqbal Hussain**

University of Management and  
Technology  
Pakistan

16.20 - 16.40

**Conclusions of the First Conference Day**

**Prof. Dr. Iryna Sekret,  
IATELS Committee Chair  
STARTINFORUM  
Türkiye**

**Chairs of the Conference  
Sessions**

**February 21, Friday, 2025**

Time	Plenary Session Day 2  <b>Ai And Other Technologies In English Language Teaching</b>	Session Chair:  <b>Prof. Dr. Hamit Coskun</b> Psychology Department Bolu Abant Izzet Baysal University Bolu Türkiye
10.00 - 10.20	<b>Mind the Gap: Bridging Ethical Principles and AI Practice in Language Education</b>	<b>Christopher Sanders</b> Associate Director for Assessments MEF University's School of Foreign Languages, Istanbul Türkiye
10.20 - 10.40	Constructing National Identity and Ideologies Through Victory in Sports: A Multimodal Analysis	<b>Assist. Prof. Dr. Rahat Bashir</b> University of Management and Technology  <b>Assoc. Prof. Dr. Muhammad Aslam</b> University of Central Punjab Pakistan
10.40 - 11.20	<b>Invited Speech</b>  <b>AI and the Need for Students' Metacognitive Skills and Awareness</b>	<b>Dr. Piet Kommers</b> University of Twente Netherlands
11.20 - 11.40	Multiliteracy In Practice: Culture Integrated Digital Storytelling In EFL Classes	<b>Deniz Gul</b> ÇAnakkale Onsekiz Mart University Türkiye

11.40 - 12.00	Just Cinema or Global Cinema: Deconstructing the Prevalence of Translation in Cinema	<b>Sadia Noreen</b> University of Management and Technology  <b>Muhammad Musa Butt</b> University of Management and Technology Pakistan
12.00 - 12.20	MAXQDA: A Practical Guide for Researchers	<b>Khaled Alostath</b> Akım Anatolian High School in Lüleburgaz Palestine / Türkiye
12.20 - 12.40	Digitalization Of The Teaching Process In The Esp Classroom	<b>Assoc. Prof., Dr. Oksana Labenko</b>  <b>Assoc. Prof., Dr. Viktoriia Shabunina</b>  Taras Shevchenko National University of Kyiv Ukraine
12.40 - 13:30	Noon Break	
	<b>Session 2</b> <b>Literature And Language</b>	<b>Session Chair:</b>  <b>Dr. Aarti Sharma</b> Nile University of Nigeria, Abuja Nigeria
13.30 - 13.50	Psychological Prerequisites of Language Learning	<b>Doaa Shamim</b> J&S Aesthetic Care Bahria University Islamabad Pakistan

- |               |   |  |
|---------------|---|--|
| 13.50 - 14.10 | Asymmetries in Cultural Translation of Pakistani<br>Diaspora Poetry                                     | <b>Fauzia Ameen</b><br>Government College Women<br>University, Faisalabad<br>Pakistan  |
| 14.10 - 14.30 | A Semiotic Analysis of Temu Memes in Digital<br>Culture and Concealed Defaming of the Brand<br>Identity | <b>Naheed Ashfaq Qureshi</b><br>University of Management<br>and Technology<br><br><b>Syeda Faiza Babar</b><br>University of Education,<br>Lahore<br>Pakistan                 |
| 14.30 - 14.50 | ChatGPT as an intelligent self-Continuous<br>Professional Development tool for teachers IMMS<br>-ARCS   | <b>Hamza Fakhar</b><br>Sidi Mohammed Ben<br>Abdellah University, Fez<br>Morocco  |
| 14.50 - 15.10 | Technological Solutions For Teaching English In<br>University: Practices And Approaches In Albania      | <b>Dr. Lorena Robo</b><br>Fan S. Noli University<br>Albania  |
| 15.10 - 15.30 | <b>Conference Conclusions</b>   | <b>Prof. Dr. Iryna SEKRET</b><br>IATELS Committee Chair<br>STARTINFORUM<br>Turkiye<br><br>Chairs of the Conference<br>Sessions<br>reporting on the work of<br>their sessions |

## Abstracts

### Language Education and Teaching Approaches in Pakistan

Assoc. Prof., Dr. Nadia Anwar  
Dean, School of Liberal Arts  
University of Management and Technology  
Lahore, Pakistan



**Dr. Nadia Anwar** is an Associate Professor in the Department of English and Literary Studies and Dean of the School of Liberal Arts at University of Management and Technology, Lahore. She is a strong proponent of interdisciplinarity and her principal research lies in the field of Postcolonial English literatures in particular and adaptation studies, pragmatics of othering, and critical discourse analysis in general. As an active academic and administrative faculty member, she has remained engaged with many academic, research related, and extracurricular activities during her professional career. She has a monograph and several research articles to her credit.

#### Abstract

Educational landscape, today, is shaped and informed by collaboration, technology, and language development. It is an all-inclusive term helping shape the sensibilities, thought processes, and ethical moorings of learners. In Pakistan, despite having various educational systems in place, ranging from public, private, elite to madrassah system, an understanding prevails that education, especially language education, is not just about acquiring degrees or qualifications; it is a lifelong journey that transcends age, gender, and experiences.

The most important driver of change today is technology. It has penetrated in our lives by influencing us the way we think, communicate, work, and learn. It is only through research, experimentation, and real-world implementation that technological competencies among students and teachers can be developed and sustained. In Pakistan, we are working to empower people to not just adapt to technology in the teaching of language, but to embrace it responsibly and ethically. This involves creating educational frameworks that incorporate technological literacy. Several initiatives are taken at the Higher Education context but universities, especially, University of Management and Technology, has been actively working with its AI Task Force to step up with the global pace.

Language is more than just a means of communication; it provides the key to survive in a multicultural and multilingual country like Pakistan, which is also connected with global communities, markets, and opportunities. We at UMT offer more than 8 foreign language including foundation courses in English. We experiment with tutorial system, streamed classroom system, and other technology-based systems to develop an effective language pedagogy with an inclusive vision.

Our mission is to merge theoretical research and practical applications in language studies, creating an impactful global community of learners and teachers. In Pakistan, aligning with this mission, we aim to create an educational ecosystem that nurtures creativity, adaptability, and global citizenship. We prepare our students to excel not only in traditional subjects but also in understanding and using technology, while embracing the cultural and linguistic diversity that defines our world. Let us work together to harness the power of education, technology, and language for a brighter future for Pakistan and the world in general.

**Keywords:** education, language, Pakistan, technology.

## Education and Research in Pakistan: Innovative Tendencies, Approaches and Vectors

Prof. Dr. Asghar Zaidi  
Provost  
University of Management and Technology  
Lahore, Pakistan



**Prof. Dr. Asghar Zaidi** is Provost, University of Management and Technology, Lahore, Professor of Public Policy.

Dr. Asghar Zaidi is a distinguished academic, thought leader, and policy expert with extensive global experience spanning academia, government, and international organizations. With a robust educational background, including a PhD in Economics from the University of Oxford, Dr. Zaidi's career is marked by his commitment to addressing pressing societal challenges, particularly in the realms of population ageing, social policy, and higher

education reform.

As a visionary leader, Dr. Zaidi has held prominent positions such as Vice Chancellor of Government College University Lahore, where he led transformative initiatives to elevate academic standards, foster innovation, and enhance research output. His additional tenure as Vice Chancellor (Additional Charge) of the University of the Punjab further underscores his capacity to drive impactful changes within complex academic institutions.

Dr. Zaidi's international influence is evident in his prior appointments, including as Professor of Social Gerontology at Seoul National University and as a Visiting Professor at the London School of Economics. His research contributions, particularly on ageing and social policy, have informed international frameworks, including the development of the Active Ageing Index under the auspices of the European Commission and the UN Economic Commission for Europe.

Prof. Dr. Zaidi is known as a prolific researcher, whose studies are extensively published in top-tier journals, books, and policy briefs.

Beyond academia, Dr. Zaidi has served as a Senior Economist at the OECD, where his insights shaped labor and social policy recommendations. His role as Director of Research at the European Centre for Social Welfare Policy and Research demonstrates his ability to integrate rigorous research with practical policy applications.

Dr. Zaidi's commitment to improving societal well-being extends to his consulting work with organizations like the United Nations, World Bank, and HelpAge International. He has led impactful projects, including the Global AgeWatch Index and studies on dementia awareness in Pakistan. His leadership in these domains has been recognized with accolades such as Pakistan's Tamgha-i-Imtiaz for his contributions to higher education and ageing research.

Currently, Dr. Zaidi holds honorary roles with esteemed organizations, including the World Health Organization and the University of Oxford, further amplifying his thought leadership on global stages.



## **Abstract**

Pakistan stands at a pivotal juncture of academic transformation, where robust research practices, cutting-edge teaching methodologies and vibrant knowledge exchanges can serve as the springboard for sustainable growth.

This presentation explores the role of higher education institutions in catalysing innovative tendencies and fostering transformative research approaches. Drawing on insights from the recently published article, “Opportunities of Research and Innovation in Higher Education,” this discussion will highlight the multifaceted challenges and emerging prospects in Pakistan’s scholarly landscape. The traditional constraints on research funding and infrastructure, alongside limited faculty development programs, continue to hinder progress.

However, Pakistan’s rich intellectual capital, burgeoning youth population, and growing commitment to international collaborations provide a fertile ground for advancing academic progress. By illustrating successful models of global partnerships and inter-institutional alliances, the presentation will emphasize how universities can invigorate their curricula, encourage interdisciplinary initiatives, and create a culture of creativity.

Furthermore, the talk will reveal how strategic collaborations between academia, industry, and government can channel resources more effectively, driving socio-economic upliftment and bridging gaps in technological innovation. Moreover, in a multilingual context like Pakistan, harnessing liberal arts ethos within existing educational frameworks can significantly enhance students’ cognitive development and foster cross-cultural understanding.

The case of the University of Management and Technology, Lahore, exemplifies how integrated policies, quality assurance mechanisms, and faculty upskilling can accelerate both teaching excellence and research outcomes.

Finally, the session will propose targeted interventions—ranging from greater investments in research grants and digital infrastructures, to policy reforms that incentivize cross-border linkages and nurture intellectual autonomy among scholars. My goal is to inspire educators, researchers, and policymakers to join in propelling an inclusive, innovation-led future for the nation’s education landscape.

**Keywords:** higher education institutions, research, education, industry, collaboration.

## Self-Efficacy, Self-Regulated Learning And Future Directions

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Anadolu University,  
Turkiye



**Prof. Dr. Ilknur Istifci (Turkiye)** holds both MA and Ph.D. degrees in English Language Teaching. She is currently the head of Foreign Languages Department at the School of Foreign Languages, Anadolu University. Her research interests include teacher training, discourse analysis, speech acts, cross-cultural studies, teaching language skills, distance education and ICTs in language education.

### Abstract

In today's rapidly evolving digital age, digital literacy has become a fundamental skill, especially in the context of education. This talk explores the critical role of Information and Communication Technology (ICT) self-efficacy as a key predictor of digital literacy and its impact on self-regulated learning (SRL) in English as a Foreign Language (EFL) settings. ICT self-efficacy, defined as an individual's belief in their ability to successfully use digital tools and technologies, not only enhances digital competence but also fosters autonomous and self-directed learning. This talk examines the intricate relationship between ICT self-efficacy and SRL, emphasizing how learners' confidence in their technological skills can improve their ability to set goals, manage their learning processes, and reflect on their progress. Furthermore, it discusses practical strategies to foster SRL in EFL classrooms, highlighting the importance of integrating digital tools and encouraging learner autonomy. By equipping students with the skills and confidence needed to navigate digital environments, educators can promote more effective and independent learning experiences. This talk also addresses future directions in English Language Teaching (ELT), suggesting innovative approaches to blend technology and pedagogy for enhanced language acquisition. This comprehensive exploration of ICT self-efficacy and SRL aims to provide valuable insights for educators and researchers, paving the way for more adaptive and digitally literate learning environments.

**Keywords:** ICT, EFL, self-regulated learning, self-efficacy.

## Technology Tools For Language Learning In Nigeria

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**Dr. Cross Ogohi Daniel** is an Associate Professor in the Department of Business Administration and is currently the Director of Academic planning at Prime University Abuja. Formerly a staff and Head of Department of Public Administration/Banking & Finance at Nile University of Nigeria. While at Nile University of Nigeria, he was awarded among the top ten best researchers/scholars of the University (2023), best employee of the year (fy,2023 employee recognition and rewards), lecturer with the highest number of publications for faculty of management sciences (2018). He is a seasoned Business Management expert with over 16 years of experience. He holds a PhD degree in management, from the prestigious University of Nigeria, Nsukka (2015), as his highest qualification. He is a member and fellow of professional bodies, corporate administration of Nigeria (2009), certified institute of management (2011), and institute of professional managers and administrators of Nigeria (2012). He teaches business management courses at undergraduate and postgraduate levels. He published over 150 papers in reputable national and international journals. His research interests are management thoughts and philosophy, human resource management, quantitative techniques for management, leadership theory and practice, organizational adaptation and feasibility, entrepreneurship development, organizational behavior, strategic management, and research methods.

### Abstract

In Nigeria, technology tools are playing a crucial role in revolutionizing language learning by providing accessible, engaging, and interactive solutions. With over 500 languages spoken, including English and indigenous languages, digital tools help bridge the gap in language education. Mobile apps like Duolingo, HelloTalk, and Babbel have become popular for learning both global and local languages, offering features like gamified learning, vocabulary building, and speech recognition. Virtual classrooms and online platforms such as Zoom, Google Meet, and Moodle have made it easier for students to access language instruction, even in remote areas with limited resources. Additionally, multimedia content videos, podcasts, and e-books enriches the learning experience by offering real-world contexts and authentic language exposure. These tools also support self-paced learning, allowing learners to progress at their own speed, reducing the impact of teacher shortages. Ultimately, technology tools are helping Nigeria enhance language acquisition and promote linguistic diversity in a rapidly evolving educational landscape.

**Keywords:** technology, language learning, online platforms, self-paced learning.

## **The Effect of Modality in Foreign Language Learning: Experiments on the Recall of New Concepts Presented Through Images, Text, and Image + Text**

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Bolu Abant İzzet Baysal University  
Bolu, Türkiye



**Prof. Dr. Hamit Coşkun** graduated from Hacettepe University, Faculty of Letters, Department of Psychology in 1991. He completed his master's degree in 1996 at The University of Texas at Arlington (UTA) in the USA and his doctorate in 2000. Hamit Coşkun, who started his academic life in 1993 as a Research Assistant at Abant İzzet Baysal University, Department of Psychology, received his Associate Professor title in 2006 and started working as a full-time Professor in 2011. He was the Founding Department Head in 2001-2009, Department Head between 2011-2020, acted as the Dean of the Faculty of Arts and Sciences in 2014-2018, and was appointed as BAIBU Vice President in 2016. In 2006, he received the "Outstanding

Young Scientist Award" from the Turkish Academy of Sciences. Some of his research interests are "Brainstorming", "Creativity", "Cognitive Arousal", "Team/Teamwork", "Mood/Affective Behaviors", "Psychosocial Behaviors" and "Behavioral/Affective/Epigenetic Processes".

### **Abstract**

This study examines the effects of images and text comparatively and the combination of images + text on cognitive processing and recall in the German and Turkish languages. The research is based on Paivio's Dual Coding Theory, which suggests that verbal and visual encoding information can enhance recall. Participants were randomly assigned to one of three groups: (1) Image only, (2) Text only (in German or Turkish), and (3) Image + Text. During the experimental procedure, stimuli were presented for a set duration, followed by free recall and recognition tests. Participants in the image + text condition demonstrated significantly superior performance. The findings may contribute to understanding the interaction dynamics of visual and verbal information in multilingual individuals and offer applicable insights for fields such as education, memory research, and the design of visualized learning materials.

**Keywords:** images, text, cognitive processing, recall, multilingual.

## Two British-Iraqi Playwrights Re-present the US Occupation of Iraq

Prof. Dr. Salih M. Hameed Al-Shukri  
Bagdad, Iraq



**Dr. Salih Mahdi Hameed, Professor,** is a scholar in English literature, but his major field is dramatic literature. He has been a visiting scholar in the Department of Drama at Ohio State University, Columbus for the years 2004 and 2007. Nevertheless, he was also a visiting the Department of Theatre, Southampton University, UK, for the years 2009 and 2012. Since his early retirement in 2013, he has been devoting efforts to translate dozens of English language US\Iraq War plays into Arabic besides his main research activities.

### Abstract

The East-West duality in European culture is indeed old-aged. Much before Kipling's Ballad "Oh, East is East, and never the twain shall meet / Till Earth and Sky stand at God's great Judgement seat," the Western allegations against the East have been a subject of countless authors since even the Middle Ages. George Bush's statement that his war on Iraq is a new "Crusade" illustrates how deep-rooted the animus is in the Western conscience. Bush's use of the term 'crusade' could never be a "slip of the tongue", and it is quite ridiculous to think like that: ironically enough, it is identical to his lies of the Iraqi Mass Destruction Weapons. The American media, culture and some arts cannot be an exception to other former abundant writers. The Western audience/readers normally sympathize with these misrepresentations and defamations due to the very fact that the images of the East has been ingrained in people's minds and ceaselessly permeated in their collective memories for ages. Interestingly enough, two British-Iraqi playwrights who have fully experienced both the Eastern and the Western cultures equally well, have nevertheless, similarly suffered the consequences of the Western 'squint' and prejudiced "Otherness". The playwrights admit to have undergone such experiences. Hassan Abdulrazzak and Dina Mousawi who are both British playwrights of Iraqi origins have written Baghdad Wedding and Return respectively. The plays were well received by the European audience where that were performed. Both plays have nevertheless been written after the playwrights had made visits to their native country after the US invasion in 2003. In his Foreword to Baghdad Wedding emailed to the research worker Abdulrazzak writes: "Part of my enthusiasm ]to write the play[ stemmed From the fact that I wanted to give a different image of Iraqis from the one portrayed by the British media . . . . Britain has always enjoyed feeling superior to other nations particularly that they colonize". Referring to David Hare's Stuff Happens, Abdulrazzak believes that the "problem wasn't just the media but in the theatre also." On the other hand, Dina Mousawi, who is also a British actress, uncovers similar opinions when she "was ignored for any role for Iraqi women in The Devil's Double, but, Ironically asked to do some (Automated Dialogue Replacements) for the same film." She says that she was astonished to see a "white actress, hair dyed black playing what should have been one Iraqi woman. Countless other small female characters popped up, none of whom were played by Arab women." She, therefore, concludes that she felt Iraq was "annihilated by Western forces and then misrepresented,"

a matter that compelled her (as well as Abdulrazzak above) to make honest works about Iraq and its people. This paper, however, is a study of how these British-Iraqi playwrights honestly re-present the Iraqis far beyond the Western Squint prejudiced "Otherness" theory of the West.

**Keywords:** British-Iraqi plays; US Invasion, allegations, misrepresentation.

## Effect Of Entrepreneurship Education On Entrepreneurial Intention Of Management Students At University To Support Inclusion

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**Dr. Aarti Sharma** is a Faculty Member at Nile University of Nigeria, as Senior Lecturer in the Department of Business Administration, Faculty of Management Sciences, Abuja, Nigeria. She has been associated with various renowned institutes and universities since her early career years. She holds a rich teaching experience in the field of HRM, Entrepreneurship and General Management. She has an exposure in both the academic as well as corporate sector; gaining her corporate exposure working with Axis Bank as Assistant Manager for International Trade, Gurugram, Haryana, India (2018) and various other N.G.O.s. in India and Africa. Having a Ph.D. in Management,

a B.Ed. in Economics and English, and has completed BBA, MBA (HR), M.A (English) and M.Phil. (Management) from Dayalbagh Educational Institute and Dr. B.R Ambedkar University, Agra, India and double M.B.A with Distinction in (Entrepreneurship) from Nile University being amongst the top scorer in academia throughout her studies. She is passionate about research and has undertaken various courses on Artificial Intelligence, Entrepreneurship, Management and Education for expanding her horizon into interdisciplinary learning. Currently she is pursuing another Post Graduate Diploma in International Relations and Diplomacy from Nigeria university on Performance based Scholarship.

### Abstract

Entrepreneurship education significantly impacts the entrepreneurial intentions of management students at universities, fostering an inclusive mindset toward business creation. By providing students with essential skills, knowledge, and practical experiences, entrepreneurship education enhances their confidence and decision-making abilities, motivating them to pursue entrepreneurial ventures. Importantly, when entrepreneurship curricula incorporate themes of diversity, social responsibility, and inclusion, they encourage students from varied backgrounds to engage in entrepreneurial activities that are not only profitable but also socially responsible. Exposure to inclusive practices such as creating businesses that support marginalized groups or address social challenges cultivates a sense of purpose and encourages students to create ventures that contribute to societal good. This education empowers students to see entrepreneurship as a path for social change and economic empowerment, particularly in underrepresented communities. As a result, entrepreneurship education not only strengthens students' entrepreneurial intentions but also fosters an inclusive entrepreneurial ecosystem that supports diversity and innovation.

**Keywords:** entrepreneurship, management, skills, social challenges.



## **Hospital Management Information System (HMIS): An Agent To Anti-Deforestation And Anti-Pollution Virtual Healthcare Communication In Pakistan**

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**Mr. Khalid Mahmood** is PhD English (Linguistics) scholar at Department of Linguistics and Communications, School of Liberal Arts, University of Management and Technology, Lahore, Pakistan. He is a proud Civil Awardee of Pakistan, decorated with the highest Civil Award, Tamgha-i-Imtiaz for his unique achievements and active service for more than two decades in the domains of public service, research, and academia both at national and international forums. He is also recipient of University of Management and Technology (UMT) Alumni High Performance Achievement Award-2020. He is academic committee member of IATELS, International Association for Technology, Education and Language Studies. He is the winner of Three Minute Thesis Competition (January 18, 2024) organized by School of Liberal Arts, University of Management and Technology, Pakistan. The author has a diversified academic background with M. Phil (Applied Linguistics), MA English, MA TEFL, MA Pol. Science and MA Regional Language degrees. He puts his philosophical and theoretical insight to his research and articles widely published in the leading HEC approved national, international journals and conference proceedings. He pens down his philosophy in the fields of Applied Linguistics, Critical Discourse Analysis, Constitutional Discourse and Institutional Power Dynamics, Disability Discourse, Ecolinguistics, Education, Special Education, Culture, Gender, Organizational Studies, Media and War Studies.

### **Abstract**

Pakistan is a South Asian country with a population of more than 240 million. Over the years, rapidly increasing population has triggered urbanization at the sake of deforestation for construction of large scale residential and commercial buildings. This massive deforestation has resulted into environmental decline. During the last decade, Lahore, a major city of Pakistan has been ranked the top polluted city of the world for high air quality index (AQI) and dense smog. In the tech-savvy world, Hospital Management Information System (HMIS) has emerged as virtual healthcare communication replacing traditional written medium of diagnostics and prognostics. This online digital communication transmits patients' case history, prescriptions, clinical reports, and pharmacy operations in a paperless environment, the hallmark of eco-friendly virtual healthcare communication. The purpose of this quantitative study is to align with Sustainable Development Goal – 13 (Climate Action) to prevent deforestation for eco-friendly Pakistan. Web content audit/analysis (Jankovic, 2020) has been used to analyze HMIS as an agent to anti-deforestation and anti-pollution virtual healthcare communication. Virtual face sampling technique (Meyer, 2008a & 2008b) has been employed to sample a Lahore based 600 bedded tertiary hospital affiliated with a private sector Medical and Dental College having HMIS facility. Data spanned over one year (January 1, 2024 – January 1, 2025) were collected from all OPDs, IPDs, Radiology, Laboratory,



and other allied departments of the hospital. The study finds that by switching over to HMIS, hospital has saved 1,117,864 papers per annum as compared to traditional written diagnostics and prognostics. HMIS avoided deforestation of 112 trees per annum as one tree produces 10,000 papers. HMIS is adding green effect to the environment as anti-deforestation and anti-pollution agent through eco-friendly healthcare communication. Acheson & McCloskey (2008) also found that the deforestation for the paper production is the major reason for deteriorating environment in Maine locality of USA. The study recommends Pakistan government to formulate policy guidelines for installation of HIMS in hospitals to prevent deforestation, smoggy, and polluted environment. Management of housing and commercial projects should plant new trees to maintain healthy air quality index (AQI).

**Keywords:** Air quality index (AQI), anti-deforestation, anti-pollution, eco-system, Hospital Management Information System (HMIS), virtual healthcare communication.

## To Use AI or Not: A Practical Guide for Language Teachers in Deciding on AI Integration

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Odessa, TX, USA



**Dr. Amin Davoodi** is an assistant professor of bilingual/ESL education at the University of Texas Permian Basin. He received his PhD in ESL, technology, and teacher education from Texas A&M University in 2021. He has two decades of teaching experience in different parts of the world and has delivered keynote speeches and teacher training courses in the United States, Canada, Mexico, Belize, Armenia, Iran, Turkey, Thailand, India, Indonesia, the Philippines, and Egypt. His research interests are tech-driven equity for language learners, AI-assisted language learning, robot-assisted language learning, bilingual education, and socio-politics of language education. He has recently published and presented extensively on the use of

AI in language teaching.

### Abstract

The integration of AI in language teaching has gained significant attention recently. However, the question of when and how to utilize AI effectively remains complex for educators in both K-12 and higher education. This presentation provides a structured approach for language teachers to critically assess whether AI tools align with their pedagogical needs. By offering a step-by-step model, I guide teachers in evaluating if there is a genuine need for AI in their classrooms and, if so, how to implement it thoughtfully. This model supports teachers in making informed decisions on AI integration by examining pedagogical objectives and aligning them with the capabilities of AI tools. While AI can be a valuable support, I argue that pedagogical needs require pedagogical solutions, and technology alone cannot address them. Therefore, pedagogy should guide and precede technology in instructional planning.

**Keywords:** AI, language teaching, pedagogical solutions, instructional planning.

## Harnessing Artificial Intelligence For Pedagogical Innovation: Advanced Applications In Storytelling And ELT Instruction

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**Shama Iqbal Hussain** is a lecturer at The University of Management and Technology, Lahore, Pakistan. She has been teaching at various private universities in Pakistan for the past five years. As a researcher, her interests span a broader range of topics, with particular focus on the Narratives of Popular Culture and South/ East-Asian Queer Studies. She is dedicated to advancing her knowledge of pop culture and media studies in her upcoming research.

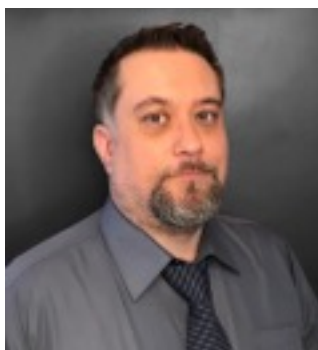
### Abstract

The transformative potential of artificial intelligence (AI) in reimagining English Language Teaching (ELT) has become an area of significant scholarly interest. This study critically examines the integration of advanced AI-driven tools to enhance storytelling as a pedagogical strategy, with particular attention to their capacity to enhance student engagement, creativity, and individualized learning experiences. Through qualitative inquiry, the research investigates the application of tools such as *D-ID* and *Synthesia* for generating dynamic AI-driven introductory videos, *Notebook LM* for crafting customized podcasts and abridged audiobooks, and *Riffbot* for facilitating reflective learning via digitally mediated student interactions. Further, platforms such as *Reedsy* and *Canva* are analyzed for their efficacy in collaborative storytelling, while *ChatGPT* is explored as a resource for optimizing lesson planning. Tools including *Magic School*, *Diffit*, and *Otter AI* are examined for their roles in content generation, worksheet customization, and transcription accuracy, respectively. Additionally, *Mizou AI*'s interactive chatbots and *Book Creator*'s digital storybook platform are evaluated for their contributions to vocabulary acquisition and narrative composition. This paper underscores the transformative implications of AI for pedagogical innovation in ELT, arguing that these technologies enhance linguistic proficiency and learner engagement through creative and interactive methodologies.

**Keywords:** artificial intelligence (AI), pedagogical innovation, English Language Teaching (ELT), digital storytelling, educational technology

## Mind the Gap: Bridging Ethical Principles and AI Practice in Language Education

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Istanbul, Türkiye



**Christopher (Chris) Sanders** draws on over 25 years of experience in technology and language education. With a foundation in computer information systems and corporate training, he transitioned to ESL/EFL in 2004, working first in South Korea before moving to Türkiye in 2013. Currently serving as the Associate Director for Assessments at MEF University's School of Foreign Languages in Istanbul and a teacher-trainer for international publishing companies. Chris specializes in the responsible integration of EdTech and AI into language education. He is completing his second master's degree, Professional Development in Language Education with NILE/University of Chichester, further strengthening the bridge between technology and language instruction.

### Abstract

The integration of artificial intelligence into language education has sparked both innovation and concern within academic institutions worldwide. While AI tools offer unprecedented opportunities for language learning and teaching, they also present complex ethical challenges that educators must address. This presentation examines the intersection of AI technology and ethics in language education, building upon established understanding of AI fundamentals to explore critical issues facing educators and institutions today.

The discussion focuses on key ethical considerations including transparency in AI use, the development and implementation of institutional AI policies, and the evolving landscape of academic integrity in an AI-enabled world. Special attention highlights the challenges of AI detection tools, their limitations, and the broader implications for assessment design. The presentation addresses the crucial balance between embracing AI's potential for enhancing language learning while maintaining academic rigor and authenticity in student work.

Through examination of real-world cases and emerging best practices, this talk provides educators with a framework for developing ethical guidelines that promote responsible AI integration in language education. Participants will gain insights into creating transparent AI use policies, designing AI-aware assessments, and fostering an educational environment that embraces technological innovation while upholding academic integrity. The discussion concludes with practical recommendations for institutions and educators navigating this transformative period in language education.

**Keywords:** artificial intelligence, language education, ethics, academic integrity, AI policy, educational technology.

## Constructing National Identity And Ideologies Through Victory In Sports: A Multimodal Analysis

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Assoc. Prof. Dr. Muhammad Aslam  
University of Central Punjab  
Lahore, Pakistan



**Dr. Rahat Bashir** has joined the University of Management and Technology recently as an Assistant Professor. She has been connected with academia for the last 17 years as an educationist and a teacher trainer. Her areas of expertise revolve around linguistics and literature. She has a special interest in critical discourse analysis, particularly how narratives shape the identities of the Global South and Global North in newspapers. She uses multimodality as a tool to collaborate with textual and visual semiotics. She has a wide range of national and international publications. She aims to work on children's literature in Pakistan and how it helps in shaping the ideologies of young children. Dr. Rahat Bashir

holds a PhD in English.



**Dr. Muhammad Aslam** has taught ELT & Linguistics at the Department of ELT & Linguistics, IER, University of the Punjab, Lahore, from March, 2004 to Jan. 2024. He did his MPhil in TESL from BNU, Lahore in 2012 and was awarded a Gold Medal for standing first. He earned his PhD in English Linguistics from International Islamic University, Islamabad in 2021 with specialization in SFL based Applied Genre Analysis. He has three papers published in W category international journals besides more than 14 papers published in recognized journals. He is also HEC Approved Supervisor for PhD research. He has lectured in different national universities on topics like Financial Genre Analysis,

Non-grammatical Morphology, Multilingualism & Translanguaging, Chomsky's Agenda for Syntactic Research, and The Bilingual Mind & Language Acquisition. His teaching interests include General Linguistics, Morphology, Generative Syntax, Language Assessment, and Academic Writing. He has 23 years teaching experience at public and private universities from BS to PhD levels. He has also recorded lectures in 2024 at Virtual University for "Language and Gender" offered to BS English students.

## **Abstract**

Sports discourse has been highly intertwined in portraying nationalism, patriotism, and national ideologies. The objectives of the study are to identify the ideological overtones in the multi-semiotic portrayal of Arshad Nadeem. Researchers have collected data from three Pakistani English newspapers' reports, which were published right after his success in javelin throw in Olympics 2024. To explore identity construction and ideologies through victory in sports, Kress and Leeuwen (2021)'s visual grammar was employed. For the analysis of news reporting, UAM software is used to see the transitivity processes as proposed by Halliday (1985). The findings reveal that Arshad Nadeem has been portrayed as a symbol of strength and vigor by highlighting his throwing postures as a national hero, with a strong sense of patriotism, a devout Muslim and a proud Pakistani. Qualitative analysis identifies the dominance of the material process that signifies the presence of tangible realities. The integrated analysis reveals emphasis on Arshad Nadeem's achievements, which portrays him as a transformative agent of national pride, who has strengthened the ideologies of nationalism, faith and perseverance and emerged as a strong competitor to India. The findings of the study have implications for recognizing media narratives of sports as a source of constructing national identity and pride that may have a healthy impact globally. This research contributes to the field of multimodal analysis by presenting it as an appropriate analysis of athletic semiosis.

**Keywords:** identity construction, multimodal analysis, media narratives, transitivity analysis, ideology of sports, SFL.

## AI And The Need For Students' Metacognitive Skills And Awareness

Prof. Dr. Piet Kommers  
University of Twente  
Amsterdam, Netherlands



**Prof Dr Piet Kommers** started his career as chairman and project initiator for UNESCO and NATO. His specialties are Educational Technology and A.I. for Cognitive Achievement. In 1991, his scientific evidence of learning styles during Hypertext browsing caught the attention of Deep Learning theorists. It led to massive research projects for the European Commission, UNESCO and the World Bank. His leadership in large-scale research programs is appreciated worldwide.

### Abstract

After the settlement of connectivity, globalization and migration, we now see a high demand for existential tranquility where spiritual and intellectual needs go hand in hand. This keynote builds upon recent international projects under the United Nations, the World Bank and the European Commission. The FitPed Project is a good demonstration of how AI literacy penetrates Higher Education without delay. Its main benefit is the awareness that human- and machine learning have in common that effective problem-solving and creative thinking need a constant attempt to bridge with traversals among Science, Technology, Engineering, Arts and Mathematics (STEAM) as developed in the EduSimSteam project. As a result of this keynote, you will be ready for the second lustrum in this decade. The A.I. tools are abundant; it is just a matter of allowing yourself to experience and feel the excitement of going back to your prior intuition and allowing cognitive sensations to take over the techno fears as media sometimes want us to believe. The main domains that will be addressed in this keynote are Education, Medical Care, Art and Psychology.

**Keywords:** AI, metacognitive skills, awareness, human learning, machine learning, STEAM.

## Multiliteracy In Practice: Culture Integrated Digital Storytelling In EFL Classes

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**Mr. Deniz Gül (Türkiye)** is an English teacher with more than 10 years of experience in the field. He is currently doing a master's degree in English Language Teaching at Çanakkale Onsekiz Mart University with the motivation to stay as a lifelong learner. His academic research interests include cultural heritage, multimodality, multiliteracies and teaching English as a foreign language. In his thesis study, he aims to reveal students' perceptions about the use of digital storytelling integrated with cultural assets in his English classes. As a teaching professional and a researcher, his main goal is to transfer information from practical implementations to theoretical areas by means of action research studies.

### Abstract

The advancing technology provides English as a Foreign Language (EFL) educators with many opportunities to utilize digital resources in their teaching practices. In this sense, besides its contribution to digital literacy skills, Digital Storytelling (DST) becomes prominent with its other multiliteracy features such as multimodality enabling the use of visual, auditory and textual forms together. On the other hand, DST with its project-based nature allows EFL students to take active roles in their own learning processes by ensuring the use of all language skills through various apps. Furthermore, it is crucial to create authentic contexts during DST practices to boost motivation. As an ongoing MA Thesis, this action research aims to reveal EFL students' perceptions towards learning English by providing the required authenticity thanks to the DST tasks integrated with local cultural assets. The study, which is being conducted by a teacher researcher, includes an eight-hour DST program where a private high school's students have to present a cultural asset related to the city they live in Türkiye by means of multimodal elements. Upon completing their presentations, purposively selected 20 students are asked to participate in a survey and answer evaluative questions to define their perceptions about gaining English Language skills. The qualitatively analyzed results obtained from Google Forms service are indicated as percentages to shed light on new studies in the field of EFL.

**Keywords:** EFL, multiliteracy, technology, digital storytelling, cultural asset.



## Just Cinema Or Global Cinema: Deconstructing The Prevalence Of Translation In Cinema

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Muhammad Musa Butt  
University of Management and Technology  
Lahore, Pakistan



**Ms Sadia Noreen** is an English and Literature Lecturer at CFL, SLA. She graduated from Fccu with Magna Cum Laude (highest honor). Her specialty lies in modern literature and critical theory. She has an astounding record in research with primary focus on the environmental crisis. She believes that humans share collective responsibility towards climate change discourse to implement preventative measures. She encourages her students to actively engage with critical discourse to emphasize the praxis of literature and language.



**Muhammad Musa Butt** is a dedicated student pursuing a Bachelor of Science in Accounting and Finance (BSAF) at the University of Management and Technology (UMT). Alongside his academic journey in finance, he has a deep passion for literature and enjoys exploring diverse literary works, from classic novels to contemporary poetry. His love for literature allows him to see the intersection between finance and human narratives, making him a well-rounded thinker. Musa aspires to blend his financial expertise with his literary interests, fostering a unique perspective on the world of business and culture.

### Abstract

The complex processes of globalization and digitalization have brought about far-reaching changes in the traditional approach to understanding literature, global cinema and its translation. The article examines the concept of translation in the context of developments in technology and investigates the changing landscape of translation as a discipline. This article uses the theoretical framework of Translationese as the kernel concept for dissecting its pertinence with the help of a secondary framework of Deconstruction. The primary focus of this research paper is to consider cinema with subtitles as its seminal work to proliferate the discourse whether Hollywood is the hub of digital creativity or its fabric stretches far beyond language barrier. Likewise, it examines literary criticism and analysis as well as translation with the use of social rhetoric in new contexts through new approaches and new tools, giving them practical bases. The article is providing the basis for

research in the future by explaining how digitalization, in its many forms, has changed the face of digital literature and how translated cinema is approached.

**Keywords:** digitalization, literature, globalization, translation.

## Digitalization Of The Teaching Process In The ESP Classroom

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**Dr. Viktoriia Shabunina** graduated from the Faculty of Romano-Germanic Philology of Taras Shevchenko University of Kyiv in 1992 and received qualifications of a philologist, teacher of English and French, English translator. In 1997, she graduated from the Faculty of Law specializing in Jurisprudence. In 2009, she defended the thesis on the topic “The Evolution of Western European Private Law (Historical and Legal Aspect)” and in 2010 she got the degree of PhD in Law. In 2003-2005, Viktoriia worked at the Ministry for Foreign Affairs of Ukraine, at the Permanent Mission of Ukraine to Sweden. Since 1996 up to the present, she has been working at Taras Shevchenko National University of Kyiv as the Head of the Department. She is a member of the editorial boards of the

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### Abstract

Digital tools have revolutionized education, offering new ways to engage and educate students. This article explores how digital tools can be effectively utilized in teaching English to students specializing in history. By integrating language learning with historical contexts, educators can

foster deeper engagement and enhance both linguistic and subject-specific knowledge. This paper reviews existing tools, their applications, and the pedagogical strategies that maximize their benefits.

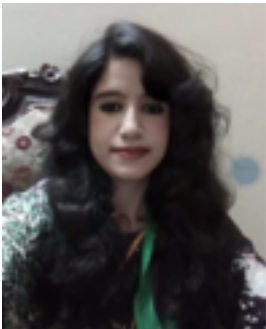
The research is highly relevant in today's education landscape, where digital transformation is accelerating. For history students, proficiency in English is indispensable for accessing global resources, while digital tools offer the flexibility and engagement needed for modern learners. Ensuring equitable access to technology, providing adequate teacher training, and achieving a balance between digital and traditional methods, making it applicable to current educational contexts, are some of the challenges analysed in this paper.

In conclusions it is stated that while digitalization has transformed the landscape of education, enhancing both teaching and learning, there are ample opportunities for future research into the area with a special focus on creating even more specialized tools that meet the unique needs of history students learning English.

**Keywords:** digitalization, ESP, history, categories of digital tools, pedagogical application, blended learning, pedagogical strategies.

## Psychological Prerequisites of Language Learning

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**Doaa Shamim** is a consultant clinical psychologist and OCD specialist. She has been a visiting faculty member at Bahria University, Islamabad. She is a renowned analyst and a writer, poetess. Doaa Shamim is published in different newspapers discussing social and political situations in Pakistan. She works to raise her voice for the rights of impoverished people, social and political injustice.

### Abstract

Language learning is a complex cognitive process that involves various psychological factors influencing how individuals acquire, process, and use a new language. Psychological prerequisites of language learning encompass cognitive, emotional, and motivational elements essential for successful language acquisition. These include cognitive abilities like memory, attention, and problem-solving, which facilitate the retention of linguistic structures and vocabulary. Additionally, emotional factors such as motivation, self-confidence, and anxiety play a significant role in an individual's ability to engage with and persist in language learning. Motivation, both intrinsic and extrinsic, shapes the learner's commitment to learning and their perseverance through challenges. Furthermore, social and cultural context can also impact psychological readiness, as learners draw on their prior knowledge and experiences. Understanding these psychological prerequisites provides valuable insights into creating effective, learner-centered language education strategies, ensuring that learners are both cognitively and emotionally prepared to navigate the complexities of acquiring a new language.

**Keywords:** language learning, psychological factors, psychological prerequisites, learner-centered language education strategies.

## Asymmetries in Cultural Translation of Pakistani Diaspora Poetry

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**Fauzia Ameen** is a Lecturer in the Department of English at Government College Women University Faisalabad (GCWUF) and a PhD scholar at Government College University Faisalabad (GCUF). She has presented research papers at national and international conferences and has several publications in HEC-recognized journals. Her research specializes in Postcolonial Studies, Diaspora Literature, and Islamic Studies. She employs innovative teaching methodologies, integrating digital tools, blended learning, and critical discourse analysis to enhance student engagement and analytical thinking. Beyond teaching, she plays a key administrative role as the focal person for English Proficiency

Courses and a co-opted member of the Board of Studies. She has moderated major academic events, served as a session chair, supervised undergraduate theses, and contributed to faculty training programs. Additionally, she actively participates in institutional initiatives like the Clean and Green Pakistan Drive. Her dedication to research, pedagogy, and academic leadership makes her a valuable contributor to higher education.

### Abstract

This study explores the selected poems of Pakistani diaspora poets through the lens of cultural translation, examining how they navigate the historical consciousness of the homeland and the lived realities of diasporic identity. Drawing on Talal Asad's (1986) concept of cultural translation as inherently subjective and shaped by dominant representational frameworks, the research investigates how these poets mediate postcolonial identities within shifting cultural and historical contexts. This study highlights in Pakistani diaspora poetry the exaltation of English language as a literary medium, the Eurocentric representation of cultural identity, and the liberal humanist worldview. The study reveals the conflict between resistance and compliance and highlights the asymmetrical representation and secular liberal outlook in the cultural translations of Pakistan through selected poems by Pakistani diaspora writers Moniza Alvi and Zulfikar Ghose.

**Keywords:** asymmetrical representation, cultural translation, Talal Asad, Pakistani Diaspora Poetry.

## A Semiotic Analysis Of Temu Memes In Digital Culture And Concealed Defaming Of The Brand Identity

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**Naheed Ashfaq Qureshi** is an Assistant Professor at University of Management and Technology, Lahore Pakistan, with a strong passion for language, viewing it as both a common bond and a key factor in shaping individual identity. Her decision to study English Applied Linguistics was driven by a desire to better understand the language used in daily life and to gain deeper insights into society. As an academic, she finds that linguistics allows her to apply precise, scientific analysis to language, broadening her understanding and enriching her teaching. With a particular interest in Critical Discourse Analysis (CDA), Naheed has published several research papers in international and HEC recognized journals. She has also presented at various national and international conferences. Furthermore, she is committed to advancing her career and plans to pursue a PhD, actively seeking opportunities to further her research and academic growth.



**Syeda Faiza Babar** is an academic and researcher with a strong background in linguistics. She currently serves as a Lecturer at the University of Education, where she teaches linguistics-specific courses to undergraduate students. Her academic background includes an M Phil in Applied Linguistics from the University of Management and Technology, and an undergraduate degree in English Literature from Lahore College for Women University. Ms. Babar's research interests lie in the areas of sociolinguistics, semantics, and pragmatics.

### Abstract

Memes, as symbolic media, are a multifaceted form of communication, spanning from entertainment and humor to social commentary and persuasive influence on its audience, ultimately shaping the digital culture. Recently, Temu, an online shopping platform, has expanded massively in Pakistan. The paper explores the impact of Temu memes in shaping digital culture by hypothetically defaming the platform's brand identity. Drawing on van Dijk's mental model theory (1983), the study investigates the impact of Temu memes on consumer behavior and their contribution to brand's defamation. This qualitative research employs a descriptive method; 10 popular memes

(both English and Urdu) have been selected for analysis. The findings reveal that Temu memes are a source of relatability among its audience, and contribute significantly to social knowledge. In addition, as a means of self-expression, Temu memes not only serve the purpose of humor and entertainment, but also foster a sense of skepticism surrounding the platform's brand reputation. Future researchers aiming to study the broader impact of social media on consumer culture can benefit from the study.

**Keywords:** Temu, digital platform, memes, digital culture, defame.



## **Closing Remarks**

It has been our great pleasure to hold ICLTE 2025, our 5th International Conference on Language Studies, Translation and Education, embracing the participants personally visiting Turkiye, and all those who joined online to present their studies from Ukraine, Iraq, Pakistan, USA, Nigeria and other countries.

Many thanks to the conference organisers - STARTINFORUM (Turkiye), University of Management and Technology (Lahore, Pakistan), English IATELS Academy (Turkiye).

Special thanks to the conference committee members, sessions chairs and speakers of the conference Prof. Dr. Iryna Sekret (Turkiye), Prof. Dr. Ilknur Istifci (Turkiye), Assoc. Prof. Dr. Nadia Anwar (Pakistan), Prof. Dr. Asghar Zaidi (Pakistan), Prof. Dr. Hamit Coskun (Turkiye), Utku Perincek (Turkiye), Khalid Mahmood (Pakistan), Dr. Aarti Sharma (Nigeria), Christopher Sanders (USA), Prof. Dr. Piet Kommers (Netherlands), Assist. Prof., Dr. Rahat Bashir (Pakistan), Assoc. Prof., Dr. Viktoriia Shabunina (Ukraine).

Based on the conference submissions and discussions, it was decided to create thematic working groups for developing monograph projects to be submitted for publishing in Springer Publishing House.

Full papers submitted by the conference participants after rigorous double blind peer review are to be published as a Book of the Conference Proceedings which is planned to be submitted for indexing in Web of Science.

The conference organising committee are happy to conclude the issue of ICLTE 2025 and continue with the publishing plans as well as develop plans for holding ICLTE in 2026.

The conference's outcomes are to be disseminated in the international networks and channels of IATELS, its website [www.iatels.com](http://www.iatels.com) and the website of the conference [www.laste.iatels.com](http://www.laste.iatels.com)

We hope to see all our partners and participants at our next event ICLTE 2026!

ICLTE Organising Committee

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## ICLTE 2026 - 6th International Conference on Language Studies, Translation and Education

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We would like to invite you to ICLTE 2026, our 6th International Conference on Language Studies, Translation and Education.

In the focus of the Conference is the case studies, best practices and innovative solutions caused by the development and implementation of AI and global transformational processes.

The main aim of ICLTE 2026 is to bring together researchers and practitioners for creating an international platform for sharing ideas, experiences and exploring the opportunities for collaboration and developing international research and educational projects within Languages Studies, Translation and Education.



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