



Staff members' Research Papers of the Academic year 2021-2022

Faculty of Languages

Staff Members' Research Papers

Aligned to SDGs

2021-2022

No	  	
1	Project Title	Overshadowed by Neo-Orientalism: The Odyssey in Fadia Faqir's <i>Willow Trees Don't Weep</i>
	Project Title (ARABIC):	التأثير الضبابي للإستشراق الجديد: الأوديسة في رواية "أشجار الصفصاف لا تبكي" لفادية فقير
	Name	Ikram Ahmed Elsherif: Associate Professor, Faculty of languages, October University for Modern Sciences and Arts (MSA), Egypt.
	Abstract	The work of Anglophone Arab women writers, especially after the attacks of 9/11, 2001, attracted and still attracts a lot of attention in the West because it potentially offers an opportunity for western audiences to have access to and understand the Arab world. However, instead of paving the way for better understanding of and communication with Arab culture, this work, written from what Homi Bhabha calls the "Third Space of enunciation", a place of liminality and hybridity, may conversely promote and recycle western neo-Orientalist stereotypical views about the Arab world and its culture, distract readers from grasping the work's deeper issues and invite reductionist, orientalist readings which rob it of much of its depth and human value. This paper analyzes the novel <i>Willow Trees Don't Weep</i> , by the Jordanian-British writer Fadia Faqir, to explore and expose the tension between the neo-Orientalist representations of her characters, both female and male, and the deeper expression of their human subjectivity. It argues that, taken at face value and given the fact that Faqir is preoccupied with problems of gender and patriarchy, the novel may be read and interpreted as reiterating neo-Orientalist stereotypical preconceptions of Arab/Muslim oppression of women. However, on a deeper level, Faqir appears to be more concerned with her two main characters' (a father and daughter) expression of human agency as they embark on Odyssean heroic journeys of self-discovery and enlightenment, comparable to the classical hero's journey as discussed by Joseph Campbell in <i>The Hero with a Thousand Faces</i> , that humanize

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		<p>and help them to heal and be re-conciliated to self and other. The research explores and exposes gender and individual subjectivity in an attempt to refute gender inequalities and patriarchal hegemony. The novel under investigation can be interpreted as a thorough reading in the wellbeing of individuals inner self whether males or females.</p>
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2	Project Title	A Cognitive Stylistic Approach to Humor in Norsemen: Mental Wellbeing in the Viking Age	
	Project Title (ARABIC):		نهج أسلوب معرفي للفكاهة عند نورسمان: الرفاهية العقلية في عصر الفايكنج
	Name	Manar El-Wahsh Assistant Professor, Faculty of languages, October University for Modern Sciences and Arts (MSA), Egypt.	
	Abstract	<p>Humor is rooted within being human. According to Nash (1985), humor is a fundamental trait of humanity, he goes on to equate it with “the power of speech, the mathematical gift, the gripping thumb, the ability to make tools,” humor is a trait of being human (p. 1). Humor is examined in many fields, including psychology and linguistics (Attardo, 1994). This paper uses a cognitive stylistic approach to study humor by observing its building blocks or “narrative worlds” also known as “humorous worlds” (Marszalek, 2013). This study explores the humorous worlds in Norsemen, in which previous knowledge of the Vikings is required to unlock and grasp humor in this series. Norsemen is a Norwegian series that depicts the Vikings in a humorous manner showing them as men and women who are very skilled at raiding and killing but often failing at navigating their emotional and mental wellbeing. This study utilizes the premise that prior knowledge of culture, age, objects, characters, etc. has a great impact on understanding and appreciating humor. This paper argues that humor in Norsemen stems from an incongruity in these Norsemen’s lives between pillaging and raiding on the one hand and mitigating issues of mental wellbeing and inclusion on the other. This incongruity tests our usual schema of the Vikings, and it refreshes this schema causing a humorous effect. Moreover, the paper also pinpoints that humour in general has positive impact on the wellbeing of individuals, mentally and spiritually.</p>	



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3	Research Title Into the Feline Umwelt: An Exploration of Eliot and Shawqi's 'Mind-style' Conceptualization of Cats	Research Title استكشاف لتصور "النمط العقلي" لتصوير القطط في شعر كل من إليوت وشوقي
	Project Title (ARABIC):	Project Title (ARABIC):
	Name	Name
	Abstract	Abstract

No			
4	Project Title	Representation of Women Empowerment in Arab TV Commercials: A Multimodal Discourse Analysis	
	Project Title (ARABIC):	تمثيل تمكين المرأة في الإعلانات التلفزيونية العربية: تحليل خطاب متعدد الوسائط	
	Name	Radwa Zakaria Abdel Rahman El-Sheikh Faculty of languages, Assistant Lecturer, October University for Modern Sciences and Arts (MSA), Egypt.	
	Abstract	Representation of gender has a long history of stereotyped portrayal where the female gender is traditionally confined to a limited set of gender roles and is often excluded from the male world. Meanwhile, as female roles have changed worldwide, women representation is similarly evolving towards a more positive one. As far as the Middle East is concerned, the gender-inclusion policies are also applied where Arab women are included as equally powerful members in the society. Hence, it is important to trace this new trend of positive Arab female representation in the media. Since the genre of TV commercials is a significant source of popular culture, this study aims at investigating the features of feminist advertising in Arab television commercials. The researcher applies Kress and van Leeuwen's approach of Multimodality on the visual elements in the selected commercials. The study concludes that women empowerment has become a significant trend in Arab commercials as increasing numbers of females are recently portrayed in powerful positions. Advertisers employ several techniques to depict the phenomenon of women empowerment. The three metafunctions of Kress and van Leeuwen's (2006) model of Visual Grammar reveal the role of each technique and how they all collaborate to deliver a comprehensive message to the viewers. The research aims to prove that women empowerment even in media representation should be a part of the collective awareness to actualize gender equality.	

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5	Project Title	Employing Nature and Establishing Social Identities in Green Advertisements: A Review Article	
	Project Title (ARABIC):		
	Name	Marwa Zakaria Abdel Rahman El-Sheikh Faculty of languages, Assistant Lecturer, October University for Modern Sciences and Arts (MSA), Egypt.	
	Abstract	<p>Since ecology can be exploited by advertisers and corporations as a means to persuade consumers to purchase their products and services, the aim of this article is to explore ways through which nature is incorporated in green advertisements as a manipulative marketing tool to promote commodities and services. Images of attractive natural sceneries can influence the viewers by stimulating favourable emotions, which become associated with the advertised product. In addition, the interplay of images and texts, which convey environmental messages, can shape the ideologies of the recipients of green advertisements and influence their cognition by prompting the construction of specific mental representations. The article also focuses on showing how particular social identities are fostered by means of these nature-based advertisements, parallel to the global tendency to pursue a green lifestyle. Through the reviewed literature, this article aims at providing a comprehensive review of green advertising to pinpoint research gaps for further research in this area. Since ecology can be exploited by advertisers and corporations as a means to persuade consumers to purchase their products and services, the aim</p>	

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of this article is to explore ways through which nature is incorporated in green advertisements as a manipulative marketing tool to promote commodities and services. Images of attractive natural sceneries can influence the viewers by stimulating favourable emotions, which become associated with the advertised product. In addition, the interplay of images and texts, which convey environmental messages, can shape the ideologies of the recipients of green advertisements and influence their cognition by prompting the construction of specific mental representations. The article also focuses on showing how particular social identities are fostered by means of these nature-based advertisements, parallel to the global tendency to pursue a green lifestyle. Through the reviewed literature, this article aims at providing a comprehensive review of green advertising to pinpoint the importance of life on earth and its close relationship with the wellbeing of individuals all over the globe.

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6	Project Title	Inclusion of Nature in Online Green Advertisements of Gated Compounds and Its Impact on Social Justice		
	Project Title (ARABIC):			
	Name	Marwa Zakaria Abdel Rahman El-Sheikh Faculty of languages, Assistant Lecturer, October University for Modern Sciences and Arts (MSA), Egypt.		
	Abstract	<p>The purpose of this paper is to examine ways through which nature is incorporated in online green ads as a manipulative marketing tool to promote gated compounds in Egypt. Integrating images of pristine natural landscape in ads evokes positive emotions, which transfer to the advertised commodity or service. Furthermore, the interplay of images with texts of ecological aspects motivates particular ideologies towards the environment. The present study also aims at investigating the insinuated ideology in these nature-based ads through fostering a particular social identity, which could lead to social inequality. The texts accompanying online green ads of gated compounds in Egypt, which is an Arabic speaking country, appear in English although these ads target mainly Egyptian customers. Hence, these nature-based ads aim to address and engage the educated social class and those who would understand the content of the accompanying English texts, which include some sophisticated, complex lexis. On the other hand, others who are unable to comprehend this English content are marginalized or excluded, which reflects and emphasizes social injustice. Despite the great impact of incorporating images of nature and texts which carry environmental meanings in green advertisements, and despite the progressing role of eco-advertising, few linguistic researches explore ways through which textual and visual elements are synthesized in green ads as a marketing tool. To that end, Machin and Mayr's (2012) multimodal critical discourse analysis (MCDA) model is adopted to explore the visual and textual elements in online green ads which propagate gated compounds in Egypt. Data is collected from seven online ads which appear on social platforms, and in particular Facebook and Instagram. A qualitative approach design is adopted to explore the textual and visual devices relating to nature. Following a comprehensive model in exploring both texts and images, the study shows that nature is employed as an appealing marketing tool and that the choice of a foreign language in these ads accentuates social injustice, which in turn can lead to segregation. Besides, the research aims at pinpointing the concept that nature-especially life on</p>		



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		earth is important for all not just for certain social group. This would in turn enhance peace and social justice on earth.
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