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Investigating intricate nominal phrases across different technical registers in English for Specific Purposes (ESP)

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Abstract

Instructing students on technical vocabulary necessitates specific methodologies and contextual application. Scientific literature often features intricate noun phrases or compounds that serve a communicative purpose within a concept-driven theoretical framework. The presence of these combinations is a typical characteristic of the aforementioned texts. This paper aims to explore the various functions that underpin these phrases and the manner in which they are formed based on the information they express. Utilizing a communicative approach, we introduce these nominal compounds to our students as tools for defining and elucidating new objects and concepts. To create reliable, well-structured, and acceptable complex nominal compounds, we analyze their complexity and deconstruct the various components to comprehend how each part contributes to the conveyance of new information. We suggest that, alongside context and extralinguistic knowledge (i.e., the shared technical background that the ESP instructor may not inherently possess), the configuration of the nominal group—or more specifically, the arrangement of modifiers within the group—also influences the resolution of syntactic ambiguity and the clarification of meaning. Consequently, modifiers that are positioned farthest from the head possess the least specificity and are succeeded by additional modifiers that refine the meaning of the entire nominal phrase. The primary contribution of this paper lies in the domain of ESP teacher education, as it assists ESP educators who lack specialization in civil or mechanical engineering, economics, and dentistry to effectively process, comprehend, and teach complex nominal compounds.

Keywords: complex nominal compounds (CNCs), nominal compounds (NCs), complex noun phrase (CNP), English for Specific Purposes (ESP), syntactic ambiguity.

Translation and Artificial Intelligence: Between Creativity and Automation

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Abstract

The rapid advancement of artificial intelligence has profoundly transformed the landscape of translation practice and theory. Neural machine translation (NMT) systems and generative language models such as ChatGPT, DeepL, and Google Translate have blurred the boundaries between human creativity and algorithmic automation. This paper explores how these technologies redefine the translator's role, questioning long-standing assumptions about authorship, agency, and professional identity.

Drawing on recent research in translation technology and cognitive linguistics, the study investigates the coexistence of creative and automated processes within hybrid workflows. It examines the extent to which AI-assisted translation enhances productivity and consistency while simultaneously challenging the human translator's interpretive autonomy. Special attention is given to post-editing practices, machine creativity, and ethical implications related to bias, transparency, and intellectual property.

The discussion highlights that translation in the AI era is no longer a purely linguistic transfer but a dynamic negotiation between human judgment and algorithmic suggestion. Rather than replacing translators, AI technologies appear to reframe translation as a collaborative act of co-creation, where creativity is redistributed across human and machine intelligence.

By analyzing case studies from literary, technical, and audiovisual translation, the paper argues for a redefinition of translation competence, one that integrates digital literacy, ethical awareness, and creative adaptability. Ultimately, this research calls for a critical and balanced understanding of how automation can coexist with human inventiveness in shaping the future of translation.

Keywords: translation technology, artificial intelligence, creativity, automation, post-editing, future of translation

Prevalence and Typology of Human Papillomavirus (HPV) Infections in the Female Population of Durrës, Albania (2022–2023)

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Abstract

Human Papillomavirus (HPV) represents a significant public health concern in women's reproductive health due to its strong link with cervical precancerous lesions. Our study examines HPV prevalence and genotype distribution among women in the Durrës district of Albania, focusing on those aged 18 to 25 years. The research began in February 2022 and is ongoing. We randomly selected female patients with clinical symptoms who presented for gynecological exams. Diagnostic procedures included AF-genital tests, Pap smears, and HPV DNA typing. Data were extracted from laboratory records and analyzed by age group and HPV genotype. Testing frequencies were compared by year: 37 patients were tested for HPV out of 743 visits in the first year; 44 out of 1204 in the second. About 30% of those tested were HPV positive. The most prevalent high-risk genotypes were HPV-16, -18, -53, and -39; HPV-6 and -42 were the predominant low-risk types. Around 10% of HPV-positive patients had ASC-US cytology but no subsequent dysplasia. None of the HPV-positive patients had received the HPV vaccine. These findings stress the need for preventive education, vaccination, and early screening among young women in Albania.

Keywords: HPV prevalence, genotype distribution, Pap test, Albania, cervical screening.

Ethical Marketing and Legal Compliance in the Accommodation Sector of Durrës: Challenges and Opportunities for Sustainable Hospitality

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Abstract

In this study, ethical marketing and legal compliance in Durrës's accommodation industry, Albania's leading coastal tourism destination, will be investigated. Using a mixed-methods case study that included 25 hotel managers and regulatory analysis, conducted as part of the research, it investigates the alignment of marketing practices with national legislation and international standards (Law No. 93/2015 "On Tourism"; UNWTO Global Code of Ethics; ISO 26000). The findings reveal significant gaps between stated ethical goals and actual practices, especially regarding transparency in claims about sustainability, pricing, and digital messaging. Despite managers' consensus that ethical marketing is a prerequisite for EU integration and competitiveness, the report's authors identify limited enforcement, weak knowledge of global frameworks, limited resources, and a lack of enforcement as the major stumbling blocks. A comparative view from Croatia might also indicate the potential for greater regulatory convergence. The paper suggests a holistic approach to compliance that integrates legal obligations and ethical marketing principles, and offers practical insights into the policies and considerations hotel managers should consider. The implications of our analyses here are that ethical and legally appropriate marketing enhances consumers' trust, promotes sustainable tourism, and is good for Albania's image in its Mediterranean market.

Keywords: ethical marketing, legal compliance, hospitality, sustainable tourism, EU integration.

Navigating Truth in a Turbulent Media Sphere: Understanding the Dynamics and Consequences of Fake News

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Abstract

In the reconfigured landscape of contemporary information flows, fake news emerged as a broad label through which public discourse frequently reduced the more complex dynamics of digital disinformation. Social media infrastructures amplified both the scale and speed of misleading content, giving false narratives algorithmic momentum as they were rapidly recycled by diverse audiences. Although the phenomenon attracted broad interdisciplinary attention, scholarly debates have not fully captured its complexity of how fake news emerged, circulated, and influenced public life. This paper used these unresolved questions regarding the effects and mitigation of fake news as its analytical point of departure. The first section mapped the dominant theoretical perspectives that had shaped recent research, highlighting both convergent and competing claims about how fake news operated within networked environments. Literature framing online disinformation as a communicative pathology (driven by attention economies, cognitive overload, and platform incentives) served as a conceptual foundation. The second section examined the diverse claims surrounding the societal and psychological consequences of fake news, situating them within debates on cognitive vulnerability, emotional contagion, and declining epistemic trust. Rather than treating falsehoods as isolated artifacts, the analysis emphasized their relational nature: fake news became impactful through its interaction with users' beliefs, identities, and anxieties. The final section explored how individuals interpreted and managed information, regardless of its truth value, drawing on insights from cognitive psychology and media sociology. By foregrounding the interpretive mechanisms through which individuals make sense of information, the paper addressed a persistent gap in the literature and clarified why effective policy interventions must target not only the circulation of misleading content, but also the cognitive and affective processes that render such narratives persuasive.

Keywords: Fake news; communicative pathologies; media ecosystems; algorithmic amplification.

AESTHETICS OF MUSIC: Exploring the relation between music and language

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Abstract

Language and music share a common origin as communicative functions, both driven by and based on the human desire to connect with other people. In this paper, we will attempt to approach the relationship that connects music with language, as well as to investigate to what extent and in what way, the concepts of language and music are related, through the depiction of representative ideas, opinions and theories that define their connection from antiquity to the present day.

While language is the effective medium in terms of semantic interpretation of communication, music lacks semantic specificity. However, it plays a significant role in fostering social bonds, as it refers to communication between individuals through the power of emotions, which it evokes. In this sense, language enables the externalization, through speech and articulation, of what exists within us, whereas music promotes and reinforces what is shared among us. In any case, sound is a fundamental element of communication, given that the ability of music to convey emotion is guided not only by cultural conventions, but also by the underlying psychophysical properties of sound, making music and language essential components for understanding the human auditory system.

Keywords: Music, Language, Sound, Theoretical Approaches.
