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**13TH INTERNATIONAL
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ON EDUCATION, LANGUAGE AND LITERATURE**



ABSTRACT BOOK



International Black Sea University

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Content Based Instruction: Texts and Contexts

by Ann Henry / John Dayton

Abstract
Conference:: IRCEELT-2023

First formally introduced by Brighton, Snow, and Wesche in 1989, Content Based Instruction posits that language learners are more effective when language is introduced and produced in a meaningful and coherent context. Materials designed to teach EFL and only EFL are, by definition, bland, culturally biased in their description of Anglophone contexts, not really useful for the situations an English language learner might actually encounter at school or in the work place, and overly reliant on instructor centered activities rather than student centered learning. Content based instruction favors meaning and utility over mechanics, and can be, at its best, engaging, motivating, and effective. English language medium universities are emerging globally, with varying degrees of success. Professors there often complain that students emerge from their EFL and com- position courses unable to cope with the demands of academic reading and writing in English. CBI provides a solution to this. Language is presented as a vehicle rather than a goal in itself, and students apply passive learning (reading with a dictionary) to active learning, dialogue, papers, projects and presentations. There is no single model or formula for CBI. In U.S. public school classrooms, many English Language Learning students have one period devoted to language learning, and the rest of the day they are immersed in subjects. Astonishingly enough, this immersion method often works fairly well if begun in lower grades. Students apply their skills to con- tent more motivating than the deliberately bland EFL texts. We will present the outline of a successful University content-based writing course we created and taught on creative responses to pandemics, entitled “The Diseased Imagination,” with suggestions for adapting the authentic materials and assignments to different levels and age groups. This course was extremely popular with students and an absolute joy to teach. In the darkest days of early COVID, we learned what we needed to in order to survive in the world. That is, or should be, the goal of every course we find ourselves teaching.

An Intermedial and Intersemiotic Act: Sevgili Arsız Ölüm Dirmit (Dear Shameless Death Dirmit) Performance

by Naciye Saglam / Asst. Prof. Firat University

Abstract ID:100

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Field: Language & Literature

Keywords: adaptation, intersemiotic translation, multimodality, stage adaptation, translation

Considering the fact that each text is a re-written form of another text, the practice of adaptation can also be viewed as a form of intertextuality. Although adaptations from literary text to multimodal forms such as film, music, opera, and theater can frequently be encountered, attempts to evaluate these practices within the scope of intersemiotic translation can be regarded relatively as a new field of study. Since this type of re-creation involves the transformation from a single language system into a text created by multimodal forms -light, stage design, choreography, actor gestures, music- the logic of translation indicates a different process.

In this direction, the paper aims to analyze the stage adaptation of the fiction Sevgili Arsız Ölüm (Dear Shameless Death) by Latife Tekin adapted by Hakan Emre Ünal and performed by Nezaket Erden as an intersemiotic translation. With the purpose of realizing this aim, the study is structured as determining the boundaries and stages of adaptations from literary texts to the stage, determining the role of the actors in the translation practice at the first stage, determining the parameters in the transformation of the linguistic product into non-linguistic elements, and evaluating the role of agents throughout the process.

The paper is shaped within the framework of the qualitative method, and that the data obtained from the semi-structured interviews planned with the director and actors are expected to be the source materials of the study. The roles of the actors in the transformation from a literary text into stage will be evaluated with multimodality approach

Analysis of age-related phraseological units in Georgian and English languages

by Ana Chankvetadze

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Submitted: 27/04/2023
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Field: Linguistics
Keywords: age, concept time, death, life, phraseology

This article discusses phraseological units connected to the age in Georgian and English languages. As a result of the analysis of the peculiarities of the objectification of the concept of "time" in modern English and Georgian languages, it was revealed that the network of "time" frames consists of such constructions as: "Frame of Time Duration", "Frame of Moment", "Frame of Cyclical Structural Organization", "Frame of Linear Structural Organization Framework". Frame of Time Duration is lexicalized through such phraseological units, which are united by the following common semantic denominators: "a long time ago"/"a short time ago"; "for a long time"/"for a short time"; "fast"/"slow"; "thepast"; "Period"; "Sufficiency" / "Insufficiency"; "Age". The following common semantic denominators unite the elements associated with "Age" in the research languages: "Infancy", "Youth", "Middle Age", "Old Age".

In the article are provided several phraseological units in both languages, are given information about their origin, as well as their comparison and analyzes. Phraseological units are given in their contexts through the quotations from the literature, which helps the author to deeply analyze these units semantically.

Cognitive Deficit in Learning English as a Foreign Language (Vocational Education Case Study)

by Nino Zaalishvili / Ph.D. Student

Abstract ID: 114
Submitted: 27/04/2023
Conference:: IRCEELT-2023
Field: Education

Keywords: Memory; English as a second language; vocational education students.

The memory capacity of foreign language learners is more limited rather than of native speakers. Cognitive deficit is identified in all aspects of learning English as a foreign language - reading; writing; listening and speaking. The term cognitive deficit identifies characteristics that create barriers to cognitive processes. The process itself unites the aspects of attention, memory, speech, understanding, learning, problem-solving, and decision-making. Cognitive deficit conceptualizes decreased attention, concentration, reduced memory, and difficulties in problem-solving. The case study aims to clarify what factors cause cognitive deficit while learning English as a foreign language. Through the papers, a case study of vocational education will be discussed. It has to be noted that English and Georgian languages are completely different from each other. Since, Georgian language belongs to Iberian-Caucasian language group, while English to the Indo-European one. These differences are manifested at both conscious and unconscious levels. There are differences in phonetics and grammar, morphology, and syntaxes as well. Language differences are visible in all four aspects of language – reading, writing, listening, and speaking. Thus, the barrier is created in the form of cognitive deficit. Through the papers, Alan Baddeley's model of working memory, Zimbardo's theory of working memory and Vivian James Cook's approaches to second language learning will be discussed.

Comprehensive Excavation Toward the Mining of Gifted Students

by Riyam Chaar | International Black Sea University

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Field: Education

Keywords: giftedness, identification, instruments, tests

Gifted students in inclusive classes need to be identified firstly so that teachers can cater for their needs as a second step. Many tools are available to help in that excavation process. The variety of the instruments available causes a confusion for teachers since they cannot decide on the tool, they should adopt to best detect the gifted ones they have in their sessions. This article aims at displaying the literature review of various tools in hand and then presents an explanation on each. By reading this research, educators understand the tests, instruments, and methods used to identify the gifted as they get guidance toward using the selection tool that best fits their gifted students' needs.

Creating teaching materials with ChatGPT

by Tamar Mikeladze | Iakob Gogebashvili Telavi State University

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Conference: IRCEELT-2023

Field: English Language Teaching

Keywords: ChatGPT, Teaching materials, designing supplementary resources

In the past decade, there has been a trend towards editing English language coursebooks to better respond to the changing needs of learners. The development of AI applications has introduced new perspectives on teaching, which has led to questioning the traditional role of a teacher. Recently, the ChatGPT language model, developed by OpenAI and based on the GPT architecture, has emerged as a tool to understand and generate human-like text. Using vast amounts of text data, it can supplement language learning by answering questions and providing helpful responses. The purpose of this paper is to demonstrate how a teacher can use the ChatGPT model to create effective teaching materials. To test this approach, a one-month experiment was conducted with three adults at the B2 language level who wanted to improve their English-speaking skills. The lesson materials were designed with the assistance of the AI model. This paper provides recommendations on how to create activities tailored to the individual needs of students and how to enrich teaching resources.

Digital Pedagogy- Enhance Your Teaching By Going Digital

by Tatia Mardaleishvili | Nino Kashia | LEPL General Giorgi Kvinitadze Cadets Military Lyceum | LEPL General Giorgi Kvinitadze Cadets Military Lyceum

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Field: Education

Keywords: Digital Pedagogy, ICT Tools, ICT for Education, Interactive tools.

It is precisely not about using digital technologies for teaching. We are better users of technology when we are thinking critically about the nature and effects of that technology. What we must do is work to encourage students and ourselves to think critically about new tools. So, it is as much about using digital tools thoughtfully as it is about deciding when not to use digital tools, and about paying attention to the impact of digital tools on learning. In today's quick and ever-changing society, it is necessary to adapt to new practices and adopt new strategies, especially regarding teaching. If we want to request from students, cooperate with them, teach them, encourage them talking to us, we should be somebody inspiring for them. Then, our job of being a teacher will be much easier. It is important that we know all we can and use any available resources to facilitate a learning environment where our students can feel welcome, safe and intellectually challenged. Pedagogy - the art of teaching is one of extreme importance. You can kill someone's love for a subject or awaken the passion for studying. We must take and integrate the best methods to use to teach. Through the use of the many digital resources available to us, we can transform the classroom and the students' learning experience into something challenging. The days of the only entertainment being the blackboard with three different colored chalk sticks are numbered over.

Effects of anxiety on attention and spatial working memory of students

by Mari Makharashvili | PhD Student at International Black Sea University

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Field: Education

Keywords: Anxiety, attention deficit, spatial working memory, students' academic performance

This study aims to reveal what anxiety is and how it impacts students' working memory. Specifically, this study talks about the effects of anxiety on attention and spatial working memory. The current study encompasses the mixed methods research design. The research data was accumulated through secondary school pupils and university students via an online survey and interview. As the researcher predicted, highly anxious individuals showed some deficits in attention. The result has shown that anxiety negatively correlated with memory capacity and in the process of anxiety, students have a negative emotional expression, which manifests itself in various forms, such as memory problems, forgetfulness, limited attention span, feeling uncoordinated, increased heart rate and respiration, muffled hearing, Irritability, outbursts of anger, hyper-vigilance about safety, accident-prone, and severe impairment of losing attention and concentration. As a result, this provokes a dropping in their academic performance.

Ways of Conveying Implicit Meaning in Literary Translation

by Associate Professor Ekaterine Archvadze, International Black Sea University

*Abstract
Conference:: IRCEELT-2023*

The paper "Ways of Conveying Implicit Meaning in Literary Translation" studies the problem of overtone, implicit meaning and the peculiarities of its expression in the text. The work analyzes the text structures with implicit meaning, studies how the meaning can be implied within the utterance and how the meaning of the utterance can be understood and explicated on the bases of the implicit meaning. The work analyzes the implicit text structure on the basis of English literary works, studies the mechanisms of expressing the communicative intention of the speaker and draws special attention to the ways of conveying implicit meaning in literary translation- into Georgian, bearing in mind that two different languages may employ different linguistic means while expressing the speaker's emotions, intentions, attitudes etc.

Excessive (exaggerated) complimenting in Georgian and American entertainment talk shows

by Nana Iobishvili / Akaki Tsereteli state university

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Field: Linguistics

Keywords: American and Georgian entertainment talk shows, complimenting,, media discourse

The presented article, as one of the interesting and topical topics, deals with excessive (exaggerated) complimenting in Georgian and American entertainment talk shows. The mentioned topic is quite relevant, to the extent that, in today's political situation, readers of newspapers and other print media have decreased quantitatively, and listeners have increased for such genres of mass media as entertainment or political talk shows. Thus, in the modern media discourse, television conversations, in particular, talk shows, occupy a large place. It has a great influence on the creation and formation of public opinion. The recipient is provided with acceptable, exemplary, and probable thought patterns in this or that culture. This form of broadcasting attracts a lot of people to the TV screens in all countries of the world, therefore the TV hosts in Georgia are showing an increasing interest in this genre. When it comes to the production, development and distribution of talk shows, America has played a pioneering role in this matter. We use the contrastive-descriptive method to study American and Georgian entertainment talk shows. The researcher considers entertainment (non-political talk shows) talk shows. The researcher focuses on the general features of complimenting in American and Georgian non-political, entertainment talk shows. The study of television shows is very interesting from this point of view, because it is here that live dialogic speech is presented. With stylistic features, the talk show belongs to the television program of the speech genre. It shows a closeness to the everyday conversational style we use in informal situations. Therefore, it is common to use every day colloquial vocabulary.

Factors English Teachers' ICT skills depend on - Case Study of Georgian EFL Community

by Tamari Dolidze | Natela Doghonadze | Natia Vasadze | BSMA; | IBSU | BSMA;

Abstract ID: 96

Submitted: 21/04/2023

Conference: IRCEELT-2023

Field: English Language Teaching

Keywords: age; gender; attitude; intrinsic motivation; extrinsic motivation; technology; EFL community; teaching English in Georgia

Information and Communication Technologies (ICT) have resulted in rapid changes in all areas of life including education. Covid-19 pandemic once again revealed the necessity of integrating ICT into the learning process. Therefore, EFL education where technology has always been present, especially since the 1960s, for demonstrating authentic materials, i.e. news, live recordings, TED talks and videos, being indeed a usual language practice, was more prepared for mandatory integration of ICT skills into teaching practices due to teachers' previous experience. The current paper attempted to study key factors English teachers' ICT skills depend on by surveying the EFL community engaged at secondary and tertiary education in Georgia. The results of the survey mostly consisted of 16 questions collecting demographic data (4), 4 / 5- point Likert scale, multiple choice (4) questions, and an open-ended question asking to describe teachers' experience in ICT application in language teaching. The results will be analyzed and formulated in the form of assumptions for identifying the factors English Teachers' ICT skills depend on to further ensure setting necessary context for EFL community to regularly upskill their ICT skills by overcoming key challenges revealed through preventing factors.

Feel The Language Through Intercultural Competences - ETS - Empathy, Thoughtfulness, Security

by Elena Tsatsua / Ivane Javakhishvili Tbilisi State University

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Submitted: 10/04/2023

Conference:: IRCEELT-2023

Field: Language & Culture

Keywords: Feeling, commonalities, communication, community, empathy, security, thoughtfulness

Pl: In previous centuries, small countries like Georgia were restricted to their traditional and more conservative development in any social field. In the epoch of the Soviet Union, the limitations were so strict that citizens were not allowed to travel overseas. That made society create the identity of one country, which did not have many opportunities for being shared with a large number of people or nations. However, there were significant changes in the life of citizens after the collapse of the Soviet Union. This fact brought changes in various fields of society, including education, economy, culture, especially language teaching. Foreign lifestyles and cultures began to intrude into the citizens' everyday life. Technological development and tourism played a big role for Georgia to reach the outside world, especially, European countries. Nowadays, multicultural environment is dominant even in educational settings like schools and universities. In 2022, English Teachers' Space, a non-profit organization, implemented an international online project called "Exploring, Sharing, and Saving Culture" and invited other teachers of English to participate - <https://www.facebook.com/EnglishTS/> During my presentation, I will talk about the aims and outcomes of the project. It turned out that ETS (Empathy, Thoughtfulness, Security) concept strategy provided a different type of attitude to English language teaching (ELT) during multicultural relations (Bangladesh, India, Georgia). My presentation will introduce the project stages, methods, and findings of effective ELT practices. As a result of our experience, we found out that language teaching is not about me, as a teacher or a student; it is about us, the world nations and the feeling the language functions through the relations. Consequently, we all need the skills, which will unite us and help us find commonalities to solve critical world issues together.

Gender characteristics of political discourse based on talk shows

by Salome Dvalishvili / Kutaisi Akaki Tsereteli State University

Abstract ID:80
Submitted: 09/04/2023
Conference:: IRCEELT-2023
Field: Linguistics

Keywords: discourse of power, manipulation, political discourse, self-presentation, talk show

The presented article deals with Gender features in Georgian political discourse (based on political talk shows). My goal is to research the discourse of power expressed by Georgian male and female politicians in political talk shows. There is a stereotypical view that women's language lacks power compared to men's. Based on the purpose of the research, the following main tasks are set to study: How do Georgian politicians present themselves? What is the ideological load of their conversation? In what ways do they try to enhance the emotions of the audience? The researcher used critical discourse analysis in the research. For research, The researcher selected several political talk shows recorded this year and analyzed more than 30 programs using critical discourse analysis. As a result of the discourse analysis of the talk shows, it was revealed that in their narratives Georgian politicians try to demonstrate their power and present themselves to the public with different strategies. This is expressed by the use of words with an expressive meaning, which serves to emphasize the social status. Also, opponents are discredited. Analysis of their discourse shows that politicians of both sexes try to present themselves to the audience as subjects with power.

Geography of Education, science, and Culture of Georgia

by Nika Chitadze | Professor at International Black Sea University

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Field: Education

Keywords: Institute, Keywords: school, college, library., lyceum, university

The geography of education is a constituent part of social geography. It gives us an idea of the education level of the population and the territorial distribution of educational institutions. According to the indicator of the education level of the population, Georgia took one of the first places in the world. Illiteracy among adults was practically eliminated. In recent years, great changes have taken place in the field of education. On the one hand, private higher education institutions, colleges, lyceums, and gymnasiums were opened. On the other hand, due to various social or economic problems, some children do not go to school at all.

As for higher education, the first Georgian higher education institution was Tbilisi State University, which was opened in 1918. Currently, there are more than 50 state and private higher education institutions in Georgia that have been accredited by the Ministry of Education and Science. The main goal of the research is to discuss and analyze the geographical distribution of secondary and higher education, as well as the scientific and cultural institutions of Georgia.

How do Turkey and Georgia View each other? CorpusAnalysis of Diplomatic Relations between 2002-2022

by *Abdulmelik Alkan* / *International Black Sea University*

Abstract ID: 113

Submitted: 27/04/2023

Conference:: IRCEELT-2023

Field: Language & Culture

Keywords: Diplomacy, Georgia, Identity, Interest, Language, Turkey

What is the semantic language of identity and political interest of Turkey and Georgia? The primary objective of this article is to find the answer for above question. In order to answer the question, the paper provides a contextual insight into diplomatic language, and analyze the connotative quotes exchanged during diplomatic visits between 2002 and 2022. Methodologically, we used 150 quotes from both sides to explore the nature of the diplomatic relations therefore, it was necessary to search 150 news on civil.ge as unique source in Georgia, then to filter selected news down to 35 news before applying the content analysis. The AntConc corpus analysis is utilized to comprehend the nature of the political conversation. According to the findings, theoretically the constructivism core theme that claim states view each other via the identity through interaction were verified. The purpose of the research is to provide a contribution to the study of the identities and interests of Georgia and Turkey.

How have primary school children with ASD and their families experienced the Covid 19 pandemic?

by Zhana Goginashvili

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Field: Education

Keywords: Autism Spectrum Disorder (ASD); Pandemic; Covid-19; Special education

The focus of this study is to analyse the effects of SARS-CoV-2 (COVID-19) contingency measures on families with children who are diagnosed with autism spectrum disorder (ASD). Radical changes in daily lives dramatically impacted people, families, and children with and without ASD. These adjustments include, among other things, greater time spent at home, electronic means of communication, closings of schools, and less external assistance for the children. Radical changes in daily living dramatically impacted people, families, and children with and without ASD. These adjustments include, among other things, greater time spent at home, electronic means of communication, closings of schools, and less support for the kids from external sources. Since the symptoms of autism entail dependence and compliance to the often-rigid child-specific routines, the changes in routines brought about by the pandemic can have significant effects on children and their families. The online survey was designed to collect data from nine caregivers (mothers). The children in the study are between the ages of 5 and 12. Three core themes were isolated and analysed with the use of the thematic analysis method. These themes were: education, daily life management and organising new daily routines. The three main core themes indicate three primary areas of daily living that have seen a notable change. Eleven sub-theme categories were identified, which represent how parents and children have experienced and dealt with the changes. Despite the prevailing negative voice of the parents, the overall effect of the pandemic measures cannot be reduced to purely negative or positive.

Identifying Learning Barriers among Military Students while Teaching Collocations

by Megi Sabanashvili | PhD student at International Black Sea University

Abstract ID:86

Submitted: 11/04/2023

Conference:: IRCEELT-2023

Field: Education

Keywords: collocation competence, interactive teaching, learning barriers, military student

Teaching collocations provides military students with a better preparation for the service in Georgian military forces. If officers, non-commissioned officers and professional soldiers master military collocations specific to their branch of specialty (land, air or naval force), it will give them the opportunity to communicate fluently with their international partners in various training, joint exercises and multinational missions.

The program cannot succeed without understanding the intrinsic and extrinsic barriers military students face while learning collocations. Recognizing the characteristics of the military students creates needs and priorities that require special attention when designing English courses. This study emphasizes the significance of collocations in military students' communicative competence and presents an empirical analysis of the learning barriers military students encounter when learning collocations. The study promotes the idea that the interactive teaching methods can provoke military students' interests and enthusiasm in military classes and break down the barriers in collocation learning. The findings of the study have pedagogical implications for teaching and learning collocations in a military context.

Intercultural Dialogue in EFL Textbooks

by Eka Tkavashvili | Ilia State University

Abstract ID: 120

Submitted: 28/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: EFL textbooks, communication, cultural awareness, intercultural skills

Today in the world of globalization it is crucially important to provide learners with the opportunities to successfully communicate with the representatives of other cultures. Modern EFL textbooks serve as a rich source of information on different aspects of cultures under study, such as, geography, history, modern institutions, etc. and the customs and traditions peculiar to them. However, just being exposed to the cognitive aspects of the cultures is insufficient to develop intercultural skills in students. The paper deals with the analysis of several textbooks how well they develop students' capacity to speak and behave adequately in the situations different from home cultures with an aim of meeting the expectations of representatives of foreign cultures. Please type or copy your abstract here.

Learner Centered Teaching

by Nino Kancheli | English Language Teacher at CML

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Conference:: IRCEELT-2023
Field: Education*

Keywords: educator, learner, learning, teacher, teaching

Learner centered teaching makes students be at the heart of the own learning process. It encourages them to get profoundly engaged into the teaching and learning process. To become aware of their own needs and necessities. When planning such kind of teaching method an educator should have a students in mind in order to shorten the distance between a students and an understanding. The three main methods of learner centered teaching are: 1. active learning where students solve problems, discuss, explain, answer and/or formulate questions on their own, debate or brainstorm during class. 2. Cooperative learning, in which students work in teams on problems or projects. It raises a sense of interdependence and unanimity among students. 3. Inductive learning, that include project-based learning, discovery learning, inquiry based learning, problem-based learning, case-based learning etc.

The advantages of student-based learning are it helps students to view learning process from a different perspective, where main focus of learning comes on students' needs and interests, it instills a sense of community and involvement; it caters to students' individual learning goals, inspires creativity and imagination among students, build on students' confidence and self esteem, promotes natural motivation to learn and helps students transfer their knowledge to a real world.

Learner's Autonomy in Task-based Language Teaching

by Ekaterine Topuria / Akaki Tsereteli State University

Abstract ID: 125

Submitted: 28/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: learner's autonomy, strategy based approach, task-based learning

This paper discusses the ways to reach the learners' autonomy together with the teachers and instructors on the previously planned methods and practical activities through the use of task-based learning. To plan the activities is essentially important according to the recent surveys to protect learners not to construct the false knowledge of language. In this respect we discuss the task based learning as well as the strategy based approach(TBL/SBA).

The methodology of the article is aimed to set a clear principle for practicing the TBL classes and choose the strategies for gaining the right practice we have applied to professor Sam Eisenberg's theory of Teaching Instructional Design Practices .We have adopted the suggested map for TBL with pre task, task and post task layers (Eisenberg 2021).

Limitations of Secondary Guests in British and Georgian Talk Shows

by Tatia Leladze / Tamar Chinchaladze / Akaki Tsereteli State University / Akaki Tsereteli State University

Abstract ID: 107

Submitted: 25/04/2023

Conference:: IRCEELT-2023

Field: Linguistics

Keywords: audience, limitations, participants., television discourse

According to semi-institutional specific of a talk show, the roles of discourse participants are hierarchical and predefined. It is predefined who an addresser, an addressee and an audience will be, how they will be involved in discourse. In a talk show a host and guests, according to their institutional roles, are always actively involved in television discourse but the audience is always passive in this discourse. The analysis of empirical materials shows, that according to the specific of a talk show, there are some limitations for passive participants which make them unable to involve in television discourse. These limitations are: distance, a microphone and a camera. A talk show is usually presented by three participants and one of its participants - the audience always has a passive position. Its involvement is initiated by a host. It can show its involvement by feedback – applause and ovations.

Loneliness in James Joyce's short story "A Painful Case."

by *Eliso Pantskhava / Akaki Tsereteli State University*

Abstract ID: 78

Submitted: 07/04/2023

Conference:: IRCEELT-2023

Field: Language & Literature

Keywords: Joyce, epiphany, loneliness, paralysis, post-colonial criticism

"A Painful Case" is one of the four short stories from the "adult cycle" in James Joyce's "Dubliners." The themes of the collection: paralysis, loneliness, and the impossibility of genuine human relationships permeate the story. The main reason for Dubliners' disability to manifest their true feeling and act without restraint is embedded in the colonial past of Ireland. The key focus of the paper is to show how the political, social, cultural milieu of a colonial country affects its citizens, alienates them from their environment, shapes their attitude towards each other, and becomes the main obstacle to true intimacy. Through the literary analysis of the protagonists, Mr. Duffy and Mrs. Sinclare, the paper also tries to show the gender-based differences in the longing for intimacy in Dublin on the verge of centuries and explore the social-ethical conventions that molded intimate relationships in the given period. The protagonist, Mr. Duffy, is emotionally castrated by his obsession with order and rectitude, and his acceptance of his solitude is in line with the pattern of other characters in the collection. Overall, the paper provides a nuanced analysis of the themes and literary techniques used by Joyce to portray the alienation and loneliness of Dubliners in the early twentieth century.

Online discourse analysis of talk-back following a shooting incident against Bedouin women from the perspective of "Backlash Mechanism"

by Druker Shitrit, Shirley | Ben-Atar, Ella | Ben-Asher, Smadar | Bar-Ilan University, Israel | Sapir Academic College, Israel | Achva Academic College, Israel

Abstract ID:91

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Field: Language & Culture

Keywords: Backlash Mechanism, Bedouins in the Negev, discourse analysis, talk-back

The Bedouin society from the Negev region in Israel is a traditional and religious society and patriarchal rejects the change, especially when it comes to women. The phenomena of resistance and the blocking of the development of new social currents are known as the "Backlash Mechanism". This study follows a shooting incident that occurred in a cafe in a Bedouin city where young Bedouin waitresses were employed. The event was defined in the Israeli media as a violent protest by young Bedouins against the employment of women in a public place during the evening hours. We investigated 916 talkbacks on the leading news sites in Hebrew served as a basis for this research. Through categorical classification and online discourse analysis, we investigated the reaction of writers' attitudes to the event. The findings indicated five content categories:

(a) expressing support for the Bedouin women who went to work; (b) suggestions for ways to deal with the phenomenon of violence perpetrated against the women and their employers by the "modesty guards"; (c) seeing the tradition of the Bedouin society as a source of resistance to women going to work (d) examining the norms and scope of action allowed for Bedouin women compared to religious Jewish women; (e) Criticism of the media and the police for the lack of protection for women who want the freedom to choose their lives. The study highlights the cry of the commenters for the implementation of processes in Bedouin society that will allow women to choose a progressive liberal lifestyle without having to deal with violence directed towards them. Online media leaves the writers with the anonymity that protects them, but it is doubtful whether it is. Helps the women struggle to act against the response mechanism applied to them.

Open Educational Resources in Higher Education: A Literature Review on Staff Awareness and Readiness

by Maia Chkotua | Marina Razmadze | International Black Sea University

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Submitted: 28/04/2023
Conference:: IRCEELT-2023
Field: Education

Keywords: Open Educational Resources, academic staff awareness, staff readiness.

Innovations in technology have led to new experiences in teaching and learning which raises the importance of the flexibility of teaching and learning materials for both teachers and learners, respectively. Open Educational Resources (OER) has a leading role here which has gained international recognition though there is a need for raising awareness of it. The aim of the paper is to review the existing literature on Open Educational Resources, defining the term and focusing on the important aspects of implementing it on a national level. Cases from different countries are discussed focusing on staff awareness and readiness in Higher Educational Institutions. Research reveals that much has not been done in Georgia in this respect though the process has started. Large-scale research should be conducted investigating the awareness and readiness of academic staff in Georgian Higher Educational Institutions for having insight into further steps to be implemented.

Overview of the educational system during pandemic

by Ph.D., Associate Prof. Nino Lomsadze | Ph.D., Associate Prof. Nino Bochorishvili | Ph.D., Associate Prof. Irakli Bochorishvili | Georgian Technical University | Georgian Technical University | Georgian Technical University

Abstract ID: 103

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Conference:: IRCELT-2023

Field: English Language Teaching

Keywords: Distance education, digital learning, technology;

Distance education has replaced synchronous learning for many students and teachers during the pandemic. However, we are still unsure of the long-term effects of distance learning and whether it provides the same value of education as learning in a classroom face-to-face. Distance learning is relatively less tested in practice. However, the created circumstances and situation forced us to act quickly, and it became necessary to carry out teaching with this method. Yet the outcomes are still blurred. This article overviews the important challenges the education system faced during pandemic and discusses some aspects of COVID 19 pandemic period.

Prominent Factors for Developing Successful International Communication for EFL Students

by Sopiko Dumbadze | BSMA

Abstract ID: 109
Submitted: 26/04/2023
Conference:: IRCEELT-2023
Field: Language & Culture

Keywords: EFL classes, International relations, Sociocultural competence, pragmatics;

International relations are increasing exponentially. In today's world communication among different nations is indispensable part of everyday life. Building smooth communication with people of various nationality requires its competence. It is connected with not only language knowledge but with other prominent factors as well. For instance, competence of cultural knowledge that includes the things like beliefs, customs, traditions and the most significantly socio pragmatic competence. Comprehensibility of content is important to establish successful communication that is connected with socio cultural pragmatic competence of interlocutors. International communication can be more effective when there are no misunderstandings due to sociocultural pragmatic competence. To connect verbal line to non-verbal one, to correctly connect explicit words to implicit meaning without misunderstandings needs to have cultural competence. The consequence of a global relation expansion is practically any person uses the second language to communicate besides having different first languages. People with different first languages have different cultures as well, while building relationship internationally they subconsciously exchange some cultural elements. "The English name for "cross-cultural communication" or inter-cultural communication refers to the communication between native speakers and non-native speakers. It also refers to the communication between any people with different linguistic and cultural backgrounds." (Q. Li, X. Cao). The competence in sociocultural pragmatics of EFL students' is revealed in the work that was obtained through analytical research. Observation method was used as well to make the survey more comprehensive. Observation was conducted on real classroom situation based on textbook materials and based on specially provided materials. After thorough analysis troublesome points were identified and the work gives recommendations for EFL students. EFL classes are responsible to equip students with skills that are essential to develop communication globally. Having proper sociocultural competence is inevitable for smooth and successful communication.

Promoting Inquiry-Based Learning in Primary Education (A case of Private School and English Language Learning Centre in Georgia)

by Salome Gureshidze | Cambridge Education Corner

Abstract ID: 134

Submitted: 29/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: academic achievement, inquiry-based learning, meaningful learning, student engagement, young learners

English language teachers usually face challenges in maintaining and developing high levels of student involvement and accomplishments in the classroom. Inquiry-based learning (IBL) is driven by students' questions and it emphasizes on the personal discovery and innate curiosity by the learners. In the process of IBL young students are motivated to develop their research skills and new knowledge is constructed by relevant questioning techniques. The students become experts of the knowledge they build up through self-discovery, error and trial. This paper reveals the findings gained from a private school and English Language Learning Centre in Tbilisi, where IBL techniques were introduced and implemented in the English language lessons. The age of students ranged between 10-11 years old. This paper studies the concept of inquiry-based learning in young learners and it highlights the roles of teachers as well as the young learners in the context of inquiry-based learning in EFL (English as a Foreign Language) classrooms. Besides, it analyzes EFL teacher's readiness for implementing inquiry-based teaching in their classrooms. It also reveals the pupils' perceptions regarding inquiry-based learning. According to the findings, engaging in inquiry-based learning activities improved their active participation, academic achievement and comprehension.

Promoting Intercultural Competence Among English Language Learners: Addressing the Gap Between Theory and Practice

by Jonathan Shaw | Eter Ozbetelashvili | Educational developer and part-time instructor | Educator

Abstract ID: 133

Submitted: 29/04/2023

Conference:: IRCEELT-2023

Field: Language & Culture

Keywords: Intercultural Competence, Three Cultural Pedagogies, Understanding of Culture

The idea of promoting intercultural competence among English Language Learners has been widely accepted by teachers, yet there remains a pervasive gap between theory and praxis. This paper will examine the efficacy of some promising efforts to close this gap, including approaches put forward by Larzen (2005), Kidwell (2017), Rodríguez (2015). Drawing on our personal experiences, we reflect on practices introduced in an English language teaching program in Canada designed for English language learners that offer new possibilities. We argue that to be effective, efforts to promote intercultural competence among language learners and teachers must address the inherent tension between universalism and cultural pluralism that lies at the heart of this endeavor.

Prospective EFL Teachers' Desire to Write and Teach Poetry: A Preliminary Study

by Havva Zorluel Özer / Sinop University

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Submitted: 17/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: EFL, poetry, second language writing, teacher education

Poetry has always been an important component of creative writing curriculum and instruction. With recent interest in poetry as a form of meaningful literacy, it has grown beyond the field of creative writing and inspired innovation in ESL/EFL writing pedagogy. While the scope of ESL/EFL research on poetry is vast, it has in general fallen into the following trajectories: pedagogies of teaching poetry to ESL/EFL learners, poetry writing practices in ESL/EFL classrooms, the characteristics of ESL/EFL poetry, voice and identity construction in ESL/EFL poetry, and assessment of ESL/EFL poetry. Although a growing amount of research has been devoted to the study of how students perceive writing poetry in a second language (Iida, 2012; Liao, 2017; Liao & Roy, 2017; Zhang, 2019), empirical inquiry into teacher perceptions of writing and teaching poetry remains limited. The pedagogical challenge is to understand whether literacy educators appreciate the pedagogical potential of poetry in L2 writing instruction. For this reason, this study aims to examine prospective Turkish EFL teachers' orientations toward writing and teaching poetry. To this end, undergraduate students in the English Language Teaching program at a public university in Türkiye have been invited to participate in an online survey. The survey includes two sections. The first section involves Likert-scale statements and two open-ended questions. The second section addresses participant demographics. Qualitative data generated from the open-ended questions will be analyzed through thematic coding. To analyze the quantitative data, descriptive statistics will be conducted through Statistical Package for the Social Sciences (SPSS) software. It is the intent of this study that results will suggest practical implications for EFL teacher education.

Raising Civic Consciousness During English Language Teaching Through Verbatim/Theatre Method

by Gulnara Janova | Maka Murvanidze | Samtskhe-Javakheti State University

Abstract ID: 112

Submitted: 27/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: Keywords: Verbatim, Theater, civic awareness, empathy, reflection, skills.

Globalization caused technological, socio-economic, political, and cultural changes. Accordingly, it caused changes in education. The article deals with the importance of civic consciousness as one of the main challenges of the 21st century. This is the ability "to feel yourself in someone else's shoes". The aim of the article is to show the role of the Verbatim/Theatre method as a teaching tool, which helps students in learning and academic achievements, gaining social and soft skills such as communication and empathy. The article shows the whole procedure of teaching the Verbatim/Theatre method as an extra curriculum activity. The use of the mentioned method in teaching the English language is quite productive. Students translate the narration of the interviewees. In this way, students develop language competencies such as fluency and accuracy. This teaching method activity increases students' motivation and develops their ability to interact. Discussion, comparison, and analysis make students be aware of life-teaching lessons which will help them at work after graduation from the university. At the same time, students are in the role of a real person, which often leads to a change in their attitude towards different social strata. When listening to other people's stories, students change their opinion on many issues, which contributes to raising civic awareness.

Realia in the Indirect Translation of Nodar Dumbadze's "Granny, Iliko, Ilarion and I"

by Nino Nijaradze | Zinaida Chachanidze | Akaki Tsereteli State University | Akaki Tsereteli State University

Abstract ID: 129

Submitted: 29/04/2023

Conference:: IRCEELT-2023

Field: Linguistics

Keywords: Realia, indirect translation, quasi realia, translation strategies

The paper deals with one of the challenges of indirect translation - translating realia. The case study is based on the analysis of the indirect translation of Nodar Dumbadze's novel "Granny, Iliko, Ilarion and I" with Russian as a mediating language. The study analyses the general procedures and strategies that are employed to translate realia taking into consideration different cultural and socio-political contexts of the source, mediating and target languages. Research results revealed the use of several strategies in translating realia and quasi realia. These include transliteration, transliteration accompanied by explanations in footnotes, cultural substitution, descriptive translation, generalization and even omission. The use of these strategies can be explained through the factors of external history and they often lead to some loss of the regional flavor and author's style, which affects the target audience's adequate understanding of the original text.

Relationship Between the Text and Hypotext – Joy Williams’s A Case Against Babies and Jonathan Swift’s Modest Proposal

by Kobeshavidze Tamara / Akaki Tsereteli State University, Kutaisi, Georgia

Abstract ID:130

Submitted: 29/04/2023

Conference:: IRCEELT-2023

Field: Language & Literature

Keywords: American Literature, intertextuality, satire

Joy Williams is a living American novelist and short-story writer, who has received several important awards and honours. Despite serious critical acclaim she doesn't seem to get some mainstream attention and fewer people know about her thought-provoking essays concerning different urgent issues.

At first sight, the main subject of Williams's *A Case Against Babies* (1996) is the issue of overpopulation and millions of children suffering from hunger in the world, but there are also some parallel motifs, recurring elements throughout the text that touch upon a number of other thought-provoking issues, but finally point toward the main theme. They are stereotypes about women's role in the society, necessity to have children, the American 'baby boom' idea and in vitro fertilization. Analysing the subjects of Williams's bitter and harsh satire at some point an attentive reader can't fail to remember the other genius essay about babies written by Jonathan Swift in the 18th century. As the theory of intertextuality states a text can't be completely unique or original and a work of literature can refer to another work in a direct way, although sometimes subtle influence isn't less significant. It allows the authors to communicate with the reader through the original texts as well as build and develop their own ideas and concepts on what the reader is aware of the hypotext. Both of these powerful and moving essays are written under the stress of extreme emotions, but certainly neither Williams nor Swift were against children and didn't consider them as a great burden for the parents. The main purpose of these two bitingly ironic and absolutely merciless essays is drawing the attention of an indifferent and partly ignorant audience to contemporary issues of their societies.

Research of Personal and Communicative Emotional Intelligence in Adolescents

by Tinatin Tcharkhalashvili | Assistant Professor

Abstract ID: 85

Submitted: 11/04/2023

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Field: Education

Keywords: Adolescent., Communicative emotional intelligence, Emotional intelligence, Personal emotional intelligence, Student

Developing competencies related to emotional intelligence is one of the most important factors. The ability to perceive, understand and manage our own and other people's feelings helps us to take into account both our own and other people's emotional state and to positively influence them. It can be said with certainty that the formation of a teenager as a successful person depends equally on well-developed cognitive abilities and a high rate of emotional development. Based on this, the present study aims at the empirical study of emotional intelligence in students at the secondary level of education. A scientific research paper consists of an introduction, main part, conclusions and recommendations, to which a list of used literature is attached. According to the general data of the study, very low personal emotional intelligence is the most advanced, followed by low emotional intelligence, the next indicator is high, and the last place is very high emotional intelligence. On the basis of the conducted empirical research, research results and recommendations are presented.

Role of Higher Education Institutions in Promoting Lifelong Learning and Career Development

by Elif Erguvan / Teacher

Abstract ID: 124
Submitted: 28/04/2023
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Field: Education

Keywords: career development, higher education institutions, lifelong learning

Lifelong learning and career development possess a tight connection in their essence and in achieving global demands. The role of higher education grows to be of vital importance in promoting and implementing both concepts in order to maintain the links between society and education. The gaps in the labor market demonstrate the lack of communication between employers and curriculum developers. Despite the fact that the concepts exist for decades, there are still some quandaries related to their practicality. The reasons entail diverse perceptions of lifelong learning and career development which appear as barriers to establishing the notions in an efficient manner. This article discusses the role of higher education institutions in promoting both the terms and the urgency related to societal aspects. In this way, the unemployment rate would be decreased, and individuals would gain global competencies and skills. Thus, the article aims at raising awareness on the better understanding of lifelong learning and career development and emphasizing the crucial role of higher education institutions in implementing the concepts.

Strengthening Democracy in English Language Teaching

by Inga Gelashvili / Guram Tavartkiladze Tbilisi Teaching University (GTUNI)

Abstract ID: 128

Submitted: 28/04/2023

Conference: IRCEELT-2023

Field: English Language Teaching

Keywords: "cards for democracy", democratic values, language teaching, targeted approaches

The paper underscores the importance of strengthening democracy in education by incorporating or adding relevant content and pedagogical approaches to the curriculum as well as the tasks that students complete on a day-to-day basis. Educators are responsible for equipping students with values and attitudes that prepare them for citizenship in a democratic society. Therefore, teachers incorporating democratic values and approaches in the classrooms can be agents of social transformation. The paper aims to study how using targeted creative approaches in foreign language teaching strengthens democratic values among students. More specifically, the research will focus on using "Cards of Democracy" in English language teaching and its effects on enabling/empowering individuals to support a sustainable democratic environment. Preliminary findings of the research show that applying targeted and participatory approaches, such as "Cards for Democracy" in English language teaching directly contributes to developing core democratic values among the students.

THE PECULIARITIES OF THE ENGLISH IDIOMS ABOUT MOTHER

by Lela Ebralidze | Ivane Javakhishvili Tbilisi State University, Tbilisi, Georgia

Abstract ID: 110
Submitted: 27/04/2023
Conference:: IRCEELT-2023
Field: Linguistics
Please type or copy your abstract here.

Keywords: Key words: idioms, figurative meaning, mother, transparent, universal

As it is known, idioms offer a deeper insight into the history, worldview, social and cultural norms and values of their users. From numerous idioms used by English speakers, the present paper examines the group of expressions about Mother. Such choice is based on the importance of the concept of mother, namely, the fact that the speakers' attitude towards Mother can reveal many interesting facts about them. It is noteworthy that the number of English idioms involving the word "mother" is quite large. The expressions are classified according to their figurative meanings and the areas of their usage. Based on semantic classification of idioms made by different scholars, "mother idioms" are analyzed from the point of view of transparency. The groups of opaque, semi-transparent and transparent expressions are distinguished. Such classification demonstrates the transparent and universal nature of most expressions, while few of them are opaque. Considering the definition of an idiom, which is an expression whose meaning is different from the individual meanings of its constituents, it is remarkable that the word "mother" has retained the associations connected with the concept it denotes. Thus, the essence of Mother is not changed, but one of its lexical meanings is realized providing a clue to the interpretation of the expression an emotionally enriching it. That stresses the strength and significance of the word "mother" and the concept it stands for.

TRADITIONAL AND INNOVATIVE APPROACHES IN ACADEMIC STAFF MOTIVATION IN EUROPEAN AND AMERICAN UNIVERSITIES

by Mariam Kuchava | Irina Bakhtadze | Ph.D. | Prof. Dr., International Black Sea University

Abstract ID: 106

Submitted: 25/04/2023

Conference: IRCELT-2023

Field: Education

Keywords: European and American universities., Key words: Staff motivation, motivation and scientific work, professional and career development

The presented article provides some illustrative materials on the traditional and innovative approaches of staff motivation in European and American universities. In today's contemporary environment, which is highly competitive, higher education institutions strive to be successful and maintain level of excellence in performance. Enhancing academic and administrative staff motivation is an essential aspect of university management because good performance can be accomplished through highly qualified and motivated staff. Nowadays, educational institutions that are development-oriented both in research and teaching, need powerful team of lecturers and professors who are ready to update their knowledge and teaching methodology. The most essential strategy in reaching the success of education institution is to motivate employees and encourage them to put more effort in teaching and scientific work in order to enhance individual and organizational performance. For this reason, it is crucially important to encourage and support the academic staff professional development applying some innovative approaches along with some traditional and already proven ones.

The review of the present study concludes that the forms of staff motivation have gone some changes, and if the motivation strategy is not properly elaborated and targeted to the present needs of the staff, the result does not become a tool for enhancing academic staff professional knowledge, also teaching and research skills to achieve high performance.

Take it Online: Boosting EFL Students' Interaction through the Use of Digital Tools

by Nato Pachuashvili | International Black Sea University

Abstract ID: 104

Submitted: 25/04/2023

Conference: IRCEELT-2023

Field: English Language Teaching

Keywords: Collaboration, Digital Learning, Digital tools, Interaction, Technology

Classroom interaction is an inseparable component of the language learning process. It is thought that interaction can significantly increase students' English language knowledge and communicative competence. Classroom interaction strengthens social relationships among learners and teachers since it enables them to learn from each other. Through interaction, students not only construct knowledge but also boost their confidence and language competence. The advent of digital tools in EFL teaching has immensely contributed to promoting interactive activities and creating a stimulating learning experience for students. Digital learning applications accelerated the shift to student-centred pedagogical practices which created a cooperative and supportive learning environment. In the 21st century, digital tools appear to offer a medium of communication in English language classes. The present paper examines the role of technology in boosting students' interaction in the EFL teaching and learning process. It also reviews various digital tools that facilitate interaction and promote a dynamic learning environment.

Teacher development as a positive outcome of emergency online education: Preliminary research findings

by Valéria Árva / Éva Márkus / Éva Trentinné Benkő / Faculty of Primary and Preschool Education, Eötvös Loránd University / Faculty of Primary and Preschool Education, Eötvös Loránd University / Faculty of Primary and Preschool Education, Eötvös Loránd University

Abstract ID: 97
Submitted: 22/04/2023
Conference:: IRCEELT-2023
Field: English Language Teaching

Keywords: Hungary, digital skills, emergency online education, primary language teaching, teacher development

The presentation is an interim report on the work that has been carried out by the Childhood Digital Language Teaching Research Group, consisting of members of the Department of Foreign Languages and Literature at the Faculty of Primary and Preschool Education, Eötvös Loránd University (ELTE TÓK), Budapest. Our group was established in 2021 in response to the call Research Programme for Public Education Development by the Hungarian Academy of Sciences and wishes to examine the effects of online education on the methodology of language teaching in the primary classroom.

In the talk, we present and discuss some of the data collected from a national survey. Through the analysis of the selected results, we are going to provide an insight into the primary language practitioners' initial reactions, preparedness for the abrupt change into online education, coping mechanisms and how they evaluate their work in retrospect. Finally, we share what they gained and kept to use/using after their return into their classroom teaching.

We conclude that although the kind of challenge the teacher population was previously unheard of, the survey results prove that most teachers showed great professional commitment, responded with a willingness to learn and evaluated their work in an overwhelmingly positive light. As a result of this experience, their professional competences and teaching repertoire have grown, affecting their new face-to-face teaching.

Teacher's Preparedness in Using Technology and E-learning Resources for School Students (Case of Georgia)

by Natali Amiranashvili | Eliza Kintsurashvili | Mari Makharashvili | Tamari Gurgenishvili | PhD student | PhD student | PhD student | PhD student

Abstract ID:70

Submitted: 17/03/2023

Conference:: IRCEELT-2023

Field: Education

Keywords: 21st century, ICT, administration, classroom., technology integration, technology-based lessons

Technology integration in the classroom is seen as an important educational innovation to enhance teaching and learning processes in the 21st century. Teacher motivation has been seen as a critical prerequisite for successful technology integration in the classroom. The purpose of this study is to explore the importance of technology integration in the teaching and learning process, to determine the extent teachers integrate technology in the classrooms, and requirements for teacher technology skill development, and how administration supports teachers to use technologies in the teaching-learning process. The participants of the research consisted of teachers working at different private schools and higher educational institutions working in Georgia. In this study, a questionnaire was developed through google form to seek the answers to the research questions. The research findings indicated that teachers are ready and willing to integrate technologies in the teaching and learning process. Even though the majority of teachers point out that their classrooms are equipped technologically and have access to the internet, only a small number of them regularly use technologies within the teaching and learning process. They often encounter challenges regarding lack of ICT resources, technical problems, poor internet connections and reluctance of the administration to support them. It turned out that adequate training on technology integration is vital to be provided for teachers on a regular basis to update their knowledge and skills. Hence, it is highly recommended to offer teachers various compulsory training and seminars on technology integration in order to equip them with sufficient knowledge and skills. This will allow them to deliver technology-based lessons and equip learners with the necessary 21st century skills.

The Effectiveness of Digital Applications in Foreign Language Learning (A Case of Higher Education Institution)

by Irina Chikovani | PhD

Abstract ID: 131

Submitted: 29/04/2023

Conference: IRCEELT-2023

Field: English Language Teaching

Keywords: Digital applications, Digital platforms, Digital technologies, Digital tools, EFL.

In the recent years, there has been a significant increase in the advancement of technology and the adoption of digital tools has brought fundamental changes in English as a Foreign Language (EFL) context. The emergence of digital platforms has significantly reshaped EFL teaching and learning processes and gained extensive popularity due to its benefits. Digital applications have become essential tools that enabled lecturers to design more interesting teaching material for EFL learners. Integration of digital platforms into lectures responds to the 21st century students' needs and interests, enables them to easily access learning material and test knowledge effectively. Considering technological innovations and their impact on classroom instruction, the aim of the presented paper has been shaped to outline the effectiveness of digital applications in foreign language learning. The survey was conducted using an online questionnaire to find out students' perceptions and attitudes towards the effect of using digital platforms for learning a foreign language, specific learning purposes for using digital platforms and language skills improved with the help of digital applications. The participants of the study were 60 first-year students who took a General English course at one of Higher Educational Institutions in Georgia. A quantitative method was applied to the present study. The obtained data has been analyzed using SPSS. The survey revealed that the digital applications facilitate EFL learning and transform it into an enthusiastic process. Based on the survey results, digital applications are effective tools for learning a foreign language. Research findings have also revealed that students use digital applications for different learning purposes and experience improvements in all language skills while studying a foreign language with digital applications. Based on the research findings, digital applications are reasonable resources to be utilized in EFL context.

The Impact of Parental Involvement on Child's Academic Performance at Private School in Georgia

by Natali Amiranashvili | Invited Lecturer at International Black Sea University

Abstract ID:88
Submitted: 14/04/2023
Conference:: IRCEELT-2023
Field: Education

Keywords: Academic achievement, Academic performance, GPA, Parent Involvement

The significance of parental involvement, commitment and active participation in children's education has been documented extensively in recent years across the globe (Desforges & Abouchaar, 2003). This qualitative and quantitative research is designed to investigate how parental involvement will affect their children's academic achievement. In the process of examining the relationship between parental involvement and children's academic performance, 42 participants of 10th, 11th, 12th grade took participation from private school, they were required to answer the survey questions by using Google Forms. The effects of family background and home environment are measured and recognized in this research. The findings of this study represents a statistically significant associative relationship between parental involvement and children's academic achievement. In addition, this research also indicates that parental involvement brings a dominant effects on the academic achievement of the children.

The Importance of Crisis Management Plan and Exercises in Higher Education Institutions

by Natia Maghalashvili | IBSU

Abstract ID: 105
Submitted: 25/04/2023
Conference:: IRCEELT-2023
Field: Education

Keywords: Crisis, Exercises/Drills in Crisis Management, Management plan, Preventing crisis

During the last three years of the Covid-19 pandemic, the educational sector faced many challenges in the management system. The crisis caused by the pandemic disrupted the functional system very quickly. It forced higher education managers to make very quick decisions in a short period of time, which is not the nature of the higher education system. As it is known universities have a very slow and loosely coupled system (Huisman & Pausits, 2010). Decisions are made on governing, administrative and faculty-based boards. These types of decisions are made by evaluating threats, listening to all arguments, and then making joint decisions.

Pandemic is a global crisis that hit the educational system and had a wave effect. It left the place for multiple crisis events to emerge instantly, such as economic crisis, financial instability, job loss, low access to education. The Crisis management plan is the answer to the global and local crises: The purpose of the trainings and exercises is to improve the crisis management system participants' effectiveness and responsiveness (2005, p. 12).

The purpose of the paper is to reveal the importance of the crisis management plan, exercises/drills, and simulations.

The Importance of Extensive and Intensive Listening Techniques

by Tamari Alpaidze | Tsereteli State University , Georgia

Abstract ID: 126

Submitted: 28/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: extensive, intensive, listening skills, techniques

Language learners can improve their listening skills through extensive and intensive listening activities. Generally, listening plays an important role in students' general language improvement and contributes a lot to their language learning. Extensive listening can take place anywhere: in their home, on a bus, on personal MP3 players while travelling from one place to another. In case of intensive listening, the teacher chooses the appropriate material for the class. We need to build up students' confidence by assisting them listen better, rather than testing their listening abilities. In this article I will demonstrate two common forms of listening and some effective teaching techniques.

The Palette of Colours for Human and Non-human Animals : A Qualitative Approach

by Huda Halawachy / University of Mosul, Iraq

Abstract ID: 108
Submitted: 25/04/2023
Conference:: IRCEELT-2023
Field: Linguistics
perception

Keywords: Biology, Colour terms, Colours Use, Colours symbol, Human, Non –human animals, and Colours

It is not only the ancient custom of ornaments on Easter eggs which carry symbolic weight; colors also make a difference in the life of biodiversity. This study, based on a variety of data sources, investigates colour terms for human and non –human animals. The many colours in nature is approached qualitatively to analyse colours in line with different levels. For human, Meaning – level, symbol – level, Use –level, and Perception –level sound workable and for non-human animals, colours are analysed in terms of Use –level, Signal –level, and Perception –level. To take a fresh look at existing ideas and data in both linguistics and biology, the study aims at : (1) detecting the differences and commonalities between human and non-human animals concept of colours, and (2) coming up with a directory of colours categories where Primary colours, Secondary colours, and Tertiary colours are adopted by both human and non-human animals. Some results indicate that there is no shift in using bright colours, as red, to signal danger warning by human, and non –human; some poisonous animals, as snakes or frogs are brightly coloured to warn their enemies.

The Readiness of Prospective Teachers Towards 21-Century Teaching Practices (A Case of Higher Education Institutions in Georgia)

by Guranda Khabeishvili | International Black Sea University

Abstract ID: 95

Submitted: 21/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: Higher Education Institutions, Teaching skills, graduates, teaching career, teaching process, the lack of readiness

Today's graduates are facing an increasingly competitive job market, which expects the students to be equipped with the subject knowledge together with employability skills. Therefore, one of the primary objectives of higher educational institutions is to provide new opportunities to students in the context of the job market demands and life-long learning. There is an ongoing concern and criticism that in most cases the graduates do not possess the necessary skills, which in fact should be the primary interest of today's higher education (Jones, 2009). Preparing prospective teachers and facilitating their career readiness through the application of various types of professional development activities should be promoted during study years. In light of this, it is significant to assess the teaching readiness of university students. This paper examines the perception of students regarding the level of readiness to begin their teaching career. The discipline-specific knowledge and skills required for a student to advance academically and professionally in their chosen field are considered to be crucial. Besides, the paper discusses teacher candidates' readiness for the teaching profession considering the practices of different countries. This paper also sheds light on the concept of teaching skills, which should be possessed and practiced.

The Role of Multiculturalism in Foreign Language Teaching

by İbrahim Yaşar KAZU | Cemre KURTOĞLU YALÇIN | Fırat University | Ministry of Education

Abstract ID:71

Submitted: 31/03/2023

Conference:: IRCEELT-2023

Field: Language & Culture

Keywords: culture, foreign language teaching, language, multiculturalism, teaching and learning process

Migration waves based on economic, social, and political reasons, which are becoming increasingly common today, bring people with different cultural structures and life experiences together in a short time. Schools, which are one of the institutions reflecting the structure of societies, have turned into multicultural environments with students from different languages, religions, ethnicities, and social classes with population mobility in the world. Like culture, language has evolved, been learned, and been transmitted over time. Through the language, which gives identity to cultural groups, we convey our feelings and thoughts that we have acquired under the influence of the culture we are in. Language has been thought of as a reflection of a culture. For this reason, foreign language teaching in multicultural educational settings is crucial for students to get to know both their own culture and other cultures. This research aims to describe the role and benefits of multiculturalism in foreign language teaching by reviewing the related literature. It has been known that by permitting diversity in class, providing equitable chances for students, and demanding change and innovation in the teaching and learning process, multiculturalism brings a new perspective to foreign language teaching. Emphasizing the inseparability between culture and language, the related literature has concluded that multiculturalism can be easily integrated into the foreign language teaching process and have a positive effect on students' language learning success, motivation, and attitude toward different cultures.

The Role of Teachers to Improve Children's Social and Emotional Competence

by Eliza Kintsurashvili | Ph.D. Candidate

Abstract ID:89

Submitted: 14/04/2023

Conference:: IRCEELT-2023

Field: Education

Keywords: Childhood, Emotional development, Social communication

The purpose of this study is to explore the importance of social and emotional competence in children's lives. The primary goal of this research is to examine teachers' roles in helping students improve their social interaction skills. Furthermore, the study identifies various aspects of teachers' and students' relationships and emphasizes the significant issue of students' socialization and the use of communicative skills during the learning process. It demonstrates that suitable approaches can change children's attitudes toward life, particularly learning, and provide them with limitless opportunities in the future. Another key goal is to identify and discuss the importance of teacher professional development and to demonstrate to society how important it is to help children develop and improve communication skills from an early age to avoid many problems in adolescence and adulthood, such as suicide, alienation, and confinement. This article describes in detail how suitable approaches on the part of the teacher can change a child's life, as well as how much the student's future depends on the teacher's education and competence.

The Value of Gamification for Language Teaching

by Tamar Tabukashvili | Access Teacher

Abstract ID: 116

Submitted: 28/04/2023

Conference:: IRCEELT-2023

Field: English Language Teaching

Keywords: Enhance Foreign Language Teaching/ Making It More Engaging and Motivating for Learners.

Gamification is a relatively new pedagogical teaching strategy that has developed with fast technological improvements and new online teaching tools. When we are talking about gamification we refer to a game-based teaching and learning method that could include different traditional or online gaming elements integrated into pedagogical educational activities. In this workshop you will explore the value of gamification and how it can be applied into a foreign/second language teaching. The session might trigger a professional curiosity among teachers as COVID-19 pandemic revealed the necessity to renew teaching and learning methodology, especially in terms of integrating Information and Communication Technology into the educational context. The workshop offers an opportunity to explore some online tools and applications that can be incorporated in EFL classes.

The concept of false cognates and translation difficulties between French and English

by Inga Tkemaladze | IBSU

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Field: Linguistics
Keywords: French and English languages, false cognates/false friends, semantic, stylistic and phraseological aspects, translation

The present work concerns the evaluation of translation errors related to reduce the number of errors caused by the false cognates/false friends (Fr. faux amis), pairs of words written or pronounced similarly but different in their meaning. Especially, when they often refer to objects or concepts in the same semantic domains. This is where the greatest risk of confusion lies and one where learners of either language must exercise and sustain caution. For delivering good translation, we must take into account certain aspects i.e. linguistic “traps”, such as false cognates/false friends, as a result the translated text would be more proven since the translator has based himself/herself on the right equivalents. The present paper is mainly dedicated to the classification of three different aspects: semantic, stylistic and phraseological characteristics of false cognates in French and English, helpful for avoiding translation errors.

The concept of true and pure love in Charlotte Bronte's "Jane Eyre"

by Manana Aslanishvili | Georgian Technical University

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Field: Language & Literature

Keywords: Victorian era, independence, marriage equality, new woman, passion, pure love, true love

The current research aims at studying true and pure love in Charlotte Bronte's novel Jane Eyre. Jane Eyre is considered to be one of the most prominent romantic novels of the nineteenth century. It was published under the pen name "Currer Bell" in October 1847. Charlotte Bronte has broken the traditional for the Victorian era stereotype of a female as charming, weak and dependent. In her novel she depicts the portrait of a 'new woman' who is absolutely independent and does not just submit herself to the norms of patriarchal setup. The concept of true and pure love is one of the central themes in Jane Eyre. Love in Bronte's understanding should be pure, perfect and true and cannot be measured by any jewels, riches, wealth, or position. Such sincere love is the necessary condition for a happy marriage. Marriage without love is lifeless and as Jane believes it should be based on romantic love. Bronte depicts her heroine Jane Eyre with all the disadvantages that nature and society can give her: she has no parents, no money, and, to make matters worse, she is not beautiful. However, she has a strong character and she will never do the things she is told to do. She demands from the world to be accepted as she is: not important, but being the heroine of her own life, not beautiful, but deserving love. At the time when women were denied access to education and excluded from political debate, the publication of Jane Eyre was like a breath of fresh air. Jane's fiery independent temperament and fearless conviction went against the traditional portrayal of women. Bronte's Jane Eyre is a valuable contribution in English fiction which reflects aspects of early Victorian social and economic phenomena.

The father-figure as the symbol of oppression and male domination in Sylvia Plath's confessional poem "Daddy"

by Marina Zoranyan / International Black Sea University

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Submitted: 06/04/2023

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Field: Language & Literature

Keywords: Confessional poetry, Electra complex, Freudian psychoanalysis, allusion, free verse, iambic verse, stanza, swastika, symbol, the Holocaust, the Nazis

Sylvia Plath is one of the most loved and celebrated American poets of the 20th century. Her poems attract the attention of a large number of readers, who see in her extraordinary verse an attempt to show despair, violent emotion, and obsession with death. Plath is considered a pioneer of confessional poetry. Private experiences and feelings about death, trauma, depression and complicated relationships are often expressed in this type of poetry in an autobiographical manner. Plath's confessional poems occupy a special niche in American literature due to their nature, topics, treatment and imagery. Her free verse poem "Daddy" is one of the best examples of confessional poetry. It was published posthumously in 1965 as part of the collection *Ariel*. This deeply complex and controversial poem depicts autobiographical aspects of the poet's relationship with her deceased father, professor Otto Plath. "Daddy" is told from the perspective of a woman addressing her father, the memory of whom has an oppressive power over her. The poem details the speaker's struggle to break free of his influence, but it is not just about Plath's relationship with her father. It also views such themes as death, love, fascism, brutality, war, marriage, femininity, and God. Plath uses emotional, and sometimes, painful metaphors to show her opinion of her father. The father-figure here is the symbol of oppression and male domination. She depicts her father as a real villain who subordinated his daughter to his power. The most important theme that runs through the poem is the fight between oppression and freedom. "Daddy" demonstrates a continuous fight between Plath's attempts to preserve the memory of her father or at last let it go and set herself free from his unbearable authoritarian influence.

The importance and place of the phenomenon of discourse in interdisciplinary studies of Deixis

by Valeria Lobjanidze / IBSU

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Field: Linguistics

Keywords: Deixis, discourse, interdisciplinarity, paradigm

The aim of our article is to once again discuss the linguistic category of Deixis in its traditional linguistic sense, and also to explore its new interpretation within the communicative theory which means study of Deixis outside traditional Linguistics. In particular, as a result of the intersection of different scientific fields, linguistic category of Deixis has been transformed into a broad and multi-dimensional interdisciplinary category. This implies that Deixis should be regarded as the leading and organizational category for any type of utterance. Thus, Deixis encompasses all levels of communication, i.e.: sentence – text - discourse. It always arranges the utterance as duly coordinated in time and space.

Interdisciplinary study of Deixis initially implies notion of Discourse. Within the scope of our article, we are observing Discourse as deictically organized and coordinated phenomenon, firstly, within the framework of linguistics. Afterwards, we analyze multidimensional vision and interpretation of Deixis adopted by the synthesis of the theories of Deixis and Discourse. As a result, the intricate concept of deixis belongs not only to linguistics, but to psychology, anthropology and other humanities as well. Complex analysis of Deixis at this stage provides important information for a more in-depth study of different languages (e.g.: in Linguistic typology). As a result, we get tools for reading and recognizing different cultural codes which can optimize any type of socio-cultural communication.

The importance of parental involvement and cooperation in their children's school life

by Nana Alekside | New University of Georgia (Ph.D.)

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Field: Education

Keywords: Parental involvement; Academic achievement; Parental styles; Teacher-Parent-student triangle; Teacher-parent communication

Children live and grow up in several parallel spaces, so called exo-systems (micro system) and meso- systems (macro system) – family, community, and preschool/school. Parental involvement ensures that these spaces are aligned, so that it is not difficult for children to move from one environment to another that different "spaces" are united by common values and that expectations for children are consistent. Relevant involvement of family (parents) has a positive impact on all parties involved - children, parents, teachers, kindergarten /onthe school administration and the community. Please type or copy your abstract here.

The parenting styles adopted by the parents and teachers largely determines the level of the child's academic and other functional performance in school, which does not necessarily mean positive. The impact of parental involvement or even non-involvement on the child's learning and also the quality of this involvement depends on the parents' parenting styles.

The level of awareness of the parent regarding the involvement in the school life of the child is one of the significant factors. This level of awareness is related to the parent's level of self-awareness and his perception of what it means to be involved, why and for whom it is significant or less significant. How can this relationship and engagement be implemented and with whom? These questions are answered when the parents have awareness of their parental involvement in their children's learning at school and not only at school. The article is about to present the results and outcomes of the research made on the parents' involvement and its influence on the children's' academic achievements.

The influence of emotional intelligence on students' academic achievements

by Mariam Kruashvili / IBSU student

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Submitted: 23/04/2023
Conference:: IRCEELT-2023
Field: Education

Keywords: Emotional intelligence, academic achievements, empathy, social-emotional studies

Nowadays schools and educational institutions have to operate in complex environments where students' individual peculiarities ought to be taken into account. Implementing quality education implies facing challenges, keeping up with modern standards as well as promoting and encouraging individualism in students. Many scholars agree that the goal of school education should not boil down to teaching only subject matter but also to develop various skills and competences necessary for successful functioning in modern society. Traditionally, schools have always been concentrated on developing cognitive skills and less attention was paid to students' social-emotional development which is still the key issue today. In addition, bullying, aggressive behavior, emotional disbalance still remains to be a problem. Thus, my research aims at identifying an important role emotional intelligence has on students' academic achievements and generally on students' prosocial behavior. The study explores globally available literature and investigates the problem through quantitative research: questionnaire with teachers and standardized EQ test with students was used as an instrument to compare students' emotional intelligence to their academic achievements. Taking the results of quantitative research into consideration, it must be noted that direct connections between some aspects of emotional intelligence and students' academic success have been found which has been further supported by teachers' questionnaire. Findings, once again, revealed that teaching and learning can only be successful if teachers and school leaders manage to create emotionally supporting environment where students' individual peculiarities will be taken into account.

The transition of the city image from James Joyce's works to Archil Kikodze's "The Southern Elephant".

by Nino Tsurtsunia

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Field: Language & Literature

Keywords: James Joyce; Archil Kikodze; Dublin; Tbilisi, transition

The principal chronotype of James Joyce's writings is Dublin in the 20th century, and to fully understand the symbolic meaning of Dublin, we should be aware of the relationship between England and Ireland over many centuries. It immobilized the colonial country's capital and paralyzed Dubliners, revealing every aspect of the country's political, cultural, and spiritual life and emphasizing the inactivity of characters in "Dubliners," "A Portrait of the Artist as a Young Man," and "Ulysses." "Dubliners" depicts "paralyzed" Dublin with emotionally immature characters and scrupulously realistic descriptions of the metropolis. Georgia has a similar experience of immobilizing, corruptive influence from the long-standing history of oppression in the Pre-Soviet and Soviet periods. The influence of the Dublin stylistic image of "Dubliners" and "Ulysses" may be seen in modern Georgian writer Archil Kikodze, whose novel "Southern Elephant," enabling us to search for common semiotic signs and analyze the intertextual connections between these writers. Kikodze's debut novel skillfully showed the process of decoding Tbilisi's modern urban scene, from Georgia's Sovietisation to the one-day summer trip of 2016. Its wandering hero reminds us of Leopold Bloom; Geographical hyperrealism and naturalistic precision of names and locations are typical for Joyce's and Kikodze's portrayal of cities. For both authors, the city is a type of palimpsest, where centuries of history are revealed against the background of insignificant everyday activities. Based on the semiotics of the city, we will attempt to discover and explore the transition of the city image from James Joyce's works to Kikodze's "The Southern Elephant."

Think in an Alternative Box

by Ekaterine Pipia | IBSU

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Field: Education

Keywords: Alternative education, engaging learning context, student-centered approach

The major objective of the article is to explore the history of alternative education, which dates back in the 19th century and evaluate its development in the 21st century. The form of education that falls outside of the mainstream, traditional education framework has been always a thought-provoking topic for educators. In recent years, there has been a growing interest in alternative forms of education, as the topics like student-centeredness, democratic, collaborative, cooperative, hands-on and experiential learning have become of a pivotal importance. Through exploring alternative education, this article aims to provide insights into innovative approaches to learning and how they can benefit modern students in a contemporary engaging learning context.

Transformative Power of Online Education - Applying Harvard University Teaching Principles

by Lela Abdushelishvili | IBSU

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Field: Education

Keywords: online education; transformation; problem; e-Learning;

Generally, transformative approach to education promotes learners to adjust their thinking based on new information. Transformative learning theory states that changes are essential for moving forward. Online learning and learners went through a change in their meaning structure. Transformative learning is one theory of learning focusing on adult education and young adult learning. It focuses on the idea that learners can adjust their thinking based on new information. Transformative learning theory involves three dimensions in perspective transformation: psychological, convictional and behavioral and includes two essential components: meaning structures and critical reflection. To create transformative eLearning experiences you must facilitate a change in their meaning structures. By offering online learners new problem-solving approaches and ideas, as well as challenging their assumptions, you are enacting a positive change in their mental schemes. The ultimate goal is to trigger a "perspective transformation", which involves transforming an online learner's perception of the world, themselves, or the topic. We should give our online learners time to reflect, ask thought-provoking questions, and encourage them to analyze their beliefs in order to gauge their validity. Also, it is useful to keep in mind that transformations can often occur gradually, especially, those that involve a change in perspective.

Harvard University guidelines for structuring effective lectures are: defining the problem and pitching it interestingly, laying out possible scenarios for solving the problem, exposing the data, not fearing the dead end, obeying the "Rule of Three" (combination of research, trial and error) and through constant task-based learning and teaching ensure effective learning outcomes. Directing, discussing and delegating promote learning through listening, interaction and empowerment.

Wordplay in a Translation of a Georgian Novel into English via Russian (based on “Granny, Iliko, Ilarion and I” by Nodar Dumbadze)

by Ketevan Dogonadze / Maia Alavidze / A. Tsereteli State University

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Field: Linguistics

Keywords: compensation, dilution, omission, translation strategies, wordplay

Wordplay due to its reliance on multiple possible interpretations and ambiguities of word meaning presents a particular challenge for translation. This becomes even more evident in the case of indirect translation when a text has to cross the boundaries of three languages. The study is based on the comparative analysis of wordplay in the translation of the famous Georgian writer Nodar Dumbadze’s novel “Granny, Iliko, Ilarion and I” from Georgian into English via Russian. The study analyses strategies used in translating various cases of wordplay comparing the processes occurring between the source text and mediating text, mediating text and target text and demonstrates that the most frequently used translation strategies are compensation, omission, dilution and explicitation in footnotes. Language based techniques of wordplay clearly cause particular difficulties for translators between ST and MT as well as MT and TT. However, losses in translation of wordplay are greater between MT and TT due to a greater socio-cultural closeness of the source culture and mediating culture.

eTwinning and Project Based Teaching - a Motivating Factor

by Diana Bogveradze / Murman Surmava / LEPL General Giorgi Kvinitadze Cadets Military Lyceum /
LEPL General Giorgi Kvinitadze Cadets Military Lyceum

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Field: Education

Keywords: 21st Century skills, Motivation, Project Based Teaching, Sustainable Development Goals

To see any endeavor through it is crucial to have an intrinsic motivation, which is thought to be the most important denominator in the teaching process. If there's motivation, there's a discussion about future goals. It is paramount to motivate students from the very early stage of their development. To fulfill the task we decided to author an eTwinning project and use the corresponding portal. Fortunately we were able to find like-minded teachers from a neighboring country- Turkey. Project touches upon urgent need for sustainable water, soil, plant and waste management in order to instill optimal problem awareness and readiness to tackle them. Project complies with the United Nations' Sustainable Development Goals as well. To our mind the project will have a positive effect on most of the metrics of Bloom's taxonomy, 21-st century skills, The United Nations' SDG's and Maslow's hierarchy of needs, namely developing high self-esteem, collaboration, communication, ICT, critical thinking and problem solving skills, i.e. higher order thinking skills in general.

Many fun and engaging activities followed the initial steps, including:

- *Getting to know other students, schools, countries
- *Teaching their peers how to use Web 2 instruments
- *Creating a blog, a newsletter, an e-book
- *Planting and managing a small food garden within the perimeter of school to be able to observe the effect of permaculture methods.

Most of the activities involved practical work, including composting, cultivating various plants, creating and managing a food garden in the backyard of the school. At the end of the project students presented their work with the means of PowerPoint Presentation, Padlet.com, Blogspot.com, Canva, Sli.do, Pixton.com just to name a few. This project showed us students' strengths that we as teachers will use to further forge an

“Political market” as a system-forming metaphor of modern political discourse

by Medea Nikabadze | Akaki Tsereteli State University

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Field: Linguistics

Keywords: Key words: political market, political franchising, political marketing, political metaphor

Political discourse is full of different types of metaphors: militaristic, theatrical, sports, anthropomorphic, criminal and others. They perform the function of categorization, conceptualization, modeling, evaluative orientation and interpretation in political reality. The strengthening of the role of metaphors in social communication indicates a significant change in the political life of society, the methods of conceptualizing reality and values. The orientation of market values became dominant in the cognition of citizens, whose discursive- conceptual core is the metaphor of the political market. The wide spread of the market metaphor is not only a natural response to the challenges of global marketing, but also the result of the organized introduction of the marketing paradigm of the values and behavior models of the consumer society into the conceptual sphere of mass cognition.

It should be noted that despite the frequent use of this metaphor in political discourse, the scientific tools that would legitimize its use as a theoretical-methodological basis in the development of political marketing have not yet been fully explored. The typology of political sub-metaphors that emerged from the market paradigm, as well as the typology of the political market itself, are not elaborated. The methodology of metaphorical modeling of political institutions in political discourse has been little researched. This article is devoted to the discussion of these issues.



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