2nd *Alumni Research*
Conference 2022

BOOK OF ABSTRACTS

*Linguistics, literature
and didactics*

2nd ALUMNI RESEARCH CONFERENCE 2022

LINGUISTICS, LITERATURE AND DIDACTICS

BOOK OF ABSTRACTS

Kolegji AAB

Faculty of Foreign Languages,
Department of English Language

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Editorial

AAB College - the first non-public institution in Kosovo and the largest in the region - has managed to produce many experts in different fields of studies. Presently, the College's Alumni consists of young but experienced professionals and researchers who continuously contribute to the society. The Faculty of Foreign Languages is highly committed to establish a subtle networking among the alumni community. For this reason, it has provided its graduates with the opportunity to discuss the already-accomplished research in a forum involving members of a scientific community. This would allow them to compare the main theses with others and to examine whether their research has withstood the test of time. Consequently, AAB College has continuously presented them with occasions that would encourage them to scrutinize on a deeper level and observe from an academic perspective the topics they have dealt with in the past and the professional experience they have already gained.

For this purpose, the Faculty of Foreign Languages organizes the second scientific conference for Alumni, with the intention of bringing together former AAB College students as its main target-group. Nevertheless, the faculty also welcomes the contribution of young researchers from other institutions in the country, region and beyond.

Along this line, the conference ensures a continuous relation between AAB College and its students even after they have finished their Master studies. By the same token, it enables the establishment of this relation with colleagues outside of their institution and Kosovo as well. Laying the foundations of such a connection will help create an international, academic networking of young researchers.

Another reason for organizing this conference concerns the evaluation of previous Master theses which are considerably numerous, as well as of the current researches that encourage critical reflection from both the academic and professional perspective.

The conference aims to cover a wide range of topics including linguistics, translation studies, teaching methodologies, the use of language in various educational, professional contexts, examine didactics etc.

The papers will cover the following or other related fileds and topics:

Applied Linguistics
English and American Literature
English for Specific Purposes
Discourse Analysis
Translation Studies
Sociolinguistics
Linguistic Policy
Professional Education
Higher Education: Challenges and Issues
Language curriculum Development
Language testing and Assessment
Lexicology
TESOL / TESL / TEFL
Early Childhood Education
Basic Education and Curricula
Etc.

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Ma.Aida Thaqi

Contents

A Discourse Analysis Concerning Gender Representation in Brothers Grimm's Fairy Tales.

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Abstract

Fairy tales have often played an important role in reinforcing stereotypical viewpoints of male and female characters in societies all over the world. After all, words are powerful tools used to display people's perceptions towards myriad aspects of life, and societies have often established attitudes based on what has been read or heard by their community members. Given these facts, this paper aims to conduct a linguistic analysis of the discourse used in four tales written by the Grimm Brothers. More precisely, the author will try to discover the Grimm brothers' attitudes towards male and female protagonists in four of their tales: Rapunzel, The Frog King or Iron Henry, Prince Swan, and The Robber Bridegroom. These tales have been taken from "The Original Folk and Fairy Tales of the Brothers Grimm", translated and edited by Jack Zipes. In order to provide the reader with answers, the author will use Michael Stubb's quantitative approach which concerns word repetition and collocations, Whereas, this paper's qualitative research concerns data interpretation and content analysis. Altogether, this paper will help the reader achieve a better understanding of fairy tales, their implications in cultural and sociological terms while examining the above-mentioned stories from the standpoint of gender representation.

Keywords: *fairy tales, brothers Grimm, gender issues, collocations, linguistic analysis*

Investigating speaking difficulties encountered by students at secondary school: a case study of Lasgush Poradeci High School – Kijevë

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Abstract

Since speaking in English is crucial for English language literature undergraduates, the present study aims at describing the difficulties that may be encountered in an EFL setting. The aim of this research was to discover why teaching speaking skills in English to young learners is an equally difficult task for teachers and students alike. The study revealed that although many EFL students have low speaking proficiency levels, they are not taught the necessary skills at the university level. The difficulties encountered by these students were most likely due to their number and class sizes. Methods of research include both quantitative and qualitative; stakeholders answered questionnaires, interviews, direct classroom observation, and also literature research, to describe better the results, as instruments were used questionnaire, observation and interviews. The present case study took place at Lasgush Poradeci High School in Kijeva. Results depict difficulties and the ways to overcome them while learning to speak English.

Keywords: *speaking, difficulties, English, foreign language*

English Language Increases Employment Opportunities in Albania

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Abstract

Albania is experiencing a great development in the socio-economic aspect. This growth of the economy is accompanied by foreign investments that have chosen Albania as a destination to invest their capital. Individuals who have skills and knowledge in many foreign languages have the opportunity to be more competitive in the labor market and have more employment opportunities. English is the language that creates opportunities to be more competitive in the labor market, also English language speakers have the opportunity to be professionally trained by attending training and reading recent scientific literature. The Albanian workforce who are fluent in English have the opportunity to be part not only of the domestic labor market but also the international market. This study aims to acquaint us with the importance of the English language in the labor market in Albania. In this study a qualitative method was used to answer the research question how much does English affect their chances of being employed and promoted in the workplace. Questionnaires were used for data collection. The champions in this paper were individuals who according to Albanian legislation are part of the labor force. The questionnaire was conducted in Durres, Tirana, Elbasan, Vlora, Kukes, Shkodra. English is considered the language of all professions. English language is considered as a very important element in the Curriculum Vitae of any individuals as it affects not only the increase of employment opportunities and the increase of professional skills but also gives the opportunity to create a secure future. Organizations in Albania have increased the demand. Companies that seek to be competitive in the labor market prefer employees who know several foreign languages because it coincides with the company's objectives of finding new markets to do business.

Keywords: English language, labour market, workplace, employment, organization.

Social Deixis in English and Albanian Languages

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Abstract

This research examines social deixis in English and Albanian languages. The purpose of this research is to shed light on the types of social deixis elements and their frequency, used in the two languages involved in research, namely, English and Albanian. The research was conducted by listening to and writing down the dialogues of the television shows of CNN and RTV21. It analyzed the honorifics that are applied in formal setting; the type of honorifics that are more widely applied in informal settings; the impact of setting on the use of honorifics. It also compared the symmetry and asymmetry of honorifics applied in Albanian and English. Additionally, regarding the Albanian language, the research also involved a survey and an observation of spoken language. The findings of this research indicated that aspects of social deixis present in English and Albanian are both relational and absolute. The relational aspect is present with 'Referent Honorifics' and 'Bystander Honorifics', while the absolute aspect with the absolute recipient. The types of social deixis elements used in both languages were more or less similar, with a few exceptions. Additionally, as long as the frequency of social deixis elements was concerned, it is in Albanian that it prevailed over English. Thus, the average of frequent occurrence of honorifics was larger in Albanian.

Keywords: *Social deixis, referent honorifics, bystander honorifics*

Noun Clauses and their Syntactical Role in Complex Sentences in English and Albanian

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Abstract

This study aimed to give a contrastive analysis of the nominal clauses in English and Albanian language according to the functions they have in complex sentences, the grammatical form and the use of the subordinating conjunction and verbs. Equivalents of the source language and the target language are shown and presented in tabular form. The paper is two-fold: the analysis of the noun clauses in English and Albanian is given as well as the strategies for translating them from the source language into the target language. The novel "The Old Man and the Sea" by Ernest Hemingway and the translated version in Albanian "Plaku dhe Deti" by Ylber Pinjolli were used for the analytical part of the research. The clauses were found simultaneously in both novels, and the respective ones were picked and chosen for the analysis. The dominating strategies in translating noun clauses from English into Albanian were faithful translation and literal translation. With this study, we can conclude that in most cases consistency was found between noun clauses in English and noun clauses in Albanian with some minor changes, mainly valid in the use of the subordinating conjunction and the verb.

Keywords: *noun clause, complex sentence, English, Albanian, translation strategy.*

The Linguistic Landscape of educational spaces: A comparative investigation into the visibility and role of English in the public and private schoolscapes of Kosovo

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Abstract

This study aims to contribute to scholarly efforts with a focus extensively on school buildings. It offers an overview of the linguistic landscape of educational spaces. The research of this study examines the visibility and role of English in the educational areas of Prishtina. The examination of English language visibility vis-à-vis Albanian inside the school buildings on affiches, posters, slogans, cafeteria etc. is done so as to confirm its relevance and functions as a constituent part of the social environment. This research discusses the field of linguistic landscape studies. Inclusion in this landscape connects the individual to the community and through inclusion in this landscape, language is produced and perceived. The aim of this study is to examine the schoolscapes of public and private educational institutions in Kosovo from the theoretical and methodological viewpoint of the Linguistic Landscape (LL).

Keywords: *linguistic landscape, educational spaces, visibility, Kosovo*

Cooperative Learning and Motivation of English Language Learners

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Abstract

The concept of cooperative learning and its effects on student motivation has been increasingly researched in the past few years. Cooperative learning refers to an instructional method, according to which students are divided into small groups and involved in various learning activities. They are then evaluated based on their performance as a group. The purpose of my study is to incorporate this learning technique to help motivate English language learners in Albania and increase student performance. Though awareness and discussions on the importance of applying this student-centered method, where the teacher guides and facilitates the learning process have increased, in many schools the traditional learning system continues to prevail. Despite the desires and efforts of teachers to use more progressive and effective methods, among which is the method of cooperative learning, class overcrowding makes this process very difficult. For this study, in addition to my personal teaching experience, I have considered contemporary literature in the field of teaching methods as well as data collected through observations and discussions with my colleagues and English language learners. The findings of this study indicate the positive effects that the application of cooperative learning can have on student motivation and performance, and they emphasize the need to train future teachers to employ more modern teaching methods.

Keywords: *cooperative learning, motivation, English language learners, teachers, teaching method.*

When English met French: A Comparative Analysis of Albert Camus's "L'Étranger" on Noun Borrowing Present in Modern English

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Abstract

English and French language have a considerable number of corresponding nouns. The historical circumstances were created for English and French to meet, yet why a great number of nouns are corresponding has been very obscure. As languages in question do not share a genealogic relationship, they were historically bounded and linguistically exposed to one another. Therefore, this master research thesis focused on investigating the socio-historical background of Anglo-Normans and drawing linguistic conclusions based on the borrowed nouns. With the case study 'L'Étranger' and its English translated versions 'The Stranger' and 'The Outsider', this research aimed at comparing French borrowed nouns present in Modern English in terms of origin, the field of use, similarities, and shifts in meaning, spelling, and pronunciation. Every corresponding noun of the two languages in question was sampled and analyzed until proven of other origins by Lexico, the e-dictionary of origin. The textual data were converted into percentages to evidently demonstrate the number of borrowed nouns. The results showed a total of 402 corresponding nouns in English and French. Numerically, 398 nouns were borrowed from French to Modern English, and only 4 nouns were borrowed from English to French. Furthermore, meaning, spelling, and pronunciation similarities and shifts depicted the English language's attempt to nativize foreign nouns and the resistance to preserve their linguistic elements.

Key words: *English, French, language contact, vocabulary, nouns, loanwords, meaning, spelling, pronunciation.*

The Semantic Analysis of Short Story "On The Gull's Road", by Author Willa Cather

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Abstract

This study is focused on the semantic analysis of the short story "On the Gull's Road". The aim of this study is to conduct a semantic analysis – taking into consideration examples of autonomy, hyponymy, word meaning, idioms, and meronymy as taken from the text. Meaning is one of the most controversial and complex terms in the theory of a language. Words not only have connotative meaning but denotative meaning as well. Word may also be polysemantic. Meaning plays a very important role during speech acts. Without meaning there is no interaction of thoughts. Through 'meaning' can be provided through other means like body kinesthetic, pictures, signals, etc., language is the main mean of communication of thoughts and feelings among human beings. The study concludes that semantics is the study of meaning communicated through language. Linguistics description has different levels of analysis. The division into levels of analysis seems to make sense intuitively help us in this case because we are learning a foreign language, we might learn through semantic analysis to know more meaning of words, how to use in the sentences.

Keywords: *semantic, meaning, homonymy, antonymy, polysemy, synonymy*

The Aftermath of Adopting Idioms and Misleading Titles in Journalism

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Abstract

A fake or misleading news item may or may not have links to its sources; if it does, these links may or may not go to articles outside of the site's domain or may not contain material relevant to the article issue. It often plays on people's emotions. Deliberately deceptive news manipulates emotions, making the audience furious, pleased, or afraid. This is because writers of 'fake' news understand that pieces that elicit strong emotions are more likely to get clicks. The goal of this project proposal is to demonstrate the difficulties of translating and modifying idioms in journalism, as they appear in various web sources. Following the presentation of the theoretical component, arguments connected to the obstacles of translating idioms, alternative theories and views, this proposal intends to demonstrate the technique that will be utilized to generate results. Another essential aspect of this concept is the comparison of idioms in both English and Albanian. According to the findings of this study, the majority of participants, 80 percent, claim that there are certain difficulties when translating idioms in journal texts from English into Albanian, while 65 percent believe that translating idioms requires strategies, experience, and sufficient general knowledge of both the source and target languages. According to the findings, translating idioms should be regarded as one of the most important issues in journal translated materials.

Keywords: *headlines, idioms, contrastive, idioms, journalism, translation*

Peer Feedback as a Tool for Improving Writing Skills in EFL

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Abstract

Feedback is a communication process where people can comment on each other's work. As such, peer feedback can be used as a tool to enhance writing skills among EFL students. Peer feedback has not been thoroughly researched as an issue in Kosovo, hence, it seems to be a matter with potential. The research was divided into three stages. To conduct the research in three stages, two research instruments were used. For stage one and two, two questionnaires were used whereas for stage three, two focus groups took place. High school and elementary school students were respondents to the questionnaire in stage one, whereas college/university students were respondents in stages two and three. 55 students from elementary schools and high schools in Peja and Prishtina participated in the study. As well as 106 students from the University of Prishtina and AAB College. Overall, the participants seem to view peer feedback as a tool that has many beneficial aspects such as better phrase statements, gaining audience awareness, lower anxiety about written assignments, and getting various viewpoints. The study found that peer feedback helps students to improve their writing skills in general. College/university students, as well as high school and elementary students, believe that peer feedback helps them improve their writing skills. Nonetheless, some factors can affect the successful implementation of peer feedback and they can be categorized into different categories: cultural factors, contextual factors, and institutional factors. Preventing the drawbacks of peer feedback can be very challenging but many things can be done. This study found that the safest steps would be to train students by guiding and instructing them, clarifying the aim of peer feedback, making the necessary adjustments based on the learners' needs, forming small groups or making students work in pairs, and creating an environment where students can practice peer feedback.

Keywords: *Peer, feedback, writing, skills, EFL*

Teaching Online the Four Skills of English to Grades 1-5 of Public Schools of Kosovo during the Pandemic

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Abstract

Teaching English online during the COVID-19 pandemic in Kosovo has been a subject in different works, but the focus in them has not been placed in grades from 1 to 5 of public schools. So, this mainly qualitative study aims to fill that gap using a survey with 25 questions, created in Google Form and sent to 14 teachers who taught English to any grades from 1 to 5 of public schools in Kosovo during the pandemic. The purpose was to find more about their experiences, whether they prefer teaching face-to-face or online, how they taught LSRW (listening, speaking, reading and writing), their difficulties while teaching, the pandemic effect on children from their perspective, their teaching effectiveness, and their possible suggestions for improvement. The results mainly showed that their experiences were accompanied by difficulties, their preference was to teach face-to-face, their teaching methods slightly differed or matched the other teachers, the difficulty of teaching one skill or the other varied between them and teaching LSRW of English to grades 1-5 online was rated from very effective to not effective at all. Afterwards, the effect of the pandemic on the students was agreed by almost all the teachers to have been a negative one. Lastly, almost all the teachers gave their suggestions for improvement of teaching and learning. In conclusion, teachers gave valuable information for both themselves and the students they taught during the pandemic.

Keywords: *teaching online, English, COVID-19, grades 1 to 5, public schools in Kosovo, LSRW*

Distance English Language Learning and Teaching during COVID-19 Pandemic in Kosova

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Abstract

COVID-19 is known as the abbreviation of the largest and most dangerous pandemic in the world. The digital age has faced a major crisis and global effect as a result of this pandemic. This paper presents and explains all the main arguments and important results related to EFL online classes during the pandemic in Kosova which makes it more interesting and valuable. The paper provides detailed material on distance learning and its challenges in Kosovo and the process of digitalization and further advancements in schools. This research tends to investigate; the challenges of online EFL classes in primary and secondary public schools in Kosova, examining the assessment and participation of students in the process, and the effects of the pandemic on learning and teaching conditions. The present study is exploratory research that aims to gain a richer and deeper understanding of the impact of the COVID-19 pandemic in Kosova in developing the technical skills of teachers and students for distance education. The techniques followed in the examination focused on presenting two kinds of data, quantitative and qualitative data. The methodology used in this research is considered to be effective, given the fact that for each research question findings were made, and the hypotheses were approved. Distance EFL learning and teaching in primary and secondary public schools in Kosova have not been effective during the pandemic time. Teachers and students reported difficulties, shortcomings, and problems of various nature during the process.

Keywords: *Distance education, EFL classes, online platforms, pandemic COVID-19, Kosova.*

Ndikimi i globalizimit kulturor në ndryshimet kulturore dhe eknomike-rast studimi: Saranda, Shqipëri

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Abstrakt

Globalizimi mund të kuptohet, më lehtë, përmes transformimit të proceseve lokale dhe fenomeneve regjionale, në tërësi. Globalizimi paraqet kombinimin ekonomik, tekniko-teknologjik, sociokulturor dhe forcave politike globale. Ajo që e karakterizon është bashkimi i njerëzve, i cili funksionon si një shoqëri e vetme. Globalizimi përfaqëson një kombinim të ekonomik, teknologjik, sociokulturor dhe politik forcë. Në bazë të definicionit të Prof. Palmer (Instituti CATO), lidhur me globalizimin: "globalizimi paraqet zvogëlimin ose eliminimin e kufizimeve shoqërore, që është një fenomen i veçantë, por ka qëllim ndërrimin e mallit dhe rritet sistemi global kompleks i prodhimtarisë dhe ndërrimit të mallërave", kështu efektet e globalizimit janë të shumëfishta, por kryesisht reflektohen përmes efekteve industriale, financiare dhe ekonomike. Ekziston dyshimi se globalizimi nuk posedon trajtimin e një fenomeni të veçantë, por ai përfaqëson një shprehje tjetër; për imperializmin modern dhe forcimin e dominimit të vendeve të zhvilluara ndaj atyre të pazhvilluara. Procesi i globalizimit, përmes hapjes së kufijve shtetërorë për biznesin botëror dhe përmes formimit të rregullave uniforme në nivel botëror, e gjithë bota, ekonomitë e shteteve priren të përfitojnë nga përparësitë e tyre krahasuese, duke i shndërruar ato në përparësi konkurruese, në mënyrë që të sigurohen rritje afatgjate të standardeve të jetesës së popullsisë.

Fjalët kyçe: *globalizimi kulturor, ndryshimet kulturore, ekonomia, Saranda, sociokultura.*

Globalizimi dhe rrjetet sociale në raportimin e pandemisë Covid-19

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Abstrakt

Portalet e internetit si burim informacioni, në shekullin e 21-të, janë bërë burimi më i madh i informacionit, por edhe një platformë për ndërveprim digjital. Përdoret pothuajse nga të gjitha grupmoshat dhe përdoret për qëllime të ndryshme. Mund të aksesohet përmes pajisjeve të ndryshme si kompjuter, celular, tablet, TV, orë dhe pajisje të tjera digjitale. "Interneti u krijua krejt spontanisht në fund të shekullit të 20-të, në mënyrë që shkencëtarët e komplekseve ushtarako-industriale të mund ta përdorin atë për të shkëmbyer të dhëna në të gjithë Shtetet e Bashkuara". Ishte e vështirë të imagjinohej që në një kohë të shkurtër do të bëhej një rrjet global multimedial që do të mbushte jetën e përditshme të pothuajse çdo individi në mbarë botën. Me zhvillimin e internetit dhe digjitalizimit u rritën edhe mundësitë e tij. Sot, përdoruesi i internetit mund të aksesojë të gjitha përmbajtjet që mund t'i interesojnë në fushën private dhe të biznesit, shpejt dhe lehtë në çdo kohë. Këtë mundësi, ndër shumë degë të tjera, e shfrytëzoi edhe media. Interneti ka ndikuar ndjeshëm në media dhe kështu ka lansuar një dimension krejtësisht të ri të shpërndarjes së lajmeve. Deri në atë moment fjalën kryesore e kishte shtypi dhe televizioni, i cili po humbet me ardhjen e mediave të reja.

Fjalët kyçe: *globalizimi, rrjetet sociale, mediat, pandemia Covid-19, kultura.*

Mbështetja pedagogjike në teknologjitë inovative dhe përvetësimi i gjuhës së huaj.

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Abstrakt

Domosdorshmëria e modernizimi të përmbajtjes së kurrikulës së arsimit fillor ka dalë si kërkesë e kushteve në ndryshim e zhvillimeve historike të kulturës shqiptare. Ekspozimi ndaj këtij procesi dinamik ka shtruar përpara ekspertëve të hartimit të kurrikulave parauniversitare domosdorshmërinë e përqafimit të procese novative në organizimin e orës së mësimit. Ndaj qëllimi primar i mësuesit sot është të zgjedhë metoda dhe forma të organizimit të veprimtarive arsimore që korrespondojnë në mënyrë optimale me qëllimin e zhvillimit të personalitetit të nxënësve. Vitet e fundit, çështja e përdorimit të teknologjive të reja të informacionit në shkolla është ngritur gjithnjë e më shumë. Këto nuk janë vetëm mjete të reja teknike, por edhe forma dhe metoda të reja të një qasjeje të re ndaj procesit mësimor. Si rezultat, ky studim ka për qëllim të**:** analizojë metodat mësimore që nxitin shfaqen e krijimtarisë së nxënësit, informojë mësuesit në mënyrë që ai të aktivizojë veprimtarinë njohëse të studentit në procesin e mësimdhënies së gjuhës së huaj dhe të tregojë mënyra alternative që sigurojnë individualizimin dhe diferencimin e të nxënit, duke marrë parasysh aftësitë e fëmijëve, nivelin e tyre të të nxënit.

Fjalët kyce: *kurrikul, proces innovativ, kompetencë.*

Dikensi dhe Kuteli: zbulesa dhe vdekja

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Abstrakt

Çarls Dikensi (Charles Dickens) është njëri nga autorët më të njohur anglezë, ndikimi i të cilit është i shtrirë gjerë në letërsinë e gjithmbarshme e madje edhe në letërsinë shqipe. Ky punim ka si synim të trajtojë influencën që Çarls Dikensi ka ushtruar tek autori shqiptar Mitrush Kuteli, në parim duke vënë përballë dy krijime të këtyre dy autorëve: novelën "Këngë krishtlindjesh" të Dikensit dhe rrëfenjën "Qysh e gjeti Ago Jakupi rrugën e Zotit" të Kutelit, të cilave do t'u referohemi si teksti A dhe teksti B. Në këtë punim, duke shfrytëzuar rezultatet e fushës së letërsisë së krahasuar, do të hetohen tiparet e përbashkëta dhe dalluese në mes të këtyre dy teksteve, ku koincidojnë ato, ku ngjasojnë, ku dallojnë nga njëri-tjetri, në ç'forma arrin që tekstin B të shmanget nga ndikimi i tekstit A, si dhe sa arrin ta rikontekstualizojë dhe ta rikonfigurojë formën dhe përmbajtjen e tekstit A dhe ku qëndron teksti B në rrafshin e vlerave estetike duke pasur parasysh se ka një model që i paraprin. Do të mundohemi që t'i shohim raportet e tyre intertekstuale dhe interliterare, duke u nisur nga ato më të përgjithshmet dhe më të gjerat, siç janë lidhjet filiative, deri tek ato më të ngushtat e më të afërtat që janë reminishencat, por gjithashtu edhe çështjet e tjera që lidhen me komparatistikën si periudha letrare, zhanret, stili, idetë e temat.

Fjalët kyçe: *krahasim, komparatistikë, ndikim, intertekstualitet, interliteraritet, rikonfigurim*

Gjuha shqipe dhe mediet e reja

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Abstrakt

Gjuha shqipe në mediat tona të komunikimit masiv po trazohen shumë jo vetëm me fjalë e me gjedhe (modele) të huaja, por dhe me struktura sintaksore me frymë të huaj e me shqiptim të huaj, saqë po e shpërfytyron ndjeshëm natyrën e sa. Gjuha e folur dhe gjuha e shkruar shqipe në përdorimin e sotëm publik, në radio e në television, në internet, në shkrimet publicistike, letrare e shkencore, në shpalljet dhe reklamat, ne biseda të përditshme dhe në rrafshe të tjera, vuan nga dergja e përdorimit dhe në rrafshe të tjera, vuan nga dergja e përdorimit të shkujdesur të shqipfolësve dhe të shqipshkruesve tanë. "*Duke parë shtrembërimet e shqipes mendova se s'do të ishte keq të shkruaja një artikull mbi këto shtrembërime dhe, si thotë fjala e urtë 'andja vjen duke ngranë', artikulli nga një top bore u bë një ortek gramatike e vogël, me shpresë se do të arnojë sadopak të grisurat e shqipes*", shkruante gjuhëtari dhe krijuesi i ndjerë Vedat Kokona. Sot jetojmë në epokën e informacionit dhe kemi masmedia të shumta publike dhe private. Në Prishtinë dhe në Tiranë botohen me dhjetra gazeta të përditshme e periodike: "Koha Ditore", "Bota Sot", "Zëri", "Epoka e Re", "Pavarësia", "Kosova Sot", "Lajm Ekskluzive", "Express", "Koha Jonë", "Shekulli", "Panorama", "Tema", "Dita", "Albania", "Tirana Observer", revista të ndryshme javore dhe mujore, të cilat madje vetëcilësoheni "kombëtare" ose "gjithëkombëtare", por në fakt ato dalin me një standard të varfër gjuhësore, me shkelje të panumërta të normës, me një gjuhë të sosur kombëtare…

Fjalët kyçe: *gjuhë, e folur, e shkruar, medie, informacion, shkarje*