

Bachelor of Arts in Language & Translation Program

College of Language and Communication (CLC)

Institution: Arab Academy for Science, Technology and Maritime Transport (AASTMT)

1. Personal and Contact Information

- **Full Name:** Haidy Mohamed Salah Mohamed Eissa
- **Academic Title:** Assistant Lecturer
- **Contract Type:** Full-Time
- **Department / Campus:** Language & Translation Department/ Miami Campus
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2. Academic Qualifications

Degree	Specialisation	Institution	Year Awarded
PhD	Applied Linguistics	Joint program between Faculty of Arts, Alexandria University and College of Language & Communication, AASTMT	Expected Year: 2029
Master's	Applied Linguistics	Joint program between Faculty of Arts, Alexandria University and College of Language & Communication, AASTMT	2023
Bachelor's	Major: Translation Minor: Communication	College of Language & Communication, AASTMT	2018

3. Professional and Industry Experience

- Trainer of Trainers (TOT) – Kortext, College of Language and Communication (AASTMT), 2025
- Conducted training workshops on e-learning platforms and digital resource integration.

- Translated official documents including *Academic Guidance Regulations, Education and Study Regulations*, and *Strategic plan* (ensured accuracy, clarity, and alignment with institutional standards).
- Organized major academic events including *LANACOM 2023* and *LANACOM 2025*, enhancing the department's regional and international visibility.
- Active contributor to curriculum enhancement within the Language and Translation Department.
- Engaged in developing workshops and academic activities connecting students to global issues (SDGs, AI, Media Studies).
- Organized and led student trips and extracurricular events designed to foster experiential learning and enhance academic engagement.
- Provided supervision for undergraduate research projects with a focus on ideology and gender-related themes.

4. Academic and Teaching Experience

Institution	Course Title(s)	Years Active
AASTMT	ESP courses/ Academic English/ Academic Writing	[2018 – Present]
AASTMT	Media & Society	[2021– Present]
AASTMT	Media Ethics	[2023 – Present]
AASTMT	Phonetics	[2023 – Present]
AASTMT	Applied Linguistics	[2024 – Present]
AASTMT	At Sight Translation	[2024 – Present]
AASTMT	Phonetics for Voice & Speech	[2024 – Present]
AASTMT	Grammar	[2020 – 2022]
AASTMT	Lexicology	[2021– 2022]
AASTMT	Simultaneous Interpreting	[2021– 2022]
AASTMT	Translation I	[2021 – 2022]
AASTMT	Linguistics II	[2022– 2023]
AASTMT	Media & Newspaper Translation	[2023– 2024]

5. Areas of Teaching Expertise

- Critical Discourse Analysis (CDA) and Multimodal CDA
- Socio-Pragmatic Approaches to AI and Digital Media
- Applied Linguistics
- Translation Studies
- Pragmatics
- Intercultural Communication
- Semantics and Lexical Studies
- Syntax and Grammatical Structures
- Stylistics and Text Analysis
- Sociolinguistics and Language Variation
- Language and Gender Studies
- Academic Writing and Presentation Skills

6. Research Interests

- Critical Discourse Analysis (CDA)
- Media Discourse and Ideology
- Forensic Linguistics
- Multimodality
- Gendered Language in Media Discourse
- Socio-Pragmatics of AI Communication

7. Selected Publications (Last 5 Years)

Eissa, H. M. S., Seddeek, A. M. R. M., Sarwat, N. M., Debian, R. E. A., & Abuelwafa, M. A. (2025). Investigating the construction of gender stereotypes in the animated movie *Mulan*: A feminist stylistics approach. *Insights into Language, Culture and Communication*, 5(1), 42–54. <https://doi.org/10.21622/ILCC.2025.05.1.1144>

Eissa, H. (2025). *A Critical Discourse Analysis of Gendered Language in AI Chatbots: A Socio-Pragmatic Approach*. *Insights into Language, Culture and Communication*, 6(1), 32–49.

8. Participation in Training, Capacity Building, or Curriculum Development

- Member of Curriculum Review Committee, 2022
- Member, AASTMT College of Language and Communication Research Community, 2023
- Attended training in AI, 2024

11. Supervision and Student Engagement

- Undergraduate project supervision: [Yes]

A Forensic Study of Positioning in Handwritten Documents: A Cognitive Approach

Applying Subtitling Strategies to the Animated Film *The Breadwinner*: A Multimodal Metaphor Approach

The Iconography of Resistance in the Feature Film *Farha* (2021): A Multimodal Critical Discourse Analysis

- Provided guidance through departmental workshops and extracurricular activities.
- Coordinated student participation in the *LANACOM* 2025 Conference, where undergraduates presented research aligned with the UN SDGs.
- Organized and led student trips and extracurricular events to enhance experiential learning and foster community engagement.

12. Additional Remarks

- Actively engaged in institutional development initiatives within the Language and Translation Department.
- Enhanced the department's academic visibility through the organization of major events including LANACOM 2023 and 2025.
- Recognized as a Trainer of Trainers (TOT) for digital learning integration (Kortext).
- Awarded Best Research in Linguistics at LANACOM 2025.
- Contributed to strengthening student engagement by bridging academic study with global issues such as AI, gender studies, and the UN Sustainable Development Goals.

Date of Profile Submission: [17/8/2025]

Haidy Eissa

Signature: