

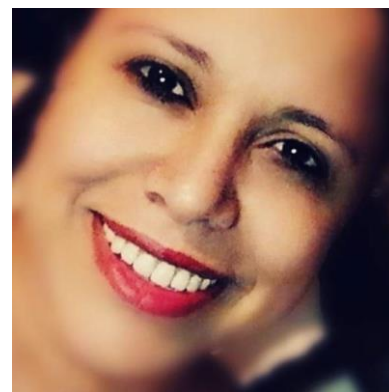
Nashwa Elyamany, PhD

Associate Professor of Applied Linguistics

Vice Dean for Training & Community Service

College of Language and Communication (CLC)

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Professional Profile:

Dr. Elyamany is an associate professor of applied linguistics and a certified IELTS speaking examiner with a proven record of academic achievements, professional development, and intercultural communication. She served as the Head of Languages Department and is currently Vice Dean for Training and Community Service, College of Language & Communication, Arab Academy for Science, technology & Maritime Transport (AASTMT). She is interested in a wide array of interdisciplinary research projects in light of solid academic background and extensive coursework in areas of specialization. Recent publications include a multiplicity of genres incorporating diverse theories of pragmatics, stylistics, sociolinguistics, social semiotics, science journalism, new media, cultural studies, and digital media literacies. She delivered numerous presentations in several reputable conferences hosted by top-ranking universities in Egypt, Greece, Spain, Kingdom of Saudi Arabia and Jordan. She is acknowledged for her unique interdisciplinary scholarship in applied linguistics at the juncture of “Multimodal Critical Discourse Analysis” and “American Culture and Media Studies”. Her teaching and research are centered around the critical study of motivational speeches, digital narratives, musical numbers, military-themed videogames, political memes, feature articles, docu-dramas, TV ads, Op-Eds in American newspapers, the aesthetics of forensic crime drama series, posthuman representation in sci-fi/cli-fi films. She has received a dozen scientific publications awards for several papers published in Scopus and Web of Science journals, namely *The Social Science Journal*, *Visual Communication*, *Convergence*, *Sociology*, *Anàlisi: Quaderns de Comunicació i Cultura*, *Arab Media & Society*, *IJAES*, and *CALL-EJ*.

Professional Experience:

Smart Village Branch

- **Vice-Dean for Training and Community Service (1/2/2023 – present)**
- **Associate Professor of Applied Linguistics (1/12/2021 - present)**

• **Faculty Member at the Languages Department (09/2019 - present)**

Courses I teach:

- ***Postgraduate Courses, Diploma & Master's in Applied Linguistics, College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt***
 1. Pragmatics
 2. Sociolinguistics
 3. General Linguistics II
 4. Semantics and Pragmatics
 5. Advanced Research Methods
 6. Principles of Applied Linguistics
- Delivered Master Classes on “Innovation in Journalism” in the Program of Master of Journalism and Innovation in Digital Content, Universitat Autònoma de Barcelona, Spain.

03/2018

- ***Undergraduate Courses, College of Management & Technology (CMT), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Smart Village, Giza, Egypt (Summer 2022)***
 1. Sociology
- ***Undergraduate Courses, Languages/Humanities Department, College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Smart Village, Giza, Egypt (Fall 2019 - present)***
 1. Grammar
 2. ESPI, ESPII and Technical Report Writing
 3. ESPI for Business and ESPII for Business

MA Theses Defended:

1. MA thesis in Linguistics “**The Representation of the Two American Candidates of the U.S. Presidential Elections 2016 in the World's Newspapers: A Critical Discourse Approach**”, The Department of English Language, Faculty of Arts, Helwan University, Egypt. 15/9/2022

MA Theses Supervised:

1. MA thesis in Applied Linguistics entitled “**An Appraisal Analysis of president Joe Biden's Speeches on Sustainable Development Goal 13 “Climate Change”**” (February 2022 – present), Institute of English Studies and Translation, Faculty of Arts, Alexandria University, Alexandria, *in collaboration with* College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt.
2. MA thesis in ESP “**Analysis of Evaluative Language in Business English Students' Writing**” (September 2021 – August 2023), College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt.
3. PhD thesis in Applied Linguistics entitled “**The Discursive Representation of Muslim Brotherhood in Egyptian and American Newspapers: A Critical Discourse Analysis**” (February 2023 – present), Institute of English Studies and Translation, Faculty of Arts, Alexandria University, Alexandria, *in collaboration with* College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt.

Heliopolis Branch

- **Assistant Professor of Linguistics (12/2017 – 11/2021)**

- **Head of Languages Department (04/2018 –10/2019)**

College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Heliopolis, Dokki and Port Said Branches, Cairo, Egypt.

Current duties and responsibilities:

- Leading, managing and developing the department to meet the highest standards of excellence.
- Making significant contributions to the development and implementation of college policies that create a positive learning culture.
- Leading and supervising approaches to learning and teaching within the team and advising on materials and classroom management strategies.
- Teaching Phonetics and Grammar to freshmen in the Humanities Department.
- Teaching ESP for Business in the Languages Department.
- Supervising placement tests and ATOEFL exams.

- **Journal/Conference Reviewer (2018 – present)**

- *Applied Linguistics Research Lab*, Prince Sultan University (PSU), KSA
- *Athens Journal of Philology (AJP) / Athens Journal of Education (AJE)*
- *Athens Journal of Mass Media and Communications (AJMMC)*
- *Arab World English Journal (AWEJ)*
- *Cogent Arts & Humanities*. Taylor & Francis Online
- *Cogent Social Sciences*. Taylor & Francis Online
- *Comunicar, Media Education Research Journal*
- *Convergence: International Journal of Research into New Media Technologies*. SAGE Publication
- *Critical Studies in Media Communication*. Taylor & Francis Online
- *Discourse & Communication*. SAGE Publications
- *Insights into Language, Culture & Communication*. APC
- *International Journal of Arabic-English Studies (IJAES)*
- *Journalism and Mass Communication Quarterly*. SAGE Publication
- *Journal of Politeness Research*. Language, Behavior, Culture. Walter de Gruyter
- *Journal of Pragmatics*. Elsevier
- *Discourse, Context & Media*. Elsevier
- *Multimodality & Society*. SAGE Publications
- *New Media & Society*. SAGE Publications
- *Poetics*. Elsevier
- *Social Semiotics*. Taylor & Francis Online
- *Visual Communication*. SAGE Publications
- *Visual Studies*. Taylor & Francis Online

- **Memberships of Editorial Boards/Scientific Committees (2017 – present)**

- Former Associate Editor of *Insights into Language, Culture and Communication (ILCC)*, Academy Publishing Center (APC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Egypt (2021-2023)
- Editorial Board Member of *ATINER*, *Athens Journal of Philology (AJP)*, *Athens Journal of Media and Mass Communications (AJMMC)*, & *Athens Journal of Education (AJE)*
- Scientific Committee of American Council on the Teaching of Foreign Languages (ACTFL)
- Scientific Committee of American Association of Applied Linguistics (AAAL)

- Scientific Committee of TESOL International Association
 - Scientific Committee of International Association of Teachers of English as a Foreign Language (IATEFL)
 - Scientific Committee of Spanish Association for American Studies (SAAS)
 - Scientific Committee of European Association for American Studies (EAAS)
 - Scientific Committee of Athens Institute for Education and Research (ATINER):
 - *Unit of Language and Linguistics
 - *Unit of Mass Media and Communication
 - Scientific Committee of Association of Professors of English and Translation at Arab Universities (APETAU)
- **IELTS Speaking Examiner (12/2012 – present)**
IDP Education, Cairo, Egypt in collaboration with Arab Academy for Science, Technology and Maritime Transport (AASTMT), Egypt.

Academic Qualifications:

- **PhD in Linguistics (09/2014 – 11/2017)**
Institute of English Studies and Translation, Faculty of Arts, Alexandria University, Alexandria, *in collaboration with* College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt.
- **MA in Teaching English as a Foreign Language (09/2009 – 06/2011)**
English Language Institute (ELI), The American University in Cairo (AUC), New Cairo, Egypt.
- **Diploma in Applied Linguistics (11/1998 – 02/2001)**
Institute of Language Studies and Translation, Faculty of Arts, Alexandria University, Alexandria, Egypt.
- **B.A. & Education in English Language (09/1994 – 05/1998)**
English Language Department, Faculty of Education, Alexandria University, Alexandria, Egypt.

Selected Conference Presentations:

1. “Cognitive De-legitimation of Algorithms in Meta: A Case Study of Netflix’s “*The Social Dilemma*” (2020) Docu-Drama”, *The 4th International Conference, Beyond Boundaries: Paradigm Shifts in Literature, Linguistics and Translation*, Faculty of Al-Asun, Ain-Shams University, Egypt, **March 19–21, 2023.**
2. “Postfeminist Entrepreneurial Identity Performance in Neoliberal Spaces: The Case Study of *Badya*’s (2021) TV Advertising Campaign”, *The 2nd International Conference, Brave New Humanities: Empowerment through Literature, Translation & FLT*, Pharos university in Alexandria, Egypt, **March 3–4, 2023.**
3. “Manufacturing Consent” for Postfeminist Entrepreneurial Identity Performance in Elite Semiotic Landscapes: The Case Study of *Badya*’s (2021) TV Advertising Campaign”, *Language, Media & Communication International Conference: Mass Communication & Artificial Intelligence*, AASTMT, Smart Village, Egypt, **20-21 November 2022.**
4. “Cognitive De-legitimation of Algorithms in Metaverse: A Case Study of Netflix’s “*The Social Dilemma*” (2020) Docu-Drama”, *Language, Media & Communication International*

Conference: Mass Communication & Artificial Intelligence, AASTMT, Smart Village, Egypt, **20-21 November 2022.**

5. "Postcyberpunk Dystopian Cityscape and Emotion Artificial Intelligence: A Spatio-Cognitive Analysis of Posthuman Representation in *Blade Runner 2049 (2017)*", *The Bremen-Groningen Online Workshops on Multimodality*, Germany, **18 November 2022**
6. "Manufacturing Consent" in Post-Neoliberal Gated Communities Advertising Discourse: A Case Study of Two Egyptian Ramadan 2021 TV Ads", 3rd International Symposium on Applied Linguistics Research ALR2022, Prince Sultan University, KSA, **5-6 November 2022.**
7. "Re-Contextualization of Elite Discourse in Gated Communities: The Case of "Badya" and "Mountain View" Ramadan TV Ads (2021)", *The Fourth International Conference "Awakening to a New World: Reflections on Literature, Linguistics, Translation, and Culture*, Faculty of Arts, Helwan University, Egypt, **25-27 October 2022.**
8. "Revisiting Herman and Chomsky's Propaganda Model: Gated Communities Advertising Discourse as a Case Study", *The 2nd International Conference on Future Contexts: Interdisciplinary Perspectives in Literature, Language and Translation*, Badr University in Cairo, Egypt, **15-16 October 2022.**
9. "Are TED Talks Catalysts for Teaching Persuasive Academic Writing Skills in Higher Education? A Semio-Discursive Approach to Audience Design and Communication Accommodation in Science-Popularizing Discourse", *The First Teaching English Writing in Higher Education (TEWHE) Seminar*, Linguistics & Translation Department, College of Humanities, Prince Sultan University, KSA, **26 March 2022.**
10. "Theorizing the Forensic Gaze and the CSI Shot in the Multimodal Ensemble of *CSI: Crime Scene Investigation (2002-2015)*", Applied Linguistics Research Lab Research Webinar, College of Humanities, Prince Sultan University, KSA, **4 October 2021.**
11. "Postcyberpunk Dystopian Cityscape and Emotion Artificial Intelligence: A Spatio Cognitive Analysis of Posthuman Representation in Denis Villeneuve's *Blade Runner 2049 (2017)*", ALR2021 Symposium, Prince Sultan University, KSA, **6-7 November 2021.**
12. "What Trump Messages do you Meme, Noah? Toward a Robust Methodological Framework to Meme Discourse Analysis in the Satirical Monologue of *The Daily Show (January 2017 – December 2019)*", *APETAU 2021, Critical Approaches to Language, Literature and Translation Studies*, Jordan, **24-25 November 2021.**
13. "More than Meets the Eye: A Multimodal Approach to Science-Popularizing Discourse in a Selection of *National Geographic* Feature Articles", *Arab Science Journalism Forum*, The American University in Cairo (AUC), New Cairo, **08-09 March, 2020.**
14. "Theorizing the Forensic Gaze and the CSI Shot in the Multimodal Ensemble of *CSI*", *CDELT 36th International Conference*, Faculty of Education, Ein Shams University, Egypt, **02-03 November 2019.**
15. "Militarized Aesthetics of Hegemonic Masculinity in *America's Army: Proving Grounds (2013)*: A Multimodal Legitimation Analysis", *CDELT 36th International Conference*, Faculty of Education, Ein Shams University, Egypt, **02-03 November 2019.**
16. "A Chronotopic Approach to Identity Performance in the Musical Numbers of *The Greatest Showman (2017)*: A Choreo-musical Study", *The International Conference on: "Interdisciplinarity in Linguistics, Literature, Translation, and Culture: Trends and Challenges"*, Faculty of Arts, Helwan University, Egypt, **29-31 October 2019.**

17. “A Multimodal Cognitive Critical Discourse Analysis of *The Greatest Showman*: Unfolding the Narrative Agency, Text-Worlds and Social Practices”, *14th International SAAS Conference*, Salamanca, Spain, **9-11 April 2019.**
18. “What Buddhist Wisdom is Going Viral to Millennial Consumers? A Multimodal Appraisal Cognitive Analysis of Jay Shetty’s Storytelling Techniques in a Selection of Digital Narratives”, *APETAU 2018, Cultural Dialogue in Linguistics, Literature and Translation*, Zarqa, Jordan, **14-15 November 2018.**
19. “Digital Literacy Initiatives (DLI) Project: The Impact of Embedding Innovative Video Digital Storytelling in a Language and Literature Postgraduate Program”, *35th CDELT Conference*, Faculty of Education, Ain Shams University, Cairo, Egypt, **10-11 November 2018.**
20. “The Interrogation Scene in Harold Pinter's *"The Birthday Party"*: A Multi-Faceted Analysis of Pinteresque Dialogue”, *11th Annual International Conference on Languages & Linguistics*, ATINER, Athens, Greece, **9-12 July 2018.**
21. “A Multimodal Discourse Analysis of Gender Representation on Health and Fitness Magazine Cover Pages”, *2nd Scientific Symposium for Postgraduate Students*, Faculty of Arts, Alexandria University, Alexandria, Egypt, **28 February to 2 March 2017.**

Selected Peer-Reviewed Publications:

1. Elyamany, N. (2023a). How do you Meme Trump, Noah? Shaping a New Memescape in *The Daily Show with Trevor Noah (January 2016 – December 2019)*. *IJAES*. 23(2), 385-414. DOI: <https://doi.org/10.33806/ijaes.v23i2.469>
2. Elyamany, N. (2023b). Book Review: Oziewicz, M., Attebery, B., & Dedinová, T. (2022). (eds.) *Fantasy and Myth in the Anthropocene: Imagining Futures and Dreaming Hope in Literature and Media*. Bloomsbury Publishing. ISBN: 9781350203341. pp. 272. *The Social Science Journal*. DOI: <https://doi.org/10.1080/03623319.2023.2181682>
3. Elyamany, N. (2023c). Book Review: Sorgner SL (2022) *We Have Always Been Cyborgs. Digital Data, Gene Technologies, and an Ethics of Transhumanism*. Bristol University Press. 240 pages. ISBN: 978-1529219203. *Sociology*, 57(3): 706-707. DOI: <https://doi.org/10.1177/00380385221135569>
4. Elyamany, N. (2023d). What Buddhist Wisdom is Going Viral? A Multimodal Appraisal Analysis of a Selection of Jay Shetty’s Digital Narratives. *The Social Science Journal*, 60(2): 316-333. DOI: <https://doi.org/10.1080/03623319.2020.1760074>
5. Elyamany, N. (2022a). Postcyberpunk Dystopian Cityscape and Emotion Artificial Intelligence: A Spatio-Cognitive Analysis of Posthuman Representation in Denis Villeneuve’s *Blade Runner 2049* (2017). *Convergence*, 0(0), 1-27. DOI: <https://doi.org/10.1177/13548565221122913>
6. Elyamany, N. (2022c). Have We Always Been Cyborgs? Have We always Been Cyborgs? A Critique of Stefan Lorenz Sorgner’s Latest Transhumanistic Work. *Insights into Language, Culture and Communication*, 2(2), 1-6. DOI: <http://dx.doi.org/10.21622/ilcc.2022.02.2.142>
7. Elyamany, N. (2022g). Theorizing the Forensic Gaze and the CSI Shot in the Multimodal Ensemble of *CSI: Crime Scene Investigation* (2002-2015). *Convergence*, 28(1), 1701-191. DOI: <https://doi.org/10.1177/13548565211005755>
8. Elyamany, N. (2021). Posthuman Emotion Artificial Intelligence in Postcyberpunk Cityscape: A Multimodal Reading of *Blade Runner 2049* (2017). *Insights into Language, Culture and Communication*, 1(1), 4-11. DOI: <http://dx.doi.org/10.21622/ilcc.2021.01.1.004>

9. Elyamany, N. (2021). A Chronotopic Approach to Identity Performance in Musical Numbers: A Choreo-Musical Case Study of “*Rewrite the Stars*” and “*This Is Me*”. *Visual Communication*, 0(0), 1-19. DOI: <https://doi.org/10.1177/1470357220974069>
10. Elyamany, N. (2021). Militarized Aesthetics of Hegemonic Masculinity in *America’s Army: Proving Grounds* (2013): A Multimodal Legitimation Analysis. *Visual Communication*, 0(0), 1-23. DOI: <https://doi.org/10.1177/1470357220966726>
11. Elyamany, N. (2020). Media Coverage of the Baltimore Unrest in the Op-Ed of *The New York Times*: A Case Study. *Anàlisi: Quaderns de Comunicació i Cultura*, 63, 17-30. DOI: <https://doi.org/10.5565/rev/analisi.3215>
12. Elyamany, N. (2019). More than Meets the Eye: A Multimodal Approach to Science-Popularizing Discourse and Representation of the ‘Other’ in a Selection of National Geographic Feature Articles. *Arab Media & Society*, 28, 51-70. DOI: https://www.arabmediasociety.com/post_issue/issue-28-summer-fall-2019/
13. Elyamany, N. (2019). Study Skills Success. Software Review. *Computer-Assisted Language Learning-Electronic Journal (CALL-EJ)*, 20(2), 165-172. <http://callej.org/journal/20-2.html>
14. Elyamany, N. (2019). A Multi-layered Analysis of *The New York Times* Op-Ed: A Case Study. *Athens Journal of Mass Media and Communications*, 5(3), 173-192. DOI: <https://doi.org/10.30958/ajmmc.5-3-2>
15. Elyamany, N. (2019). Pinteresque Dialogue in the Interrogation Scene of “*The Birthday Party*”. *Athens Journal of Philology*, 6(1), 1-22. DOI: <https://doi.org/10.30958/ajp.6-1-1>
16. N. (2018). Decoding the Narrative Structure of E. E. Cummings' Visual Love Poetry: A Stylistic Analysis of Foregrounding in ‘*All in Green Went My Love Riding*’. *Athens Journal of Philology*, 5(4), 285-299. DOI: <https://doi.org/10.30958/ajp.5-4-2>
17. Elyamany, N. (2018). A Multimodal Analysis of the Representation of Hegemonic Masculinity and Hegemonic Femininity on Men's Health and Women's Health Cover Pages (Jan 2011 – June 2016). *Anàlisi*, 59, 51-76. DOI: <https://doi.org/10.5565/rev/analisi.3113>
18. Elyamany, N. (2017). A Multimodal Discourse Analysis of Gender Representation on Health and Fitness Magazine Cover Pages. PhD Thesis. Institute for Language Studies and Translation, Faculty of Arts, Alexandria University in collaboration with College of Language and Communication, Arab Academy for Science, Technology and Maritime Transport, Egypt.
19. Elyamany, N. (2017). The Interrogation Scene in Harold Pinter's 'The Birthday Party': A Multi-Faceted Analysis of Pinteresque Dialogue. *IJAES*, 17, 63-84.
20. Elyamany, N. (2011). The Impact of Business Communication Case-Based Tasks on Business English Learners' Oral Fluency and Grammatical Accuracy. MA Thesis, Applied Linguistics Institute, School of Humanities, The American University in Egypt (AUC), Egypt.