

EDITORIAL

Crossing the Borders: Linguistics and Translation Studies

This issue of *Cairo Studies in English* (June 2020) is dedicated to the exploration of linguistics and translation studies as two dynamic and rich academic disciplines that bear the contributions of scholars from diverse backgrounds. The articles of the issue are contributed by several academics who participated in *Writing Across Borders*, the 14th International Symposium on Comparative Literature held by the Department of English Language and Literature, The Faculty of Arts, Cairo University, on 13-15 November 2018 as well as independent researchers.

They encompass a wide range of insights, theories and approaches from a variety of disciplines and sub-disciplines that enrich the two areas and consolidate the "shared ground" or "contact zone" between them and other disciplines.

The article by Randa Anwar attempts a social semiotic visual analysis of selected paintings of similar themes by different artists drawing on Systemic-Functional framework and Visual Grammar framework. The study reveals that corresponding images can communicate different implications, and reflect different thought processes which interact with the design and produce discrete visual communicative messages. Similarly, Wesam Ibrahim's article adopts a multi-modal approach to explore the power of persuasion in social marketing with reference to anti-smoking print advertisements.

Using an eclectic approach that primarily rests on Critical Discourse Analysis, Islam Muhammad investigates the use of dysphemism as a propaganda technique in Donald Trump's speeches delivered during the presidential campaign (2015-2016). In her environment-focused article Dalia Hamed presents an eco-critical multi-modal analysis of digital discourse, verbal and visual, on plastic pollution within the framework of Conceptual Metaphor Theory and Visual Metaphor Model.

The article on Twitter discourse by Rania Magdy probes into the role performed by Twitter hashtags in forging networks of hope and support about preemies. The synergy of the concepts of Coupling and Communing Affiliation reveals the conceptual metaphor that hashtags can create. The Orientalist direction of some Hollywood movies is the focus of analysis in Rania Abdel Meguid's article. She takes as her example *The Dictator* (2012) adopting a multi-

modal approach to unravel the anti-Muslim/Arab image the movie seeks to foster.

Emerging Voices featured in this issue of *CSE* include Ahmed Mohamed's article (derived from his Ph.D. thesis) which explores the meta-discourse use of English research articles written by Egyptian researchers for international publication. His paper provides insights that can help improve the status of internationally published Egyptian scientific research. In a similar vein, Heba Bakry's article (derived from her Ph.D. thesis) proposes some pedagogical approaches to help Arab academics overcome some of the difficulties they encounter in using English for Academic Purposes particularly for international publication. Sarah Shehattah's article (derived from her Ph.D. thesis) gives a visual analysis of the representation of male protagonists in three animated films from a social semiotic visual perspective. The article sheds light on the male stereotypes in these films and how they may influence the children's social identity. In Amira Ali's article (derived from her M.A. thesis already defended) the role of volunteer scientific translation collectives as agents of social change in the Arab cyberspace is examined. It focuses on the use of hedging in translating popular science as indicative of the epistemic stance of the translators.

Maha Ashraf's article (derived from her M.A. thesis already defended) explores how the paratextual elements of translation can contribute to the construction of the source culture image. Her article investigates the stereotyping of Arab women in the English rendering of Nawal Saadawi's novel *Jannat wa-Iblis* within the framework of Postcolonial translation theory. The preface as an integral paratextual element of the target text is tackled again in Sarah Fayed's article from the perspective of Critical Discourse Analysis. She explores it as a marker of the translator's visibility/invisibility that influences the entire process of decision making in translation.

The *CSE* editorial team would like to thank all the reviewers who participated in refereeing the articles of this issue. We would also like to thank the *CSE* technical team, without whose final copy-editing this issue would not have been possible: Hanaa Khaled, Hasnaa Hisham, Kevork W. Kazandjian, Muhamad Abdelmageed.

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