MSA
University
October University for
Modern Sciences and Arts

in partnership with

University of
Bedfordshire

Faculty of Languages
First International Conference

TRANSLATING CULTURES THEORY & PRACTICE

OCTOBER 9 - 1 0 , 2019

SPONSORED BY:

GOLD SPONSOR

HYDE PARK
DEVELOPMENTS

www.msa.edu.eg
langconf@msa.eun.eg

Faculty of Languages

First International Conference
Translating Cultures: Theory and Practice
October 9-10, 2019

The Conference is Held Under the Auspices of

Professor Nawal El Degwi
Head of the Board of Trustees

&

Professor Khayri Abdel Hamid
MSA University President

Professor Soha Raafat
Dean of the Faculty of Languages
Chairperson of the Conference

October University for Modern Sciences and Arts (MSA University) is a leading educational institution in Egypt with solid partnerships with British universities. MSA was established by Professor Nawal El Degwi in 1996.

MSA offers advanced undergraduate and graduate academic programmes that support entrepreneurship and meet job market needs. In addition, MSA effectively contributes to distinguished community services.

Programmes at MSA are officially approved by the Ministry of Higher Education and validated by the University of Greenwich (UoG) and the University of Bedfordshire (UoB), UK. MSA graduates receive two degrees, one from MSA and the other from the University of the British Partner.

MSA campus is built over an area of 50 acres in 6th of October City. It is a modern campus designed to accommodate the highest technological standards with many open-air and green areas.

MSA University is best known for its academic excellence in the Middle East and internationally.

The Faculty of Languages was established in the year 1999 and set up with a view to meet the challenging demands dictated by the fast-changing job market of the 21st Century. The British partnership with the University of Bedfordshire, UK aligns the educational services provided by the Faculty of Languages with the British international standards of higher education.

The Faculty of Languages is the first of its kind in Egypt that provides its graduates with a dual degree: a British degree awarded by the University of Bedfordshire, UK and an Egyptian degree accredited by the Supreme Council of Higher Education in Egypt. The dual degree is offered through a wide array of interdisciplinary programmes that combine English Language Studies with other disciplines.

Working closely with the students, the Faculty of Languages focuses on developing creative abilities, critical thinking skills, cultural awareness and lifelong autonomous learning. It further fosters interactive learning processes, extra-curricular activities, internship programmes and research work to equip graduates with necessary skills that enable them to perform exceptionally well with focus and confidence in national and international job markets.

Pathways

The Faculty of Languages offers a BA Honours degree in one of four pathways. These pathways provide students with skills that employers are seeking and give graduates a competitive edge in the employment market.

■ English Language Studies (Translation)

■ English Language Studies (Executive Skills) (Human Resources, Management & Business Administration Skills).

■ English Language Studies (Teaching English as a Foreign Language -TEFL).

■ English Language Studies (Comparative Studies) (Literature, Cinema and Theatre)

FIRST INTERNATIONAL CONFERENCE

The Faculty of Languages, MSA University is pleased to launch its first international conference "Translating Cultures: Theory and Practice" on the 9th and 10th of October 2019. The conference is a two day event, held on MSA University Campus.

The main objective of the conference is to bridge gaps between cultures. It offers an engaging platform for academicians, theorists, artists and practitioners from different backgrounds to share their ideas on how languages and narratives can be diversely understood across different cultures and contexts.

The conference highlights, through current research work, the role of cultures and/or cultures in translation in enlightening people and transmitting diverse values, narratives and histories. This enlightenment contributes to a level of understanding that leads to appreciation, tolerance, acceptance and inter/cross-cultural communication.

The conference accommodates presentations in a variety of disciplines. The topics chosen by the presenters contribute to a most engaging, interactive, thought provoking and inspiring conference in the field of Cultural Studies. Providing a forum for scholars from inside and outside Egypt, the conference discusses innovative approaches that enhance intercultural dialogues and support cultural diversity.

DAY 1

Wednesday, October 9, 2019

8:00 – 9:30	Registration: SSB Entrance
9:30 – 10:00	Opening Session: SSB Cinema Hall
10:00-11:00	Keynote Speaker	SSB Cinema Hall

Professor Mary Malcolm
Deputy Vice Chancellor (Academic), University of Bedfordshire, UK:
"Last in Translation: The Promise and Practice of a Research-Teaching Nexus"
Chair: Soha Raafat (Dean of the Faculty of Languages, MSA)

11:00-11:30	Coffee Break
11:30-13:00	Session 1

SSB Cinema Hall: Translation

Mustafa Riyad (Ain Shams Univ.) "Ethical and Social Responsibility in the Practice of Translation: A Case Study of Egyptian Translators in Modern Times"
Hebatalla Aref (Cairo Univ.): "The Nexus of Narrativity and Ideology in *The Leisure of an Egyptian Official* and its Arabic Translation"
Safa'a Ahmed (MSA Univ.) "Translation Studies: A Soft Power to Westernize Local Identities"
Chair: Amal Mazhar (Cairo Univ.)

SSB Conference Hall: Eco-culture

Nagla El-Hadidy (Cairo Univ. /MSA) "The Animal Turn: A Reading of the Literary Representation of Animals across Cultures"
Heba El-Abbadi (Cairo Univ.) "Retranslating Environmental Ethics: Countering Eco-Imperialistic Oppression in Nicholas Ellenbogen's *Horn of Sorrow and Guardians of Eden*"
Nashwa Mohammad (Al-Azhar Univ.) "Nature and Culture: The Representation of Egyptian Rural Life in Abdel Rahman al-Sharqawi's Novel *Egyptian Earth* (1954)"
Chair: Nadia El Kholy (Cairo Univ.)

A104: Translating Gender

Amani Wageh (Cairo Univ./ MSA) "Scheherazade: an Icon of Resistance"
Basma Mohamed Sherif (MSA Univ.): "Identity and Feminism in Translation: A Multidisciplinary Approach to the Poetry of Maya Angelou and Nazik Al Malaika"
Eslam Refaat (MSA Univ.) "Masculinity and Dominance in *Palace Walk* by Naguib Mahfouz: A Pragma-Stylistic Approach"
Chair: Hala Yousry (Cairo Univ.\ MSA)

Room A105: Digital Culture

Ghada Al-Akhdar (MSA Univ.) "Crafting Fame, Fortune and Fulfillment: the Construction of Professional Narrative on Facebook"
Kholoud Mansour (MSA Univ.) "Cyber Literature and Homophobia: a Macro-micro Reading of Selected Works from Words without Borders"
Rania El-Wakil (MSA Univ.) "Digital Humanities: A Tale of Two Worlds"
Chair: Ikram El Sherif (MSA Univ.)

13:00 – 14:00	Lunch Break
14:00 – 15:30	Session 2

SSB Cinema Hall: Folkculture

Amal Mazhar (Cairo Univ.) "Performing Rituals as Tools of Consolidation and Subversion:The Cases of Wole Soyinka's Death and the King's Horseman and Shazly Farah's *The Southerner*"

Ikram el-Sherif (MSA Univ.) "The Making of the Hero: Robin Hood and Yassen from Criminals to Legends"

Ibtehal A. Helal (MSA Univ.) "Questioning Folktales: Can It Promote EFL University Level Learners' Critical Thinking Skills?"

Chair: Mustafa Riyad (Ain Shams Univ.)

SSB Conference Hall: Intercultural Insights

Nadia El-Kholy (Cairo Univ.) "The Fairy Tale and Translation: Is there an Egyptian Cinderella?"

Nardeen Al-Atrouzy (Ain Shams Univ.) "The Theme of Death in Children's Literature: an Intertextual Cultural Study"

Lamis Ragaa al Nakkash (Cairo Univ.) "Intercultural Translation and Love in Liela Aboulela's *The Translator* and Inaam Kachachiy's *The American Grand-daughter*

Chair: Heba El-Abbadi (Cairo Univ.)

Room A104:   Translating Media Culture

Reham Debian (Alexandria Univ.) "Medial Translation of Gender Justice in the Arab World: *Musawah* and the Digital Transfer of Equality in Muslim Family"

Muhammad Amer (Banha Univ.) "Acculturation and Untranslatability Issues in the American Television: A Semio-Translational Study"

Mahmoud ElSherif (Taiba Univ., KSA) "Media Discourse and Conflict Mitigation"

Chair: Heba Aref (Cairo Univ.)

Room A105: Identity

Amira Fouad (AOU) "In-betweenness and Territorial Identities of the Egyptian Nubians: a Reading into Mohamed Khalil Kassem's Novel Al *Shamandoura*"

Mahmoud Refaat (Sohag Univ.) "The Signifying Sheikh: Negotiating Identity and Shifting Authority in Omar ibn Said's Autobiography"

Nada Zeyada (MSA Univ.) "From Monocultural Domination to Multicultural Amalgamation: Re-defining the Notion of Cultural Identity in Zadie Smith's *White Teeth*"

Chair: Nagla El-Hadidy (Cairo Univ./ MSA)

DAY 2

Thursday, October 10, 2019

9:00 – 10:00	Registration: SSB Entrance
10:00-11:00	Opening Session: SSB Cinema Hall
10:00 – 11:00	Keynote Speaker │ SSB Cinema Hall

Dr. Omid Tofighian
Assistant Professor, Philosophy – Department of Philosophy, School of Humanities and Social Sciences- AUC.
"Refugee Filmmaking and the Border-Industrial Complex"
Chair: Soha Raafat (Dean of the Faculty of Languages, MSA)

11:00-11:30	Coffee Break
11:30-13:00	Session 1

SSB Cinema Hall: Stylistics

Manar El-Wahsh (MSA Univ.) "Translating Split Selves in Naguib Mahfouz's *I Saw in My Dreams* (1982)"
Olfat Nour El-Din (MSA Univ.) "From Denmark to India: A Cultural Semiotic Analysis of Bhardwaj's Cinematic Translation of *Hamlet*"
Amr Nassar (Sohag Univ.) "Man Is Nothing but Letters": A Stylistic Analysis of Al-Abnoudi's Hiraji El-Qot Letters"
Chair: Mona Attia (Helwan Univ.)

SSB Conference Hall: Cultural Psychology

Hala Yousry (Cairo Univ./MSA) "Writing Culture, Writing Life: A Reading of Cross-cultural Arab American Poetry"
Deena Heggi (Cairo Univ.) "Struggling for Identity in Selected Irish Plays of the 'Post-Troubles' Period"
Nourhan Ibrahem (AOU) "A Crisis of Meaning: A Comparative Study of Samuel Beckett's Waiting for Godot and Naguib Mahfouz's Zaabalawi"
Chair: Amany El-Shazly (Helwan Univ.)

Room A104:   Narratives

Dalia Saad (AOU) "Mind Presentation in Graphic Narrative: Intercultural Encounters in Marjane Satrapi's *Persepolis*"
Ahmed Hassan (Ahram Canadian Univ.) "Narrative in the Digital Era: Blurring the Role of the Author and Reader in the Text"
Hiba Youssef (MSA Univ.) "A Pattern for Female PTSD: The Unauthorized Memory in Victor Fleming's Cinematic Adaptation of *Gone with the Wind* and Vera Brittain's *Testament of Youth*"
Bassant Ayman (AOU): "Bemoan, Oh Raven, For What's Lost in Diaspora": Of Diaspora and Identity in Arthur Miller's Broken Glass and Radwan El Kashef's *Date Wine* (*Araq El Balah*)
Chair: Sherin Mazloum (Ain Shams Univ.)

Room A105:   Cultural Transfers

Rania Allam (MSA Univ.) "Simultaneously Interpreting Allusive Intertextual Elements in some of Obama's Presidential Speeches: Challenges and Strategies"
Saafan Amer (MSA Univ.) "The Dilemma of Translating Idioms from Arabic into Spanish"
Shereen Effat Noureldeen (MSA Univ.) The Japanese Endeavors to Enhance Classroom Instruction – A Social Anthropological Perspective
Chair: Salwa Farag (Helwan Univ.)

13:00 – 14:00	Lunch Break
14:00 – 15:00	Session 2

Explore Egypt: Cultural Event

15:00 - 15:30	Closing Session