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Communication and interaction in a friendly classroom

### Abstract

The presentation Communication and interaction in a friendly classroom focuses on the process of communication and interaction in general, and especially in the classroom. Communication is realized between the teacher and students in different ways. One of the forms is interaction between them. There are different forms of carrying out the interaction and many activities to promote communication. Their goal is achieving deep and lasting learning, acquiring skills and being able to put into practice all the knowledge gained.

The atmosphere in the classroom is a very important factor in realizing a successful communication and interaction. A friendly and positive atmosphere is very essential to a qualitative learning and teaching and to creating an inclusive classroom environment. There are different strategies for creating such a supportive environment in the classroom.

**Key words:** *communication, inclusive classroom, interaction, increased self-esteem, positive learning environment, promote positive behavior.*

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English offers opportunities of employability through creative design thinking and communication.

### Abstract

This research paper focuses in particular on developing employability skills among graduate students. It aims at sharing good practice in supporting students in the development of employability skills that will enhance their careers through novel activities developed whilst teaching different subjects in English.

English offers opportunities of employability through creative design thinking and communication projects in different subjects studied at school.

The purpose is to develop and recognize the ability of learners,

- unlock their potential through communication techniques carefully tailored by the lecturer,
- apply functional skills in ways that are appropriate to their situation and
- teach the basic intermediate and advance professional skills, essential for getting a job such as communication, presentation, work ethics, manners and etiquettes, awareness, etc.

Teachers need to encourage learners through hands-on experience and examine the learners' progress in different class situations.

**Key words:** *well-designed activities, hands-on experience, employability skills, design thinking and communication projects.*

## The importance of Intercultural communication skills

### Abstract

In this paper, through a theoretical approach, we will analyze the role and the importance of intercultural communication by overcoming the cultural differences and communication problems. People need skills in intercultural communication or cross-cultural communication, because they typically exchange information with others from all over the world. We live in an area where intercultural communication skills are a requirement, not only an asset. Without knowledge of other cultures, people tend to make embarrassing mistakes when conducting international presentations.

Intercultural communication skills are those required to communicate, or share information with people from other cultures and social groups. While language skills may be an important part of intercultural communication, they are by no means the only requirement. Intercultural communication also requires an understanding that different cultures have different customs, standards, social mores, and even thought patterns. The ability to see the world from different points of view is fundamental to the process of becoming intercultural (Rogers&Steinfatt 1999: 2). The need to communicate across cultures and being able to understand cultural differences is increasing, therefore it makes more immediate to develop intercultural communication.

**Key words:** *intercultural communication, cultural differences, language skills*

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## Public Pedagogy and the role of academics in a society in transition

### Abstract

More than two decades from the collapse of the communist rule Albania boasts a truly fundamental transformation in all aspects of political, economic, social and academic life. However, the transition from an isolated, communist, undemocratic society to a modern democratic one has been complex and often chaotic, to say the least. And, in the midst of a perplexed society, oscillating between the old and the newly found values, 'morals' and 'trends', the role, nay the public duty of the nation's elite gains greater weight and invites noble obligations. While we may brag about many positive transformations in our way of life, mentality and access to information, many fundamental questions need asking. Should teachers and professors worry about citizenship education? Or should they just limit themselves to following the school syllabus? Is pedagogy confined within university walls? Should university classes and lecture halls become public spaces and social think tanks? Can we say that the power of democracy has rightly impacted communication in a country with little history of democracy and not much culture of compromise and negotiations? Are we raising a generation that is heading so much into individualism and hedonism? Do we have a public responsibility to teach the young about the indispensability of social activism? Do we have a role in helping a confused generation towards real values in life, far from the false reality and charms of quick fame, quick money and artificial beauty, achieved through all means?

This paper will look into some of these issues and challenges that the young people in our country are facing today and seek to demonstrate through observations and polls the increasing need for a

more proactive role of the educational institutions in helping shape not just an informed and skilled generation, but educated and decent world citizens.

**Key words:** public pedagogy, citizenship education, transitioning to a democratic society, social think-tanks, civil society, social activism, etc.

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Marketing concept and intercultural communication

### **Abstract**

A marketing strategy is an aesthetically ordered and agreed upon process that has been formed with an aim of increasing revenue and share of the market. It refers to a set of actions that are designed to meet your goals in business (Cóbhan, C, 2017). In order for one to succeed in business and have a remarkable internationally accepted product and service brand, he or she needs to develop intercultural communication skills that are effective. This is because people from different cultures differ in the way they do things, view things, how they think, and how they behave. This paper aims at discussing the development of a marketing communication strategy based on intercultural communication aspects (applying Hofstede's, Trompenaars', and Hall's studies). It will discuss the elements of an ad that can make a product succeed in other countries, discuss various kinds of advertising media, problems marketers face in other countries and differences between countries and in regard to high and low context cultures.

**Key words:** *intercultural communication, advertising, culture, marketing communication, branding*

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Teaching intercultural awareness in military English context

### **Abstract**

This paper focuses on teaching intercultural awareness to Albanian military students who study English language at the Foreign Language Center, at the Armed Forces Academy in Tirana, Albania. Teaching intercultural awareness to military English students to interact and communicate effectively in multinational operations and missions is considered an essential component of the military English language program. This new concept of cross cultural awareness, which is strongly related to the success of the mission or operation goals, requires high professional teachers to provide learning opportunities and strategies which can reflect real-life cultural issues. Therefore, the English teacher has to incorporate perfectly the culture awareness aspect with language proficiency achievement.

**Key words:** *cross cultural awareness, military students, effective communication, missions*