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Preamble

Language teaching approaches, methods and procedures are constantly undergoing novel ways of estimation. New ideas tend to engender as the growing complexity of the means of communication and the opportunities inspired by technology put language skills to new uses. Social and economic impact of globalisation and the challenges of intercultural communication and culture variegation, *inter alia*, have unveiled new perspectives on the pivotal role that foreign languages have come to play in the development of contemporary societies. This issue exhibits distinctive educational responses in exceptional times when digging facts about valuable innovations for teaching and learning in times of COVID-19 and beyond. It aims to bring together views and voices about the issues shaped by the changing practices and new conceptualizaions against the backdrop of Covid-19. It examines effective teaching models and methods, technology innovations and enhancements, strategies for engagement of learners. Besides, another part of this issue has been designed to cater to the needs of contemporary English Language Studies. Drawing on literary and linguistic theory for analysis of texts, it painstakingly deals with stylistic analysis of advertizing discourse.

In the role of universities as the apt arenas for probing teaching techniques for different subjects, this issue may grab higher education teachers' attention to thoroughly prepare for the application of pilot studies and gain an in-depth understanding about students' responses to new teaching and translation techniques.

After some decades of marginalising translation from second/foreign language methodologies and classroom practices, there is a demonstration in this issue about the fact that the time is ripe for reconsidering the importance translation in revamping the process of learning a foreign language and its cultural context. Translation practice, translation theory and translation criticism have also been powerfully affected by the focus on gender. Readers can also assimilate issues about the practices of women translators within specific sociocultural and historical contexts to assert the significance of translation in their lives and society. Some threads of research illuminate the role of translation as a means of resistance against sociocultural norms and the enduring impact of their work on the rise of feminism.

Editorship

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Submission Guidelines

The Journal of Languages & Translation is an international biannual, peer reviewed Journal issued by the Laboratory of Information and Communication Technologies in the Teaching of Foreign Languages and Translation (TICELET), Faculty of Foreign Languages, Hassiba Ben Bouali University of Chlef. *The Journal of Languages and Translation* publishes original high-quality reporting research that is empirically and/or theoretically based in the fields of Languages and Translation Studies.

- Manuscripts submitted to ***The Journal of Languages & Translation*** must fall within the journal's scope.

- ***The Journal of Languages & Translation (JLT)*** welcomes contributions either
in Arabic, English or French.

-***The Journal of Languages & Translation (JLT)*** welcomes original works which have neither been previously published, nor are they under consideration by another journal

- All submissions must conform to the requirements of the APA (American Psychological Association) Style Guide.

- Papers should be 10 - 20 pages, (size A4) including tables, figures, references and appendixes and 12 point font (Times New Roman) 1 line spacing.

- All papers should include an abstract of about 200 words in length and up to five keywords listed in an Alphabetical order. An Abstract in English is expected for all papers.

- The title page should include the full title of the paper, the author's full name, affiliation, and e-mail address.

- Authors take sole responsibility for their views.

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