Editor's Note

As this issue of the journal has come together, I have realized that contrasting things in one's mind doesn't stop the forward march of things. The whole moves with the all its contradictions.

The objective of the *Journal of European Studies* to publish up-to-date and original research papers alongside relevant and insightful reviews. As such, with the changing dynamics of the world, the journal aspires to be vibrant, engaging, and accessible and, at the same time, integrative and challenging.

Turing to our current journal issue, we again present a diverse selection of articles from seasoned and young scholars.

The first article studies the adversarial role of the AI in promoting cybercrimes, data breach, and attacks on sensitive sites in the EU. The next level digital revolution of the 21st century actually breaching the political, economic, social and, most importantly, the moral space of every society. The alarming aspect is its conversion into a lethal weapon to be deployed against governments, statesmen, heads of the state, and important government functionaries. In retrospect, if we detect the emergence or introduction of the Al, the sole purpose was to make life easy on the planet. However, as it gained greater access into our lives, it, simultaneously, revealed its darker side.

Power ascendency is a desire of every other state to subject its rivals to its will. The popular phrase of international politics is "politics is a game of power to gain power, to maximize power and maintain that power". Now, in the 21st century, with the emergence of adversarial AI, this phrase has gained new depths.

The second article explores the revival of the Russian language in the Central Asia Republics. The topic is unique. It analyzes the different contours of relationship between Russia and Central Asia under the context of "the theory of economics of language". Language has a significant role in the economic uplift of any country. It is an instrument that facilitates prosperity, peace, and stability.

Developing countries always look towards their economically sound partners for support. The third article explores the economic avenue of GSP+ and

Pakistan. The GSP+ scheme by the European Union, initiated in 2014, was an extremely positive development for Pakistan. This special incentive arrangement was aimed for sustainable development and good governance as well as boosting the traffic of exports towards the EU member states

GSP+ is a major step towards improving Pakistan's economy by granting it access to a massive market. Gradually, Pakistan has been able to implement the major compliances agreed in the agreement. The purpose of that incentivization is based on the EU's multi-dimensional and multipurpose approach for trade growth and access of Pakistani goods to the EU markets.

The fourth article, based on Swiss multilingualism, is an example of coordination and harmony between and among the people speaking different languages. The historical traces of multilingualism became a regular feature of Swiss federal constitution of 1848 specifically empowering the different ethnolinguistic groups. Now Switzerland is called "Willensnation"; a political will to accommodate linguistic, ethnic and religious differences.

The article, "Liminality and Gender Fluidity", is based on Shakespeare's play that offers a terminal space for rigid bifurcations between gender and other socially institutionalized dichotomies. Shakespeare's drama always give space to gender conformity and is substituted by hybridity by way of which the audience makes meaning of the public roles and responsibilities attributed to each gender.

In the end, I would like to stress that concerning the "new normal" against Covid, the crucial role of policies and governance, must be the focus of the academia, researchers and students. We are not yet quite sure precisely how we will come to live with challenges like pandemic, food insecurity, and climate change.

It is our mission to be new and inspiring. New normal means resilience and power of recovery. So, with optimism delve into the new issue of *Journal of European Studies*.

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