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ABSTRACTS



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HR EXCELLENCE
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Katherine Acklerly, Caroline Clark
University of Padova

The position of the non-native speaker in EMI: students' and lecturers' perceptions

As has become clear in the last couple of years, there has been a surge towards Internationalisation in Higher Education Institutions, and consequently English Medium Instruction (EMI); and the key to successful EMI lies in an adequate and appropriate preparation of students, as well as their lecturers. The strategies, interpretations and motivations for EMI vary, yet central to EMI is the status of English as spoken by non-native lecturers, students' perceptions of EMI courses, and the perceived status of English on the part of the students.

Our discussion will outline and analyse the interface between students and EMI, based on analyses of questionnaires administered to both lecturers and students. The aim is to bring together the perceptions of the status of English as a medium of instruction from the points of view of both lecturers and students, that is the two poles of the EMI classroom process.

Munirah AlAjlan

Kuwait University- King's College, London

*Female Power and Gender Identity/ies Construction:
A Case Study of Engineering Students in Kuwait*

Male power is shown in every aspect of life. Many have argued that male dominance is considered to be a product of Islam. However, male dominance is culturally installed, and patriarchy is in fact a product of culture. However, over the last decades, the woman's status has changed, and in few societies, women have gained their social, economical, and political rights. This study investigates an Islamic Arabic society where patriarchy is significantly displayed. My own approach centers on the social construction of gender identity and power in a community of female engineering students in Kuwait University. Drawing on some of the arguments put forward in recent years by feminist theorist of science, I examine how women studying engineering construct their identities through, in particular, their linguistics resources. I adopt a qualitative ethnographic case study research design in order to answer the following questions: (1) How do Kuwaiti female engineering students construct their gender in a male-dominated field? (2) What strategies are used to show social and institutional power? The findings reported in this paper are part of a pilot case study of a larger research. The main purpose of this study is to document female Kuwaiti engineering students' linguistic and social practices in a culturally male dominated area. I plan to explore what role these practices play in the construction of gender identities.

Fatma AlHaidari

Public Authority for Applied Education and Training (PAAET)

Authority and Power in Business Experiences: A Case Study of Kuwaiti Managers

This paper explores and develops an understanding of how Kuwaiti male and female managers perform authority and power in personal business experiences in financial discourse. It reports on two sociolinguistic interviews of a Kuwaiti male and female senior managers describing their managerial social practices. In particular, the interviews analyze two major questions: 1) How senior managers construct authority in their corporate culture and 2) How senior managers perform their managerial power in everyday communication. Following the work Van Dijk (1997, 2001, 2003) and Wodak (2001, 2009, 2013, 2014), the researcher examines interviews using a critical discourse approach, using Van Leeuwen's critical discourse (2001) model of analyzing discourse as a social practice. The personal reflections of senior managers show that both males and females construct different business experiences and practices in relation to authority and power. In talking about authority, the male manager emphasized the role of in-group and out-group teamwork where authority is managed differently according to participants and business tasks. As for power, it is performed explicitly when finalizing business deals and negotiations. Laughter and humor was also used as a communication strategy to decrease power in different business contexts. Similarly, the female manager claimed that networks at work maintain relationships between colleagues and improve business experiences. Additionally, she described power and authority as two essential business practices performed to manage routinized activities and coordination between managers and co-workers. In her company, female managers and co-workers are required to present themselves as powerful and authoritative by using orders and less emotions. The contribution of this paper will add to the financial discourse literature conducted in the Middle East region. It will help senior managers to understand their own corporate culture and performance of power and authority in various business experiences in addition to exploring gender differences in managerial discourse.

Laura Anelli

Università Cattolica del Sacro Cuore di Milano

*Power in Audiovisual Translation:
Are Translators Actually Responsible for Every Translation Choice?*

According to Lefevere's theory of rewriting (1992), when analyzing translation it is important to consider not only the role of the specialist, that is, the translator, but also the role played by patronage, the powers influencing the rewriting process, namely the political, social and economic forces that influence the diffusion and distribution of cultural products and condition the translator's freedom of action. Even if Lefevere

focused specifically on literary translation, the same considerations may be applied to audiovisual translation (AVT). Dubbed texts are especially subject to numerous manipulative practices and interferences during the multi-step process of translation and adaptation. Thus, not only do the steps of the translation chain need to be taken into account, but also the decisions and limits imposed by the prevailing power-exerting forces. A dubbed text is first translated by the translator but then the dubbing director can take decisions to alter the text, which may often depend on contextual factors. The dubbing company or the broadcasting channel may have special requests that lead to further changes. Finally, existing norms may further influence the translation of the audiovisual text. All these power factors can lead to the manipulation and censorship of audiovisual texts. The present paper aims to present some of the forces influencing the dubbing of audiovisual texts in Italy. Through a descriptive approach, the paper compares the English version and the dubbed Italian version of selected episodes of the US sitcoms *Friends*, *Will & Grace* and *How I Met Your Mother* where manipulation and censorship are apparent, and proposes to account for the reasons underlying these manipulative and censorial interferences. Results show that there may be more than one reason behind each choice made and that the final product is influenced by all the forces that shape the various stages of its diffusion.

Maria Amalia Barchiesi
Università degli Studi di Macerata

Le strategie retorico-passionali nei discorsi ispanoamericani di Papa Francesco

E' mia intenzione in questo intervento affrontare da una prospettiva semiotico-culturale i discorsi di Papa Bergoglio pronunciati nei suoi recenti viaggi apostolici (2015) per diversi paesi ispanoamericani: Cuba, Bolivia, Ecuador e Paraguay. Partendo sia dagli studi della semiotica delle passioni (Fontanille e Greimas 1991; Fabbri 1998), sia dai contributi della linguistica cognitiva (Lakoff 1982; Lakoff e Johnson 1999), il mio interesse si concentra sul tentativo di individuare in tali discorsi alcune specifiche strategie retorico-passionali tese a modulare l'aspetualità, il ritmo, l'intensità nonché la tensione di inclinazioni passionali culturalmente e socialmente radicate in territorio ispano-americano. Sulla base di una retorica "patemico-culturale" (Bayley 1983), i discorsi papali mirano, nel loro insieme, a trasformare le posture storico-interattive tra chiesa e politica o tra chiesa e popolo – quest'ultime instaurate conflittivamente in Ispanoamerica tra la colonizzazione spagnola e i popoli indigeni –. In termini semiotici, le competenze modali – com-passionali o contrapassionali – degli attori sociali in gioco vengono modificate in funzione della memoria linguistico-culturale di ciascun paese interpellato. Il bagaglio di emozioni negoziate e validate da Papa Francesco, attinte strategicamente da un ventaglio di 'idiomi' e metafore culturali, è in conclusione il risultato di un *far-fare* persuasivo secondo la modalità del *volere* basato sulle logiche della manipolazione per la seduzione (Courtés e Greimas 1986).

Silvia Bruti, Gianmarco Vignozzi
University of Pisa

*The Construction and Perception of Stereotypes
through Accents and Dialects: A Comparison of Two Film Genres*

This paper investigates the representation of sociolinguistic variation across social classes in two different film genres, i.e. *Gosford Park* (Altman, 2001), an ensemble murder mystery which takes place during a hunting party of aristocratic people and their friends; and *Gnomeo & Juliet* (Asbury, 2011), a computer-animated film, loosely based on Shakespeare's tragedy, whose protagonists are garden gnomes.

The linguistic landscape of both films is characterised by a wide use of accents and dialects, which are exploited both to shaping the characters' identities and to achieving different narrative purposes: in *Gosford Park* they portray an epoch by distinguishing between the voices of aristocratic and non-titled people; in *Gnomeo and Juliet* they create humorous situations by reinforcing established stereotypes (e.g. refined Southerners vs. rustic Northerners).

Even though films are generally criticised for an evident growth of a homogenising standard that reduces diversity, certain genres, such as comedy and light-hearted films, seem to be the privileged environment for the use of accents and dialects with a clear entertaining function (Chiaro 2010). Consequently, sometimes characters are portrayed through stereotypical features that could be ascribed to a whole social class or group (Hilton, von Hippel 1996). Our main research aim is to observe if dialects and accents contribute to reinforce stereotypes or to describe realistically the socio-geographical environment they mean to depict in different film genres.

Given the widely-recognised difficulty of transposing marked varieties (Armstrong 2004; Armstrong and Federici 2006; Giorgio Marrano, Nadiani, Rundle 2009), we will also take into account the Italian dubbed versions of both films with a view to evaluating if corresponding acceptable socio-cultural scenarios are represented in the target lingua-culture. In order to do so, we will test the perception of stereotypes by means of an experiment by administering a questionnaire to different groups of students, who will be asked to evaluate the speech of some of the characters on the basis of some clips they are shown.

Patrick Cadwell
Dublin City University

*The Role of Trust in Multilingual Crisis Communication:
A Case Study of the 2011 Great East Japan Earthquake*

Trust plays a fundamental role in how affected communities communicate during a crisis (Quintanilla and Goodfriend 2012, Rodríguez, Quarantelli and Dynes 2006). As large-scale crises tend to affect diverse populations such as locals, tourists, foreign

residents, or overseas responders, some of this communication can only be achieved through translation and interpreting (Munro 2013, Takashima 2015). This paper asks, then, whether translation and interpreting are involved certain populations' decisions to trust when communicating during a crisis and, if so, how.

To propose answers to these questions, the paper uses the case of foreign nationals resident in Japan for the 2011 Great East Japan Earthquake. Face-to-face, individual interviews with 28 participants from 12 nationalities (Irish, Dutch, French, German, Sudanese, Tunisian, Chinese, Bangladeshi, American, Canadian, Australian, and New Zealander) made up the case study's core primary data. These participants varied in age, occupation, length of residence, and Japanese ability, and provided diverse perspectives on the crisis. These perspectives were then combined with secondary data (including news broadcasts, newspaper reports, websites, social media content, and government publications) and were analysed over six phases of thematic analysis.

Some key findings of this research are that trust was highly significant to how foreign residents experienced communication during this crisis and that translation and interpreting were sometimes components of this trust. The findings suggest that translation and interpreting could be used in future crises by government authorities, emergency responders, or volunteer translators to help ensure that communication with diverse populations is trusted and acted upon.

María Calzada Pérez
Universitat Jaume I

Corpus Assisted Discourse Studies at the European Parliament

According to Bauman (2004:2), Europe is [...] a mission – something to be made, created, built. And it takes a lot of ingenuity, sense of purpose and hard labour to accomplish that mission.

It also takes power. The European mission distils power and moves forward (or backwards) through power. One of Europe's most pivotal agents in this powerful mission is undoubtedly the European Parliament. It is at the EP that, amongst other things, important decision-making processes occur and that the construction of the European identity may be seen at play.

The present paper resorts to Corpus-Assisted Discourse Studies (CADS) (Partington et al., 2013) in order to examine the idiosyncratic nature of the EP's original/translated discourse. It consists of two main parts. In the first part, the paper briefly reviews bibliography on parliamentary communication in order to establish a theoretical platform based on the macro- and micro-levels of context and text. In the second part, the European Comparable and Parallel Corpora of Parliamentary Speeches Archive (ECPC), compiled at the Universitat Jaume I (Spain), is introduced and resorted to in order to illustrate EP power-related, communicative phenomena.

The European Comparable and Parallel Archive (ECPC), of over 50,000,000 tokens,

consists of 3 main corpora: ECPC_EP (with EP's original and translated speeches from 2004 to 2011), ECPC_CD (with speeches delivered at the Spanish Congreso de los Diputados from 2004 to 2014) and ECPC_HC (with House of Commons' speeches from 2004 to 2014). The Archive's corpora are all XML tagged and may be queried for POS patterns.

Lorena Carbonara
University of Bari

Languaging Diversity on the Screen: The Native American Case

Analysing the role of translation in the global era, in *Translation Goes to the Movies* (2009), Michael Cronin highlighted the crucial question of the translator's visibility/invisibility and its relationship with cinematography, pointing out the necessity to investigate audiovisual texts and their translation as one of the most important inter-textual cultural resources in the contemporary world. Resting on the importance of cinema and audiovisual translation/translators as a powerful means to convey cultural values, phenomena of racism, linguisticism and/or stereotypes on a transnational level (Lippi-Green 1997, 2012), this paper will focus on the visual and linguistic representation of the Native American character in American cinema, specifically examining extracts, posters and trailers from *Stagecoach* (1939), *Broken Arrow* (1950), *Little Big Man* (1970), *Dances With the Wolves* (1990). Questioning the way in which "the other" *par excellence* has been portrayed and exported from the United States to Italy, until its almost disappearance from the screen after the 1990s, the paper will also investigate how Italian translators have maintained, and sometimes further stigmatized, the Native subject.

Mirko Casagrande
University of Calabria

He-bitch! A Linguistic Analysis of the Term 'Bitch' in the Gay Magazine Attitude

The English language possesses a few gendered terms that become derogative whenever used to address people of the opposite sex, especially if they are gender variant subjects. Some well-known examples are 'queen' for gay males or 'butcher' for gay females. Shifting gender, in such cases, is seldom positive since the supposed feminine or masculine qualities of the original term are attributed to individuals of the other sex in order to despise them and mark their non-conformity to dichotomous and hegemonic gender roles (and rules).

In this regard, the 'adventure' of the term 'bitch' is quite unique since over the centuries several communities of speech have employed it both negatively and positively to refer to male and female subjects. Indeed, around the 15th century it

started being utilized as a derogative term for women and soon became synonym for prostitute. About a century later, it was employed to refer to men in a playful way, in the sense of 'dog', i.e. a man that sexually marks his territory. In the 1930s, moreover, it first appeared within the gay community to label males who prefer the receptive role during sexual intercourse. Finally, since the 1990s it has been reclaimed by women – especially among African Americans – as a means to bond with other women and boast their power over men.

Such act of linguistic re-appropriation has been recently welcomed by the gay community as well in order to unsettle its own internal binary system, which often stigmatises feminine looks and behaviours in favour of more masculine ones. This paper aims at mapping the ways the term 'bitch' is currently used in the online version of the British gay magazine *Attitude*, in order to assess whether it has stopped being a derogative term for gay males and turned into a symbol of self-empowerment and positive gender variant identity.

Jinsil Choi

Keimyung University

Translation Language in South Korea: the power of translation languages of government and industry on Korean Translation Studies

This paper investigates translation languages of government institutions, publishing industries and Translation Studies in South Korea and their power relations. Postcolonial translation studies argue that translation directions of literary texts are significantly influenced by the power relations of the languages involved, such as a translation of a minor language into a major language (Cronin 2003, 2006; Baker 2014). However, the current study argues that not only the translation direction but also the need and demand of certain translation languages in government institutions and publishing industries fundamentally influence the languages of translation research in academic fields in the Korean context. For this, a comprehensive study on the languages of government institutions' websites, text publications of private sectors and academic journals as research themes is undertaken along with an investigation of translation courses in universities and text selection criteria for publication through email, facebook, and blog contacts with publishers. It is shown that the dominance of English into Korean and Korean into English translations has been identified in the three sectors, and that the translation language demands of government institutions match languages for teaching and research in Korean Translation Studies academia.

Debora Ciampi

University of Pisa

*Power projections in financial discourse:
a corpus-based study of an Italian car company's annual reports*

Interactive annual reports have recently emerged as a communicative genre where the link between institutional discourse and power projection is markedly evident. Far removed from only providing quantitative data on a business company's economic performance (i.e. financial statements), annual reports also include argumentative texts such as the CEO's letter to the shareholders where linguistic strategies play a central role (e.g. Kohut and Segars 1992; Hyland 2005; Rutherford 2008; Dragsted 2014). In fact, the goal is to put the company in a positive light, and thus persuade the readers to invest in the stock market.

Based on this discussion, the proposed paper aims to analyse the linguistic strategies used by the Italian car company Fiat Automobiles to maintain its position of authority in the international markets despite the financial crisis it went through around 2008. The results of this study may contribute to providing insights into the projection of Italian culture abroad from the point of view of specialised sectors. Investigating how cultures construct their professional powers may be particularly interesting in today's globalised society where international entrepreneurship is among the key competences for lifelong learning (Recommendation of the European Parliament 2006).

The methodology adopted for the analysis pertains to the corpus linguistics tradition (McEnery and Wilson 2001). The Fiat CEO's letters to the shareholders written between 2008 and 2015 are analysed with corpus analysis software Wmatrix (Rayson 2008) and Sketch Engine (Kilgariff et al. 2014). A comparison is carried out between the texts written during the crisis and those written afterwards, in search of differences and similarities in the linguistic strategies adopted for emphasising the Italian brand, i.e. recurrent themes and pragmatic features.

Natalia Contreras

Università di Alicante

*Al cine vaci tu! Intrecci interculturali e prospettiva di genere
nell'insegnamento delle lingue straniere attraverso il cinema*

Si può eludere la prospettiva di genere nella didattica delle lingue straniere? Sempre di più i materiali didattici audiovisivi sono presenti nell'insegnamento delle lingue straniere, nonché nella vita quotidiana di tutti. L'immagine si è impadronita del nostro ambito privato e professionale e quindi, come insegnanti di lingue straniere pronti a usare materiali autentici, dovremmo essere i primi a capire i rischi e i vantaggi che questo comporta dal punto di vista culturale, creando materiale didattico utile, efficace e pieno di senso critico, incardinato nell'ambito della competenza interculturale.

La dimensione interculturale è ormai da anni un cavallo di battaglia che sembrerebbe facile da spiegare, ma che invece risulta spesso complesso da mettere in pratica. Lo sviluppo della coscienza interculturale vuol dire anche distruggere gli stereotipi di genere transculturali che non di rado si trovano nel materiale didattico attuale, e il cinema ha un grandissimo potenziale a tale riguardo. Leggere i film, leggere contro i film, imparare a guardare in una prospettiva di genere è essenziale per contribuire a creare una società paritaria. Ci possiamo permettere di eludere questa responsabilità come docenti di lingue straniere?

Francesca Costa

Università Cattolica del Sacro Cuore di Milano

*In a society struggling to move beyond English-medium instruction
teacher-training courses in Europe*

English-medium instruction (EMI) has achieved significant growth over the past 10 years in European non-English speaking countries. Universities have thus adapted to a phenomenon present for years, whereby knowledge is conveyed mainly through English, particularly in some fields of learning (economics and engineering) where scientific publications and conferences are delivered in English (Wilkinson and Zegers 2008). This linguistic monopoly has come to impact not only several fields of learning but also teaching activities in these fields, as shown by the enormous growth in recent years in EMI programmes. From a strictly utilitarian point of view, EMI could actually exploit better and more effectively its dual intrinsic nature characterised by associating an L2 with content learning. In fact, it is surprising that the linguistic advantages deriving from studying a subject matter through English are not fully taken into consideration, especially in a country such as Italy, where linguistic competence in English is still poor. In addition, no interest is paid to pedagogical questions, in particular the ones related to how to teach in a language of instruction that is not the first language of the lecturers/students. Irrespective of the type of university, outdated methods still exist in terms of teaching style along with a lack of training (Molino and Campagna 2014, Costa 2015). This is why training is crucial to EMI, even if at present very few universities have implemented it, though this number is increasing. This presentation seeks to provide insight first of all into the terminology used for EMI as well as into the theoretical underpinnings of EMI training, while also outlining the training and quality assurance programmes currently active in European countries in order to determine what features are common to all of them. These programmes represent a progress both in terms of EMI and in terms of general academic practices in those parts of Europe where lecturer training is non-existent even in the native language.

Stefania D'Avanzo

University of Naples L'Orientale

'Rewriting' science - the popularization of scientific lexis in TED talks.

The mass media contribute in the production of common knowledge and opinions about science as media managers and journalists ultimately decide what and how to publish (or not to publish) about science, scientists and scientific knowledge (Bell and Garrett, 1998). Starting from this assumption, the main aim of the study will be to focus on the strategies employed to reformulate scientific concepts through the recontextualization and popularization of scientific lexis in TED talks.

TED is a no-profit organization aimed at spreading specialized knowledge. It started out as a conference bringing together scientists and expert people from all around the world talking about issues belonging to Technology, Entertainment and Design. Today, TED covers almost all topics, especially thanks to the talks delivered by speakers expert in very different fields. TED talks could be classified as a popularization genre (D'Avanzo 2015), which not only implies *reformulation*, but in particular also a *recontextualization* of scientific knowledge and discourse that is originally produced in specialized contexts to which the lay public has limited access (Calsamiglia / van Dijk 2004). In the study, particular attention will be paid to reformulation procedures applied to scientific lexis. According to Sager, "the lexicon of special languages is their most obvious distinguishing characteristic" (1980: 230), which prescinds from the frequency issue much more related to syntax. A large number of specialized lexical items is used exclusively in specialized fields for the sake of precision (Serianni 2003). In short, the final aim will be to focus on the actual 'viewpoint' of the speaker concerning scientific concepts through the employment of popularized specialized terminology.

Margherita Dore

Sapienza Università di Roma

*Terms of Address, Honorific Titles and Power Relations
in Audiovisual (Re)Translation*

In recent years, the fast development of the audiovisual technology has allowed the re-translation of many texts. This may be due to educational purposes and ideological reasons. Alternatively, this choice may derive from the need to cater for the specific needs of cultures that speak different variations of the same language. In this light, I aim to investigate this phenomenon by concentrating on the translation (by the BBC) and re-translation (by the MHz International) of the Italian TV series Commissario Montalbano (1999, Alberto Sironi) into British English and American English respectively. Adrea Camilleri's most famous fictional character, Inspector (or Detective) Salvo Montalbano manages to solve criminal cases thanks to his acumen and ability to deal with people. Moreover, he is well aware of the relevance that power relations and

social status have within the Sicilian and Italian society he lives in. Hence, the analysis of the original text seeks to shed light on the way the characters of the series (and Montalbano in particular) manipulate language to affirm or subvert power relations and social status within the fictional world, for instance by using more or less appropriate terms of address or honorific titles within conversational exchanges. Furthermore, the contrastive analysis of both the BrE and the AmE datasets aims to investigate how these culture-specific features have been tackled by each translator and what strategies have been employed to overcome the translation problems they pose. In order to offer a comprehensive discussion of the issues at hand, I will select examples taken from several episodes of the nine series of Commissario Montalbano. This will demonstrate that, although both translators have been sensitive to the relevance of such features, their translation choices only partly managed to salvage the array of connotative and implied meanings of the original text.

Michael En

Center for Translation Studies, University of Vienna

*Can we still be human if we're 'different species'?:
(non-)native speaker discourses and why they still matter*

The term 'native speaker' is as common in everyday and academic discussions of language as it is problematic (c.f. Bonfiglio 2013). A seemingly simple 'common-sense' term, we might expect it to become irrelevant amidst the manifold terminologies and theories employed to (academically) discuss the complex realities of language users (i.e. all of us). However, the term, while heavily criticised by some (e.g. Davies 1997; 2003; Kravchenko 2010, Apfelthaler 2008), appears ever popular, not less so in various domains of Translation Studies (Baker 2011; Reithofer 2010; Fasching 2009; Nord 2007; Pokorn 2007, 2005).

According to Medgyes (2001), this perseverance is easily explained because most speakers 'clearly belong to either the group of native speakers or to that of the non-native speakers' (p. 431), 'are either native or non-native speakers of English' (p. 429; his emphasis), and live, as such, as 'two different species' (p. 434) – a view that, as I argue, not only ignores a multitude of lived realities but the very performative aspect of its being uttered (Butler 2011, 2006; Austin 1962) that gives rise to this dichotomous classification in the first place.

As part of my PhD project, for which I investigate the effects of contemporary (non-)native-speaker discourses on students' translation activities, I analyse academic and other texts for (traces of) discourses on (non-)nativeness. For this presentation in particular, I will look at the cited text by Medgyes (2001) to show how – even in texts that are set out with the best intentions of contributing to social and professional equality – our (intentional or unintentional) choices in talking about 'the native speaker' shape our world in a way that separates some, alienates others, and,

ultimately, harms us all. In doing so, I hope to contribute to greater awareness of why this/our language matters, be it 'native' or not.

Eleonora Federici

Università L'Orientale

*Acceptance with a twist:
from drag queens to transgender persons in advertising campaigns*

In advertising campaigns transgender people cover a range of identities: male-to-female, female-to-male, drag queens, cross-dressers and transsexuals. Most common in advertising are male-to-females, who are typically depicted as deceptive if they pass as women, or frightening if they do not. If they are often depicted as comic figures, bad drags are shown as intentionally unconvincing straight men half-dressed as women and used as a joke or with a mock-subversive motive. Cross-dressers are represented as heterosexual men caught in women's undergarments while drag queens are portrayed as men with exaggerated effeminate mannerisms who impersonate women. Moreover, female-to-males and androgyny are rarely depicted in advertising. Only very recently transgender persons have been represented in advertising campaigns (however in very few cases) which reflect the cultural/social switch in the acceptance of transgender people in society.

My paper intends to demonstrate how the representation of transgender people has changed in the last years incorporating them in everyday situations and including them in the social context. This is usually obtained through authenticity, that is to say using a real transgender person or real female impersonator in the commercial.

Using as methodological tools the so-called semiotics of advertising and Critical Discourse Analysis I will analyse some case studies of transgender persons in advertising campaigns, especially in North American and British commercials.

Federico M. Federici, Sharon O'Brien

University College London, Dublin City University

Crisis Translation: Mediation and Communication in Emergencies

Any crisis establishes a distinctive relationship of power between those in need of assistance and those who can provide it immediately and efficiently. In this unbalanced relation, the power of language becomes extremely significant. Yet the role of *languages* in the logistics and organization of international rescue operations or humanitarian responses to crises seems to have been underestimated by those preparing for, operating in, and studying the aftermath of, natural disaster and human crises. Not only does meditating emergencies in multilingual scenarios deserve attention due to such power relations, but it also opens up a wider debate on crisis

communication. Coordination in relief and humanitarian operations depends on efficient and prompt communication, the lack of which is recognized as the most common obstacle to coordinating efforts and resources in responding to natural emergencies by the international community (Harvard Humanitarian Initiative 2011) and in ground-breaking scholarship focusing on interpreting (Moser-Mercer and Bali 2007; Moser-Mercer *et al.* 2014; Tipton 2011).

The paper shows how investigating multilingual emergencies deserves different methodological approaches, and it highlights the need to fill the critical lacunae in existing studies (Federici forthcoming) and to further understand the criticality of the professional practice in these contexts. What is the role of translators and interpreters in unpredictable emergencies? How do they handle the power struggle intrinsic in the relationship between victims and their rescuers? How do we study these events? Can translators be trained in response to specific crises (O'Brien forthcoming)? The paper emphasises the limited focus on crisis translation so far and reflects on the current positioning of translation in relation to crisis communication in multilingual emergencies. In this perspective, the paper will consider the extent to which (non-)professional mediation or lack of mediation shape the encounter of diverse cultural, political, and social systems in contexts of humanitarian operations and of prolonged crisis.

Rita Filanti
University of Bari

Between repression and liberation: The first censored Italian translation of The Postman Always Rings Twice by James M. Cain

Published in 1934, *The Postman Always Rings Twice*, by James M. Cain, caused a scandal in the U.S. and its sensation soon spread across the ocean into Europe. The work of Ada Prospero, a left-wing writer and future Resistance fighter, the first Italian translation of the American novel was serialized in "Panorama" in 1940, before the fascist government tightened its control and shut down the popular magazine. The seizure of "Panorama", before the publication of the sex-and-crime story was complete, stands out as an exemplary case of the regime's repression and language policy.

In this paper I will discuss the way Prospero's mutilated version of Cain's novel contributed to and, in fact, increased its success in 1940 Italy. Through a comparative analysis between the unabridged translation and the cuts and changes made to the published one, I will show how consistent the censorial strategy was, particularly with reference to sexual behavior, religion and the representation of woman's body. Informed by recent work on censorship, self-censorship and their relation to translation, this paper will explore the way in which translating Cain in fascist Italy assumed extra-linguistic meanings and generated a larger ideological, cultural and aesthetic debate. Mostly drawing on Foucault's work on language, discipline and

power, I will investigate the "productive", and not simply repressive, role of censorship under dictatorial regimes.

Finally, by assuming that shock, as a mode of textual engagement, is not limited to avant-garde and elite art, but also open to mass culture, I will examine the disruptive value of crime fiction and the way it can challenge government regulations, accepted morals and literary conventions.

Denise Filmer
University of Catania

War of the words: a comparative sample study of news discourse on the "migrant crisis" and "Islamic terrorists" across Italian/English lingua-cultures

This paper offers a comparative analysis of the language of conflict in Italian and Anglophone political media discourse within the context of the refugee crisis. Starting from Bourdieu's (1992: 142) premise that 'Linguistic relations are always relations of symbolic power', the contribution focuses on some particularly controversial lexical choices, their pragmatic meaning, and the use of metaphor in news discourse and goes on to examine the ensuing meta-debates within the respective news media.

Using a critical discourse approach, I will move to investigate the notion of crisis as an object of discourse implementing the analytical tools of CDA (Fairclough 1995; van Dijk 2009) to analyse the ideological stances in media reports on the migrant 'Crisis' both from Italian and British perspective. The contribution specifically investigates the following news narratives: *The Washington Post* (24 August 2015) asks 'Is it time to ditch the word 'migrant?', as *Al Jazeera* declares it will not use the term (Malone 2015). The BBC (Ruz 28 August 2015) on the other hand defends the use of the lexeme quoting its dictionary definition. British tabloid *The Sun* stirs heated debate by declaring 'migrants are like cockroaches' (Hopkins 2015), while British Prime Minister David Cameron refers to swarms of migrants during the so-called 'Calais Crisis' (Taylor, Wintour and Elgot 2015), while Italian politician Giorgia Meloni affirms 'gli immigrati clandestini devono tornare a casa loro' (*Il Tempo* 15 November 2015) following the bombings in Paris while the Italian newspaper *Libero* (Belpietro 14 November 2015) published the headline 'Bastardi Islamici', generating discussions as to the legality and ethics of such a title.

If we consider interpreting and mediation as socially situated activities (Inghilleri 2003), might it be legitimate to ask what effects might media discourse on immigration, terrorism, Islam, have on those operating as cultural mediators, interpreters and translators in emergency situations?

Carla Fusco

Università di Macerata

*Language and power: the economic world competition
with the USA in the Chinese press*

With the end of the Cold War the struggle for global supremacy, based on the control of energy resources and financial markets for consumer goods, is now played on the economic playground.

The military confrontation of the past has been now replaced by the economic one. As a result, all actions aim to influence the national and international public opinion and orientate consumers. In this respect, one of the most debated topics is, for instance, the environmental impact of industrial development.

The United States, in the fifty-year confrontation with the Soviet Union enjoyed the supremacy of these issues being able to assign the role of country of freedom and virtuous development. Now, to keep momentum also in the confrontation of power with China, it does not miss the chance to qualify economic development as doped by the lack of respect for workers' rights, the absence of social and political dissent and highly polluting industrial models.

China replies disputing the content of those comments, attributing them to the inadequate and biased application of parameters and values of Western society. China indeed accuses the US to impose a single way of thinking globally in order to favour their own interests and economic power.

By comparing the different approaches to this debate between the parties through the analysis of articles on these topics published in Chinese newspapers written in English, it will emerge as the different use of language, tone, and style, reflect the way in which these two world powers speak to their domestic and international public opinion as part of the ongoing power struggle for supremacy of world economic power.

Costanza Geddes Da Filicaia

Università di Macerata, SELLF

Lingua e potere nei "Promessi Sposi"

Il tema dei rapporti fra l'uso di diversificati registri linguistici, ovvero di idiomi diversi dall'italiano, ad esempio il latino, all'interno dei manzoniani "Promessi Sposi" è certamente conosciuto e oggetto di vaglio da parte dei manzonisti. E pur tuttavia, come a volte succede per alcuni argomenti largamente noti, appare privo di un reale complessivo approfondimento che costituisca anche un definitivo bilancio sull'argomento. Se è ben noto infatti l'episodio in cui don Abbondio cerca di stordire Renzo con l'uso di formule latine, incomprensibili all'illetterato protagonista, e di esercitare così il suo piccolo potere di modesto curato, vi sono tuttavia nel romanzo molte altre occasioni in cui tanto la scelta del latino o di lingue straniere, in particolare

lo spagnolo, quanto l'adozione di determinate forme di espressione e scelte semanticollessicali appare finalizzata all'esercizio di vari livelli di potere ovvero a un efficace dialogo con lo stesso. Questo studio si propone dunque di compiere un'analisi capillare del romanzo manzoniano in questa ottica e di fornire altresì una complessiva esegesi critica delle forme in cui, nei "Promessi Sposi", le lingue interagiscono con il potere ovvero da esso vengono influenzate.

Francesca Giordani

Università di Roma Tor Vergata

Content lecturers' perception of EMI at a university in Rome

This paper reports on a survey of lecturers' perceptions of EMI on a social science MA course at a university in Rome. The main aim of this survey was to understand what role the lecturers assigned to English in the EMI context, whether this influenced their style of teaching and whether there were any shared concerns which needed to be addressed specifically. A qualitative research method based on a one-to-one semi-structured interview with open-ended questions was used to collect data. In order to integrate the qualitative analysis with quantitative data, lecturers were also asked to express their level of agreement with six statements regarding EMI using a graded scale. The focus of the interviews was on four important aspects of EMI practice: teaching methods in L2 as opposed to L1, oral interaction patterns in class, approach to language-related issues in class and, lastly, assessment and marking. As well as presenting the results of the survey in relation to similar studies on lecturer perception (Costa, 2013; Helm and Guarda, 2015), which will add to the description of EMI in Italy (Costa and Coleman, 2013), the paper will describe their pedagogical implications (Campagna and Pulcini, 2014), taking account of a parallel survey of the perceptions of students on the same course in relation to the same areas of EMI that were examined for the lecturers.

Jasmina Hanić, Tanya Pavlovic

Tuzla University, English Language and Literature Department

*Cognitive Approach to Metaphor and Metonymy Translation:
Resisting the Power of Source Language*

Interdisciplinarity of translation research will influence redefining its main concepts such as meaning, equivalence, culture, etc. As Rojo and Ibarretxe Antuñano (2013: 10) claim, this will lead to uncovering the conceptual operations which guide the use of translation strategies in the process of recreating meaning and to readdressing research methodology employed in order to enable new empirical methods. It is precisely in this segment that Cognitive Linguistics may contribute the most.

Holding the relationship between language and cognition as most important, cognitive linguists attempt to examine how conceptual structures are reflected in language and to propose new analytical tools for translation research. The aim of a translation theory would be to explain aspects related to how the links in the translator's mind are cognitively represented or processed. Therefore, a translation theory which uses the postulates of Cognitive Linguistics would provide a solid epistemological base that relies on the relationship between language and cognition which could provide new insights into translation as both process and product.

Metaphor and metonymy in Cognitive Linguistics require what Rojo and Ibarretxe Antuñano (2013: 22) call "decoding and recoding conceptual systems from a source culture into a target culture." The translator needs to establish which conceptual domains are involved in the metaphorical mapping in the source text, and then find either the equivalent linguistic means to codify that mapping in the target text or alternative conceptual domains equivalent to those in the source text (ibid).

The paper explores translations of emotion-related language made by novice translators. It reports on research in which the subjects translated emotion-related language which included metaphoric and metonymic expressions. The research examined the existence of the similar and different conceptual mappings, particularly focusing on novice translators' resistance to the influence of the source language and relying on their native language competence.

Pushker Kadel

Language Development Centre Nepal

Multilingualism and Sustainable Development in Nepal

This paper reviews the background to education policies addressing minority language use in basic education in Nepal. The new Constitution (2015) states that every Nepali community living in Nepal has right to education up to the secondary level in their mother tongue and start and operates schools and educational institution as provided in the law. Only 44.64% of the population use Nepali as their mother tongue, meaning over half of all Nepalese don't speak Nepali as their first language (Census 2011).

This paper will make recommendations based upon the reported outcomes of the existing Multilingual Education projects. This includes the author's own experience working with two local Non-Government Organizations that support Multilingual Education projects primary schools in the Dangaura Tharu community in Dang (population 500,000) and Limbu community in Panchthar (population 343,603). In the Limbu community the paper will review attitudes towards Sirijonga and Devanagari scripts for Limbu.

This paper will also comment language policy issues, multilingual education, and sustainable development in Nepal. "Ensure inclusive and equitable quality education and promote lifelong learning opportunity." (Goal 4, Sustainable Development Goals

2015) "Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all level." (Goal 16, Sustainable Development Goals 2015)

"The development of complete home/first language proficiency offers not only cognitive and social advantages for mother tongue use but also benefits the attainment of second language proficiency." (Hornberger, 1989)

Learners who begin their education in their mother tongue before transitioning to a second language will have better educational outcomes. This also provides a platform for them to not only improve their personal status but enables them to make a stronger contribute to the wider community for sustainable development of the country.

Simona Klimkova

Department of English and American Studies,
Constantine the Philosopher University in Nitra, Slovakia

Language, politics and power: The case of Ngugi wa Thiong'o

Ashcroft's assertion that language is a medium "through which a hierarchical structure of power is perpetuated, and the medium through which conceptions of 'truth', 'order', and 'reality' are established" has been manifested in numerous postcolonial novels. The writers of postcolonial literature often seek to subvert the power of the dominant colonial language (and thus the colonial power itself) by utilising various linguistics strategies, ranging from code switching and appropriation to abrogation and vernacular transcription. In that sense, postcolonial writing seems to be firmly intertwined with the discourse of power and authority.

The proposed paper seeks to examine the immediate correlation between language, power and politics as reflected in the works of the prominent Kenyan author Ngugi wa Thiong'o. The writer, who has himself been very active in fighting against colonial and neo-colonial influences, sees literature as a vital part of the resistance culture and for that reason often infuses his writing with ideological *baggage*. The paper provides a systematic examination of Ngugi wa Thiong'o's takes on the role of literature in relation to socio-political events of the former colonies (particularly the pre- and post-independence period), and discusses his opinions via a critical reading of his fiction. Moreover, Thiong'o's political views will be inevitably connected to the linguistic execution of his novels. The linguistic choices and strategies employed in his novels as well as his radical rejection of the English language later in his career correlate with his belief in the power of the language to contest and challenge dominant power structures. The writer's linguistic strategies thus subvert the power of the dominant colonial language and enable him to reconceptualize the power relations in the postcolonial community.

Liis Kollamagi
Università della Calabria

Languaging diversity through spelling: power struggles in writing nonstandard varieties

Colonial discourses established the superiority of the civilized and written English language compared to more primitive and oral varieties, such as Caribbean English-lexicon Creoles (Romaine 2005). Ideologically these varieties were considered bad and “broken” English and were strongly stigmatized (Holm 2000). Still today none of these Creoles has a standardized written form nor rules of orthography, nevertheless they are written on a daily basis, especially in computer communication, as well as in literary texts.

In this highly codified institution of literature, nonstandard writing clearly contrasts with the standard language and culture and interrupts standard familiar discourses. Orthography and spelling come to be crucial ideological means to establish language independence and the writer’s activity of transferring an oral language into the standard written medium, becomes a social practice (Sebba 2007).

As a matter of fact, authors can choose from a set of alternative spelling options reflecting different ideologies and language attitudes towards Creoles. In the case of the etymological orthography the English origin of Creole words is preserved, alternatively the phonemic spelling expresses fully the Creole sounds and cuts ties with the dominant variety (*skuul*, instead of school; *laik*, instead of like). Normally writers combine the two possibilities which results in a highly variable spelling including eye-dialect (*bin* (been), *mudda* (mother)), idiosyncratic respellings and spelling of some Creole phonological features (TH-stopping in *dis*, *dat*, *de* or vowel quality change in *nat*, *gat*).

My paper will treat nonstandard orthography and spelling as a languaging practice which establishes new and reinforces already existing power relations between nonstandard varieties (Creoles) and their lexifier. For this purpose, I will draw upon Critical Discourse Analysis interpreting orthography as a type of discourse, aiming to reveal hidden ideologies and power struggles (Fairclough 2001). My examples are taken from literary texts such as Andrea Levy’s *Small Island*, Zadie Smith’s *White Teeth* and Debbie Tucker Green’s *Random*.

Dimitrios Koumpis
Aristotle University

*Transimilation**

Judging from the impressive change of Gay and Lesbian rights over the last few years one might say that cinema, TV and the social media have played a vital role into changing people’s minds on how they accept homosexuality and homosexual people. From The Dickson Experimental Sound Film in 1895 until “Looking” viewers worldwide have seen a great evolution of gay characters not only as far as the stereotypes are concerned but mainly concerning the attitude of the society towards them. But what

happens with transgender characters in cinema and TV history? Have we seen a respective evolution of the society towards them? Why not? Is it because it is a minority, much less numbered from the gay now? Is it due to a lack of empathy as human beings? Or is it the result of a lack of education?

Since 1919, when the word transvestite was first popularized in “Different from the Others”, there has been little which might be called transgender cinema before the 1960s. During the 1960s, only few underground filmmakers made trans-themed movies but of course without casting transgender people. Later, in Europe, Pedro Almodóvar and Rosa von Praunheim were the first to cast transgender people in transgender roles, but this remains unusual: even when it aims for sympathetic portrayals, popular cinema continues to cast non-trans people in trans roles.

However, what is really interesting as well as promising is that there is an increasingly rich transgender presence on TV over the last few years, from Laverne Cox (“Orange Is the New Black”) to Rebecca Root (“Boy Meets Girl”). With all the progress being made on television, the film industry is busy playing catch-up with some pretty remarkable mainstream productions. On top of those films and TV shows, the sudden presence of a transgender celebrity, Caitlyn Jenner, contributed a great deal to transgender awareness receiving an unexpected support from the social media.

“My body may be a work-in-progress, but there is nothing wrong with my soul.” Bree Osbourne, Transamerica

*Transimilation is a coinage referring to the process of acceptance and assimilation of transgender people by the society with the help of TV, cinema and the social media.

Zohra Labed, Abdelkade Benhatt
Higher Normal School

Algerian Gendered Car Nicknaming: Between Power and Diversity

Many contemporary researchers (e.g. Ballantine and Roberts, 2010) still conceive human identity as masculine or feminine, and label gender the way it is constructed via society’s prospects. If femininity denotes women’s characteristics, masculinity indicates those men’s attributes relating to particular performative tasks of which car driving is a typical illustration (Redshaw, 2008). The question of language varies according to gender has gained a large area of interest among the poststructuralists, while the field of gender theories is one source of inspiration shaping their reflection on language. Two theories presently retain attention: The dominance theorists (Zimmerman and West (1975), Spender (1985)) believe in genders’ power inequality which impacts speech production: Women suffer linguistically a lower status further empowering men. Empowerment entails individuals’ inclusion in decision-making processes from various perspectives (Boraian, 2008) in response to numerous injustice phenomena hitting illustratively gender. As for car driving, men seem to nickname their vehicles via producing vocabulary associated with femininity. Regarding Algeria, does this link

between car nicknaming and femininity come to strengthen the dominance theory's claims? The difference theory, however, tackles this situation from another angle. Far from being unequal, men and women do not speak alike because their identities are socially and culturally differently constructed (Tannen, 1990). Difference theory supporters rather see men and women belonging to different sub-cultures. If the former theory favours power in language, the difference theorist opts specifically for languaging diversity: different ways of using language (Vincent, 2015). Is masculine car nicknaming part of languaging diversity (equality) in Algeria rather than a sign of inequality/ power? How do women perceive car nicknaming? This study is comparative and seeks to display whether the prevalence of gendered language variation is under the effect of power or an outcome of diversity in Algeria: Particularly, is Algerian car nicknaming a gendered (in)equality manifestation?

Adriano Laudisio

University of Naples Federico II

*Power relations in legal drama: An analysis
of fictional courtroom interaction between experts and laymen*

Legal dramas are TV fictions staging the professional and private life of judges and lawyers, in which specialized language (legal terminology, courtroom formulae etc.) and specialized genres (e.g. all the trial phases) are embedded and recontextualized into a fictional frame serving the main entertainment purpose of this genre. According to Bhatia (1997: 191) the use of a particular generic form "as a template to give expression to another conventionally distinct generic form" represents an instance of 'genre embedding' and creates 'genre hybridity' (see also Bhatia 2004).

Besides their entertainment value, in fact, legal drama can also serve a popularizing and pedagogical function: studies on FASP (*Fiction à Substrat Professionnel*) have proved the possibility of exploiting fictional genres in language acquisition, in particular professional competence in ESP courses (Petit 1999, Isani 2004, 2006a, 2006b, Chapon 2011, O' Connell 2012).

By means of a qualitative analysis of a corpus of three US-based legal dramas (*The Good Wife*, *Suits* and *Boston Legal*), this research paper aims at observing interactions among expert (lawyers and judges) and non-expert characters (witnesses and clients) which are exploited by the legal drama authors to provide the audience with explanations about legal principles and practices.

In particular, a critical analysis of:

- a) judge-lawyer interactions
- b) lawyer-lawyer interactions (cooperative vs. non-cooperative)
- c) lawyer-witness interactions (cooperative vs. non-cooperative) and
- d) lawyer-client interactions

will show that in legal contexts power is associated with knowledge and that language is shaped differently according to the persuasive intentions of the speakers and power relations between the participants.

Finally, a comparison with previous case studies on courtroom discourse (Cotterill 2003, Heffer 2005, Anesa 2012) will also shed light on the way fictional products reproduce courtroom interactions and to what extent they reflect 'real' courtrooms.

John Patrick Leech

University of Bologna, Department of Interpretation e Translation

Empowerment through multilingualism: a proposal for the University of Bologna

In November 2015, the new Rector of the University of Bologna made a historic decision: to appoint a delegate with responsibility for multilingualism and interculture. The objective was to elaborate a strategic project for the development of a truly multilingual university. This paper will present the work-in-progress of this project.

Three starting points underpin this project. The first is a notion of the scope of the work of a university. As the word itself suggests, there is a tension towards meanings and knowledges which can be considered as operating transversally across particular experience or experience limited to single national, linguistic or cultural groups. The second regards the particular case of the University of Bologna, historically rooted in a commitment to a community of scholars congregating in the city but representing the different nations which was constitutive of the original Bolognese university community at its foundation in 1088. The historic mission of the University of Bologna has been, like the European Union, "unity in diversity". The third regards the contemporary European context, and in particular the Barcelona objective of 2002 that every European citizen should have competence in at least two languages above and beyond her mother tongue.

The project itself aims to promote specific opportunities for language learning within the curricula of students in a wide range of disciplines. In particular, there is a growing awareness that alongside competences acquired in individual disciplines of study must be accompanied by a range of "soft skills" involving in particular relational abilities, which can make these competences fully applicable outside the university. The soft skills, which include linguistic competences (both in the mother tongue and foreign languages) thus constitute a crucial element in the empowering of students.

Dr Raluca Mihaela Levonian

University of Bucharest/ University of Calabria

*The downfall of Europe? Identity and otherness
in Romanian political discourse on migration*

Due to the increasing number of persons arriving in the European countries, migration has become a top priority on the contemporary European agenda. Such phenomenon has consequently influenced the political discourse in EU member states (e.g. Buonfino 2004; van Genugten 2009; De Giorgi 2010). The migrant waves have led to the need to extend the number of European ‘host countries’, including states which have not dealt with similar issues before. This is the case of Romania, a EU state which has been viewed during the last decades as a ‘parent country’ for immigration and which has recently faced the challenge of migrants’ hosting.

This article discusses the construction of identity and otherness in Romanian political discourse, by examining a corpus of parliamentary speeches of around 12,000 words on the topics of migration and national or international security. The theoretical framework applied draws on critical discourse analysis, especially on van Leeuwen’s (2008) approach regarding the representation of social actors and the construction of legitimation. The main aim is to identify the discursive strategies leading to the marginalization, vilification or idealization of the foreign Other. The underlying assumption is that Romanian political discourse tends to follow EU policies and decisions and accept to host migrants. Results show that the attitudes conveyed in the speeches are more complex, varying from the acceptance of the immigration quota to its rejection and that immigration is commonly framed as an economic and a security issue. Religion is a powerful criterion in the distinction between identity and otherness, leading to the vilification of the Other as not pertaining to the ‘Christian civilization’. The analysis shows that the concept of otherness encompasses, besides migrants or refugees, various out-groups, such as the terrorism, the neighboring states and the EU structures.

Clara Longhi

University of Bologna

The Power of Internet Language in China

Internet in China has a long history of censorship, it represents another field where the authorities have to execute their control and power. From time to time, people in the western world read in the news that Facebook or YouTube are not accessible to people in China or they read that sensitive words are blocked from search engines such as “Tian An Men massacre” close to the anniversary of the specific event. But this is only the surface of what we get to know. As it is true that the authorities try to control in many ways the stream of thoughts and information that can be searched on the

Internet, on the other hand, a population of Chinese netizens are fighting against this situation everyday and they are trying to find ways to get around the system. As new embarrassing facts and situations for the current members of the government or authorities emerge, the list of restricted keywords is updated by the official authorities. Technology is only a mean to get around censorship, users of the web also find a shield in language and invent new expressions, allusive words and encrypted messages to circulate and discuss “sensitive” facts. The use of punctuation, Latin characters, homophones, memes, mythological animals as well as other linguistic tactics have become the new language of these grassroots, the people of the internet in China. Language is still the most powerful weapon to resist censorship.

Lucilla Lopriore

Roma Tre University

The status of non-native EMI teachers: privilege and implications

For over 30 years, English has been referred to as either an “international language,” or a “global language”. This calls into question issues of the ownership of English, as the inner circle has traditionally held custody of the English language (Mahboob, 2010). Graddol (1997) stated that “Native speakers may feel the language ‘belongs’ to them, but it will be those who speak English as a second or foreign language who will determine its world future”. Because the majority of English language teachers in the world—approximately 80%—are nonnative speakers of English, nonnative-English-speaking (NNES) teachers will play a significant role in the field of English language teaching.

The recent adoption of English as a medium of instruction in academic contexts has unveiled two emerging yet diverse aspects of English language teaching: the status and role of non-native English teachers involved in EMI, and that of English as a Lingua Franca, i.e. the language most frequently used in EMI interactions. Both issues challenge the traditional views of English language teaching in terms of both diversity and power. They are bound to trigger diverse power relationship and to determine several pedagogical changes at academic level as well as in terms of attitudes to and perception of English.

A small case study of EMI teachers carried out in an Italian University has highlighted challenges and implications of using a language traditionally considered a language of power. Preliminary findings and the non-native EMI teachers’ perceptions of their use of English in EMI context will be discussed in this panel.

Gerardo Mazzaferro
Università di Torino

Translingualism, language maintenance and shift, identity, ideology and power. The case of Filipina/o speakers in Turin (Italy).

My presentation deals with the investigation of translanguage practices, language identity and ideologies of second generation (G2) Filipina/o immigrants, who reside in Turin (Italy). Translingualism is a cover term for emerging lines of research about new communicative modes of multilingual speakers within new social configurations, which are characterized by phenomena of intense mobility of social actors, linguistic and semiotic resources.

By focusing on phenomena of language maintenance and shift, my research aims at investigating translanguage practices of immigrant speakers as embedded in systems of power, which contribute to their socio-cultural and linguistic repositioning in monolingual and monoliteracy contexts.

My study is based on a small-scale random sampling of G2 Filipina/o immigrants. So far, my sample is composed by 20 both female and male Filipinos, whose age ranges from 14 to 27 years. I collected and transcribed a spoken corpus of almost 30 hours (narratives, conversations, interviews) as well as sociolinguistic questionnaires dealing with informants' biographies, self-reported comments on linguistic competence, language use in different domains and so on.

However, can we consider translingualism as a valid 'predictor' of language maintenance and shift in the context under investigation?

My research suggests that: firstly, heritage languages translingualism is recurrent and widespread among G2 generation Filipina/o speakers and serves to mediate and transform complex sociolinguistic realities, ideologies and identities. Secondly, heritage goes beyond the received idea of two (or more) opposed 'monolingualisms' competing for either survival or supremacy. Thirdly, the presence of heritage languages in Filipino speakers' language practices might signal that, on the one hand, a certain link between heritage language(s) and speakers' identities exist, and that a type of intergenerational language transmission is in progress. On the other, the maintenance of heritage languages in everyday language practices challenge and complicate unequal power relationships, language politics and ideologies.

Raffaella Merlini
University of Macerata

Towards achieving shared understanding: interactional dominance and empathy

The paper takes a close look at the complex interplay between two theoretical constructs, i.e. conversational dominance and empathy, towards achieving shared meaning in the specific context of public service interpreted interaction.

As with all occurrences of institutional talk, pre-assigned roles and tasks imply asymmetries in participatory rights; in interpreter-mediated talk, dynamics are further compounded by the presence of at least one additional role (besides those of service provider and service user) and one additional task; that of interpreting. Given that research on dialogue interpreting has amply demonstrated the multidimensionality of roles/tasks performed by interpreters in real-life practice, ever more composite analytical tools are called for to explore how mutual comprehension is co-constructed by all participants.

Prior to the analysis of interactional data, the various indicators of conversational dominance are discussed – among these, turn allocation, violations of turn-taking rights, topic initiation and control, distribution and types of questions, and strategic moves (Linell 1990, Linell & Luckmann 1991, ten Have 1991, Itakura 2001). The concept of empathy is then introduced, and defined as “perspective-taking” communicative behaviour (Davis 1983, Håkansson 2003), instantiated through devices of attentive listening (e.g. use of continuers) and comprehension checking (e.g. requests for clarification and reformulations), over and above non verbal cues such as smiling, laughing, and touching. Traditionally conceived of as a means to build rapport and reduce distance and power differentials, in the present analysis empathic moves are shown to be grafted onto structural features of conversational dominance, for the purpose of establishing common ground and mutual understanding.

The paper is thus an attempt to build on the author's earlier studies focusing on either asymmetry (Merlini 2009) or empathy (Merlini 2015) in interpreter-mediated healthcare encounters, with a view to exposing “comprehension-in-action” through the dynamics of “empathy- and dominance-in-action”.

Anna Mongibello
University of Naples L'Orientale

From berdache to two-spirit: reconciling language, identity and authenticity among Indigenous nations of Canada

In the seventeenth century, when French and English explorers and missionaries visited North America for the first time, the word “berdache” meaning “kept boy” or “male prostitute” (Jacobs 1997) was used to describe the diverse gender identities and behaviors the foreigners observed among the Indigenous peoples of Canada, including transvestitism, gender role crossing and homosexual relationships. The term is a clear legacy of the patriarchal, heteronormative colonial power imposed on Indigenous nations by the colonizers and served as a means to erase traditional gender roles and statuses, also introducing homophobia and discrimination. In 1990 a new word was coined by Indigenous North American LGBTQ communities, that chose the neologism “two-spirit” to identify themselves as Indigenous and gender variant and also to restore the broken link between their identities and their cultural traditions. In fact the word

“two-spirit” holds a strong political meaning and creates “a sovereign label for Native people” to discuss Indigenous traditional and contemporary gender and sexual identities (Driskill 2003).

The paper aims at investigating the cultural and linguistic implications of the shift from berdache to two-spirit, focusing on some key questions related to the complex relation between language, identity and authenticity in Canada.

Albert Morales Moreno

Universitat Pompeu Fabra / Università Ca' Foscari Venezia

*Le scelte linguistiche nelle diverse bozze
dello Statuto di Autonomia della Catalogna (2006)*

Nel 2006, si approvò lo Statuto di autonomia della Catalogna (EAC2006) vigente. Nella nostra ricerca di dottorato (Morales Moreno 2015) abbiamo studiato le tre versioni sottoscritte in sede parlamentare: 1) Commissione; 2) Parlament de Catalunya; 3) Cortes Generales.

Questi testi, un via di mezzo tra il discorso normativo e il discorso politico (Thornton 1987; Chilton 2004), si iscrivono in un genere testuale studiato dalla legistica (Pagano 2004), ma poco studiato dall'analisi del discorso (Fernandez 1999a).

Per sottoscrivere l'EAC2006 è stato necessario un accordo e una terminologia che soddisfacesse sia il governo autonomo catalano, sia il governo statale spagnolo, ed è anche il risultato di un complesso processo di (ri)traduzione: dal catalano si traduce allo spagnolo (per essere discusso nelle Cortes) e poi si ritraduce al catalano.

Siamo partiti dalla lessicometria, affinché le unità di analisi del nostro corpus fossero selezionate per criteri statistici (con Lexico3). Si hanno individuato le parole sostituite durante il processo, le parole apparse nelle ultime fasi e quelle scomparse nel testo finale.

Questa ricerca ha permesso di individuare, con criteri statistici, come cambiano alcuni usi linguistici, in alcuni casi per la (ri)traduzione, in altri per la contrattazione politica del testo.

Muziatun Muziatun

University of South Australia

English “on top”: Power, gender and lexical borrowing in Indonesia print media

Lexical borrowing in the print media has been well investigated (Chan, 2000, 2004; Daulton, 2003a, 2003b, 2004, 2011; Hsu, 2008; Manurung; Mohideen, 2006; Shimada, 2003; Takashi, 1990; Yang, 2005). There are also other problems. Unfortunately, research on lexical borrowing and its relationship with aspects of the intended audience in print media is less developed. This paper reports a sociolinguistics analysis of lexical borrowings from English in Indonesia print media targeting different

audiences in terms of gender and age. This corpus-based study used data collected from four magazines published in Indonesia targeting different gender and age categories. There are four different audiences examined in this study, teenage females, adult females, teenage males and adult males. For each category of audiences, two editions of magazines were chosen. Across all audience types, there is a common finding that English is by far the most commonly borrowed language with other languages contributing very little to lexical innovation in Indonesian publications. This is an evidence for the prestige status of English as an international language (Winford, 2010, 2013). The study found that neither age nor gender seems to be associated with borrowing in Indonesian publications. This differs from similar studies in other languages. For example, Takashi (1990) has found that there is a strong relationship between lexical borrowings and the age and gender profile of the intended audience in the Japanese media. Rather than age and gender of the intended audience alone being associated with amount of borrowing in magazines, there is a complex relationship between age and gender categories in borrowing practices of Indonesian magazines: magazines for adult males have the highest level of borrowing followed by magazines for teenage females, then those for teenage males, with those for adult females having the least borrowing.

Antonella Napolitano, Maria Cristina Aiezza

Università degli Studi del Sannio

*The power of feedback. A corpus-assisted discourse analysis
of TripAdvisor reviews in Italy and in the UK*

In today's vibrantly competitive business environment, the role of corporate reputation is becoming increasingly relevant. At the same time, the web 2.0, with its bi-directionality, has revolutionised word-of-mouth, transforming it into a mass communication medium. Online reviews are highly valued by consumers to make purchase decision, especially in the fields of tourism and hospitality. By sharing their experiences and opinions about services on online platforms, thus making them accessible to thousands of peers, customers have now the power to impact the success and reputation of a firm.

Given such potential influence, there is a growing concern for the repercussions that negative reviews could have on a business' performance. In particular, doubts remain about the reliability of some feedback, especially if provided by 'one-off' reviewers, and it is often supposed firms may be posting false comments to enhance their own reputation or denigrate that of competitors.

The present study aims at investigating the phenomenon of fake reviews in UK and Italy. A corpus of comments left on the website TripAdvisor about restaurants situated in the two countries will be collected, contrasting the feedback provided by members with a single review with the opinions posted by 'expert' users.

Previous business studies revealed that suspect reviews tend to be either extremely positive or extremely negative. Corpus-assisted discourse analysis can help to spot the characteristics typifying possible false reviews, by identifying motifs and patterns exploited by commentators to evaluate their experience and persuade possible diners.

Alla Nedashkivska
University of Alberta

*Language and Public Discourse on 'Ukrainianess':
Discursive Study of Social Media in the Ukrainian Diaspora*

Ukraine, currently in the global spotlight, is known as a largely multilingual country and is a unique laboratory for exploring language practices in the context of language and power relationships, particularly so in the context of current political turmoil. This has impacted on both Ukraine's citizens and its emigrants. The present study analyzes the multilingual Ukrainian community in the Diaspora, the newest wave in Canada in particular, triggered by the political unrest in Ukraine.

The proposed project combines the study of social media, language(s) and its speakers, specifically analyzing public discourse by Ukrainians from a multilingual society, which the Ukrainian Diaspora constitutes. Social media texts produced by Ukrainian speakers in the Diaspora are studied and viewed as cultural constructs, portraying social and language practices of this community. The texts studied, with a certain set of social meanings, ideologies, values, and power relationships, allow learning about societal issues, contemporary processes of social and cultural change.

The data is collected from social networks, in which discussions about language(s) and identity are prominent. These texts, verbal and visual, constitute examples of public discourse on issues that are of interest or concern to the community. The project explores language practices in online communication, analyzing language choices, verbal and visual texts, linking the results to concepts of 'Ukrainianess', and possibly to linguistic imperialism and global orientation.

The study concentrates on discursive strategies in social media texts, narrowed down for the analysis, drawing on some descriptive and critical principles of discourse analysis in order to highlight and explain various constructions of 'Ukrainianess' (Fairclough 1995). The results are linked to concepts of national identity, language ideologies and language attitudes of the studied community in the post-Maidan context. Overall, the proposed study aims to analyze the relationship between social media texts, language use, symbolic construction of 'Ukrainianess' in these texts, and its relevance to societal and community issues and changes.

Kristijan Nikolić
University of Zagreb

The Power of English in Audiovisual Translation

English is the main source language of audiovisual translation in many countries. The reasons for this are many, and one of the most obvious is the fact that English is a, if not the, "global language" (Crystal 1997, 2003). British and, significantly more so, American television and film dominate the global audiovisual media. While public broadcasters at times aim to offer at least limited foreign programming in languages other than English, commercial television channels rarely make the effort, unless they see broadcasting programmes in languages other than English as profitable. The paper is going to explore the power of English in subtitling and question to what degree subtitles enable the dominance of English in "subtitling" countries. The potential of subtitling as a means of raising interest in the learning of foreign languages and cultures, both in the dominated cultures and the dominant ones, will be explored. The consequences of the dominance of English in audiovisual media may be seen as both positive and negative for the dominated countries. Among the positive aspects is the fact that subtitling enables better command of English, the global language of business, politics, tourism and science, among many other areas of human activity. Good command of English has in many countries become one of the prerogatives for finding (good) employment. The paper is also going to establish the correlation between the spreading of English syntax and vocabulary into other languages via subtitles, which may be seen as not the best of consequences of the domination of English in the (audiovisual) world.

Claudia Ortu
Università degli Studi di Cagliari

Visual Representations of Public Sector Strikes in South Africa

The paper presents an analysis of the cartoons published in the South African press during the big national public sector strikes of 1999, 2004, 2007 and 2010. The analysis draws on the first part of my research (Ortu 2015) in which I have analysed newspaper coverage and government discourse during the same instances of mass action. In the study referred to above, the main topics related to the strikes were highlighted, and such exercise allowed for a different categorisation of each of them. The present analysis, informed by the idea of social semiotics (Leeuwen and Jewitt 2001) (Kress and Van Leeuwen 2006) (Van Leeuwen 2005) (Medhurst and Desousa 1981) and argumentation theory (Eemeren and Grootendorst 1992) (Toulmin 1958) will describe how cartoons put themselves into dialogue both with the prevailing line of the newspapers in which they are hosted and with governmental discourse during the days of the strikes. In some instances cartoons will be shown to lead the way for totally new

topics that are successively (and successfully) taken up by other actors in the public sphere.

Tanja Pavlovic
Tuzla University

*Investigating Directionality in Translation in Academic Setting:
Implications for Curriculum Development*

The traditional paradigm which only prescribes L1 translation (translation from a foreign into the native language) is largely formulated on the basis of position and power of the globally dominant languages. Thus, translation into a non-mother tongue (L2 translation) has been put under suspicion while the notion of directionality has long been neglected or even completely ignored. However, when it comes to the countries where a language of limited diffusion (LLD) is spoken, this tradition needs to be re-examined, due to market requirements and practical necessity. The paper examines the impact that directionality may have on translation product in the academic setting where an LLD is spoken. It investigates translation from English into Bosnian/Croatian/Serbian (B/C/S) and from B/C/S into English. Following a brief theoretical overview of directionality (Beeby Lonsdale 1998, Tirkkonen-Condit 2000, Pokorn 2005, Pavlović N., 2007,) and of the studies into directionality (Pavlović N. 2008, Pavlović N. and Jensen 2009, Dindić 2015, Fonseca 2015), the paper brings the analysis of directionality in translation in the academic setting. The analysis focuses on the identification of the main 'problems' that emerge during translation and their direct link to the direction of translation. The results show that directionality plays only a partial role in target text production and has an impact on some segments of translation while others remain unaffected. The results indicate that L2 translation can reach not only minimum but acceptable and optimum levels, which is why this direction of translation deserves a proper position in translation pedagogy. Bearing in mind the importance and effects of deliberate practice in L1 and L2 translation, the emphasis should be placed on different patterns that characterize each translating direction. Hence the results may be applicable to teaching translation into English as a foreign language, offering potential implications for curriculum development at language faculties.

Emilia Perez

Constantine the Philosopher University in Nitra, Department of Translation Studies

*The power of witnessing vs. the power of subtitles. Exploring
the expressive value of subtitles for the deaf and hard-of-hearing*

The proposed article focuses on documentary films with culturally specific expressive value that reflect upon and analyse the so-called Oppression Period of twentieth-

century Slovak history. The films under analysis are the result of a documentary project undertaken in cooperation with the Slovak Nation's Memory Institute entitled The Power of Witnessing, and they broach difficult subject matter such as fascism, communism, repression of religion and language, and cultural and political oppression. These films seek to bear witness to events in an attempt that they not be forgotten and try to serve as a means of preserving their memory while using strategies applied on various levels (dialogues, monologues, songs, sounds bearing socio-political meanings, tones used as a strategy of foreshadowing, etc.). Can these strategies be transferred in the form of subtitles? How can the substance of the meaning of the films be transmitted to aurally impaired viewers? Can the power of the written word help to transmit the wider meanings of a film? What are the real preferences of the audience? The article presents the partial results of research elaborated with a sample of target recipients and aimed at evaluating the accessibility and expressivity of the analysed material via SDH.

Costanza Peverati
Università Cattolica del Sacro Cuore

*Translation in language-learning environments:
power and directionality issues in a transferability perspective*

In recent years, there has been an unprecedented reappraisal of the role of translation in Foreign Language Teaching and Learning. Underpinning this reappraisal are largely the beliefs that languages are more easily learnt in association with one's mother tongue rather than separately from it and that the ability to move between one's mother tongue and other languages represents a core component of a language user's communicative competence in our increasingly multilingual societies. In this light, translation activities can be seen as having considerable import both within and outside education; in other words, they can serve as a language-learning tool and as a vehicle for the development of multiple skills to be applied in countless real-world situations, in the learners' personal, civic and professional lives. This plurality of functions delineates an overall scenario where language learning, translation education, and the training of translators are no longer separated as discrete entities, as was once the case. At the same time, and most importantly, this state of affairs begs the question as to what to teach in what context, how and to what purposes. The paper will focus in particular on translation pedagogy in university foreign-language curricula, namely a teaching environment that is not primarily geared towards the training of professional translators but where translation represents a central curricular component and an essential learning objective. Moving from the description of a recently published textbook for MA-level students (Agorni and Peverati 2015), the discussion will address a pedagogical approach that conceives of translation as a skill-set to be acquired at different levels of expertise in view of a wide range of usability options in a general

context of language mediation. Special emphasis will be placed on issues of pedagogical progression, needs analysis and translation directionality, especially in light of the power dynamics that characterize the language combination Italian-English, with Italian clearly qualifying as a language of limited diffusion.

Giusy Piatto, Paolo Donadio

Università degli Studi di Napoli Federico II

Does right-wing 'populism' merge into mild racism?

A CDA approach to UKIP stance on immigration

The UK Independence Party (henceforth UKIP), founded in 1993 by Alan Sked as an anti-EU single issue organisation of disgruntled conservatives let down by the Maastricht Treaty, has become lately controversial due to an increase in popularity against mainstream politics. As a consequence, larger media attention has been given to UKIP's leader, Nigel Farage, arguably one of the most discussed politicians in Great Britain at the moment.

This paper is meant to present the fundamental elements of a research project on British populism represented by UKIP party, explain its rapid electoral growth and define its ideological borders and strategies to renegotiate power relations against mainstream parties in the UK, especially Cameron's Conservatives. Our objective is to call into question Farage's political views on the issue of immigration and EU immigration policies by drawing on a Critical Discourse approach and following a socio-cognitive orientation (Van Dijk 1997, 2000, 2008).

The selected corpus is focused on electoral campaigns and structured around three main genres of political communication: a) UKIP electoral manifestos (2005-2015); b) editorials by Nigel Farage published in 2015 and c) the speeches of the "Say No to EU" tour, launched by UKIP in September 2015.

The study will give an overview on the Other-construction and Self-representation rhetorical strategies exploited by Farage to mobilize a racist public opinion without being identified as racist (Fairclough 1992). Substantial, through data analysis, is the shift from a biological to a cultural concept of racism, conceived as ethnopluralism (Rydgren 2005), that is the straightforward realization of an impossible coexistence among different cultures within one nation. Furthermore, preliminary data are intended to prove a re-shaping of the negative biased definition of the term 'populism' which has been attributed for years to parties like UKIP by mainstream politics.

Margaret Rasulo, Stephen Spedding

Second University of Naples

"Truthful – Factual – Indifferent to Political Correctness".

The powerful language of colouring books.

In the wake of the 10th anniversary of 9/11, the assassination of several hostages by 'Jihadi John' in 2014, the 2011/2015 attacks on the satirical weekly Charlie Hebdo, and, more recently, the November 2015 events in Paris at the hands of ISIS terrorists, basic principles of freedom and democracy appear to be systematically under attack while the fundamental values of Muslim society are also being called into question as we struggle to cope with what many believe to be a distorted representation of Muslim norms, values and beliefs.

As part of a wider project designed to investigate how controversial issues are packaged and delivered for educational purposes, the aim of this paper is to explore the way in which the genre of colouring/comic books has been to some extent appropriated and exploited (Bhatia 2004) in an attempt to shape reality according to a cultural perspective of the events and actors involved in acts of terrorism. Specifically, the focus is on how these books are employed to present processes of power that pervade social life and institutions and on how their language is used to engage children and young adults in the discourse of freedom education.

The corpus of this study consists of a selection of colouring/comic books published by the American Really Big Colouring Books, Inc. between 2008-2015. Drawing on the interdisciplinary approach of Multimodality (Kress, G. 2010; Kress, G. and van Leeuwen, T. 2006), the authors analyze how these books use the meaning-making resources of image, writing and speech (O'Halloran, K. L. & Smith, B. A., 2011) to communicate a particular view of anti-terrorist representation.

Elena Retzer

California State University Los Angeles

When your bath tub is leaking, you must block the hole: Asylum-seekers, bogus refugees, and the protection of European borders and boundaries.

The refusal of the Czech and Slovak top political representatives to comply with German and French mandates to accept permanent redistribution quotas of non-EU-member-state migrants and refugees is examined within the perspective of critical discourse analysis of English-, Spanish-, Czech- and Slovak-language media discourses. These xenophobic (or at least nationalistic) discourses employ some predictable mechanisms of exclusion, otherness-construction and vilification, as well as conventional metaphors and topoi of the language of exclusion. Different categories of discursive problematization (Schrover and Schinkel 2013) of refugee/migrant inclusion in post-communist nation states and their media are identified in various forms of

defining, claiming, legitimizing and sensationalization in order to establish, maintain and protect discourse and political boundaries.

The Visegrad Four resistance to German and French-led strategies of dealing with the refugee crisis of 2015 is viewed in terms of the ongoing construction of the ideas of the “national” and “European.” The media’s deliberate conflation of migrants and terrorists or criminals who pose security risks is interpreted as a clear discursive signal of fear-mongering among Central European populations, sensitive to their own otherness-status within the Schengen space, insecure in their own sense of belonging and uncomfortable with ethnic and religious diversity, who also assume their role as gatekeepers of Fortress Europe and protectors of the Schengen-space outer border.

Slovak Prime Minister Fico’s pledge to legally challenge the EU if Slovakia is forced to accept an as yet-unspecified quota of Syrian, Iraqi, Afghan and other migrants; the Czech finance minister Babiš’s appraisal of Angela Merkel’s policies as “committing economic suicide,” and the Czech president Zeman’s declaration of welcoming attitudes toward “more culturally similar” Ukrainian refugees, are all reflected in media discourses with their insistent references to a refugee crisis. The media’s tedious use of flood, wave and other uncontrollable-flow metaphoric representations are examined as common discursive strategies present in the 21-st century construction of Central European identities with all their complexities. Various dimensions of the ‘power of discourse,’ ‘power in discourse,’ and ‘power over discourse’ (Wodak 2012) thus reflect a clear desire of political, cultural and religious elites to disseminate a non-negotiable concept of what can be experienced as European and thus guide perceptions of identity boundaries, punctuated by the topos of the “deserving refugee” (Walaardt 2013).

Lupe Romero, Antonella De Laurentis

Università Autònoma di Barcellona, Università del Salento

La traduzione dell’omosessualità nel doppiaggio italiano di Física o Química

L’obiettivo principale del presente lavoro è proporre uno studio descrittivo sulla traduzione finalizzata al doppiaggio italiano della serie TV spagnola Física o Química, prestando particolare attenzione alla traduzione di quegli elementi che si riferiscono in modo specifico alla caratterizzazione dell’omosessualità.

Física o Química è una serie spagnola ambientata in un liceo di Madrid il cui tema principale ruota intorno ai rapporti che intercorrono tra tutti i protagonisti, sia studenti che insegnanti. Trattandosi di una serie destinata ad un pubblico di adolescenti è molto frequente la presenza di dialoghi ricchi di tratti linguistici colloquiali, tipici del linguaggio giovanile, così come tematiche di grande interesse tra i ragazzi della scuola superiore, quali il sesso, la religione, la droga, etc. A partire da ciò, il nostro obiettivo è duplice: da un lato ci occuperemo, attraverso un’analisi contrastiva di tipo quantitativo e qualitativo, della resa in italiano dell’oralità nei termini di coincidenza o di distanza tra il linguaggio orale spontaneo che caratterizza la versione originale e quello più

“costruito” presente nella versione italiana; dall’altro lato, analizzeremo il modo in cui l’ideologia ha influenzato la traduzione di determinati aspetti socioculturali, giungendo a stravolgere o persino a eliminare gli elementi considerati tabù.

Per quanto riguarda l’analisi linguistica dei tratti colloquiali dello spagnolo e della loro traduzione in italiano, descriveremo il tipo di registro usato nella versione originale e in quella doppiata per verificare se il grado di parlato spontaneo è equivalente in entrambe le versioni. In riferimento all’analisi della traduzione degli elementi che si riferiscono all’omosessualità, descriveremo le tecniche e le strategie utilizzate per risolvere quei problemi traduttivi che si manifestano, da un punto di vista ideologico, secondo le norme della cultura meta, identificando e descrivendo le scelte traduttive che palesano e sottolineano una differenza peggiorativa e omofoba, in considerazione del fatto che, ancora oggi, l’omosessualità continua ad essere un tema oggetto di discussione e di censura nella pratica traduttiva.

Ayşe Saki Demirel

Gazi University

Censorship in translation: the Turkish translation of Grey Wolf

In every society there are some taboo books which is hard to be written, translated, published and read. Grey Wolf Mustafa Kemal an Intimate Study of a Dictator is one of these taboo books in Turkish society. Grey Wolf which was written in 1932 by an English officer Harold Courtney Armstrong who served in Turkey during the First World War under the rule of Great Britain, is the first biography of Mustafa Kemal Atatürk, the founder of Republic of Turkey. Not only its biographical nature but also its provocative parts which disdain or defame the Turks and Atatürk have made Grey Wolf one of the most controversial books in Turkey and it has drawn great reactions. In the aftermath of the first publication of Grey Wolf in England, Atatürk had a responsive serial written in a national newspaper Akşam for twelve days to correct the mistakes of Grey Wolf. One year later, Turkey showed its first official reaction and Grey Wolf’s import into Turkey was outlawed through the cabinet decree. Because of these reactions, it was left untranslated for a certain period in Turkey. Its first Turkish translation could be made in 1955. From this date on, four more Turkish translations have been made.

When these five target texts are examined, it is realized that censorship has been imposed on each target text, at varying degrees, though. This paper will focus on censorship in the Turkish translations of Grey Wolf and will seek the answer of which parts of the target texts have been censored by whom, to what extent and for what reasons. Within this framework, present study will shed light on both cognitive (e.g. ideological) and socio-cultural factors (e.g. power relations) underlying censorship in translation.

Leticia Santamaria Ciordia

University of Valladolid, Faculty of Translation and Interpretation

New Insights In Community Interpreting Roles: A Renegotiation Of Power Dynamics

The sensitive situations which community interpreters are also frequently involved with often enhance common dilemmas such as role-adopting, brokering power and decision-making.

Through empirical analysis of perceptions and expectations among users of interpreting services and interpreting practitioners, we will reflect on the competences and the degree of involvement which should be expected from interpreters and the implications of the role assumed by them, as well as the linguistic and paralinguistic features of a profession where the dynamics of the interaction are subject to constant negotiation.

The participation framework in interpreter-mediated sessions will be analysed following a sociological, psychological and pragmatic approach, paying greater attention to how the presence of the interpreter induces changes in the power dynamics and distance relationship between the addressee and addresser. The paper singles out clients' expectations as a key paradigm in determining the interpreter's involvement, and concludes that it is not an entirely free choice on the part of the interpreter, but also and significantly a reaction to the expectations of the clients about which role is considered appropriate in a given setting.

We will pay attention to the consolidation of expanded roles such as the Interpreter Cultural Mediator in health care settings, which challenges the traditional standards of behaviour, considering the interpreter as an agent that intervenes to re-balance the difference of power and allow the participants to interact on an equal basis with others, defending active rather than passive roles to lead to more effective communication.

The paper highlights how capturing reflections from users along with analysing semiotic and pragmatic constraints such as footing shifts, social interaction, power dynamics, and negotiation of meaning or distance can contribute to progress towards the understanding of the profession of community interpreter.

Cristina Schiavone

Università degli Studi di Macerata

*Guerra o pace delle lingue? La dialettica lingua ufficiale/lingue nazionali
in Africa subsahariana francofona*

L'Africa subsahariana francofona è uno spazio molto complesso da un punto di vista linguistico. Si tratta di uno spazio caratterizzato dalla diglossia esogena e dal plurilinguismo, spazio di contatto fra lingue lontane e in cui la colonizzazione ha imposto una lingua straniera, quindi spazio spesso di conflitto, rivendicazione ma anche di collaborazione fra le lingue in compresenza.

Attraverso alcuni esempi concreti, con questo intervento si intende indagare con un approccio prevalentemente sociolinguistico, la relazione ambivalente di collaborazione e concorrenza fra le lingue compresenti in alcuni paesi dell'area subsahariana francofona.

Giovanna Scocchera

University of Bologna, Forlì

*Il potere della revisione di una traduzione
e le relazioni di potere al suo interno tra ricerca e pratica professionale*

In quanto lavoro di rilettura e modifica di un testo scritto, la revisione riveste da sempre un ruolo di grande potere: dalle "interpolazioni" dei monaci medievali alle ossessive revisioni degli autori postmodernisti (Sullivan, 2013); dalla produzione e dall'analisi delle varie fasi di un testo scritto come strumento formativo (Horning & Becker, 2006; Horning, 2002) alla ricchezza di informazioni che ogni *avant-texte*, revisioni comprese, può offrire nell'ambito della *Translation Process Research* e dei più recenti *Genetic Translation Studies* (De Biasi, 2007; Munday, 2013; Scocchera, 2015b). Quando poi il testo scritto è una traduzione, la revisione diventa un'attività complessa di analisi, confronto, controllo, mediazione, compromesso e diplomazia. Se infatti, nel rivedere il proprio lavoro, ogni traduttore è inevitabilmente chiamato a taciti compromessi e soluzioni che soddisfino la propria idea di traduzione e quella del committente e/o lettore finale, la fase della revisione di una traduzione a opera di un revisore esterno e la relativa argomentazione e giustificazione al traduttore o all'*editor* mettono necessariamente in circolo relazioni personali e professionali tra i diversi agenti della traduzione (Buzelin, 2007; Bogic, 2010; Siponskowski, 2013). In linea con l'interesse per un approccio sociologico al processo di traduzione e con precedenti studi *agent-grounded* (Jones, 2006; Shih, 2006; Kolb, 2013), attraverso un'indagine qualitativa sulla pratica professionale della revisione di una traduzione editoriale (Scocchera, 2015a) si è voluto dar voce a coloro che di revisione si occupano in prima persona. I dati raccolti dall'indagine in relazione ai rapporti traduttore-revisore; alla diversa distribuzione dell'attività di revisione a seconda del "potere" specifico di traduttore e revisore; al senso di responsabilità nei confronti del prodotto finale; e al ruolo dei vari attori in gioco verranno presentati insieme a esempi tratti da esperienze professionali autentiche che metteranno in luce diverse tipologie di *power relations* tra le parti.

Francesca Luisa Seracini

Università Cattolica del Sacro Cuore

Multilingual EU law: safeguarding equality through translation

The language policy of the European Union is intended to avoid the supremacy of one language – and one Member State – over the others. By prescribing that the official and

working languages of the Community are the national languages of all the Member States, the European Union places all EU citizens on an equal level, with equal rights and obligations. Multilingualism is functional to the EU's democratic system by making EU legislation accessible to all EU citizens in their own national language. Through a complex translation process, legislation is made available in 24 equally authoritative language versions.

This paper intends to shed light on the role of translation in guaranteeing equality to EU citizens by analysing the equivalence relation existing between EU laws, with particular reference to the language versions in English and in Italian. An aligned English-Italian bilingual parallel corpus of EU legislation in the field of consumer protection law, issued between 2010 and 2015 was compiled.

The analysis was carried out using a mixed methods approach. An initial qualitative analysis of the institutional context where the two language versions are produced, highlighted factors which may have influenced the translators' decisions. A subsequent quantitative analysis revealed discrepancies and similarities at a textual, morphosyntactic and lexical level.

The analysis provided evidence of two co-occurring tendencies. On the one hand, differences between texts in the two language versions show a tendency to conform to target language conventions. On the other hand, results also show instances where interference from the source language leads to stricter concordance between the two parallel versions. This confirms Šarčević's (1997) view that the challenge for EU translators is to preserve linguistic diversity while, at the same time, avoiding discrepancies that could hinder uniformity in interpretation and application of the law in all Member States.

Melisa Stocco

CONICET/ UNCuyo/ FU Berlin

*Discontent and subversive interactions between languages:
the ch'ixi practice of self-translation in four mapuche poets*

The present work seeks to provide an analysis of the power relations involved in the self-translation practice of indigenous authors of the mapuche nation (Chilean and Argentine territories) by resorting to the decolonizing concept of the ch'ixi (Silvia Rivera Cusicanqui, 2010). This notion from the aymara language can be translated as "motley, spotted" which introduces an epistemological turn in the concept of hybridity and has possible applications in comparative literature and translation studies. The ch'ixi allows for understanding subjectivity and cultural identity in a dialectic without synthesis between opposing forces that complement and antagonize. In this movement of permanent tension, Rivera Cusicanqui argues that borders and binarisms "articulate in subversive, mutually contaminating ways" so that the opposing pairs "own's/other's", "indigenous/white", "minority/hegemony" get confused and mutually "stained" (2010: 9).

We consider that, in the case of mapuche poetry, which is mostly written in two languages- mapudungun and Spanish-, the texts or "versions" are weaved together by contradictions without dissolution. As Rivera Cusicanqui explains, this produces a feeling of discontent, which is the ch'ixi place where celebration and misery converge, where creative productivity and the pain of colonization interact. These issues will be confronted with texts from four contemporary mapuche poets with diverse sociolinguistic trajectories: Adriana Paredes Pinda, Liliana Ancalao, María Teresa Panchillo and Rayen Kvyeh. We will delve into essays, annexes to anthologies, prologues and bilingual poems in order to listen to the authors' own reflections on their double register writing and to experience the mutually subversive interactions of the languages involved. This way, we seek not to essentialize certain representations but to value the personal perspective of the authors, in search of accuracy rather than generalization.

Roberta Trapè

University of Melbourne

*Paul Carter's Baroque Memories (1994):
the 'disponibilità of the migrant' in translating Italy*

In the context of histories of cross-cultural encounter and studies of communicational strategies in contemporary migrant communities, my paper explores the language of the migrant in Paul Carter's "translations" of Italy: namely, *Living in a New Country* (1992) and *Baroque Memories* (1994). Carter (1951-) moved to Australia from the UK in 1981, after spending a number of years in Italy, so that Italian themes frame much of his writing. One of the ideas Carter developed after arriving in Australia is what he calls 'the disponibilità of the migrant' and the construction of the migrant in Australia. This idea emerged, in Carter's own words, from "the strange relationship between the culture of Italy and [his] experience as a migrant in Australia". Upon his arrival in Australia, Carter was looking at this new place from an Italian viewpoint. His experience of migration was filtered through the Italian culture and language also because he was living in an area, Brunswick, Melbourne, traditionally inhabited by Italian migrants, where different regional varieties of Italian mingled with broken English. In this vital environment, Carter explores the origin of cross-cultural encounter, asserting that multi-channel communication (mimetic, gestural, macaronic) recapitulates the beginning of all communication. "The sometimes stuttering efforts of people trying, in the absence of a common tongue, to make sense of each other recovers the original urgency of dialogue (...) In this situation the space of performance becomes a common place of utterance where, in the future perhaps, sounds and meanings may settle down and become social bonds" (Carter, 1992). Carter uses the word mimicry to refer to the performances of the migrants: mimicry is not simply repetition, but improvisation, and contributes to the community's creativity. However, being the migrant's condition a

suspended state of precariousness where s/he solicits the other's respect while being subject to the master-slave condition, mimicry is also the capacity of the migrant to resist through language, a way of ironizing the master's language and discourse.

Evangelos Tsirmpas

Ionian University, Department of Foreign Languages, Translation and Interpreting

Interpreting in the Babel of the Holocaust

The apprehension of interpreting as a complex communicative process can be approached through the examination of issues such as the social role, the political identity and the ethics of the interpreter. The historic paradigm that we chose in order to reach conclusions about the essence of interpreting was the one where human nature and therefore communication and interpreting itself reached their limits, becoming subject to the absolute form of authority: the Nazi regime. The case study on interpreting within the framework of the Holocaust has the double goal to broaden our cognitive horizons concerning the concentration camps and the science of interpreting. We analyzed the relationship of camp interpreting with the settings of community interpreting and interpreting in conflict zones. We focused in special cases of intellectual prisoners, who offered primary yet processed and not just descriptive material (Klemperer's self-narrative dictionary of the Third Reich and Levi's analysis of the ontological contradiction of the interpreters in the concentration camps as incarnation of the grey zone). Our research would not be sufficient without the development of an interdisciplinary discourse based on linguistics (Bourdieu's writings on the symbolic power of language and the relations among language, power and politics deepened our perspective), sociology (Goffman's and Wadensö's rejection of the normative approach of the interpreter's social function was of crucial importance for the development of this paper) and philosophy (the Agambian homo sacer, life unworthy of being lived, helped us comprehend the unique nature of concentration camps and the role of interpreters within this specific framework). This discourse was not restricted at a closed, self-referential theoretical level but was applied to the examination of number of cases of interpreters in the concentration camps and therefore was continuously enriched and feedbacked through an interactive process with the use of primary and secondary sources.

Graham H. Turner

Heriot-Watt University

'Ensemble interpreting' and the achievement of 'understanding'

Communication scholars from WVO Quine onwards have articulated a view that much of our field finds terrifyingly unapproachable – the view that, ultimately, human beings

do not understand one another. In light of such a claim, surely it must be even less plausible that we can 'be meaningful' to one another in interpreted interaction? Since the 1990s, dialogue interpreting research has revealed new information about interactional processes, the negotiation of meanings, and the co-construction of interpersonal positioning through dialogue, investigating how partners in interpreted talk-triads collaboratively construct a shared sense of social purpose (Roy 1989; Wadensjö 1992; Turner, 1995, 2005, 2007; Harrington & Turner 2001; Mason 2001; Belanger 2004; Merlini, 2009, 2013; Baraldi & Gavioli 2012; Pöchhacker 2012). This paper reports a research programme conducted over the past decade, using complex multimodal and multilingual data in a new empirical paradigm, and sets out the theoretical implications for 'ensemble interpreting' within a developing model of interaction. In particular, it is argued that the way in which interpreters and service users, through their talk, bring themselves collectively to points of assumed shared understanding is illuminated with particular clarity through this lens. Research within this paradigm may act as an enabler of further development of Interpreting Studies, affording an opportunity to deepen our communal understanding of the collaborative and interactive nature of meaning-making in interpreted exchanges, starting with the recognition that what understanding consists of is, in essence, what interlocutors treat as understanding.

Marco Venuti, Antonio Fruttaldo

DiSUM - Università di Catania, Università di Napoli Federico II

*A discursive approach to news values
in the US, UK and Italian press on the US same-sex ruling*

On June 26 2015, the US Supreme Court ruled on the Obergefell vs. Hodges case that led to the recognition of same-sex marriage in all fifty States, declaring it a constitutional right under the Fourteenth Amendment. The event received huge media coverage and soon became a major topic of animated discussions on digital media platforms.

As Bednarek and Caple argue, "news values are typically defined as [...] criteria/principles that are applied by news workers in order to select events or stories as news or to choose the structure and order of reporting" (Bednarek and Caple 2014: 136). Since news values are not neutral, reflecting the ideologies and value system of a given newspaper, highlighting them can help researchers uncover the representation of the actors and events reported in the news story (Bell 1991; Cotter 2010).

Drawing on this definition of news values (Bednarek and Caple 2012a, 2012b) our investigation will focus on the representation of the main actors and events concerning the US Supreme Court ruling in US, UK and Italian leading newspapers. In particular, our contribution is based on the analysis of the first article published online by The New York Times, The Washington Post, and the Los Angeles Times in the US, The

Guardian, The Daily Telegraph, and The Times in the UK and la Repubblica, Corriere della Sera, Il Messaggero, il Giornale, il Fatto Quotidiano, and Libero in Italy. The selection was made both on the basis of the printed and online circulation of each newspaper in the respective countries and of their widespread use of digital media.

The analysis will focus on the discursive construction of news values both in the textual and visual elements of the selected news stories. The aim of this contribution is to identify differences in terms of negativity, prominence, consonance, and personalisation (amongst others) in the three countries and different newspapers under investigation.

Francesca Vigo

DiSUM - Università di Catania

*The power of silence: transgender people
between linguistic strategies of narration and self-representation*

"I hate the way they call me" is the beginning of a letter a young person wrote and it is also the beginning of my research.

How powerful language is can be seen also in its absence, and this is the aspect I'd like to raise and investigate in the paper I am here proposing.

Diversity in relation to gender and identity has become a popular theme in research lately, and even more recently has the interest on transgender people increased. Gender studies, strictly related to second-wave feminist studies and philosophy have mainly focused on discussing the male and female roles in society, and the creation of gender as performance. Seldom have they focused on transgender people specifically.

Transgender people are now been more and more talked about, their presence on TV or other media is growing, and it has become much easier to name them in contexts where it was previously impossible to.

Contrary to common belief, however, these new acquired light and visibility do not satisfy the transgender community as a whole, nor do they facilitate its life and 'integration'.

Through the analysis of interviews, blogs, TV series and documentaries I'll try to show how transgender people are described, represented and auto-represented aiming to understand what kind of diversity is thereby hidden, what power is there in the use or not-use of some linguistic strategies and why their new unprecedented presence in the media is, at times, something not to be happy for.

The texts I am going to analyse and study are mainly multimodal texts, for this reason I'll draw on Multimodal Analysis and Discourse Analysis tools to devise a combined model of analysis to retrieve and compare linguistic strategies used in the narratives and for self-presentations.

Stefanos Vlachopoulos

Department of Business Administration

Researching community interpreting in Greece

Researching Community interpreting in Greece The topic Community interpreting in Greece is both neglected and very pressing. So far, there has been no interest in the issue. The aim of the paper is to inform about the project Community Interpreting in Greece (CiGreece) whose ambition it is to record for the first time the situation and to increase awareness among policy makers in Greece as far community interpreting is concerned. The project is co-funded by the Hellenic Republic and the European Economic Area. For the purposes of the project, community interpreting is defined as the process of interpreting before authorities for people who only have a limited or no knowledge of the language spoken in the host country and who belong to a different culture than that of the indigenous population of that country. Community interpreting is seen as counteracting the power imbalance between foreigner and public authorities in a third country due to the lack of linguistic knowledge. It is the project's ambition to investigate the reality of the communication of foreigners, both EU and non-EU citizens with the authorities in Greece, to cast light onto the problems created due to the lack of properly provided interpreting services as well as to work out a number of proposals that will improve the quality of interpreting services. The paper will deliver an overview of the project and, secondly, it will present the findings the research team produced so far.

Cesare Zanca

Università degli Studi di Siena

*Liberte' Egalite' Diversite': Diversity In The English Press
Before And After The Paris Terrorist Attack*

The idea of a possible substitution of the last word of the French motto is not an original one. It has been used, for instance, for several headlines and by a French Corporate Theatre Company. Diversity, here, refers to the inclusive and empathic use of the word I investigated in my previous contributions to the LD discussion. The French Theatre Company site, for instance, lists as themes for the debate "Les discriminations ethniques, les préjugés, l'égalité hommes/femmes, la gestion des âges, le handicap". A headline from Le Monde is for a review of a book on the political support given to the idea of diversity. Diversity is used instead of the traditional fraternity to stress the idea that also the more marginalized should be included and this is part of new policies and procedures introduced by political power.

But today most of the results you get by googling the modified motto refer to a TV programme broadcast by the France Tv "Numéro 23": a special edition dedicated to the consequences of the Paris attack.

Does this imply that the recent events are changing our perception of what diversity

means and our support to diversity policies? Are policies changing as a result of this? Is this relevant for language users and translators?

Following the previous discussions of 'diverse diversities' in the SiBol/Port diachronic corpus of Newspapers in English for the LD 2013 and 2014 conferences, this paper extends the analysis to a comparison with a new corpus that is being collected after the Paris attacks. It will include newspapers collected in the three months following the attack.

The MdCADS methodology (Partington 2010), will be used to investigate discourse features related to diversity and power and "the broader societal and political framework in which such discourse is embedded" (Schäffner 1996: 201)

Anna Zanfei

University of Verona

Languageing the power of impunity and the issue of accountability in the context of racism

In this paper I will analyse the constructed discourse that sustains the legal system of accountability and conversely the power of impunity. The paper looks at the language of typical cases of impunity at the level of international law and of cases of corruption of corporations and of public officials. Examples are linked to the concentration of power in any level of government which often leads to abuse of power and corruption and some undue leverage for prosecutors which can breed injustice. However the main focus is on police accountability in the context of racism which recently is under scrutiny by the common people as well as the media. The high rate of cases of death by the hand of law enforcement agencies is often reported as normal routine and labelled, as Delores Jones-Brown has recently stated, "tragic mistakes that occur during the ordinary course of police work, or considered as the cost of keeping our streets safe, or simply a matter of officer safety." Actually these cases are often borderline and it is the aim of this paper to examine the crucial language that can sustain or empower apparent ways to escape justice. The methodology used is that of gathering and analyse, as part of a digital discourse, a consistent corpus of online articles and papers about the subject of the power of impunity with reference to the three major areas, that of corruption, that of international law, but particularly on the issue of accountability of law enforcement in the context of racism.

Jamila Zghal

High Institute of Technological Studies

Language and power in 'the use and abuse' of history.

Case study: The causes of the American Civil War.

In modern historiography History, Language and Power have been strongly intertwined. Doing history is carried out through a subjective use of language. Thus, the power of

language is incarnated in scholars' views, ideological assumptions and presuppositions that they underlay in their accounts in order to make of "the past and history" two "different things" and consecrate a reading that glorifies the ruling class and social formations and secures their interests. (Jenkins, 1991:5, 17).

The power of language, in the historical text, lies in the use of rhetorical devices as "deviations from literal, conventional or "proper" language use" (White, 1978, p. 2). These devices "generate" figures of speech and "give directions" to images intended by the historian, that reflect his/her construction of history processes. It is this power of the language that makes of history not only "an ideological construct" but also "a contested discourse, an embattled terrain wherein peoples, classes and groups autobiographically construct interpretations of the past literally to please themselves" (Jenkins, 1991:5,19).

In this framework of language use and power, the causes of the American Civil war have been differently approached. The corpus under study involves three sub-corpora presenting versions written by academics opting for differently-held positions that gave way to historiographical controversies.

Statement of the problem

Conventionally, it was assumed that history covers facts about the past. This assumption has been checked through a case study to investigate the use of language and the power of the 'word'. To this effect, three accounts have been cross-examined to unveil the assumptions of historians through a proposed interdisciplinary synthesis of linguistics and historiography.

Angela Zottola

Università degli Studi di Napoli Federico II

Trans-cending gender. The representation of transgender people in the British press

In a society struggling to move beyond simple tolerance and towards embracing gender diversity, language, due to its social function, takes on a major role in shaping and representing new gendered communities of practice. The existing binary and heteronormative linguistic categories, generally used in defining gender, are clashing with emerging communities, possibly leading to the creation of new hybrid, inclusive, non-discriminating discourses that comprise social, cultural and legal issues. Consequently, investigating the dynamics of power structured through language and the outcomes of the interest taken by the media towards these issues becomes crucial. In this sense, the aim of this contribution is to investigate the representation of transgender people in the British press. Indeed, given the recent surge in media attention surrounding the announcement of the first transgender officer of the British Army, Captain Hannah Winterbourne, in January 2015, a corpus of newspaper articles taken from the major British newspapers has been collected and will be analysed in order to determine the media stance on transgender people in the UK .

In the framework of the Appraisal Theory (Martin and White, 2005) and through the use of corpus linguistics methodologies (Baker, 2006, 2008, 2014), this study focuses on the semantic prosody (Hunston, 2007) and the evaluative stances (Bednarek, 2006) conveyed by given linguistic choices in the UK press and, consequently, on the representation offered to their readership of the transgender community.

PROPOSED PANELS

PANEL 1: Directing the practice of translation: questions of directionality and power in translation pedagogy

Proponent

- Mirella Agorni, Catholic University of the Sacred Heart

Power relations in translation studies do not only refer to acts of censorship at textual or ideological level, or publishers' translation policies. Questions of power may subtly concern also translation pedagogy and the ways in which translation is taught and practiced. Power is meant here in the sense of prevalent and unquestioned practice. As early as 1998 Campbell claimed that "translating into a second language is very different from translating into the first language" (1998: 57), but several scholars have pointed out that the notion of directionality has not been paid enough attention in translation studies until recent years (Stewart 2008, 2011, Pavlovic N. 2007, 2013). Given the fact that native speakers are normally assumed to be more proficient in their mother tongue and more aware of the nuances of their own culture, direct or L1 translation, that is translation from a foreign into the native language has been taken for granted as the "natural" directionality (Newmark 1988, Hatim 2001). Yet, things have moved fast in the last twenty years or so, in the wake of the advent of the communicative approach to language learning, together with the digital revolution that has made a plethora of linguistic resources accessible in real time. This has eventually brought to the realization that "translation into English as a non-mother tongue has become a fact of modern life" (Snell-Hornby 2000: 37). The response to this state of affairs has been a thorough investigation of the phenomenon of inverse or L2 translation. It seems that a similar reappraisal of L1 translation has not taken place yet. Probably the main reason for this is given by the fact that the predominant role of this directionality has never really been questioned, in the sense that it is still unconditionally considered to be the default way of translating at all levels, both professionally and at amateurish level. This observation needs to be further explained: taken literally, it would appear that most translation theory and methodological thought are taking place in a vacuum. L1 translation is in fact the basis of all theoretical models of translation which leave the question of directionality aside. From a methodological point of view, on the other hand, things are slightly different: as soon as descriptions of translating processes come into view, the fact that the translator is supposed to work from or into a native language or a language of prevalent use comes to the fore. And yet the specific nature of L1 translating processes and the ways in which they may differ from the inverse directionality have never been analytically described. There are indeed works on L2 translation which proceed from a comparison between the two directionalities. Surprisingly, results point only to a slightly higher degree of effort required from translators working on L2 translation, as it seems that the problems involved in the two directionalities are very similar both in terms of type and frequency (Pavlovic T. 2013: 63, Fonseca 2015: 123). However, differences have been registered at the level of time management and revision: L2 translation takes more time and requires a higher degree of revising intervention (Pavlovic T., *ibid.*). In conclusion, it would seem that an adequate training would enable translators to "produce L2 translations of equal quality as L1 translations" (*ibid.*). These findings appear to put the ball back in the court of a specific translation pedagogy and find ways to encourage

students to recognize the different patterns characterizing each translating directionality. Contributions are invited addressing questions of power, prestige, process and/or product quality in the context of translation pedagogy and L1/L2 translating practices.

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PANEL 2: "Miss man"? The Linguistic Adventures of Gender

Proponents

- Giuseppe Balirano, University of Naples L'Orientale
- Oriana Palusci, University of Naples L'Orientale

Focusing on the social function of language, this panel aims to investigate the thorny relationship between gender, power and language in gender variant communities of practice. Power can be a very dangerous political and social activity, especially when it works at linguistically downplaying minority groups. As a consequence, language has the power to constantly strengthen and re-interpret the social, cultural and legal exclusion of less represented minority groups of our societies. Language, in particular, is a powerful instrument in the shaping of diversity through negative stereotypes. Ad-hoc biased images construed through linguistic exercises of power tend to depict transgender, gender variant, and gender non-conforming people within negative representations relating mainly to illness, monstrosity and death. Both power and gender are linguistically embedded in social practice since they derive their meanings from the human activities they refer to. The non-binary categorisation of gender practices, and the new possibilities opened by scientific advances and changing attitudes throughout the twentieth century, have proven a significant challenge to European languages, which had not previously been seriously demanded to accommodate areas between the two established genders. A new interest in the use of inclusive language, which means not misgendering people, is a novel linguistic practice which forces languages to amplify their binary gender lenses in order to encompass non binary gendered people. Gender non-conforming people have often been translators, interpreters, and multilinguals, yet, their cultural invisibility is witnessed by the fact that only few books about transgender people and their communities have been translated from language to language. The very notion of a transgender community of speakers, a relatively new social category, demands intellectual, political, social and linguistic investigation. Who can really define what gender variant means? How are transgender individuals construed and/or how do they construe themselves through language and in discourse? We invite original contributions on theoretical reflections from linguistic, translation, literary translation, and cultural studies scholars, as well as from academics in neighbouring disciplines, with an interest in the language of transgender people connected with the themes identified and produced in English speaking countries. Intercultural and interdisciplinary approaches are most welcome.

PANEL 3: Negotiating power relations in Audiovisual (re)Translation

Proponent

- Margherita Dore, University of Rome "La Sapienza"

Audiovisual Translation is a fast growing field in Translation Studies, mainly due to the ongoing development of the technology used to create and translate audiovisual works. Indeed, the amount of films, TV series and shows that are being transferred across languages and cultures has increased enormously during the two decades. Countries that have traditionally dubbed or subtitled audiovisual works have also developed other captioning and revoicing techniques (e.g. partial dubbing, respeaking, etc.; cf. Chaume 2013). However, an interesting trend which has only been touched upon in TS is the issue of retranslating audiovisual material. There may be many reasons for proposing a new version of the same text (e.g. educational purposes, linguistic and cultural differences that characterise cultures sharing the same language; cf. for instance, the subtitling of the same foreign series in American, British and/or Australian English; cf. Dore forthcoming). Most importantly, some works may be redubbed and or resubtitled due to a new and, at times, more liberal approach to topics such as homosexuality and politics. For instance, some old movies whose original subtitling or dubbing was influenced by particular political situations at the time they were first produced (e.g. the Spanish and Italian dictatorships; cf. Zabalbeascoa 2010) are now being retranslated and made available to cinema-goers. In some other cases, audiovisual (re)translation may become a new way to question and/or interpret power relations. In this light, this panel wishes to bring the following issues to the fore: What are the linguistic and cultural implications involved in this type of diachronic and/or synchronic retranslations in terms of power relations? Is the audience's perception and interpretation of these audiovisual works influenced by retranslation? Can any theoretical and methodological lessons be learnt? If so, can such lessons be systematically conceptualised to enhance AVT? Contributions are sought, but not limited to, around issue such as: Dubbing versus subtitling of films or TV series Retranslation as a way to challenge power relations Audience's reception of retranslated audiovisual texts Corpus based analysis of retranslated audiovisual texts This panel is well suited to offer a set of presentations that aim to compare the various case studies presented by the prospective speakers. Hopefully, it will also foster a fruitful discussion among researchers and scholars, thus contributing to the theoretical and practical enhancement of AVT. The moderator will briefly present each contributor and lead the discussion.

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PANEL 4: The role of translation in crisis communication

Proponents

- Federico M. Federici, University College London
- Sharon O'Brien, Dublin City University

An emergency establishes a distinctive relationship of power between those in need of assistance and those who can provide it; in this unbalanced relation, the power of language is no exception especially in emergencies that more and more often take a multilingual dimension. Yet the role of language in the logistics and organization of international rescue operations or humanitarian responses to crisis seems to have been underestimated by those preparing for, operating in, and studying the aftermath of, natural disaster and human crises. Not only does mediating emergencies in multilingual scenarios deserve attention due to such dichotomic power relation, but it also opens up a wider debate on crisis communication. Coordination in relief and humanitarian operations depends on efficient and prompt communication, the lack of which is recognized as the most common obstacle to coordinating efforts and resources in responding to natural emergencies by the international community (Harvard Humanitarian Initiative 2011). The papers of this double panel engage with a select number of issues among those that concern communication and intercultural mediation in emergencies. The panel's cohesion is created through a shared interest in the core research question: what is the role of translators and interpreters in unpredictable emergencies? How do they handle the power struggle intrinsic in the relationship between victims and their rescuers? The diversity of contributions in the double panel reflect the complexity of researching crisis communication in multilingual emergencies as there are extremely different yet equally poignant angles to assess the role of languages in mediating extraordinary situations, which by their own nature cannot be predicted or fully prepared for. By emphasizing the need to enlarge the multidisciplinary debate in which crisis communication needs to be studied, the panel illustrates forms of existing research in mediating emergencies focusing on both diachronic and synchronic approaches (Declercq and Filmer), but also on the issue of trust and lack thereof (Cadwell and Gaunt). The panel shows that investigating multilingual emergencies deserves different methodological approaches, and it highlights the need to fill the critical lacunae in existing studies (O'Brien & Federici) and to further understand the criticality of the professional practice in these contexts (Mustafa). The emergencies considered by the panellists refer to the current asylum seekers' crisis and its intertwining origins (the conflict in Iraq and the Syrian context) by considering historical parallels (the Belgian refugees in the UK in WWII) and the role of multilingual individuals involved in mediating policing and administrative powers within the humanitarian operations. By offering an overview of the current position of interpreting and translation in relation to crisis communication in multilingual emergencies, the panel intends to highlight issues and research gaps that demonstrate increasing, yet still limited, academic interest in assessing the role of both professional and non-professional interpreters and translators in navigating social, cultural, and linguistic power relations in crisis communication. The panel will consider the extent to which (non-)professional mediation or lack of mediation shape the encounter of diverse cultural, political, and

social systems in contexts of humanitarian operations and of prolonged crisis. The panel deals with both discourse on crisis communication and representation of multilingual and multicultural emergencies.

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PANEL 5: English as a medium of instruction: the power of language or the language of power?

Proponents

- Lucilla Lopriore, Università Roma Tre
- Francesca Costa, Università Cattolica Sacro Cuore

Over the past two decades many universities all around the world have increasingly adopted English-medium-instruction (EMI) to teach different subjects. The implementation of EMI courses is currently considered by university authorities as a strategy to increase students' recruitment and to respond to internationalisation and to the growingly mobile university population (Björkman, 2013; Coleman, 2006; Coleman & Costa, 2013; Jenkins, 2014; Mauranen, 2012; Smit & Dafouz, 2012). The use of the English language to teach academic subjects in countries or jurisdictions where the first language (L1) of the majority of the population is not English (Dearden, 2014) is an 'unstoppable train' (Macaro, 2015), but it also represents a controversial issue. The almost inevitable choice of English as the prevailing medium of instruction because of its status as the global language is not a choice without consequences both in terms of its powerful role, and of its use for teaching and for learning. This form of internationalisation has led to English becoming the primary lingua franca of global higher education. The adoption of English as a medium of instruction has determined several pedagogical changes at academic level as well as in terms of attitudes to and perception of English as used in higher education. A growing number of studies and publications have addressed the fast spreading phenomenon of EMI. Among the emerging areas of research: the different university strategic policies adopted by universities around the world, the non-native English lecturers' status and proficiency, the issue of quality insurance, content teachers' beliefs and perceptions, learners' attitudes and achievement, teacher education for EMI settings, and the emergence of English as an academic lingua franca.

This panel is aimed at presenting some of the current research studies exploring the use of English as a medium of instruction in different academic contexts.

The panelists are invited to discuss how the introduction of EMI in their contexts has modified the teaching of content and how the use of English is being differently perceived by content teachers and students, with a specific focus on issues such as:

- * the English used in the EMI classrooms in terms of oral interactions, teacher talk, teachers' code-switching, and learners' strategies;
- * the status of English when used in EMI classrooms;
- * the status of non-native EMI teachers: privilege and implications;
- * stance and engagement in EMI academic discourse;
- * the effect of EMI on the way students typically approach their learning and understand content;
- * English as a lingua franca in academic settings.

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PANEL 6: Power relations in translation: the role of agents in translation and interpreting processes

Proponent

- Francesca Raffi, University of Naples Federico II/University of Macerata

The interest in the sociology of translation started to formally manifest itself in the 1990s (Snell-Hornby 2010; Buzelin 2013, Di Giovanni 2007), but it was not until the beginning of the 21st century that it started to grow (Buzelin 2013: 186). Such an increased interest in translation sociology was rooted in the rising consideration of “the involvement of translation in larger social contexts in general and the social nature of translation in particular” (Wolf 2010). Indeed, as Simenoni (in Buzelin 2011) notes, “translation [...] is a human event. It is both linguistic and social by nature”.

More specifically, the investigation into translation as a social activity that shapes social interaction offers an opportunity to discuss the socio-economic status of professional translators as well as the social and ethical responsibility and involvement of translators in the globalized world (Buzelin 2013: 187).

As the sociological approach to Translation Studies has taken over and because of the globalisation process in action (Séguinot 2008: 7), increasing attention has been paid to the exploration of translational issues from the point of view of its agents (Buzelin 2011; Buzelin 2013: 194; McDonough Dolmaya 2011: 77; Wolf 2014: 10) or, seen from another perspective, individuals: as Séguinot (2008: 7) confirms, indeed, “the focus in Translation Studies has shifted from translation as an object to translation as a process and then to translators as subjects”. In this sense, Dam (2013: 17) highlights that “translation studies has thus seen a new trend or research perspective which posits translators as the primary and explicit focus of research, as the very object of study”, due to “the central position of translators and interpreters themselves in the translation process” (Inghilleri 2009: 282).

In this context, Chesterman (2009) has discussed the inauguration of a brand new line of research within Translation Studies, namely Translator Studies, where “agent-grounded researches analyse translation as a practice from the viewpoint of those who engage in it, in particular (social, cultural or professional) settings” (Buzelin 2011).

Additionally, as stated by Chesterman (2006: 17), “a related area in the sociology of translation is the needs analysis of the translation market, particularly in the business world, and research on its functioning”. Furthermore, as noted by Gambier (2006: 31), “some tools or concepts from sociology have allowed to highlight the confines which mark translator’s attitudes, behaviours and even competences, let alone addressees’ expectations (sponsors, clients, readers, viewers, etc.)”.

This “sociological turn” (Snell-Hornby 2010; Wolf 2014) means that new research avenues need to be explored. Therefore this Panel – focusing on ‘Power relations in translation’ – is open, but not limited, to the following topics:

- the relationship between research/training and the profession of translation/interpreting;
- the influence of market agents and working conditions on translation/interpreting practices;
- the influence of social and media agents on translation/interpreting practices;

- the influence of audiences on translation/interpreting practices;
- professional institutions of translation/interpreting and their social role;
- the role of translators/interpreters in the global distribution and reception of cultural goods;
- translators/interpreters and their role in activism/collaborative approaches.

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Panel 7: Negotiating authority over meaning in interpreted interaction

Proponents

- Graham Turner, Heriot-Watt University
- Raffaella Merlini, University of Macerata

The activity of interpreting presupposes the presence of social diversity. Whilst the provision of interpreting services creates the potential for cultures and languages to be drawn together, it also necessitates navigating significant power differentials between linguistic communities and among interactional participants. This panel asks what 'understanding' looks and sounds like in the presence of an interpreter. Much investigation of understanding in Interpreting Studies explores claims about comprehension, rather than revolving around evidence of understanding itself (how participants come to accept that it is occurring, what form it takes, who claims responsibility for it, what its consequences are). In a world where complex, cross-cultural languaging is rapidly becoming the norm in many contexts, theoretical resources which assist in the conceptualisation and interactional identification of comprehension-in-action have a potentially powerful role to play in breaking new ground. We will be particularly focused upon describing and defining ways in which interpreters and service users, through their talk, bring themselves collectively to points of common ground or shared understanding, highlighting the positive consequences of interpreting on "the coordination of interaction and on the achievement of new forms of participation, sensitivity and empowerment" (Baraldi 2012:323). Presenters to the panel will cast fresh attention on the mutuality of participants' actions necessary to maintain experiences of communicative adequacy. The paramount outcome here for Interpreting Studies is the refinement of previous accounts of the practitioner's role, since the interpreter alone cannot make comprehension happen. To recognize and appreciate the delicate balance of co-authorship with the audience is, as Alessandro Duranti (1986: 243) states, "more than an ideological stand. It represents the awareness of a partnership that is necessary for an interaction to be sustained, but is often denied by analysts and participants alike". Contributions to this panel session will seek to adopt robustly empirical approaches to this issue, using complex multimodal and multilingual data. Research within this paradigm, we will suggest, may act as an enabler of further development of Interpreting Studies, affording an opportunity to deepen our communal understanding of the collaborative and inter-active nature of meaning-making in interpreted exchanges.

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