

International Symposium
“Pragmatics in Daily Life:
Languages, Cultures
and Contexts”



22-23 March, 2018

University of Padua, Dept. of Linguistic and Literary Studies
Palazzo Maldura - Piazzetta Folena n. 1

22 March, 2018

Aula Scattola - h. 9.00-16.30

- 9.00** **Opening remarks**
ANNA BETTONI, Head of the Dept. of Linguistic and Literary Studies
GABRIELE BIZZARRI, Coordinator of the postgraduate degree course
in European and American Languages and Literatures
CAROLINE CLARK, Head of the University Language Centre
- 9.30** **JULIANE HOUSE (Hellenic American University)**
“(Im)politeness in intercultural encounters”
- 10.30** **Break**
- 11.30** **GIULIANA DIANI (University of Modena and Reggio Emilia)**
“Politeness in written academic communication across cultures”
- 12.30** **Lunch**
- 14.00** **GORETTI FAYA-ORNIA (University of Valladolid)**
“Contrasting medical text genres”
- 15.00** **Break**
- 15.30** **RAFIK SANTROSYAN (Yerevan State University of Languages and
Social Sciences)**
“Gender discrimination through language: the Armenian experience”

23 March, 2018

Room D - h. 9.00-12.00

- 9.00** **JULIANE HOUSE (Hellenic American University)**
“Translation as communication across languages and cultures”
- 10.00** **Break**
- 10.30** **SILVIA BRUTI (University of Pisa)**
“Translation between culture and ideology”

Abstracts of the presentations

Silvia Bruti

“Translation between culture and ideology”

In this talk the interface between translation, culture and ideology is explored by making reference to context-centred approaches developed after the famous Cultural Turn in translation studies. A vast array of examples are discussed to pinpoint the different strategies that have been adopted, with reference to the language pair English/Italian.

Giuliana Diani

“Politeness in written academic communication across cultures”

The aim of this talk is to discuss how politeness is realised in written academic communication in different cultural contexts (English and Italian), through the analysis of a sample of academic texts. The focus is on the ways in which scholars manage the threatening potential of academic criticism through different linguistic strategies as enactments of strategic *politeness*.

Goretti Faya-Ornia

“Contrasting medical text genres”

Label inconsistency and lack of agreement among disciplines can cause serious misunderstandings among researchers. An example of this can be found in the terms ‘text genre’, ‘text type’ and ‘class of text’, which are frequently mixed up, and even sometimes treated as synonyms. Something similar happens with ‘comparable’ and ‘parallel’ corpora, whose meanings may vary considerably from Translation Studies to Contrastive Linguistics. For that reason, a clear and short definition of each term will be provided in the first place to clarify the way in which they will be used in the rest of the presentation. *Later* on, different typologies of medical texts will be discussed briefly, and an exhaustive proposal of medical typology, which tries to combine different approaches as well as to include as many medical genres as possible, will be presented. Finally, the results obtained in a contrastive study (English-Spanish) of some common medical text genres addressed to patients (mainly the text genre of medical brochures) will be presented.

Juliane House

“(Im)politeness in intercultural encounters”

This lecture first looks at how politeness and impoliteness have been understood in the literature over the past decades. Secondly, it will turn to the much discussed issue of universality and culture-specificity of politeness and impoliteness. Thirdly and finally, it will present and discuss a number of examples drawn from a corpus of university office hours conducted in English as a lingua franca at a German university.

“Translation as communication across languages and cultures”

This lecture will first discuss the nature of translation and intercultural communication making suggestions about how the two phenomena are linked. Secondly, it will theorize translation as an act of communication between languages and cultures. Thirdly and finally, it will look at how globalisation processes currently affect translation as intercultural communication.

Rafik Santrosyan

“Gender discrimination through language: the Armenian experience”

International law requires states to progressively eliminate discrimination against women, including cultural discriminatory practices. This talk explores the question of how to eliminate gender discrimination when the pattern of discrimination is embedded in a high context culture and language such as Armenian.

About the presenters

Silvia Bruti (Dept. of Philology, Literature and Linguistics, University of Pisa, Italy; silvia.bruti@unipi.it)

Silvia Bruti, PhD in English from the University of Pisa, is Associate Professor of English Language and Linguistics at the University of Pisa and Director of the University Language Centre. Her research interests include topics such as discourse analysis, (historical) pragmatics, corpus linguistics, audiovisual translation and language teaching. She has published widely in these areas and contributed to national and international conferences. She has investigated issues in intercultural pragmatics and audiovisual translation, e.g. the translation of compliments, conversational routines and terms of address in subtitles and dubbing. Among her recent publications are a monograph on the translation of politeness (2013) and a co-authored volume on interlingual subtitling (2017).

Giuliana Diani (Dept. of Linguistic and Cultural Studies, University of Modena and Reggio Emilia, Italy; giuliana.diani@unimore.it)

Giuliana Diani is Associate Professor of English Language and Translation at the University of Modena and Reggio Emilia (Italy). She holds an MA in Language Studies from the University of Lancaster (UK) and a PhD in English Linguistics from the University of Pisa (Italy). She has worked on various aspects of discourse analysis and EAP, with special reference to language variation across academic genres, disciplines and cultures through the analysis of small specialized corpora. Her recent work centres on the analysis of language use in knowledge dissemination in tourism and legal discourse. Her recent publications include: *English for Academic Purposes: Approaches and Implications* (Cambridge Scholars, 2015), co-edited with Paul Thompson; *Reviewing Academic Research in the Disciplines: Insights into the Book Review Article in English* (Officina Edizioni, 2012); *Academic Evaluation: Review Genres in University Settings* (Palgrave Macmillan, 2009), co-edited with Ken Hyland.

Goretti Faya-Ornia (Dept. of English Philology, University of Valladolid, Spain; mariagoretti.faya@uva.es)

Goretti Faya Ornia graduated in Translation and Interpreting (English and German) from the University of Valladolid. She is specialised in medical and technical translation in English (University Jaume I) and German (University of Seville and Córdoba). She earned her doctorate from the University of Oviedo (where she also worked as a lecturer for six years), and worked as a translator, reviewer and coordinator of translation projects in 'Hermes Traducciones y Servicios Lingüísticos'. Currently she is a lecturer and researcher at the University of Valladolid, where she teaches Translation, Education and Nursing students. Her research pivots on medical language and the communicative problems that may arise in the health system, although she is also carrying out a project on phonetics and audiobooks. She has spent research stints at the University of Oxford, the University of Cambridge and the University of Heidelberg. She has published extensively on the translation of medical brochures for patients, the interpreting activity in the health environment, the study of text typologies, contrastive linguistics and linguistic corpora.

Juliane House (Ph.D. programme in Applied Linguistics, Hellenic American University; jhouse@fastmail.fm)

Juliane House received her B.Ed., M.A. and Ph.D. in Applied Linguistics from the University of Toronto, Canada and honorary doctorates from the Universities Jyväskylä, Finland and Jaume I, Castellon, Spain. She is Professor Emerita of Applied Linguistics at Hamburg University and a founding member of the German Science Foundation's Research Centre on Multilingualism, where she was Principal Investigator of several projects on translation and multilingual business communication. She is the former President of the International Association for Translation and Intercultural Studies (IATIS). At present, she is Director of the Ph.D. program in Applied Linguistics at Hellenic American University, Athens, Greece. Her research interests include contrastive pragmatics, discourse analysis, politeness, English as a lingua franca, intercultural communication and translation. She has published widely in all these areas. Her recent books include *Translation Quality Assessment: Past and Present* (Routledge, 2015); *Translation as Communication across Languages and Cultures* (Routledge, 2016); *Translation: The Basics*. (Routledge 2017).

Rafik Santrosyan (Yerevan State University of Languages and Social Sciences; rafik.santrosyan@gmail.com)

Rafik Santrosyan received his PhD in Germanic Linguistics from Yerevan State Linguistic University in 2015. He has served as a lecturer at Yerevan State Linguistics University, American University of Armenia and as a visiting professor and a post-doctoral fellow at the Sanford School of Public Policy, University of Duke, USA and City College, International Faculty of the University of Sheffield, Greece respectively. Santrosyan's teaching and research interests are in the fields of language interpretation, semantics, and gender linguistics. He has recently completed a research fellowship at the Center for Women's and Gender Studies of the University of Paris 8. Santrosyan is presently conducting a research project at the University of Padova, examining the interconnectedness of grammatical gender and language-mediated