

# **Texts & Identities: A Symposium on Contemporary Galician Studies**

University College Cork

Tuesday 28<sup>th</sup> April 2015

ORB 1.24

## **PROGRAMME**

- 2:00-2:15**      **Welcome**  
Martín Veiga (Irish Centre for Galician Studies)
- 2:15-3:00**      **“Somos nós”: Ireland on the Galician Stage**  
Elisa Serra Porteiro (University College Cork)
- 3:00-3:45**      ***The Thoughtful Soul to Solitude Retires: Style and Ideology in Plácido Castro’s translation of the Rubáiyát***  
Laura Linares (University College Cork)
- 3:45-4:15**      Coffee Break
- 4:15-5:00**      **If these walls could talk: Lessons from the linguistic landscape of Galicia**  
Deirdre Dunlevy (Trinity College Dublin)
- 5:00-6:00**      **Keynote Lecture**  
**“Let’s live as Galicians!” Gender and the promise of happiness in the conservative turn**  
Helena González Fernández (Centre Dona i Literatura, Universitat de Barcelona)
- 6:00**              Wine Reception

## ABSTRACTS

### **“Somos nós”: Ireland on the Galician Stage**

Elisa Serra Porteiro (University College Cork)

A sense of identification has unalterably accompanied adaptations of Irish drama for the Galician stage, from the first translations in the early decades of the 20th century to the latest incorporations in recent years. The presence of Irish drama in the corpus of translated theatre and, especially, the number of plays destined specifically for performance demands a consideration of the impact these have had in the development of Galicia's contemporary dramaturgical map.

This paper explores a number of crucial factors in the choice of texts, as well as key aspects of the translation and adaptation strategies in order to establish what those onstage representations of Ireland reveal, not only about the international perception of that nation, so often described as “sister” in the Galician context, but also about the system in which they are formulated.

### ***The Thoughtful Soul to Solitude Retires: Style and Ideology in Plácido Castro's translation of the Rubáiyát.***

Laura Linares (University College Cork)

The purpose of this research is to study Castro's version of Omar Kháyyám/Edward FitzGerald's *Rubáiyát* in order to ascertain whether he uses translation subversively as a means to develop Galician identity, as previous research suggests he did in his version of Yeats' *Cathleen ni Houlihan* (Fernández 2013) or whether he applies different strategies influenced by the oppressive historical period in which he worked on the *Rubáiyát* (1944-1964). Within the context of Descriptive Translation Studies, I will discuss possible reasons for Plácido's selection of the source text and the translation strategies chosen at both macro- and micro-structural levels, as well as examine the importance of the *paratexts* as defined by Genette (1997) and Garrido Vilariño (2003/2004) in order to further understand the subjacent ideology in a translation. Finally, I will compare Plácido's *Rubáiyát* with previous translations in order to determine whether there has been an evolution in his style that could shed light on the evolution of the expression of his ideology.

## **If these walls could talk: Lessons from the linguistic landscape of Galicia**

Deirdre Dunlevy (Trinity College Dublin)

The Galician language has undergone major reform and changes in the public space since the re-establishment of democracy in Spain. Supportive language policies in favour of the promotion of the Galician language have contributed to taking the language out of the private and bringing it into the public space. Linguistic Landscape is a relatively new field of linguistic research that can focus on the evaluation of the effectiveness of language policies in multilingual regions.

The field of Linguistic Landscape studies (LL) has been significant in shaping our understanding of language use and language visibility in multilingual societies. Considering the situation in Galicia within the context of Linguistic Landscape studies, I will explore examples from the linguistic landscape in various places throughout Galicia in order to discern how the official languages are being displayed in the community, and what we can learn from their interaction and usage. I will explore the visibility of the Galician language in the public space in different forms, focussing on how the official languages are being used in a visual and dynamic way in the community. I will then look towards possibilities for the future use of the linguistic landscape as a means of promoting the minoritised language.

## **“Let’s live as Galicians!” Gender and the promise of happiness in the conservative turn**

Dr Helena González Fernández (Centre Dona i Literatura, Universitat de Barcelona)

This seminar analyses the model of nation represented by the 2007 television advertisements for Gadis supermarkets created by BAP & Conde, as well as other ads for institutions and commercial brands, using the critical theories of emotions and feminism. Nation, migration, the so-called economic crisis and gender roles are still strongly controversial issues at the beginning of the 21<sup>st</sup> century and they all feature in BAP & Conde’s work for Galician brands. Considering emotional advertising as the surface of a non-visible negotiation of the shared narratives, I attempt to provide evidence of what these narratives of nation hide under notions of national pride and Sara Ahmed’s promise of happiness. Therefore, more than considering these campaigns simply as providers of good/bad models for national identity, I propose an analysis of these really popular fictions as useful guides to pursue the goals of the conservative turn, particularly in relation to nation and gender matters.