

Institute of British and American Studies, Faculty of Arts, University of Prešov
 Slovak Association for the Study of English
 Metodicko-pedagogické centrum, a. p. Prešov
 International conference, Prešov, April 22 -23, 2009

“Language, Literature and Culture in a Changing Transatlantic World”

8.00-9.00		Registration
9.00-9.30		Conference opening, Auditorium
9.30-10.10		Craig, Robert, The College of St. Scholastica, Duluth, USA <i>This Land is your Land, This Land is my Land: Conflicting images of Land, People, and Nature of Native Americans and Euro-Americans</i> This paper explores varying dimensions of an enduring conflict between people of European origin and indigenous communities over land and land related issues. This means not only wrestling with differing understandings of land and the natural world, especially as a visual landscape, but what we might learn from indigenous people that can lead to the creation of a common future that enhances both human and nonhuman life. Illustrative of some of the issues at the heart of white-Indian misunderstanding is a case-study of the conflict between Euro-Americans and the Lakota people over the Black Hills of South Dakota. The closing section of this paper concludes with an examination of the work of Wendell Berry and the myriad ways he can facilitate a needed dialogue between whites and Indians.
10.10-10.50		Briggs, Peter S., Texas Tech University, USA <i>Recent American History Painting: Alfred Quiroz's Sordid, Nasry, Less than Complimentary but Matter-of-Fact Tributes</i> Alfred Quiroz is a history painter. In the tradition of 17th and 18th century academic European painting, he pictorially excavates heroic narratives that idealize illusionary bliss and uncomfortable tragedy and, quite often, with painful but irrepressible humor. Quiroz scrutinizes American historical traditions for events that betray heroic sensibility. Through select examples from his explorations of official United States military heroes, the Spanish conquest of the New World, and the exemplary lives of American Presidents, Quiroz's work is a contemporary manifestation of a long-held artistic academic hierarchy: history as the most demanding and exalted subject matter of the tragic and comedic. Eagerly edited and exalted as a contemporary Chicano, Latino, Mexicano-American artist, his historical narratives tend to level the playing fields of cultural relativism and polarize people regardless of their ethnic affiliations, identities or skin colors.
10.50-11.30		Kušnir, Jaroslav, Faculty of Natural Sciences and Humanities, Prešov, Slovakia <i>Play on Real and Inter textual Authorship in Michael Chabon's The Final Solution (2004)</i> In Michael Chabon's novella The Final Solution (2004), the author mostly uses omniscient narrative voice expressing seemingly his unproblematic and direct relation to physical reality. This status of a narrator is, however, problematized by parrot's narrative voice, by intertextual allusions and playful imitation of a detective novel genre. My paper will discuss the way Chabon's textual play, "creative imitation" of traditional genres of popular literature (detective stories), the use of various forms of intertextuality (parody, allusion, echo and others) undermine not only narrative stability, but also how these narrative means and tropes contribute to the creation of what could be called "rhetorical authorship." Such authorship problematizes both unproblematic vision of the world and traditional role of an author as a creator of meaning.

Wednesday
 April 22, 2009

11.30-12.00	Coffee break	
	Cultural Studies and Literature <i>Auditorium</i> <i>Chair: Robert Craig</i>	Language, Translation and ELT Methodology <i>Room 5</i> <i>Chair: Teodor Hrehovčík</i>
12.00-12.20	Ritlyová, Anna <i>Cultural Studies in Language Teaching</i> The process of effective teaching a foreign language includes also cultural studies. In learning another language students are exposed to, and inevitably learn something, about other societies and their cultural practices. Language is a part of nation's culture, so we cannot acquire a foreign language without learning its culture. But what is culture and what culture to teach?	Bilá, Magdaléna & Džambová Anna <i>Pause in English and German</i> Pause is one of the phonic features that, together with pause and melody, affect the semantic aspect of communication. Pause is a suprasegmental feature responsible for segmenting an utterance into shorter stretches and drawing hearers' attention to important bits of information. Thus, it is an important universal means in perception and production of an utterance. The aim of the present paper is to provide the comparative analysis of the above-mentioned prosodic feature through exploration of the similarities and differences in semantically identical utterances in micro-textual units in colloquial style produced by non-native speakers of English and German (Slovak teacher trainees).
12.20-12.40	Buráková, Zuzana <i>Evasive character of American Jewish identity</i> When it comes to the classification and definition of the subject of identity, the Jews are probably the most difficult group to be put in the usual categories. Traditional representations of Jewish identity have been gradually replaced by the new cultural identifications. The third and the fourth generation of American Jewish writers are addressing the issue of identity in contemporary America from diverse perspectives. Our paper explores these various representations and it aims to find their common elements. With the use of sociological, psychological identity theories and Kallen's view on identity construct, we aim to explore what defines "Jewishness" in contemporary America.	Böhmerová, Ada <i>Positivised English Jazz-Age Qualifiers: Their Developments and Penetration Into Some European Vocabularies</i> The paper is based on our research into the existence and semantic-communicative roles of the selected positive qualifiers that arose from negative or non-positive lexical units in the environment of American jazz musicians in the early 20th century, and it follows their developments. Qualifiers rank among the most dynamic vocabulary items symptomatic of a certain period (mostly in colloquial style), participating in expressing the socio-cultural attitudes. Later they either tend to be replaced by other expressions, or they exceed the boundaries of a particular period and preserve their trendiness. Some Jazz-Age positive qualifiers not only survived the test of time, but as borrowings have found their way into other languages, too. Their present occurrence is investigated in Slovak and several other European languages.

12.40-13.00	<p>Yunatska, Anna</p> <p><i>Euro-American and Hispanic Cultures in Dialogue</i></p> <p>By July 2002, the Census Bureau reported that all together there were about 38 million Hispanics or Latinos in the U.S., 60 % of them born there. The Hispanic population has doubled since 1980, because of a high birthrate and high levels of immigration, legal and illegal: MacNeil R., Cran W. (2005: 89). Euro-American ethnocentrism stipulates the development of two main tendencies in American society: political correctness, in terms of which ethnic prejudice and xenophobia are officially criticized, and ethnic stereotyping, which includes anecdotes, explicit ironic statements concerning Hispanics in press and movies, functioning of derogatory ethnic names and slur terms. English is extremely sensitive to these tendencies. The author of this paper touches upon the question of changes in connotation which happen with Spanish borrowings in American English.</p>	<p>Čuriová, Helena</p> <p><i>Some Aspects of Abstract Nouns in Scientific English</i></p> <p>The paper is focused on presentation of partial results of language research and its subsystem – abstract nouns representing highly frequent naming units in scientific English. In terms of communication, abstract naming units represent the lexical attribute within a few tendencies to nominal expression in present-day scientific English.</p>
13.00-13.20	<p>Horváth, Juri</p> <p><i>Critical Discourse Analysis of Obama's Political Discourse</i></p> <p>This paper examines the persuasive strategies of President Obama's public speaking as well as the covert ideology of the same, enshrined in his inaugural address. Our analysis is grounded in Norman Fairclough's assumptions in critical discourse analysis, claiming that "ideologies reside in texts" that "it is not possible to 'read off' ideologies from texts" and that "texts are open to diverse interpretations" (Fairclough: 1995). At the same time, notions of Aristotelian rhetoric of ethos, pathos and logos are applied as further analytical tools of the text's persuasive function. The selected corpus' ideological and persuasive components are assessed, revealing Obama's persuasive strategies.</p>	<p>Usyk, Lyudmyla</p> <p><i>Lexical Means of Expressing Estimation in Phytonyms (a comparative analysis of medical plant names in Germanic and Slavonic languages)</i></p> <p>The problem of the world-image, its universal and nationally specific features is one of the most widely investigated topics in linguistics nowadays. A person's evaluative attitudes, reflected in the language form an important constituent of a world-image. From this point of view an analysis of medical plant names, or phytonyms, seems to be rather productive. The names of medical plants with evaluative components were chosen for this investigation.</p> <p>The aim of our work is to carry out a comparative analysis of lexical means used for expressing estimation in phytonyms in the German, English, Czech, Slovak, Russian and Ukrainian languages. The following questions are considered: 1) the place phytonyms take in the linguistic world-image; 2) estimation as an object for linguistic analysis; 3) an account of lexical means for expressing estimation; 4) pointing out universal and nationally specific features in the languages of our research.</p>

Thursday April 23, 2009	13.20-13.40	Schwartzhoff, Steven <i>Rankin/Bass Holiday Specials and their Continuing Resonance in American Culture</i> <p>From the mid 1960s through the early 1980s the Rankin/Bass production company made a series of classic holiday specials which still resonate in American popular culture. This paper examines their ongoing legacy through their continued rebroadcast, recent remakes and sequels, and especially merchandizing. This examination should shed light on the changing American cultural and media environment.</p>	Uberman, Agnieszka <i>Learners' Self-assessment of Lexical Knowledge</i> <p>The article is devoted to the issues connected with students' lexical abilities and the way learners self-evaluate their vocabulary level students are exemplified and analysed.</p>
	14.00-15.00	Lunch Guided walking tour of the town of Prešov	
	16.00-17.30		
	18.00		
		Cultural Studies and Literature Dinner	
	9.00-9.20	Chair: Jaroslav Kušník Panasenko, Nataliya <i>Interrelations between Literary Time and Space in Prosaic Texts</i> <p>The article deals with the categories of space and literary time, its correlation with real time and temporal structure of the text. Time and space belong to basic categories of philosophy, aesthetics, psychology, linguistics, art. One of their important notions is that of chronotop, introduced by Mikhail Bakhtin. Literary time can be one-dimensional and poly-dimensional, dynamic and static, it can be compressed and prolonged in a text. Thanks to foreshadowing and flashback, literary time differs greatly from real time. Literary time is displayed in a different way in accordance with literary trend, genre, individual author's style, type of a text. There is a strong connection between temporal structure, literary time and plot development in literary texts of different types.</p>	Language, Translation and ELT Methodology Chair: Magdaléna Bílá Gáll, Laura <i>Humor and Conceptual Integration</i> <p>Conceptual integration is rapidly gaining ground in humor research. The model subscribing to cognitive linguistics was proposed by Fauconnier and Turner (1994; 1998) and builds on the notion of mental spaces. Previous work on humor within this framework (e.g. Coulson 1996, 2001) reveals that blending is important for humor production and comprehension, as humorous examples often require the construction of cognitive models in so-called blended spaces. This paper investigates conceptual integration as a framework for addressing humorous text on an axis where language and cognition are intertwined, paying particular attention to the cognitive process of the achievement of humorous effect.</p>
	9.20-9.40	Mitošinková, Zuzana <i>Tracing Intertextuality</i> <p>The paper introduces intertextuality as a widely used phenomenon, draws attention to its historical background explaining Bachin's theories of dialogic and polyphonic</p>	Kostovčík, Lukáš <i>The translation of audiovisual humour in Slovakia - an outline of research problems</i> <p>The problems of an academic study of humor have been overlooked for a long time and world-wide, there is only a handful of researchers</p>

	<p>character of the novel thus promoting Bachin as the first to deal with the relations among texts, presents different attitudes of Riffaterre and Kristeva towards given problem, compares Genette's theory to the former theoreticians' views, underscores usefulness of Genette's taxonomy while explaining preference for centrifugal concept of intertextuality and declares intertextuality a divergent variant of Bachin's theories.</p>	<p>dealing in this field. In the context of today's transatlantic world, where cultures are exposed to each other as never before, the study of humour and its translation between different cultures becomes a "hot topic". This paper tries to formulate the bases and problems for a research of the translation of audiovisual humour in the Slovak context. It presents certain culture-specific considerations in the taste in humour and the issues connected with its translation. It is meant as an introduction to this problem and provides arguments stressing the importance and possible benefits of such a research to be conducted.</p>
9.40-10.00	<p>Pecina, Jozef</p> <p><i>Mysterious Places in Antebellum Sensational and Porn Novels</i></p> <p>The dime novels of antebellum America are abundant with various mysterious places, houses with secret chambers and trapdoors or vast underground tunnels inhabited by the most hideous creatures. The article deals with such places in three of the most popular sensational novels – George Lippard's Quaker City and George Thompson's Venus in Boston and City Crimes.</p>	<p>Hrehovčík, Teodor</p> <p><i>Teaching Community Interpreting: A New Challenge?</i></p> <p>Over the last twenty years, community interpreting has become a profession in many countries of the world. Training programmes and assessment tools have been developed and the demand for services has increased significantly. With regard to the constantly increasing mobility of labour force and opening of the labour market, it seems important for educational institutions engaged in translation training in Slovakia to rise to the challenge and prepare to fulfil the needs of the society. The paper outlines the basic characteristics of prospective on-purpose-designed training courses.</p>
10.00-10.20	<p>Rákayová, Lucia</p> <p><i>Transatlantic blood ties: American Vampire Portrayals as a Sequel to European Gothic Discourse</i></p> <p>Dark and dangerous, deeply passionate sex symbols with gleaming eyes shadowed by elusive veil of sorrow and mystery-undead, beautiful and immortal. The vampires-children of ancient legends and myths embodying qualities that had been denied to mortals once and for ever – eternal life, youth, wisdom, supernatural powers and enormous sex appeal. Forbidden and violently suppressed desires of mankind gave a rise to new dark and attractive visions of these cursed blood-sucking creatures enabling them to make their way out of old wife tales and entrench in the world of fiction and media. Vampire novels, part of "decadent" gothic and mystery fiction, were introduced to public in 19th century. Motifs of S. Le Fanu's Carmilla and B.</p>	<p>Gibová, Klaudia</p> <p><i>EU Translation as the Language of a Reunited Europe Reconsidered</i></p> <p>The paper discusses EU translation in the context of the language policy of the European Union and the resulting equality of all translated <i>acquis communautaire</i> documents. Validity of selected classic concepts of Translation Studies such as original, translation, equivalence and intercultural communication is challenged as to their applicability in the EU multilingual environment. Taking a closer look at EU translation, some unexpected complexities are revealed. The paper also draws attention to some specificities and basic tenets regarding EU translation.</p>

		<p>Stoker's <i>Dracula</i>. European vampire classics, have been feeding the genre ever since. Moreover, with the help of Hollywood production, vampires and vampirism experience the revival: releases of S. Meyers <i>Twilight</i> and R. Matheson's <i>I am Legend</i> added a new dimension.</p>	
10.20-10.40	<p>Pop, Titus <i>The Plea for Freedom of Expression in Rushdie's Non-Fiction</i></p> <p>Rushdie's non-fictional works. Imaginary Homelands and his more recent essay collection <i>Step Across This Line</i> offer enough evidence that Rushdie's lifelong preoccupation is an endless claim for a frontierless, hybrid world. In my paper, I intend to demonstrate that his non-fiction encapsulates his unitary vision – a plea for a free, borderless, and cross-cultural world.</p>	<p>Horňáková, Anna <i>Intercultural Communication in Health Care</i></p> <p>All interpersonal communication contains the possibility of ambiguity and misunderstanding, but the possibilities of misunderstanding and poor communication become much greater when we communicate across a cultural boundary. Intercultural communication makes easier the social interaction and mutual understanding of other culture members. Nowadays new demands are being made on health care professionals to demonstrate appropriate transcultural sensitivity. They should be able to communicate with clients who speak different languages and come from distinct cultural backgrounds. We dealt with a language proficiency of future health care professionals, their motive factors to learn foreign languages and their practical using. In our study we also suggest a few recommendations for effective intercultural communication.</p>	
11.00-11.30	<p><i>Chair: to be specified</i></p> <p>Coffee break</p>		
11.30-11.50	<p><i>Chair: to be specified</i></p> <p>Borbely, Iuliana <i>Jane Austen Adapted - Recreated Stories</i></p> <p>Traditional adaptation theory views hold that a film based on a novel must display fidelity to its source. Modern theorists however, emphasize the intertextual nature of an adaptation and that as a product it should be seen as a new text. Adapting Jane Austen's novels to film has fuelled debates on the extent to which adaptation industry has lessened or enriched her novels and to what extent alterations are justified or needed in order to render her novels 'correctly' to screen, if that is possible at all. The complexity of her novels, though, makes it extremely difficult to adapt forcing film-makers to create new texts. Adaptations of <i>Sense and Sensibility</i>, very much differ from the novel, they emphasize certain elements while disregarding other, sometimes vital ones. Dropping certain novelistic elements however, does not make the adaptations less valuable</p>	<p><i>Chair: to be specified</i></p> <p>Sallinen, Riitta, Braidwood, Eva <i>Distinctive Linguistic Features of Qualitative and Quantitative Research Reporting: Comparing Research Papers in Nursing Science</i></p> <p>Since the beginning of the 20th century various disciplines where the quantitative approach prevails have used for research reporting the Introduction-Methods and Materials-Results-and-Discussion (IMRAD) format with a set of shared content and sequence-related conventions. However, the last 30-40 years have witnessed an insurgence of the qualitative research approach in fields such as sociology, education, female studies, health science and marketing. While parts of the IMRAD framework have been applied to the reporting of qualitative research as relevant, still qualitative research papers are assumed to constitute a specific sub-genre of scientific research reporting; they originate in an epistemological conception different from that of the quantitative approach. A number of literary sources provide</p>	

		than the novel. They are recreated stories that enrich the web of intertextuality and provide comments on the novels.	instructions for qualitative research reporting with regard to the content structure and organisation of the text. However, thorough linguistic analyses of the genre features of qualitative research papers still seem to be missing. This paper introduces a comparative genre analysis-based study design for the identification of the distinctive linguistic features of qualitative English-medium research reports and discusses the findings of a pilot study comparing qualitative and quantitative nursing science articles.
11.50-12.10	Shevel, Anatol <i>"Being There" by Jerzy Kosinski as a resource for teaching language and culture.</i>	The presentation discusses the methodological aspects of designing teaching activities on the basis of a film in general and supplies a few illustrative techniques of teaching/practicing the language skills and resources made by the author for the film "Being There".	Rázusová, Magdaléna <i>Language of Texts of Tourism</i> The paper deals with one of the most common public discourses, for which the persuasive function is most important. The author shows that persuasive tourism texts are the result of the successful fulfillment of several functions of the language used. A variety of language means is enumerated and illustrated by the examples from both printed and Internet sources.
12.10-12.30			Pavličková, Eva <i>Gender and its historical reference</i> The paper focuses on gender as the category of the English noun and its historical and social message. It attempts to prove that the development of society, social life and some social phenomena have been mirrored in and realised through language and that the English noun has been a subtle reflection of the reality.
12.30-12.50			Szabóné Papp, Judit <i>English as the Main Language of Intercultural Communication</i> The paper gives an overview of the factors, changes and trends that may have an impact on the status of the English language as lingua franca nowadays and in the near future. It presents the new phenomena and concepts of 'functional native' and 'Global English' together with the change they bring about in the practice of language teaching, and gives an account of those areas where English continues to play a leading role (e.g. international business as dominated by multinational companies, the Internet, the international market of higher education). The potential rivals of English are also listed together with the brief characterisation of their competitive edge. The paper comes to the conclusion that they are not likely to jeopardize the status of English as lingua franca although it will certainly fulfil this role in a multicultural/multilingual environment.

	12.50-13.10	
		<p>Ferenčík, Milian</p> <p><i>Co-construction of identities in talk-in-interaction.</i></p> <p>Identity work is a constant activity in which interlocutors are engaged over the course of interaction, and at no point of talk they are exempt from being assigned into some membership category. Speakers' identities emerge by way of their explicit or implicit orientation to various membership categories whose relevance is progressively established. Using examples of interaction in a radio broadcast talk show, the paper demonstrates how membership categorization is interwoven with sequential and topical organization of talk and discusses its repercussions upon the perception of politeness.</p>
	13.30-14.00	<i>Conference closing</i>
	14.00-15.00	<i>Lunch</i>