

# Adapting Alterity in Anglophone Scenarios

Edited by

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and

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Series in Communication



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# Introduction

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Inclusion, diversity, and otherness have become increasingly important today, and they are the core of many interdisciplinary research methodologies at the academic level, particularly in the fields of linguistics, literature, and more broadly culture. The words “otherness” and “diversity” imply distinction, separation, distance, borders, artificial impositions designed to bring separation. The aim of this collection of essays is precisely to offer a range of insights into how these barriers have been overcome, and the separation annulled, and to make it possible for different research souls to converge and merge. This is also the main goal of TrAdE’s mission.

TrAdE is a research group founded in 2019 at the University of Rome Tor Vergata with the aim of exploring adaptation studies but also theoretical, descriptive, and applied approaches to translation, focusing on both literary and multimedia products in the English-speaking world. Adopting a multidisciplinary perspective, the research group has attempted in recent years to bring innovations and new perspectives to these domains. The research group has organized annual conferences since 2019, conferences that have been attended by scholars from all corners of the world, including countries such as Brazil, Albania, the UK, and many others. Each conference has been followed by the publication of a selection of the papers presented by its participants. The first event had a national slant and focused on the importance of words, both on paper and voiced, and this first meeting turned into a book published in 2020 by Cambridge scholars Publishing entitled *Reception Studies and Adaptation. A Focus on Italy*, a text which offers insights into the field of Italian adaptation of English-speaking products of various genres, whether literary, multimedia or audiovisual. The second conference took place in the midst of the pandemic period, by which it was inspired. The title was *Contact, Contamination, Contagion*, held online in April 2021 and later resulted in a publication in issue number 25 of the Italian journal *Testo e Senso*.

The third conference focused instead on *Adapting Alterity in Anglophone Scenarios*: held at the University of Rome Tor Vergata in November 2022, the

conference was attended by scholars in the fields of the audiovisual, transmedia, literary, post-colonial, communicative, gender-related studies and so on. This volume aims to explore alterity as the right to be different, a right which is intended as the privilege to be free.

Alterity (æɪˈtɛrɪti, ɒl-)

[a. Fr. *altérité*, ad. med.L. *alteritāt-em* a being otherwise, f. *alter* other: see *-ity*.]

The state of being other or different; diversity, ‘otherness.’ (OED)

First attested in 1642 in H. More’s *Song of Soul* l. i. i (“Psyche! from thee they spring O life of Time, and all Alterity!”), the term encompasses the Latin word *alter* as a synonym of “other,” attested as a verb as early as the fourteenth century (OED). Not only do alterity and otherness lie at the core of this volume, but they have also been at the center of extended research over the past decades, going hand in hand with a growing interest in the topics.

Accepting and embracing alterity is a stylistic feature that has always distinguished the research group, whose activity is centered on the English-speaking world, still remaining open to welcome any artistic, literary or communicative expression that has come into contact with the English-speaking world. From this last conference, a number of papers were selected and presented here, grouped according to a thematic criterion. The first section is devoted to adapting alterity in the literary domain; the second section comprises a series of papers exploring adaptation of otherness in audiovisual products; the third and final section is focused on language and communication.

The first section opens with a study of the English and Italian editions of the novel *We Need New Names*, a study in which **Alessia Battista** focuses on the relationship between language, identity, and migration. The paper claims that boundaries may also result from the linguistic and cultural distance between the places of origin and destination, for example, in relation to the complex relationship between native and non-native speakers, speakers of non-standard varieties, and multilingual speakers. It does this by drawing on Communication Accommodation Theory (Giles and Ogay 2007) and recalling the idea of “double consciousness” (Du Bois 1903).

**Kamelia Talebian Sedehi** presents an analysis of Cherie Dimaline’s *The Marrow Thieves*, a criticism of the history of colonialism through the stories being narrated by various characters. She shows how collective storytelling provides opportunities for Indigenous characters to reclaim their identities and resist the power of the settlers. The paper focuses on the power of the future generations who have dreams and can build everything anew.

**Eriola Qafzezi** offers a pragma-stylistic analysis of the language of deception in dialogues appearing in Agatha Christie's original novels compared to their Albanian translation. The comparative interlingual perspective adopted shows how deception, manipulation, and revelation can be expressed in various ways in detective novels, such as presupposition at the lexical and syntactic level, hedges of various subcategories, other types of constructions, irony, and so on.

In the second section, the study proposed by **Angela Sileo** aims to investigate the theme of alterity and alienation within the broader domain known as Audiovisual Translation: through a brief historical reconstruction of the events that led to the predominance of dubbing and to its coexistence with more recent modes of adaptation (more specifically, *linear sync*), cheaper because faster, but still hindered and kept in a condition of relative invisibility, the paper intends to analyze the reverse side of the coin of (in)visibility from an audience reception point of view, proposing in the last section a comparative study on the Italian audience's appreciation of the various audiovisual modes proposed in the country. An Italian audience that appears increasingly ready to welcome otherness and open their eyes to enjoy an awakening that is both cultural and linguistic.

**Valentina Di Francesco**'s paper is focused on the 'estrangement' effect in the performance(s) of voice actors in non-synchronized dubbing, also known as *simil sync* or SRNL (Sincronismo Ritmico Non-Labiale), and now referred to as "linear sync," as of the latest CCNL (national agreement) effective of January 2024. This localized (Italianized) version of voice-over dubbing, used for the localization of factual programs and non-fiction television programs, may be characterized by overacting, which is typically found in factual genres, although it has begun to appear in newscast interviews on television.

**Roberto Esposito**'s study, frameworked by both Kress and van Leeuwen's concept of multimodality aligned with Hutcheon's theory of adaptation, analyzes the adaptation of the twelfth season of the show *RuPaul's Drag Race* (2009–ongoing) by considering verbal language as well as the non-verbal aspects in some specific cases in the attempt to define what an adaptation is (not), what is adapted, who does it and why.

In her chapter, **Dora Renna** applies a methodology based on multimodal dimensions of language and diegesis (Ramos Pinto and Mubarak 2020; Renna 2021) to explore the linguistic construction of characters as diegetic devices in the language and translation of the film *The Joy Luck Club* (1993); the main aim is to figure out whether and how age, gender, and ethnicity intertwine and contribute to the character design in replicating or defying stereotypes of marginalized groups in cinema.

In the final section, **Giulia Magazzù** offers an analysis of Kamala Harris' political speeches. She examines Harris' expression of feelings, opinions, and assessments using analytical methods to gain fascinating insights into the text's rhetorical structure. The results showed that language and politics are related, and that Kamala Harris frequently uses her speeches to increase knowledge accessibility for a wide range of listeners. Her speeches primarily serve to uphold her political beliefs by utilizing language's persuasive power.

The linguistic features of Hillary Clinton's speeches on human rights are examined by **Michele Russo**. The study concentrates on the vocabulary and rhetorical devices used by Clinton to raise public awareness of concerns pertaining to human rights. It looks at the activities Clinton performs "in and through language" (Gee 2014, 61) and attempts to analyze the syntactic, semantic, and pragmatic elements of her speeches. It also offers insights into the cultural, metaphorical, and connotative nuances of Clinton's language.

**Emma Pasquali** examines the public perception of Roberta Cowell, the first celebrity in the UK to have sex confirmation surgery, by critically analyzing ten articles from *The Daily Mirror* (later renamed *The Mirror*), *The Guardian*, and *The Times* that were published between 1954 and 2018. The research specifically aims to determine whether there has been a shift in the English language toward political correctness when discussing gender and how the linguistic choices made by journalists may have affected public opinion regarding Roberta Cowell and transgender people in general.

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**Part One:**  
**Alterity from a Perspective**  
**of Literary Criticism**



# 1.

## “It’s hard to explain, this feeling; it’s like there’s two of me”: Migration and Boundaries in *We Need New Names*

Alessia Battista

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### Abstract

The chapter explores the interconnection between migration, identity and language in the novel *We Need New Names* (Bulawayo 2013; 2014) in both its English (original) and Italian versions. The analysis will explore the concept of ‘boundary’ as connected to the experience of a young migrant, Darling. Boundaries arise both in Darling’s place of origin, a poor African village, and in the United States of America, where she relocates, potentially laying the ground for linguistic variation (Yule 2014). Relying on Communication Accommodation Theory (Giles and Ogay 2007) and recalling the notion of ‘double consciousness’ (Du Bois 1903), the study argues that boundaries may also arise due to the linguistic and cultural distance between the places of origin and destination, for instance with relation to the complex relation between native and non-native speakers, speakers of non-standard varieties, as well as multilingual speakers.

**Keywords:** migration, Communication Accommodation Theory, sociolinguistics, non-standard variety, native speaker

\*\*\*

### Introduction

Considering that migration has been characterizing humanity for centuries, and that it deeply affects people’s lives, this chapter analyses the experience of Darling, the protagonist of NoViolet Bulawayo’s debut novel, *We Need New Names* (Bulawayo 2013). Published in 2013 and made available for the Italian audience the following year (Bulawayo 2014), the novel tells a story of poverty and dreams, migration and discrimination through the eyes of Darling, a ten-year-old child who lives in the poor shanty village Paradise (in Africa, perhaps

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## Author Biographies

**Alessia Battista** is a doctoral candidate in “Euro(pean) Languages and Specialised Terminologies” at ‘Parthenope’ University of Naples (Italy) and a research fellow at the University of Salerno (Italy). Her doctoral research project explores *BuzzFeed’s Tasty’s* social media content through an innovative methodological framework grounded in multimodality, genre analysis, systemic functional linguistics, and corpus linguistics. As a research fellow, she works on the PRIN project “Acceptability strategies through variations of English as a lingua franca in multicultural and multimodal discourse types”. In 2021 she was the recipient of the Emerging Scholar Award granted by the American Name Society to early-stage researchers for their outstanding contributions. Her research interests focus on English sociolinguistics, ESP, (social) media discourse, corpus linguistics, and critical discourse analysis.

**Valentina Di Francesco** is a post-doc research fellow within the *DIETALYPRIN* project at the University of Ferrara, Humanities Department. The project, characterized by a diachronic perspective, is on tourism communication in English, operated by Italian institutions. In 2023, she obtained a PhD in Translating, Interpreting and Interculturality at the Department of Interpreting and Translation in Forlì (University of Bologna), with the thesis *Audience Attitudes towards the Simil Sync Technique: a Pilot Study*. Her interests are Audiovisual Translation, Perception and Reception Studies, Tourism Studies and Media Studies.

**Roberto Esposito** is a third-year PhD student at the University of Naples L’Orientale. His current doctoral research focuses on drag language and representation as a compelling example of social semiotics through a stylistic and multimodal analysis of the TV show *RuPaul’s Drag Race*. His research interests concern Multimodality, Critical Discourse Analysis and Stylistics, applied to mainly investigate intersectionality and the interplay between verbal and non-verbal language. He is a member of the Italian Association for the Study of English (AIA), the Identity, Language and Diversity (I-LanD), Argumentation, Pragmatics and Stylistics (Argo) and Climate Change and Environmental Discourse (Dis-4Change) interuniversity research centers.

**Giulia Magazzù** obtained a PhD in English Studies at the University of Rome Tor Vergata where she now works as adjunct lecturer, after having worked as post-doc research fellow in English linguistics and translation at “Gabriele d’Annunzio” University of Chieti- Pescara.

Her areas of research are translation studies, audiovisual translation, critical discourse analysis. In 2020 she published a book on the multimodal translation of musicals and in 2022 she published her second monograph about the translation of multilingual tv series.

**Emma Pasquali** was awarded a PhD from the University of Naples L'Orientale and teaches English Language and Literature at the eCampus University of Novedrate. Her primary research interests are in corpus linguistics, historical pragmatics and cognitive linguistics. Her recent work includes the monograph *Early Modern English Trials: Pragmatic Influences on Thou and You* (Loffredo Editore, 2024), studies on stylistics, cognitive poetics and corpus linguistics [“Contamination between Stylistics and Cognitive Poetics: An Analysis of *Lord Randal*,” *Testo e Senso*, 2022; “The Paralysing Sea: A Cognitive Analysis of the Discourse Worlds in James Joyce’s ‘Eveline.’” *Ticontre. Teoria Testo e Traduzione*, 2022; and, “The Corpus of Early Modern English Trials (1650-1700): Building of the Corpus and Hypotheses of Normalization”, *Status Quaestionis*, 2023].

Associate Professor **Eriola Qafzezi** is a full-time lecturer in the Department of Foreign Languages at the Faculty of Education and Philology, Fan S. Noli University, Korça, Albania, where she has been teaching since 2005. She earned her Bachelor’s degree in 2005, followed by a Master’s degree in 2011. She completed her Doctoral studies in 2014. Currently, she serves as the Head of the Department of Foreign Languages, teaching courses such as Translation, Text Analysis, Theory of Translation, Text Typology and Translation, and English for Specific Purposes (ESP). Her research interests span across translation, linguistics, discourse studies, media studies, technology and education, and online teaching and learning. As part of her ongoing research, she has published several papers focusing on the interplay between language and culture, the translation of children’s literature, intertextuality, media discourse, corpus linguistics, and comparative studies of the English and Albanian languages.

**Dora Renna** is a tenured assistant professor of English Language and Translation at the University for Foreigners of Siena. Her main research interests are audiovisual translation, language variation, intercultural pragmatics, discourse analysis, applied linguistics, corpus linguistics, and multimodality. She is currently involved in a project on tourism and translation in Italy, awarded as a Project of Great National Interest by the Italian Ministry of Education. She is also a member of the editorial board of the DOAJ and ANVUR-indexed journal of English and American Studies *Iperstoria*.

**Michele Russo** is an Assistant Professor of English Language and Translation at the University of Foggia, Italy. He received a Ph.D. in English Studies from the University of Chieti-Pescara, Italy (2005). He taught Italian language and literature as a Visiting Professor at the Nazareth College of Rochester, New York.

He is the author of three monographs and of several articles and book chapters on translation, bilingualism and self-translation. He is a member of numerous scientific associations, such as the Italian Association for the Study of English (Associazione Italiana di Anglistica, AIA) and the American Studies Association of Italy (Associazione Italiana di Studi Nord-Americani, AISNA). His research interests include translation studies, discourse analysis, English language teaching and lexicography.

**Kamelia Talebian Sedehi** is an adjunct lecturer at Sapienza – University of Rome, Italy and Mount Allison University in Sackville, Canada. She is the author of *Subjectivity Gained, Subjectivity Lost in Melancholic Female Eunuchs in Alice Walker's Selected Novels* (Aracne, 2021) and *Uncovering History through Testimony. A Traumatic Account of Aboriginal Peoples in Canadian Residential Schools* (Aracne, 2022). She edited one essay collection on utopian and dystopian literature entitled *Role of Religion in Shaping and Reshaping of Inclusive/Exclusive Communities* (Cambridge Scholars, 2023). She co(authored) academic papers on trauma, melancholia, Aboriginal studies, and American literature.

**Angela Sileo** is a post-doc research fellow at the University of Milan with a project on ELT and accessibility. She obtained a PhD in Humanities at the University of Rome Tor Vergata, where she co-founded the TrAdE research group in 2019. In 2018, she published her second monograph on dubbese. In 2021, she edited a collection of essays on AVT. Her areas of research are AVT (more specifically, dubbing and linear sync), DAT (Didactic AVT) and deaf-inclusive language teaching approaches.



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