

V Seminario de
investigación avanzada
en Lingüística Inglesa
(2)
PhDENGLing

Linguistic devices in persuasive discourse

Lecture by Professor Mercedes Díez Prados

Universidad Alcalá de Henares

10th April 2019



Differences?

- Dialect
- Language
- Cultural models
- Gender roles















Similarities

Shared beliefs and values

Coca-cola reinforces positive values and beliefs:

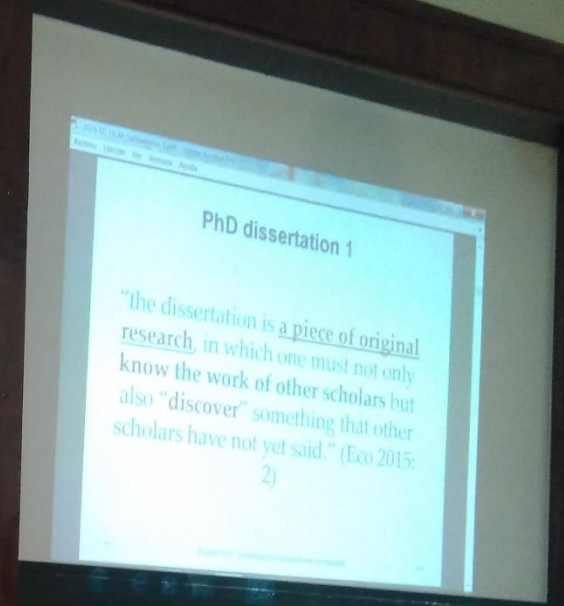
- ✓ Friendship.
- ✓ Sharing.
- ✓ Refreshing and relaxing.
- ✓ Opens communication channel promoting chatting.
- ✓ Fun & enjoyment, provoking smiles and even laughter.

Gender/sexuality and translation: Doing research into (evolving) identities and desires

Lecture by Professor José Santaemilia Ruiz

Universidad de Valencia

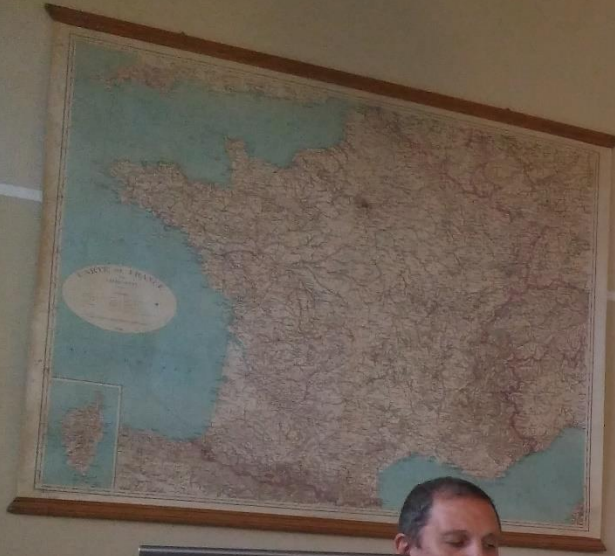
25th April 2019





2013-05 ACM-Seminars 1995-2013
Archives Educatives des Universités de France

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A lecturer is seated at a wooden desk, working on a laptop. A water bottle and a microphone are also on the desk.

PhD dissertation 13
RESEARCH MODELS

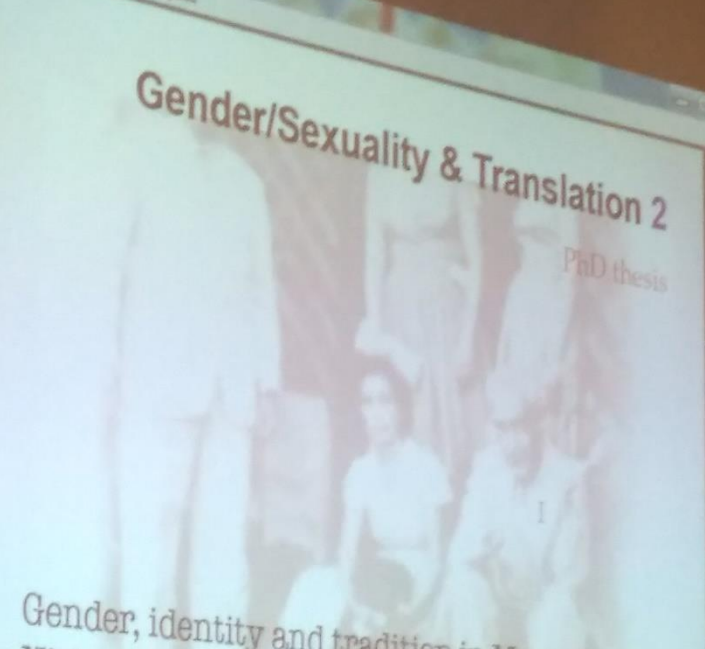
Comparative	Process	Causal
Linguistic & lit. criticism	Translator's competence, behaviour ...	Why translations are like this ...
Text analysis	Cognitive processes	Translator's cognition
More/less narrow	Effect of context	Translation event
		Socio-cultural factors

(Andrew Chesterman 2000)

A large projection screen displays the research models slide. The screen is mounted on a wooden structure. A white curved railing is visible in the foreground.

Gender/Sexuality & Translation 2

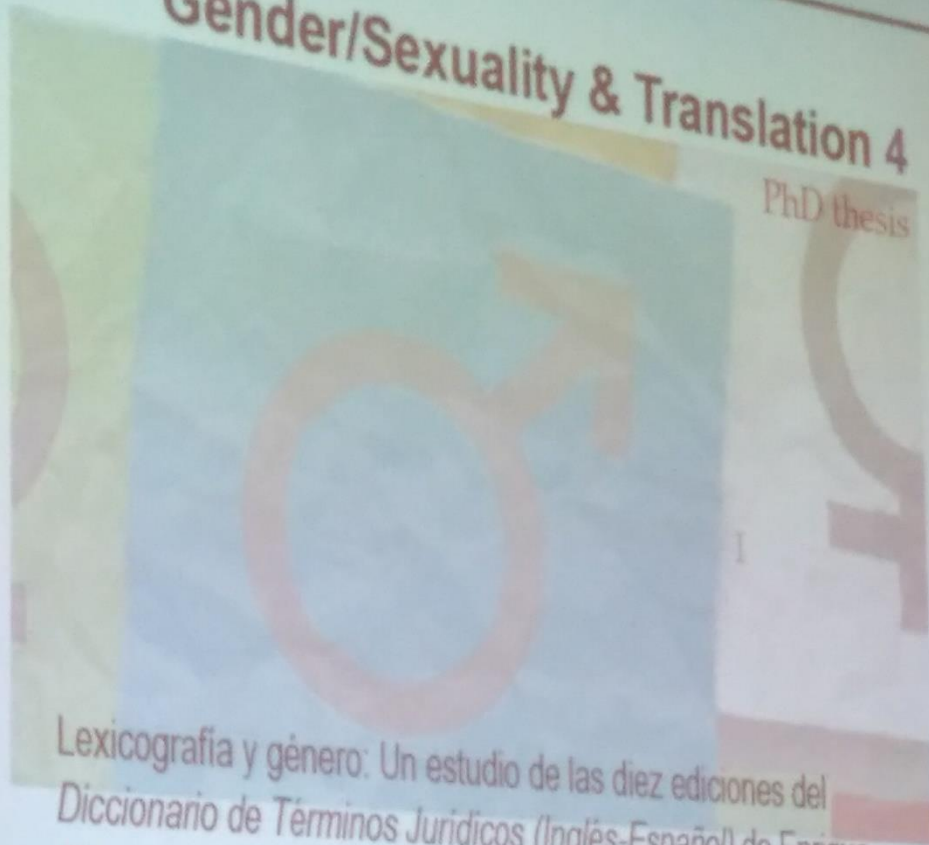
PhD thesis



Gender, identity and tradition in Meera Syal,
Nisha Minhas and B.K. Mahal: Lights and
shadows in unwritten rules of conduct

Gender/Sexuality & Translation 4

PhD thesis



Lexicografía y género: Un estudio de las diez ediciones del
Diccionario de Términos Jurídicos (Inglés-Español) de Enrique
Alcaraz Varó y Brian Hughes)

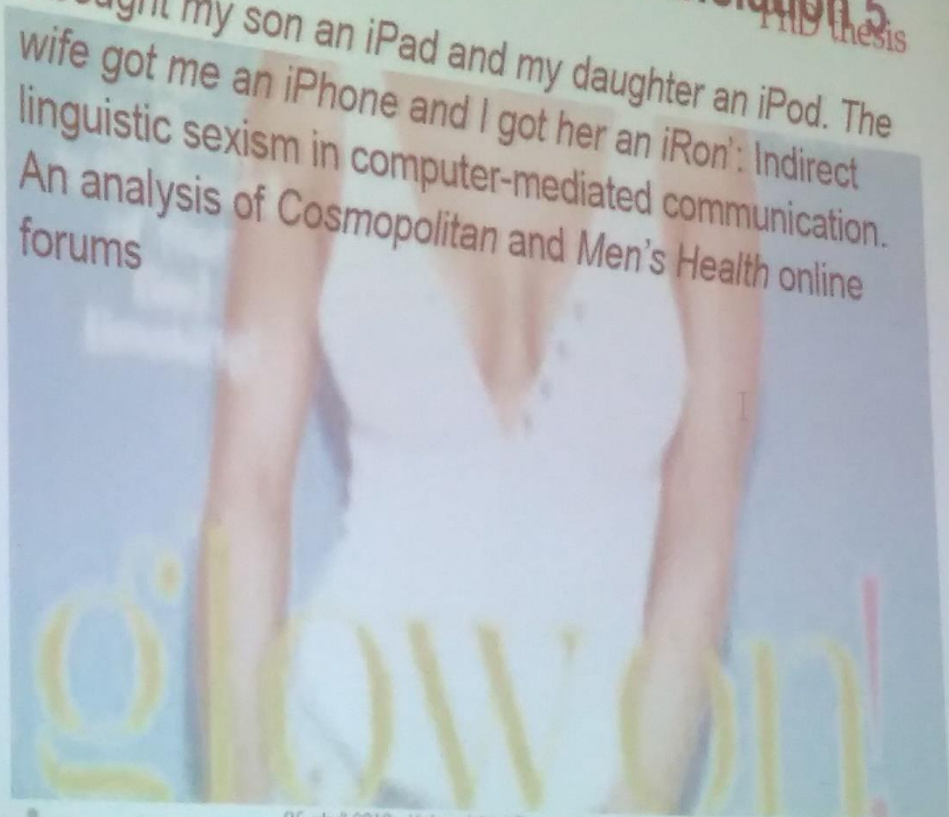
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4/39

Gender/Sexuality & Translation 5

PhD thesis

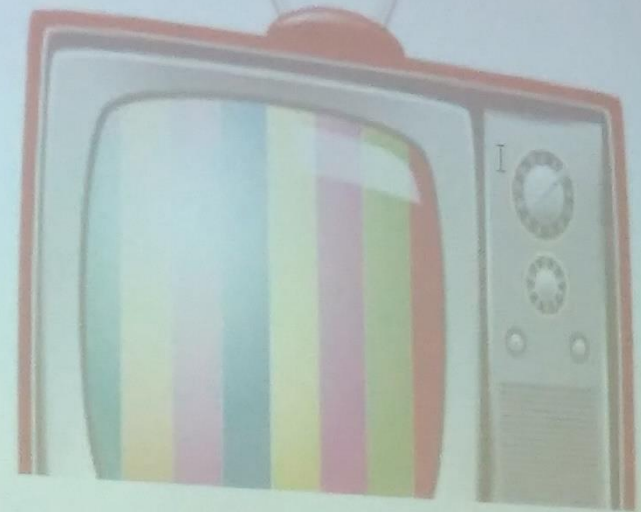
'I bought my son an iPad and my daughter an iPod. The wife got me an iPhone and I got her an iRon': Indirect linguistic sexism in computer-mediated communication. An analysis of *Cosmopolitan* and *Men's Health* online forums



Gender/Sexuality & Translation 6

PhD thesis

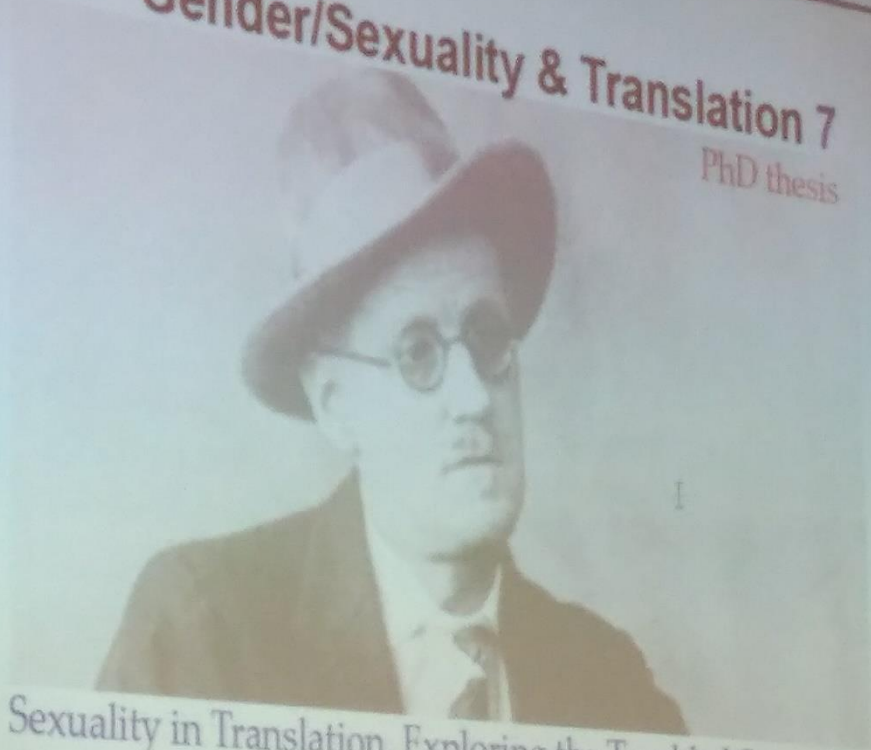
*Mírame, contrólame, protégame. ¿Soy un coche? La
publicidad sexista en televisión y su regulación en
España*



Adobe Acrobat Pro
Ver Ventana Ayuda

Gender/Sexuality & Translation 7

PhD thesis



Sexuality in Translation. Exploring the Troubled Seas of
(Un)Official Censorship: James Joyce's *Ulysses* in Serbo-
Croatian

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