

The newsletter of the *Poetics and Linguistics Association* (PALA)

PARLance

Spring 2014 edition

<http://www.pala.ac.uk/>

Dear PALAns and fellow stylisticians

IT IS with great pleasure that I bring you the next edition of *Parlance*, in my first outing as newsletter editor. The response to the call for contributions was amazing, as you can see from the following pages, hence a slightly longer turnover time than I would have planned. But I hope you think the wait has been worth it. PALA is an international community of linguists with a passion for all kinds of weird, wonderful and important language-related activities, often at the cutting edge of current research in the field. As you can see if you flip through the pages, we have plenty of reports from the terrific 2013 conference in Heidelberg - including the PALA summer school - from voices new and more experienced (OK older...). There are also reports from PALAns explaining what they get up to in their everyday academic roles and routines, a guide on how to survive a conference presentation, and a report on the acclaimed new language and linguistics magazine *Babel* from its assistant editor. Last but not least are the business reports, based on the 2013 PALA Annual General Meeting. I am sure you will join me in thanking Beatrix Busse and her posse of helpers for organizing the Heidelberg conference with such

efficiency, but also in wishing the best of luck to Simon Zupan and Tomaz Onic who have bravely taken over the mantle from Beatrix by agreeing to host the 2014 conference in Maribor, Slovenia (or **sLOVEnia** as it is affectionately being called) on 16 – 20 July. The title 'Everybody's got style!' means it should at least be the best dressed yet. You will see information about the conference dotted around the newsletter. Make sure you register early to avoid disappointment—the homepage is at:

<http://projects.ff.uni-mb.si/pala2014/>

Hopefully see many of you there!

Matt Davies (PALA newsletter editor)

Parlance contributions

If you want to make a contribution to the next issue of *Parlance*, please email

Matt Davies (University of Chester, UK) at
matt.davies@chester.ac.uk

Photographs would also be very welcome

PALA 2014: Poetics and Linguistics Association Annual Conference

Everybody's Got Style! Testing the Boundaries of Contemporary Stylistics

16th to 20th July 2014

at the **University of Maribor, Slovenia**

Plenary speakers include:

- **Professor Jean Boase-Beier (University of East Anglia)**
- **Professor Michael Burke (University College Roosevelt, Utrecht University)**
 - **Professor Michelle Gadpaille (University of Maribor)**
- **Professor John Kennedy (University of Toronto at Scarborough)**
 - **Professor Bernhard Kettemann (University of Graz)**
 - **Professor Geoffrey Leech (University of Lancaster)**

Visit the conference website at: <http://projects.ff.uni-mb.si/pala2014/>

Chair's message

PAUL SIMPSON, Chair of PALA, celebrates an excellent 2013 conference and looks forward to the forthcoming year

Dear PALA colleague,

THIS IS my first newsletter item as PALA Chair, in the wake of an excellent conference in Germany. On this theme, I would like on behalf of PALA to extend our gratitude to Professor Beatrix Busse and her team of excellent organizers for their wonderful event in Heidelberg - the biggest PALA gathering yet, as it turned out. As colleagues know, the annual PALA bash has become something of a 'conference plus' event – and this year's main conference was fronted by the PALA summer school and by several special interest groups. My thanks go to all of the colleagues who delivered these excellent workshops, presentations and seminars.



As I mentioned in my last email to PALA members, there have been significant changes in the make-up of the PALA committee. A number of committee posts were renewed in April this year and so, for their already significant contributions both to the PALA committee and to the AGM, I would like to thank new members Matt Davies (Newsletter Editor), Agnes Marszalek (Student Membership Secretary), Jane Lugea (Publicity Officer), Stephen Pihlaja (Membership Secretary) and Brian Walker (PALA webmaster). And of course, a debt of gratitude is due to those outgoing members who have selflessly given their time (in some cases for two consecutive 3-year terms) in carrying out these duties; respectively, Beatrix Busse, Isabelle van der Bom, Andrea Macrae, Nina Nørgaard and Martin Wynne. I wish them all the best for their future projects and I know they will continue to have many close associations with PALA.

As PALAns will know, the 2014 conference will be held at the University of Maribor in Slovenia, while the 2015 conference will take place at the University of Kent at Canterbury. Colleagues interested in hosting subsequent PALA conferences should consult the website where they can find the detailed instructions and criteria needed in order to make a bid.

All the best for now. Enjoy the Newsletter.

Paul

PALA 2014

Poetics and Linguistics Association Annual Conference

16th to 20th July 2014

at the University of Maribor, Slovenia

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PALA Summer School 2013 'Rhetoric' and 'Multimodality'

JUDIT ZERKOWITZ, MARIYA FEDORIV and NATALIYA KOLBINA were invigorated, stimulated and well-fed thanks to Michael Burke and Rocio Montoro at the three-day PALA summer school in Heidelberg

The 3rd edition of the Pala summer school was held in July. The themes this year were 'rhetoric' and 'multimodality' and this year's two lecturers were Michael Burke and Rocio Montoro (previous lecturers having been Paul Simpson, Michael Toolan, Beatrix Busse and Dan McIntyre). A number of changes had been made to the previous two editions of the summer school (which were held in Middelburg). The most significant is that the summer school was tagged onto the annual conference, taking place in the days before the conference started. The second was that it was just three days long, instead of five. And the third was that it was now not just limited to students rather all PALA members could attend. These three changes proved successful. There were 15 participants from countries such as Italy, Spain, Ukraine, Hungary, Netherlands, USA, etc., and well as Germany itself. Below are three short reports from a range of participants, together with a photograph of the group.



I HAVE recently become an OAP, old age pensioner, but although I rarely have the opportunity to teach stylistics I am still interested in our field.

The two topics of the summer school - *rhetoric* and *multimodality* - were exactly the two areas where I felt I would like to learn what is going on these days, what the state of the art is. So I enrolled in the pre-conference summer school with some trepidation, fearing that perhaps all those young people, I mean the whole set, not just the students but the teachers as well, would find it odd that a white haired person should be there.

I had a fabulous time. It was invigorating. Both classes addressed issues of today, new directions in stylistics. Michael's rhetoric class called attention to connections between pragmatics and rhetoric, today's sales world and rhetoric, how much a stylistician must be aware of rhetoric. Rocio's multimodality class was an eye opener for ways in which stylistics could follow the senses and describe how we take in the world. Both teachers

provided lists of recommended readings and gave us lots of ideas to ponder. To say nothing of the education we got, definitions of terms, an overview of topics.

I enjoyed this pre-conference warm-up tremendously. We were in the deserted English Department, just us. The bells of the nearby churches were ringing in the weekend silence of the Old Town, and when they stopped it was only us talking. We had time for taking in and discussing issues of interest in rhetoric and multimodality, (although, come to think of it, Michael made a valiant effort to outshout the ten o'clock bells, and if one thing could be changed, I'd say maybe a bell break could be instituted). We had time to stop running and be together, people, young and old, who are all interested in the same area, and the traditional spirit of friendliness and seriousness of PALA could be felt.

Judit Zerkowitz

Eötvös Loránd University, Budapest, Hungary

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I WAS very happy to attend the PALA 2013 summer school. Personally for me it was very useful and inspiring: I got some new insights into my own research, especially considering the diachronic approach to considering the subject matter.

The two courses that we attended were composed so that we could enrich our general fund of knowledge which, I believe, can be applied into some new research projects. In addition, having been trained as a teacher-to-be, I have picked up some handy communication techniques and methods, and my hands are itching to apply them in practice. The cordial atmosphere created outside the classroom deserves special thanks. The coffee-and-tea breaks, thoughtfully prepared by Jennifer and sweetened with Linda's muffins and chocolate cookies, made us feel welcome and taken care of. The barbecue party was unforgettable, too, so I want to extend my deep gratitude to the organisers and to everyone who participated, for much of the feast depended on the people's attitude.

What I somehow lacked during the summer school was a possibility to exercise, i.e. to immediately turn the obtained pieces of information into some do-able assignments. Small group or team projects would be helpful in view of both ensuring the knowledge retention and building a research network. Of course, we were very short of time, so I suggest that in future the time boundaries be widened. Or, at least, it could be one hour at the end of each session when we could do some assignments, letting our professors enjoy their coffee or do whatever they like ;-)

Beyond doubt, it would be great if I could attend the PALA summer schools in future.

Millions of thanks to Prof. Michael Burke for starting this forum and to Dr. Rocio Montoro for joining in. Looking forward to participating in the 4th PALA Summer School in Maribor next summer.

Mariya Fedoriv
Kyiv-Mohyla Academy, Ukraine

I N the autumn 2012 I became a PALA member and was looking forward to the 3rd PALA Summer School in 2013 and the PALA Annual Conference in Heidelberg. My conference abstract was accepted, I was privileged to get a bursary for the PALA Annual Conference and as soon as registration for PALA Summer School 2013 started, I signed up.

A great advantage for all participants of PALA Summer School 2013 (28.07 – 30.07) was that it was held at the magnificent and hospitable University of Heidelberg and right before the PALA Annual Conference 2013 (31.07 – 04.08).

I was one of the "PALA virgins" as all new participants were kindly called by the 'oldies' (students who had attended previous Pala summer schools). It was exciting and thrilling for me to participate in everything; to take part in Rhetoric sessions held by Prof. Michael Burke and Multimodality Sessions held by Dr. Rocío Montoro. All PALA events and the

Summer School in particular had a very friendly and warm atmosphere which encouraged people to communicate and generate interesting ideas, many of which have helped me a lot in my current PhD research.

I'm looking forward to attending the next PALA Summer School and the PALA Annual Conference 2014.

I do hope to meet all my new friends and acquaintances, to gain more priceless experience that helps me to get deeper into cognitive and multimodal facets, to broaden my outlook and to inspire myself to move forward.

Nataliia Kolbina
Poltava V.G. Korolenko National Pedagogical University, Ukraine

PALA Annual Conference, Heidelberg 2013

The 2013 annual PALA conference was held in the beautiful city of Heidelberg, Germany at the Universitat Heidelberg. In this section our PALA correspondents wax lyrical about their first-time experiences, the intellectual stimulation, the camaraderie, the castle, river trip..... and not being fleeced in the Golden Sheep!

HEIDELBERG was my first attendance at the annual PALA

conference, although I am confident that it shan't be my last, not least because nobody shall be able to call me a "PALA virgin" again! It is without question that the academic quality of the conference was excellent, and that the social programme was equally so. However, what struck me most about a PALA conference in comparison with those others I have attended was the camaraderie displayed by PALAns and into which first timers are immediately welcomed. From the first night in the Golden Sheep, through the subsequent nights in, well the Golden Sheep, to the last in Heidelberg Castle, it was always clear why PALAns consider the annual conference the highlight of the year. This conference was defined for me by the infectious sense of kinship clearly felt by those in attendance, and from which even the waiting staff in, again the Golden Sheep, were not immune! If the mark of success for a first time experience is to leave wanting more, the Heidelberg conference can certainly be considered a triumph, and I hope that sLOVEenia (as seems to have been made the conventional representation!) in 2014 shall be just as successful.

Simon Statham, Queen's University Belfast



AFTER a very positive first PALA experience in Malta last year, I was looking forward to Heidelberg 2013 -- and it certainly didn't disappoint! The conference programme was packed full of a range of interesting, engaging presentations, and the plenary talks provided refreshing insights on the conference theme of 'mobile stylistics'. The highlights of the social programme (arguably equally important?!) were the beautiful

cruise along the river Neckar and the conference dinner in the very impressive Heidelberg Castle. I must also mention the many enjoyable evenings spent in

The (now infamous) Golden Sheep, whose takings have probably dropped dramatically since the departure of the PALAns. Many thanks again to Beatrix Busse and her team for an engaging conference in a great location. Looking forward to sLOVEenia 2014!



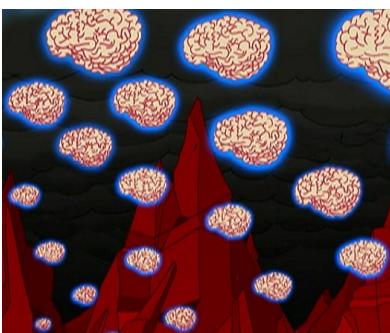
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Beware the bulging brains.....

JANA PELCLOVÁ relates her first time PALA conference experience and celebrates cerebral stylisticians

WHEN I first opened the conference program and slowly scrolled all the way down I thought wow, that's gonna be big.

And after I waded through the book of abstracts and saw all those famous stylisticians whose books I use for my own research and teaching and who I knew only by names, one of Matt Groening's *Futurama* episodes crossed my mind. In this episode giant brains attack poor planet



Earth and tries to wipe out intelligence from all living creatures.

Luckily, the main character Fry is immune to this mental attack and manages to save the universe. Beware, Jana, the giant PALA brains are going to destroy you and there is no Fry to come and save you and you are not immune enough to survive this.

But the more speeches I listened to, the more I realized how lucky I was to be a part of this terrific session of great stylistic brains that hadn't come to destroy me (nor the poor citizens of the beautiful city of Heidelberg), but that had gathered to show us how flexible, productive and innovative the field of stylistics is. The conference nicely followed its major theme of

mobility all time long. We were all on smooth moves between marvelous university buildings and acoustically friendly Hörsäle and between rich social programs, such as the solar-boat trip down the Neckar



River, or the gourmet experience in Heidelberg Castle.

Besides these spatial and social turns, what I appreciated most is that I could experience the diverse mobilities across disciplines, the thought-provoking (and sometime punny) moves in mobile narratives, scientific discourse, virtual spaces, subtitling, feminism, network news, comics and all those literary and non-literary texts. We did move beyond the language, and I am not afraid to say that we managed to turn it upside down and inside out. I hope all of us really enjoyed this great, great conference.

The biggest thanks, of course, belongs to Beatrix Busse and her team. Without you, we wouldn't be able to move on.

Jana Pelclová, Department of English and American Studies, Masaryk University, Brno, Czech Republic

35th ICAME Conference - University of Nottingham, 30 April to 4 May 2014

The *Centre for Research in Applied Linguistics (CRAL)*, School of English at the University of Nottingham will be hosting the 35th ICAME Conference. The theme of the conference is "*Corpus Linguistics, Context and Culture*". It aims to explore English corpus linguistics and its intersections with other fields, as well as its applications in a range of contexts of language use.

For further information, visit the ICAME website here:

www.nottingham.ac.uk/conference/fac-arts/english/icame-35/index.aspx

We are looking forward to an exciting programme!

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Friendly Face-Off

A Marina mix-up for URSZULA KIZELBACH but first PALA conference really floats her boat.

THESE is nothing like making a gaffe at your first conference on stylistics. Goffman (1967: 14) classifies *gaffes* and *faux pas* as “unintended” and “unwitting” threats to face, which the speaker would have tried to avoid had s/he foreseen its unfortunate consequences.



So, here I am, sitting in a boat and having a great time talking to my newly acquainted colleagues. Then I see Professor Marina Lambrou coming to our table, we’re having a friendly chat when I suddenly realize that (hey!) I’ve read her article in a collection edited by Derek Bousfield and Miriam

Locher (2008), so I think I will congratulate her and say how much I liked it. Well, strangely enough, she seems rather surprised, she doesn’t remember having anything published in the collection I’ve mentioned. I am being so

persuasive at some point that she, actually, starts having doubts about her mysterious publication, maybe it is there after all?

As you may guess, soon after we parted it dawned on me that it was Marina Terkourafi’s article I had read and I thought ... well, you know what I thought. But, Marina Lambrou didn’t take offence, and it’s not just because she recognized my unintended (and how very unfortunate) face threat, but also because it’s PALA.

The PALA Conference in Heidelberg seemed to me, a newcomer, like a big family reunion, where colleagues and friends meet to share their expertise and enthusiasm for life and work with others.

Dear PALAns, thank you for your stimulating company, for the motivation you gave me to pursue my own research interests and, above all, for the kindness and friendship you showed me. I will never forget Heidelberg. I have every intention of coming back and meeting you all in sLOVENIA.

Urszula Kizelbach, Adam Mickiewicz University,
Poznań, Poland

PALA 2013 IN FIVE LINES

Mobile PALAns on the cognitive line
And those who towards corpora incline
Let their differences blaze
Over four scorching days
Then drowned them in Dr Klein’s wine

Photo by Stephen Coffey

By Steve Buckledee, University of Cagliari, Italy

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The uniqueness of PALA

SARALA KRISHNAMURTHY on the pleasures of organizing PALA in Namibia 2011

MY FIRST PALA conference was in Joensuu, Finland, eight years ago where I presented a paper on Chinua Achebe, a famous and world-renowned Nigerian novelist. I was filled with trepidation when I realized that I would be speaking to an audience consisting of the greatest minds in the business, scholars whose books I had used in my own PhD research and from whom I drew inspiration to teach Stylistics at Masters



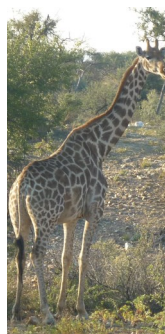
level at an Indian university. I was pleasantly surprised when, at the end of my presentation, I received constructive criticism along with helpful and friendly suggestions which I could incorporate into my paper to make it better. Coming from a context where academics watch

like hawks to tear you apart pitilessly and whose sole purpose in life is to humiliate you, I was indeed greatly relieved with the reception of my paper. This is the main reason that I keep coming back to PALA, for PALA is an association which believes in nurturing and supporting rather than hurting and discarding. Every PALA conference has offered something unique, something that is really intangible, but can be sensed by every first time presenter at PALA. The field of Stylistics is constantly being extended through the development of new ideas. What is exciting is to see the presentations on the new media and multimodal analyses. While on the one hand there is great intellectual stimulation offered by PALA conferences, on the other hand, the spirit of camaraderie is very enriching. I have made many friends over the years and I cherish each and every relationship because it is precious to me.

PALA conferences offer a complete package, as they say, about “Bollywood” (read Indian) films. Allow me to explain myself. Bollywood films combine several genres, such as romance, musical, drama, comedy, tragedy into one package, unlike Hollywood movies. For example, a Hollywood horror movie would not bring in elements of romance or tragedy into it. But a Bollywood movie would very easily combine the sublime and the ridiculous. For instance, it would not be unthinkable for a whodunit in Hindi to have a song and dance routine for which Bollywood movies are famous world over.

Similarly, PALA conferences offer a platform for serious scholars, provide an opportunity for students or young researchers to consult with experienced professors, enable academics with divergent interests to gather together to look for a common purpose, afford pundits an occasion to test new ideas in an encouraging environment and last, but not the least, PALA conferences also give its participants a chance to let down their hair and party. No PALA conference is complete without the obligatory banquet, excursion and other activities so that people from different parts of the world can mingle and share the spirit of friendship and scholarship.

After having spent nearly five years travelling with PALA conferences to different cities, I decided that PALA should travel to Africa. Thus, I brought PALA to Namibia in 2011. Even though, comparatively, it was a small conference, I am glad to say that it was a resounding success. The participants were exposed to the famous African hospitality, cuisine and atmosphere. Stellar performances by a Namibian poet and a cultural group gave the visitors a taste of African culture to whet their appetites. The cherry on top of the cake was the trip to Okapuka Game Lodge to spend a few hours in the African jungle viewing wild animals in their natural habitat. I can confidently say that most visitors to Okapuka fell in love with the rhinos, who, as if on special request, decided to stage a mock fight to thrill the onlookers. The posturing, grunting, snorting and the kicking of the dust just served to



heighten the excitement of the moment. The spring bucks and the water bucks scampered away from our vehicles much to the delight of the participants as if teasing them to follow. The giraffes busily chomping away at the leaves silhouetted against the setting sun, the wart hogs with their tails stuck straight up, the crocodile slumbering lazily at the pond’s edge, the majestic oryx and the elegant eland brought home to all the people who were there that we are all part of a great circle of life. The immeasurable and stupendous beauty of Africa cannot be described, it has to be experienced. I feel very proud to have been able to give my PALA friends a glimpse of the grandeur of this great continent. At the same time, I am also very satisfied that my staff at the Poly got a chance to interact with senior professors in their home ground.

Dr. Sarala Krishnamurthy, Dean, School of Humanities, Polytechnic of Namibia

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How to stay in CTRL S

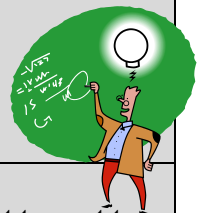
BRIAN WALKER'S guide to facing the music at those anxious conference presentations



The 10 minutes reserved for Q&As at the end of a conference paper offer an important opportunity for presenters to have a conversation with other researchers. Often, Q&As are the part of the presentation where ideas and understanding can grow enormously. They can also be the most anxious moments in the session, not just for the speaker, but also for the askers of questions. Below I set out a sort of check-sheet for both askers and askees to help them successfully negotiating Q&As.



Answering Questions	Asking Questions
<p>Let the person finish asking their question; avoid jumping in too soon. However, if the questioner is loquacious, tapping your wristwatch and holding it to your ear can sometimes offer a subtle reminder that time is pressing, and the other person in the audience might also have a question.</p>	<p>Try to keep questions short and to the point; others might want a turn.</p>
<p>If you don't understand the question, ask for clarification. Remember: people can get nervous when asking questions; they are often trying to work out how to formulate the question as they are asking it; and they might not be asking the question in their first language.</p>	<p>Be prepared to reformulate your question.</p>
<p>If you can't answer the question, say so. Consider the Can-you-suggest-a-suitable-reference? (CYSASR?) question.</p>	<p>Be prepared for disappointment, but try not to let it show. Consider suggesting they read some of your work.</p>
<p>Try to give a full answer, whilst observing the <i>Goldilocks Principle</i>: not too long/not too short, but just right (Grice might have said something similar). An answer consisting of only one word is probably too short, but if your answer is interrupted by the caretaker wanting to lock the room, you've gone on too long. The take-the-discussion-to-the-coffee-break (TTDTTCB) option is always available. The take-the-discussion-outside option is to be avoided.</p>	<p>Be prepared to re-ask your question at the coffee break. Decline offers to go outside; dualism is usually best avoided.</p>
<p>Check with the asker if you've answered their question. Even if you haven't, it might be time to move on to another question.</p>	<p>Your question might not be answered, but, if asked, be prepared to lie a little, and invoke the TTDTTCB option.</p>

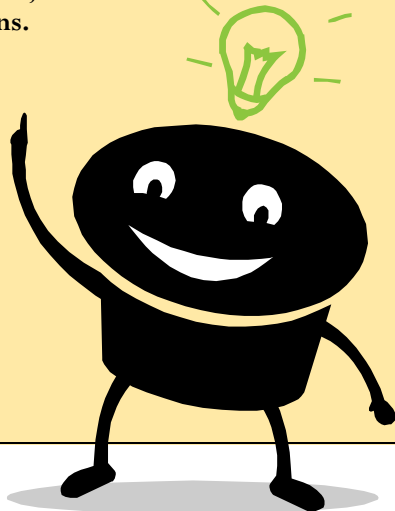


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Answering Questions

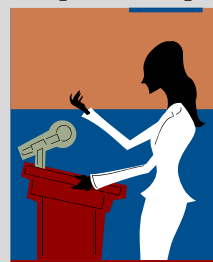
If someone asks a question that relates to a specific slide then go back to that slide. If using *Microsoft PowerPoint*, two options, while your slide show is still running, are: (i) type in the number of the slide you want (you need a good memory for this) and press return (the number you type will not appear on the screen); or (ii) type Ctrl and S, and you get a list of all your slides from which you can select the one you want. These methods avoid having to skip back through all those animations you spent hours inserting, or ending the slide show.

If you are asked a question that exposes a problem with your research and shifting the blame isn't an option, then you must face the music. Don't get too upset, and remember to thank the person for their insight. After all, ironing out any creases in your research is partly why you are there, and this person might be doing you a huge favour by spotting potential issues. Asking for further explanation is possible, as are the CYSASR? and TDDTTCB options.



Asking Questions

If the room falls quiet, then fill time by asking a question that relates to a specific slide, because it can sometimes take 5 minutes for the presenter to skip back through all their animations to get to the slide you want to discuss. This option is especially useful for chairs.



If you want to ask a question that you fear will expose a serious flaw in the speaker's research, tread carefully. You could use the TDDTTCB option, especially if the speaker seems very nervous, but asking your question publically will allow others to contribute. Keep in mind that your question could become a large threat to the speaker's positive face. So, difficult as it might be as a stylistician, try to remember some pragmatics. Think *mitigation*, but, again, keep in mind the Goldilocks Principle as you walk this particular tightrope:

I wonder if you might consider ...

Too much mitigation, people might suspect irony or insincerity or that you're English; get to the point!

You're methodology sucks!

That's moving towards (im)politeness – too niche and not everyone will get it.

I wonder if you might have considered that your methodology sucks?

Nailed it; stick your hand up.

Brian Walker, University of Huddersfield, UK

The 6th conference of the International Association of Literary Semantics (IALS)

University of Canterbury, Kent, UK

3–5th July, 2014

Literary Semantics: Past, Present or Future?

Confirmed keynote speakers:

Professor Dr Beatrix Busse (University of Heidelberg)

Dr Billy Clark (University of Middlesex)

Professor Astrid Ensslin (Bangor University)

Dr Geoff Hall (University of Nottingham, UNNC)



Focus on PALA members



Lost in Austin/en

DANIELA VIRDIS makes sense of the lang / lit divide and the joys of teaching literary stylistics in Italy

As a lecturer in English Language and Translation in Italy, I can choose what linguistic and theoretical disciplines to teach in my courses, so I have decided to teach mainly stylistics and pragmatics. When I took up my post and was first asked what I was going to teach, the response to my answer “Stylistics” was, “Oh, excellent, we badly need more literature.” When I tried to explain that, no, I wasn’t going to deal with literature, but with those linguistic tools (deviation, foregrounding, speech and thought presentation, etc.) that can be effectively applied to any text type, the response changed only slightly to “Super, literature.”

Never mind, off to the classroom. On the one hand, students firmly believing that John Austin and Jane Austen were one and the same person; students wearing embarrassing T-shirts unaware and getting both aware and embarrassed themselves when asked to analyse them by means of Grice’s maxims; students that ... (Daniela) “Someone invites you to the cinema. Can you give me an example of a dispreferred second part and explain your communicative strategies?” (student) *Attributable silence.* (Daniela) “OK, can you decline the invitation?” (student,

clearly annoyed) “Why should I decline?! I love going to the cinema!!”

On the other hand, students eagerly scrutinising a very short sequence for two hours in the classroom or two hundred pages in their graduation theses, their lecturer/supervisor unable to contain their enthusiasm; students arguing over the interpretation and evaluation of a text, and getting angry at the author’s biased message and ideology; students saying, at the end of the courses, “Thank you very much. After 23 years of failed communicative attempts, I finally understand how my father speaks.”

What stylistician could ask for more?



Daniela Francesca Virdis

University of Cagliari, Department of Philology, Literature and Linguistics

Spot the difference.....



Which one is:

- ***Sense and Sensibilia?***
- ***Sense and Sensibility?***



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Focus on PALA members

MARGARITA SÁNCHEZ-CUERVO shares her experiences of teaching stylistics in Spain

I HAVE attended my first PALA conference in beautiful Heidelberg, and hope to attend many more in the future. I had the honour of sharing the session with Michael Toolan and enjoyed his and other presentations related to the field of pragmatic stylistics.

I am a lecturer on English at the University of Las Palmas de Gran Canaria, in Spain. I studied and finished my doctorate at the University of Granada where, as you probably know, there exists a research unit on stylistics. The Department where I am currently teaching is engaged with pedagogical issues related to the knowledge and mastery of the English language. First and second year students who want to become primary education teachers, for example, must read one or two literature graded readers during the semester, and then they make an oral and written exposition of those books. The exposition is aimed at improving their written and oral skills in English. As for language and literature students belonging to the Degree of Modern Languages, they do get training in stylistic procedures through their literature sessions, as it happens in some other departments from other Spanish universities.

I have the opportunity, however, to give an online course on the interpretation of English and Spanish narrative texts with a colleague from the Spanish literature department. The course offers the possibility of reading the literary text following a stylistic methodology. We offer some guidelines for the analysis of discourse presentation, point of view and mind-style, transitivity patterns, and how to detect irony in a selection of narrative texts.

My research is devoted to the style of the literary essay, mainly applied to Virginia Woolf's essays. I follow a rhetorical model of analysis that tries to portray the style of texts that possess an argumentative

nature. I have checked that studies about the stylistics of the essay are scarce, probably due to factors like the heterogeneity of a type of text that may set limits to the essay as genre. I thus encourage prospective researchers to approach this quite unexplored field.

I am also interested in the representation of rhetorical presence in literary texts that is much related to multimodal studies of literature.

I am currently engaged with the TeLL research group (Emerging Technology Applied to Language and Literature Research Group) that covers several fields of knowledge like translation studies, literature and discourse analysis.

I hope this short account can encourage other practitioners of stylistics to share their impressions.



Margarita Sánchez-Cuervo
University of Las Palmas de Gran Canaria, Spain

PALA Conference 2014

Everybody's Got Style! Testing the Boundaries of Contemporary Stylistics

16th to 20th July 2014

University of Maribor, Slovenia.

Visit the conference webpage here: <http://projects.ff.uni-mb.si/pala2014/>

Focus on PALA members

Living on the front line

Val JESSOP flies the flag for stylistics, fighting her day to day battles in a northern English college

Outpost - noun

1a small military camp or position at some distance from the main army...

2a remote part of a country or empire: an isolated or remote branch of something...

OED online

THIS IS the time of year when I introduce my second year undergraduates to cognitive metaphor. As a result, we're all experiencing an increased sensitivity to the phenomenon, and our class discussions were much aided recently by Simon Cowell's timely contribution when he compared attending his baby's birth with 'going in to the restaurant while they're making your dinner.' I'm very grateful for him to both providing an example of schema refreshment to share with the students and a rather unpleasant way of explaining the mapping between domains of embodied experience and ways of thinking.

So, the request for contributions to the PALA newsletter made me wonder what I could possibly offer that would be of interest, given that my research interests at present are primarily inwards towards the teaching and learning experience rather than outward at the subject itself. But the comment that some Stylisticians may be '*fighting possibly a lone struggle to keep the banner flying*' kept repeating itself in my mind. The reference wasn't of course to a city in the north of England. However, perhaps because I'd been reading about the *mapping* of Western Frontier metaphors onto cyberspace, it occurred to me that my experience of delivering higher education within an FE environment is rather like being in charge of an outpost. Apparently, life for the soldier at those outposts was '*difficult*

and often monotonous' ... The vast majority of recruits saw little or no combat and spent their time doing manual labor' (<http://www.legendsofamerica.com>)

Many discussions have taken place between myself and my colleagues regarding the relationship between research, and our role in an institution whose focus is predominantly on teaching. Those at the cutting edge of research can be thought of as being 'in combat', grappling for a way forward that brings new territory and rewards and breaks a path for those of us in the fort with a host of new recruits, eagerly awaiting news of the outcome. To continue the analogy, the 'manual labour' associated with my role extends to the idea of the many administrative tasks that compete for my attention, when I'd rather be training the recruits or engaging in combat. So it is with envy that I read about the goings on at the forefront of Stylistics and make yet another note for myself to make more of an effort to join in the battle.

But the Stylistics flag is most definitely flying in East Lancashire, and in the past year alone, we have supervised dissertations which have researched second person narration, explored the positioning through language of prospective parents, investigated the representation of gender differences through transitivity patterns in children's books, analysed viewpoint in the language used by children to describe images, and conducted research into the effect of gender stereotypes on children's language use. So while they may not be at the front line, our students are most definitely following a well-trodden path and exploring their own territory. Meanwhile, at the risk of mixing my metaphors, I'm more like a singer at a karaoke evening .than a contestant on the X factor.

Val Jessop, University Centre, Blackburn College, UK



International Conference

Personal Pronouns in Linguistics and Stylistics

3—4 April 2014

École Normale Supérieure de Lyon, France

http://perspronslion.sciencesconf.org/conference/perspronslion/pages/Personal_Pronouns_programme.pdf

For any questions, please contact Sandrine Sorlin: sandrine.sorlin@univ-amu.fr

Babel: from Birth to Boom!

Babel's Assistant Editor **JANE LUGEA** on the fantastic new language magazine

BABEL IS a new print magazine about language and linguistics, produced at the University of Huddersfield, and the brainchild of Professors Lesley Jeffries and Dan McIntyre. As reported in a recent BBC Radio 4 *Word of Mouth* programme, the stylisticians found themselves stuck on the Eurostar train, on the way back to the UK from a conference. Knowing that Lesley is nervous about enclosed spaces, Dan kept her mind off their situation by talking about pie-in-the-sky ideas and ambitions. A couple of years later, one of those ideas they sketched out on the Eurostar came to fruition and *Babel* was born; the free sample issue was published in November 2012. As *Babel*'s Editorial Assistant, I have had the pleasure of developing the project since the first issue. The quarterly magazine is now on Issue 6, with subscribers all around the world.



maintain our online presence; get involved in the discussion about language matters on Facebook, Twitter and check out our Scoop.it! page, where I curate news articles from around the web about language and linguistics. I take inspiration from what I find on the web to write my regular column in *Babel*, Language in the News, where I report on recent language-related news items. Recent stories included anachronisms in period dramas, such as *Mad Men* and *Downton Abbey*, the changing dictionary definition of 'misogyny' after the ex-

Australian prime minister's parliamentary outburst, the French ban on the English word 'hashtag', and women in rap music.

Perhaps you'd be interesting in writing for us? Some well known PALAns have already contributed to the magazine, including Peter Stockwell, Katie Wales and Willie van Peer. *Babel* welcome submissions from all linguists – postgraduates included. For UK academics, publishing in *Babel* is a great way to demonstrate the impact of your research, as many of our readers are laypeople with an interest in language e.g. students, EFL teachers, translators etc.

Finally, if you like the sound of *Babel*, please do subscribe through our website. At £20 plus p&p, it is not expensive. Better still, encourage your department or library to subscribe! With a growing global readership, the magazine is doing really well, but it does need your support to continue beyond 2014. Don't let Lesley and Dan's Eurostar brainchild burn-out!

Babel
The language magazine

The magazine aims to bring research in linguistics to a broad audience of language-lovers. Although founded in research, the magazine's content reminds us how linguistics is relevant to real life, and how it is vast in its scope and applications. For us academics who tend to specialise in a particular kind of linguistics, it is a way of catching up with what is going on in other sub-fields. It is a fun and accessible read and as well as interesting articles, it also includes language games, quizzes and competitions, interviews with people who use linguistics in their career (such as the inventor of *Game of Thrones*' language, Dothraki!), and profiles of legendary linguists. Speaking of legendary linguists, Prof. David Crystal is the magazine's Linguistic Advisor, and there is no better ambassador to represent the breadth and accessibility of the magazine's content. Having David Crystal on-board has been great for the profile of *Babel*, but really the magazine sells itself. Once people hear about it (which is my job), or read it, the reaction is always positive. Our recent appearance on Radio 4's *Word of Mouth* programme hugely increased our profile in the UK and drove sales through the roof!

Part of the pleasure of *Babel* is its beautiful design and layout; Lesley enlisted a top graphic designer from her neighbourhood, Richard at dg3. *Babel* recently got a shiny new website (www.babelzine.com), which reflects the simple and colourful design of the magazine. Much of my job is to



Visit the *Babel* website at www.babelzine.com

Facebook: www.facebook.com/babelzine

Twitter: [@babelzine](https://twitter.com/babelzine)

Scoop.it!: www.scoop.it/t/linguistics-by-babel

PALA 2013 Heidelberg (3rd August 2013)

Annual General Meeting

1. Chair's business and updates on constitutional issues, elections and appointments.

- The Chair starts by thanking the previous Chair, Professor Michael Burke, for all his work during his time in post; he is also thanked for all his help during the transitional period.
- **Meeting in Granada:** The Chair informs the AGM that the PALA committee met in Granada in May. Quite a few issues arose which are to be put to members.
- The Chair is happy to report that, after the elections, the new committee is firmly in place. The new committee is now made up of the following members:

Chair: **Paul Simpson**

Editor of *Language and Literature*: **Geoff Hall**

Secretary: **Rocío Montoro**

Treasurer: **Marina Lambrou**

Membership secretary: **Stephen Pihlaja**

Student Membership Secretary (co-opted): **Agnes Marszalek**

Newsletter Editor: **Matt Davies**

Publicity Officer: **Jane Lugea**

Webmaster (co-opted): **Brian Walker**

PALA Account Summary (21 June 2012 – 20 June 2013)

Income	£ UK Sterling
2012/13 subscriptions	5,870.00
Donation to Roger Fowler Fund (Bursaries)	50.00
Donations to the Mary Ellen Ryder fund	00.00
Conference bookstand	129.46
Total income	6,049.46
Expenditure	£ UK Sterling
2012 <i>Language and Literature</i> journal payments to Sage	3,938.20
PALA Malta Bursaries (14x£300)	4,200.00
Committee meetings expense	923.08
PayPal charges	271.95
Bank charges	13.75
PALA Publicity	28.11
Other	213.33
Total expenditure	9,588.42
Surplus of income over expenditure	-3,538.96
Opening account balance (@June 2012)	22,842.68
Operating surplus	-3,538.96
Closing account balance (@June 2013)	19,303.72

Notes

1. The account balance for the year is closed off in accordance with the bank's monthly statement ending 20 June 2013.
2. PayPal pays a fee for handling each online payment. The fees are currently as follows: (i) for each regular membership payment of £50.00, PayPal charges a fee of £1.90 if the payment is from a UK account and £2.15 if from a non-UK account; (ii) for each basic membership payment of £20.00, PayPal charges a fee of £0.88 if the payment is from a UK account and £0.98 if from a non-UK account.
3. Committee travel expenses associated with running the organisation, are lower than those recorded in last year's accounts as most of the expenses were absorbed by committee members' home universities and sometimes by committee members personally. (Having an international committee means that we will always incur some expense, though in our view, the benefits of having an international committee outweigh this relatively small cost.)

'Other' includes gifts for outgoing Committee members, the PALA host and postage of the PALA guitar.

3.2 Membership secretary

The new Membership secretary, Stephen Pihlaja, reports on membership numbers by reading the notes that the outgoing secretary has kindly passed on:

Membership has stayed steady from last year, with a slightly larger proportion of 'standard' to 'basic' members.

Basic Members: 74

Standard Members: 83

Life Members: 5

PALANs come from 39 countries, all over the world. Most PALANs are based in the UK, followed by Japan and the US.

Stephen Pihlaja reminds members that the e-mail and mailing addresses they use at the time of payment are the ones used when adding members to both the e-mail list and when sending out subscriptions to *Language & Literature*. If anyone is not receiving e-mails from the list or not receiving their subscription to *Language & Literature*, they should contact Stephen, the new membership secretary, at stephen.pihlaja@nottingham.edu.my.

3.3 Student Membership

The new Membership secretary, Agnes Marszalek, reports on membership numbers by referring to the notes that the outgoing secretary has kindly passed on:

We now have 227 student members, which means that we have acquired 31 new members since the beginning of the year, and 69 since this time last year. This makes it our best year since 2010. The majority of the new members are based in England (12 members), Italy (5 members), and there are 2 new members each from Germany, Ukraine and the Netherlands. We have a Facebook page for student members ('PALA - Student Members').

3.4 Publicity officer/Ambassadors

The new Membership secretary, Jane Lugea, reports on publicity and ambassadors issues by referring to the notes that the outgoing secretary has kindly passed on:

3.4.1. PALA ambassadors

The role of the PALA ambassadors needs to be reviewed as there does not seem to be much happening in that respect.

3.4.2. PALA publicity

The announce list traffic remains at a good level

The 'discuss' list is very rarely used.

The Chair adds that this scheme needs some reviewing as some ambassadors may not have the power to be sufficiently involved. He suggests that new ambassadors should prove their capability to be actively involved.

3.5 Newsletter editor

The new Newsletter editor asks members to send anecdotes, stories and photographs of the conference for the next edition.

He points out that the Heidelberg conference has had representatives from 43 different countries so he would really welcome comments from those delegates who might be the sole representatives of their country but any reviews of the conference (a couple of sentences would suffice) would be more than welcome. The editor reminds members that the Newsletter is only one possible forum of dissemination. Pala also has a Facebook page which might be a quicker way to send information to members.

3.6 Webmaster report

The new Webmaster reports that the migration of the PALA website to a new host, and the handover from Martin Wynne (outgoing webmaster) to Brian Walker (incoming webmaster) is ongoing. The migration is complex, will not happen immediately, and Martin and Brian are working together on it.

3.7 Language and Literature editor

The L&L editor reports on the following issues:

- After meeting with SAGE, the basic message is that things are going well.
- Downloads have gone up (25% more than last year).
- Subscription rates as indicators of success: SAGE confirm that the 99% renewal of journal is unprecedented.
- SCOPUS is the sole UK REF bibliometric provider: L&L is placed in the top quarter.
- The research being done by SAGE confirms that the journal has an identity and that it is perceived as an unusually international journal.
- The editor confirms that we have had good support from SAGE in London; in the past, the problems have come because the production has been sourced out to New Delhi and the response has not always been satisfactory. The editor urges people to get in touch with him should these problems arise again.
- Authors who are invited to comment and to fill questionnaires find it satisfactory so all of the metrics are working
- Readers are found especially in the US, UK, China, India, Germany and across Europe with numbers growing everywhere.
- Readers and subscribers, however, are not the same thing. The subscribers are mainly in the UK
- The editorial board needs a bit of a shake up; the editor agrees that it is time to look at the editorial board again. People in certain areas to read papers
- The editor encourages people to send him articles. They get about 100 submissions a year but a large proportion is not good enough. The reasons vary: not particularly relevant to the topic of the journal. He urges more senior staff to send papers.

Questions from the floor:

Martin Gliserman asks about the money from the conferences and PALA. The treasurer explains that it is not always easy to make surplus conference money to be transferred to PALA. If a conference has made a profit, very often, it is their institutions that want to absorb those profits. Mick Short adds that this is a good financial source for further student bursaries.

4. PRIZES

The PALA prize - £250 from Sage, free subscription to the journal for one year, free membership of PALA for one year. This is awarded to the best article published in a particular year by newcomer to the field. The judges are the L&L editorial team:

Elena Pallarés-García: 'Narrated perception revisited: The case of Jane Austen's *Emma*', Volume 21, Number 2 (May 2012) 170 – 188

The Longman Prize - £200 of books. Prize for written version of best postgraduate paper presented at the annual conference, and judged by two members of the executive committee.

Helen Hargreaves: 'A Text World Theory approach to viewpoint analysis, with special reference to John le Carré's *A Perfect Spy*', Lancaster University, UK

Katie Wales asks about the name 'the Longman prize'. She points out that Longman have been taken over by Routledge. She hopes that the name changes in the future. The Chair confirms that this is an issue that will need to be discussed.

5. The PALA conference next year (short presentation) University of Maribor, Slovenia.

'Everybody's got style!: Testing the boundaries of contemporary stylistics' 16 -20 July 2014

6. Location of PALA conference 2015 – announcement

The Chair confirms that PALA 2015 will take place in **Kent** at the **University of Canterbury, UK**. The Chair explains that this does not imply the lack of quality of other bids. However, the outgoing student secretary's data highlighted the exponential increase of students in the UK and that worked in favour of the Kent bid. The Chair knows that there are other applicants working on future applications and reminds members that the web contains information on the criteria that need to be met to be a PALA conference host.

7. PALA support funding – suggested changes to structure and practice

The Chair reminds members of the email sent to PALA members concerning the way certain funds are structured and the increase in bursary applicants that we have had this year. Because of this, the committee had to make some tough decisions and came up with the following:

- Waged colleagues have not been funded
- Only students who have not received some PALA funding in the past received a bursary this year.

The Chair asks the floor to consider how we deal with bursaries in the future and asks members to consider:

- How we decide on the allocation of bursaries
- What do we call them? PALA bursary, a PALA student bursary, a Roger Fowler bursary

The Chair confirms that the committee's position is that we have a **PALA student bursary** to support students to attend PALA. This raises the issues of what to do with the Roger Fowler and the Mary Ellen Ryder funds. The Chair wants to clarify the criteria for the award of student bursaries and asks for the support of suggested title/suggestions for different labels.

Comments from the floor:

Lesley Jeffries supports the Chair's suggestion: **PALA student bursary**.

The Chair comments that, should we accept that as a label and as a principle, we would be voting against the possibility of waged colleagues to apply.

Michael Toolan asks whether partially waged students could apply

Dan McIntyre suggests that undergraduates and Master students should be ok to apply.

The Chair adds that students are students (partially waged or not). Ultimately the committee is asking for the membership to trust in the committee's discretion should there be some difficult decisions to be made.

With regards the Roger Fowler and Mary Ellen Ryder funds, the Chair proposes to merge the two. Members would have to explicitly state that they are donating money to these funds. The Chair asks for the membership to leave it as the discretion of the PALA committee and asks to give his proposal a go: the committee simply wants to redistribute the funds using some common sense and depending on the income over the next years.

Comments from the floor:

Mick Short asks for further clarification re the Chair's proposal and what would be the disadvantage of leaving it as it currently stands, especially as far as leaving out 'unwaged and/or members from developing countries'.

The Chair responds that deciding on levels of economic advantage is a rather tricky issue. If we split the funds as PALA student bursary and PALA donations (Roger Fowler and Mary Ellen Ryder funds) the committee can report next year as to the applicability of this new system or possible flaws.

Mick Short agrees that this is, in principle, a good idea but is worried about splitting the funds in case that leaves money unproductively stuck in some bank account without being used.

The Chair confirms that the best way of donating money is by bank transfer

The proposal is put to the membership. Michael Toolan proposes its acceptance and Mick Short seconds that vote of approval. The proposal is accepted

8. AOB

The PALA Secretary is to stand down in 2014. The treasurer is also to stand down in 2014. The PALA members are reminded that, for practical reasons, the treasurer must always be someone based in the UK.

There will be elections in the next year.

The Chair wants to thank the outgoing secretary and treasurer for their work.

Comments from the floor:

Mick Short wants to suggest new ways in which to increase funds:

Bursary fund: Mick Short suggests that we should investigate whether we could be a charity as this might have some further financial advantages. Bursary funds could have charity status and people in the UK could have some tax back from their donations that might go back to PALA. Mick Short also suggests that plenary speakers could wave their expenses if their own institutions paid for them.

Martin Gliserman:

Martin Gliserman would want PALA to go greener: for instance, use less paper, especially the journal. Geoff Hall answers that the paper copies sent out are only a few hundred copies.

The Chair wants to thank again all the outgoing members of the committee and presents Michael Burke and Beatrix Busse with presents which will also be sent to those members not physically present at the AGM.



*International
Conference*

Empathy in Language, Literature and Society
University of Iceland, Reykjavik
4-6 April, 2014
Email: empathy@hi.is
Website: <http://conference.hi.is/empathy/contact/>



PALA 2014
Poetics and Linguistics Association Annual Conference
16th to 20th July 2014
at the University of Maribor, Slovenia

Language and Literature (Sage)

Official journal of PALA

Report for 2012-13 by **GEOFF HALL**, Chief Editor.



This has been another strong year for the journal, not just in the perception of editors and the editorial board who work on the journal on an everyday basis, but also according to

our official publisher's report from Sage. While some data are of course commercially confidential, it can be noted here that yet again year on year the number of downloads has increased, by 25% this year. Subscriptions are no longer the single reliable indicator of success and interest they once were because of downloads, online purchases and the like, but I am reassured by Sage that a renewal rate of 99% for subscribers this year is unparalleled in other journals especially in these straitened economic times when libraries as well as the rest of us are looking to cut our costs wherever we can. Scopus – the sole UK REF research exercise bibliometric provider, lists L&L in the top quarter of Linguistics journals globally. Our special issue this year (check it if you haven't already! issue 3) on crime edited by Christiana Gregoriou attracted many readers who have not usually looked at our pages in the past and proved exceptionally popular overall as elsewhere did articles on popular culture and the media. If you are working on those areas we want to hear from you.

The *Year's Work in Stylistics* written in recent years by Dan McIntyre is again a resource widely drawn on from around the world. Check this year's in our issue 4 as ever, with a slight change to its design this year. Sage, our international publisher in London, have expressed strong satisfaction with what we do. Our submission and acceptance rates put us in the top international journal ratings. A publication with L&L will look strong on anyone's cv or web page. Readers are found especially in the US, UK, China, India,

Germany and across Europe with numbers growing everywhere. For researchers in stylistics, discourse analysis, cognitive poetics, poetics, corpus linguistics and much else besides L&L is a strong go to journal if you want to keep up. Scholars publishing with us in early career are again well represented this year and the tradition of promoting the names of tomorrow is one we are proud of. Authors report strong levels of satisfaction in their dealings with us both absolutely and in comparison with other journals.

Special issues to look forward to next year include *Narrative and Literary Translation*. Please tell students and colleagues to look at our pages if you think they will be interested. We are always looking to expand our readership as well as the ranks of our authors – but tell them to click for themselves, don't just pass on a photocopy which does nothing for our statistics! *Language and Literature* is your journal. It is the official journal of PALA and as it thrives, so does our discipline and indeed your own careers in so far as you are associated with PALA and with the journal. We are always looking for good quality articles with four full issues a year to fill. This year some people will also be approached to join our editorial board as we look to revamp existing membership. Some changes will be seen there in 2013-14. If you have ideas on what is missing from our pages or could be done better, please contact me. Excellent is not perfect!

Sincere thanks to all our supporters through another successful year. A special thanks to my Assistant Editors and Reviews Editor Cathy Emmott, Jo Gavins and Dan McIntyre without whom my job would be quite impossible, as well as to the army of reviewers and readers needed as submissions keep increasing year by year. We depend on you all to keep up this level of success so keep reading and recommending the journal and send us your best articles!



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