

PALA Newsletter

November 2010

http://www.pala.ac.uk

Letter from the Chair

Dear Fellow Palans,

As the new academic year has started and we have all turned once again to our teaching, we can look back on a highly successful PALA 2010 conference in the wonderful city of Genoa. John Douthwaite, Daniela Francesca Virdis, Elisabetta Zurru and their dedicated student assistants did a sublime job in helping us to get the most, both intellectually and socially, out of our stay in that wonderful Ligurian city. It was PALA's first ever annual conference on Italian soil and hopefully it will not be the last. With events on the programme like a dinner at the magnificent Palazzo Ducale, a trip to the breath-taking Cinque Terre and some extremely engaging and thought-provoking plenary lectures, it is difficult for me to put my finger on a single event that might be considered the highlight of the PALA Genoa conference. I do, however, have a strong candidate.

A book launch had been planned to take place on one of the conference days after the paper sessions had ended. On the agenda were the usual wine and canapés. Uncommonly, however, only a limited number of people at the conference knew which book was being launched. Despite this, the room was packed – filled to the brim with talk, laughter and the popping of Prosecco corks. At the end of the room, stood a table upon which a pyramid of books lay under a brightly coloured Palgrave banner. Next to the pyramid stood Dan McIntyre and Beatrix Busse, the editors of the book, and the Palgrave representative, Kitty van Boxel. What people did not know at that time was that many respected PALA members - leaders in the field of stylistics (many of whom were actually in the room) - had all written chapters for the book that was being launched. However, one prominent PALA member who had not been invited by the editors to write a chapter was Mick Short: an odd decision, one might think, given that he is one of PALA's founding fathers and continues to be one of the most inspirational and supportive Palans for scholars, both old and new, on the annual PALA conference circuit. Had he been shunned? Had people seen just one too many of his infamous PALA banquet performances?

The decision to omit him, it would turn out, was not that strange. You see, this book was not about the publisher, nor the contributors, nor even the two editors, Dan and Beatrix and all the commendable sterling (and secretive) work that they had put in over a two-year period, but rather about the person for whom it had been written. As the announcement was made and the cover was removed from the pile of books, the words "Language and Style" slowly emerged. On the

reverse side in a smaller font were the words "In Honour of Mick Short". The corks popped in earnest and the applause started And for some of us who were standing there on that warm Genoese late afternoon, it seemed to go on for a time greater than physics should allow. Looking back now, my guess is that those present won't forget the look on Mick's face as the reality of his great, lifelong service to stylistics and stylisticians slowly dawned on him. Never has there been so deserving a case. The many copies that the publisher had brought to build her pyramid sold out long before the tears had dried and the Prosecco had been imbibed.

On a much more general (but just as important) note, at the AGM, at the end of the conference, Malta University was unanimously elected to host the PALA 2012 conference. We are all looking forward to visiting that wonderful Mediterranean island, and being hosted there by Palan, Odette Vassallo, and her colleagues from the English department. Before that, of course, we will all be going to Windhoek in Namibia for the 2011 PALA conference being hosted by Sarala Krishnamurthy. The call for papers has now been launched on the PALA website, so please check out the details on the flyer. The conference website will be up soon. It will be the second time that an annual PALA conference will be held in Africa and those of you who were lucky enough to attend the South Africa conference in 1999 in Potchefstroom, as I was, will be able to tell you just how wonderful that continent is and how rewarding it is to exchange intellectual opinions and ideas with some of the local scholars who ordinarily would not regularly make it to conferences in the Northern hemisphere. In short, it promises to be a fantastic experience and I look forward to seeing you all there.

That is all for now. Have a great autumn semester teaching, tell all of your students about PALA and you will hear from me again early in the New Year.

Best wishes, Michael Burke. PALA Chair

Editorial

WELCOME to the latest edition of the PALA newsletter!

This year the PALA vessel navigated to another impressive coastal city, to the seaport of Genoa in Liguria, Italy, to celebrate PALA's 30th birthday and to discover and explore "The Language of Landscapes". I would also like to thank John Douthwaite, Daniela Francesca Virdis and Elisabetta Zurru and their team for a very successful and productive conference, as well as for delicious culinary excursions and breathtaking visits to the beautiful landscape within and beyond this amazing urban and sunny space. I am sure that those of you who were able to attend the conference will join me in expressing our heartfelt thanks: Mille Grazie!

PALA and the PALA crew will have to cope with – yet again – a few changes. On behalf of all PALA members I would like to thank Melanie Evans for her outstanding and creative work as student membership secretary. At the PALA AGM in August, Isabelle van der Bom from the University of Sheffield was

appointed to be Mel's successor. Thank you very much, Mel, and congratulations and good luck to you, Isabelle! On behalf of all PALA members I would also like to thank Dan McIntyre for his sterling work as treasurer and for six years of excellent work on the committee. Dan, you have been a brilliant financial manager and we shall miss your calming influence and insights. Marina Lambrou from Kingston University London will take on the post of PALA treasurer. Congratulations and good luck to you, Marina! I would also like to thank Ernestine Lahey who acted as PALA's first publicity officer. Ernestine, thank you very much for your outstanding work, for enabling PALA to travel to many undiscovered places and for attracting such an enormous number of new PALA ambassadors. Ernestine's post has now been filled by Andrea Macrae whom I would like to congratulate and wish all the best of luck, too.

Now enjoy reading our latest newsletter! Beatrix Busse

PALA 2010 Genoa, Newcomer Report

The Newbie Chronicles: PALA 2010 Genoa, Italy

I first heard about PALA from my work colleague and friend Beatrix Busse in Bern in 2008. Shortly after becoming a member, I was pleasantly surprised at all of the correspondence and discussions promoted by other fellow PALAns when I checked my inbox despite the fact that I was not a stylistician, but a sociolinguist. I sat in on Beatrix's class entitled "Stylistics" last autumn and it didn't take long before my interest in foregrounding, parallelism and deviation was sparked. When I saw the call for papers in Genoa, I submitted an abstract about a recent project I had begun that entailed looking at non-literary text types, namely travel guidebooks of Interlaken, Switzerland from a diachronic perspective. I thought perhaps this might be a bit of a stretch, but one never gains anything if one is not willing to risk anything either? To my surprise, the abstract was accepted! Scrutinizing the style of these guidebooks turned out to be a fun endeavour indeed. In fact, I realized that I actually enjoyed looking at 18th century texts and the use of personification employed to depict alpine landscapes. As the conference neared I became quite nervous about presenting my project to an audience of stylisticians. I questioned whether I, as a sociolinguist looking at nonliterary text types, could follow through with this? I wondered if I wasn't entering a battlefield with already two strikes against me? I turned to Beatrix about my uncertainty and her response was "Don't worry, PALA isn't like that, everyone is really nice and supportive." Hearing these words soothed my racing mind and more importantly, they were as precise as a Swiss clock.

At the conference I met a lot of friendly and interesting people from all around the globe, engaged in numerous fruitful discussions and heard a plethora of inspiring talks. Despite the heat, there was a fantastic vibe in the air and I learned a lot! When I inquired about PALA's initiation from Mick Short himself, he referred to it as his "baby". At the book launch of *Language and Style* one of his remarks was about how happy he was that "everyone gets along and likes each other." It became evident pretty early on that while individuals had come to Genoa to exchange ideas, present ideas, perhaps relish Italian cuisine and marvel at

Genoa's beauty, they were also there to meet long time friends while making and welcoming new ones. My impression of PALA is that it is not just another academic organization, but a caring family that continues to grow and I am glad to have become a part of it! Thank you!

PALA 31 2011 Windhoek

PALA 31 at the Polytechnic of Namibia, Windhoek, Namibia 5 July to 9 July 2011 The deadline for the submission of abstracts is 15 January 2011. See www.polytechnic.edu.na

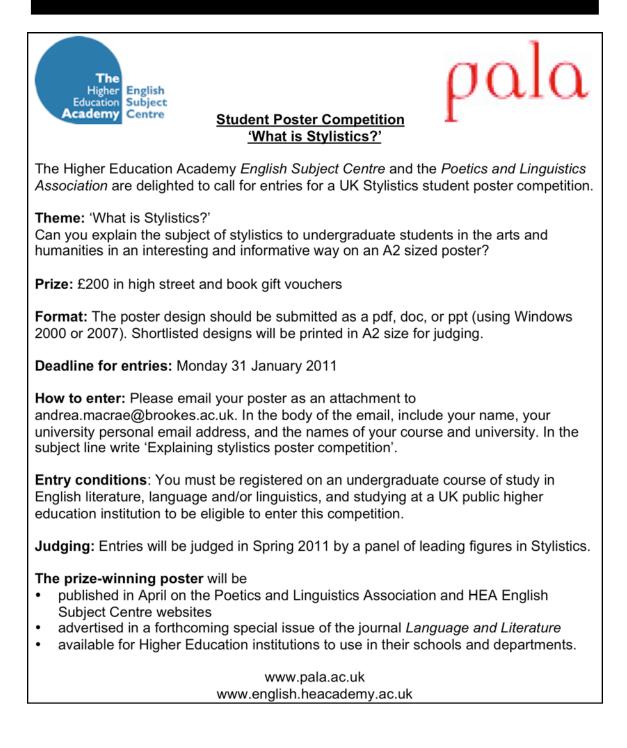
Forthcoming PALA Events

PALA student summer school

The provisional dates for the PALA Student Summer School, which will take place at the Roosevelt Academy Middelburg (NL), are Monday 15 August till Friday 19 August, 2011. Please make a note of them and inform your BA, MA and PhD students. Course contents, prices and lecturers will be confirmed and published soon via the PALA Announce service and on the PALA website. M. Burke

PALA Chair and Summer School Organiser (Middelburg School of Rhetoric)

Student Poster Competition "What is Stylistics?"



Organising a PALA Annual Conference

Have you ever thought of organising an annual PALA conference at your academic institution? It can be a hugely rewarding experience. To help you decide, a set of guidelines has been drawn up with regard to submitting a proposal to host a PALA conference. You will find the relevant information at the following link on the PALA website: http://www.pala.ac.uk/confs/guidelines.html. If you have any questions, please contact the PALA chair Michael Burke at m.burke@roac.nl

PALA Ambassadors

Are you interested in making contact with other PALA members in your country Can you help to spread the word about the benefits of PALA or region? membership to your colleagues and postgraduate students? Would you like to organize or attend local PALA events? If so, consider becoming a PALA The aim of the PALA Ambassadors scheme is to encourage Ambassador. communication and interaction between PALA members on a local and/or regional level. There are many ways in which Ambassadors can facilitate the development of local PALA networks, from simply serving as a first contact point for news and events of PALA interest within a particular region, to organizing small-scale events (symposia, conferences, or purely social get-togethers). PALA student members are especially welcome to get involved. Interested PALA should contact publicity officer. at members the Andea Macrea andrea.macrae@brookes.ac.uk

See the regions and names of ambassadors listed in the minutes of the AGM in Genoa.

Newsworthy Items

LAND-SIG: PALA special interest group on the stylistics of landscape, space and place

PALA members who are interested in participating in a new PALA special interest group on the stylistics of landscape, space and place (broadly conceived, and incorporating related concepts such as setting, environment, eco-stylistics, eco-poetics etc.) are reminded to please get in touch with Ernestine Lahey (e.lahey@roac.nl), who is coordinating the establishment of the SIG.

Although the specific aims of the SIG can be determined by the SIG members themselves once a base membership is established, the central idea behind the SIG is to provide a forum for stylisticians to contribute more actively to the dialogue about landscape and environment which is currently ongoing within other humanities disciplines (see for instance the AHRC's Landscape and Environment programme: http://www.landscape.ac.uk/). Stylistics' contribution to this dialogue may take the form of an eco-stylistic/eco-poetic scholarly activism (as proposed by both Andrew Goatly and Katie Wales at the PALA 2010

conference in Genoa), but environmental activism is not the only, nor even the central goal of the SIG, which should incorporate a wide range of concerns, including stylistic analyses which focus on the following features, forms and genres: travel writing/tourism discourse (including tourist narratives and tourism advertising/promotion), figurative/metaphorical aspects of landscape and setting; world-building strategies in landscape description; landscape, place and belonging (e.g. as in post-colonial literatures); the landscapes of science fiction; the landscapes of drama and performance; the stylistics of specific places (some examples from the PALA 2010 conference include Italy, Interlaken, Birmingham, and the Arctic); the style of specific writers in their representations of landscape, space and place (e.g. again from papers at PALA Genoa: Wallace Stevens, D.H. Lawrence); the stylistics of setting in specific genres (e.g. British crime fiction); the style of landscape description in specific works (e.g. Pictures from Italy). This list is suggestive rather than exhaustive and other concerns and approaches which fit into the board aim of the SIG would be most welcome.

Stylistic Use of Phraseological Units in Discourse

Anita Naciscione. Amsterdam: John Benjamins 2010.

This book contains innovative research in the discourse-level features of phraseological units from a cognitive perspective, along with creative use of phraseological metaphor, metonymy and allusion, multimodal discourse included. The author argues for applied stylistics as a distinct area and the need to raise stylistic awareness among teachers and learners, translators, lexicographers and advertisers.

Minutes, AGM PALA 30, Genua, 24 July 2010

1. Minutes of last AGM, Middelburg July 2009 Minutes approved

2. Matters arising

No matters arising

3. Reports from Committee Members

- a) Chair's report:
 - The Chair starts by thanking the previous chair, Lesley Jeffries, for all her work. He also thanks Szilvia Csabi and Judit Zerkowitz for having organized the Budapest mini-conference.
 - The chair confirms that the Guidelines on Conference Organizing, published on the web in January, are working well. Regarding future conferences, the Chair raises two issues:
 - Longer pre-conference workshops: There have been a couple of 1-day workshops in previous years but there seems to be a need for turning those into longer events. The chair proposes to have a longer Statistics and Corpus Tools workshop for 2012. This would be helped financially by Lisa-Lena Opas-Hänninen and her colleagues in the Association for

Literary and Linguistic Computing. Lisa-Lena confirms that she is amenable to the idea of pre-conference workshops for 2012-2013.

- PALA Student Summer School: The Chair informs that he has been working together with the student membership secretary, Mel Evans, to find out what PALA students would think of this idea. Mel Evans confirms that the full report she put together is available to members if they want to see it. The Chair explains that the idea would be to bring at least 3 stylisticians to teach a group of students. This would have to be a self-funded event and would take place the 1st or 2nd week of August. The Chair suggests going ahead with the project and confirms that an initial session could take place in Middelburg. He asks the PALA members for their thoughts on the matter.
- Lesley Jeffries asks about the report that Mel Evans and Michael Burke put together and wants to know whether the questionnaire that Mel Evans wrote went out to all members. Mel Evans confirms that she contacted PALA students. Lesley Jeffries worries that students may have to choose between attendance to Summer School and attendance to the conference.
- The Chair confirms that the conference always has priority.
- The proposal is accepted by the AGM

Treasurer's report (Dan McIntyre):

- The treasurer confirms the healthy balance of the account which stands at £23,112.99 (Summary up to 20th June 2010). Figures summarized here:

Income	£UK Sterling
2009/10 subscriptions	7630.30
Donation from Middelburg conference	6832.04
Donation to the Mary Ellen Ryder fund	50.00
Unclaimed Middelburg bursaries	192.29
Total Income	14,704.63
Expenditure	£UK Sterling
2009 journal payments to Sage (101 @ 36.00)	3636.00
Middelburg bursaries	1805.65
Committee travel expenses	1027.87
Mini-PALA Budapest expenses	179.05
PayPal charges	178.40
HSBC credit card transaction processing charges	178.31
Total expenditure	7005.28
Surplus of income over expenditure	7699.35
Opening account balance	15,413.64
Current operating surplus	7699.35
Closing account balance	23,112.99
Notes	

b)

1. The account balance for this summary is closed off in accordance with the bank's monthly statement ending 20 June 2010.

2. HSBC fees for manual processing of credit card payments this year from being a percentage of whatever amount is deposited to a fixed minimum charge of £25.00 per month. We have consequently closed down our manual credit-card payment facility, which will save us at least £300.00 per annum.

- Sheffield money: The treasurer explains that Sheffield donated £3,500 because they received compensation from university after people complained for lack of air conditioning. That amount is still to arrive. Joanna Gavins wants that money to go as donation to student fund.
- c) Membership secretary (Nina Nørgaard):
 - The membership secretary says that numbers are up on last year as there are 20 more members. She confirms that figures do not include student members:

2010

Standard	104
Basic	71
Mid-year total	178

2009

Standard	103
Basic	55
Mid-year total	158

- The membership secretary also confirms that the PayPal system is working very well. There have been 169 payments online, 3 by cheque or cash, none by credit card, as this system is no longer operational, and 7 people have actually paid personally at the conference. The secretary confirms that this year 3 people have actually paid twice and that the money has been reimbursed.
- d) Student membership secretary (Mel Evans):
 - Good, steady number of students. We have increased since last year. These students are predominantly PhD students although there has been an increase in MA and undergraduate student members too.
 - Location: Truly international. There are 49 different institutions; 34 have only one student member. Supervisor should encourage their students to join.
 - Some universities just represented by one student. Students should be encouraged to join by their supervisors.
 - Varied areas of study that go from Applied Linguistics and American Literature to Political Discourse and CDA
 - Facebook PALA. The group was set up under the name PALA student.
 - Pilot student Summer School information available for those members that would want to see it.
- e) Publicity officer (Ernestine Lahey):
 - The officer confirms that the number of ambassadors stands at 25¹ and also that all regions where there are PALA members are represented.
 - There has been some activity being reported from ambassadors (University of Southern Denmark, form Jennifer Harding, Eastern U.S., and from Manuel Jobert in France) but not a great deal.
 - As far as publicity is concerned, it seems that the system is working. The officer wants publishers to submit their flyers for the newsletter.

¹ See appendix for list of ambassadors

- f) Newsletter editor (Beatrix Busse):
 - The editor says that there has been one issue of the Newsletter and expects to bring another issue out by end of August, middle of September. She encourages newcomers to send in their report for inclusion in that issue. Also she stresses that the announce list service is working very well as it is much faster to pass information on to members.
- g) Webmaster report (Martin Wynne; information read by Chair)
 - The webmaster reminds members that the deadline for submission of papers to the online proceedings is 1st November. Also people are reminded that publishing their papers online does not preclude them from submitting them elsewhere.
- h) Language and Literature editor (Geoff Hall):
 - The editor says that he has been officially in post since January although there was also a hand-over period.
 - He wants to thank the previous editor Paul Simpson for all his support and hard work.
 - As far as the journal is concerned, the indicators that will be eventually used to get an impact factor are good.
 - Submissions are up and increasingly international. Asia features significantly, particularly China. Sage confirms that this geographical spread goes in accordance with other journals.
 - The number of downloads is also up (14% to 15%). This is necessary to get a decent impact factor for the journal.
 - However, we are not doing as well as far as citations are concerned so the editor encourages members to think of ways in which this can be improved.
 - There has also been a drop in the number of subscriptions and the editor suspects that the current economic situation has also had an impact on this aspect.
 - The editor confirms that the team is working very well and that there is a fast turnaround time.
 - Special issues: There is a Pedagogical Stylistics special Issue coming out next year. It seems that operating under the policy of having a special issue per year is working well. The editor would like to hear from people concerning suggestions for new special issues.
 - The editor wants to thank all the people reading submissions, especially those reading all the papers (the editorial team).
 - PALA prize². The 2010 PALA prize goes to 'Speaking from experience: narrative schemas, deixis, and authenticity effects in Verena Stefan's feminist confession *Shedding*' by Chantelle Warner, University of Arizona, Tucson, USA (*Language and Literature*,18(1): 7–23)

4. Longman Prize

The 2010 Longman Prize³ goes to Clara Neary (Queen's University, Belfast) for her paper "Gandhi's 'Split Selves': Experimenting with *Experiments with Truth*".

5. Constitutional issues, elections and appointments

Michael Burke wants to thank all the outgoing members for all their hard work over the years.

² £250 from Sage, free subscription journal for one year, free membership of PALA for one year. Best article published in a particular year by newcomer to the field. Judges are the editorial team (Geoff Hall, Cathy Emmott and Jo Gavins).

³ £100 of books. Prize for written version of best postgraduate paper presented at the annual conference, and judged by members of the committee.

There was no need for elections as only one candidate stood for the various posts. As a result the committee is now made up of the following members:

Membership secretaryNina Nørgaard (elected unopposed)Newsletter editorBeatrix Busse (elected unopposed)TreasurerMarina Lambrou (elected unopposed, replaces Dan McIntyre)Publicity officerAndrea Macrae (elected unopposed, replaces Ernestine Lahey)Student membership secretaryIsabelle van der Bom (co-opted, replaces Mel Evans)New elections for 2011: Secretary

6. Future conferences

- Namibia 2011: Confirmed.
- Malta 2012 (Malta presentation followed): Malta approved by the AGM
- Heidelberg 2013: There is a tentative proposal for 2013 from Heidelberg and a serious bid from Slovenia, but these will be discussed at future conferences.

7. AOB

- Ernestine Lahey informs the AGM of a new SIG called LAND-SIG: PALA special interest group on the stylistics of landscape, space and place and encourages members to contact her if they are interested.
- The Mary Ellen guitar arrived in Genoa and will be travelling to Namibia.
- The Chair wants to thank John Douthwaite and all his team for their work in Genoa.
- Michael Toolan wants to give a vote of thanks to current, departing and future members of the committee for all their work.

Presentation from Namibia

Name	Region	Email address
Mudassar Ahmad	Pakistan	mudassar.mahmud@hotmail.com
Kira Andreeva	Russia	mairene@yandex.ru
Mohammed Jasim Betti	Iraq	al_seady@yahoo.com
Beatrix Busse	Germany & Switzerland	beatrix.busse@ens.unibe.ch
Coral Calvo Maturana	Spain	coralcm@ugr.es
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Nina Nørgaard	Denmark	noergaard@language.sdu.dk

Appendix: Ambassadors list

Tomaž Onič	Slovenia (joint)	tomaz.onic@uni-mb.si
Alcina Sousa	Portugal	ninita@netmadeira.com
Maarten van Leeuwen	Netherlands (joint)	m.van.leeuwen@hum.leidenuniv.nl
Chantelle Warner	Western U.S.	warnerc@email.arizona.edu
Simon Zupan	Slovenia (joint)	simon.zupan@uni-mb.si
Sonia Zyngier	Brazil	sonia.zyngier@gmail.com

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Books Available for Review in *Language and Literature*

If you would like to review any of the books listed below, or another text which is not listed, please contact the Reviews Editor, Dan McIntyre (d.mcintyre@hud.ac.uk).

Amador-Moreno, C. P. (2010) An Introduction to Irish English. London: Equinox.

Baker, P. (ed) (2009) Contemporary Corpus Linguistics. London: Continuum.

- Beale, W. H. (2009) *Learning from Language: Symmetry, Asymmetry, and Literary Humanism.* Pittsburgh: University of Pittsburgh Press.
- Biber, D. and Conrad, S. (2009) *Register, Genre and Style*. Cambridge: Cambridge University Press.

Bould, M., Butler, A. M., Roberts, A. and Vint, S. (eds) (2009) *The Routledge Companion to Science Fiction*. London: Routledge.

- Bowles, H. (2010) Storytelling and Drama: Exploring Narrative Episodes in Plays. Amsterdam: John Benjamins.
- Burke, M. (2011) *Literary Reading, Cogniton and Emotion: An Exploration of the Oceanic Mind.* New York: Routledge.
- Culpeper, J., Kerswill, P., Wodak, R., Katamba, F. and McEnery, T. (2009) *English Language: Description, Variation and Context*. Basingstoke: Palgrave.
- Da Sousa Correa, D. and Owens, W. R. (2010) *The Handbook to Literary Research*. Abingdon: Routledge.
- Dorney, K. (2009) The Changing Language of Modern English Drama 1945-2005. Basintoke: Palgrave.
- Fishelov, D. (2010) *Dialogues with/and Great Books*. Eastbourne: Sussex Academic Press.
- Eaton, T. (2010) *Literary Semantics*. Ely: Melrose Books.
- Hanauer, D. I. (2010) *Poetry as Research: Exploring Second Language Poetry Writing.* Amsterdam: John Benjamins.
- Jeffries, L. (2010) Opposition in Discourse. London: Continuum.
- Jeffries, L. (2010) Critical Stylistics. Basingstoke: Palgrave.
- Martinec, R. (2009) *The Language of New Media Design: Theory and Practice*. London: Routledge.
- McIntyre, D. and Busse, B. (eds) (2010) Language and Style. Basingstoke: Palgrave.
- Mullany, L. and Stockwell, P. (2010) *Introducing English Language: A Resource Book for Students*. Abingdon: Routledge
- Page, R. (ed.) (2010) New Perspectives on Narrative and Multimodality. Abingdon: Routledge.
- Renkema, J. (ed.) (2009) *Discourse, of Course: An Overview of Research in Discourse Studies.* Amsterdam: John Benjamins.
- Robinson, O. W. (2010) *Grimm Language: Grammar, Gender and Genuineness in the Fairy Tales*. Amsterdam: John Benjamins.
- Smith, B. (2010) Phenomenal Shakespeare. Oxford: Wiley Blackwell.
- Stockwell, P. (2009) *Texture: A Cognitive Aesthetics of Reading*. Edinburgh: Edinburgh University Press.

Webster, A. K. (2009) *Explorations in Navajo Poetry and Poetics*. Albuquerque: University of New Mexico Press.

PALA Committee

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