



We are pleased to invite you to attend the conference

Discourse, Pragmatics, Translation

in honor of

Professor Elda Weizman on her retirement

Thursday, January 4, 2018

Hall 101, The Leslie and Susan Gonda (Goldschmied)
Multidisciplinary Brain Research Center
(Building number 901), Bar-Ilan University

Organizing Committee

Prof. Rachel Weissbrod, Dr. Galia Hirsch, Ms. Shulamit Haran
The Department of Translation and Interpreting Studies, Bar-Ilan University

Prof. Zohar Livnat

The Department of Hebrew and Semitic Languages, Bar-Ilan University

Dr. Pnina Shukrun-Nagar

The Department of Hebrew Language, Ben-Gurion University of the Negev

The conference is held with the generous support of:

- Faculty of Humanities, Bar-Ilan University
- Vice-President for Research, Bar-Ilan University
- The Lechter Institute for Literary Research:
The Lewis Family Foundation for International Conferences
in the Humanities

Please confirm your attendance:

Ms. Nomy Cohen, 03-5318227, trans@biu.ac.il

09:30-10:00 Gathering

Session 1 – Greetings and Opening Lecture

Chair: Ms. Shulamit Haran

10:00-11:00 Greetings

Prof. Miriam Faust, Rector

Prof. Eliezer Schlossberg, Dean of the Faculty
of Humanities

Prof. Rachel Weissbrod, Head of the Department
of Translation and Interpreting Studies

Prof. Moshe Bar, Head of the Leslie and
Susan Gonda Brain Research Center at the
Interdisciplinary Studies Unit

11:00-11:45 Prof. Emerita Christina Schäffner, Aston University

Agents of speaker positioning in news translation

11:45-12:15 Coffee

Session 2 - Political Discourse

Chair: Prof. Gonen Dori-Hacohen,
University of Massachusetts Amherst

12:15-13:00 Prof. Anita Fetzer, Augsburg University

'The question people are asking is this':

The strategic use of moments of ordinariness in political discourse

13:00-13:20 Dr. Pnina Shukrun-Nagar, Ben-Gurion University

of the Negev: Irony as a strategy of positioning in readers' comments to politicians' Facebook posts

13:20-13:40 Dr. Michal Hamo, Netanya Academic College

and Professor Zohar Kampf, The Hebrew University of Jerusalem: 'Populism' as a meta- discursive resource for positioning and framing in mediated political discourse

13:40-14:30 Lunch

Session 3 – Communication and Interpretation

Chair: Prof. Ed Greenstein, Bar-Ilan University

14:30-15:15 Prof. Emerita Juliane House, University of
Hamburg and The Hellenic American University

Failed communication: Misunderstanding in cross-cultural interactions

15:15-15:35 Dr. Galia Hirsch and Ms. Talli Cedar,
Bar-Ilan University: **Adult-addressed humor within
children-addressed texts**

15:35-15:55 Prof. Eemerita Tamar Sovran, Tel Aviv University
Interpretation clues – A poetic-semantic view

15:55-16:30 Coffee

Session 4 – Irony

Chair: Dr. Hilla Karas, Bar-Ilan University

16:30-16:50 Prof. Zohar Livnat, Bar-Ilan University
Irony and metaphor – Two forms of indirectness

16:50-17:10 Prof. Rachel Weissbrod, Bar-Ilan University and
Dr. Ayelet Kohn, David Yellin Academic College
of Education: **Irony and humor in the Third Space:
Arisa as a case in point**

Session 5 – Concluding Remarks

Chair: Dr. Lior Laks, Bar-Ilan University

17:10-17:20 Ms. Shulamit Haran, for the Department of
Translation and Interpreting Studies

17:20-17:30 Dr. Aliza Amir, Achva Academic College and
Ms. Hilla Atkin, Oranim Academic College of
Education, for students and graduates

17:30-17:40 Prof. Il-Il Yatziv-Malibert, Inalco
(Institut National des Langues et Civilisations
Orientales), Paris

17:40-18:00 Prof. Emerita Elda Weizman, Department of
Translation and Interpreting Studies,
Head of the Interdisciplinary Studies Unit,
Bar-Ilan University