

Abstract Booklet



EST Congress 2022

Advancing Translation Studies

June 22-25, 2022 - Oslo, Norway

hf.uio.no/est

35. Crossing minorities in translation history: peripheries, gender and less translated languages	462
How to re/deconstruct voices of (female) translators. The case of Bolesława Kopelówna (1897-1961).	464
From 'Angels in the House' to Transla(u)t(h)ors in the Public Realm: Nineteenth-Century Greek Women Translators as Agents of Change	466
German Women Translators Around 1800 Between "Lowbrow" Literature and Canon	468
Rethinking the relationship between women, translation and activism in history: the case of German-speaking translators, 1848-1918	470
José Mailhot and An Antane Kapesh: a mutually beneficial encounter between two minoritized women	472
The activist potential of self-translation	474
36. Literary Translation and Soft Power in the Longue Durée	476
Prizing European Values: The Case of the European Union Prize for Literature	478
The re-creation of the foreign. The _gjendikting_-concept and state-funded literature in Norway	479
Péter Kuczka, Hungarian apostle of (translated) science fiction (1965-1990)	481
Literary Translation as Soft Power. Theoretical and Methodological Insights	483
The Invisible Hands of Doctor Zhivago: A Study of the Translations' Reception	485
The translation of Salazar's speeches into English: a case study on soft power practices in 20th century Portugal	487
"Blessed be the CIA": "Mundo Nuevo" (1966-1968) translations and counterpower in the cultural cold war context	489
Female voices in translation and cultural soft power: State-sponsored translation of Chinese women's literature in the late 20th century	491
37. Translation and transcultural circulation of memory narratives	493
Memories of migration, literary translation and the question of genre: Magical realism in Miguel Bonnefoy's "Héritage"/"Herencia"	494
Translated postmemory: three times removed from reality? Receptions of Lydie Salvayre's <i>Pas pleurer</i> and Alice Zeniter's <i>L'Art de perdre</i> in Norway	495
Retrieving memory of the Spanish Civil War through translation: the case of <i>En la España roja</i> by Ksawery Pruszyński	497
Don't Take It Nationally! Subtitled Constructed Language in the Intersemiotic Translation <i>The Painted Bird</i> (2019) by Václav Marhoul	499
The horror of the disappearance of the Jews of Osnabrück : translational choices for the Dutch transmission of the memoir <i>Gare d'Osnabrück à Jérusalem</i> by Hélène Cixous.	501
Memories of the Greek-Turkish Population Exchange Translated and Reframed in a Graphic Novel: Soloúp's <i>Aivali</i>	503
	13

The translation of Salazar's speeches into English: a case study on soft power practices in 20th century Portugal

Author: Isabel Chumbo

Contact: ischumbo@ipb.pt

On site presentation

The concept of soft power is visible in many forms. According to Nye (2004), the use of rhetoric is the resource found at the basis of soft power, and this idea is reinforced by Rothmann, for whom “strategically utilizing rhetoric or creating new rhetoric and symbols of a particular discourse allows actors to influence world politics through soft power” (Rothmann 2011, 60). This means that a specific kind of narrative can constitute an example of soft power practice in a given setting. Hence, this paper will focus on the context of the 20th century Estado Novo dictatorship in the period from 1933 to the aftermath of the second World War in Portugal. This regime employed soft power practices through the systematic publication of political texts, more concretely of the speeches written and delivered by dictator Oliveira Salazar. A state entity called National Propaganda Secretariat was the commissioner of most of these texts and in some cases the initiator of the translations of these speeches into several languages and published in different countries. This work will provide insight into the case of the translation of Salazar's speeches into English as a means to influence international relations with a specific target audience in mind. This was carried out through the qualitative analysis of translation shifts occurred in a bilingual corpus of 29 speeches. This corpus will also contribute towards the understanding of the translation process carried out by the English translator of the work *Doctrine and Action* (1939), published by Faber and Faber in the UK. The translation of the speeches by Salazar can be viewed as a case study in the wider scope which is translation during the Estado Novo in Portugal, especially considering the innovative approach of translation into a foreign tongue and the underlying awareness of the country's soft power needs in the European context. This unspoken and unwritten policy is visible in practice. The analysis performed during a wider study reached results which suggest that these soft power practices were not only deliberate but also viewed as essential in the regime's ongoing political behaviour.