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Foreword

This double volume encompasses East-West encounters in various fields, such as literature, culture, linguistics, and translation studies. The first part comprises articles that offer fresh approaches to renowned literary works. Thus, Cristina Diamant's article examines the complex relationship between academia and society, particularly in terms of authority and power, in three contemporary British novels: *Waterland* by Graham Swift, *Nice Work* by David Lodge, and *Possession* by A. S. Byatt. In his article on John Barth's *Every Third Thought*, Sorin Ștefănescu discusses the ways in which the main characters' journey "activates the narrative process" and "links [the] two spatial and temporal dimensions" of the story, pointing out how the "specific narrative frames" of the "home"- and "away" dimensions connect the characters' recollections of the past with the events of the present. By looking at several novels by Kazuo Ishiguro, *A Pale View of Hills*, *Never Let Me Go*, and *When We Were Orphans*, among others, Alexandra Mitrea deftly analyzes the psychological effects of trauma and the connections between memory and trauma as experienced by Ishiguro's characters. Isabelle Nicole Voicu, on the other hand, discusses the role of gender and social class in Jane Austen's *Emma* and Charlotte Brontë's *Jane Eyre*, with a particular focus on the role and status of governesses in both novels. The first part concludes with Anca Damiean's article, which centers on an in-depth analysis of how various behavioral patterns of microblogging employed by several contemporary English-language authors may foster both successful author-reader interactions and facilitate the achievement of book-marketing success.

The second part of this double volume includes articles on culture, linguistics, and translation studies. In her article on the movie *Chocolat*, Anca-Luminița Iancu looks at the ways in which such issues as gender, identity, and difference are negotiated in the private and public spaces of the two main discourses depicted in the

movie, the male-dominated one of the church and the female-dominated one of the chocolaterie, respectively. The articles by Andrei Călınoaia, Raluca Rogoveanu, and Hannah Frances Young address issues pertaining to the Romanian culture and language. Călınoaia's article analyzes the Western perceptions of the Romanian culture and people in Transylvania, depicted in Bram Stoker's novel *Dracula* as a space of Eastern-European otherness and difference. Rogoveanu focuses on current Romanian heritage festivals in different parts of the United States, such as Los Angeles, CA, Atlanta, GA, Ann Arbor, MI, and New York City, NY, discussing the ways in which these festivals promote and strengthen collective ethnic identity with a view to preserving and passing on the traditions, language, and cultural legacy. By looking at the pre-histories and the linguistic evidence, particularly the phonetic, morphosyntactic, and lexical similarities between the Albanian and Romanian languages from a comparative perspective, Young's article evaluates the claims that the two languages "form a subgroup within the Indo-European family" or that they "share a long history of contact and influence of a substratum language." Finally, by analyzing the choices of several Romanian translators in order to capture the complexity of three "bawdy" instances of wordplay on the doublet "tail/tale" in William Shakespeare's "The Tempest," "Othello," and "Romeo and Juliet," Anca-Simina Martin examines both the challenges posed by the translation process and "the level of translatability" of this punning pair.

The Editors

The Gown in Town
and the Question of Centrality

CRISTINA DIAMANT

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Abstract

The present essay aims to discuss the current state of the authority held by the academia over society at large as seen in contemporary British novels such as *Waterland* (1983) by Graham Swift, *Nice Work* (1988) by David Lodge, and *Possession* (1990) by A. S. Byatt. Far from typecasting academics as ivory tower dwellers out of touch with reality, these novels offer a nuanced portrayal of the intricate relationships between the observers of contingency and those dealing with meta-texts. This tension is all the more interesting since the objects of our gaze also deal with the humanities, and the change of cultural framing leaves them without their Grand Narrative of Enlightenment. The age-old conflict between the Gown and the Town is complicated further in postmodernity when periphery is given its own carnivalesque voice and culture itself can now wander the streets, as well. Therefore, is the question of power outdated or simply re-framed?

Keywords: high culture, low culture, hegemony, academia, centre, periphery

Genesis Revealed
in *Every Third Thought* by John Barth

SORIN ȘTEFĂNESCU
Lucian Blaga University of Sibiu

Abstract

This article endeavors to establish the inner strategy that the text employs to trigger the narrative process by depicting a trans-dimensional journey between the fictitious Stratford College in Maryland, U.S.A., and Stratford-upon-Avon in England. Through visions and illuminations resulting from banging his head on the very steps of Shakespeare's birthplace, the apparently homodiegetic narrator finds himself under the spell of his own muse who directs him to access memories and devise the narrative of a lifetime. The whole process is supported by a series of "clunky coincidences," too many not to suggest a brush with magic realism.

Keywords: journey, vision, illumination, telepathy, hybridity, textualisation, coincidence.

Remembering the Traumatic Wound in Kazuo Ishiguro's Fiction

ALEXANDRA MITREA

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Abstract

Memory is one of Kazuo Ishiguro's favourite themes. In all his novels, Ishiguro creates characters who struggle with their past and conscience, who constantly revisit their past, oftentimes a traumatic one, in an effort to come to terms with it. All his writings deal, in one way or another, with memory and forgetting, both at an individual and societal level. Ishiguro takes a special interest in the psychological effects of trauma, persisting in memory from childhood into middle and old age. He shows how his first-person narrators maintain human dignity and self-esteem, by resorting to specific psychic defence mechanisms and the related behaviours, characteristic of narcissism.

Keywords: Memory, trauma, past, unreliability, loss, nostalgia, Ishiguro

The Condition of Women in *Emma* and *Jane Eyre*

ISABELLE NICOLE VOICU

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Abstract

This article attempts to illustrate what it was like being a woman throughout the nineteenth century by focusing on the novels *Jane Eyre* by Charlotte Brontë and *Emma* by Jane Austen. The reality of the nineteenth century was a harsh one, and these two novels illustrate two worlds divided, not by education, but by money and gender segregation. Moreover, women struggled to find their place in society, and were seen as inferior to men. Social class played an important role for women because it determined their course of life. The two heroines of these novels represent two different social classes and illustrate how people's views and feelings can change and intermingle with each other, and what benefits and consequences can be drawn from this. Governesses have been hired by the upper classes for centuries, and they represented a "status symbol" for the upper classes. Hiring a governess also meant that "the lady of the house was too 'genteel' to teach her daughters herself," and she paid somebody else to take care of and teach her children (Hughes). Throughout this article, I will focus on the different types of women that are present in the novel, especially on the figure of the governess as presented in *Emma* and *Jane Eyre*.

Keywords: women's condition, 19th century, Victorian novel, pre-Victorian novel, governess, social class, gender segregation, marriage, social status, choice.

Behavioural Patterns in Microblog-Based Book and Authorship Promotion

ANCA DAMIEAN

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Abstract

With the emergence of self-publishing and, thus, the arrival on the book market of an endless wave of writers, the search for optimized marketing methods has increased and today includes all types of social media. Microblogging, with Twitter at the forefront, has become a book marketing venue and a way for authors to keep in touch with their readership. The question is whether behavioural patterns in microblogging can be identified and linked to successful social interaction for writers to follow in their author-reader relationship endeavours. This essay attempts to identify trends in book-promotion-oriented microblogging by analysing the psychological meaning of words used by a sample of best-selling authors, with special focus on the emotionality, social versatility, thinking styles, as well as meaningful individual differences. The method used is computerized corpus-based text analysis of style-related words from tweets by Twitter-active bestselling authors, supported by a Linguistic Inquiry and Word Count (LWIC) program. By analysing the behavioural patterns of worldwide acknowledged English language authors, this research may be used as guidance for new and upcoming writers in designing their Twitter-based social appearance to achieve book-marketing success.

Keywords: computerized text analysis, LWIC, book marketing, microblogging, behaviour

“Waltzing to the Tune of Chocolate”: Spaces of
Repression and Difference in Lasse Hallström’s
Chocolat (2000)

ANCA-LUMINIȚA IANCU
Lucian Blaga University of Sibiu, Romania

Abstract

In the introduction to the book *In Reel Food: Essays on Food and Film*, Anne Bower discusses, among other, the food film genre, stating that one of the conventions of this genre refers to the ways in which the characters negotiate “questions of identity, power, culture, class, spirituality, or relationship through food” (6). *Chocolat*, the 2000 movie adaptation of Joanne Harris’ novel (1999), revolves around the changes brought about by Vianne Rocher, the owner of a chocolaterie, in the small French community of Lansquenet, in 1959, and illustrates the culture and gender clashes between Vianne and the Comte de Reynaud, the male authority of the community. By examining the significance and impact of the two main discourses - of resistance to temptation and repression, on the one hand, and of acceptance and tolerance, on the other - this essay looks at the underlying issues of identity, gender, and difference in the male-dominated (church) and female-inhabited (the chocolaterie) private and public spaces of the Lansquenet community.

Keywords: food film genre, gender, individual identity, repression, difference, acceptance, belonging

Civilization Confronted with the Wilderness of Europe:
Dracula and the Balkans

ANDREI CĂLINOAIA
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Abstract

The essay will explore the Western image of Eastern Europe as a land of the supernatural and of living myths, where evil reigns uncontested, as manifested in Bram Stoker's classic masterpiece *Dracula*. It will therefore focus on how Transylvania, as a representative part of the region, is represented in the novel, by tracing the trajectory of Jonathan Harker's fictional travel writing. The way in which the inhabitants of this region are portrayed as wild, uncivilised, and powerless in their silent cohabitation with evil incarnate will also be taken into consideration. As it will be demonstrated, the region is placed in a dichotomic opposition to England, which, on the contrary, is presented as embodying the Western values of reason, civilisation, organisation, resourcefulness, innovation, and active implication in changing the world. In this context, the essay will also consider the notions of Balkan semi-Oriental backwardness and underdevelopment, with a particular focus on discovering what sort of an image of Eastern Europe in general and of Romania in particular this novel would have implanted in the minds of its Western audience.

Keywords: Balkanism, *Dracula*, the Other, Eastern Europe, backwardness, imagology, colonialism

Ethnic Attachments and Transnational Loyalties: Romanian Heritage Festivals in the United States

RALUCA ROGOVEANU
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Abstract

My study explores the construction and reflection of social and cultural issues salient for the existence of the Romanian community in the United States in Romanian heritage festivals. It analyzes the strategies employed by Romanian-Americans to make sense of their own ethnic identity, while organizing and participating in such festivals. To create and maintain these discursive formations of the Romanian ethos in the United States, the Romanian communities in the United States make sense of and use (references to) emotions or memories in interaction. While looking at how heritage festivals produce versions of Romanian ethnicity, this essay analyzes the extent to which the changing social and cultural contents of Romanian heritage festivals, enacted and performed annually, shape the construction of the Romanian- American collective identity. It also touches on how the concept of heritage is employed by Romanian heritage festivals as a tool for the assertion of grassroots economic and cultural agencies and how festivals can be construed as sites of competition among communities and ethnic organizations, striving to maximize their access to resources, status and representation.

Keywords: Romanian-American, heritage festival, ethnic culture, identity, collective memory, ethnic association, celebratory events, ethnic community, ethnic artifact

Subgroup or Substratum?
An Examination of Proposed Pre-histories of the
Albanian and Romanian Languages

HANNAH FRANCES YOUNG
Independent Scholar

Abstract

There have been various claims made regarding the evolution of Albanian and Romanian from the Proto-Indo-European language. Some linguists claim that they are two separate languages with distinct developments, while some propose that they are far more closely related, perhaps even forming a subgroup within the Indo-European family. Another claim is made that a substrate language influenced these two languages, which can explain some intriguing similarities between these languages. This essay investigates the claims made for and against the subgrouping of Romanian and Albanian and establishes whether or not there is sufficient linguistic evidence to claim that there is a language from which both descend, or if these two languages rather share a long history of contact and influence of a substratum language.

Keywords: Albanian; Romanian; Balkan Sprachbund; language contact; historical linguistics

Thereby Hangs a Bawdy Tale:
Three Shakespearean Ribald Puns on ‘Tale/Tail’
and Their Romanian Translations

ANCA-SIMINA MARTIN
Lucian Blaga University of Sibiu

Abstract

The homophony between the words ‘tale’ and ‘tail’ has served as an ever-bountiful source of punning material for many a century, with some writers as spatially and temporally diverse as Geoffrey Chaucer and Margaret Atwood exploiting their sexually charged punning potential, while others, the likes of Lewis Carroll, harnessing the latent jocular and visual qualities of this particular homophonic pair. It was in William Shakespeare’s works, however, that this punning pair has found the representational plenitude of its vast array of connotations. In *Othello*, for example, it is a source of toilet humour, in *As You Like It*, the wordplay on ‘tail/tale’ is part of an extended metaphor of a sexually transmitted disease, while in other plays, such as *The Tempest*, its punningness is stretched to include words like ‘tailor,’ which, in turn, are imbued with ribald connotations. By comparing three such bawdy instances of wordplay on ‘tail’ and ‘tale’ with three Romanian renderings, this article aims to assess the level of translatability of this ribald punning doublet.

Keywords: bawdy, pun, Romanian, Shakespeare, tail, tale, translation, wordplay.