

## Conference keynote speakers

**Professor Michael Cronin**, Dublin City University, Ireland



Michael Cronin took up a teaching position in Dublin City University in the late 1980s and was Dean of the Faculty of Humanities and Social Sciences at DCU from 2000-2004 and Director of the Centre for Translation and Textual Studies from 2001-2008. He has published extensively in the areas of translation studies, tourism, travel writing, language and politics. He is currently co-editor of *The Irish Review*.

Michael was elected a Member of the Royal Irish Academy in March 2006 and was granted Honorary Membership of the Irish Translators and Interpreters Association in December 2007. He was conferred with the rank of *Officier de l'Ordre des Palmes Académiques* by the French government in 2008 and has held visiting Professorships in the Université de Moncton (New Brunswick, Canada) and the Universidad

Ricardo Palma (Lima, Peru). He is the recipient of the President's Research Award in the Humanities and Social Sciences, the CATS Vinay-Darbelnet Prize for the best work published in translation studies and the Prix du Québec.

Amongst his many works are **Translation goes to the Movies** (Routledge, 2009); **Translation and Identity** (Routledge, 2006); **Translation and Globalization** (Routledge, 2003); **Across the Lines** (Routledge, 2003) and **Irish Tourism: Image, Culture and Identity** – with Barbara O'Connor (Channel View Publications, 2003).

**Professor Adrian Holliday**, Canterbury Christ Church University, UK



Adrian Holliday is Professor of Applied Linguistics at Canterbury Christ Church University, where he supervises doctoral research in the critical sociology of English language education and intercultural communication. His interest in intercultural communication has developed through professional experience largely in the Middle East. He was a British Council English teacher in Iran in the 1970s; and in the 1980s he set up a language centre at Damascus University, and was involved in a national university curriculum project in Egypt. His doctorate was an ethnographic study of Egyptian university classrooms.

His book, **The Struggle to Teach English as an International Language** (Oxford 2005) deals with the cultural chauvinism hidden beneath English language teaching professionalism and 'native speaker' politics. He wrote **Doing & Writing Qualitative Research** (2nd edition, Sage 2007) to take ownership of a postmodern methodology for understanding hidden cultural realities. **Intercultural Communication** (2nd edition, Routledge 2010, with Hyde and Kullman) begins an exploration of cultural difference when the established essentialist paradigm is put aside. His new book, **Intercultural Communication & Ideology** (Sage, December 2010) employs a critical cosmopolitan approach to understand the Western ideologies which inhibit our understanding of non-Western cultural realities and the crucial, modern contribution of non-Western cultural realities.