Identity: representations and practices

Editors
Silvia Valencich Frota
Marianela Barrios Aquino
Acknowledgements

This book was conceived as a result of the conference *Identity: Representations and Practices*, held in Lisbon in September 2014 and organized by GEsIPI — an interdisciplinary study group interested in promoting the discussion on issues regarding identities and identity practices.

This publication wouldn’t have come to light without the efforts of Maria Krebber, co-founder of GEIsIPI, and Prof. Carlos A. M. Gouveia, whose invaluable assistance and constant support we are really grateful for.

We would also like to thank all conference participants, colleagues that collaborated in the conference by reviewing abstracts and organizing committees: Alcina Pereira de Sousa, Ana Raquel Fernandes, Anamarija Marinović, Dulce Martins, Gorete Marques, Inês Conde, Margarita Correia, Marta Filipé Alexandre, Marta Tagarro, Su Ting and Zuzanna Sanches.

Finally, the support received from the FCT and the University of Lisbon, has also been key for the realization of this project.
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>9</td>
</tr>
<tr>
<td><strong>Carlos A. M. Gouveia</strong></td>
<td></td>
</tr>
<tr>
<td>Notes on contributors</td>
<td>13</td>
</tr>
<tr>
<td>Notes on editors</td>
<td>15</td>
</tr>
<tr>
<td>Editors’ Introduction</td>
<td>17</td>
</tr>
<tr>
<td><strong>Marianela Barrios Aquino and Silvia Frota</strong></td>
<td></td>
</tr>
<tr>
<td>Cultural travel and cultural prejudice</td>
<td>23</td>
</tr>
<tr>
<td><strong>Adrian Holliday</strong></td>
<td></td>
</tr>
<tr>
<td>Representations of Basque-American Identity in the 21st Century</td>
<td>45</td>
</tr>
<tr>
<td><strong>Monika Madinabeitia</strong></td>
<td></td>
</tr>
<tr>
<td>Please, Take Your Shoes Off! The Slovenian Rules of Changing into Slippers</td>
<td>71</td>
</tr>
<tr>
<td><strong>Alenka Švab and Peter Stanković</strong></td>
<td></td>
</tr>
<tr>
<td>Dictatorial Ethos in Presidential Inaugural Addresses from the Estado Novo</td>
<td>91</td>
</tr>
<tr>
<td><strong>Micaela Aguiar</strong></td>
<td></td>
</tr>
<tr>
<td>Genred discourse as social practice: collective and individual identities</td>
<td>117</td>
</tr>
<tr>
<td>in academic literary criticism</td>
<td></td>
</tr>
<tr>
<td><strong>Julia Ludewig</strong></td>
<td></td>
</tr>
<tr>
<td>Discursive constructions of the family as a gendered social space:</td>
<td>147</td>
</tr>
<tr>
<td>conflicting values and identities</td>
<td></td>
</tr>
<tr>
<td><strong>Maria Krebber</strong></td>
<td></td>
</tr>
<tr>
<td>Liquid Love, Facebook and Friendship: a case study</td>
<td>173</td>
</tr>
<tr>
<td><strong>Konstantinos Gogalis</strong></td>
<td></td>
</tr>
<tr>
<td>Creolization, an Identity Building Process for Europe?</td>
<td>197</td>
</tr>
<tr>
<td><strong>Arijana Medvedec</strong></td>
<td></td>
</tr>
</tbody>
</table>
As it is implied by its little and the contents of each chapter, this book is about identity. The reader might wonder about the notion(s) of identity to be found in the next pages, about the types of identity being described, but s/he knows that this is a book where the issue of identity as an academic theme and a research topic is addressed, discussed and pushed forward into some new territories and disciplinary relations. What the reader does not know is that this book breathes and perspires identity, being itself an example of a process of identity construction. In that sense, this book is all about identity.

Bearing that in mind, it is worth recalling the process that led to the publishing of this volume and as it stands as an example of identity in the making, of perseverance, and particularly of a joint academic effort in a context where joint tends to be a word with no positive meaning. So let us go back to the attics of memory. It all started with someone’s willingness to start a very informal research group, or rather a discussion group, with participants from different schools in the same university — the University of Lisbon — working on doctoral projects (but not only) that somehow included the notion of identity as a research topic. The idea was first introduced to me four years ago, in 2012, by one of the editors of the book, Silvia Frota, a PhD student of mine at the time, who wanted to engage in discussions with colleagues from disciplines other than her own — Cultural Studies — and her supervisor’s — Discourse Analysis. Silvia was foreseeing that she had more to do with and learn from colleagues in the areas of Sociology, Education, History or Anthropology working with identity as a research topic, rather than with colleagues from Cultural Studies or Discourse Analysis, working with all sorts of different themes.
Given the initial support they needed (“Go forward, do it!”), Silvia and Maria Krebber, another PhD student of mine, contacted colleagues from other departments of our own School of Arts and Humanities, and from other schools within the university. From that effort, a group called GEsIPI (Grupo de Estudos sobre Identidades e Práticas Identitárias/Discussion Group on Identity and Identity Practices) was created. With a first gathering held on the thirty-first of October 2012, to discuss issues of research methodology, the group had, as part of its identity markers, the support of a partnership between two different institutions to which I was connected in different ways. The first of these institutions was ILTEC (Instituto de Linguistica Teórica e Computacional/Institute for Theoretical and Computational Linguistics), a private research Centre functioning as a research satellite of different Higher Education institutions and where, at the time, I was the head of a research group on Discourse and Literacy. The second institution was the Institute for British Culture (Instituto de Cultura Inglesa), a branch of the English Department at the School of Arts and Humanities, University of Lisbon. Being the Director of that institution at the time made the partnership possible and opened up the doors of the common room of the Institute to the group meetings and the informal discussion sessions.

After one year of discussion sessions, following different patterns of organization — literature review and discussion, research papers, PhD projects, etc. — the idea of organizing an international conference came up. Entitled Identity: Representation and Practices, this Conference took place on the eleventh and twelfth of September 2014 at the School of Arts and Humanities, University of Lisbon. At the conference, four keynote lectures were given and fifty-six papers were presented in parallel sessions.

A month after the conference had taken place, a call for manuscripts was issued to all the participants inviting them to submit their full manuscripts for publication in a peer-reviewed book to be published shortly after. This is finally that book and it contains contributions originally presented at the conference, after an editorial and review process of permanent dialogue with the authors. Identity has been a part of these authors’ lives for some time and the knowledge, maturity and insight of their thinking and their findings is shown in the contributions that they willingly share with us in this book, making it an up to date record of what is going on in academia regarding identity research. The introduction, by the editors, further contributes to this state of the art testimony by voicing
the editorial process and, additionally, offering a contextualization of the studies of identity in research and mapping each contribution within the overall project of the representation and practices of identity.

Since 2012, when GEslPI came into being, most of the participants have finished their doctorate degrees. Some of them became parents, some got married, some remain single, some started a professional career in academia and some others started careers elsewhere. The group is no longer the same, no doubt, but the interest in issues of identity remains an identity marker connecting its members. But most of all, the group remains as an example of a kind of a traditional practice for the construction of a community of scholarship and purpose among researchers and scientists in an academic context driven mostly by neoliberal means and instrumental effects, where identity building is based on the laws of the market and explained by unfavourable economic factors.

Carlos A. M. Gouveia

University of Lisbon
Adrian Holliday is Professor of Applied Linguistics at the Canterbury Christ Church University, where he is program director for the PhD in Applied Linguistics. He is also Head of The Graduate School, where he provides academic management for research degrees across the University. His research interests include Intercultural communication and ideology, discourses of culture, the politics of international English language education, English in the world, cultural imperialism, qualitative research methods.

Alenka Švab obtained her BA in Sociology at the University of Ljubljana. She also holds a MA in Sociology from the Central European University and University of Lancaster. Currently she is a professor of sociology at the University of Ljubljana. Her research interests focus on everyday life, family, life course, sexuality, body, gender and GLBTQ issues.

Arijana Medvedec studied English and French Languages and Literatures (BA) at the University of Zagreb, Croatia. She also holds a MA in Comparative Literature: Portuguese and French Literatures from the Nova University of Lisbon, Portugal. She is currently a PhD candidate in Culture and Communication at the University of Lisbon, funded by a FCT (Foundation for Science and Technology) doctoral grant. Her research interests include cultural studies, namely island and urban studies, comparative literature, utopia and utopian modes, narrative and/in different media, and traditional literature.

Julia Ludewig holds a BA in Cultural Studies at the University of Frankfurt/Oder (Germany) and a MA in European Linguistics from the
University of Freiburg (Germany). She is currently a PhD candidate in the Department of Comparative Literature at the Binghamton University (State University of New York). She will be graduating from Binghamton in 2016. Her research interests include literature and linguistics, especially questions of gender.

Konstantinos Gogalis studied Philosophy and Psychology at the Aristotle University of Thessaloniki; he holds a Master’s degree in Educational Psychology from Harokopio University, Athens. He is a PhD candidate in Social Anthropology at the University of Peloponnese and teaches Modern Greek (International Baccalaureate Programme) at the Hellenic American Educational Foundation, Athens. His research interests focus on online communication, virtual communities and psychosocial aspects of identity development.

Maria Krebber obtained a MA degree at the University of Jena in Germany. At the Faculty of Humanities of the University of Lisbon, she completed a PhD thesis about gender identity construction resulting from the great social changes that took place in the last quarter of the 20th century in Portugal, using a linguistic approach. She analyses discourse from a Critical Discourse Analysis perspective. Apart from issues related to gender relations, her research interests include the discursive construction of interpersonal relationships, the use of language in the service of power and language change.

Micaela Aguiar studied European Languages and Literatures at the University of Minho. She also holds a MA in Portuguese and Comparative Linguistics and is now a PhD student in Language Sciences at the University of Minho. She is currently working on her thesis entitled “Presidential Images in Inaugural Addresses in the 100 years of the Portuguese Republic”. Her research interests range from the construction of ethe to literary and political Discourse Analysis.

Monika Madinabeitia holds a BA in English Studies from the University of the Basque Country, a MA in Western American Literature from the University of the Basque Country and her PhD (University of the Basque Country) thesis was about the Basque-American writer, Frank Bergon. She is an associate professor at Mondragon University, Huhezi
(Eskoriatza, The Basque Country). Her main research field is identity in multicultural contexts, with an emphasis on Basque identity in the homeland and in the diaspora of the American West. She also works on the field of Basque emigration (past and present) and current immigration into the Basque Country.

**Peter Stanković** obtained his BA in Sociology at the University of Ljubljana. He also holds a MA in Sociology from the Central European University and University of Lancaster. Currently he is a professor of cultural studies at the University of Ljubljana. His research interests focus on theories of culture, film studies, popular music studies and identities.

**Notes on editors**

**Marianela Barrios Aquino** obtained a BA in Sociology at the University of Salamanca (Spain). She was also a Visiting Scholar at the Institute for the Study of International Migration of the Georgetown University and is currently a PhD candidate in the Sussex Centre for Migration Research at the University of Sussex. Her research interests include issues regarding the experiences of migrants and the contexts they live in, issues of identity negotiation as well as citizenship studies.

**Silvia Frota** holds a BA in Journalism at the Faculty of Social Communication Casper Líbero (Brazil) and a BA in Law at the Pontifical Catholic University of Sao Paulo (Brazil). She holds a MA and a PhD in Culture and Communication at the University of Lisbon (Portugal). Currently she is an assistant professor of communication theory and cultural studies at the University of Lisbon. Her research interests focus on identity studies, nationalisms, culture and media studies and communication theory.
Editors’ introduction

Over the last two decades many scholars have been concerned with the study of identities. So much has been said, explored, analysed and concluded that one is tempted to say that there is nothing new to be said about identity as a field of study. This subject has been centre stage in debates around (post) modernity and globalization, migrations, social groups, nationalisms and gender, racism and minorities’ rights, culture, politics, linguistics and so on.

Bauman (2004:15) says “identity is revealed to us only as something to be invented rather than discovered”. All the articles in this book assume this constructionist position towards identity. Whatever the angle from which identity has been explored and in differing degrees, all authors in this book have taken a non-essentialist approach: the idea/belief that identities are an on-going construction rather than a characteristic of the individuals. They have assumed that identity is an active construction. Also paraphrasing Bauman, identity has here been regarded as a task, something that must be actively built, formed, constructed, rejected, etc. How and to what extent, by whom and to what effect are open to debate.

However, notwithstanding all the effort and on-going attempts to map and better understand this subject, identity still challenges new understandings and positions. Those who decide to take on this project owe a great debt to all the knowledge and work produced by their predecessors and are in an advantaged position in having the possibility of relying on them. The abundance of preceding work and the popularity of the subject can also make the path even more arduous at times, when contrasting and conflicting concepts and ideologies are carried on by a single concept, as in the case of identity. Luckily, those concurrent understandings and positions surrounding this subject contribute to a healthy debate. In all
this there is at least one point that seems to reach agreement: the interdisciplinary nature of the study of identity and the necessity thereof.

By interdisciplinarity we mean the possibility presented by the fertile space between disciplines (McGregor, 2005:4) to shed some light upon the subject of identity, that is to say, to conduct identity studies using theoretical and methodological frameworks developed under the scrutiny of different disciplines will result in a unified body of knowledge beyond that of the individual disciplines. Ideally, the interdisciplinary nature of the work is such, that “the sum of its parts, the whole has totally different properties, to the point that the original contributions are no longer identifiable” (McGregor, 2005:5), thus becoming one single, coherent body of knowledge. This is also first and foremost the perspective of this book, and the authors here included have greatly succeeded in establishing a coherent and consistent dialogue between the disciplines involved in their research.

Although interdisciplinary research seems to be a desired reality, the realization of this principle should not be taken for granted. As a matter of fact, in our perspective, it is still an issue to be considered and its successful application should be celebrated as a great success in mediation, to be attributed to the researcher. Sometimes — perhaps more often than not — academic prejudice prevails and researchers from different fields look at each other with a certain lack of confidence or at least with a certain awkwardness.

We are not only referring to the broader philosophical, theoretical or ideological side of interdisciplinary work. Instead we are set to consider some practices that underlie academic fields and that are set in motion almost surreptitiously/unconsciously. What makes a paper readable? Which are the criteria or characteristics that determine the quality of a paper in an academic perspective? What kind of language, structure and content should an academic paper have? Is there an academic culture or even an academic identity that should run through all the papers/works that want to be considered “academic”? Entitled to the academic label? And where does that ‘culture’ come from?

However, while although the vast majority of scholars would probably agree upon the value of diversity, the respect of differences, the unavoidable and healthy, prolific, productive ampleness of interdisciplinary work, they would probably demand a common ground, something that would make those texts recognizable as academic papers, infused with academic value.
We are not sure, however, that they would agree upon the content of this “common ground”.

By highlighting this controversy, we are not defending the idea that there should be no rules. Nor are we stating that every text could or should be granted the title of academic. We are just highlighting the fact that difference, awkwardness and conflict is and will be present in an interdisciplinary project. Furthermore, we wanted this book to act as a platform for various voices of authors from different academic disciplines and social contexts, simply because their voices communicate a presence behind the written words (Narayan, 2012).

This is an attempt to question certain conventions about academic writing holding the belief that we are now in what is called a postprocess in pedagogy, where “the focus has shifted from an emphasis on the cognitive processes of textual production to an emphasis on the social dimensions of writing as a cultural activity” (Atkinson, 2003 in Flowerdew, Wang, 2015:82). We believe that this approach is ideal to mirror the current state of the art in identity studies, with scholars producing and developing research within the widest varieties of cultural contexts of academic production.

We also tried to gather different and complementary topics and approaches in order to provide a wider overview of identities studies currently. The result of these strategies, ideological positionings and efforts is a set of very distinctive texts, with different languages, narratives, approaches, perspectives, and their particular context of production. This book does not attempt to establish “new theories of identity” but it aims to be the proof that identity studies are a prolific space of knowledge creation, where the most variegated disciplines can solve a piece of the puzzle.

We are aware of the risks inherent to this eclectic position. But we also believe that these risks are more than offset by the opportunities that arise from them.

This book is therefore addressed to those researchers familiar with identity issues and interested in enlarging their view of Identity Studies. We hope they can find inspiration and new resources from these readings. It is also suitable for those researchers that are interested on working with this subject in the future. For them, we believe the present selection of papers may provide a wider horizon for their work and a rich sample of possibilities.
In the first chapter, Adrian Holliday looks at how identity practices and representations travel across cultural borders. Holliday’s article states that the construction of cultural identities implies the acquisition of certain symbolic tools that will become mobile with the subject, enabling them to be transported from one cultural setting to another and thus becoming powerful resources in the engagement with new cultural contexts. Furthermore, Holliday acknowledges and further explores the challenges presented in those situations, such as prejudice, hegemony of western visions of culture and essentialist perspectives of world representations. Throughout this chapter, the author locates those discourses within our everyday practices. From a very aware position of the researcher within the researched subject, the author combines sociological, political and anthropological tools to pay attention to discursive and linguistic constructions and representations of cultural identities and their embodiment in the complexities of everyday life.

In chapter two, Madinabeitia introduces concepts of identity construction in the Basque diaspora in the United States. She explores notions of centre and periphery in the construction of a national identity, furthermore she explores the cultural elements produced abroad that contribute to the reproduction of the Basque national identity at home. A key point of interest in this paper is the possibility of an identity of the diaspora, the Basque diaspora. Furthermore, the appropriation of symbols and the on-going construction of identity processes regardless of time (generations in the diaspora) and territory (outside the geographical territory of the nation) are key points of analysis in her research. The sociological value of the use of knowledge from cultural studies as well as migration studies, contribute to an in depth observation of a collective that defies concepts of nation-state, transnationalism and the time-space duality.

In the third chapter, with a flair for Elias’ sociology of the small things and an in depth knowledge of concept of cultural studies, Peter Stanković and Alenka Švab analyse the inclusion of everyday practices and their meaning in the habitus development of the people and their national identity construction as well as underlying justifications. They explain Bourdieu’s “taste of necessity” with Slovenian historical background and construction of national identity, providing a political context for the historical nature of identity construction.

In chapter four Micaela Aguiar combines applied linguistics and political science in order to carry out a discourse analysis of the dictatorial
image of the President in inaugural addresses given during the Portuguese military dictatorship. This research explores the communication of specific traits and symbols that the regime intended to be part of a Portuguese national identity, resorting to psych-social and socio-political strategies such as influencing social opinion, encouraging behaviour and imposing ideology.

In the fifth chapter, Julia Ludewig analyses through a qualitative study how the New Criticism (20th century school of literary criticism) negotiated collective and individual identities through the literary analyses of its members. Based on selected published writings by three key members of this group, this study concludes that micro-identities exist within disciplines and form around gendered practices, in this case written discourse. This chapter provides an important reflection that points to the fact that identity studies benefit from a wide theoretical framework, which includes the analysis of socio-intellectual movements and linguistic methods.

In chapter six, Maria Krebber analyses the discursive construction of power relations and gender roles in Portuguese families. Drawing on theory from gender studies, applied linguistics and sociology, the study performs an in depth analysis of interviews using Systemic Functional Analysis. The author reveals that identity negotiation processes within the family mirror and reproduce ideological and political discourses present in Portuguese traditions.

Konstantinos Gogalis in chapter seven explores the development of social capital in a virtual context among young Internet users, specifically within a social media platform, providing an opportunity to reflect about identity within an alternative space of interaction. Furthermore, the author analyses the value given by the social media users to relationships developed within a virtual context in contrast with those developed outside that virtual context. How those “virtual relationships” become associated with the search for identities and construction of the self is explored here via a sociological quantitative study that transcends sociology by engaging with questions of social psychology and cultural studies.

In the last chapter, through a critical literature analysis and based on island studies, or nissology, Arijana Medvedec explores the concept of creolisation situated within a well-described political and sociological context of the construction of meaning and identity. This literary analysis of the identity implications of the concept of creolization within the novel The Eighth Commissioner by Renato Bareti, reveals its theoretical aim:
to test the adaptability of the concept to a supranational context and its relation to notions of identity and postmodernity. Thus, Medvedec, examines her literary analysis through a sociological and political lens with empirical and theoretical tools from anthropology and cultural studies.

The combination of the work of these authors provides the proof that the complexity of research in identity finds its strength in the conjugation of concepts and methods from different disciplines.

Marianela Barrios Aquino and Silvia Frota
University of Sussex and University of Lisbon

References