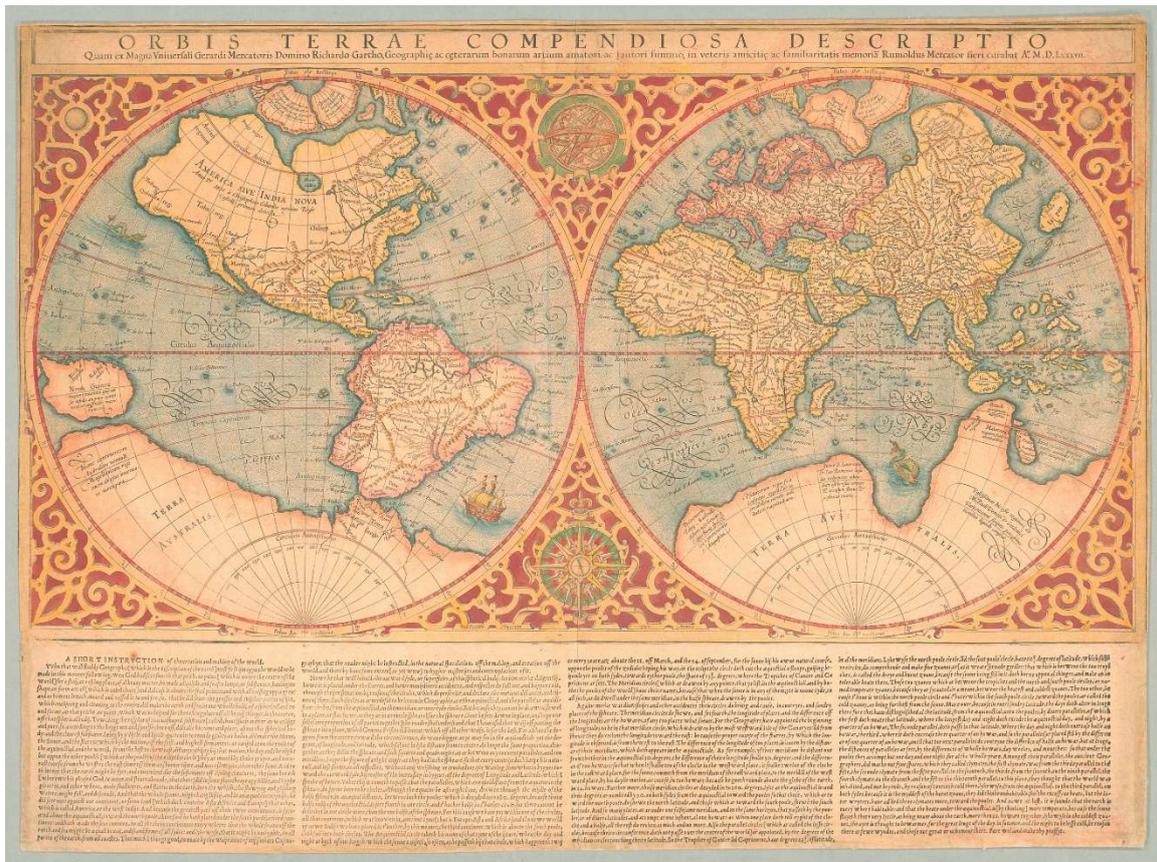


# THE LANGUAGE OF DISCOVERY, EXPLORATION AND SETTLEMENT

Florence, 15-16 February 2018

## Book of Abstracts



*Orbis terrae compendiosa descriptio: quam ex magna universali Gerardi Mercatoris Domino Richardo Gartho, geographicæ ac ceterarum bonarum artium amatori ac fautori summo, in veteris amicitie ac familiaritatis memoriam Rumoldus Mercator fieri curabat A.º M.D. LXXXVII.*

The New York Public Library Digital Collections,  
<http://digitalcollections.nypl.org/items/510d47e2-0b65-a3d9-e040-e00a18064a99>

<http://languageofdiscovery.com/>

## Keynote lectures

**Jerry Brotton**, Queen Mary University, London  
*Big History and Discovery: The Case of Brazil*

Ever since the advent of postmodernism, the grand narratives of Renaissance, Enlightenment and Modernity have been jettisoned in favour of *petits récits*, or micro-narratives, which has led the narrative of the late fifteenth- and early sixteenth-century history of discovery to be regarded as suspiciously Eurocentric, an ideological affirmation of western rationality and progress at the expense of indigenous cultures. However, the more recent return to ‘big history’ under the sign of globalisation in the work of historians like Simon Armitage suggests that it might be possible to envisage a different story of the history of discovery, that situates it within the wider span of world history while also acknowledging its baleful effects. This lecture asks how it might be possible to approach the rewriting of the history of discovery that acknowledges the local and the global, the good and the bad consequences of discovery. It takes as its focus the case of Brazil and its ‘discovery’ by the Portuguese in the first decades of the sixteenth century. It will analyse the historical archives – including the narratives of various European travellers to the region, e.g. Caminha, Léry, and Staden. It also draws on my experiences of working with anthropologists and artists in modern-day Brazil and living with an indigenous tribe in the Upper Xingu earlier this year to try and understand the impact of the history of discovery on globalised cultures today.

**Bruno Cartosio**, Bergamo  
*Conquest, Knowledge, and Representation:  
 How the Western Expansion Changed American Culture*

After the United States had taken possession of all the land between Canada and Mexico, and from one ocean to the other, the New Country had to be shaped into a new American economy, society, and culture. Around the middle of the 19<sup>th</sup> century, “Manifest Destiny” was the name given to the ideology that presented conquest as inevitable, and – as such – legitimate. Although both settlers and capitals were attracted to the resources of the land before the Civil War, colonization only began in earnest after the war, when western expansion was also assumed to be the “mission” capable of healing the wounds of the war and thus re-unite the nation. No resource was to be left untapped that could contribute to the attainment of this nationalistic goal.

And since in all cultures the events of history have always been accompanied by the creation of powerful myths, also around the conquest of the West legends and myths have arisen, that have characterized American popular culture ever since. In this mythic West, epic wars were fought and savage enemies were defeated, the conquerors were heroes and sacrifices were consummated. The land was conquered, and hallowed in the process, by the spilling of the heroes’ blood. Since then, reality and myths of western life have interacted in American culture.

However, in order to build the roads and railroads that would facilitate the processes of colonization and economic exploitation, the actual morphology of the land had to be known. The maps and narratives published by explorers, trappers, adventurers, and soldiers who had penetrated the West in the first half of the century only hinted at what the land was really like. In the pre-Civil war years, the only major contribution to scientific knowledge had come from the explorations aiming to trace the best possible route for a transcontinental railroad. After the war, the Great Surveys of 1867-79 were promoted by the Federal state and were the first systematic, properly scientific explorations to map large sections of the territories; they also reported on the geography and geology of the land, its mineral resources, flora and fauna, and the characteristics of the Native peoples inhabiting it.

Photographers and artists also took part in these expeditions, and their images documented the beauty and peculiarities of western landscapes. Science and art went hand in hand, and together they were decisive in making those lands and landscapes familiar – and attractive – to the rest of the nation. In turn, the data and images coming from the Surveys were condensed and transferred into guides for emigrants and, later on, for tourists. The picturesque costumes of both cowboys and Indians and the horses and cattle and guns which were said to characterize the *western* ways of life became the subject matter of dime novels in literature and of public entertainment in Wild West shows.

Science also led to “more science”. While geographers and geologists, zoologists and botanists were studying nature, the early practitioners of the new sciences of ethnology and anthropology (and, a little later, archaeology) devoted their attention to the study of the Natives, who appeared to be destined to extinction. But the extermination of the buffalo, the damages caused by deforestation and mining, in addition to pure and simple demographic growth, made it clear that nature itself was at risk. The idea that nature needed and deserved to be protected gained widespread currency. National parks, national and state forests and archaeological sites were created. By the end of the century the new ideas and words of “conservationism” introduced the last major change in American culture. In other words, new questions, new sensibilities, new disciplines, new tools for research, and new languages for both descriptive and expressive representation emerged, changing both academic and popular culture.

**Martin Conboy, Sheffield**

***Popular Pictures of Imperialism: The Illustrated London News (1842)***

Hollis (1970) Wiener (1968) and more recently Hampton (2004) have all explored the role of entertainment as part of the appeal of the popular press of the nineteenth century as it shifted its focus from an ‘educational’ to a ‘representative’ ideal. However, education could easily be presented as entertainment within the emergent cultural forms of the nineteenth century. Within these forms, entertainment took on an informal political role within a ‘popular’ culture that had become commercialised after the contrasting radical-popular culture of involvement that preceded and for a while ran parallel to it. In its entertainment guise, popular journalism took on the force of a powerful ideological tool, especially when grafted onto visual culture. This popular culture has been identified as playing a key role in establishing the centrality of empire in the mass population during the Victorian era as an unproblematic aspect of mediated reality (Mackenzie, 1986; Kiernan, 1969; Said, 1978).

Of course the publication of the *Illustrated London News* from 1842 precedes the other famous and successful weekly publications of the era. Its innovative use of engravings broadened the journalistic repertoire through claims to immediacy and pictorial accuracy while the huge commercial success of the publication was secured by this deployment of the visual alongside an accessible presentation of news and entertainment within popular culture. The attractiveness of this combination was enhanced by the exoticism of images of the far-away. In these representations, London acts as the epicentre of a global, imperial culture. Its importance underscores the normality of the British capital’s role in framing the affairs of the world as information and, particularly in this format, entertainment.

This presentation will not provide an exhaustive account of the emergence of the *Illustrated London News* as a conduit for tales of the exotic and the imperial, rather it will consider how the initial formula for this most popular of Victorian publications was carefully considered, constructed as it was to maximise its effectiveness within early Victorian culture. With an emphasis on the London-centric pictures of a globe dominated by the British Empire, it will offer as snapshot of the role of the nineteenth century popular press in the dissemination of knowledge and news as entertainment.

## Papers

**Kevin Berland**, Pennsylvania SU  
***William Byrd's History of the Dividing Line***

William Byrd's *History of the Dividing Line*, an account of the 1725 Virginia-North Carolina boundary expedition, combines several genres: in-the-field exploration narrative; political history (of British North America); adventure story (with him as hero); amusing anecdotes; sketches of colonial and indigenous populations, and a report to the metropolitan scientific community of interesting flora, fauna, and natural resources. Byrd's *History* resembles earlier New World exploration narratives; his intended audience was the London literary market, with its appetite for accounts of distant climes and cultures. For nearly two decades after the expedition, Byrd added incrementally to his official report, often working with one or more books open before him, to create a text that features an amalgam of stories, real and imaginary. The work remained unfinished at his death in 1745, but manuscripts survived; my critical edition of *The Dividing Line Histories of William Byrd II of Westover* was published in 2013.

In my presentation I will discuss Byrd's construction of the *History*, especially the way he makes his narrative *seem* to be the kind of discovery account his readers would appreciate, full of wilderness hardships, strange customs, and discoveries in natural philosophy. Byrd emphasizes and exaggerates the wildness of the terrain as well as the people, employing a kind of defamiliarization that obscured the actual history of European settlement with descriptions of chaotic landscape and savage inhabitants. He describes the customs of the Nottoway people fantastically, as if he was recording first contact, though they had signed treaties and been surrounded by colonists for generations. To forge a kind of versimilitude, Byrd "discovers" observations borrowed from other well-known discovery narratives (Smith, Lawson) and from scientific texts, as if eye-witness reports. By showing how Byrd appropriates and exaggerates "scientific" language and methods in discovery narratives, I offer new perspectives on the genre

**Paul Brocklebank**, Tokyo  
***The 'Brewing' of Hawkesworth's Account of Cook's First Voyage: A Corpus-based Analysis***

In a conversation touching on John Hawkesworth's published account of Captain Cook's first voyage to the Pacific (quoted in Edwards 1994: 80), James Boswell mentioned to Cook how Hawkesworth in composing his book had "brewed" the contents of Cook's first journal. Hawkesworth also had access to the naturalist Joseph Banks's account of the journey during this "brewing" process. While Pearson (1972) has identified many of the alterations that Hawkesworth made to the material that he had received from Cook and Banks, there has as yet been no semantic comparison of Hawkesworth's text as a whole with those of his two sources. In an attempt to shed more light on how Hawkesworth "brewed" his description of the journey, I will sketch a corpus-based analysis that compares the concepts used in 'Hawkesworth' (the target text) with those used in 'Banks/Cook' (the reference text). The analysis uses *WMatrix* to identify the key conceptual fields for the two sets of texts. The results of the analysis are then discussed and evaluated. For 'Hawkesworth' these include the prominence of functional words, emerging as a consequence of Hawkesworth's narrativization of his sources for a general readership. Other salient groups of words include several emotion-related groups of words that reflect the dramatization tendency of Hawkesworth's account, a greater use of kinship terms, and a 'power' grouping that includes words referring to social ranks, both among the Europeans and for the non-Europeans that they encountered. For 'Banks/Cook' two conceptual fields are isolated for discussion, a 'time' group and a 'numbers' group, both of which reflect the more directly informational nature of Banks's and Cook's accounts. Finally, the advantages and disadvantages of the corpus tool and the methodology are highlighted, and possible directions for further study are outlined.

### References

- Edwards, P. 1994. *The Story of the Voyage: Sea-Narratives in Eighteenth-Century England*. Cambridge: Cambridge UP.
- Pearson, W. H. 1972. Hawkesworth's Alterations. *Journal of Pacific History* 7: 45-72.

**Elisabetta Cecconi**, Florence

***British Colonial Ideology in the Language of Pamphlets on Virginia (1584-1603)***

This paper takes as its focus the language of exploration and settlement in a group of pamphlets recounting the English expeditions to Virginia in the period from 1584 to 1613. In particular, I shall examine the way in which an emerging British colonial ideology takes shape in discourse through optimistic and deliberately distorted accounts of the discovered land. My database comprises 11 texts (about 115,000 words) taken from the *Virtual Jamestown Digital Archive* which contains first-hand accounts and letters written by travellers and promoters from 1550 to 1720. In line with the principles of corpus-assisted discourse analysis (Stubbs 2001; Partington 2008), I shall combine the qualitative analysis of my data with the quantitative approach provided by Corpus Linguistics in the attempt to discover recurrent imagery and patterns of lexicon and link them to the specific socio-cultural context of text production and reception. The results obtained from the computer query will be integrated with considerations on the author's aims, on the power of the political and economic institutions which promoted the publication of the narrative and on the readers' expectations and hopes (Fairclough 2003). At the textual level, the language of pamphlets will be investigated in terms of frequency of meaningful lexical items (simple repetition) as well as in terms of recurrent usage of semantically-related words (complex repetition) including synonyms, superordinates and hyponyms (Hoey 1991). Special attention will be paid to pronoun patterns, hedges and boosters and evaluative adjectives (Van Dijk 1998).

The results will show a predominance of positive lexical semantics, encoding both the description of the commodities found in the land and the representation of the friendly relationship with the Native Americans. The general trend to fictionalisation that pamphlet literature shares with other contemporary popular genres (e.g. broadside ballads) is characteristic of a propaganda discourse which aims to persuade people to leave England – under the pretence of a prosperous life and easy profit – so as to establish and maintain the English possessions in Virginia. Encouraged by the prospect of an 'El Dorado', people set off on a dangerous journey, unaware of the hostilities that they would find in the new land (Bacchus 1990; Kelso 2006; Doherty 2007).

**References**

- Bacchus, M. K. 1990. *Utilization, Misuse and Development of Human Resources in the early West Indian Colonies from 1492 to 1845*. Waterloo, ON: Wilfrid Laurier UP.
- Doherty, K. 2007. *Sea Venture. Shipwreck, Survival and the Salvation of Jamestown*. New York: St Martin's Press.
- Fairclough, N. 2003. *Analysing Discourse. Textual Analysis for Social Research*. London: Routledge.
- Hoey, M. 1991. *Describing English Language Patterns of Lexis in Text*. Oxford: Oxford UP.
- Kelso, W. M. 2006. *Jamestown. The Buried Truth*. Charlottesville, VA: Virginia UP.
- Partington, A. 2008. *The Armchair and the Machine: Corpus Assisted Discourse Studies*. In Taylor Torsello, C., Ackerley, K. & Castello, E. (eds), *Corpora for University Language Teachers*. Bern: Peter Lang, 95-118.
- Stubbs, M. 2001. *Words and Phrases. Corpus Studies of Lexical Semantics*. Oxford: Blackwell.
- Van Dijk, T. A. 1998. *Ideology. A Multidisciplinary Approach*. London: Sage.

**Marina Dossena**, Bergamo

***Lewis and Clark in Their Own Words: Description, Evaluation, and Conquest***

The well-known expedition led by Meriwether Lewis and William Clark between 1803 and 1806 is an undoubted landmark in the history of North American exploration: its journey from St Louis, Missouri, to the Pacific coast mapped North-Western territories and added significant information concerning both land and people. In this contribution I will rely on a digital edition of the materials concerning this expedition, in order to present an overview of what is available and what kind of detail can be achieved in the study of both representation and evaluation. Special attention will be paid to correspondence, though of course other narratives will also be considered; in particular, I intend to focus on those recounting interactions with native nations.

After an overview of the corpus under investigation, my methodological approach will rely on Appraisal theory to provide an assessment of ideological stance mostly based on lexical choices. Where

relevant, the Lewis and Clark materials will be compared with other narratives published in the same years, such as those in the Evans Collection of Early American Imprints. The research question underpinning my analysis will centre on how attitude is encoded in representations of Native American speech (Dossena 2013 and 2015) at a time in which the debate on language origins and linguistic interconnections was not devoid of political and religious overtones – views which would then percolate into popular culture (Dossena 2016) and contributed to the creation of persistent stereotypes on the basis of which conquest could be justified and indeed recommended (see Cartosio 2016).

## References

### Primary sources

*The Evans Collection of Early American Imprints*, <http://quod.lib.umich.edu/e/evans/>

*The Journals of the Lewis and Clark Expedition*, <https://lewisandclarkjournals.unl.edu/>

### Secondary sources

Cartosio, B. 2016. American Artists Look West. In Dossena, M. & Rosso, S. (eds), *Knowledge Dissemination in the Long Nineteenth Century: European and Transatlantic Perspectives*. Newcastle u.T.: Cambridge Scholars, 9-25.

Dossena, M. 2013. “John is a good Indian”: Reflections on Native American Culture in Scottish Popular Writing of the 19<sup>th</sup> century. In Sassi, C. & Heijnsbergen, T. van (eds) *Within and Without Empire: Scotland Across the (Post)colonial Borderline*. Newcastle u.T.: Cambridge Scholars, 185-199.

Dossena, M. 2015. (Re)constructed Eloquence. Rhetorical and Pragmatic Strategies in the Speeches of Native Americans as Reported by Nineteenth-century Commentators. *Brno Studies in English* 41(1): 5-28.

Dossena, M. 2016. America through the Eyes of Nineteenth-century Scots: The Case of Ego Documents and Popular Culture. In Dossena, M. & Rosso, S. (eds), *Knowledge Dissemination in the Long Nineteenth Century. European and Transatlantic Perspectives*. Newcastle u. T.: Cambridge Scholars, 45-64.

## Carmen Espejo, Seville

### *Telling America and the Americans in the Spanish News Pamphlets of the 16<sup>th</sup> and 17<sup>th</sup> Centuries*

According to John Elliott, the discovery of America was not such big news for Europeans, nor for the Spaniards, who were the principal architects of its colonization. Nevertheless, my paper will analyze the evolution observed in the language of the news about America and the Americans in Spanish journalism from the 16<sup>th</sup> and 17<sup>th</sup> centuries. My hypothesis is that after a first moment of expressive creativity, as a result of the astonishment of chroniclers and witnesses to the New World, throughout the 17<sup>th</sup> century the news items already speak of an America assimilated to Europe through discourse: America was turned into a regular province of the extensive empire of the Habsburg monarchs, whose wonders and natural phenomena progressively cease to interest and are replaced by the conventional account of political and military news and the ceremonies of power, commonly played on both sides of the globe. My study will analyze the language of the news in a corpus integrated by news pamphlets on American issues printed in Seville throughout the sixteenth and seventeenth centuries.

## References

Domínguez Guzmán, A. 1992. *La proyección de América a través de las “relaciones” españolas del siglo XVI*. Salamanca: Universidad de Salamanca.

Elliott, J. 1972. *El viejo mundo y el nuevo*. Madrid: Alianza.

Elliott, J. 1997. *Lengua e imperio en la España de Felipe IV* (3<sup>a</sup> ed.). Salamanca: Universidad de Salamanca.

Gil, J. 2017. *Mitos y utopías del descubrimiento*. Sevilla: Athenaica Ediciones Universitarias.

Jiménez, P. E. 2016. La polémica instrucción del general Aquaviva a los confesores jesuitas en la corte de Madrid (1602), en A. Rey Hazas, M. de la Campa Gutiérrez y E. Jiménez Pablo (coords.), *La corte del Barroco. Textos literarios, avisos, manuales de corte, etiqueta y oratoria*. Madrid: Polifemo, 713-735.

Nelles, P. 2010. Seeing and Writing: The Art of Observation in the Early Jesuit Missions. *Intellectual History Review* 20(3): 317-333.

Nelles, P. 2015. Cosas y cartas: Scribal Production and Material Pathways in Jesuit Global Communication (1547–1573). *Journal of Jesuit Studies* 2: 421-450.

**Valerio Fidenzi, Verona**

***Shaping Colonial Identities: The Economist and Britain's Imperial Century***

The time span running between the first half of the 19<sup>th</sup> century and the first half of the 20<sup>th</sup> century is probably the most relevant in the long and far-reaching colonial history of the British Empire, because Britain could count both on its pre-eminent position in the international scenario and on its undisputed sovereignty of the seas. Along with the acquisition of new and strategic colonies, a defining feature of this period is also the strengthening of Britain's already existing overseas links, thanks both to industrialization and to the introduction of steam ships and the telegraph. Keeping this in mind, it should not come as a surprise that some historians (Parsons 1999, Hyam 2002, and Smith 2004, among others) have labelled this time span "the Imperial Century", a "golden age" that preceded the inexorable falling apart of the Empire. In this period, the British press was often the only filter between the motherland and these countries, because journalistic texts, as means of knowledge dissemination, necessarily contributed to a broader discourse on exploration that inevitably ended up shaping different identities in the eyes of Britain. In order to understand the extent to which the British press affected the overall perception of these colonies, a corpus has been compiled drawing on *The Economist Historical Archive 1843-2013*. Following a selection of relevant colonies, the archive has been screened for the keywords "Australia", "Canada", "India", and "New Zealand", featured in the title of each editorial published between 1843 (first issue) and 1943, yielding a total of 137 texts that have been analysed both manually and with the software tool *Sketch Engine*.

The quantitative analysis of the corpus shows both the British preference for India and Canada, as the colonies most prominently dealt with in the editorials, and the employment of a diversified lexis in the description of the different colonies. In turn, the qualitative analysis of the data testifies to the fact that the evaluative use of the language typical of editorials (with special reference to adjectives and adverbs, but also to modal verbs) paves the way to a subjective representation of the economic and socio-political facts pertaining to the colonies and, ultimately, to a form of discourse in which the identity of the other is influenced by the specific relationships at stake, with their own specificities, moments of glory and, eventually, relentless deterioration of the relationships between Britain and its colonies.

**References**

- Fowler, R. 1991. *Language in the News: Discourse and Ideology in the Press*. London: Routledge.
- Hyam, R. 2002. *Britain's Imperial Century, 1815-1914: A Study of Empire and Expansion*. Houndmills: Palgrave Macmillan.
- Parsons, T. 1999. *The British Imperial Century, 1815-1914: A World History Perspective*. Lanham: Rowman & Littlefield.
- Smith, S. C. 2004. *British Imperialism 1750-1960*. Cambridge: Cambridge UP.
- Westin, I. 2004. *Language Change in English Newspaper Editorials*. Amsterdam: Rodopi.

**Manel Herat, Liverpool Hope**

***Europe through Indian Eyes: A Linguistic Analysis of Indian Soldiers' Letters***

The cross cultural movements of imperial subjects to different parts of the world during World War I have long been of interest to historians. The letters written home by Indian soldiers, however, have only received serious attention in recent years (Das 2014 and Omissi 1991). These writers explore the historiography on race, empire, exploration and settlement giving voice to these soldiers whose contribution to World War I has been invisible for too long. In contrast to previous studies, this paper explores the language used by these soldiers to record their experiences and looks at their experiences in Europe in relation to the following research questions: What terms of reference did they use? How did they construct otherness? What words did they use to construct notions of danger and discomfort? How did they negotiate constructions of Indianness and Europeanness? Although most narratives of soldiers are based on the cultural ideal of soldier as hero, first and foremost the letters are subjective accounts of personal experience. Das observes that the experiences they recorded were very 'tactile'. Using a corpus of letters taken from the India Office records collections which include "Reports of the Censor of Indian Mails in France" 1914-1918 (O'Brien 2015) which contain extracts, translated into English, of several hundred letters written by soldiers of the Indian Army serving in France during the First World War, the presentation will explore how Europe is depicted through Indian eyes using a synergy of Critical Discourse Analysis and Corpus Methodology.

## References

- Das, S. 2014. The Indian Sepoy in the First World War: Race, Empire and Colonial Troops, <https://www.bl.uk/world-war-one/articles/the-indian-sepoy-in-the-first-world-war>
- O'Brien, J. 2015. Reports of the Censor of Indian Mails in France, Sep 1915-Oct 1915 [IOR/L/MIL/5/825/6, ff. 942, 960], <http://blogs.bl.uk/untoldlives/2015/09/letters-from-indian-soldiers-26-september-1915.html>
- Omissi, D. 1999. *Indian Voices of the Great War*. London: Palgrave Macmillan.

**Raymond Hickey**, Duisburg-Essen

### ***Vernacular Reports of Colony Conditions: Correspondence Back Home by Irish Exiles***

Throughout the eighteenth and nineteenth centuries when emigration from Ireland was at its maximum there was continual correspondence from exiles back to their families, and sometimes friends, who were still in Ireland. The reports of local conditions in the colonies were of central importance in inducing further Irish to take the risky step of emigrating overseas. Those who were convinced of the value of the move were responsible for the cluster patterns of emigration which are characteristic of Irish settlers throughout the entire colonial period.

The issues which appear in vernacular reports primarily concern living conditions, the price of land, of agricultural machinery and produce, the prices attained for crops or the likelihood and type of employment for those in urban centres. A further important issue is the presence of other Irish and the existence of supportive networks of contacts which prospective emigrants could avail of on arrival should they decide to emigrate. But these are by no means the only issues in emigrant correspondence: treatment by other emigrant groups, the relationship to the colonial authorities, difficulties with native populations and general levels of violence in the settlements are issues which turn up in vernacular letters. With emigrants to non-anglophone countries or regions, the language question is also discussed, e.g. with the Irish in Quebec (French-speaking) or in Argentina (Spanish-speaking). In addition, the requirement of a good knowledge of English is also broached by emigrants writing home to relatives who may only have had non-native knowledge of English.

The language of vernacular reports is of special importance (Hickey 2018) as it rarely shows the prescriptive influence of more standard forms of English. It thus provides a window on vernacular speech during the colonial period and complements those textual data sources already available for forms of English which fed into overseas varieties.

## References

- Auer, A., Schreier, D. & Watts, R. J. (eds) 2015. *Letter Writing and Language Change*. Cambridge: Cambridge UP.
- Fitzpatrick, D. 1994. *Oceans of Consolation: Personal Accounts of Migration to Australia*. Cork: Cork UP.
- Fritz, C. 2007. *From English in Australia to Australian English – 1788-1900*. Frankfurt a. M.: Peter Lang.
- Hickey, R. (ed.) 2004. *Legacies of Colonial English*. Cambridge: Cambridge UP.
- Hickey, R. (ed.) 2018. *Keeping in Touch. Familiar Letters across the English-speaking World*. Amsterdam: Benjamins.
- Houston, C. J. & Smyth, W. J. 1990. *Irish Emigration and Canadian Settlement: Patterns, Links, and Letters*. Toronto: University of Toronto Press.
- Nevalainen, T. & Tanskanen, S.-K. (eds) 2004. *Letter Writing*. Special issue of *Journal of Historical Pragmatics* 5(2).
- van der Wal, M. J. & Rutten, G. (eds) 2013. *Touching the Past: Studies in the Historical Sociolinguistics of Ego-documents*. Amsterdam: Benjamins.

**Claudia Lange**, Dresden & **Tania Rütten**, Cologne

### ***Planting the Garden and Hunting the Game: Towards a History of English in India***

In 1786 the East India Company opened its first Botanic Garden in Calcutta (Axelby & Nair 2010: 11). As elsewhere, such gardens primarily served the aim to discover the healing properties of unknown plants, to introduce new crop varieties and to establish native (i.e. English plants) in the new climate. A desire to present botanical mysticism or mythology, or to encounter the exotic within the confines of a man-made

environment were secondary aims, if at all (cf. Axelby 2008, Harris 2011). Discourse about investigation and discovery is therefore largely utilitarian and oriented towards contemporary science. This strongly contrasts with other written sources such as personal correspondence, diaries and notes, which present all the amazement and wonder at the newly found flora and fauna which colonial India had to offer. Such reports by individual amateur naturalists have been blamed for contributing to the creation of ‘colonial knowledge’ (cf. Cohn 1986) as part of the British imperial project, but have hardly ever been treated from a linguistic perspective. In fact, investigations of the rich legacy of discovering the Indian subcontinent are not lacking.

So far, however, they have been scrutinized from a horticultural, economic, political or historical interest only. The language used to describe the flora and fauna of India has rarely received any special interest, and most documents remain largely untouched by linguists. In our paper, we look at the language of discovering and exploring the flora and fauna in colonial India. We investigate correspondence, diaries, notes, travel descriptions etc. and aim at a systematic description not only of individual genres, but of the network which the written artefacts present to us. Our purpose is twofold: On the one hand, we present the various discourse forms that are used to describe the Indian natural world. At the same time, this project intends to evaluate how much potential the respective written (and hand-painted or drawn) artefacts have for a historical perspective of English in India.

### References

- Ali, S. 1996. Ornithology in India: Its Past, Present, and Future. In Kothari, Ashok. S. & Chhapgar, B. F. (eds.), *Salim Ali's India*. Mumbai: Oxford UP, 19-31.
- Arnold, D. 2000. *Science, Technology and Medicine in Colonial India*. Cambridge: Cambridge UP.
- Axelby, R. 2008. Calcutta Botanic Garden and the Colonial Re-ordering of the Indian Environment. *Archives of Natural History* 35(1): 150-163.
- Axelby, R. & Nair, S. P. 2010. *Science and the Changing Environment in India, 1780 - 1920: A Guide to Sources in the India Office Records*. London: The British Library.
- Cohn, B. S. 1986. *Colonialism and its Forms of Knowledge: The British in India*. Princeton: Princeton UP.
- Harris, S. 2011. *Planting Paradise. Cultivating the Garden 1501-1900*. Oxford: Bodleian Library Press.
- Wainwright, M. D. & Matthews, N. 1965. *A Guide to Western Manuscripts and Documents in the British Isles relating to South and South East Asia*. London: Oxford UP.
- Winterbottom, A. 2016. *Hybrid Knowledge in the Early East India Company World*. London: Palgrave Macmillan.

**Elisabetta Lonati, Milan**

***The Mercantile Discovery of the World:***

***'Geographical Commodities' in 18<sup>th</sup>-century Dictionaries of Trade and Commerce***

This study aims to analyse a selected number of entries (place names, natural resources, and products) taken from the two outstanding dictionaries of trade and commerce published in London in the 1750s: Rolt's *A New Dictionary of Trade and Commerce* (1756), and Postlethwayt's *The Universal Dictionary of Trade and Commerce* (1757; translation from the French Savary des Brûlons's *Dictionnaire universel de commerce*, 1723).

Starting from the fundamental idea expressed in Rolt's Preface on the nature of his dictionary, that is the exhibition of “the *materials*, the *places*, and the *means* of traffick” (Preface, 1756: 2), the investigation and the discussion focus on the relationship between *places* and *goods*. In particular, the key points are 1. how the geographical areas affected by (colonial) commerce are outlined and characterized by their products and natural resources, and 2. how these areas are linguistically represented and ‘verbalized’, since geography and trade are strictly interdependent:

By the *places of trade* are understood all ports, cities, or towns where staples are established, manufactures are wrought, or any commodities are bought and sold advantageously. This part of my work includes an enumeration of almost all the remarkable places in the world, with such an account of their situation, customs, and products, as the merchant would require who being to begin a new trade in any foreign country, was yet ignorant of the commodities of the place, and the manners of the inhabitants. (Rolt, Preface, 1756: 2)

and

II. The particular branches of trade and manufactures, as carried on in the chief provinces, principalities, counties, duchies, and capital trading towns and cities in the four parts of the world [...] III. The general state of the foreign trade [...] of the several empires, states, and potentates, interested in the commerce of Europe, Asia, Africa, and America. [...] IV. The peculiar state of the commerce of the colonies and plantations [...] belonging to the several potentates [...]. (Postlethwayt, General Contents, 1757: iii).

The analysis is carried out at different levels: lexicological (semantic/pragmatic load, denotation/connotation, recurrent expressions, etc.), lexicographic (entry structure and components, length and complexity), and textual (text type/s and language representation of cultural identity/ies).

## References

### Primary sources

- AAVV, (1768-)1771, *Encyclopaedia Britannica; or, a Dictionary of Arts and Sciences, Compiled upon a New Plan* [...]. Edinburgh.
- Chambers, E. 1728 and 1741. *Cyclopaedia: Or, an Universal Dictionary of Arts and Sciences* [...]. London: Printed for James and John Knapton, [...].
- Johnson, S. 1755. *A Dictionary of the English Language* [...]. London: Printed by W. Strahan for J. and P. Knapton [...].
- Postlethwayt, M. 1757 [1751-55]. *The Universal Dictionary of Trade and Commerce*, [...]. London: Printed for John Knapton [...].
- Postlethwayt, M. 1757b. *Britain's Commercial Interest Explained and Improved; in a Series of Dissertations on Several Important Branches of her Trade and Police*: [...]. London: Printed for D. Browne, [...].
- Rees, A. 1778-88. *Cyclopaedia: or, an Universal Dictionary of Arts and Sciences*. [...] By E. Chambers, F.R.S. With the supplement, and modern improvements. [...] London.
- Rolt, R. 1756. *A New Dictionary of Trade and Commerce*, [...]. London: Printed for T. Osborne and J. Shipton [...].

### Secondary Sources

- Abbattista, G. 1996. "La «folie de la raison par alphabet». Le origini settecentesche dell'*Enciclopedia Britannica* (1768-1801)". In Abbattista, G. (cur.) *Studi settecenteschi. L'enciclopedismo in Italia nel XVIII secolo*. Napoli: Bibliopolis, 16: 397-434.
- Bradshaw, L. E. 1981. Ephraim Chambers' *Cyclopaedia*. In Kafker, F. A. (ed.), *Notable Encyclopedias of the Seventeenth and Eighteenth Centuries: Nine Predecessors of the Encyclopédie*. Oxford: The Voltaire Foundation at the Taylor Institution, 123-140.
- Kafker, F. A. 1994. William Smellie's Edition of the *Encyclopaedia Britannica*. In Kafker, F. A. (ed.), *Notable Encyclopedias of the Late Eighteenth Century: Eleven Successors of the Encyclopédie*. Oxford: The Voltaire Foundation at the Taylor Institution, 145-182.
- Lonati, E. 2012. 'Riches; money, or precious goods': The Lexis of Wealth in Modern English. In Facchinetti R. (ed.), *English Dictionaries as Cultural Mines*. Newcastle: Cambridge Scholars, 7-34.
- Lonati, E. 2013. Plants from Abroad: Botanical Terminology in 18<sup>th</sup>-century British Encyclopaedias. In Monegato, E. & Visconti, A. (eds), *Trasmigrazioni e Trasferimenti: vicende naturali e vicende umane nella storia delle piante. Altre Modernità* 10: 20-38. <http://riviste.unimi.it/index.php/AMonline/index>.
- Werner, S. 1994. Abraham Rees's Eighteenth-century *Cyclopaedia*". In Kafker, F. A. (ed.). *Notable Encyclopedias of the Late Eighteenth Century: Eleven Successors of the Encyclopédie*. Oxford: The Voltaire Foundation at the Taylor Institution, 183-199.
- Yeo, R. 1991. Reading Encyclopaedias: Science and the Organization of Knowledge in British Dictionaries of Arts and Sciences, 1730-1850. *Isis* 82(1): 24-49.
- Yeo, R. 1996. Ephraim Chambers's *Cyclopaedia* (1728) and the Tradition of Commonplaces. *Journal of the History of Ideas* 57(1): 157-175.
- Yeo, R. 2001. *Encyclopaedic Visions. Scientific Dictionaries in Enlightenment Culture*. Cambridge: Cambridge UP.

**Davide Mazzi**, Modena

***“A Strange Race of Friendly Beings”:***

***Genre and Discourse Strategies in the Representation of the Gaeltacht in the Irish Press***

Journalism has been thoroughly investigated from a historical perspective (Conboy 2014; Hampton and Conboy 2014). With regard to the expansion of exploration and travel across the eighteenth and nineteenth centuries, the issue of how to collect information about distant places and make it available to the reading public becomes crucial. Wider questions about the language of space and place as well as the role of geographical imageries “in our understanding of exploration and travel” (Driver 2004: 80) also appear to be relevant to the Irish context. At the turn of the twentieth century, Ireland was both a place with an ever increasing readership (Glandon 1985; Legg 1999) and, with peculiar reference to the Irish-speaking *Gaeltacht* in the West, a relatively unexplored part of the British Empire. In spite of its acknowledged contribution to Irish nationalism and national culture, however, “the Irish press itself has rarely served as an object of serious study” (Steele and De Nie 2014: 8). To bridge this gap, this paper discusses the news coverage of the remote territories of the *Gaeltacht* in the Irish press. Through a small corpus of news texts from four Irish newspapers (1895-1905), the analysis combined qualitative text analysis (Tuchman 1991; Fürsich 2009) and quantitative corpus backup, in order to explore recurrent genre patterns and discourse strategies behind the representation of the Irish people, their habits and customs. From the use of reiterated text structure to the implications of terms such as *natives* and *islanders*, data showed that the representation of the West in news texts reveals different commitments and socio-cultural constructs, which often establish a web of discourses and counter-discourses around the Irish sphere from Unionist or Nationalist perspectives.

**References**

- Conboy, M. 2014. Exploring the Language of the Popular in American and British Newspapers 1833-1988. *Journal of Historical Pragmatics* 15(2): 159-164.
- Driver, F. 2004. Distance and Disturbance: Travel, Exploration and Knowledge in the Nineteenth-century Author(s). *Transactions of the Royal Historical Society* 14: 73-92.
- Fürsich, E. 2009. In Defense of Textual Analysis. Restoring a Challenged Method for Journalism and Media Studies. *Journalism Studies* 10(2): 238-252.
- Glandon, V. 1985. *Arthur Griffith and the Advanced-nationalist Press, 1900-1922*. New York: Peter Lang.
- Hampton, N. & Conboy, M. 2014. Journalism History – A Debate. *Journalism Studies* 15(2): 154-171.
- Legg, M. L. 1999. *Newspapers and Nationalism: The Irish Provincial Press, 1850-1892*. Dublin: Four Courts Press.
- Tuchman, G. 1991. Media Institutions. Qualitative Methods in the Study of News. In K. B. Jensen & Jankowski, N. W. (eds.), *A Handbook of Qualitative Methodologies for Mass Communication Research*. London: Routledge, 79-92.

**Linda C. Mitchell**, San José SU

***Travel Discourse in Early Modern Dictionaries***

Discourse in Early Modern British dictionaries addresses the needs of the rising middle classes. The narration and reporting of travel information in dictionaries serve a twofold purpose: entertainment and immediacy of reference. Entries are rich in information about tourist sites, market days, and shopping. There are descriptions of villages, festivals, and local colour. No doubt readers delighted in reading about local products and interesting customs and legends. Even though many middle class readers might not go to the villages described or have exotic travel experiences, they could still live vicariously through the words. Moreover, the travel information serves as valuable conversation starters for those advancing themselves socially and culturally.

This paper will explore the significance of these extended entries, the relationship between their reading public and the world they described, their place in the history of the book, and the extent to which they were revolutionary at the time. For example, Charles Marriott’s *The New Royal English Dictionary* (1780) functions like a modern Michelin travel guide because of the detailed information. Marriott describes the seasons for bathing and the cost in Bath. He recommends Bristol for glass and Bridport for mackerel. He adds details about local history, customs, and the inhabitants. Frederick Barlow’s *The complete English Dictionary* (1772) claims to have *A Geographical Description of the four Quarters of the World*. And, James

Barclay's *A Complete and Universal English Dictionary on a New Plan* (1774) adds social-cultural commentary to his entries about the "better sort of people" in various towns. In *The Ladies Dictionary* (1694), John Dunton takes the reader on adventures in mythology (Venus, Achilles, Odysseus), the Bible (Job, Moses, David), and history (English kings, Caesar, Alexander). From a linguistic and rhetorical perspective, travel discourse empowers the rising middle classes to explore and expand their world.

**Christina Samson**, Florence

***Victorian Women Discovering and Representing India in their Travel Books***

In the nineteenth century, Britain witnessed many changes both at home and abroad. Among these, the country experienced rapid technological expansion, improved transportation, an increase in urbanization and both optimism and doubt for the future. In what was defined "the bourgeois century", the middle classes were prospering, overseas colonies proved profitable, Christianity and Britishness reigned supreme (Gilmour 1993: 224). Such a context encouraged upper and middle class British women to travel and challenge social taboos by traversing and discovering the Indian subcontinent. Female travellers journeyed to India accompanying their husbands or alone under the guises of missionaries, philanthropists, medical practitioners, explorers, artists whose travel books very often became bestsellers, since they narrated activities that these women would not have been likely to participate in while in England (Mills 1991). Nevertheless, these books proposed significant challenges as women travellers were never completely free from British moral codes and British interests which entailed renegotiating competing positions which leave the travel reader perplexed as to the writer's true position (Agnew 2017). Such ambiguities emerge in the accurate descriptions of India and its native population which reflect the ideas, prejudices, and beliefs of the traveller (Foster 1990).

Women's travel writing of colonial India has mostly been investigated from a cultural angle (Pratt 2007) by focusing on the ideological construct iterated by women writers in the service of the Raj (Agnew 2017), on the way women contributed to colonial discourse and imperial identity (Bhabha 1984), or on how they subverted the constraints of Victorian gender discourses thus growing proto-feminism (Lewis 2013) and power relations inscribed into the traveller's gaze (Ghose 2011). By contrast, there is a paucity of corpus linguistic and discourse analysis research of Victorian women's travel writing.

This paper, therefore, attempts to extend the literature by adopting a mixed methodology, that is, a corpus-driven approach integrated with discourse analysis, in investigating the language used by Victorian women travellers representing India while discovering it. Representation is the link between concepts and language which enables us to refer to the "real" world of objects, people or events. It serves as a uniting element between individual and cultural experience and cognition, on the one hand, and linguistic encoding, on the other hand (Hall 1997). Thus, the study will focus on how Victorian women travellers use recurring patterns of the words and structures which contribute to construe meaning (Hunston & Francis 2003) in their texts. The findings indicate how the collocational patterns around the keywords highlight the pragmatic intentions or evaluations of Victorian women in representing India in their travel books.

**References**

- Agnew, É. 2017. Ladies of Leisure: Pastimes, Daily Routines, and Philanthropic Duties. In Agnew, É. (ed.), *Imperial Women Writers in Victorian India: Representing Colonial Life, 1850-1910*, London: Palgrave, 105-134.
- Bhabha, H. 1984. Of Mimicry and Man: The Ambivalence of Colonial Discourse. *October* 28: 125-133.
- Foster, S. 1990. *Across New Worlds: Nineteenth-century Women Travellers and Their Writings*. New York: Harvester Wheatsheaf.
- Ghose, I. 2000. *Women Travellers in Colonial India: The Power of the Female Gaze*. Oxford: Oxford UP.
- Gilmour, R. 1993. *The Victorian Period: The Intellectual and Cultural Context of English Literature, 1830-1890*. London: Longman.
- Hall, S. (ed.) 1997. *Representation: Cultural Representations and Signifying Practices*. London: Sage.
- Hunston, S. & Francis, G. (2000). *Pattern Grammar: A Corpus-Driven Approach to the Lexical Grammar of English*. Amsterdam: Benjamins.
- Lewis, R. 2013. *Gendering Orientalism: Race, Femininity and Representation*. London: Routledge.
- Mills, S. 1991. *Discourses of Difference: An Analysis of Women's Travel Writing and Colonialism*. London: Routledge.

- Mills, S. 1994. Knowledge, Gender, and Empire. In Blunt, A. & Rose, G. (eds). *Writing Women and Space: Colonial and Postcolonial Geographies*. New York: The Guilford Press, 29-50.
- Pratt, M. L. 2007. *Imperial Eyes: Travel Writing and Transculturation*. London: Routledge.

**Polina Shvanyukova**, Florence

***(Re)Mapping the World: Commercial Correspondence in English 1589 to 1860***

In the middle of the fifteenth century the necessity to find and be able to exploit new market opportunities arguably became one of the main driving forces which triggered the start of the age of discovery and exploration and the subsequent European territorial expansion (Parry 1963). While historians have discussed the role of the individual merchants (Ash 2002), as well as specific genres of historical business communication (Rabuzzi 1995), the pragmalinguistic aspects of specialised knowledge transmission and dissemination of “crucial mercantile information” (Ash 2002: 1) are yet to be investigated in detail. This paper attempts to fill in this gap by analysing the discursive strategies of knowledge transmission related to the expansion of international commercial networks. Two case-studies will be discussed in the paper: John Browne’s 1589 *Marchants Avizo*, a short treatise that started the tradition of business handbooks in English, and William Anderson’s 1860 *Practical Mercantile Letter-Writer*, a popular nineteenth-century commercial epistolary guide. The main aim of the investigation will be to analyse the ways in which information about global market opportunities was presented to the readers of these guides. More specifically, I will discuss the choices the two authors made in the selection of commercial model letters dealing with the routine business transactions in the sixteenth and the nineteenth centuries respectively. An analysis of the type of examples included in the guides, as well as of the rhetorical strategies employed to convey the information, can offer an insight into the ways in which historical business handbooks mapped the world for “young men destined for mercantile life” (Anderson 1860: v), reconfigured as a result of the latest discoveries and the establishment of new commercial routes.

**References**

**Primary sources**

- Anderson, W. 1860 [1836]. *Practical Mercantile Letter-Writer: A Collection of Modern Letters of Business*, etc. New York: D. Appleton and Company.
- Browne, J. 1589. *The Marchants Avizo*. London (repr. Boston: Baker Library, Harvard Graduate School of Business Administration, 1953).

**Secondary sources**

- Ash, E. H. 2002. ‘A Note and a Caveat for the Merchant’: Mercantile Advisors in Elizabethan England. *The Sixteenth Century Journal* 33(1): 1-31.
- Austin, F. 2007. A Thousand Years of Model Letter-writers. *Linguistica e Filologia* 25: 7-20.
- Bannet, E. T. 2005. *Empire of Letters: Letter Manuals and Transatlantic Correspondence, 1680-1820*. Cambridge: Cambridge UP.
- Chartier, R., Boureau, A. & Dauphin, C. 1997. *Correspondence: Models of Letter-Writing from the Middle Ages to the Nineteenth Century*. Princeton: Princeton UP.
- Del Lungo Camiciotti, G. 2005. ‘I perceive, my dear friend, by your letter of the 20<sup>th</sup> inst. that you are decided on entering upon the career of commerce’: Nineteenth-century Business Correspondence. In: Gillaerts, P. & Gotti, M. (eds.). *Genre Variation in Business Letters*. Bern: Peter Lang, 125-146.
- Dossena, M. 2008. “We beg leave to refer to your decision”: Pragmatic Traits of Nineteenth-century Business Correspondence. In Dossena, M. & Ticken-Boon van Ostade, I. (eds). *Studies in Late Modern English Correspondence*. Bern: Peter Lang, 235-255.
- Dossena, M. & Fitzmaurice, S. M. (eds) 2006. *Business and Official Correspondence: Historical Investigations*. Bern: Peter Lang.
- Parry, J. H. 1963. *The Age of Reconnaissance: Discovery, Exploration and Settlement 1450 to 1650*. London: Weidenfeld and Nicolson.
- Rabuzzi, D. A. 1995. Eighteenth-Century Commercial Mentalities as Reflected and Projected in Business Handbooks. *Eighteenth-Century Studies* 29(2): 169-189.

**Federica Zullo, Ferrara**

***Expressing Otherness in Aphra Behn's Oroonoko the 'Wonder'***

In my paper I analyze Aphra Behn's novella, *Oroonoko, or the Royal Slave*, published in 1688, set between nowadays Ghana, the African Gold Coast, and Surinam, in the West Indies. Leaving apart the romance plot and the issues related to the slave trade, I rather concentrate on the way the author, having lived for a while in Surinam and thus proclaiming herself a direct witness of the facts she recounts, presents us the "wonders" of that land, in terms of people and nature.

Following Stephen Greenblatt's suggestions about Europeans' experience of the marvelous in the New World and the traditional symbolic actions and legal rituals through which European sovereignty was asserted, I elaborate on the rhetorical and linguistic strategies used by Aphra Behn to invite the reader to consider Oroonoko as a wonder, and to marvel that he, although black and African, behaves like a European tragic hero. His being marvelous relies on the fact that, as C. Gallagher assumes, blackness and heroism are normally thought to be mutually exclusive qualities, but the same passages in which Oroonoko is described confirm that they normally are mutually exclusive. I highlight the language of wonder used by Aphra Behn to express such a paradox, as well as the language of artificial exoticism applied both to Oroonoko and his lover Imoinda.

I will also reflect on the language of discovery that specifically refers to the flora and fauna of the island, in which the words wonder and marvel are related to the concept of natural innocence and remind us of Columbus's descriptions of the New World.

The thin red line that characterizes the relationship marvel/possession is to be found in Behn's work, together with expressions that go back to Arcadia imaginings and to the "poetic" travel reports by Sir Walter Raleigh in the Elizabethan Age.