

Scandinavia through Sunglasses.
Spaces of Cultural Exchange between Southern/ Southeastern Europe and Nordic Countries

Norway seen through a Portuguese vantage point: here and there

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UIO :
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: Norway through Portuguese eyes

- How do Portuguese perceive Norway?
- An empirical investigation
 - Through what they write about her in blogs
 - Through how they illustrate her literature

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Methodology

- Compile and analyse a corpus of blogs: PLONORTE
- Categorize through visual content analysis the covers of all Norwegian literature translated into Portuguese and published in Portugal, described and stored in PANTERA and STIG. A repository-blog was created to compile the only the book covers: <http://noptbookcovers.weebly.com>

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PLONORTE: a pilot corpus

- Currently 38 blog posts published by Portuguese dealing with Norway, manually selected and identified, ca. 40,000 words
- Roughly three kinds of posts
 - tourists and travellers
 - immigrants
 - political: discussing Portuguese politics based on Norwegian «parallels»
- Corpus compilation, with metadata about: author, his/her gender, kind, and date

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Examples in PLONORTE

Residente (immigrant)
Multa!!! (I got a fine!)

multa
M
14.07.10
[residentehhttp://tugananoruega.blogspot.no/2010/07/multa.html](http://tugananoruega.blogspot.no/2010/07/multa.html)



Residente (immigrant)
Multa!!! (I got a fine!)


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Examples in PLONORTE

Visitante (visiting)

Foram-me ao bolso e eu gostei. Noruega. (They robbed me, and I liked it! Norway)

bolso
F
16.08.16
Visitante
<https://alguemnomundo.wordpress.com/2016/08/16/foram-me-ao-bolso-e-eu-gostei-noruega/>



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Examples in PLONORTE

Outro (other)

limpar a casa (house cleaning)

limpar
F
22.11.09
outro
<http://jugular.blogs.sapo.pt/1331558.html>



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What kind of analysis?

- Lexical preferences
- Emotional attitudes
- Visual description (colour, nature, for example)

Resultados da procura

Outro (other)

limpar a casa (house cleaning)

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Differences in use: branco (white)

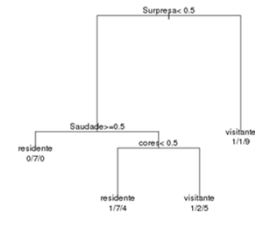
- *A chegada a Bodo também se revelou muito bonita, com o barco a contornar dezenas de ilhéus e com as montanhas **brancas** a receber-nos.* (V, M)
- (Arrival to Bodo was very beautiful as well, with the boat surrounding dozens of small islands and with welcoming **white** mountains)
- *Depois foi servida uma sopa horrível com umas bolas **brancas** que era peixe, batata e farinha prensado.* (R, F)
- (then an horrible soup was served with some **white** balls that were fish, potatoes and flour pressed together)

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Corpus analysis

Are there differences between the posts as far as their classification is concerned?

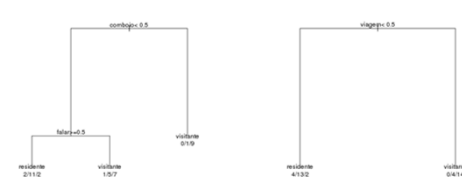
Using CART (Classification and regression Trees) on top of semantic annotation with emotions, colours and body parts, this is the result:



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Corpus analysis

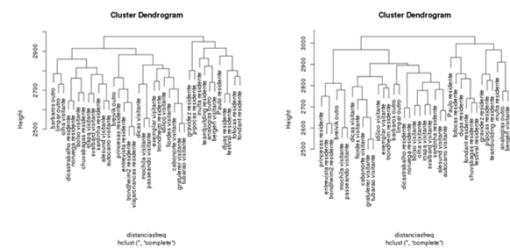
All words (lemmas) Lemmas and annotation



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Clustering the blogs

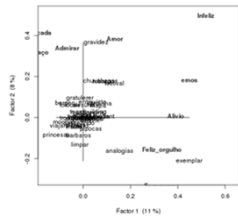
By lemmas only By lemmas and semantics



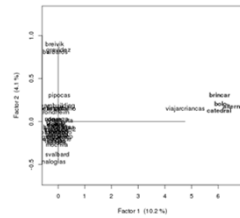
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Correspondence analysis

Just semantic analysis



Just (lemma) lexicon



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Words associated to subcorpora

visitante

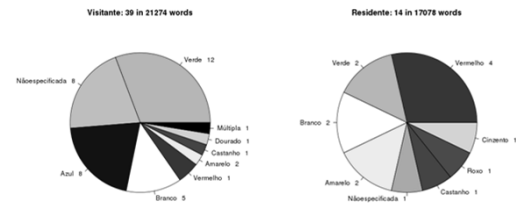
- mutual information: mar, cascata, comboio, chuva, ferry, km
- chi-square: fiorde, montanha, estrada, viagem, mar
- G2: fiorde, montanha, estrada, viagem, comida, mar

residente

- mutual information: comer, falar, restaurante, amigo, ar, dica
- chi-square: comida, actividade, haver, falar

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Colour analysis



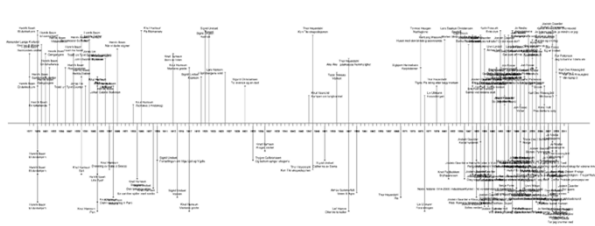
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PANTERA

- Norwegian-Portuguese parallel corpus with a twist: also a preliminary study of translation between the two lingua-cultures, which led to STIG
- Basic data (September 2017)
 - 371 text-pairs (192 N->P, 179 P->N) identified
 - 133 excerpts (64 N->P, 50 P->N) included
 - Ca 720,000 words in Portuguese and 650,000 in Norwegian
- Public search interface at <http://www.linguateca.pt/PANTERA>

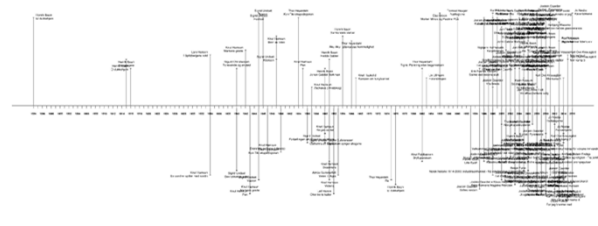
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Works translated into Portuguese, by data of original publication



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Works translated into Portuguese, by date of translation



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Subset of translations of Norwegian authors published in Portugal

- 51 texts
- No surprises, except maybe Fosse
- KjeAsk (3), ElsBre (1), SaaChr (4), SigChr, TrBEri, **JonFos** (9), KarFos (3), **JosGaa** (12) KlaHag, **KnuHam** (10), ErFHan, LarHan, TorHau, KnuHau, ThoHey (4), AnnHol (3), SigHol, **HenIbs** (19), ALLKie, KaOKna (3), JonLie (2), UnnLin, ErlLoe, JoNesb (4), GroNyl, PerPet (2), AsnSei, KJASka, DagSol, LivUll, SigUnd (3), TarVes, HerWas

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noptbookcovers.weebly.com

NOPT - BOOK COVERS PORTUGUESE EDITIONS OF NORWEGIAN LITERATURE

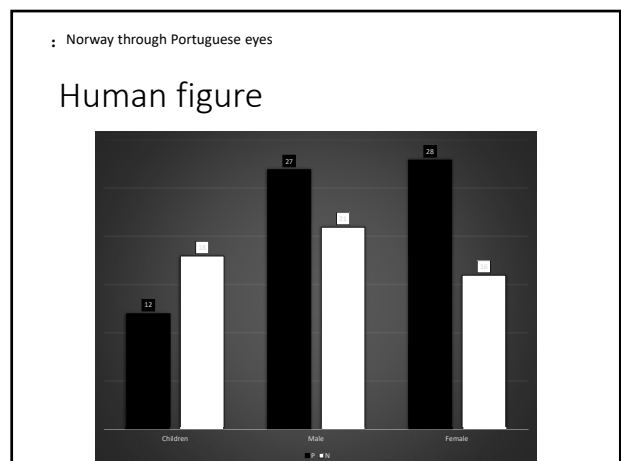
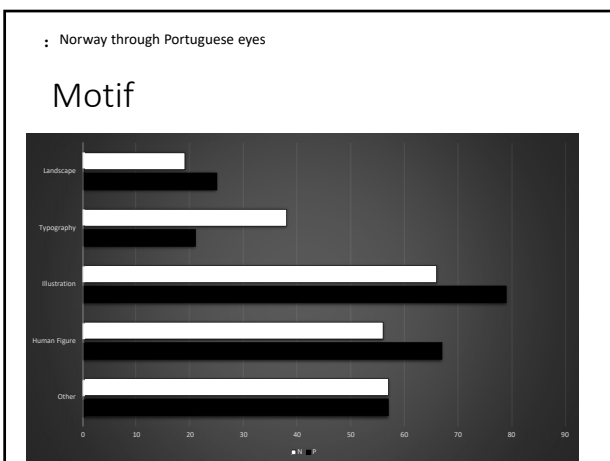
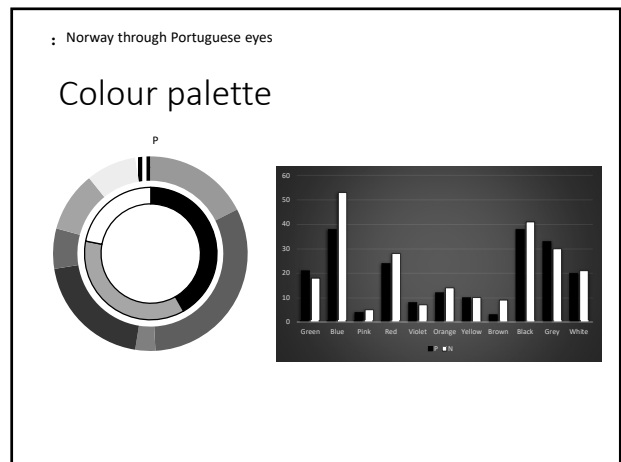
HOME ALL BOOK COVERS COLOUR GROUPS MOTIF HIGHLIGHTS

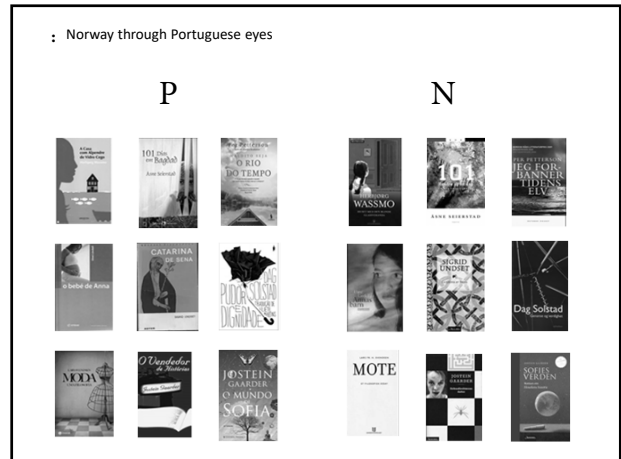
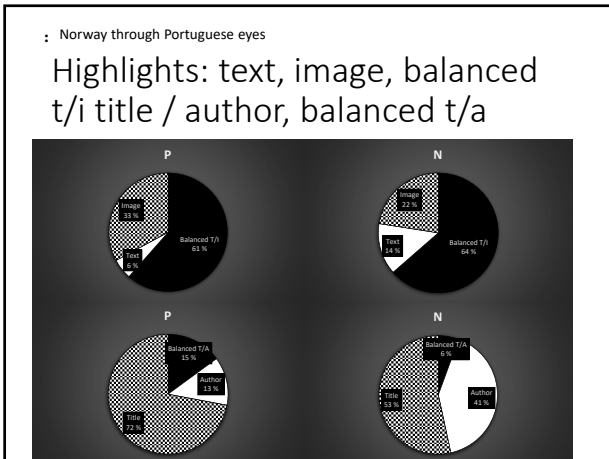
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Portuguese editions of Norwegian literature – book covers

Variables:

- Colours [values: blue, green, yellow, orange, red, pink, violet, pastels, black, white]
- Motif [values: typography, illustration, landscape, human figure - women, men, children]
- Highlights [values: text (title, author's name), image]





THANK YOU !

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