Norway seen through a Portuguese vantage point: here and there

Ana Rita Ferreira
Diana Santos

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

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://nortbookcovers.weebly.com

Examples in PLONORTE

Residente (immigrant)
Multa!!! (I got a fine!)
Multa
14.07.10
mula
http://tugananoruega.blogspot.no/2010/07/multa.html

Visitante (visiting)
Foram-me ao bolso e eu gostei.
Noruega. (They robbed me, and I liked it! Norway)
bolso
16.08.16
Visitante
https://algumemundo.wordp.../2016/08/16/foram-me-ao-bolso-e-eu-gostei-noruega/
What kind of analysis?

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

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)*

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:

- By lemmas only
- By lemmas and semantics
Correspondence analysis

Words associated to subcorpora

Words associated to subcorpora

Colour analysis

PANTERA

Works translated into Portuguese, by data of original publication

Works translated into Portuguese, by date of translation
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) KlaIflag, KnuHau (10), ErFHan, LarHan, TorHau, KnuHau, ThoHey (4), AnnHol (3), SigHol, Henibs (19), AllKie, KaOKna (3), JonLie (2), UnnLin, ErILoe, JoNesb (4), GroNyl, PerPet (2), AonSel, KjaASka, DagSol, LivUll, SigUnd (3), TarVes, HerWas

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!

d.s.m.santos@ilos.uio.no
a.ferreira@ilos.uio.no

References