



Panel title:

**Cultural distance through linguistic evidence. Hausa in cross-cultural communication**

Panel coordinator: Nina Pawlak

Cultural distance as a problem for research appears in the works on linguistic communication directed to behavior in business relationships (Hofstede 1997, Shenkar 2001). The discussion on cross-cultural communication (also frequently referred to as intercultural communication) focuses on different cultural codes manifested in language that create communication barriers (DuPraw and Axner 1997). Cultural distance issues are also considered in the context of translating the Bible on various languages of the world (Gutt 2005), where stress is put on such issues as otherness of geographical environment of the source and the target language, lack of terminology (*inter alia* religious) in the target language and differences in conceptualization of ideas.

The panel (intended to be a workshop) focuses at presenting various aspects of the Hausa cultural code as manifested in the Hausa language. Its particular features are better seen by adopting the perspective of the users of other languages who do not find direct equivalents of the Hausa words, phrases, statements in their language. This attitude develops the concept of linguistic world view (Bartmiński 2006; Underhill 2011), having also the reference to earlier methodological grounds of studying the relation between language and culture (including Sapir and Whorf's hypothesis). Cultural code functions at various levels of language structure (lexicon, grammar, phraseology) and can be manifested in proverbs, pragmatically motivated statements or literary texts. Both internal analysis of the language data and translations of the Hausa language units into other languages (and *vice versa*) contribute to the development of the idea of cultural code and cultural distance.

With reference to the developments in interpretation of grammatical relations (Newman 2000; Jaggar 2001), the participants of the workshop are invited to discuss the following topics related to the cultural code of the Hausa language:

- phraseological units or multiword expressions whose overall meaning cannot be derived or understood from the meanings of its parts (*buga waya, babbar inuwa, ina ruwanka?*),
- grammatical categories (such as aspect, pluractionals, etc.) in their communicative function (especially when they do not function in target language),
- cultural lexicon (*kunya, tuwo, guda*), including specialized terminology (e.g. for traditional medicine)
- words and phrases that have specific cultural association when used in the text (*goro, kwana biyu* and other greeting formulas, forms of address, religious phrases),
- proverbs and sayings (regarding the key words used to code their meaning),
- communication strategies to express the meaning and their cultural values (e.g. the use of impersonal structure as a strategy of politeness),
- expressing feelings and emotions,
- linguistic attributes of the stylistic norms and discursive variants of Hausa

The aim of the workshop is to investigate the linguistic barriers for Hausa in global communication and to develop the idea of cultural distance in language. The contributions to these topics will be published in the monograph.

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