

Extended Bionote

María Pérez L. de Heredia

María Pérez L. de Heredia, PhD

Associate Professor. Department of English and German Philology and Translation and Interpretation. Faculty of Arts.

Facultad de Letras. Paseo de la Universidad, 5. 01006 Vitoria-Gasteiz

Tel.: +34 945 01 36 22

maria.perezl@ehu.eus

National ID no.: 30659061S

Author ID: 57195628431

Orcid ID: 0000-0001-9731-7917

Associate Professor (2011). PhD in Translation (University of the Basque Country, 2003) (Cum Laude, Doctorate Prize 2003-4). BA in English Studies (University of the Basque Country, 1996).

RESEARCH:

-Member of Research Group TRALIMA/ITZULIK, lead researcher. Dr. Raquel Merino Álvarez (University of the Basque Country). TRALIMA-ITZULIK: Translation, Literature and Audiovisual Media (University of the Basque Country UPV/EHU, GIU 16/48) is a consolidated research group recognised and funded by the Basque Government (IT518/10, 2010-2012 and IT728-13, 2013-2015), and by the University of the Basque Country (2013-2019), integrated in UPV/EHU UFI (Training and Research Unit (11/06). Since 2017-2018 the group is a member of the Network of Excellence CorpusNet (MINECO 2016) together with other nine research groups.

-Member of the Network of Excellence ALMA (MINECO 2019), entitled I+D+I para Accesibilidad y Lenguas Minoritarias en los Medios Audiovisuales (Spanish Ministry of Science and Technology, 2019-2021; lead researcher: Dr. Josu Amezaga (University of the Basque Country), with the participation of Universitat Autònoma Barcelona (TRANSMEDIA Research Group), Universidade de Vigo (GALMA Research Group), Universitat de València (HIPIS Research Group), and the University of the Basque Country (NOR and TRALIMA/ITZULIK research groups).

-Researcher in different projects (since 2009):

Translation and Identity Representation in Multilingual Texts (Spanish Ministry of Science and Technology, 2016-2019; lead researchers: Dr. M. Pérez L. de Heredia and Dr. R. Merino Álvarez). MINECOG15/75.

Traducción y censura en España (1939-1985): corpus textuales y contexto cultural. (Spanish Ministry of Science and Innovation, 2011-2015; lead researcher: Ibon Urbarri Zenekorta). FFI 2012-39012-C04-01.

Traducciones Censuradas Inglés/Alemán-Español (TRACE 1939-1985): Estudios sobre Catálogos y Corpus. (Spanish Ministry Of Science And Innovation, 2008-2011; lead researchers: Dr. Camino Gutiérrez Lanza and Ibon Urbarri Zenekorta). FFI2008-05479-C02-02.

-Publications (since 2009):

Pérez L. de Heredia, M. (in press). «Multilingualism in a Translation Site: Hotel Florida, Madrid

(1936-1939)». In *Special issue of TTR: Traduction, Terminologie, Rédaction* (2020) *New Frontiers in Translation Studies: Multidisciplinary Approaches for Media Discourses through Post-translation*. Guest editors: Martínez Pleguezuelos, A.J. & J.D. González-Iglesias.

- Pérez L. de Heredia, M. (in press). «La traducción de teatro en el siglo XX: época franquista». In Lafarga, F. & L. Pegenaute (eds.) *Historia de la traducción en España* (<http://hte.upf.edu/>).
- Pérez L. de Heredia, M. & I. De Higes Andino. 2019. «Multilingualism and identities: new portrayals, new challenges». In MonTI, Monografías de Traducción e Interpretación, Special Issue 4, *Multilingualism and representation of identities in audiovisual texts*, pp. 9-32.
- Pérez L. de Heredia, M. & I. De Higes Andino. 2019. «Multilingüismo e identidades: nuevas representaciones, nuevos retos». In MonTI, Monografías de Traducción e Interpretación, Special Issue 4, *Multilingualism and representation of identities in audiovisual texts*, pp. 33-56.
- Pérez L. de Heredia, M. & I. De Higes Andino (eds.) 2019. *Multilingualism and representation of identities in audiovisual texts*. MonTI, Monografías de Traducción e Interpretación, Special Issue 4.
- Pérez L. de Heredia, M. 2018. «Traducción, adaptación, tradaptación, proximidad cultural y diálogos intertextuales en la literatura y los medios audiovisuales». In Zaragoza Ninet, G.; J.J. Martínez Sierra et al (eds.) *Traducción, género y censura en la literatura y en los medios de comunicación*. Granada: Comares, pp. 177-
- Pérez L. de Heredia, M. 2017. «Del universo doméstico al espacio público: traducciones y adaptaciones de la identidad femenina en televisión». In Santaemilia, J. *Traducir para la igualdad sexual*. Granada: Comares, pp. 123-135.
- Pérez L. de Heredia, M. 2016. «Rewriting Intersectional Stereotypes: Translation, Globalization and Gender Policies in Television». In Díaz-Cintas, J., I. Parini e I. Ranzato (eds.) *Ideological Manipulation in Audiovisual Translation*, Special Issue of *Altre Modernità*, pp. 166-181: <http://riviste.unimi.it/index.php/AMonline/article/view/6854>
- Pérez L. de Heredia, M. 2016. «Reescritura divergente y traducción de estereotipos de género en televisión: el caso de *Orange is the New Black*». En Martín Ruano, M.R. y Á. Vidal Claramonte (eds.) *Traducción, medios de comunicación, opinión pública*. Granada: Comares, pp. 193-208.
- Pérez L. de Heredia, M. 2016. «La traducción del texto audiovisual híbrido: voces femeninas más allá de las *Bodas* y de los *Prejuicios*». In Durán Giménez-Rico, I. et al (eds.) *Estudios de género: visiones transatlánticas*. Madrid: Fundamentos, pp. 315-330.
- Pérez L. de Heredia, M. 2015. «Traducción y globalización de estereotipos de género en televisión: una imagen panorámica». In Penas, A. (ed.) *La traducción. Teoría y nuevos planteamientos en la praxis y en la metodología*. Madrid: Síntesis, pp. 261-282.
- Pérez L. de Heredia, M. & C. Gómez Castro. 2015. «En terreno vedado: género, traducción y censura. El caso de *Brokeback Mountain*». In *Quaderns de Filologia. Estudis Literaris*, nº20, *Traducción y censura: nuevas perspectivas*, pp. 35-52
- Pérez L. de Heredia, M. 2014. «Translating and (Self)Censoring for the Stage or How to Deal with Conflict and Survive. In Ortega Arjonilla, E. (ed.) *Traducir la cultura. De barreras culturales en la traducción subordinada y audiovisual* (vol. 5). Granada: Comares, pp.697-712.

OTHERS:

Teaching in both undergraduate and postgraduate programmes (Degree in Translation and Interpreting, Master in Comparative Literature and Literary Studies, University of the Basque Country), as well as directing final degree projects and Master theses in the University of the Basque Country. Direction of Doctoral Theses:

- Edurne Goñi Alsúa, *Traducción y censura, traducción de dialectos: las versiones al castellano de Pigmalión, de George Bernard Shaw* (2017, University of the Basque Country), together with Dr. R. Merino Álvarez.
- Olaia Andaluz Pinedo, *Traducciones de obras teatrales ingles-español: un estudio basado en corpus. De la página censurada al escenario accesible* (in progress, University of the Basque Country), together with Dr. R. Merino Álvarez.
- Eva Armendáriz Carrascosa, *Los estereotipos de género y su evolución: el viaje del comic a la pantalla* (in progress, University of the Basque Country).
- Aitiziber Elejalde Saénz, *La traducción de la ciencia ficción en la literatura y las series: el caso de Altered Carbon* (in progress, University of the Basque Country), together with Dr. J.T. Conde Ruano.
- Marta Miguel González, *El cine norteamericano de los grandes estudios y su traducción en la España franquista* (in progress, University of the Basque Country), together with Dr. R. Merino Álvarez.
- Olga Niekrasova, *Use of the magic realism to critique or reflect postmodern British society* (in progress, University of the Basque Country), together with Dr. J.J. Rodríguez Rodríguez.

Besides her participation in national and international conferences and meetings, mainly focused on Audiovisual Translation, Gender Studies, Multilingualism and Accessibility/Inclusion (related to translation), Dr. Pérez L. de Heredia has also organized a number of national and international conferences, seminars and meetings, mainly focused on Cultural Transfers, and dealing with the above-mentioned issues.

OVERVIEW:

From a transcultural perspective, and using descriptivism as a tool, she has spent the last few years working on a project (IDENTITRA, MINECOG led by herself as main researcher (followed by Professor Merino Álvarez), which sets out to research the reproduction and representation of identities, as well as the scope of the purportedly new stereotypes and gender bias, conveyed by US TV series and thus globally spread through translation and new technologies. To this end we approach both (para)textual and textual information surrounding last-generation TV series as these incorporate values, attitudes and models that travel across the world which, via translation, is influenced by certain identity rewritings that allegedly set out to break down stereotypes though, at the same time, they also perpetuate some others.

These lines of work, all of them heterogeneous and multidisciplinary in nature, are framed within Translation Studies in general and Audiovisual Translation in particular. The researcher's background, nonetheless, allows to gather them all under a common umbrella: the methodological frame of Descriptive Translation Studies from a cross-cultural perspective with a clear ideological focus, in tune with the latest trends in the field. Based on evidence, Dr. Pérez L. de Heredia intends to move forward and enlarge the focus of interest from gender studies to wider, more representative, inclusive identity issues. In this way, she envisages the study of identity translation and representation in the multilingual audiovisual text on the basis of the research carried out so far and on the preliminary results obtained. Mostly, she devotes herself to the exploration of issues relating to the representation of multicultural and multilingual identity along the following research lines: translation of clichés and gender stereotypes in audiovisual media; audiovisual translation, intersemiotic rewritings and further intersections; and, mostly, translation and media accessibility in audiovisual texts, a field of research which has become an academic challenge for Dr. Pérez L. de Heredia.

Currently, she is focused on broadening the scope of her research dealing with accessibility/inclusión and representation of identities by including museums, hotels, and other translation sites to it. On the other hand, introducing a Research-Action methodology to her line of investigation, she is also relating those issues to the researcher's other fields of interest such as activism, conflict and censorship(s).