

María José García Vizcaíno

CURRICULUM VITAE

1. BIOGRAPHICAL DATA

- a. Name: María José García Vizcaíno
 b. Professional address, phone, e-mail:
 Spanish/Italian Department
 Conrad Schmitt Hall, Room 205D
 Montclair State University
 Montclair, NJ 07043
 (973) 655 7507
 garciavizcam@mail.montclair.edu

2. EDUCATION

<u>Degree</u>	<u>Institution</u>	<u>Date</u>	<u>Subject</u>
Ph.D.	Universidad de Granada (Spain)	1994-1998	English Philology
	University of California at Berkeley	1994-1999	
B.A.	Universidad de Granada (Spain)	1990-1996	Translation and Interpreting
B.A.	Universidad de Granada (Spain)	1989-1994	English Philology

3. PROFESSIONAL EXPERIENCE

a. Teaching Experience:

<u>Institution</u>	<u>Rank</u>	<u>Date</u>	<u>Full/Part Time</u>
Montclair State University	Tenured Associate Professor Director of the Certificate Program in Translation and Interpreting in Spanish	2002-currently	Yes
Graham School The University of Chicago	Professor of a Medical Translation course	2007- 2014	Part time
Universidad Alfonso X El Sabio (Madrid, Spain)	Dean of the School of Applied Languages	1999-2002	Full time
	Associate Professor in Specialized Translation and Linguistics	1999-2002	Full time

Universidad Francisco de Vitoria Associate Professor 1998-1999 Part time
(Madrid, Spain)

4. RESEARCH, SCHOLARSHIP, PUBLICATIONS AND RELATED ACTIVITIES:

a. Articles and Book Chapters Published or in Press:

- “Al arrimo del dinero hablamos con esmero: Imagen, identidad y efecto social en la publicidad bancaria” in *(Des)cortesía, actividades de imagen e identidad*, Marina González-Sanz, Catalina Fuentes Rodríguez and M. E. Brenes Peña (coords.) (in press):, Sevilla: Universidad de Sevilla. [**Editorially Reviewed Book Chapter**]
- “*Sentimiento atlético: Persuasion and Emotion at Play,*” in *Exploring evaluative, emotive and persuasive strategies in discourse*, García-Gómez, A. & Díez-Prados, M. (eds.). (2018): 91-118. . Universitat de València. English in the World Series. [**Editorially Reviewed Book Chapter**]
- “When Holy Cow! Becomes a Team Loyalty Marker: Translating *Fútbol* across Cultures,” *Perspectives: Studies in Translatology* 25 (2017): 120-136. [**Peer-reviewed Journal**]
- “Dime cómo vendes y te diré quién eres: actividades de imagen e identidad en la publicidad de Yoigo”, *Sociocultural Pragmatics: An International Journal of Spanish Linguistics* 4(2) (2016) 183-213. [**Peer-reviewed Journal**]
- “Identidad e imagen del consumidor en la publicidad multilingüe de la aerolínea Vueling,” in *Miradas multidisciplinares a los fenómenos de cortesía y descortesía en el mundo hispánico*, Escamilla Morales, J., & Henry Vega, G. (eds.). (2012): 270-288. Barranquilla: Universidad del Atlántico. [**Editorially Reviewed Book Chapter**]
- “Code-breaking/code-making: A new language approach in advertising,” in *Journal of Pragmatics*, 43(8) (2011) 2095-2109. [**Peer-reviewed Journal**]
- “Humor in Code-Mixed Advertising,” in *Pragmatics*, 21(1) (2011), 145-170. [**Peer-reviewed Journal**]
- “La traducción de anuncios multilingües: un reto para el traductor del siglo XXI,” in *Babel: International Journal of Translation*, 57 (2) (2011), 185-203. [**Peer-reviewed Journal**]
- “Quien no corre, *vueling*: cambio de código como estrategia de cortesía verbal en publicidad”, in *(Des)cortesía en español. Espacios teóricos y metodológicos para su estudio*, Orletti, Franca and Mariottini, Laura (eds.) (2010): 245-260. Roma/Estocolmo: Universidad Roma Tre. [**Editorially Reviewed Book Chapter**]
- “Cisneros’ Code-Mixed Narrative and its Implications for Translation”, *Mutatis Mutandis: Revista latinoamericana de Traducción*, Vol. 1, No. 2 (2008), pp. 212-224. [**Peer-reviewed Journal**]

- “Particularidades de la traducción médica inglés-español en los EE.UU.” *Proceedings of the I International Conference on Language and Health Care*. Ed: Miguel Ángel Campos Pardillos & Adelina Gómez González-Jover. (2008). [**Selected Proceedings**]
- “Me dicen que tengo que tomar una clase de lingüística. Se trata de la gramática y la conversación, ¿no?” in *El español a través de la lingüística: Preguntas y respuestas*, Jennifer D. Ewald and Anne Edstrom (eds.) (2008): 1-13. Somerville, MA: Cascadilla Press. [**Editorially Reviewed Book Chapter**]
This article was co-authored with Dr. Anne Edstrom from Montclair State University.
- “Enseñanza de la cortesía verbal a través de la traducción.” *Cortesía y conversación: de lo escrito a lo oral. Actas del III Coloquio Internacional del Programa EDICE*. Ed: Marta Albelda et al. (2008): 693-710. [**Selected Proceedings**]
- “The Importance of Pragmatic and Interpersonal Equivalence in Translation.” *Current Trends in Translation Teaching and Learning* 2 (2008): 209-241. [**Peer-reviewed Journal**]
- “Lengua e identidad en las novelas de Sandra Cisneros.” *Interpreting the New Milenio*. Ed. José Antonio Gurpegui. Newcastle: Cambridge Scholars Press, 2008. 56-63. [**Peer-reviewed Selected Proceedings**]
- “Using Oral Corpora in Contrastive Studies of Linguistic Politeness.” *Corpus Linguistics Beyond the Word: Corpus Research from Phrase to Discourse*. Ed. Eileen Fitzpatrick. New York: Rodopi, 2007. 117-142. [**Editorially Reviewed Book Chapter**]
- “La utilización de corpus orales en estudios contrastivos sobre cortesía verbal.” *Actos de habla y cortesía en distintas variedades del español: Perspectivas teóricas y metodológicas*. Actas del II Coloquio Internacional del Programa EDICE. Ed: Jorge Murillo Medrano. (2006): 247-274. [**Selected Proceedings**]
- “Funciones pragmáticas de *Eso es* y *Efectivamente* en español peninsular.” *Spanish in Context* 3. 2 (2006): 215-37. [**Peer-reviewed Journal**]
- “Voices, Discourse and Identity in Chicano Narrative.” *Journal of American Studies of Turkey* 23 (2006): 95-103. [**Peer-reviewed Journal**]
- “Translating Code-Switching in Chicano Fiction.” *Translation Studies in the New Millennium: An International Journal of Translation and Interpreting* 3 (2005): 111-21. [**Peer-reviewed Journal**]
- “Consideraciones sobre la naturaleza y funcionamiento de la cortesía verbal en español peninsular,” *Revista Internacional de Lingüística Iberoamericana* III. 1. 5 (2005): 49-63. [**Peer-reviewed Journal**]
- “The Pragmatics of *well* and *bueno* in English and Spanish.” *Intercultural Pragmatics* 2. 1 (2005): 69-92. [**Peer-reviewed Journal**].
- “El Uso de los Apéndices Modalizadores *¿no?* y *¿eh?* en Español Peninsular.” *Selected Proceedings of the Second Workshop on Spanish Sociolinguistics*. Ed. Lotfi Sayahi and Maurice Westmoreland. Somerville, MA: Cascadilla Proceedings Project, 2005. 89-101. [**Selected Proceedings**]

- “Breaching and ‘Over-Observing’ Some Gricean Maxims” *Proceedings of the First International Conference on English Studies: Past, Present and Future*. Ed. Annette Gomis van Heteren, Miguel Martínez López, Carmen Portero Muñoz and Celia Wallhead. Almería: Universidad de Almería. 2001. 199-206.
- “Principales estrategias de cortesía verbal en español.” *Interlingüística* 10 (2001): 185-188.

b. Translation Projects:

- Audio Description in Spanish of *La breve y maravillosa vida de Oscar Wao* by Junot Díaz. Adapted for theater by Marco Antonio Rodríguez. Repertorio Español, December 15, 2019.
- Audio Description in Spanish of *El coronel no tiene quien le escriba* by Gabriel García Márquez. Adapted for theater by Jorge Alí Triana y Verónica Triana. Repertorio Español, May 5, 2019.
- Translation of the essay “Symbols of Plantation: José Camacho’s Plantains” for the catalog of the exhibition “Plantains” to be held at the Visuals Arts Center in Summit (NJ) in February 2015.
- Translation of the essay “José Camacho Speaks Puerto Rican” for the catalog of the exhibition “How to Speak Puerto Rican” (2011).
- Translation from English into Spanish of parental consent forms, surveys and questionnaires for a federal study conducted by the Department of Family and Child Studies at MSU (supervisor: Dr. Robert Reid) (September 2010-2012).
- Translation of surveys and interviews from English into Spanish for a grant project at MSU. The project is housed at the Center for Research and Evaluation on Education and Human Services (CREEHS) in the College of Education and Human Services (CEHS). This center has been awarded a contract with Paterson Public Schools to evaluate their special education programs and services. One component of this evaluation is to collect information from parents of students served by the district -- e.g., their experiences and perceptions about whether their child's needs are being met by the district's programs. Given Paterson's large Spanish-speaking community, surveys need to be translated into Spanish and interviews are to be conducted in Spanish as well. (November 2001-2012).
- Translation from English into Spanish of the project “Detectives in the Classroom,” project on Epidemiology of the Department of Health and Nutrition Sciences (Montclair State University): <http://www.montclair.edu/Detectives/faculty/SpanishTranslation.htm>.

This project was supported by Science Education Partnership Awards, Grant Numbers R25RR15281 and R25RR018584, from the National Center for Research Resources, National Institutes of Health. (May 2006-September 2010).

- Revision and supervision of the translation into English of the article by Marta Palenque “Ni Ofelias ni amazonas, sino seres completos: Aproximación a Teresa de Escoriaza.” Translation done by students Whitney Apgar and Sara Sirag. June-September, 2010.

- Revision and supervision of the translation project into Spanish of the ACT (Adults and Children Together) Against Violence National Training Program (Translation of Beronique Molano and Bryan Barrachina)
American Psychological Association (APA)
Spring and Summer 2006
 - Translation (English to Spanish) of the project VAS (Virtual Acoustic Space). ONCE (Spanish National Blind Association). September 1999.
 - Translation of the web site of OCS Software from Spanish into English. May 1999.
 - Translation into Spanish of the *User's Guide of Victor: digital talking books player*, VisuAide Inc. March 1999.
 - Editorial Siglo XXI (Siglo XXI publishing house) *Manual de Psicofisiología Clínica*. Translation of the chapter on "Actividad electrodérmica y asimetría hemisférica" (Electrodermic Activity and Hemispheric Asymmetry"). December 1993.
- c. Book Reviews Published or In Press:**
- Review of the book by José Portolés: *Pragmática para hispanistas*. *Revista Internacional de Lingüística Iberoamericana* VI 11.1 (2008): 252-255.
 - Review of the book by Alexandra Álvarez Muro: *Cortesía y descortesía. Teoría y praxis de un sistema de significación*. *Revista Internacional de Lingüística Iberoamericana* IV 1.7 (2006): 183-86.
 - Review of the book by Janet Holmes: *Women, Men and Politeness*. *Miscelánea* 18 (1997): 366-71.
- d. Other Publications:**
- "Detectives in the Classroom en español!," in *Movement News*, Issue 4, October 2007, p. 3.
 - Review of "Translating Cervantes" by Edith Grossman
Apuntes 13,1(2005): 6.
 - Review of "Los servicios de traducción e interpretación en el sistema de escuelas públicas del condado de Fairfax, Virginia" by Alicia Agnese
Apuntes 11,1 (2003): 4-6.
- e. Referee of manuscripts**
- "Lo que nos faltaba! Un marcador discursivo en plan *like*", *Oralia: Análisis del Discurso Oral*.
 - "La construcción del discurso publicitario a través de la variación de los objetos de persona *te y se*," *Sociocultural Pragmatics. An International Journal of Spanish Linguistics*.
 - "Adverbios y expresiones enunciativas de sinceridad. Valores discursivos y efectos (des)cortesés,"
Revue Romane (John Benjamins)

- “Estrategias de atenuación en los diálogos de la novela *Boquitas Pintadas*,” for the Selected Proceedings of the V International EDICE Conference on Linguistic Politeness in Spanish.
- “Symbolic and non-symbolic reasons for using English or Dutch in job ads in the Netherlands: insights from Dutch makers of job ads,” *Journal of Pragmatics*.

f. Oral Presentations:

- April 6-7, 2019 “Audio Description for All: Serving Low Vision Spanish-speaking community in the US”
Teaching Translation and Interpretation Conference,
Hunter College, NY
- October 23-26, 2018 “Al arrimo del dinero hablamos con esmero: imagen, identidad y efecto social en la publicidad bancaria”,
VIII Coloquio Internacional del Programa EDICE: (Des)cortesía, actividades de imagen e identidad en discursos en español.
Universidad de Sevilla, Spain.
- June 7-8, 2018 “Audio Description as a Pedagogical Tool to Promote Critical and Creative Thinking in Translation Classes” at the 2018 MSU
Conference on Translation Pedagogy
- November 23-25, 2016 “Sentimiento atlético: emoción y persuasión entran en juego” at the
International Conference on Language and Emotion, Madrid, Spain.
- May 3-6, 2016 “*Verdad verdadera*: Flouting Gricean Maxims as Telecommunications Strategies in Advertising”
VII Symposium on Intercultural Cognitive and Social Pragmatics (EPICS VII),
Pablo Olavide University, Seville, Spain.
- March, 2016 “Con la verdad te engaño”: actividades de imagen en la publicidad de *Yoigo*”
VII Coloquio Internacional del Programa EDICE: Identidad, interculturalidad y multiculturalidad en discursos en español.
Actividades de imagen y situación comunicativa
California State University, Los Angeles, California
- June 3-6, 2015 “Whet Their Appetites! Analyzing Menus in Montclair Restaurants”
ICCAS: International Conference on Culinary Arts and Sciences
Montclair State University
- May 22-24, 2014 “A Churro by Any Other Name Would Smell as Sweet—Really?
Translating Menus as Advertising Material”
FACT 2014: First International Conference on Food and Culture in Translation,
Bertinoro, Italy.

- April 3-5, 2014 “Soccer Advertising and Translation: Challenges of Conveying Team Loyalty Cross-Culturally”
ATISA VII: “Where Theory and Practice Meet”
New York University
- September 30-
October 4, 2013 “¡Aúpa Atleti!: actividades de imagen y construcción de la identidad en la publicidad del fútbol español”
VI Coloquio Internacional del Programa EDICE,
Universidad de Nuevo León,
Monterrey, México
- November 22-23,
2012 “Being *Atlético*: Too Good to Be Translated?”
Language and the Media
Berlin, Germany
- December 6-11, 2010 “La construcción de la identidad e imagen del consumidor en la publicidad multilingüe de las compañías aéreas”
V Coloquio Internacional del Programa EDICE
(V International EDICE Conference on Linguistic Politeness in Spanish)
Universidad del Atlántico (Barranquilla, Colombia)
- September 23-26, 2008 “Quien no corre, *vueling*: cambio de código como estrategia de cortesía verbal publicidad”
IV Coloquio Internacional del Programa EDICE
(IV International EDICE Conference on Linguistic Politeness in Spanish)
Universita Roma Tre (Rome, Italy)
- October 23-26, 2007 “Particularidades de la traducción médica inglés-español en los EE.UU.”
I International Conference on Language and Health Care
Universidad de Alicante (Spain)
- November 22-26,
2006 “Enseñanza de la cortesía verbal a través de la traducción”
III Coloquio Internacional del Programa EDICE
(III International EDICE Conference on Linguistic Politeness in Spanish)
Universidad de Valencia (Spain)
- May 22-25,
2006 “Lengua e identidad en las novelas de Sandra Cisneros”
V International Conference on Chicano Literature
Research Institute for North American Studies (I.U.I.E.N.)
Universidad de Alcalá de Henares (Spain)
- March 23-25, 2006 “The Pragmatics of Code-Switching and Its Implications for Translation Studies”
ATISA III: American Translation and Interpreting Studies Association
San Diego State University

- April 15,
2005 “La alternancia de códigos como recurso expresivo y estético en *Caramelo* de Cisneros”
XXVI Spanish and Latin American Conference “Textual Explorations on the Margin”
Montclair State University
- March 24-26,
2005 “The Pragmatics of Code-switching in Chicano Literature”
XX Conference: Spanish in the US and 5th Spanish in Contact with Other Languages
University of Illinois at Chicago
- May 26-28,
2004 “The Pragmatics of *well* and *bueno* in English and Spanish”
Second Symposium on Intercultural, Cognitive and Social Pragmatics (EPICS II)
Universidad de Sevilla (Spain)
- May 21-23,
2004 “Using Oral Corpora in Contrastive Studies on Linguistic Politeness”
Fifth North American Symposium on Corpus Linguistics sponsored by the American Association for Applied Corpus Linguistics
Montclair State University
- March 25-26,
2004 “El Uso de los Apéndices Moralizadores ¿no? y ¿eh? en Español Peninsular”
II Workshop on Spanish Sociolinguistics
State University of New York at Albany
- March 8-12,
2004 “La utilización de corpus orales en estudios contrastivos de cortesía verbal”
II International EDICE Conference on Linguistic Politeness in Spanish
Universidad de San José (Costa Rica)
- October 16-18
2003 “Las formas de afirmación *Eso es* y *Efectivamente* como estrategias de cortesía verbal en español: estudio cuantitativo de corpus”
Seventh Hispanic Linguistics Symposium
University of New Mexico
- March 30-April 1,
2000 “Principales estrategias de cortesía verbal en español”
XV Encuentro de la Asociación de Jóvenes Lingüistas
(XV Meeting of the Young Linguists Association)
Universidad de Sevilla (Spain)
- March 22-24,
2000 “Los marcadores discursivos *well* y *bueno* como estrategias de cortesía verbal en inglés y español”
ELIA V: Encuentros de Lingüística Inglesa Aplicada
(English Applied Linguistics Conference)
Universidad de Sevilla (Spain)
- April 22-25,
1998 “Diminutivos como estrategia de corrección verbal en español: un estudio de corpus”
XVI Congreso Nacional de AESLA (Asociación Española de Lingüística Aplicada)
(XVI National Conference of AESLA: Spanish Association of Applied Linguistics)
Universidad de La Rioja, Logroño (Spain)

- October 19-25,
1997 “Breaching and ‘Over-Observing’ Some Gricean Maxims”
I Congreso Internacional de Estudios Ingleses: Pasado, Presente y Futuro
(First International Conference on English Studies: Past, Present and Future)
Universidad de Almería (Spain)
- May 27-29,
1996 “A Pragmatic Approach to Translation”
IV Jornadas Internacionales de Historia de la Traducción
(IV International Conference on the History of Translation)
Universidad de León (Spain)

Presentations as Guest Speaker

- “Audio Description in Motion: Translating Images into Words”
Rutgers University, NJ
February 19, 2020
- “Audio Description in Film Festivals: Serving Low Vision Community in NJ”
ReelAbilities Film Festival,
Montclair State University
Montclair, NJ
April 12, 2019
- “Code-Mixing and Translation”
Nida School of Translation
Misano Adriatico (Italy)
September 16, 2009
- “El Traductor en el siglo XXI”
Panel on Translation in the XXI Century
“Cambio de código y traducción”
Instituto Cervantes, NY
May 29, 2009
- “The Joys and Challenges of Translation”
Wagner College, NY
April 17, 2007
- “The Importance of Pragmatics in Translation”
VII Annual Conference on Translation and Interpretation
Instituto Cervantes, NY
January 27, 2006
- “El Traductor en el siglo XXI”
Panel on Translation in the XXI Century
Instituto Cervantes, NY
October 6, 2006
- “Cortesía verbal y traducción”
Hunter College, NY
December 14, 2005

g. Awards and Recognitions:

- 2019 American Council of the Blind
Audio Description Project
Achievement Award
Audio Description Special Recognition
July 2019
- 2008 NIDA SCHOOL FOR TRANSLATION STUDIES
Grant for participating in the Nida Schhol
Istituto San Pellegrino,
Misano Adriatico (Rimini), Italy
September 8-21, 2008
- 2006 MONTCLAIR STATE UNIVERSITY
Global Education Center Grants, Spring 2006 Competition
“Lengua e Identidad en las novelas de Sandra Cisneros” (Language and Identity
in Cisneros’ Novels) presented at V Internacional Conference on Chicano
Literatura
Universidad de Alcalá de Henares (Spain)
Research Institute for North American Studies (I.U.I.E.N.)
May 22-25, 2006
- 1996 UNIVERSIDAD DE GRANADA (SPAIN)
English Department
Grant to participate in the Research Group “&: Texto y Discurso en Inglés
Moderno” (Text and Discourse in Modern English)
- AY
94-95 EDUCATION ABROAD PROGRAM (EAP)
UNIVERSITY OF CALIFORNIA AT BERKELEY, California
Scholarship for an Educational Exchange
- July 1992 UNIVERSIDAD DE GRANADA (SPAIN)
Scholarship for a Translation Course given by Peter Newmark
at the Polytechnic of Central London (University of Westminster)
Work on future projects such as a Minor in Spanish Translation and a Minor
in International Business and Spanish.

6. ASSOCIATION MEMBERSHIPS

- New York Circle of Translators
- ATA: American Translators Association
- Instituto Cervantes
- EDICE: Estudios del Discurso sobre Cortesía verbal en Español (Discourse Studies on Politeness in Spanish).