

**Cross-Cultural Pragmatics at a Crossroads II (CCP2):
Linguistic and Cultural Representations Across Media
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Interdisciplinary research currently has received increasing attention since it draws researchers from different yet related academic domains to participate in integrated research activities. An opportunity was opened to me to take part in an activity when I received a grant from the University of the Thai Chamber of Commerce to participate in CCP2 international conference as a presenter last year.

As the name indicates, it was the second conference following the first Cross-Cultural Pragmatics at a Crossroads held in 2006. After the four gap years, this international conference was organised again by School of Language and Communication Studies, University of East Anglia (UEA), the United Kingdom with the principal organising committee such as Dr. Marie-Noëlle Guillot, Dr. Roger Baines and Dr. Giulio Pagani.

The theme of the conference was ‘Linguistic and Cultural Representations across Media’ in which the aims, as stated by the organising committee, were to “foster the interdisciplinarity of research into the complex negotiations at cultural and media interfaces, by bringing together scholars at the cutting edge of domains of enquiry with shared concerns but hitherto limited interaction: inter/cross-cultural pragmatics, translation studies, communication studies”. My research interest in translation studies therefore seems to fit well into the theme of the conference since I consider this specific discipline an interdisciplinary. In order to effectively explain a

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particular translation phenomenon, more than one single academic domain is usually, if not always, required.

Well-known scholars in the aforementioned areas invited to give plenary speeches were Juliane House from Hamburg University, Germany ('Impoliteness in Cross-Cultural Encounters'); Jeremy Munday from University of Leeds, UK ('Discourse Analysis for Translation: Where have we been and where are we going?'); Luis Pérez-González from University of Manchester, UK ('Non-representational Insights into the Pragmatics of Amateur Subtitling'); Gunther Kress from University of London ('Thinking about the 'inter-' and the 'cross-' in studies of culture from a social semiotic perspective'); Michel Marcoccia from Tech-CICO, ICD, Troyes University of Technology, France ('The Internet, Cross-Cultural Communication and Cultural Variation'); and Miranda Stewart from Hellenic American University, Athens, Greece ('A cross-cultural approach to the negotiation of individual and group identities: parliamentary debate and editorial meetings'). From translation studies point of view, I have found these keynote speakers delivered the academic-boosting speeches to all participants.

The conference took place at Thomas Paine Study Centre, University of East Anglia. Participants were scholars, researchers, lecturers, MA and PhD students both from inside and outside the UK. Most of us stayed in an on-campus hall of residence for ease of travelling since it is just a short walking distance from the conference venue. Sixty interesting papers had been selected for presentations in the three-day conference. I presented a paper entitled 'Negotiating with Cosmo Girl: Socio-cultural Context and Translation Shifts in the Thai Version of Cosmopolitan' which was a part of my PhD thesis. Each presenter was given a twenty-minute presentation and a ten-minute question-answer and comments. There were four parallel sessions each of which consisted of four paper presentations. I was pleased with questions and comments from the floor which were invaluable both directly and indirectly to my future research.

On the second day after lunch, the organiser arranged two short leisure activities for the participants, i.e. a visit to Sainsbury Centre for Visual Arts or guided nature walk around UEA campus, including the Broad and Yare river valley

led by the UEA biodiversity manager. I chose the first choice since I had already done some walk along the trails. The Sainsbury Centre for Visual Arts is an integral part of UEA which was opened in 1978 to students, staff and general public. Although the visit was not guided, it was easy to walk inside this museum.

On the last day, the public roundtable entitled 'Let's Talk: across languages, cultures and outlooks' after lunch chaired by Peter Trudgill and joined by all plenary speakers. It was the final session before the close of the conference and the public were welcomed to attend. The topic revolved around the British context which has been increasingly multicultural and the session drew a considerable number of public audience.

Participating in an international conference is always beneficial both in terms of updating our knowledge in the discipline we are in and expanding our academic network with participants who have shared interest with us. Being a part of CCP2 was definitely this case to me.