

## BOOK REVIEW

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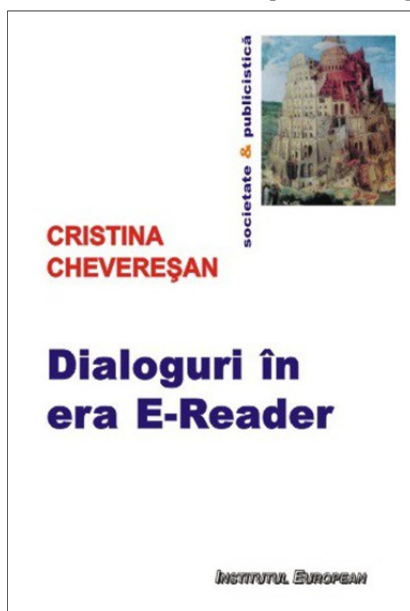
### **Chevereșan, Cristina, *Dialoguri în Era E-Reader. Cărți, autori, editori (ediție bilingvă)*, Iași, Institutul European, 2012, 254p.**

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Cristina Chevereșan's writings are indicative of a well-honed interest in the literature of the Outsider-Within. This is strongly suggested by the *ExCENTRIS. Marginals, Excentrics, Rebels* which she edited with Ciprian Vălcan in 2012, the same year that *Dialoguri în Era E-Reader Cărți, Autori, Editori (Ediție Bilingvă)* was published. The author's academic formation and her translation activity suggest that she is well within her comfort zone at the intersection between different cultures and mentalities.

The idea around which the interviews in this book are conducted is that of the need to adapt not only to shifting mentalities, but also to the sonic speed of technological progress and to the effects of globalization. The author's goal is to offer a glimpse at how cross-culturalism determines the formation of hybrid identities. She conducts interviews both with immigrants to the Outsider-Within status by focusing on Marcel Cornis-Pope's identity reconfiguration, and with cross-cultural natives such as Gish Jen and Tino Villanueva. The distinction between the two categories becomes obvious when reviewing these authors' writing proclivities.

Gish has to challenge the stereotype of being seen primarily as a meta-ethnic writer and to adapt her writing style to her readers' expectations. Verisimilitude has different meanings for the cross-cultural writer and for the consumer of ethnic literature. Stereotyping leads to the difference-minimizing imposition to "downplay ethnicity for success" (155). Chevereșan repeatedly drives her interviews so as to incorporate multiple perspectives on what authentic writing has become under the impact of globalization. The overall impression that she strives to convey is that writing is a process of



building a heterotopia, which converges neither with the ethnic intention of the writer nor with the exotic expectations of the mainstream reader.

Moving on to Tino Villanueva, Chevereșan strives to show that the challenge present here is not only that of moving between two cultures, but also that of using two languages. Writing is the "organic process" (173-174) of alternating linguistic codes. Supervising the translation of one's own bilingual works becomes a process of nurturing the text so that it falls in line with a singular view, rather than being corrupted by tangen-

tial interpretation. Dominick LaCapra, on the other hand, shares his post-interview perceptions on memory and trauma, history and memory, as well as on otherness and the accompanying sense of disempowerment. Transference, interest, and traumatic memory acquire a new dimension when transcribed into a discourse which serves to explain something experienced by an author.

In the last interview included in the book, Chevereșan directs attention to the pressure technology exerts on language and the stringencies this inadvertently adds to domains centred on linguistic production and reception. Her interview with Lindsay Waters focuses on the manner in which the progression of expressive forms challenges what is considered to be canonically artistic. Her discussion with David Crystal also tackles the evolution of linguistic forms.

As an interviewer, Chevereșan looks for answers to how the evolution of communication places a strain on different

strategies of encoding and decoding texts. Her strategy is to divide her book into two parts, one containing the interviews as they were recorded in English, and a translation of these discussions. This makes the book accessible not only to the Romanian readership, but also to English speakers. I find this particular feature relevant since the author focuses on the adaptive process of working in the Anglo-Saxon academia, as well as on the difficulties of publishing in this environment. The bilingual text serves to underline the difficulties of translation and its inherent pitfalls. The core themes of the book, i.e. adaptation, academic survival, linguistic shift in the English-speaking world, and publishing by the Anglo-Saxon standards, bring the reader to the forefront of the dynamics of contemporary writing. Consequently, the book is a valuable tool for understanding the type of interest native and ethnic writing can elicit and a compelling collection showing contemporary linguistic change.

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