

UNIVERSIDADE DE SÃO PAULO
W.B. YEATS CHAIR OF IRISH STUDIES

OPENING OF THE 2024 ACADEMIC ACTIVITIES

AUCANI-USP/ Ireland Corner (1° andar) - Pequeno Auditório Internacional (2° andar)
Avenida Prof. Lúcio Martins Rodrigues, 310 - Bloco B 05508-020 - Butantã, São Paulo



March 11th

14h00 Opening Ceremony

Consul General Eoin Bennis; Prof. Dr. Sergio P. B. Proença, Provost for International Academic Cooperation; Prof. Dr. Paulo Martins, Dean of the Faculty of Philosophy, Letters and Human Sciences; Prof. Dr. Pablo Gasparini, Head of the Department of Modern Languages and Literatures; Profa. Dra. Laura Izarra, Coordinator of the W.B. Yeats Chair of Irish Studies.

14h15 “Soft Power: St Patrick’s Day and Globalisation”

Prof. Mike Cronin (Boston College Dublin)

Chair: Consul General Eoin Bennis

15h00 “Motherlines: The Visual and Written Art of Eithne and Sarah Strong”

Moynagh Sullivan (National University of Ireland, Maynooth)

Chair: Mariana Bolfarine (UFR and Vice-Coordinator of the WB Yeats Chair)

15h45 Break

16h00 Book Launch: *Recordar é imperativo: memória no romance irlandês contemporâneo (2000-2020)*, Camila Franco Batista.

16h15 Introduction to the Postgraduate Course “Maternal Imaginaries and Narratives: Translating Motherhood”

Moynagh Sullivan (National University of Ireland, Maynooth) and Luciana Carvalho Fonseca (USP).

Chair: Laura P. Z. Izarra (USP and Coordinator of the WB Yeats Chair).

Moynagh Sullivan is Associate Professor in English and Associate Dean for Equality, Diversity, and Inclusion at Maynooth University. Her research focuses on motherhood, gender, and sexuality in Irish culture from a variety of psychoanalytical perspectives. She has published widely in these fields, with a particular attention to the mechanics of hetero-patriarchal interpretation and neglected women poets. She is currently writing a monograph on motherhood in Irish culture. Awarded the Department of Foreign Affairs Fulbright Fellowship in Irish Studies at the University of California, Berkeley in 2009, she was recently Principal Investigator on the Irish Research Council funded project, Mamecology (2020-1).

Mike Cronin is a member of the History and Irish Studies faculty at Boston College, and the Academic Director of Boston College in Ireland. He has published widely on aspects of Ireland's political, social and cultural history. His publications include (with Daryl Adair) *The Wearing of the Green: A History of St Patrick's Day* (Routledge, 2002), *Sport: A Very Short Introduction* (Oxford University Press, 2014), (with Renee Fox and Brian O Conchubhair) *The Routledge International Handbook of Irish Studies* (Routledge, 2020). He was the lead researcher on the Irish Government sponsored digital history project for the Decade of Centenaries between 2013 and 2023 which was published digitally as *Century Ireland* (www.rte.ie/centuryireland) and which will be published in book form in 2024 by Merrion Press.



See website: *catedrawbyeats.fflch.usp.br*