



UNIVERSIDADE DE SÃO PAULO  
W.B. YEATS CHAIR OF IRISH STUDIES  
**OPENING OF THE 2024 ACADEMIC ACTIVITIES**



### March 11th

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

**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; *Representações da Guerra Civil na Literatura Irlandesa*, Munira H. Mutran.**

**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).

