

## 2022 James L. Barker Lecture: Daryl Hague

by Simon Laraway (Editing and Publishing '23)

IN HIS NEARLY 30 years at BYU, Professor Daryl Hague (Spanish Translation Pedagogy and Theory) has made his mark on the field of translation—producing scholarship on translation, translating major literary works, and teaching translation to students. Hague was recognized by receiving the 2022–23 Barker Lectureship, given annually to a College faculty member in the fields of linguistics, language studies, or translation.

Delivered on October 27, 2022, his lecture was titled “Translation Literacy: Becoming Critical Readers As We Make and Read Translations, with Help from *Opus the Penguin* and Mexico’s Underdogs.”

Hague began by discussing what translation really is. Though it might seem simple, translation is more than taking words in one language and transposing them into another. Translation is a discipline in itself, with its own practices, history, pitfalls, and pedagogical applications.

He covered some of the linguistic and literary issues that translators have to navigate—from clever wordplay to historical inaccuracies to ambiguity. However, as he explained, other less-appreciated features can also impact a translated work. Of special note are paratexts—textual attachments to books including covers, blurbs, translators’ prefaces, critical essays, endnotes, and so on. Hague especially discussed paratexts in relation to *Los de abajo*, a classic Mexican novel, and how they have shaped perception of the book in the United States.

As we pay attention to paratexts, we can develop what he calls “translation literacy,” or “the ability to produce and read translations with a critical eye.” 📖

*Learn more about translation literacy, paratexts, and the field of translation by watching Hague’s full lecture here:*



Photo of Daryl Hague by David John Arnett (Advertising '25), photo courtesy of Dave Elkington



## 2022 Honored Alumni Lecture: Dave Elkington

by Ellie Smith (English '23)

ONE-THIRD OF FORTUNE 500 CEOs are humanities majors, including the founders of HBO, Starbucks, Chipotle, and Disney. BYU alumnus Dave Elkington (Philosophy '99) explained why humanities majors thrive in business during his Honored Alumni Lecture on October 13, 2022. Elkington graduated from BYU in 1999 with a degree in philosophy and minors in Japanese, Hebrew, and business. He helped found InsideSales.com, Elkington Electric, and Silicon Slopes. He currently teaches entrepreneurship at BYU.

According to Elkington, humanities majors play a critical role in business innovation, creating better products and services by utilizing their understanding of the human experience. He encouraged students to take an active approach: “It is your responsibility to get involved in innovation and business.”

Elkington described how humanities students are uniquely equipped to identify and solve human problems in creative ways. If more humanities majors participate in business, then there will be more purposeful innovation, leading to better businesses with more effective products and services.

Elkington shared how humanities majors might make a difference: philosophy students can help maintain ethical business practices, language majors understand culture and can build positive workplace environments, English majors understand how to communicate effectively with coworkers, and all humanities majors understand how to look at problems from a creative point of view and can apply this creativity to find the best solutions. Elkington concluded by encouraging humanities students to engage in business where they could uniquely contribute. 📖

*Learn more about the connection between the humanities and business by watching Elkington’s full lecture here:*

