For far too long, the ghazals (short lyric poems) of Hafiz (d. ca 1390) have been discussed in isolation from those of his contemporaries. Although Hafiz was without doubt the most significant poet active in mid- to late fourteenth-century Shiraz, he was not the only poet attached to the Injuid and Muzaffarid courts to produce ghazals of elegance and complexity. Some scholars of Hafiz are now beginning to practise what could be called “lateral literary analysis” and are examining Hafiz’s poems in tandem with those of his competitors with whom he engaged in poetic dialogue and alongside whom he vied to secure the favour of the rulers of Fars. In this talk I will show, through the detailed analysis of quasi-companion poems penned by Hafiz and the slightly more senior ‘Ubayd-i Zakani (d. 1371), how our understanding of the semantic depth of Hafiz’s ghazals can be augmented. The ghazals of ‘Ubayd, who is chiefly celebrated for his satirical works, provide a fruitful point for comparison with those of Hafiz because of their often irreverent tone. It will be argued that what might appear to be irreverence on ‘Ubayd’s part is in fact a deliberate counterhegemonic poetic agenda, one he used to upset the aesthetic status quo embodied in the verses of his chief rival, Hafiz.