



BOOK OF ABSTRACTS

International conference

TRANSLATION, IDEOLOGY, ETHICS: RESPONSE AND CREDIBILITY

Department of Translation and Interpretation Studies

Faculty of Philology, Vilnius University

Vilnius, Lithuania

22-24 September 2022

With the International Translating Europe Workshop

Ethics in the Era of Machine Translation



SANTRAUKOS

Tarptautinė mokslinė konferencija

VERTIMAS, IDEOLOGIJA, ETIKA: PATIKIMUMAS IR ATSAKAS

Vilniaus universiteto Filologijos fakulteto

Vertimo studijų katedra

Vilnius, Lietuva

2022 m. rugsėjo 22–24 d.

Ir programos „Verčiame Europai“ tarptautinis seminaras

Etika mašininio vertimo laikais

ORGANIZERS AND SPONSORS



Department of Translation and Interpretation Studies,
Faculty of Philology, Vilnius University

Directorate-General for Translation, European Commission



ORGANIZATORIAI IR RĖMĖJAI



Vilniaus universiteto Filologijos fakulteto Vertimo studijų katedra

Europos Komisijos Vertimo raštu generalinis direktoratas



Table of Contents / Turinys

KEYNOTE TALKS	5
PAGRINDINIAI PRANEŠIMAI	5
CONFERENCE KEYNOTE TALKS	6
KONFERENCIJOS PAGRINDINIAI PRANEŠIMAI	6
WORKSHOP KEYNOTE TALK	12
SEMINARO PAGRINDINIS PRANEŠIMAS	12
PAPER PRESENTATIONS [IN ALPHABETICAL ORDER]	15
PRANEŠIMAI [ABĖCĖLĖS TVARKA]	15

KEYNOTE TALKS

PAGRINDINIAI PRANEŠIMAI



CONFERENCE KEYNOTE TALKS

KONFERENCIJOS PAGRINDINIAI PRANEŠIMAI





NAVIGATING IDEOLOGICAL MEANDERS IN AUDIOVISUAL TRANSLATION

PROF. DR. JORGE DÍAZ-CINTAS

London University College (UCL),
United Kingdom

2020



CONTROL, CONFORMITY AND DISSENT IN A SOCIALIST STATE PUBLISHING HOUSE

PROF. DR. NIKE KOCIJANČIČ POKORN

Ljubljana University, Slovenia

2020



TRANSLATION AS CRISIS RESPONSE

PROF. DR. SHARON O'BRIEN

Dublin City University (DCU),
Ireland

2020



RESEARCHER CREDIBILITY: ESTABLISHING TRUST

ASSOC. PROF. DR. ELISABET TISELIUS

Stockholm University, Sweden

2020

Jorge Díaz-Cintas

University College London

NAVIGATING IDEOLOGICAL MEANDERS IN AUDIOVISUAL TRANSLATION

Remaining faithful to the creative intent of the original work is one of the driving mantras behind the practice of translation, though how to achieve such a feat is more often than not open to discussion, if not controversy. In today's digital society, audiovisual productions occupy a pole position as a site of contact between cultures, making them an influential artifact for the transmission, not only of factual information, but also of moral values, cultural clichés, and stereotypes that can be either translated at face value or ideologically manipulated to suit the interests of different stakeholders. Drawing on illustrative examples, this presentation explores how audiovisual translation becomes a locus of power struggles in which the end result is not solely dictated by linguistic asymmetries between the languages in contact but also by decisions based on power, dominance, and ideology.

Jorge Díaz-Cintas is Professor of Translation and founding director (2013–2016) of the Centre for Translation Studies (CenTraS) at University College London (United Kingdom). He is the author of numerous articles, special issues and books on audiovisual translation, including *Subtitling: Concepts and Practices* (with Aline Remael, 2021). A pioneer in audiovisual translation, Jorge has trained translators-to-be across six continents, is a frequent speaker at international conferences and events, and has offered consultant services to the European Parliament, European Commission, NATO, OOONA and Netflix, among others. He is the Chief Editor of the Peter Lang series *New Trends in Translation Studies* and the recipient of the Jan Ivarsson Award (ESIST, 2014) and the Xènia Martínez Award (ATRAE, 2015) for invaluable services to the field of audiovisual translation.

CONTROL, CONFORMITY AND DISSENT IN A SOCIALIST STATE PUBLISHING HOUSE

In socialist states translation was crucial for the success of the ideological program of the Communist Party and therefore communist ideological imperatives were clearly reflected in translation and publishing policies. Since particular attention was paid to ideological indoctrination of new generations, translations for children reveal the values of socialist societies, while the publishing process leading to a publication of translations shows the hidden workings of socialist ideological control. Through extensive research of the archives and interviews with the editors, the presentation identifies the main agents responsible for ideological shifts in translations and explains some isolated instances of dissent by focusing on the publishing house Mladinska knjiga, the largest publishing house of children's literature in the Socialist Republic of Slovenia.

Nike Kocijančič Pokorn is Professor of Translation Studies at the University of Ljubljana (Slovenia). She publishes on translation and censorship, directionality in translation and public-service interpreting and translation, and is the author of *Challenging the Traditional Axioms* (Benjamins, 2005) and *Post-Socialist Translation Practices* (Benjamins, 2012), and co-editor with Kaisa Koskinen of *The Routledge Handbook of Translation and Ethics* (2021). She was a member of the 8-member European Master's in Translation (EMT) Expert Group appointed by the Directorate General for Translation at the European Commission that was responsible for setting up the EMT network and creating the EMT competences document. She won the European Society for Translation Studies Award for her doctoral thesis, and served two terms on the board of the European Society for Translation Studies (EST), and two terms on the board of EMT. Currently, she is the director of the network International Doctorate in Translation Studies (ID-TS).

Sharon O'Brien

Dublin City University

TRANSLATION AS CRISIS RESPONSE

The crucial role that translation and interpreting play in crisis communication is gaining increasing recognition. Though the need for timely, accurate and clear communication in crisis and disaster settings has been recognised for a long time, the need for multilingual communication — enabled through translation and interpreting — had not been extensively recognised, discussed or researched. In the past few years this situation has changed and many studies have been published that highlight how crucial it is to plan for translation in a crisis. This need has been further underlined by the recent COVID-19 pandemic. In this talk, I will touch upon some of the work that has been carried out, highlighting topics such as emergency response policy, technology, training, and ethics, to showcase how T&I research is contributing to this important topic. Consideration will also be given to future research directions to ensure that we continue to grow momentum on translation as crisis response.

Sharon O'Brien is Professor of Translation Studies at the School of Applied Language and Intercultural Studies at Dublin City University (DCU, Ireland). She obtained a PhD in 2006 on the topic of Controlled Language and Machine Translation Post-Editing Effort (Irish Research Council Scholarship). During the period 1995–1999, she worked as a language technology consultant in the Localisation Industry. She has coordinated a Horizon 2020 EU-funded project called *INTERACT: The International Network in Crisis Translation* (2017–2020), and was a funded investigator (Science Foundation Ireland) in the ADAPT research centre for over 10 years, where her focus was on human factors and translation technology. Her teaching focuses on language technologies, research methods, translation in crisis settings, and localisation. In 2020, she was appointed Associate Dean of Research in DCU's Faculty of Humanities and Social Sciences. In 2020, she also became co-editor of the journal *Translation, Cognition and Behaviour*. Some of her most recent publications are edited volumes (with Prof. Federico Federici) on the topic of crisis translation (*Translation in Cascading Crises*, 2018, and *Translating Crises*, forthcoming).

RESEARCHER CREDIBILITY: ESTABLISHING TRUST

Research into the interpreting practice has a few specificities which put high demands on interpreting researchers. Studies involve human participants in an overwhelming majority of studies, and these participants are more often than not acquaintances, colleagues, students or otherwise known to the researchers themselves. Others may be vulnerable groups in society such as medical patients, children or criminal suspects.

These characteristics require the researcher to be highly aware of their own position, ideology, voice and responsibility. In order to gain and uphold credibility in different communities (research as well as the professional), and of course in relation to the participants, the researcher needs to take these aspects into account already from the outset of the planning of a study.

In my talk, I would like to approach different aspects of researcher credibility and how to establish trust in different types of research studies and to different counterparties. Trust needs to be established both in terms of scientific rigor for preparing, designing and reporting the study, and also in the recruitment and relationship to participants. I will give examples from different studies, different methods and different researchers, and describe how trust can be gained, but also lost for several different reasons.

I will use interpreting studies as example to discuss the potentials, but also the risks, of being a researcher deeply embedded in the community studied.

Elisabet Tiselius is Associate Professor of Interpreting Studies at Stockholm University (Sweden). She teaches students in public service, conference and signed language interpreting. Tiselius is a member of AIIC (where she serves on the research committee), and an active interpreter accredited to the EU-institutions and Swedish state authorized in public service interpreting. Her publications cover conference and public service interpreting, both spoken as well as signed language interpreting. She is a co-editor of the *Routledge Handbook of Conference Interpreting*.

Tiselius is head of the research group Stockholm Process Research in Interpreting and Translation (SPRINT) which focuses on cognitive aspects of interpreting and translation. She is funded by the Swedish research council. She is an affiliated member of MC2lab at the university of Bologna at Forlì, a member of the management committee of the TREC-network, and president of the board of the European Society for Translation Studies. She is also an affiliated researcher to Karolinska Institutet and to Western Norway University of Applied Sciences where she is leader of a work-package of a Norwegian Research Council funded project (DEPICT).

WORKSHOP KEYNOTE TALK

SEMINARO PAGRINDINIS PRANEŠIMAS





ETHICS AND SUSTAINABILITY IN MACHINE TRANSLATION

ASSOC. PROF. DR. JOSS MOORKENS

Dublin City University (DCU), Ireland



ETHICS AND SUSTAINABILITY IN MACHINE TRANSLATION

Neural machine translation (MT) can facilitate communication in a way that surpasses previous MT paradigms, but there are also consequences of its use. As with the development of any technology, MT is not ethically neutral, but rather reflects the values of those behind its development. This presentation reflects on ethical issues around MT, beginning with data gathering and reuse and looking at how MT fits with the values and codes of the translator. The computing power requirements of neural networks also behoves us to think about issues of environmental as well as social sustainability related to the deployment of MT. Rather than promoting an approach that involves following a set of instructions to implement a technology unthinkingly, contemporary thinking in this area highlights the importance of a conscious decision-making process when designing a data-driven MT workflow.

Joss Moorkens is an Associate Professor at the School of Applied Language and Intercultural Studies in Dublin City University (Ireland), where he is associated with the ADAPT Centre, Institute of Ethics, and Centre for Translation and Textual Studies. He has authored or co-authored over 50 journal articles, book chapters, and conference papers on translation technology, machine translation post-editing, user evaluation of machine translation, translator precarity, and translation ethics. He is General Co-editor of the journal *Translation Spaces* with Prof. Dorothy Kenny, and co-editor of 'Translation Quality Assessment: From Principles to Practice', (Springer 2018), special issues of *Machine Translation* (2019) and *Translation Spaces* (2020), and a forthcoming special issue of *JosTrans*. He leads the Technology working group (with Prof. Tomáš Svoboda) as a board member of the European Masters in Translation network and sits on the advisory board of the *Journal of Specialised Translation*.

PAPER PRESENTATIONS

PRANEŠIMAI



Dror Abend-David

University of Florida

SILENT FILM TRANSLATION — WHAT IS THERE TO TRANSLATE?

In 2018, the *Deutsche Kinemathek* in Berlin produced a high-quality reconstruction, complete with background materials and invaluable information, of the 1923 silent film, *Das alte Gesetz*. The reconstruction was produced through a painstaking and highly sophisticated use of five remaining versions of the film, with intertitles in Swedish, French, Russian, Italian and English. At the end of the project, the five original celluloids were sent back to archives in their respective countries, and no official record was created of the text in the intertitles, in five different languages, and the possible variations that they might have created. Why has the volatile and theoretically tantalizing topic of intertitle translation in silent-films been pushed to the sidelines of theoretical research in Audiovisual Translation?

In my book in progress, I consider the theoretical implications of the translation of intertitles of silent films as well as the historical and cultural facets of such translation in Europe, a short time before the Second World War. I compare the German, English, and Yiddish intertitles of five silent films that were produced in Austria and in Germany in 1923 and 1924. The implications of this comparison, both historical and theoretical, draws on sources in Translation Studies, Film Studies, and Jewish Studies, and concerns topics such as immigration, racism, cultural exchange, and film history during the Golden Age of European Cinema.

Dr. Dror Abend-David teaches at Ms. Program in Translation at New York University and the department of Languages, Literatures and Cultures at the University of Florida. His first book was published in 2003 by Peter Lang under the title: '*Scorned my Nation:*' *A Comparison of Translations of The Merchant of Venice into German, Hebrew, and Yiddish*. His second book, *Media and Translation: An Interdisciplinary Approach*, was published in 2014 (soft cover 2016) with Bloomsbury Academic Publishing. His third book, *Representing Translation: Languages, Translation, and Translators in Contemporary Media*, came out with Bloomsbury in January 2019 (soft cover 2020). Dror has published articles on Translation in relation to Media, Drama, Literature, and Jewish Culture.

USE OF TRANSLATION TO DISSEMINATE AND IMPROVE ACCESSIBILITY OF COVID-19 EHEALTH INFORMATION: A COMPARABLE PARALLEL CORPUS APPROACH

Clear and concise communication is a style of presenting information that makes it easier for readers to understand what they are reading for the first time. This study aims at the dissemination and accessibility of COVID-19 eHealth information to determine the use of jargon in official COVID-19 communications with the general public. The study makes use of a self-built corpus based on the translated version of eHealth information, as well as the Coronavirus corpus, which contains 12 million words and serves as a reference corpus. Though being characterized by longer production units, the translated version of Coronavirus's e-health corpus is more straightforward in its nature and communication as its overall sentence complexity is significantly lower than of the Coronavirus corpus. The results also showed the significant difference between the two corpora and revealed that the translated texts used a larger amount of coordination and complex nominal structures, while smaller amount of subordination and verb phrases. This study demonstrates that critical information such as medication adherence must be communicated in a clear and understandable manner to the general public. The results showed important differences in the number of available languages and, even more, in the level of intelligibility of COVID-19 material in the English language. In this respect, this study intends to foster the use of plain English in the dissemination of material provided by the websites of the main healthcare public institutions.

Muhammad Afzaal, Dr., joined the Institute of Corpus Studies and Applications, Shanghai International Studies University, as an Associate Professor after gaining his PhD at the Shanghai Jiao Tong University and completing an extended research fellowship at the Hong Kong Polytechnic University. His work experience includes seven years of teaching at Foundation University Islamabad. His PhD research comprised corpus-based analysis of discourses on the Belt and Road Initiative. He has received the Yang Yong research award from Shanghai Jiao Tong University's graduate school in China. Afzaal's research interests include topics in the areas of corpus linguistics, discourse analysis, critical discourse analysis, translation studies, and the integration of language sciences with NLP and big data. He has published over 60 academic papers in SSCI, Scopus and ESCI Indexed International journals.

SUBTITLING WITHOUT CONTEXT

Audiovisual translation research, much like other translation research, is often limited to the linguistic features of the text and other modes are left out (Chen 2016; Gambier 2013). This is where multimodal approaches to audiovisual translation studies are needed. These approaches take the various modes into consideration and focus on understanding how they interact with each other as well as what they contribute to the total meaning construction. If one or more modes are missing, can the message be understood or translated?

I carried out an empirical study with translation students from the University of Eastern Finland in which the aim was to examine how subtitlers can and do use the multimodal nature of audiovisual texts in the subtitling processes as well as how the lack of context — or access to the modes and their interaction — affects subtitling. The preliminary results indicate that subtitling without the full audiovisual context creates various problems for the participants. Firstly, the subtitlers reported numerous issues with understanding the events, environments, characters and their relationships. Secondly, erroneous assumptions and misunderstandings led to translation errors and thirdly, subtitling without a context was reportedly very time consuming.

REFERENCES

- Chen, J. 2016. Subtitling of Oprah's Interview of Michael Jackson from Multi-modal Approach. *International Journal of English Linguistics* 6:4, 181–189.
- Gambier, Y. 2013. The position of audiovisual translation studies. Millán, C., Bartrina, F. (eds.). *The Routledge Handbook of Translation Studies*. London; New York: Routledge, 45–59.

Tuuli Ahonen is a Doctoral Researcher at the University of Eastern Finland. Her research interests are audiovisual translation, subtitling, multimodality and translation processes. Ahonen's research is funded by the Finnish Cultural Foundation and the Finnish Concordia Fund. Her other research interests are cultural studies, gender studies, and pedagogics.

MT QUALITY AS THE DOG'S B@!!*CKS: IS MACHINE TRANSLATION A TRUSTWORTHY TOOL FOR EVERYDAY COMMUNICATION?

With MT popularity growing, the 'parity' of MT production with human translation quality has been robustly challenged. However, there is a discussion about what quality means and how it should be measured, especially with the increasing use of online MT systems by general users. It has been suggested that the quality of MT should be evaluated in the context for which it is intended (Way 2018). In this paper, we look at quality from this perspective, investigating how MT is utilised by users for everyday communication.

Nowadays, online social platforms (e.g., Twitter) provide a built-in translation feature that allows interacting with other users in other languages. However, user-generated content is a non-standard type of text, written in colloquial, abbreviated language, which has symbols and hashtags and is ill-formed from a grammatical perspective. It includes colloquial 'bad' language often described as 'toxic' because it contains a substantial amount of profanity and obscenity. Handling such informal text features is challenging for the machine, resulting in misleading translations that might affect online interaction and carry ethical, health, safety, religious, or financial implications.

To evaluate the errors of MT content generated in online conversational settings, we use the guidelines developed on critical errors where the text is translated incorrectly into a different meaning. The aim is to examine the machine's capacity at translating such content to see to what extent we should trust MT as a tool for facilitating online communication. Furthermore, we put forward a set of recommendations on aspects of the MT that need further scrutiny.

Khetam Al Sharou, Dr., is a Researcher at the University of Antwerp and Honorary Research Associate at Imperial College London, looking at methods to improve machine translation quality and enhance multilingual communication solutions in crisis situations. Her research lies at the intersection of Translation Studies, Computer Science and Natural Language Processing, producing work with academic and industrial impact in tool development and user-experience. She contributed to several EU/UK-funded cross-disciplinary projects in this area, working with developers and in fieldwork with users. She holds a PhD in Translation Studies (University College London) and an MSc in Translation and Computer Assisted Translation Tools (Heriot-Watt University). Previously, she has held research and teaching positions at various universities in the UK (UCL, LSE, Surrey) and Syria (University of Damascus).

Shatha Alhawamdeh

Kent State University

**PACKAGING THE IMAGES ON THE COVERS OF *THE THOUSAND AND ONE NIGHTS*
(*ARABIAN NIGHTS*)**

Packaging the covers of the books is very significant. It plays a crucial role in attracting the reader, and in providing a general idea or conception of the content of the book. This study seeks to examine how the covers of *The Thousand and One Nights* have been packaged. In addition, it aims at analyzing what the images, on the covers of various editions of the English translations of *The Thousand and One Nights*, tell us about the packaging of this work for an Anglophone readership. Accordingly, the researcher selects randomly twelve covers to be examined. The findings show that there is a consistency across the different versions of the book in terms of the stereotypical images of the Orient in most of the images on the covers of this translated work. Furthermore, the researcher recommends further research in investigating the motivations behind these images of book covers.

Shatha Alhawamdeh is currently a PhD candidate in the Translation Studies program at Kent State University (KSU), studying under the supervision of Dr. Brian Baer. She holds an MA in English from Bridgewater State University. She is a teaching assistant at the Department of Modern and Classical Language Studies and also a Graduate Student Orientation Teaching Fellow at KSU. Her research interests include audiovisual translation, interpreting, translation reception, Imagology, gender studies, and machine translation. Her recent publication in 2021 is titled 'Wellness of Interpreters: Stress-Related Occupational Hazards and Possible Solutions.' She is a member of the PHI SIGMA IOTA honor society.

IDEOLOGICAL TUG OF WAR IN ARABIC AUDIOVISUAL TRANSLATION

In the Arab world, conservatism has been a characteristic of the Arabic-speaking TV/media for decades. Translations into Arabic of foreign programs be them films, documentaries, entertainment shows, etc., is a clear example reflecting, more or less, a shared ideology dominant in this region as a result of both religion and culture.

With globalization and more exposure to the rest of the world as a result of the widespread use of the internet, a shift is noticed in the topics presented to the viewers as well as the language used by way of translation/subtitling/dubbing.

This seems to stem from an ideological change that is aggressively working towards the complete secularization of the Arab-Islamic societies in the ME. A tug of war has emerged as a result.

Two things used as tools for pushing the new ideology further are observed. After decades of using standard Arabic in subtitling and dubbing, dialectal variations are now introduced. Topics that were taboos are now shown daily in the TV; euphemism is losing ground to vulgarity; religious references are heavily edited and misrepresented, etc. 'Translation' seems to be in the forefront of this war.

This paper focuses on the shift in the 'translation' act and how it is responding in a more aggressive manner to the requirements of the topics presented.

The paper suggests that in spite of the fact that there does not seem to be concerted organized efforts to effect certain changes on the societies concerned, there is enough evidence that there is an ideologically-motivated agenda being pushed forward.

Ahmed Ali, Professor of Translation and Head of the Department of Arabic and Translation Studies, American University of Sharjah. He has a PhD in Comparative Translation from the University of Durham. He is the current President of Arabic Translators International (ATI) and the General Editor of ATI Academic Series, and ATI Literary Series (Arabic Literature Unveiled). His research areas include Translation Studies, Linguistics, Arabic Rhetoric, Qur'anic Studies and Intercultural Communication. Among his publications are: *Handbook of Terminology* (ed. 2019–2022), *Challenges in Translating the Qur'ān — Translating the Untranslatable: Omission/Ellipsis* (2019), *Kaas/Cheese* (trans. 2018), *Qur'anic Term Translation: A semantic Study from Arabic Perspective* (2014), *Introduction to the History of Science* (trans. 2011), *What Everyone Should Know About The Holy Qur'an* (2005).

Ibrahim M. I. Alsemeiri

Northern University of Malaysia (UUM)

Munif Zarirruddin Fikri Nordin

Northern University of Malaysia (UUM)

THE OVERLAP BETWEEN KINĀYAH AND EUPHEMISM AND ITS ENGLISH TRANSLATIONAL EQUIVALENCE OF PRAGMA-SEMANTIC FUNCTIONS IN THE QURĀNIC TEXT

This study aims to explore the controversially illusive Qurānic kināyah and its overlap with other English figures of speech especially 'euphemism.' The study also aims to examine the extent to which English translations have kept the figurative functions of the Qurānic kināyah. The study uses the componential semantic analysis theory and Tafseer books to overcome the challenge of investigating the pragma-semantic meanings evoked from the Qurānic kināyah. Furthermore, the study adopted the politeness theory by Brown and Levinson to categorize the functions and meanings resulting from the discussion. The theory was also selected because the main function that drives the intersection between kināyah and euphemism is politeness. The study shows that kināyah is a very vast figure of speech and it contains multiple functions simultaneously. Using euphemism as an equivalent English term is considered as a restriction to kināyah. Moreover, the study shows that the two English translations to some extent do not render the pragma-semantic meanings produced from kināyah.

Ibrahim M. I. Alsemeiri is a linguist, and English Lecturer in Malaysia. He holds a Master's degree in English Linguistics (University of Malaya, Kuala Lumpur) and a Bachelor's degree in TEFL (Al-Aqsa University, Gaza Strip), and has more than twelve years of experience working as an English teacher, tutor and translator for numerous organizations where he taught students proper grammar, English writing, conversation, speaking skills, academic writing and other relevant courses. Currently he is a PhD student at the Northern University of Malaysia (Universiti Utara Malaysia, UUM).

Munif Zarirruddin Fikri Nordin is an Associate Professor at the School of Languages, Civilization and Philosophy, at the Northern University of Malaysia (UUM). His areas of specialisation are religious discourse analysis, sociology of language and religion, and philosophy of language. He teaches a variety of courses at the foundational, undergraduate and postgraduate levels on Islamic culture and history; Asian cultures, languages, and thought, philosophy and linguistics. He also supervises postgraduate students and conducts research in these areas.

NAVIGATING SENSITIVE TOPICS IN AUDIOVISUAL TRANSLATION FOR YOUNGER AUDIENCES

When translating audiovisual products, a translator's choice of translation procedures to render the source language (SL) into the target language (TL) highly depends on the selected mode of audiovisual translation (AVT) and its constraints. Some textual changes are natural and could be ascribed to linguistic, cultural and technical factors; however, others seem to be ideologically slanted. Modifications of the SL are often observed in translations for dubbing since, differently from other AVT modes (subtitling or voice-over), in dubbing the SL is replaced by the TL and the original track is not heard by the viewers which opens possibilities for various text alternations. In Lithuania, dubbing is almost exclusively applied in the translation of animation. Although it is commonly believed that the genre of animation primarily aims at entertaining children, 'the media profoundly shape children's lives, not just in terms of forming their consciousness of themselves, but in helping them understand what it means to be a child in society' (Cornell, 2015: 25). Thus, while children might primarily watch animation for amusement, this activity simultaneously contributes to developing their sense of identity as well as learning about social norms and values. Therefore, it is important to explore how such delicate topics as race, gender, sexuality or disability, etc., are approached in translation and delivered through dubbing to the target viewers. This paper seeks to examine the prevalent translation procedures adopted in dealing with sensitive topics in a set of Lithuanian-dubbed animation films targeted at young viewers.

Jurgita Astrauskienė is an Associate Professor at Vilnius University, Kaunas Faculty (Lithuania). She is a member of a research group of Audiovisual Translation. As a freelance translator and subtitler for the D/deaf and hard-of-hearing, she has consistently worked with Lithuanian cinema festivals and film directors. Her research centers around audiovisual translation and media accessibility. She is currently working on her post-doctoral research project focusing on the translation of culture-specific references in the Lithuanian-dubbed animated films.

CZECHOSLOVAK TRANSLATORS DURING THE TOTALITARIAN RULE

The paper presents translation historiography research focused on the area of former Czechoslovakia in the period which started with the Soviet occupation of 1968 and lasted until the Velvet Revolution in 1989. It examines the position of literary translators, their working conditions, publishing practice, and the censorship mechanisms enforced by the state-controlled cultural institutions at the time. In a broader sense, the presented research explores the ways in which a totalitarian ideology seeks to abuse the national culture with the aim to implant itself in people's minds. In the context of the Russian war on Ukraine, it is all the more necessary to learn how to protect ourselves by identifying this kind of manipulation.

Marianna Bachledová is an Assistant Professor at the Department of English and American Studies at the Faculty of Arts, Matej Bel University in Banská Bystrica, Slovakia. She teaches specialised translation, information technologies for translators, and interpreting. In terms of research, she deals with translation historiography, specialised translation strategies, and general translation didactics. She is also an active literary and specialised translator, interpreter, and board member of the Slovak Association of Translators and Interpreters.

**ANGLOPHONE LITERATURE IN SOVIET LATVIA OF THE 1960S:
SOME CONSIDERATIONS ON IDEOLOGY, PROPAGANDA AND CENSORSHIP**

The report focuses on interrelation between translation and power during the 1960s in Latvia. The decade is characterised by remarkable and crucial happenings in the Soviet Union which undeniably influenced many socio-political and cultural processes in occupied Latvia: The leadership of Khrushchev (1953–1964) was replaced by Brezhnev's period (1964–1982) notoriously known as Brezhnev Stagnation; the Cold War rivalry between the USSR and the USA intensified resulting in more complicated and serious control implemented by different power institutions (the Central Committee of the Communist Part, General Directorate for the Protection of State Secrets in the Press (Glavlit), KGB) in different spheres of human life.

Soviet ideology, propaganda and censorship comprised a powerful construct aimed at manipulating and controlling public opinion, restricting access to information and presenting it in an extremely biased way. A close attention from the side of authorities was also paid to original and translated literature introduced to the Soviet reader. The present study considers specifics of translation policy based on the material from the archives of Soviet Latvian Writers' Union, the Latvian State Publishing House and the main Soviet censorship body of Latvia — LGLP (the Main Literature Authority of the Latvian SSR) and the data collected from online Latvian Library resources and services (National Digital Library of Latvia and Periodicals).

Evita Badina, Dr. Philol., is a Researcher at the Department of English Philology and Translatology, Daugavpils University, Latvia, and a Lecturer at the Faculty of Humanities, University of Latvia, Riga. Currently she is involved in the project 'Post-doctoral Research Aid' (project 'Literary and Political Discourse of Translations in Totalitarianism: Anglophone Literature in Soviet Latvia') supported by European Regional Development.

Morten Beckmann

University of Agder

TRANSLATION AS A HERESIOLOGICAL DEVICE: CREATING 'INSIDERS' AND 'OUTSIDERS' THROUGH BIBLE TRANSLATION

In antiquity, early Christians identified truth with origin, purity, and essence. For both Irenaeus and Tertullian, important Christian thinkers from the 2nd and 3rd CE, the essential truth was given by Jesus to the apostles. The apostles, in turn, passed on the truth ('the rule of faith') to their successors, the bishops. The essential truth of orthodox origins was encapsulated in the rule of faith, which guaranteed its purity through apostolic succession (King 2003: 36). All who rejected this notion were labelled as heretics. This strategy to define orthodoxy and heresy is alive and well today, especially in the Roman Catholic and Orthodox Church.

Due to their different ecclesiological understanding, most Protestant churches have a rather different way of authenticating orthodoxy. To them, the Bible is the final authority for orthodoxy. This lecture will elucidate the way in which Bible translations function as authenticators of Protestant Orthodoxy, and how they function as a means of illustrating the true, authentic version of Christianity. The paper will take the Bible translation *Bibel 2011* (Norwegian Bible Society) as a point of departure, and will focus on a media debate that took place between 2017–2020. It analyzes how the publishers embedded in the discourse of orthodoxy and heresy and reinscribed and reproduced the ancient discourse of orthodoxy and heresy, albeit in a modified Protestant fashion. It elucidates how translation constructs values and identity, and the ideological function translations can have in creating 'insiders' and 'outsiders.'

Morten Beckmann is Associate Professor in Religion at the University of Agder. His main body of work revolves around the sociology of translation. His research has examined the religious dimension of translating the Bible and specifically the extent to which Bible translations are influenced by religious ideologies. His work draws on archival material and focus particularly on the translation process, and how the Bible is negotiated by and between Bible publishers and actors in the receiving audience. Morten Beckmann is the author of *Jesus i oversettelse* (Cappelen Damm Akademisk 2019), and 'Negotiating Christology' (Bylund et al. 2020). His articles have appeared, among other journals, in *Teologisk tidsskrift* and *Kirke og kultur*.

PROFESSIONAL TRANSLATION AND ETHICS: THE TRANSLATOR'S MORAL SELF IN CODIFIED ETHICS

The late 20th century professionalization of translation as a modern system — with professional associations as its organizing institutions — has been accompanied by the 'need' to codify and regulate ethical issues. The apparent purpose of this process of professionalization and, by extension, ethics codification as a part of that process, is to reduce suspicion and uncertainty between the different agents involved in the translation profession, as we learn from the sociology of professions. Within this context, a number of translator associations have created codes of ethics, adopting a deontological approach based on predetermined principles. Precise rational solutions have been proposed to respond to the complex ethical issues that arise in translation. These solutions may, however, be problematic as they may, in many cases, ignore the complexity of ethical matters. Most importantly, these codes may affect the individual agents involved in the field of translation profession, negatively or positively. Drawing on Zygmunt Bauman, the current project investigates the codes of ethics of a selection of national/provincial and international associations in order to find out how they affect the translator's moral self. Drawing on Michel Foucault's notion of *Epimeleia Heautou* (*souci de soi*), the study aims at proposing alternative ethics, in case the investigated codes are shown to negatively affect the translator's individual moral self.

Abderrahman Boukhaffa has PhD from the School of Translation and Interpretation of the University of Ottawa. His main interests are: Translation ethics, translation pedagogy, and the translation of Orientalism.

ETHICS IN TRANSLATOR AND INTERPRETER TRAINING: MOVING TOWARDS ACCOUNTABILITY

The speedy development of technologies and their impacts on societies have raised ethical questions in many fields of social life. With regards to translation as a profession, ethical questions arise on two different levels. The first one is the linguistic level, which presupposes some type of ideal loyalty to the source text. The second one is the level of the control of translation as a profession, which involves codes of ethics regulating the relationships of the translator with other translators and with different stakeholders.

The overview of the most recent research shows that in translation as a profession, there has been a shift from the understanding of the concept of ethics of equivalence towards ethics of accountability. This makes accountability for the decisions made by translators and interpreters the central ethical issue in the profession and calls for changes in translator and interpreter training. Basing on the findings of the reviewed literature in the field, the ways how translator and interpreter training institutions can foster students' awareness of the possible influences that their decisions can make on the society will be discussed.

Nijolė Burkšaitienė, Ph.D, is a Professor, researcher and translator, expert of the European Commission on Quality Teaching in Higher Education and on Validation of Adults' Non-Formal and Informal Learning in Higher Education, expert of the Research Council of Lithuania. Research interests: Interdisciplinary research into technology-enhanced teaching and learning ESP in higher education, translation studies, discourse analysis, assessment and evaluation in higher education, and validation of non-formal and informal learning in higher education. She is author and co-author of over 60 research articles, (co)author of six international and national books and book chapters, (co)author of five ESP workbooks, co-editor of an international volume on ESP, co-translator of three monographs, a member of editorial boards of four international and national research journals.

SOVIETINIS RIČARDO GAVELIO ROMANO *VILNIAUS POKERIS* VILNIUS PRANCŪZŲ KALBA

Grožinės literatūros vertimas, kaip ir vertimas apskritai, yra dviejų kultūrų sandūra: originalo kalbos ir vertimo kalbos kultūrų. Pasak Umberto Eco, vertėjas turi kreipti dėmesį ne tik į kalbos taisykles, bet ir į kultūrinius elementus plačiausia šių žodžių reikšmė (Eco 2003: 205–206). Be originalo ir vertimo tekstų kultūrų, originalo tekste gali būti dar ir kitų kultūrų apraiškų. Prancūzų autorius gali rašyti apie Japoniją, lietuvių – apie Indiją. Kelių kultūrų sankirta grožinės literatūros kūriniuose yra vienas problematiškiausių vertimo aspektų.

Šiuo požiūriu ištis verta tirti Ričardo Gavelio *Vilniaus pokerio* vertimus iš lietuvių kalbos į kitas kalbas. Vilnius šiame romane yra lietuviškosios kultūros ir sovietinės antikultūros simbiozė. Tomas Vaiseta sovietinės visuomenės nuobodulio požymius suskirstė pagal tris matmenis: erdvės (unifikacija, standartizacija, įvairovės stoka ir kt.), laiko (monotonija, sulėtėjimas, sąstingis ir kt.) bei minties (kartotės, klišės, formalizmas, dogmatizmas, tuštumas ir kt.) (Vaiseta 2014: 86–87). Šie požymiai tikėtų ir Ričardo Gavelio Vilniui apibūdinti: miestas pilkas, nykus, niūrus, purvinas, sustingęs, tuščias.

Į prancūzų kalbą romaną išvertė lietuvė Margarita Le Borgne. Knyga Prancūzijoje susilaukė susidomėjimo, nes prancūzams sovietija yra svetimas, nepažįstamas reiškiny. Tačiau kaip prancūzų kalba perteikta pilkumos, purvo, sąstingio semantika? Į šį klausimą ieškoti atsakymo verta, nes toks tyrimas praturtintų ir kultūrinį, ir antropologinį, ir galbūt ideologinį vertimo tyrimų lauką.

Pasak Henri Meschonnic, vertėjai linkę vergauti tik teksto semantikai ir neįsiklauso į teksto skambesį (Meschonnic 2007: 84). Tačiau žodžių reikšmės, žodžių reikšmių visuma yra neatsiejama ir kūrinio semantikos, ir kūrinio skambesio dalis. Kad skaitytojas „išgirstų“ kūrinį, jis visų pirma turi jį suprasti.

LITERATŪRA

Eco, U. 2003. *Dire presque la même chose*. Paris: Grasset.

Meschonnic, H. 2007. *Étique et politique du traduire*. Lagrasse: Verdier.

Vaiseta, T. 2014. *Nuobodulio visuomenė. Kasdienybė ir ideologija vėlyvuoju sovietmečiu (1964–1984)*. Vilnius: Lietuvių katalikų mokslo akademija, Naujasis Židinys-Aidai.

Liucija Černiuvienė, dr., yra Vilniaus universiteto docentė, dėstytoja, tyrėja, vertėja. Publikavo straipsnių Lietuvos recenzuojamuose moksliniuose žurnaluose, skaitė pranešimus tarptautinėse vertimo tyrimams skirtose konferencijose. 2013 m. išleido studijų knygą *Vertimo minties raida Europoje*. Mokslinių interesų kryptys ir dėstomi dalykai: vertimo istorija ir teorija, vertimo metodologija, grožinės literatūros vertimas. Recenzuoja straipsnius moksliniams Lietuvos žurnalams. Yra išvertusi mokslinį istorinį E. Le Roy Ladurie veikalą *Oksitanijos kaimas Montaju: 1294–1324 metai* (Vilnius: „Algimantas“/ALK, 2005, vertimo bendraautoris Virginijus Baranauskas), vertė Lietuvos mokslo žurnaluose publikuotus mokslinius straipsnius. Grožinės literatūros vertėja, iš prancūzų kalbos išvertusi per penkiolika romanų, Lietuvos literatūros vertėjų sąjungos narė.

Kanika Chauhan

Indian Institute of Technology Mandi

Neha Kaushik

Indian Institute of Technology Mandi

RELIGIOUS STORYTELLING AND RITUALS: INVESTIGATING THE ROLE OF WOMEN IN AHOI VRATH KATHA

Folklore is widespread all over India, with multiple layers of intricate history, culture and politics. Indian folklore is a blend of traditions, rituals, myths and legends, which in many regions are connected with religious practices and passed down through the oral traditions. The rich folklore of India consists of songs, dances, stories that require a multi-dimensional approach to study them. This paper explores one of the folk traditions of storytelling, Vrath Katha, tales that are performed during religious fasting, specifically focusing on Ahoi Vrath Katha celebrated in Uttar Pradesh. This is performed by married women of the Hindu household where they observe a fast (Vrath) for the Goddess Ahoi to bless them with a son or to seek blessings for the prosperous life of their son(s). It also showcases the burden women carry since they can't be accepted fully in the conjugal home unless and until they give birth to a male child. The discussion will centre around the internalized patriarchy of the ritual, which, although performed by women, accords higher status to men through different symbolisms, Katha being one of them. Katha will be translated with using the feminist translation theories to highlight societal norms like patriarchy, gender binary, and so forth. Furthermore, the changes that have been brought about in these rituals as they are passed down from one generation to another will also be discussed, to establish whether the ritual is subverting the dominant orthodox ideologies or not.

Kanika Chauhan is a PhD Researcher at the Indian Institute of Technology Mandi. Her research interest focuses on translating and analyzing the folk narratives of Uttar Pradesh, with a specific emphasis on women's folk narratives and performances. Prior to this, she worked as a Guest Lecturer at NCWEB, Delhi University, where she taught undergraduates. She offered courses on English Language & Communication and English Literature. She holds a Master's degree (Savitribai Phule Pune University) and Bachelor's degree (Delhi University) in English.

Neha Kaushik is Assistant Professor at the Indian Institute of Technology Mandi. Prior to this, she worked at Delhi University and Jawaharlal Nehru University, where she offered courses on German, Translation, and Editing. Her research focuses on translation and gender, which involves analyzing (and translating) literature using a feminist approach. Other research interests include language acquisition and comparative linguistics. She has published translation of select German poems and short stories, and won the Goethe Society of India translation prize in 2017. She holds an MPhil in German linguistics and a PhD in German translation from JNU. She was a DAAD fellow at the University of Konstanz and Bergische Universität Wuppertal.

EMPATHY AND ITS TRANSFERENCE: INSIGHT FROM XI NI ER'S SHORT STORIES

In translation studies, ideology is often intertwined with negative issues, such as political connotation and purposeful manipulation, but it can also neutrally refer to a set of beliefs held by a particular group and influences the way they behave (as defined by Oxford Dictionary). Through examining Xi Ni Er's short stories, this presentation identifies three types of collective memories that are repeatedly taken as story themes: (1) nostalgic affection towards Chinese Singaporeans' motherland China, (2) worry over the westernisation among younger Singaporeans, and (3) indignation towards the wrongdoings happening in past turmoil. These memories are ideologies shared by local Singaporeans, and these readers can easily experience the feelings that Xi Ni Er holds because they share similar life background. Nevertheless, this presentation wishes to discuss how to transfer the feeling to foreign readers, and a survey is conducted to understand participants' empathy levels.

Xi Ni Er's short story *Major Yokoda* is adopted to be the material, and three translation formats are produced: plain translation, translation with pictures and captions, and translation with a text analysis and full annotations. The results reveal that all three formats can arouse empathy, but more contextual information helps in enhancing the feeling. Furthermore, the statistical tool, t-test, is adopted for validation, and the results show that (1) a significant increase is observed in most items, and (2) there are more significant increases in Group 3, meaning that provision of a text analysis and full annotations is of more help in arousing empathy.

Yi-Chiao Chen is currently an Assistant Professor at National University of Singapore. He completed his doctoral degree in Translation Studies at Imperial College London, and his research interests cover translation strategies, literary translation and readers' reception of translated texts. His earlier research focused on the examination of Chinese empty words to understand their characteristics and possible translation strategies. Currently, he works on two themes: (1) investigating Singapore's literary texts to identify shared ideologies or themes and how they are rendered to English or Chinese, and (2) examining whether or not the target readers can empathise with the writers' ideologies/themes. In addition to research, Yi-Chiao is also a practising translator, specialising in fiction translation.

Anna Maria Czernow

Adam Mickiewicz University

Aleksandra Wieczorkiewicz

Adam Mickiewicz University

BOOK LISTS BETWEEN IDEOLOGIES. POWER GAMES AND CANON CHANGES IN CHILDREN'S TRANSLATED LITERATURE IN POLAND (1929–1951)

Itamar Even-Zohar argues that when new literary models emerge, it is translation that often becomes the means of expanding the literary repertoire, especially in those periods in the history of literature when turning points and moments of crisis occur. This paper addresses two such turning points in the Polish culture: The regaining of independence (1918) and the proclamation of the Polish People's Republic (1945). Juvenile literature of the interwar period was subjected to various ideologizing strategies, the most notable of which was the official one expressed in *The List of Books Recommended for School Libraries* (1929). This list of books, described as 'essential,' 'desirable' and 'permitted,' was prepared by the Committee for the Evaluation of Books to be Read by the School Youth appointed by the Ministry of Religious Denominations and Public Enlightenment. After WWII, when the communist ideology was proclaimed, the authorities created another list, namely *The List of Books to be Entirely Withdrawn* (1951) — the secret document referred to as the purgatory list, disclosed only after the year 2000. Our paper aims to compare these two lists to examine how the collision of ideologies shaped children's translated literature in Poland: Which languages dominated the translations; which classic titles were to be withdrawn after 1951, and which were retained; what reasons may have been underlying the censors' decisions and what impact they had on the canon of juvenile literature; what was the rhetoric of justifications and how to interpret the lists with regard to the canonization techniques.

REFERENCES

- Bourdieu, P. 1996. *The Rules of Art. Genesis and Structure of the Literary Field*, trans. S. Emanuel. Stanford: SUP.
- Even-Zohar, I. 1990. The Position of Translated Literature within the Literary Polysystem. *Poetics Today* 11(1), 45–51.

Anna Maria Czernow, Ph.D., is a Researcher at the Adam Mickiewicz University in Poznań. She received her doctorate on Mikhail Bakhtin's carnivalesque theory in children's literature from Warsaw University. Her academic interests include the history and theory of children's literature and translation studies. She has authored over 20 articles and book chapters, the last in English being: 'Mary Poppins, Mr. Inkblot, and Pippi Longstocking as Three Embodiments of the Fool Figure' (*Filoteknos* vol. 9/2019). She has edited the English translation of Janusz Korczak's works entitled *How to Love a Child and Other Selected Works*. Since 2015, she has been President of IBBY Poland. She is also a literary translator, translating children's and YA literature, popular literature, and essays from Swedish.

Aleksandra Wieczorkiewicz, Ph.D., is a Researcher in the Children's Literature Research Group at the Faculty of Polish and Classical Philology at Adam Mickiewicz University in Poznań, Poland. She received her doctorate on the Polish translation reception of works by George MacDonald, J. M. Barrie and Cicely Mary Barker. Her academic interests include English children's literature of the Golden Age and children's literature translation studies. She has authored two monograph books and more than 20 academic articles and book chapters; she is also a literary and academic translator. Her latest publication concerns the history of influence of the English-language classics on the Polish juvenile literature (in *Retracing the History of Literary Translation in Poland*, Routledge 'Research on Translation and Interpreting History' series, vol. 3, 2021).

LITERARY RETRANSLATION, IDEOLOGY AND CULTURAL MEMORY: WILLIAM SAROYAN IN TURKISH TRANSLATION

This paper examines the Turkish translations and retranslations of selected short stories from William Saroyan's *My Name is Aram* (1940) with special attention to the strategies used by translators in the transfer of passages describing the daily lives of Armenian characters and their longings for the 'homeland.' With textual & paratextual analysis, and situating the translations in their sociocultural, historical, and ideological contexts, this paper foregrounds the role of (re)translated literature in the remediation of memory narratives and claims that literary retranslations can provide a site for observing the (un)changing politics of cultural memory in the receiving culture, together with the active role of agents promoting or challenging these politics.

The corpus includes five translations from the 1940s and 1950s, and two translations from 2017. This composition enables me to explore both the synchronic differences and similarities between the decisions of individual translators (questioning the personal position taking of each agent), and the diachronic shifts in translation strategies over a period of 60 years, making it possible to discuss translation decisions against the backdrop of social change.

The textual analysis shows that, while the translations from the 1940s and 1950s attenuated the longings of Armenian characters by omitting critical sentences, the retranslations from 2017 brought back the deleted parts. The changing attitude of translators are discussed with reference to internalised ideology in the early decades of the republic and to newly emerging bottom-up energies challenging the official discourse and offering new channels of discussion.

Şule Demirkol Ertürk is Assistant Professor of Translation Studies at Boğaziçi University, Turkey. Her research interests include topics such as translation and the city, translation and cultural memory, images of Istanbul in translated literature, retranslations, paratexts, and translation of Turkish literature into English and French. She is also an active translator of scholarly texts from English and French into Turkish.

UKRAINIAN BIBLE IN THE 'BIG ZONE' OF THE USSR: THE CASE OF UNREALIZED INTENTIONALITY

The curtailment of the short-term Ukrainization policy in the territory of Ukraine controlled by soviet Russia in the late 1920s and the occupation of the West of Ukraine in 1939 resulted in the complete removal of the Holy Scripture in the native language from Ukrainian religious and cultural spaces. Translations of the Bible done and distributed outside Ukraine were inaccessible for native believers and, subsequently, incomplete and unrealized in terms of their intentionality, i.e., directedness at the receiver capable 'to awaken the text' through its reading and interpretation. This silence surrounding Ukrainian Bible translations and gaps in their reception by the targeted receiver have become fundamental in revealing the politics of translation in the colonial religious and cultural contexts. This research aims at highlighting ways and means employed by Ukrainian intellectuals and religious activists of the time to circumvent the ideological restrictions and distribute the Bible in Ukrainian not only in the 'big zone' of soviet Ukraine but also in the 'small zone' of soviet camps. Particularly noteworthy are subtle and overt attempts 'to translate' Biblical images or even phrases deducible to Bible translations in Ukrainian original texts as well as in translations. On the other hands, mistakes in Ukrainian translations and paratexts to them resulted from the ideologically bound gap in the Ukrainian Biblical space of the soviet epoch.

Oksana Dzera is Doctor Habilitated and the Head of the Hryhoriy Kochur Department of Translation Studies and Contrastive Linguistics of Ivan Franko National University of Lviv, Ukraine. She lectures in Translation Theory, Contrastive Lexicography, Genre Theories of Translation, Strategies and Traditions of Bible Translation. Her research interests are intertextuality and translation, history of literary translation in Ukraine, reception of the Ukrainian literature in the Anglophone world, contrastive Bible phraseology and phraseography. She is the author of *Bible Intertextuality and Translation: English and Ukrainian Context* (489 p., 2017) and *English and Ukrainian Lexicography (a concise theory and history)* (169 p., 2004).

OBSERVING TWO WORLDS: A STYLISTIC ANALYSIS OF TWO TRAVEL WRITING BOOKS, *RESALA* BY AHMAD IBN FADLAN AND *TRAVELS IN ARABIA* BY BAYARD TAYLOR

Travel writing is one of the ways to communicate and discover other cultures. Inter-cultural communication leads to building bridges of understanding among different nations and avoiding conflicts. Travel writing essentially introduces 'the other' and their culture in the form of literary texts. My research is a stylistic analysis of *Resala* (922) by Ahmad Ibn Fadlan and *Travels in Arabia* (1889) by Bayard Taylor. The purpose of the research is to examine two main concepts, 'otherness' and 'ideology.' The research will begin with close readings of both texts to identify major content themes: Death, sex, food, clothes, etc. Since the textbooks are available digitally, content analysis will be conducted using Nvivo. Alongside this content analysis of said themes, instances of sense impressions: Sight, smell, sound, touch, and taste will also be recorded. Special attention will be paid to the source of these sense impressions and the language used to describe them. Both the content themes and the sense impressions will then be analyzed for instantiations of othering and ideology. Othering may be marked by the use of pronouns and nominalizations and the use of figurative language. The texts will be analyzed for frequency and saliency of language use. In the case of Fadlan, key instantiations of language used in the translated text will be compared to the original Arabic text. The expected results are that both writers will use their linguistic choices, sensory perceptions, and salience to represent the other's culture positively and negatively.

Ayman Elbarbary is a translator and teacher from Egypt. He is a certified Teacher Trainer by Arizona State University. He has also received TESOL certification, been a US Embassy RELO mentor, and Fulbright Foreign Language Teaching Assistant. He studied Slovak at Studia Academica Slovaca (SAS) at the Faculty of Arts, Comenius University in Bratislava. He translated books from English and Slovak into Arabic including *Dvanásť poviedok a Ján Med* (2017) by Jana Beňová. Ayman taught English at the American University in Cairo and Ahram Canadian University. Currently, Ayman is pursuing his Master's degree in Applied Linguistics at Ohio University where he teaches Arabic and is writing his thesis on travelogues by most notably Ibn Fadlan.

Sabrina Solange Ferrero

National University of La Plata (UNLP)

National Scientific and Technical Research Council (CONICET)

TRANSLATING *MILK AND HONEY* (2015) BY RUPI KAUR INTO SPANISH: AN ANALYSIS FROM THE PERSPECTIVE OF TRANSNATIONAL FEMINIST TRANSLATION STUDIES

This proposal focuses on Elvira Sastre's Spanish translation of *milk and honey* (2015), a collection of poetry by the Indo-Canadian Insta-poet rupi kaur. As starting point for this analysis, we recover studies from different critics who have seen in the English version of this work a feminist force (Rimayanti 2019, Widjaba 2020, Deka 2020), and have even approached these poems from a gynocritic perspective (Tanvir Islam 2020, Tarigan, Pardede and Marulafau 2021). Adopting a transnational feminist view of translation (Castro y Spoturno 2020), we intend to analyse how the ethos (Amossy, 2009) attached to the enunciative subject responsible for the Spanish translation *otras maneras de usar la boca* (2017) is portrayed, and to discover whether it can actually be described as feminist. Additionally, we revise contributions from feminist translation studies (Castro 2008, Castro and Ergun 2018, Castro and Spoturno 2020) and notions on the ethics of translation (Washbourne 2019) and on feminist ethics in connection to translation (Ergun 2021). We attempt to understand the extent to which the translator becomes responsible for transmitting the feminist stance that is recognised in the English poems, and whether the choices made during the translation process can be considered to reflect an ethically committed ethos.

Sabrina Solange Ferrero is a Public Translator by the National University of La Plata (UNLP) and has been teaching at the School of Languages of the National University of Comahue (UNCo) since 2014, where she is currently an Associate Professor of Interpreting. As a researcher, she is a member of the project 'Traducción, subjetividad y género. Responsabilidad ética y social en prácticas de traducción e interpretación,' directed by PhD María Laura Spoturno. In April 2021, she was awarded a PhD grant by the National Scientific and Technical Research Council (CONICET) of Argentina. Her research focuses on the study of ethos in connection with self-translation and retranslation on the multimodal and intermedial spaces made available by social media.

UBERIZATION OF TRANSLATION: IMPACTS ON WORKING CONDITIONS

Cloud-based digital labour platforms, encompassing on-demand translation work via apps and websites, have grown exponentially in recent years, and have significant consequences for translation workers. This proposed 20-minute-presentation aims to advance our understanding of this relatively novel phenomenon of digital labour platforms by exploring their ramifications for translation workers from a labour studies perspective. To this end, the following questions will be addressed within the scope of this presentation: 1. How do digital labour platforms impact the working conditions of translation workers? 2. What are the risks and challenges of digital labour platforms for translation workers? In order to find plausible answers to our questions, I utilized the Cognitive Capitalism Theory (Fuchs 2011; Moulier-Boutang 2008/2011; Vercellone and Lucarelli 2013) and conducted a small-scale, quantitative survey conducted with 70 translation workers living in Turkey and working on/for digital labour platforms. My research concludes that the introduction of digital labour platforms into translation production and business networks has not yet provided a significant contribution to the working conditions of translation workers in Turkey. Rather, it is argued, their working conditions have been rearranged and reorganized in accordance with the uberization of (translation) work in the era of cognitive capitalism. According to survey findings, engaging in such (uberized) work on digital labour platforms exposes translation workers to the risks related to employment status, adequate income, work-life balance, social protections, free agency, bargaining power, dependence on the platform, fair allocation of risks and rewards, and data collection, protection and privacy.

REFERENCES

- Fuchs, Ch. 2011. 'Cognitive Capitalism or Informational Capitalism? The Role of Class in the Information Economy'. Peters, M., Bulut, E. (eds.). *Cognitive Capitalism, Education and Digital Labour*. New York: Peter Lang, 75–119.
- Moulier-Boutang, Y. 2008. *Cognitive Capitalism* [orig. *Le Capitalisme Cognitif*], trans. Ed Emery, 2011. Cambridge: Polity Press.
- Vercellone, C., Lucarelli, S. (2013). The Thesis of Cognitive Capitalism. New Research Perspectives: An Introduction. *Knowledge Cultures*, 1, 15–27.

Gökhan Fırat is a PhD Researcher at the University of Surrey, Centre for Translation Studies. His current PhD study investigates the collaborative and cooperative forms of translation work in the digital economy with a focus on their impacts on translation workers. Gökhan holds a BA in Translation and Interpreting and completed his MA in Translation Studies. His article on *Uberization of Translation* was awarded the position of joint runner-up by the Martha Cheung Award 2022 for Best English Article in Translation Studies by an Early Career Scholar. Before joining the University of Surrey, Gökhan worked in the publishing and translation industries for more than ten years as a book translator, editor, copy-editor, project coordinator, operations manager, business development manager, technology consultant, and trainer.

Mehmet Zeki Giritli

Koç University

Seyhan Bozkurt Jobanputra

Yeditepe University

IDEOLOGY AND THEATRE TRANSLATION IN CONTEMPORARY TURKISH THEATRE

This paper explores the relationship between theatre translation and political resistance in contemporary Turkish theatre, focusing on the state and independent theatres. We shall draw attention to how actor/director translators have become significant cultural agents and have challenged the *status quo* by either choosing to translate plays with provocative content or retranslating plays that were forced to undergo (self-)censorship.

'Alternative Theatres,' as they were called, started to gain popularity in the 1990's, under the influence of British 'In-Yer-Face' theatre. The primary purpose of Turkish alternative theatres was to offer an 'alternative' to the government-funded state theatres. Mostly dependent on already published translations, these alternative groups translated the plays they were going to stage themselves, and the translators were either the actors or the directors of these theatres. This contributed to their positioning as resisting agents, considering they had the freedom to choose which plays to translate and how to revise the existing translations. On the contrary, state theatres were determined to focus on 'local' plays, rather than translated works (*2018 Activity Report of State Theatres*). This was in tandem with the governing ideology of the country, which aimed to create a 'local and national' artistic environment. These developments in the relationship between the arts and politics paved the way for 'alternative' theatres to define themselves as 'independent' over the last decade. The theatres that no longer identified themselves as 'alternative' but rather as 'independent,' emerged as opposition to the hegemony of the state theatres; and translation became a significant medium in this process.

Mehmet Zeki Giritli a Lecturer at Koç University, an actor/director, and a translator. He holds a PhD in Comparative Literature from Istanbul University. His fields of research include 20th c. Theatre, Turkish theatre, Irish theatre, theatre and politics, and anti-realist theatrical movements. He has published widely both in academic and non-academic journals. His latest publication is a chapter in edited collection *Translating Samuel Beckett Around the World* (Palgrave Macmillan). He has translated to Turkish works by Shakespeare, Harold Pinter, and John Banville. Recently, he has been invited by King's College London to pursue his post-doctoral studies.

Seyhan Bozkurt Jobanputra received her BA, MA and PhD degrees in Translation Studies from Boğaziçi University, Istanbul. She is currently Assistant Professor of Translation Studies at Yeditepe University. Her research interests are translation history, translation theory, literary translation, paratexts, agents in translation, conceptual transfer, discourse analysis, periodicals, translation and ideology. She has been published widely in her field and presented at numerous academic conferences nationally and internationally. Dr. Bozkurt Jobanputra is also a translator.

THE ROLE OF THE UAE NATIONAL LIBRARY AND ARCHIVES IN ENHANCING THE TRANSLATION MOVEMENT IN THE MIDDLE EAST

The famous translation historian and theorist, Professor Peter Newmark, points out that 'Translation is an essential cornerstone of the cultural life of every civilized people.' In terms of impact, translation resembles a cloud. Nobody knows where it began and where it ends. The process of translation in the Middle East is currently passing through crisis due to ideological and ethical differences in cultures. By advocating a multidisciplinary, transdisciplinary and supradisciplinary research approach, the UAE National Library and Archives took vigorous steps to promote cultural hybridity across different civilizations via multiple translation initiatives. Through translation, the UAE National Library and Archives promoted mutual dialogues with other nations and cultures. Through translation, the NLA called for cooperation, tolerance and peace, based on the teachings of all religions.

On this basis, this paper initially aims to explore the tremendous efforts of the NLA in the United Arab Emirates to enhance the translation movement in the Middle East for humanitarian, inter-civilizational, epistemological, social, historical and educational purposes. Throughout many translation initiatives that targeted translations from most of the world living languages, the NLA attempted to initiate and promote cross-cultural dialogues that transcend race, gender, religion, ethnicity, and color. The paper also negotiates the challenges and the hurdles confronting translators working in the NLA multiple translation projects with a focus on the cultural and language issues underpinning the process of translation into Arabic from other languages.

Saddik Gouhar, Professor, is currently the translation expert at the National Library and Archives (UAE). He has worked in top-class universities worldwide for more than 25 years. He obtained his PhD/MA degrees from Indiana University. He published extensively in the fields of translation/comparative literature and translated 60 books into Arabic, including Stillman's *Arab Dress*, Panter-Brick's *Gandhi and the Middle East*, Kennedy's *When Baghdad Ruled the Muslim World*, Pleij's *Colours Demonic and Divine*, Baker's *Islamic Textiles*, De-Swan's *Words of the World*, Huizinga's *Homo Ludens*, Turpin's *The Dam*, Thornton's *Seven Days in the Art World* and Cooper's novel *The Spy*.

SHIFTING PARADIGMS. THE TRANSFORMATION OF THE FIELD OF LITERARY TRANSLATION IN POST-COMMUNIST HUNGARY

The field of literary translation, like any other segment of the Bourdieusian cultural field, is the result of an intricate interplay of ideological, cultural and commercial dynamics. The impact of each of these dynamics varies over time. This presentation aims to demonstrate how the post-communist turn in 1989 reshaped the field of literary translation in Hungary, and changed a state-owned book market dominated by ideological and cultural-political concerns into a multi-actor, capitalist one, ruled mostly by commercial interest. After World War II, the publishing of literary translations became the monopoly of Európa Könyvkiadó (Europe Publishing House). In a planned economy, profitability was secondary compared to ideological concerns as to what to publish or how to present politically 'tolerated' literature. After the fall of communism in 1989, the publishing industry underwent a rather hasty privatization, including Európa in 1993, and the literary translation market became highly fragmented and competitive. Since that time, ideological concerns have receded, and commercial interests have overpowered the field. The literary translation market now follows international trends and the bestseller lists of dominant languages. However, with the establishment of the Petőfi Literary Fund in 2019, and the State subsidies it distributes for translations from and into Hungarian in the Carpathian Basin, political ideology of a different sort seems to be making a return.

Adrienn Gulyás is a Hungarian translator of French prose and an Associate Professor at the University of Public Service in Budapest. Among her most important literary translations are François Rabelais's *Pantagruel and Gargantua*, Patrick Modiano's *Honeymoon* and *Out of the Dark*, and Marie Ndiaye's *Three Strong Women*. She was awarded the Centre national du livre's grant twice for her translations of Rabelais and is also the 2018 recipient of the Szekeres György medal in literary translation.

Shiyao Guo

University of Manchester

TRANSLATION IN WARTIME: INTERPRETERS RECRUITED IN THE WAR OF RESISTANCE AGAINST JAPANESE AGGRESSION

Wars and conflicts are sites of cultural, political, and ideological confrontation, and translators and interpreters who are deeply involved in those sites cannot sustain the ethical stance of neutrality, and in some cases, they are not even expected to be neutral.

Kujamäki and Footitt (2019) agree that the war inevitably involves recruiting more civilian interpreters from the local populations into the Western army, given the insufficient number of military linguists. Therefore, it is impossible for the military to agree with the ethical neutrality advocated by professional interpreters in such circumstances.

This presentation sets against the War of Resistance against Japanese Aggression from 1937 to 1945, and the research object is interpreters recruited from colleges and universities and local populations. From the perspective of virtue ethics and deontological ethics, it explores how ethics is politicized and culturalized and rethinks ethical choices and ethical training of interpreters in wars.

This presentation draws on interpreters' recruitment and training materials in the archival documents compiled by Peking University, Tsinghua University, and Nankai University, related newspaper articles, and personal and collected memoirs written by interpreters. Based on archival research, the presentation aims to discuss their ethical motivations (virtues) to become interpreters and the deontological ethics they received from institutions during the training process. The analysis of examples suggests that no matter from a personal perspective or a top-down institutional perspective, ethics-related considerations are ideologically and politically influenced, and interpreters are assumed to be not neutral through the lens of some of these data.

Shiyao Guo is a second-year Ph.D. student in Translation and Intercultural Studies at The University of Manchester. Her project explores ethical issues, positioning, role, and identity of interpreting officers in the military during the War of Resistance against Japanese Aggression (1937–1945) through a combined socio-narrative and historical approach.

A SOURCE OF CREATIVITY AND ANARCHISM? A HISTORICAL OVERVIEW OF FANSUBBING

Fansubs are subtitles made by fans of a specific series or film. Fansubbers have an important role in the distribution and dissemination of specific audiovisual products. Fansubbing has been studied from different perspectives. Fansubs have been generally described (e.g., O'Hagan 2003, Díaz-Cintas and Muñoz-Sánchez 2006, Pérez-González 2006), studied as a source of creativity (Nornes 1997, Jenkins 2006) and even anarchism (Massida 2014, Josephy-Hernández 2017, Khoshsaligheh and Ameri 2017). This talk seeks to present a historical overview of fansubbing — from its humble beginnings with VHS distribution to the powerful online dissemination it now has — as well as a current mapping of fansubbing trends in the world, comparing and contrasting the cases of North America, Europe, the Middle East and Asia. In this talk it is argued that whilst in North America fansubbing was once a source of creativity and difference, it is now a for-profit industry that mostly concentrates in cataloguing, distributing and plagiarising official subtitles; this contrasts with the fansubbing tendencies in other parts of the world, e.g., Italy and Iran. Hence, a new and critical perspective regarding the ideology and motivation of fansubbing is discussed in this talk.

REFERENCES

- Díaz-Cintas, J., Muñoz Sánchez, P. 2006. 'Fansubs: Audiovisual Translation in an Amateur Environment.' *The Journal of Specialised Translation* 6, 37–52.
- Jenkins, H. 2006. *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- Josephy-Hernández, D. E. 2017. 'The Fansubbing of Hentai.' Lee, Y., Orrego-Carmona, D. (eds.). *Edited Volume on Non-Professional Subtitling*. Cambridge Scholars Publishing, 169–194.
- Khoshsaligheh, M., Ameri, S., Mehdizadkhani, M. (2017). 'A Socio-cultural Study of taboo rendition in Persian fansubbing: An issue of resistance.' *Language and Intercultural Communication* 1.18. Doi:10.1080/14708477.2017.1377211.
- Massida, S. 2014. *Audiovisual Translation in the Digital Age: The Italian Fansubbing Phenomenon*. New York: Palgrave MacMillan.
- Nornes, A.-M. 2014 (1999). 'For An Abusive Subtitling.' *Film Quarterly*, 52.3 (1999): 17–34. JSTOR: 22 Jun 2014, <<http://www.jstor.org/stable/1213822>>.
- O'Hagan, M. (2003). 'Can language technology respond to the subtitler's dilemma? — A preliminary study.' *Translating and the Computer*, 25. London: Aslib.
- Pérez-Gonzalez, L. (2006). 'Fansubbing anime: Insights into the 'Butterfly Effect' of Globalisation on Audiovisual Translation.' *Perspectives: Studies in Translatology* 14.4, 260–277.

Daniel E. Josephy-Hernández holds a PhD in Translation Studies from the University of Ottawa. He is currently Associate Professor at Universidad Nacional de Costa Rica. His research concentrates mostly on gender and audiovisual translation in anime, focusing on critical analyses of hegemonic gender portrayals in the medium. He also studies the censorship and distribution of anime, as well as the translation of anime dialects and its *yakuwarigo*. He has published articles and reviews for *Meta*, *Babel*, *MonTI*, *Mutatis Mutandis*, *Perspectives*, and Routledge.

Antony Hoyte-West

Adam Mickiewicz University

TRANSLATORS AND INTERPRETERS IN EARLY BRITISH COLONIAL TRINIDAD: EXPLORING HISTORICAL AND LITERARY ASPECTS

With practitioners becoming increasingly of interest to translation historians, this contribution explores the ideologies surrounding translators and interpreters in the historical and sociocultural context of early British-ruled Trinidad. As a former colony of Spain with strong Francophone influence, Trinidad in early 1800s was a multilingual entity, boasting a rich linguistic tapestry including English, French, French Creole, and Spanish, as well as the vestiges of African and Amerindian languages. By way of example, the role of translators and interpreters in two key contemporary events will be outlined: The Capitulation of 1797 and the famous torture trial of Governor Thomas Picton, held in London in 1805. To supplement the few extant records for this period, Hudspith's (2020) notion of literary texts as potential historical sources will also be adopted. As such, the first Trinidadian novel, E. L. Joseph's *Warner Arundell: The Adventures of a Creole* (1838) — set in the first years of British rule — will be analysed. Indeed, the eponymous hero's multilingual prowess leads to frequent use of translation and interpreting skills, offering additional insights into contemporary practices and perspectives. As such, it is intended to provide a useful starting point for further discussion of the roles and ideologies of translators and interpreters within the broader historical context, as well as their importance within the collective memory of multilingual colonial Trinidad.

Antony Hoyte-West is an Assistant Professor (post-doc) at the Faculty of English at Adam Mickiewicz University in Poznań. His research focuses on multilingualism and translation studies, with his interdisciplinary interests including historical and contemporary language policy, sociological aspects of the translation and interpreting professions, and the institutional translation and interpreting of minority languages. A qualified translator and conference interpreter from several languages into his native English, he holds a doctorate in Linguistics and postgraduate degrees in Languages and Social Sciences from the universities of St Andrews, Oxford, Galway, and Silesia, as well as two diplomas in piano performance. He is the author of thirty publications and has presented his research at international conferences in a range of countries.

Olha Hrabovetska

Ivan Franko National University of Lviv

IDEOLOGICAL AND POETOLOGICAL DOMINANTS IN UKRAINIAN JOURNAL OF WORLD LITERATURE *VSESVIT* IN THE 1960S–1970S: BETWEEN THE THAW AND A NEW WAVE OF REPRESSIONS

Ukrainian journal of world literature *Vsesvit* was founded in 1925. It is the oldest and the only Ukrainian periodical that publishes translations of all literary genres. For almost a hundred years of its existence, *Vsesvit* monthly provided Ukrainian readers with translations from about one hundred world languages. By 1993 it published only the works that had not been translated before, which made *Vsesvit* a unique periodical in the soviet and even post-soviet epoch. Besides, the journal usually presents critical reviews, comments, and prefaces that show the reception of translations in a certain period of historical, social, and cultural development. Thus, the value of this journal is unsurpassable as it depicts the state of affairs in Ukrainian translation in two opposite phases — colonial and postcolonial. The research attempts to shed light on transformations of ideological (translation agency and agents of translation) and poetological (translator's voice, habitus, and telos) dominants shaping the journal policy between the 1960s and 1970s. This short period following the Khrushchov Thaw is especially engaging from the perspective of Translation Studies because it was the breaking point before a tsunami of political repressions and decades of stagnation until Ukraine gained its independence in 1991.

Olha Hrabovetska is Associate Professor at the Department of Translation Studies and Contrastive Linguistics, the Academic Secretary of Ivan Franko National University of Lviv, Ukraine. She lectures in Translation Theory, Stylistics, Stylistic Aspects of Translation, Translation Editing. Her research interests are cultural and cognitive studies from the perspective of translation, translation criticism and methodology of translation quality assessment, contrastive Stylistics. She is the author of textbook on Translation Studies and lingual-stylistic analysis (144p., 2014).

THE POWER OF SUBTITLING: IDEOLOGICAL MANIPULATION IN THE TRANSLATION OF FILMS DURING THE GREEK JUNTA (1967–1974)

The Greek military dictatorship (1967–1974) was an idiosyncratic dictatorial regime that will be remembered for its multilevel oppression, realized through a carefully orchestrated propaganda and strict control over cultural products, including cinema. This paper intends to gauge the extent to which the translation of foreign films was also subjected to ideological manipulation during this period, by envisaging censorship as a productive phenomenon involving multiple (non-)state actors rather than a merely repressive act exercised by state institutions, in line with the concept of 'new censorship.' An application of this new approach to the study of the censorial logic is intended to reveal the extent to and manner in which both state and non-state actors from the film translation industry employed censorial strategies in order to frame the translation of film scripts to the censorship Board or to the public. Furthermore, it will be shown how this interdisciplinary approach allows for an evaluation of the degree of agency and role played by translation agents in the film censorship mechanism of this period. With particular reference to the Greek translation of Michael Wadleigh's subversive documentary *Woodstock* (1970) and other case studies, this paper will explore the textual representation of socio-political actors and threatening ideologies, as well as the reconstruction of the political and social Other of the time through film translation. This paper will ultimately illuminate the position and status of film translation agents in the censorship apparatus of the time, and by extension their central role in the making of post-war Greek history.

Coralia Iliadou is a PhD Candidate in Translation and Intercultural Studies at the University of Manchester, UK. Her doctoral research examines the history of film translation practice in Greece, with an emphasis on acts of (self-)censorship. Coralia has obtained a BA degree in English Language and Literature from the National and Kapodistrian University of Athens (Distinction) and an MA in Translation and Interpreting Studies from the University of Manchester. Her research interests include the history of film translation, new theories of censorship, narrativity and the role of translation agents in the history of social movements.

Larisa Iļinska

Riga Technical University

Oksana Ivanova

Riga Technical University

Diāna Ivanova

Riga Technical University

MULTIDISCIPLINARITY IN TRANSLATOR TRAINING: CRITICAL DISCOURSE ANALYSIS

The research investigates the critical discourse theory that describes a cognitive process of creating and interpreting multiple meanings emerging within a variety of contexts. Based on classical and digital rhetoric, text linguistics and pragmatics, critical discourse analysis helps translators acquire an understanding of how the choice of lexical items manifests the ideological background of the source text author, reflects the relationship between the author and the target reader, and demonstrates power relations. Translation practice cannot be free from ideological aspects that are relatively obvious in texts depending on the theme, text type, genre and communicative purpose.

The present research employs a case study implemented within the course 'Modern Methods of Text Analysis.' The students are taught to perform the analysis of various texts from different perspectives. The emphasis is placed on the identification of text creation patterns and the way the meaning is encoded at different text layers. The research starts from a textual analysis, then the findings are interpreted against any relevant ideological and ethical context, e.g., by discussing text production and consumption, as well as the patterns of ideologies identified in the textual analysis, and how they affect the manifestation of reality and ideology via translation. Such translator training can promote the development of students' multiple competences; textual, visual, digital and technological literacy.

The research results allow reconceptualising learning needs, taking into account new competences that students develop through continuously changing modes of communication.

Larisa Iļinska, Dr. philol., Professor. She received her PhD degree from the Herzen State Pedagogical University in 1979. Iļinska has been the Head of the Institute of Applied Linguistics of Riga Technical University since 1999. She is the Head of the professional Bachelor and Master's Study Programs 'Technical Translation.' She is involved in the development and delivery of study courses related to second language acquisition, research and creative writing, cognition, etc. Her research interests include digital rhetoric and cognitive linguistics, semantics, pragmatics, translation of scientific and technical texts. She is the author of more than 90 publications (including scientific papers indexed in *Scopus*, *WoS* and *ERIH PLUS* databases) and four textbooks for students majoring in different scientific and technical domains.

Oksana Ivanova, PhD candidate, Lecturer. She holds a Master's degree in Technical Translation and a qualification of Technical Translator. She is the coordinator of the professional Master's study programme 'Technical Translation' implemented at the Institute of Applied Linguistics, RTU. She is actively involved in the development and delivery of study courses related to second language acquisition, stylistics, computer-assisted translation tools, digital editing, etc. Her research interests lie in translation of scientific and technical texts, machine translation, computer-assisted translation, e-learning technologies. She is the author of more than 20 publications, including scientific papers indexed in *Scopus*, *WoS* and *ERIH PLUS* databases, and is a member of the Organizational Committee of the International Scientific Conference 'Meaning in Translation: Illusion of Precision.'

Diāna Ivanova, PhD student. She holds a Master's degree in Technical Translation and a qualification of Technical Translator. She is a Lecturer at the Institute of Applied Linguistics, RTU, and is actively involved in the development and delivery of study courses related to second language acquisition, digital rhetoric, cognition, etc. She is a scientific adviser of Bachelor Theses and term papers. Her research interests lie in digital rhetoric and cognitive linguistics, discourse analysis, e-learning technologies, etc. She is a member of the Organizational Committee of the International Scientific Conference 'Meaning in Translation: Illusion of Precision.'

**CAMPAIGNING AGAINST THE 'NATIONALISTIC TRANSLATORS-WRECKERS'
IN THE MID-1930s UKRAINE, RETRANSLATION AND RUSSIFICATION**

The paper attempts to reveal the mechanism of Russification via translation. The change of the Bolsheviks' party policy from 1933–1935 to present non-Russian nationalism as the principal danger to the USSR was accompanied by a campaign in the media against 'the nationalistic wrecking' in translation in Ukraine. 'Translators-wreckers' were accused not of inaccuracy of translation, but of nationalistic distortions and counter-revolutionary activity to distance the Ukrainian language from Russian. The campaign triggered plentiful relay translations as well as retranslations and revisions (including texts from Western languages) of the republished translations which were purged of 'archaisms' (anything that harkened back to national history) and 'alien' elements such as vocabulary of Polish or German origin, dubbed 'fascist.' The prohibited words and other elements were called to be replaced by 'internationalist' ones (Russian-derived modern vocabulary and grammar constructions borrowed from Russian). There began to develop the notorious 'translationese' which would flourish with lush colors in the first post-war decade. Translations from and via Russian not only occupied the dominant position in Ukrainian literary polysystem, they served as a model for the generation of new 'original' Ukrainian works in accordance with a canon of Socialist realism — 'Soviet literature written in the Ukrainian language.' The Communists' fighting with the Ukrainian translation school was an important part of the broader strategy of provincializing the Ukrainian literature and weakening the Ukrainian language until it reaches the level of otioseness.

Oleksandr Kalnychenko is Associate Professor in Translation Studies of Mykola Lukash Translation Studies Department at V. N. Karazin Kharkiv National University, Ukraine. He is an official coordinator and co-editor of the Ukrainian version of John Benjamins' *Handbook of Translation Studies* online and in print, the Editor-in-Chief of *Protey* and *Novyi Protey* translators' miscellanies. He is the author of more than 100 article publications and a dozen of manuals in English-Ukrainian technical, scientific, and medical translation and textbooks and anthologies in translation history. He has edited or co-edited the re-publication of the works of Oleksandr Finkel, Volodymyr Derzhavyn, Mykola Lukash, and Hrihirii Maifet, compiled an *Anthology of Ukrainian Translation Thinking of the 1920s–early 1930s*, and translated 32 books.

TRANSLATION POLICY IN THE CONSTITUTIONAL COURTS OF WESTERN EUROPE: AUTHENTICITY VS AUTHORITY

The constitutional Courts set in unilingual countries translate their decisions. Leading this policy is purely optional, and the translations are not made to produce normative effects. This is the reason why we have named them 'cognitive translations.' What constitutional Courts call 'translations' can take various shapes, from full to summarized translations. Instinctively, 'full' translations appear to be 'authentic', when 'summarized' translations look as 'authoritarian,' transmitting the main idea of the decision and eluding its subtleties. But the question of 'authenticity' of 'full' translations may be questioned, for the translations do not require to be 'authentic' from a legal point of view, contrary to what is necessary with 'normative' translations. The practices of translation that take place into the Courts emphasize the problem. The very artisanal way they are occasionally made, the lack of constituted translation units in some courts, the absence of sustainability of terminology options that can occur cast a shadow on their authenticity. To this first ethical problem, we can add another one. We know that the existence of the 'cognitive translations' is due to the will of creating a dialogue between constitutional courts, in a strategy of communication and influence. This means that 'cognitive decisions' can eventually be quoted by other Courts. Consequently, constitutional courts must avoid to be misunderstood, in order to be credible. This supposed to reach a sufficient level of accuracy for, at the end, 'cognitive decisions' might have an indirect normative effect.

Mathilde Kamal-Girard is a Junior Lecturer in Public Law at the University of French Guyana. She is specialized in Constitutional Law. During her PhD, she worked on the way the French Constitutional Council dealt with time in the constitutional trial. Her thesis, *Constitutional council and Time* was published in 2020. She keeps on working on time-related aspects in the legal field. After her PhD, she has started to work on interdisciplinary issues linked to literature, linguistics and translation. Her latest works deal with translation issues in the constitutional courts in unilingual legal systems, from a public law point of view.

EXPRESSION OF THE ITERATIVE CATEGORY IN THE GEORGIAN FOUR GOSPELS BASED ON THE DATA OF THE GREEK GOSPELS¹

Recurrence shows a repeated action in the past and it was expressed by means of the Iterative screeves in old Georgian. In old Georgian recurrence was expressed by means of several screeves: Present Iterative, Continual Iterative, Iterative II and Iterative III. In old Georgian the organic formation of Iterative changed into the descriptive one. The possibility of expressing recurrence by context (or lexically, descriptively) could be a supportive factor (and not a reason) of deranging the organic formation and producing the descriptive one. Even in old Georgian you can find the descriptive formation next to organic, e.g., [mravalgzis waritacis] that can be considered as a semantic tautology.

In order to analyze Old Georgian, we selected the four editions of the Georgian Gospels — two old editions (Tbilisi, 1945) and two last editions of the Georgian Gospels (Tbilisi, 1979). For comparison, we used the Greek original — *Novum Testamentum Graecae*, Shtutgard, 1904. We also analyzed *Hagiographic Monuments of Ancient Georgian Literature* (Vol. I, Tbilisi, 1963, published by Ilia Abuladze).

We should take the Georgian Gospels and Greek data into account to define what was the reason of using the screeves of Iterative along with the lexical units expressing recurrence. We can assume that the process developed as follows: The first step — the screeves of Iterative, the second step — a repeated action expressed by lexical units and the screeves of Iterative, the third step — lexical units and repeated action expressed by means of other screeves.

Khatuna Kandashvili, Dr. Phil. (linguist). In 2015, she received the academic degree at Saint Andrew the First-Called Georgian University of the Patriarchate of Georgia. Since 2013, she has worked as a Researcher at the Department of Kartvelology at Tbilisi State University. Her research work focuses on the literary Georgian language and dialects, translation issues and the language of the writer. She is the author of about 25 scientific publications and a participant of about 40 international and local conferences. In 2017–2020, she was one of the key personnel of the project 'Georgian Grammar between Norm and Variations' funded by Shota Rustaveli National Science Foundation. In 2021, she received a scholarship for young researchers from Shota Rustaveli National Science Foundation.

¹ The research was conducted in 2021 within the framework of the young Scientist Research Project funded by the Shota Rustaveli National Science Foundation of Georgia (*Iterative Category in Georgian*, YS 21–1863).

Ramunė Kasperė

Kaunas University of Technology

Yves Gambier

University of Turku

Jurgita Motiejūnienė

Kaunas University of Technology

ETHICS AND RESEARCH IN TRANSLATION STUDIES — A BLIND SPOT?

Ethics issues have been widely discussed in translation research. The major focus has been given to ethical issues of translation and interpreting practices, while ethical issues of translation researchers have hardly been analysed by scholars. Research papers and publications on this topic are very scarce (Tiselius 2019; Mellinger, Hanson 2017; Hekkanen 2007). However, the ways research is today used and reported in the different media and in different industries, the challenging digital technologies, the financial constraints on the universities, etc. raise sensible questions about ethics for researchers in our field. Translation research also often involves human subjects or focuses on the output of translators and interpreters, i.e., translations, when it is important to ensure the confidentiality and transparency of the research, impartiality of the researcher, and follow other ethical principles of research. Thus, it is important to find out how researchers in the field of Translation Studies understand and apply the principles and standards of research ethics and evaluate research practices. The study is based on a survey distributed among researchers and doctoral students in Translation Studies. The empirical findings will contribute to the overall body of literature on translation practice ethics and general research ethics by drawing attention to ethical issues and subjects specific solely to translation scholars.

REFERENCES

- Hekkanen, R. 2007. The role of ethics in translation and in Translation Studies research. *Across Languages and Cultures*, 8(2), 231–247
- Mellinger, C. D., Hanson, T. A. 2017. *Quantitative Research Methods in Translation And Interpreting Studies*. London: Routledge.
- Tiselius, E. 2019. The (un-)ethical interpreting researcher: ethics, voice and discretionary power in interpreting research. *Perspectives*, 27(5), 747–760. DOI: 10.1080/0907676X.2018.1544263.

Ramunė Kasperė is Professor at the Faculty of Social Sciences, Arts and Humanities and a principal investigator of the Language and Technologies research group at Kaunas University of Technology (KTU), Lithuania. Her research concerns translation studies, machine translation, eye-tracking methodology, etc. She has been involved in national and international research projects on the societal impact of artificial intelligence grounded technologies. She is the editor-in-chief of the research journal *Studies about Languages*, member of editorial boards of several other journals and scientific committees at international conferences and congresses, as well as Chair of the Research Ethics Commission of KTU.

Yves Gambier is Emeritus Professor at the University of Turku where he taught translation and interpreting (1973–2014); Visiting Professor at the Immanuel Kant Baltic Federal University in Kaliningrad (2016–2020); Fellow Researcher at Kaunas University of Technology (2016–2023). Publications on socio-terminology, Translation Studies, audio-visual translation, etc. Involved in European research projects. General Editor (2005–2017) of the *Benjamins Translation Library*, and on the editorial board of several Journals in TS. Chair of the group of experts in the project EMT/European Master's in Translation (2007–2010) and member of the EMT Board (2010–2014); Vice-president (1993–1998) and then President (1998–2004) of the European Society for TS (EST).

Jurgita Motiejūnienė is a Lecturer at the Faculty of Social Sciences, Arts and Humanities and a member the Language and Technologies research group at KTU, Lithuania. She is currently studying for a PhD of Philology, with the focus on media and culture accessibility through subtitling for the deaf and hard of hearing, at Vilnius University, Lithuania. Her research interests also include translation studies, machine translation, contrastive linguistics, etc. She has delivered practical seminars and workshop sessions nationally and internationally. Currently, she is involved in the research project 'The societal impact of artificial intelligence-powered machine translation solutions (DIMtech).'

THE IMPACTS OF IDEOLOGY ON TRANSLATION CULTURE IN THE USSR AND RUSSIA

The present study focuses on highlighting central ideology-specific features of Soviet and Russian translation culture. During the Soviet era, translation of fiction, for example, played an important role in supporting communist internationalism, friendship between peoples, and criticism of capitalism. After the collapse of the Soviet Union, ideological changes contributed to the emergence of new types of text for translation, especially from Western popular culture. Ideology also influenced translation in business. In the Soviet Union, translation focused on activities in the context of the socialist Comecon countries. The transition to capitalism in the early 1990s expanded the commercial translation sector. As the ideological environment changed, the desire to become acquainted with Western culture also gave rise to piracy in translation, e.g., in single voice dubbing of action films.

Some ideology-specific features of Soviet translation culture have survived to this day. One of them is military translation. Specialists in this field are still trained in Russia in several educational institutions, including civilian ones. Another one is simultaneous interpretation in theatres giving performances in minority languages of the Soviet Union/Russian Federation. A third feature is the idea of 'one right translation,' based on the concept of realistic translation created by I. A. Kashkin. This idea is clearly reflected in Russian translation research in using the concept of translation erratology, which is not present in the translation research tradition of other countries.

Hannu Kemppanen, Ph.D., is Professor Emeritus of Russian Language and Translation at the University of Eastern Finland. His main research interests are corpus translation studies, translation and ideology, and cultural history of translation. His recent publications include the monograph *Textual and Contextual Analysis in Empirical Translation Studies Analysis* (2017) co-authored with Sara Laviosa, Adriana Pagano and Meng Ji, and a book chapter in *Empirical Translation Studies – Interdisciplinary Methodologies Explored* (2016) edited by Meng Ji. He has been invited to contribute a chapter on the theme 'The Soviet Union and Russia' in a forthcoming volume *A Cultural History of Translation in the Modern and Contemporary World* (edited by Yves Gambier and Judy Wakabayashi).

RUSSIFICATION BY WAY OF TRANSLATION IN SOVIET UKRAINE (1930s–1950s)

During the years of Soviet dictatorship, as a result of Russification, the standardized literary Ukrainian language existing in the USSR has been largely deprived of the natural sound, vividness, specific lexical, grammatical, and stylistic features of the living tongue of Ukrainian people. This paper investigates into the dynamics of translation as an agent of the opposite missions — the one liberating and nation-building, strengthening the Ukrainian language, and the other weakening it, Sovietizing and Russifying, depending on the socio-political circumstances of a certain historical period in which the translation was carried out. The paper specifically explores the rise of literalism in Russian-to-Ukrainian translations from the mid-1930s through the 1950s by comparing translations of the 1920s–early 1930s, in particular from Nikolai Gogol (Ukr.: Mykola Hohol'), with their later editions, corrected and rewritten, in which the names of translators were no longer mentioned or were substituted with the names of editors. The research proves that the inter-Union translation needs to be considered apart from translation of 'foreign literatures.' The main difference is that while struggling with formalism and literalism in translations from Western literatures, the Soviet school of translation simultaneously developed the opposite tendency in translations from Russian into Ukrainian. Conducted with the application of genetic criticism, the study shows the conflict between the Russian and Ukrainian languages in Soviet Ukraine as the one shifting from the external arena (restrictions on using Ukrainian in pre-revolutionary Russia) to the intralingual territory, the innermost scene of the Ukrainian language itself.

Lada Kolomiyets is a Doctor of Philological Sciences in Translation Studies and Professor of the Department of Translation Theory and Practice from the English Language at the Taras Shevchenko National University of Kyiv, Ukraine. Fulbright Program scholarship recipient at the University of Iowa (1996–1997) and Pennsylvania State University (2017–2018). She is a contributor to several collective volumes, in particular *Translation under Communism* (2022), *Translation and Power* (2020), etc., and the author of numerous other publications in Ukrainian and English, including two monographs, textbooks for Master's students, and articles in peer-reviewed journals such as *East/West: Journal of Ukrainian Studies*, *Harvard Ukrainian Studies Journal*, and others.

Arista Szu-Yu Kuo

Nanyang Technological University

LANGUAGE IDEOLOGIES, EVOLVING IDENTITIES, AND THEIR IMPLICATIONS FOR THE PRACTICE OF SUBTITLING IN SINGAPORE

This study aims to unravel the tangled strings of the language ideologies and evolving identities in Singapore and their relationships with the practice of subtitling. The Singapore government has implemented a rigid bilingual policy that heavily promotes the use of standard language since its independence. The use of dialects or non-standard language varieties is strongly discouraged. Singlish, an English-based creole language, is considered the primary language of the streets in Singapore — yet at the same time also ‘a handicap’ that the government does not wish on Singaporeans. However, there are still supporters of Singlish who believe that it is Singlish that binds Singaporeans together and represents the power and identity of the people. In Singapore’s audiovisual productions, the convention of subtitling is to comply with the government’s policy and to use standard language only, eradicating the traces of linguistic varieties in the subtitles. Through examining and analysing two recent empirical studies, one on audience reception of subtitling strategies for Singlish dialogues and the other on language ideologies and Chinese identities in Singapore, I discuss how the state language ideologies and the evolving Chinese Singaporean identities may have influenced the subtitling practice and the audiences’ preferences for subtitling strategies and draw the implications for subtitler training.

Arista Szu-Yu Kuo is Assistant Professor of Translation Studies at the School of Humanities, Nanyang Technological University (NTU), Singapore. Prior to joining NTU, Arista was a Teaching Fellow at the Centre for Translation Studies, University College London and a teaching Lecturer at City University London. Her research centres on issues concerning the quality of subtitling, approaching the conundrum of poor-quality subtitles in circulation from the perspectives of the industry, subtitlers, and audiences. She is currently working on a book project that discusses the tangled relationships among Singapore’s language policy, national identity and inter-lingual subtitling strategies.

VISIBLE AND CREDIBLE: THE TRANSLATED CONTENT IN *AİLE* MAGAZINE AS A TOOL FOR SHAPING THE MODERN TURKISH FAMILY

Aile ['Family'] (1947–1952) was a quarterly household magazine that was published by Yapı ve Kredi Bankası (YKB) ['Construction and Credit Bank'] within the scope of its cultural services. The founder and patron of YKB, Kâzım Taşkent (1894–1991), and the editor-in-chief of *Aile*, Vedat Nedim Tör (1897–1985) both had Kemalist views and both aimed to serve the purpose of modernization and westernization of the Turkish society. Publishing a magazine that would cover a wide range of content including literature, art, health, family relations, childcare, and parenting was one of their initiatives in this end. What makes *Aile* interesting from the perspective of Translation Studies is that almost 45 % of the published titles in the magazine were translations from foreign sources. A brief look into the translated content shows that the editorial board made wide use of translation in the specific sections of the magazine such as parenting, childcare, and marriage. It is also intriguing that the translations published in these sections were visible and presented by the editors as credible sources of modernity. In this respect, this study first aims to discover the prevailing discourse on family and reveal the desirable qualities of the Turkish family that were displayed in the translated articles in *Aile*, and see whether this image aligns with Kemalist ideals projected for the modern Turkish family. Secondly, the study aims to discuss how the translated content was presented and promoted in the magazine as a credible source for the readers.

Nur Zeynep Kürük-Erçetin completed her undergraduate education in the Department of Turkish Language and Literature, at Boğaziçi University. Between 2013 and 2016, she taught 'Turkish Language and Culture for Foreigners' classes at Yeditepe University, Yıldız Technical University and IES Abroad in Istanbul. In 2017, she received her MA degree in Written Translation from the Department of Translation and Interpreting Studies, at Boğaziçi University where she currently continues her PhD studies and works as a Research Assistant. Her main research interests include translation history, sociology of translation, re-translation, self-translation and magazine studies.

Päivi Kuusi

University of Helsinki

Tuija Kinnunen

Tampere University

Simo Määttä

University of Helsinki

MULTILINGUAL INFORMATION ABOUT COVID-19 IN THE GREATER HELSINKI AREA

In Finland, important translation efforts have been made by the hospital districts, municipal authorities, and government agencies in order to make COVID-19 related information available in the most important migrant languages, such as Russian, Estonian, Somali, and Arabic. However, the study conducted by Finell et al. (2021) indicates that many migrants perceive as a problem the lack of information in their languages and through the information channels that they are accustomed to use. In this talk, we assess the production of multilingual information during the COVID-19 pandemic in Finland. Our focus is on the online information provided by the largest cities of the greater Helsinki area (population 1.4 million), namely Helsinki, Espoo, and Vantaa. First, we analyze the way in which the cities provided online information about COVID-19 in multiple languages in a sample collected in March 2021. Second, we assess the accessibility of this information and discuss the ideological aspects that may have had an impact on the actual planning and outcomes of the translation activity. To conclude, we discuss the implications of our findings in relation to the best practices of multilingual information in healthcare and other emergencies, and reflect on the interconnections of ethical and ideological aspects in our data.

REFERENCES

Finell, E., Tiilikainen, M., Jasinskaja-Lahti, I., Hasan, N., & Muthana, F. 2021. Lived experience related to the COVID-19 pandemic among Arabic-, Russian- and Somali-speaking migrants in Finland. *International Journal of Environmental Research and Public Health* 18, 2601.

Päivi Kuusi is a Senior Lecturer in Translation Studies at the University of Helsinki, Finland. She currently works as a researcher in the project 'Translation, migration, and democracy: Managing multilingual access to information in the greater Helsinki area and in Tallinn' that investigates the role of translation policy in the governance of multilingual societies, namely Finland and Estonia. Previously, Kuusi has published articles on literary translation and minority language translation. Recently, she has been working on a teaching development project on Easy Language translation.

Tuija Kinnunen is Senior Lecturer in Translation Studies (German) at Tampere University, Finland. She currently works as a researcher in the project 'Translation, migration, and democracy: Managing multilingual access to information in the greater Helsinki area and in Tallinn' that investigates the role of translation policy in the governance of multilingual societies, namely Finland and Estonia. She has published writings on legal translation, court interpreting, and accessibility.

Simo Määttä is Associate Professor of Translation Studies at the University of Helsinki, Finland. His research focuses on the issues of language and power, language and identity, and the representation and interpretation of linguistic variation. His specific research topics include language ideologies and the politics of language in translation and interpreting, verbal aggression and hate speech, legal and community interpreting, and the theory of discourse and ideology. His theoretical background is in critical discourse analysis, critical sociolinguistics, and sociological translation studies.

Karolina Kwaśna

Jagiellonian University

Joanna Sobesto

Jagiellonian University

Karolina Kamińska

University of Hamburg

INTERPRETERS BEYOND THE COMFORT ZONE AND THE ANNOTATION TAB. BARBARA JANICKA AS A CULTURAL MEDIATOR IN CLAUDE LANZMANN'S *SHOAH*

The main aim of the presentation is to ponder on the agency and responsibility of interpreters involved in the mediation process of memories of others. Within the framework of the ongoing interdisciplinary project 'Voices in the Cloud,' we are working on new, non-linear, inclusive English subtitles to the monumental oeuvre of Claude Lanzmann *Shoah*. The project combines tools from Translator Studies, Cultural and Memory Studies, Digital Humanities and Linguistics. While transcribing and annotating the material of Polish bystanders confronted with the difficult past, our attention was attracted by Barbara Janicka — female interpreter hired by Lanzmann quite by accident to interview the Polish peasants of Chelmno.

Janicka found herself in the centre of the impossible situation of reconstructing and deconstructing memories of two opposing stories. Through the confrontations during the interviews, she tries to remain objective, fast, well-performing and accurate, yet her narration stops, slips, changes, multiplies, is interrupted by either Lanzmann or Polish bystanders. The interpreter, though sometimes visible on the screen, remained almost completely invisible in narration and entirely erased from subtitles. Nevertheless, if we look closely how she manages to mediate and manoeuvre in the interviews, we notice some traces of coping strategies and hear her own, independent, and suppressed voice.

With Janicka's case, we would like to present how the unseen or underestimated agency of interpreters in crisis can be represented in the digital age. This will lead to the development of modern standards for processing, and interactive presentation of materials on difficult heritage from multiple perspectives.

Karolina Kwaśna is a PhD student at the Department of International Polish Studies at the Jagiellonian University, majoring in Cultural Studies, where she is preparing her dissertation *On the Devil's Ground. Shaping the Dark Myth of New England* that deals with new England literature, culture, and history. Her research interests concentrate on New England culture, literature and history, as well as translation studies, especially in the context of cultural studies, literary translation and memory studies. She has published papers in academic journals as well as edited volumes and last year her book titled *Potworne czy nienazwane? Szkice o polskich przekładach opowiadań Howarda Phillipsa Lovecrafta* ['Monstrous or Unnamed? Essays on Polish Translations of Howard Phillips Lovecraft's Short Stories'] was published.

Joanna Sobesto, translator and Ph.D. student in Polish Department at Jagiellonian University. She graduated from Cultural Studies and Translation Studies (TS). Her MA thesis investigated reception of Katherine Mansfield's prose in Poland. Currently, she has been working on her doctoral project on microhistories of selected cultural mediators in interwar (1918–1939) Poland. She is involved in the National Science Center grant 'A century of translation. Translators and their work in Polish literature after 1918,' led by Prof. Magda Heydel, and in the project 'Voices in the cloud. Use of digital tools in Research of WW II difficult Heritage from the perspective of Memory Studies and Translation Studies.' Her main academic interests are TS, audiovisual translation, and translation history.

Karolina Kamińska, studied English Language, Literature and Culture and Eastern European Studies at the University of Hamburg. Currently she is Research Associate at the Institute for Slavic Studies. Her dissertation project is concerned with literary translators, especially with writers who translate. She is interested in Translator Studies, metaphor research and methods within Digital Humanities.

THE CHANGING FACE OF ETHICS AND WHY SELF-INTEREST CAN HELP

Ethics has long garnered significant attention in TS, but it is only relatively recently that we have decisively turned to broader social questions including our role and rights, working conditions, and economic concerns (Chesterman 2016: 168). I examine this fast-changing ethical landscape by using recent industry data and professional and academic literature to highlight emerging and intensifying concerns in relation to rates of pay, technology, mental health, and both environmental and professional sustainability.

Deontological codes and universal principles lack the sophistication to enable us to balance the (sometimes competing) responsibilities, interests, and aims that we contend with as translators. And while ideas foregrounding justice, activism, and social responsibility (e.g., Baker 2006, Drugan and Tipton 2017, Inghilleri 2012) have overturned the primacy of concepts such as neutrality and impartiality, for instance, they risk overstating translatorial agency and fail to fully reflect the complex personal and professional contexts we are embedded in. Ultimately, translators must be able to recognise their subjective positioning as a vital component in ethical decision-making: their personal need to survive, to pay the rent, to increase productivity, etc.

I explore an extended view of economic and social self-interest that is not a blinkered pursuit of immediate, selfish goals but rather balances the range of impacts and interests at work. This binds the translator to the wider community and profession while still enshrining personal beliefs and values. It empowers professionals and can open channels to improve rates, status, and perceptions while also according value to long-term aims and goals.

Joseph Lambert is a Lecturer in Translation Studies at Cardiff University. His primary area of research interest is the ethics of translation and his work explores the place of ethics in the translation profession in particular, including reflections on codes of ethics, rates of pay, and status. He has taught on a wide range of Translation Studies modules at BA and MA level within universities across the UK and has also worked as a professional translator for a number of years, seeking to reflect this professional experience in both a teaching and research context.

VERTĖJŲ RENGIMAS PARADIGMINĖS SLINKTIES SĄLYGOMIS

Žinių visuomenės laikmetį, kuriame gyvename, įprasta vadinti informacijos amžiumi, tačiau remdamiesi Croninu (2013) galėtume naudoti kur kas tikslesnį – vertimo amžiaus – terminą, nes skaitmeninės revoliucijos pagrindas yra tiesiogiai susijęs su vertimu – žodžių, vaizdų ir garsų konvertavimu į universalią dvejetainio kodo kalbą. Todėl skaitmeninės revoliucijos akivaizdoje vertimo tyrimai ypač svarbūs tam, kad galėtume kritiškai pažvelgti į tai, „kas vyksta su kalbomis, visuomenėmis ir kultūromis šiais pažangaus konvertavimo laikais“ (Cronin 2013: 3).

Vertimo tyrėjai įnirtingai ieško atsakymų, kaip iš naujo apibrėžti vertėjo sąvoką žmogaus-kompiuterio sąveikos kontekste (O'Brien 2012), kai dirbtinis intelektas (DI) įsigali srityse, kurios anksčiau laikytos išskirtinai „žmogiškomis“ (O'Hagan 2019). Mašininio vertimo, ypač pastarąjį penkmetį įsigalinčio neuroninio mašininio vertimo (NMV), poveikis vertimo procesams ir vertėjų rengimui neatpažįstamai keičia vertėjo kompetencijos sampratą (Pym 2011, TAUS 2017, Munoz 2017, Risku 2020). Jei prieš du dešimtmečius Pymas (2003) atkreipė dėmesį, kad pagrindinės vertėjo užduotys vis dėlto apima komunikaciją tarp žmonių, o ne mašinų, šiandien DI technologijų proveržio kontekste ši takoskyra nebėra tokia aiški, o vertėjų rengėjai raginami iš esmės persvarstyti studijų programas (Orlando 2016, Kenny 2017, Gonzáles-Davies 2017).

Šio pranešimo tikslas – kritiškai išanalizavus naujausią mokslinę vertimo tyrimų literatūrą pristatyti postmodernią paradigmą slinktį atliepiančius požiūrius į vertėjų rengimą ir kompetencijas, kurios vertėjams būtinos nuolat kintančioje kompleksinėje realybėje. Daugiausia dėmesio pranešime skiriama kompleksinių sistemų požiūriui į vertimą ir vertėjų ugdymą (Doll 1993, Jacobson 2006, Mason 2008, Marais 2014). Pranešime pristatomas emergentinės vertėjo kompetencijos modelis (Kiraly 2015), analizuojama, kaip tokio modelio taikymas vertimo studijų programoje padėtų susieti bendrąsias ir dalykines, ypač su NMV technologijomis susijusias kompetencijas.

Karolina Levanaite yra Vilniaus universiteto (VU) Edukologijos mokslų instituto II kurso doktorantė ir jaunesnioji tyrėja. Jos tyrimų laukas apima vertėjų ugdymą mašininio vertimo proveržio kontekste, kuriuo ji susidomėjo 2016 m. studijuodama vertimą VU magistro studijų programoje ir dirbdama vertėja. 2021 m. ji atliko tyrimą, kuriuo siekta nustatyti Lietuvos vertimo rinkos dalyvių požiūrį į neuroninį mašininį vertimą ir postredagavimo paslaugas. Šią vertimo paslaugų teikėjams ir vertėjų rengėjams ypač aktualią temą ji toliau nagrinėja savo disertaciniame tyrime. Šiuo metu Karolina taip pat dirba tyrėja jungtiniame VU ir šešių šalių konsorciumo projekte ir gilinasi į e-mokymosi ir konektyvistinio požiūrio taikymo aukštajame moksle galimybes.

Jianwen Kacey Liu

Hong Kong Shue Yan University

Chi Ying Michelle Chan

Hong Kong Shue Yan University

MEDIATING HEROISM THROUGH PICTUREBOOKS: A STUDY OF THE FRENCH TRANSLATION OF THE CHINESE POEM *THE BALLAD OF MULAN* (MULAN CI) IN THE FORM OF A PICTUREBOOK

The Ballad of Mulan, an ancient poem which traces back to China's Southern and Northern Dynasties (420–589), has been translated into different languages across the world due to its popularity. Among these many translations, one of the most well-known versions is the one adapted by The Walt Disney Company into the form of a movie released in 1998. In the academia, compared to the considerable amount of discussion given to the Disney version of the story on the subjects such as transculturation or cultural remediation, relatively little attention has been given regarding its translation and transformation as a picture book. This paper will discuss the French translation and adaptation of the Chinese poem into the format of a French picture book and will argue that the translation serves as mediation of ideology on heroism between the East and the West by moulding the protagonist Mulan as a contemporary liberated heroine.

Jianwen Kacey Liu, PhD., is currently Assistant Professor in the Department of English Language and Literature, Hong Kong Shue Yan University. She received her Ph.D. degree in Gender Studies/Translation Studies from the Chinese University of Hong Kong. Her research interests include gender-based translation studies, translation and ecology, and gender studies.

Chi Ying Michelle Chan, PhD., is Assistant Professor in the Hong Kong Shue Yan University. After receiving her PhD in Royal Holloway, University of London, Dr. Michelle Chan works in the Department of English Language and Literature of Hong Kong Shue Yan University. She is researching on Victorian Literature, Fantasy, and children's literature. In recent years, she is developing research in relation to healing and picture books, ecological studies of children's literature, translating children's literature and picture books.

Terje Loogus

University of Tartu

TRANSLATIONS FROM 'MINOR' LANGUAGES ON POETRY PORTAL LYRIKLINE.ORG: A CASE OF ESTONIA

The case study focuses on the representation of Estonian poets on the German portal *Lyrikline.org*. *Lyrikline* is a multilingual internet platform for poetry that has existed since 1999. Today, it comprises over 13 000 poems and nearly 22 000 translations from 88 languages. Translations of most of the poems are available in several languages. This paper examines the representation of 'minor' languages on *Lyrikline.org*, with Estonian poetry as an example. The selection, production, distribution, and reception of translations are embedded in the processes of social action, which are influenced by various actors. Translations are subject to certain social conditions as well as the prevailing power relations. The selection criteria for works presented for international audiences and translated into other languages always have an impact on which images of a country are disseminated in the target country. The article examines what image of Estonian poetry is conveyed through the portal. The data on translated Estonian poems are put in relation to Baltic languages and to the total number of poems on *Lyrikline*.

Terje Loogus is Associate Professor of Translation Studies and Director of the College of Foreign Languages and Cultures at the University of Tartu, Estonia. She has a background in German Studies at the University of Tartu, PhD with a dissertation on culture and translation at Johannes Gutenberg University of Mainz, Germany. Her main research interests include culture-specific translation problems, translation didactics, imagology and translation, sociology of translation.

LANGUAGE IDEOLOGIES AS AN ANALYTICAL TOOL IN PUBLIC SERVICE INTERPRETING RESEARCH

The concept of ideologies of language was coined in North American linguistic anthropology to account for the 'beliefs about language articulated by the users as a rationalization or justification of perceived language structure and use' (Silverstein 1979: 19). Subsequently, language ideologies have been characterized for example as 'cultural conceptions of the nature, form and purpose of language' (Gal, Woolard 1995: 30).

While most sociolinguistic and anthropological studies of multilingual encounters involving interpreting typically use the concept of language ideologies as an analytical tool (e.g., Haviland 2003), interpreting studies have largely discarded this notion. This presentation is founded on the insight that ideology may be operationalized as an analytical tool to analyze the structuring of experience (Hall 1986) in multilingual encounters. Consequently, language ideologies may be used to examine the structural constraints generating power asymmetries and conflicts in relation to the different stakeholders' responsibilities and ethical position in an interpreter-mediated encounter. I argue that the concept can prove particularly useful in analyzing encounters characterized by markedly divergent linguistic and discursive resources between the participants (Maryns 2006).

First, I briefly present different conceptualizations of language ideology and situate the concept within critical theories of discourse and ideology. Second, I examine three examples from different types of datasets, collected in Finland: Video-recorded and transcribed asylum interviews, interpreting diaries, and media representation of asylum interpreting. To conclude, I discuss the heuristic value of different datasets and the researcher's positioning in relation to ideology.

REFERENCES

- Gal, S., Woolard, K. A. 1995. Constructing Languages and Publics: Authority and Representation. *Pragmatics* 5 (2). 129–138.
- Hall, S. 1986. The Problem of Ideology. Marxism without Guarantees. *Journal of Communication Inquiry* 102(2), 28–44.
- Haviland J. B. 2003. Ideologies of Language: Some Reflections on Language and U.S. Law. Mascia-Lees, F. E., Lees, S. H. (eds.) *Language Politics and Practices, Special Issue of the American Anthropologist* 105(4), 764–774.
- Maryns, K. 2006. *The Asylum Speaker: Language in the Belgian Asylum Procedure*. Manchester: St. Jerome.
- Silverstein, M. 1979. Language Structure and Linguistic Ideology. Clyne, P. R., Hanks, W. F., Hofbauer, C. L. (eds.) *The Elements: A Parasession on Linguistic Units and Levels*, 193–247. Chicago: Chicago Linguistic Society.

Simo Määttä is Associate Professor of Translation Studies at the University of Helsinki, Finland. His research focuses on the issues of language and power, language and identity, and the representation and interpretation of linguistic variation. His specific research topics include language ideologies and the politics of language in translation and interpreting, verbal aggression and hate speech, legal and community interpreting, and the theory of discourse and ideology. His theoretical background is in critical discourse analysis, critical sociolinguistics, and sociological translation studies.

MACHINE TRANSLATION = 'DIRTY LITTLE SECRET'? TRIANGLE OF PERSPECTIVES

Machine translation (MT) has seen a number of transformations through the years which led to a rather sophisticated neural machine translation systems that have significantly improved MT output and are very widely used (e.g. more than 500 million people use Google Translate daily (How Many People Use Google Translate in 2022? — *EarthWeb* 2022)). However, due to this widespread use and its quality MT is sometimes called a 'dirty little secret' of the translation industry (The Translation Industry's Dirty Little Secret 2017) associated with the 'don't ask, don't tell' attitude, making it a 'grey area' (Sakamoto 2019) and raising a number of ethical concerns. The same could be said about its use in classrooms. This presentation is trying to look for a common ground among students, translation trainers and translation project managers, so that a more open conversation could be started. The findings are based on three surveys of these groups intended to elicit information on the proliferation of MT use and their attitudes towards it.

REFERENCES

- How Many People Use Google Translate in 2022? — *EarthWeb*. 2022. 13 June 2022. <https://earthweb.com/how-many-people-use-google-translate/>.
- Sakamoto, A. 2019. Unintended Consequences of Translation Technologies: From Project Managers' Perspectives. *Perspectives* 27 (1): 58–73. <https://doi.org/10.1080/0907676X.2018.1473452>.
- The Translation Industry's Dirty Little Secret. 2017. *MateCat Blog*. 1 June 2017. <https://blog.matecat.com/2017/06/01/the-translation-industrys-dirty-little-secret/>.

Dalia Mankauskienė, Dr., is an Assistant Professor in Translation and Interpreting Studies at Vilnius University. In 2018, she defended her PhD thesis on problem triggers in simultaneous interpreting from English into Lithuanian. Research interests include interpreting studies, translation project management and technology. She was one of the key people behind the Lithuanian version of ORCIT (Online Resources for Conference Interpreter Training), led by the University of Leeds, and is currently working on the AMIF funded project MHEALTH4ALL, led by the University of Amsterdam.

Adrià Martín-Mor

California State University Long Beach

TECHNO-CAPITALISM AND TRANSLATOR TRAINING: A PROPOSAL FOR THE TRANSLATION TECHNOLOGY CLASSROOM

Ideological and ethical concerns are not always central in the decision-making processes related to translation in the academia. Study plans and course contents are often determined by what the market is perceived to require. Similarly, academia seems to struggle to find its purpose in the present economic system, giving in issues like a tendency towards English monolingualism, a pressure for publishing or questionable practices by publishing houses. In a context where decisions are made based mostly on what the industry needs, knowledge with less economic value attached (minoritized languages, ethical processes, ideological issues, etc.) appears as irrelevant, leading to the present crisis in the humanities. With several crisis overlapping, technology adds a layer of concern, and some argue that 'automation is different this time.'

If, as Bertolt Brecht put into the mouth of Galilei, 'the purpose of science is to ease human hardship,' we argue that universities should bring the ideological dimension to the forefront. In the Translation Technology classroom, this entails providing students with a theoretical background on the relationship between power and technologies. Thus, time should be devoted to discussing relations of power present in technology, understanding user attitudes (technological determinism vs. constructivism) and analyzing the intersection of technology and capitalism (techno-capitalism, platform capitalism, surveillance capitalism). After showing how big-tech companies have attained a hegemonic position through reprehensible practices (user monetization, data extraction), trainers could contribute to increase the visibility of existing alternatives (Free Software, platform cooperativism).

Adrià Martín-Mor is Assistant Professor at the California State University Long Beach, where he teaches translation. He has previously worked at the University of Cagliari (Sardinia) and at the Autonomous University of Barcelona (Catalonia), where he coordinated translation technology programs (Tradumàtica Master's and Tradumàtica Summer School). His research interests are minoritized languages, free and open-source software and the political dimension of translation technology. He is the author of *Beni cun me*, a TV program about the languages of Sardinia broadcasted by Italian TV channel RAI. As a musician, he wrote and composed the soundtrack of the program, in Catalan and Sardinian, and released it as his latest album *Lo somrís de la magrana* (Creative Commons).

TRANSLATION AND TRANSLATION POLICIES AT THE UNIVERSITY OF LITHUANIA

The newly established state of Lithuania in 1918 emerged on the idea of nationalism that emphasized the use of the Lithuanian language as the core element of the Lithuanian identity. Due to that the Lithuanian language for the first time in history was granted the status of the state language of the Republic of Lithuania. Its use in all the settings was entrenched in the first Lithuanian Constitution, approved on August 1, 1922. At the same time the University of Lithuania (due to the occupation of Vilnius) was established in Kaunas as the first modern University in Lithuania. The authorities of the university understood the need to anchor the use of the Lithuanian language in science and research, thus, it is interesting to study and examine translation and translation policies that existed in those days at the education institution as well as examine the processes of translation. It must be mentioned that officially the term 'translation policy' as such did not exist in those days. Yet, there is an assumption it should have existed and can be traced through the language policy and other political decisions made. This article and research aim to analyse in what ways and to what extent the University of Lithuania was translational and multilingual, if it was multilingual at all. This study applies historical, descriptive and reconstructive translational approaches and is based on the analysis of historiographic and documentary material (posters, ads, leaflets) that illustrate visual aspects of multilingualism in the University of Lithuania.

Dainora Maumevičienė is an Associate Professor at Kaunas University of Technology, the Faculty of Social Sciences, Arts and Humanities and a member of a research group of Language and Technologies. She is also an institutional member of various boards and associations such as LISA, LIKS and other. Her interest areas and research are related to translation technologies, localisation, Lithuanisation, translation history and modern didactics and innovations in translation teaching. Since 2017 she has been the trainer and coordinator of Design Thinking Hub at Kaunas University of Technology.

Sarah McDonagh

Autonomous University of Barcelona

THE ETHICS OF AUDIO-DESCRIBING THE MAZE AND LONG KESH PRISON IN A POST-CEASEFIRE NORTHERN IRELAND

The Maze and Long Kesh Prison serves as a powerful visible reminder of Northern Ireland's divided past. While the Prison remains largely closed to the public, video tours of the Prison's built environment are available online through the Prisons Memory Archive (PMA) website. Given the ongoing contention over the meaning of the Maze and Long Kesh Prison in contemporary Northern Ireland, contextual information about the prison space in each PMA video tour is kept minimal with the absence of any spoken narration or voiceover. According to the PMA Director Cahal McLaughlin, this minimal approach allows the viewer to interpret the Prison on their own terms (2014). Yet, this approach privileges those who could see, which places blind and partially sighted (BPS) people at a significant disadvantage.

Taking this as its starting point, this paper discusses the ethical implications of the choices made throughout the creation of three audio descriptive guides of the video tours of the Maze and Long Kesh Prison. By doing so, it highlights the different and often competing ways of understanding the prison's significance to members of the two communities across the Northern Irish divide based on research gathered with blind and non-blind audiences in Northern Ireland. This extends to the words we use to describe the prison as well as the parts of the buildings that we choose to focus on in the audio descriptions. While addressing important accessibility concerns, the audio describer has the potential to add new layers of meaning and aesthetic value to visual media, nuancing representation, and engaging larger and more varied audiences in difficult but essential conversations.

Sarah McDonagh holds a PhD from Queen's University Belfast. She has experience working with the digital archive The Prisons Memory Archive in Northern Ireland to create descriptive guides of the controversial prison of the Maze and Long Kesh. Her research interests are in media accessibility, in particular accessibility of digital heritage, which includes access facilities such as audio description, touch tours, British and Irish sign language interpreting, and captioning for the Deaf and hard of hearing. Sarah has been involved in the Accessibility, Culture and Training (ACT) project, and worked with the Prisons Memory Archive to design accessible content for people of varying sensory abilities, and address key ethical considerations regarding heritage management and preservation. She is currently involved in the H2020 GreenSCENT project.

COMMUNICATION IN SUBTITLING WORKFLOWS — ON SUBTITLING REVISERS' PRACTICES

This paper addresses the communication between stakeholders in subtitling projects, focusing on the interpersonal subcompetence of revisers and on the communication of revisers with subtitlers and project managers. It aims to create a contextually informed description of revisers practices and perceptions.

A reviser reconciles interests and manages expectations and needs of the people involved in the translation process (Mosso 2020: 126). A subtitling reviser wields their revisionary activities (e.g., quality control) in a particularly challenging setting, both in terms of object, a multimodal text, and context, large teams and a rapidly evolving industry.

Research on revision practices suggests the lack of direct communication between translator and reviser may lead to conflicts (Künzli 2007: 44) but a real translator/reviser collaboration might be somewhat utopic (Scocchera 2015: 179). Consequently, one might infer that communication between reviser and other actors is desirable and expected, but somehow very difficult to establish, especially in subtitling projects, which typically involve a long chain of actors.

Drawing on the above and on voices from the industry, this study addresses the following research question: Is communication established between subtitling reviser and other stakeholders, namely project manager and subtitler?

A questionnaire elicited quantitative data on subtitling revisers professional perceptions and practices. Although research is still ongoing, a preliminary analysis seems to point to patterns that confirm Künzli (2007) and Scocchera (2015). Even though stakeholders value communication, feedback and a thorough justification of revision interventions, practice often falls short of this aim.

Rita Menezes has a BA in Translation and Interpreting and a MSc in Relationship Marketing. She is a Researcher at the University of Lisbon Centre for English Studies (ULICES). Currently, Rita is working on her PhD dissertation in Audiovisual Translation, focusing on subtitling and revision. Her other research interests are creativity, ethics, interpersonal competences, translation technology and pivot translation. Rita has been active as a professional translator, subtitler and reviser/quality controller since 2002, working with major stakeholders in the audiovisual translation industry; since 2015, she also acts as consultant. Rita has also been involved in translators training since 2014, teaching Translation Theory, Technical and Specialized Translation, Audiovisual Translation, Multimodality and Revision.

Birutė Meržvinskytė

Vilniaus universitetas

VERTIMAS KAIP INTERPRETACIJA JACQUES DERRIDA DEKONSTRUKCIJOJE

Pranešime aiškinamasi, kaip Jacques'o Derrida vertimo sampratoje realizuojamas garsusis dekonstrukcijos ir vertimo palyginimas. Remiantis veikalais *Babelio bokštai* bei *Lyginamosios literatūros konceptas ir teorinės vertimo problemos* analizuojami tikrinių vardų (*Babelis*, *Panglosas*) ir sąvokų (*metafora*, *mitas*) interpretavimo ypatumai, nukreipiantys į monolingvizmo ir Kito problemą.

Birutė Meržvinskytė, dr., yra Vilniaus universiteto A. J. Greimo semiotikos ir literatūros teorijos centro docentė. Apgynė daktaro disertaciją *Jurgis Baltrušaitis ir rusų simbolizmas* (1984). Mokslinių interesų sritys: literatūros teorija, dekonstrukcija, psichoanalitinė meno kritika, modernizmas.

THE EFFECTS OF IDEOLOGY ON THE HUNGARIAN TRANSLATIONS OF UNCLE TOM'S CABIN

This classic novel of Harriet Beecher Stowe has several Hungarian translations. The first was published only one year later than the original and already encountered self-censorship by the translator according to the actual leading ideology in Alexander Bach's neoabsolutist regime. In the following time many shortened versions (70–120 pages) were born. In these years the novel became a book for the youth. A new translation was published in 1903 (translated by Móric Darvai). Some new shortened versions followed this one. After World War II, in the Hungarian People's Republic, a new translation, done by Ádám Réz, was very popular with almost twenty different editions (published by a publishing house specialized in children's literature). The length of this version (509 pages) approaches that of the source text even though the religious parts were removed according to the anticlerical ideology of the regnant regime. The latest translation (2004) is once again a shorter version. In my presentation I will try to demonstrate how the original message of the author, 'we have to believe in our own ability to make positive change,' could go through despite of the changes done in the text according to the actual ideology.

Dora Miklódy graduated from the Agricultural University in Gödöllő. While working in microbiology and pharmacy, she already started making specialized and literary translations. Becoming a full-time translator, she received her MA in Terminology in 2016 (Károli Gáspár University of the Reformed Church in Hungary). She was a PhD student for 2 years at the Eötvös Loránd University (Translation Studies). In 2020 she enrolled in a doctoral program specializing in translation studies at the University of Miskolc. Presently she is working on her PhD thesis on translations of *Uncle Tom's Cabin* (Beecher-Stowe) into Hungarian. She translated novels by Juliette Benzoni (from French), and recently one of the books written by Byung-Chul Han and a novel by Renate Möhrmann (both from German).

NEGOTIATING AGENCY, VOICE, AND IDENTITY: WOMEN TRANSLATORS IN 19TH-CENTURY GREECE

This paper examines the female agents, contexts, and practices of interlingual translation in nineteenth-century Greece drawing mainly on the paratexts surrounding the works translated. Whereas scholars have touched on the pivotal role of translation in modern Greek thought, language, and culture, the contribution of Greek women translators has very seldom been investigated. In line with Anthony Pym (2009) who has stressed the importance of 'humanizing' translation history, this paper adopts a translator-based approach within a sociological framework taking certain nineteenth-century Greek women translators 'as the primary and explicit focus, the starting point, the central concept' (Chesterman 2009: 14). By exercising their agency as translators, these women were enabled to perform as social and cultural agents, as (re)creators of knowledge. Much of the renewal of the (translated) literary production and the enrichment of theatrical production was the result of the vitality of Greek women who decided on the works to be translated and defended the choices made, often challenging ideological beliefs. At the same time, they used translation as a vehicle for claiming rights, changing their position in society, and raising debate on significant social and political issues. The present paper thus looks at how some Greek female translators of the period contributed to the diffusion of knowledge and the intellectual uplift of the Greek people, while playing an important role in the formation of a new, female, collective identity. Instead of silencing and ignoring them, this paper shows how inextricably bound up with (modern Greek) translation history they are.

Vasiliki Misiou is Assistant Professor in the Department of Translation and Intercultural Studies at the School of English, Aristotle University of Thessaloniki, Greece. Over the last years, she has offered undergraduate and graduate courses in the fields of literary translation, theatre translation, and translation theory. As a professional translator she has collaborated with several institutions and publishing houses. Her research interests revolve around literary translation, theatre translation, gender and/in translation, feminist approaches to literature and translation, paratexts and translation, as well as translation and semiotics. She has been awarded a prize for excellence for her postdoctoral research on the 19th-century Greek women translators, which is the focus of her forthcoming monograph.

COMMERCIALLY OR IDEOLOGICALLY MOTIVATED? LITERARY TRANSLATION IN RUSSIAN *ÉMIGRÉ* JOURNALS IN THE INTERWAR PERIOD (1919–1939)

A society-in-exile settled in different host countries around the world, the Russian First Wave Emigration (1919–1939) was diverse in terms of ethnicity, class, ideology and political beliefs. Having to navigate between their own culture and that of their hosts, they had to rely on different types of cultural mediation, with constant negotiation between different spheres of influence (pre-revolutionary Russia, the host country, the Soviet Union and the emigration community).

Turning to the migrant periodical as a site where such mediation becomes visible, my project will examine the role and function of literary translation in illustrated literary journals, composed, edited and read by Russian emigrants in the Interwar period. Which foreign literature was published? Does the selection of specific authors or genres reflect ideological motives? How are other nations and cultures presented in the selected literary works? Taking into account Roig-Sanz and Meylaerts's (2018) concept of translators as 'cultural mediators,' the actors involved will be analysed in terms of ideological and sociological positioning as well.

Preliminary research indicates a preference for popular fiction, in particular short stories and serialised novels, which gives rise to questions on commerciality and how it relates to ideology. For this paper, I will offer a taxonomy of literary translations from different source languages (English, French, German, Spanish), published in illustrated journals *Illyustrirovannaya Rossiya* ('Illustrated Russia' 1924–1939, Paris) and *Rubezh* ('Frontier' 1926–1945, Harbin). The main points of focus will be the translators, selection mechanisms and content.

Anna Namestnikov is a Teaching and Research Assistant in the Russian section of the Department of Translation, Interpreting and Communication (Faculty of Arts and Philosophy, Ghent University) where she is affiliated to the research group TRACE. Her doctoral research examines the instrumentalisation of foreign literature in Russian émigré journals (1919–1939). Anna obtained an MA in Eastern European Languages and Cultures (Russian and Bosnian/Croatian/Serbian) from Ghent University. Her research interests include Russian emigration, literary translation in periodicals and cultural mediation in diasporic communities.

ETHICS IN TRANSLATING NEWS ABOUT WAR IN UKRAINE

The role of translator in the intercultural information exchange cannot be underestimated. With outbreak of the full-scale war in Ukraine and Russia committing war crimes against Ukrainians, the importance of delivering precise and unbiased information about it grew tremendously. However, complying with the norms of the traditional code of ethics is not always fully achievable. Namely, it concerns the principles of accuracy and impartiality. The reason for the first phenomenon is the abundance of the sensitive content in the newsfeed on the daily basis. While the principle of impartiality is difficult to be maintained as mostly the translations are produced by Ukrainians or people of Ukrainian origin. As all Ukrainian people are to different extent suffering the consequences of Russian attacks, emotional impartiality, at least at the subconscious level, is not possible. The approaches to dealing with these problems by the official news channels and volunteers and NGO differ greatly.

The task of the translator under given circumstances is not only to render the information faithfully, but to assist the editors in tailoring the news in the manner to find a balance between the attempts to show the actual horrible truth of war, to render the information accurately and precisely and not to ruin the emotional and psychological well-being of the audience.

Yuliia Naniak received her Master's degree in Philology (English–Ukrainian Translation/Interpreting) in 2007 (Ivan Franko National University of Lviv). In 2007–2010, she was a postgraduate student and since 2010 she has been a Lecturer at Hryhoriy Kochur Department of Translation Studies and Contrastive Linguistics of the Ivan Franko National University of Lviv. In 2018, she defended her thesis at Taras Shevchenko National University of Kyiv (*Individualized speech as a problem of translation (based on the tragedy by J. W. Goethe Faust and its Anglophone and Ukrainian translations)*). Since 2019 she has been the Vice Dean for the Public Affairs and International Cooperation and Erasmus+ Coordinator at the Faculty of Foreign Languages, Ivan Franko National University of Lviv.

Kristijan Nikolić

University of Zagreb

University College London

WORKING CONDITIONS OF AV TRANSLATORS IN CROATIA

The Croatian Association of Audiovisual Translators (DHAP), in collaboration with the Department of English, Faculty of Humanities and Social Sciences at Zagreb University (Dr. Kristijan Nikolic), conducted this survey in November and December 2021 with the purpose of investigating the working conditions of Croatia's audiovisual translators. There are several reasons for this. Firstly, the perception among Croatia's audiovisual translators has been one of deteriorating working conditions, in particular regarding pay, while no concrete data has been collected. Secondly, there has been various speculation about the number of people who work as audiovisual translators in Croatia, and, according to some anecdotal assumptions, that number has been as high as five hundred. Thirdly, DHAP is a member of AVTE, the umbrella organisation of European national associations of audiovisual translators. This report will contribute to AVTE's goal of conducting both national surveys of this type across Europe, as well as conducting a Europe-wide survey.

Some of the findings:

- 111 audiovisual translators participated in the survey;
- Most audiovisual translators have a university degree in languages and/or translation;
- International clients largely pay on time and mostly pay better than Croatian clients, while Croatian clients sometimes also delay payments;
- Over 40 percent of participants make less than the Croatian average wage;
- Many consider the arrival of Netflix on the Croatian market positive, as Netflix pays significantly more than others;
- The supply of work is an issue for audiovisual translators.

Kristijan Nikolić is a Senior Lecturer in the English Department, Faculty of Humanities and Social Sciences, University of Zagreb; Honorary Research Associate at CenTraS, University College London; and a former Visiting Lecturer at Middlesex University London. He has worked as an audiovisual translator since late 1990s. Under the supervision of Professor Mary Snell-Hornby, in 2012 he defended his doctoral thesis entitled *The Perception of Culture through Subtitles* at the Centre for Translation Studies of the University of Vienna. Kristijan's publications are mainly focused on interlingual subtitling. He was a member of the Executive Board of ESIST, European Association for Studies in Screen Translation, 2008–2018, and was the founding president of the Croatian Association of Audiovisual Translators, DHAP. He lives and works in London and Zagreb.

ARCHIVAL ETHICS / ETHICAL ARCHIVES

Finland has an extensive archival system and sophisticated legislation concerning the preservation of documents. There are also a number of archives (publishing houses and literary societies) housing documents and letters from 'ordinary' as well as better-known translators, permitting the study of translator microhistories and translatorial practices. Not surprisingly, then, translation archives are a growing research area in Finland, and at present, there is also an ongoing project 'Traces of translation in the archives,' with financial support of the Kone Foundation and material and advisory help from the Finnish Literature Society (see Ivaska, s.d.) documenting archival material connected to translation and translators.

For the last dozen or so years my research material has largely consisted of letters and other documents in the archives. The inspiration and the sense of being allowed a glimpse 'over the translator's shoulder' often cause an almost physical sense of joy, or grief, or compassion with the people whose lives I have been given the permission to explore. Archival material may also uncover sentiments and events that perhaps should best be left untouched: Failures, disappointments, break-downs of trust. It is the fine line between openness and discretion, the illuminating personal touch and the exploitation of human feelings that archives lay bare that I will discuss in my presentation — the ethical implications of archival work.

REFERENCES

Ivaska, L., s.d. <https://users.utu.fi/lmpuik/traces-of-translation-in-the-archives/>.

Outi Paloposki is Professor of English at the University of Turku, School of Languages and Translation Studies (Finland). Her research interests include retranslations, translators and their agency, collaboration and ethical issues, non-fiction translation, translating and writing practices, translation criticism and the linguistic profiles and role of translations in Finland. She has written extensively on retranslations together with Prof. Kaisa Koskinen from the University of Tampere. She was one of the editors of the two-volume history of literary translation into Finnish, published by the Finnish Literature Society in 2007, and of its companion volume, history of non-fiction translation into Finnish (2013).

THE IDEOLOGY OF TRANSLATION AS A FORM OF 'CULTURAL REPATRIATION': WHEN LITERARY TRANSLATION (DIS)ASSEMBLES CULTURAL MEMORY NARRATIVES

Through the exploration of the Greek translations of Nicholas Gage's *Eleni* (1983) and Louis de Bernières' *Captain Corelli's Mandolin* (1994) — two historical novels set during the German occupation of Greece and the ensuing civil war — this paper examines translation as a process of what I have chosen to call cultural repatriation. Just like artefacts are repatriated back into their country of origin, so can translation at times be viewed as cultural repatriation, when it deals with works which are, in a sense, repatriated into their original context and made vulnerable to its aesthetic and socio-ideological encounters. The transfer of the two aforementioned works into Greece constitutes a perfect example of cultural repatriation as both narrate a historical narrative intimate to Greeks through the 'foreign' perspective, simultaneously constructing specific cultural representations of Greekness and political ontologies, which may clash with their domestic counterparts. Their introduction into Greek cultural space, therefore, is inherently ideologically-charged as, upon entrance, they profoundly interact with domestic ideological, aesthetic, societal and political struggles surrounding and culminating from the Greek civil war and its ensuing narrative(s). Within this context, I draw on Bourdieu's theory of cultural production and tripartite model of cultural transfer (1999) to explore how the ideological positionings of agents (publishers, translators and critics) (i) emerge in the promotion, translation and consumption of these works, as these works are made-through translation-to combat or reinforce domestic versions of the civil war narrative and (ii) may lead to an ideologically-and-socially-driven renegotiation of the cultural, political and ideological categories constructed in these works.

REFERENCES

- Bourdieu, P. 1999. The Social Conditions of the International Circulation of Ideas. Shusterman, R. (ed.), *Bourdieu: A critical reader*. Oxford: Blackwell Publishers Ltd, 220–228.
- Bourdieu, P. 1996. *The Rules of Art, Genesis and Structure of the Literary Field*. Cambridge: Polity Press.

Kalliopi Pasmatz completed her PhD in Translation and Intercultural Studies at the University of Manchester in 2014. She is currently Assistant Professor in Translation Studies and Research Director of the English Studies Department at the CITY College, University of York Europe Campus. Her research interests lie in Sociological Approaches to Translation, Literary Translation, Bourdieu and Cultural Production while more recently, she has been interested in Interpreting in the Refugee Context and co-organizes the Migration Summer School ran by the South-East European Research Centre, the University of York and the University of Sheffield annually. Since 2016 she has been a member of the editorial board of the journal *New Voices in Translation Studies*.

VIETNAMESE PERSONAL PRONOUNS IN BIBLE TRANSLATIONS

Vietnamese is a language with a very rich and complex system of personal pronouns which enable and oblige the speaker to express various aspects of the mutual relationship between the interlocutors, such as their gender and the age and social difference, in the text. This can present a serious challenge for the translation into Vietnamese, especially when the text in the source language does not provide the information necessary for the unequivocal choice of the pronoun. This issue is even more complicated in sacred texts such as the Bible where the translator must express situations and relationships unprecedented in the secular context, as was already noted by the first Western grammarian of Vietnamese Alexandre de Rhodes in 1651. In my contribution, I should like to show how personal pronouns are used in various Vietnamese Bible translations.

Ondřej Pazdírek is a doctoral student at the Department for the Study of Religions of Masaryk University, Brno, Czech Republic, and an Instructor at the Department of Vietnamese Studies of the same university. His main research interest is the interface between language and religion, especially in the case of Christianity in the East Asian area, including the translation issues in the Bible and the differences in the expression of religious ideas across various languages and cultures.

IN SEARCH OF THE LITHUANIAN EUROLECT

A growing body of research (Biel 2014; 2018; 2020; Sandrelli 2018; Patin, Megale 2018; Mori 2018; Mikhailov, Piehl 2018, among others) has demonstrated that there are clear differences between the language of translated EU legislation and non-translated legislation in different Member States. This translation-mediated language of EU legislation is referred to as Eurolect, and while its research has resulted in interesting findings concerning English, German, Polish and some other European languages, there are virtually no studies on the Lithuanian Eurolect, save for a few small-scale prescriptivist articles that do not take the very term into account. In my talk, I will be focusing on the key issues of the Lithuanian Eurolect as a promising research subject in Translation Studies, and I will present my own PhD research, the aim of which is to investigate not only the Lithuanian Eurolect itself, but also the influence of the language of EU directives on the Lithuanian legal language (more specifically, on its syntax). I will present the niche my PhD aims at filling, as well as certain methodological challenges and research methodologies, including the compilation and use of parallel, comparable and reference corpora in the research of the Lithuanian Eurolect and its relation to legal Lithuanian.

Žygimantas Pekūnas is a Junior Assistant Teacher and doctoral student at the Department of Translation and Interpretation Studies at the Institute for Literary, Cultural and Translation Studies, Faculty of Philology, Vilnius University. Since 2017 he has been a freelance translator working mainly with EU documents. In the same year, he obtained his MA degree in Translation Studies and has since been teaching different courses on translation and English grammar at Vilnius University. In 2021, he became a doctoral student. His research focuses on the Lithuanian Eurolect, a translation-mediated variety of legal Lithuanian, with a particular interest in its syntactic features. He has also contributed to research on multimodal translation into Lithuanian.

AUDIO DESCRIPTION AS AN INTERSEMIOTIC TRANSLATION: CARNIVAL INTO WORDS

Audio description is a kind of audiovisual translation where non-verbal language (i.e., images) are translated into words (verbal language). Same as it happens in other types of translation, there are cultural and terminological aspects that affect the process of converting visual information into a verbal text. The aim of this paper is to present the challenges and felicities of translating images into words for a group of visually impaired people during the Carnival.

The Carnival in Sao Paulo is one of the world's largest parties. Its parades gather samba Schools which perform in the Sambadrome during three entire nights. People dress up in colorful costumes, decorated with feathers, fur, sequin, glitter, mirrors, beads, metal and precious stones. Twenty-two parades took place in three nights, each with a different theme, ranging from African religion to tropical birds and animals, traditional cuisine, famous Brazilian singers and even Saint-Exupéry's *Little Prince*, just to name a few. Several allegorical cars (huge vehicles decorated according to the theme designed specifically for the parade) were also in every parade. Translation of all these images into words, without losing the art and beauty of such an event of huge proportions, was certainly the job of a lifetime.

Ana Julia Perrotti-Garcia is a Professor of Audio Description and Medical Translation, she holds a PhD in English Language and Literature (University of São Paulo), and a Master's degree in Applied Linguistics (Pontifical Catholic University of São Paulo), specializing in Audio Description (PUCMG). Among her research topics, she studies translation and adaptation, audio description and accessibility. She has been working with audio description since 2009, in live concerts, conferences and also for movies, photographs and works of art. Ana Julia is the co-editor/author of the book: *Live and In Color: Case Reports of the Audio Description of Live Events* (Amazon) and CEO of TraduSound Audio-Visual Accessibility. She has delivered lectures and courses in Brazil, United States, England, Ireland, Australia, and Portugal, among others.

Lolita Petrulionė

Vilnius University Šiauliai Academy

Karolina Butkuvienė

Vilnius University Šiauliai Academy

DIACHRONIC RESEARCH INTO TRANSLATION NORMS: THE CASE OF LITERARY DISCOURSE

This research discusses important translation issues in literary discourse with particular emphasis on the translation norms across time and cultures. The fact that language is considered to be part of culture leads to the assumption that it is often shaped by that culture. For this reason, translations, with respect to cultural approaches in translation studies, are assumed to be products of the target culture where translation is viewed as a norm-governed process in which norms have impact on a translator's specific decisions. The translation norms are not a constant phenomenon that changes depending on social, political and cultural situation. Therefore, it is expected that one and the same literary piece translated in different periods of time will manifest not only particular linguistic norms but also changing social and cultural values.

Lolita Petrulionė acquired a BA degree in English and Russian Philology and teacher qualification in 1997 at Šiauliai Pedagogical Institute. In 2003, she was awarded an MA degree in Comparative Linguistics at Šiauliai University. In 2015, after completing joint doctoral studies of the Institute of the Lithuanian Language and Vytautas Magnus University, she was awarded a PhD degree. In 1997–2008 she worked as a lecturer of English at College of Management, Law and Languages of Šiauliai Region. Since 2007, Lolita has been working at Vilnius University Šiauliai Academy (known as Šiauliai University until 2021). She has been teaching Translation of Literary Texts, Translation of Specialized Texts, Computer-Aided Translation and Translation Quality Management.

Karolina Butkuvienė acquired a BA degree in English Philology in 1999 at Klaipėda University. In 2004, she was awarded an MA degree in Philology and professional qualification in Translation at Šiauliai University. In 2015, after completing joint doctoral studies of the Institute of the Lithuanian Language and Vytautas Magnus University, she was awarded a PhD degree. In 2000–2008 she worked as a lecturer of English at College of Management, Law and Languages of Šiauliai Region. Since 2008, Karolina has been working at Vilnius University Šiauliai Academy (known as Šiauliai University until 2021). She has been teaching Translation of Specialized Texts, Business English and English Lexis.

THE TRANSLATOR'S TASK. SELF-AWARENESS AND ETHICS OF POLISH TRANSLATORS OF CHILDREN'S LITERATURE IN THE FIRST DECADES OF THE 20TH CENTURY

'Polish children's literature is overflowing with translations. Although this symptom is very negative for our literature, there would still be no reason to complain if the authors and publishers wanted to remember that only works of real value should be translated and made available to our literature. Indeed, we are too poor a society to squander our pennies on publications devoid of any artistic or pedagogical value, such as *Przygody Piotrusia Duszka*,' wrote Jadwiga Młodowska, Polish teacher and literary critic, in her 1914 review of anonymous Polish translation of *The Peter Pan Picture Book*, a reworking of the famous play by J. M. Barrie (Wieczorkiewicz 2022: 410). It was a significant statement: The first decades of the 20th century were the formative time for the Polish children's literature, marked by a new way of perceiving the child reader, focusing on literary artistry and departure from traditionally understood susydidacticism. Literary translations were the important part of the newly constituted field; they were importers of new literary trends (Lefevere 1981), and their translators were indeed the agents of change (Chesterman 1997: 156).

My presentation focuses on translators' paratexts and their independent articles and essays to diagnose the self-awareness and ethics of Polish translators of children's literature in the first decades of the 20th century. How did they perceive their task and responsibility? What kind of a child reader did they envisage and how did they create this recipient through their translation? How were their decisions determined by editors' policy and prevailing ideologies, politics and economy of the time?

REFERENCES

- Bourdieu, P. 1996. *The Rules of Art. Genesis and Structure of the Literary Field*, trans. S. Emanuel. Stanford: SUP.
- Chesterman, A. 1997. Ethics of Translation. Snell-Hornby, M., Jettmarová, Z., Kaindl, K. (eds.). *Translation as Intercultural Communication*. Amsterdam: John Benjamins.
- Lefevere, A. 1981. Beyond the Process. Literary Translation in Literature and Literary Theory. Gaddis, R. M. (ed.). *Translation Spectrum*. Albany: State University of New York Press.
- Wieczorkiewicz, A. 2022. *Złote pióra. Twórczość George'a MacDonalda, Jamesa Matthew Barriego oraz Cicely Mary Barker, jej polska recepcja i nowe przekłady* ['The Golden Pens. Works of George MacDonald, James Matthew Barrie and Cicely Mary Barker, their Polish Reception and New Translations']. Poznań: Unpublished doctoral thesis.
- Nikolajeva, M. 2010. *Power, Voice and Subjectivity in Literature for Young Readers*. London – New York.
- Oittinen, R. 2000. *Translating for Children*. New York, London.

Ewa Rajewska, PhD, is a literary scholar, translation scholar, editor and literary translator, Professor and Head of MA translation specialization at AMU's Institute of Polish Philology. She is the author of *Stanisław Barańczak — poeta i tłumacz* ['Stanisław Barańczak — a Poet and a Translator'] (2007) and *Domysł portretu: O twórczości oryginalnej i przekładowej Ludmiły Marjańskiej* ['An Implied Portrait: On the literary and translation works of Ludmiła Marjańska'] (2016). She translated, among others, Kenneth Burke's *The Philosophy of Literary Form* into Polish (*Filozofia formy literackiej*, 2014) as well as children's books by Joan Aiken, Lauren Child, Eleanor Farjeon, Jacqueline Wilson.

TOLSTOY'S HAPPY CHILDREN OF PEACE. TRANSLATION AND WAR

If war can be considered a dialogue between nations or cultures at large, how does one translate these vehemently violent interactions? This rhetorical question leads me to probe a historical case of wartime translation and examine what it can bring to the conversation on the interrelation between translation, ideology and ethics.

The Crimean War (1854–1856) was a geopolitical clash between Russia and other European powers, but also witnessed the first mediatized armed conflict in modern history. During the war the young Lev Tolstoy wrote and published three *Sevastopol Sketches*, based on his wartime experiences in the besieged port of Sevastopol. The first of the stories was translated during the war into French, the enemy's language. *Une journée à Sévastopol en décembre 1854* was published in *Le Nord*, a Brussels newspaper. An in-depth analysis of the translation shows that the text was abridged and carefully groomed to serve Russia's interests and Tolstoy's patriotism made way for melodramatic reflections about the 'happy children of peace.' Elaborating on the origins of the translation and its publishing context I argue that this particular translation needs to be read as an act of diplomacy. Considering the target text as a historical document among other sources, empirical historical research can prove beneficial to the discipline and spark the debate on Translation Studies' approach of highly ideological contexts.

Gaëtan Regniers is an FWO PhD research fellow at the Department of Translation, Interpreting and Communication at Ghent University (Belgium) where he is affiliated to the TRACE (Translation and Culture) and MAPS (Centre for Media and Periodical Studies) research groups. He holds an MA in Late Modern History and an MA in Eastern European Languages and Cultures (Russian/Polish). His research focuses on 19th and 20th century translations of Russian literature published in periodicals (<https://sites.google.com/view/serializedrussianliterature/homepage>). He published on the trans-European proliferation of Tolstoy's stories in periodicals and Tolstoy's Crimean war prose in French-language periodicals.

Nataliia Rudnytska

Volodymyr Dahl East Ukrainian National University

THE WEST VS (POST)SOVIET RUSSIA: THE IDEOLOGICAL ENEMY'S IMAGE IN ENGLISH TRANSLATIONS OF FICTION

Use of literary translations during the Cold War as an ideological weapon, especially by the Soviet side, has received considerable attention by translation scholars. Among the most sensitive issues, causing ideological manipulation of the target text, were the images of the antagonistic societies — the Soviet and the Western ones. The Soviet literature presented an unequivocally positive image of the USSR and a negative one of the 'bourgeois society;' due to the careful choice of literary works by foreign authors and omissions and replacements, translated literature demonstrated the same tendency. In the UK and the USA, the sphere of literary translation was not completely free of ideological pressure which resulted in (non)translation of works by Soviet authors and some ideological manipulations, too. In the period between the dissolution of the USSR and the new phase of antagonism between the Russian Federation (RF) and the West in recent years, it would seem only natural if literary translations were not ideologically manipulated any more. However, the study of literary translations, published in the contemporary RF, the UK and the USA, reveals the opposite. On the basis of a detailed analysis of linguistic choices of translators, considered within the broad historical-political and ideological context, I will intend to demonstrate modifications in English translations of images of the Russian and Western societies and their relations, created by the contemporary Russian authors Oleg Pavlov, Viktor Pelevin, Vladimir Sorokin, and Lyudmila Ulitskaya.

Nataliia Rudnytska is currently the Head of the Department of Germanic and Romance Philology and Translation Studies at Volodymyr Dahl East Ukrainian National University (Severodonetsk, Ukraine). PhD in Translation Studies (2005), she is the author of numerous publications on the heritage of totalitarianism in post-Soviet countries, the role of literary translation in the ongoing Russian-Ukrainian war, and ideological aspects of translation in other historical and sociopolitical contexts, including the monograph *Переклад і ідеологія: від кінця XIX століття до сьогодення* ['Translation and Ideology: From the late 19th century to the present day'] (2021), chapter *Translation and the Formation of the Soviet Canon of World Literature* (Rundle, C., Lange, A., Monticelli, D. 2022. *Translation Under Communism*).

Minna Ruokonen

University of Eastern Finland

Elin Svahn

Stockholm University

TRANSLATORS' JOB SATISFACTION: CONTEXTUAL FACTORS AND ETHICAL IMPLICATIONS

Recent research on how translators experience their work highlights a paradox: Translators are often extremely happy about their work although their working conditions and professional status can be precarious. We illuminate the reasons for this paradox by means of a critical literature review (50 articles) of professional translators' job satisfaction, or pleasurable or positive emotions and evaluations concerning one's work and its facets. In this presentation, we address the following questions:

- Which theoretical backgrounds are (not) used in the studies reviewed?
- Which methods have (not) been used?
- What are the determinants of translators' job satisfaction?
- What are the ethical implications for translation research and translator training?

Our findings indicate that while several studies rely on relevant psychological, sociological and ergonomic frameworks, some newer models within the psychology of work and organizations have not been considered. Similarly, qualitative and interventive methods appear to be underused. Translators' job satisfaction partly stems from the nature of the work itself, partly from job-extrinsic, contextual and demographic factors, but it is mainly the contextual factors that have a negative impact on job satisfaction. From the ethical perspective, the findings suggest that translation research should draw more on models examining hybrid work and linking job satisfaction to productivity and commitment, and translator training should prepare the students for not only coping with their working conditions but taking action to influence and change the practices of the translation industry. Ultimately, translators' job satisfaction and commitment are vital for the future of the profession.

Minna Ruokonen, Dr., is a University Lecturer at the University of Eastern Finland. She has published ten peer-reviewed articles focusing on non-literary translators' experiences of their status and work, including an article on job satisfaction (Ruokonen et al. 2020), and co-edited six journal issues. She is also passionate about developing translation teaching, and acts as one of the Administrators of the Finnish Database of Teaching Methods in Translation and Interpreting, as well as of the INTEAM Teaching Methods Database.

Elin Svahn, Dr., holds a PhD in Translation Studies from the Institute of Interpreting and Translation Studies at Stockholm University, where she currently works as a Senior Lecturer. Her research interests include translation sociology, translators' job satisfaction, retranslation and translation history. She has co-edited a thematic section of HERMES (2018, with Ruokonen) and a book (2020). Together with MA Anu Heino, Ruokonen and Svahn are editing a special issue of *Translation Spaces* on translators' and interpreters' job satisfaction, scheduled to be published in 2024.

Zane Senko

Riga Technical University

Marina Platonova

Riga Technical University

BEHAVIORAL ETHICS AND ETHICAL BEHAVIOR: CHALLENGES IN TRAINING COMMUNICATION SKILLS

The question of the appropriateness of the present communication skills training for the ethical and behavioral challenges faced by technical translators in the contemporary digital environment has gained reasonable attention quite recently. The researchers exploring the instances of versatile communication theories in monodisciplinary or multidisciplinary settings have recognized the limitations of the present training approaches since nowadays, more than ever, students are expected to master communication skills in various forms (onsite, online, hybrid), modes (verbal, nonverbal, written, visual) and languages (native and foreign).

It is important to recognize that students unconsciously employ known behavioral ethics strategies and integrate their ethical behavior paradigms, mannerism and speech organization patterns typical of their sociolinguistic community to communication maintained in a foreign language, which require students to demonstrate high levels of cognitive flexibility to deal with challenges hindering effective communication. It demands the instructors to address the aspects of moral and ethical values recognized in the source community, respectfully comparing them against the values accepted in the target community, as well as question their (r)evolution under the influence of technological development, data science achievements and overwhelming globalization and openness trends.

The present study focuses on examining the ethical and behavioral challenges faced by the students of the study program 'Technical Translator.' Based on the conducted research the authors aim at adjusting the curriculum of the communication skills training courses within the program, developing and adopting the model of the most efficient communication strategies and teaching techniques.

Zane Senko is Lecturer and Researcher at Riga Technical University. She has obtained a Professional Master Degree in Technical Translation from Riga Technical University in 2009. Currently she is a PhD candidate (ABD). The theme of her dissertation is Employing Different Digital Andragogy Methods for Efficient Management of LSP Items: Developing Terminological Competence of Students at STEAM Field Study Programmes. Her research interests lie in the fields of digital andragogy, translatology, digital humanities, terminology, communication, LSP training. She is the member of organizing committee of the international scientific conference *Meaning in Translation: Illusion of Precision*. She is the author of more than 15 publications, and takes regular part in various scientific and academic conferences and forums of different scale.

Marina Platonova is Professor of Contrastive and Comparative Linguistics at Riga Technical University. She is the author and co-author of more than 60 publications. Her research interests lie in the fields of translatology, contrastive linguistics, text linguistics, digital humanities, pragmatics, and terminology. Platonova is the Dean of the Faculty of E-Learning Technologies and Humanities. She is the author and the Head of the Master's Study Programme 'Digital Humanities.' She is the Chair of organizing committee of the international scientific conference *Meaning in Translation: Illusion of Precision*. Platonova has been the member of many international organizations and she is also the Board Member of the EC DGT EMT Network.

Karin Sibul

Independent Researcher

TO INTERPRET OR NOT TO INTERPRET?

My focus on ethics is twofold: Was it ethical to interpret in a way that was done fifty years ago, and is it ethical to respond to those interpreters' best efforts in the way my audience responded to my presentation fifty years later? The context of this is that in academic film clubs in Estonia, Western films that were banned from public screenings in cinemas were simultaneously interpreted in the 1970s and 1980s.

One of the 16 people I interviewed who regularly acquired films for the Tallinn Polytechnic Institute Film Club described this practice. Viewing the film ahead of time allowed him to understand the content. When the film club showed the film, he then used memorized information, interpreting from languages he did not master: French, Portuguese, Italian, German. He was convinced that his interpretation was much better than that of others, arguably language professionals, as he had had a pre-viewing.

This non-professional interpreting practice violates contemporary codes of ethics (accuracy, impartiality, competence, etc.) and goes against current interpreting techniques (condensation, omission, etc.). The interpreter applied creative cross-cultural communication but was this ethical? This practice ensured accessibility to renowned works of cinematography as without interpretation the screening of those films in the original version might have not taken place. The outcome was shaped by the implicit expectations of the viewers.

Fifty years later, the response to my presentation on this type of film interpreting at a recent conference was hilarious. I felt like a stand-up comedian.

Was it ethical to show poorly interpreted masterpieces? Would it have been ethical to prevent screening of world masterpieces because of unprofessional interpreters? Is it ethical to laugh at the efforts of our predecessors?

Karin Sibul, PhD, is an Interpreter Researcher and a practicing conference and diplomatic interpreter. Her doctorate was conferred by the University of Tartu. She has taught courses on diplomatic interpreting and the history of interpreting at the University of Tartu and at the City University of Tallinn and has been a moderator at ten national conferences focusing on different aspects of interpreting. Since 1996 she has been accredited to interpret for the European Union institutions. Her research fields are the history of interpreting in Estonia, the analysis of symbolic capital in the diachronic development of interpreting in independent Estonia, diplomatic interpreting and simultaneous interpreting of theatre performances and films.

IMAGES OF ESTONIA(NNESS) IN THE RUSSIAN PRESS: INTERLINGUAL AND INTRALINGUAL TRANSLATION AND IDEOLOGY

National images (ethnotypes) are considered discursive objects and historical constants (Leerssen 2016). An 'imagological lens' (van Doorslaer 2019: 58) is used to search for these mental constructs as tropes in literature, media, films, and other sources. Such ethnical and national stereotypes are analyzed and classified, which also allows for reconstruction of attitudes and ideologies of those who are generating such images, including cultural and political backgrounds and prejudices.

Images of Estonia as represented in the Russian press are largely shaped by the political and historical context. Usually, news texts are translated twice: From one language to another (interlingual translation) and within the same language (intralingual translation). Editing and rewriting are needed to meet different requirements: i.e., the edition's format, style, relevance to the target audience, censorship, and state ideology. Consequently, national images are transformed through translation as well.

The methodology for my case study is similar to the methodology used by Gentile (2020) to detect religious images of the Dutch in the Italian media. I used it to detect Estonian national images in the Russian press and selected two newspapers (one conservative and one liberal); a search option was used to select articles referring to Estonia(nness) for the last 5 years. Two top-rated media (according to *Medialogia*, mlg.ru), namely a state-supported newspaper *Izvestia* and a relatively liberal portal *RosBusinessConsulting* (rbc.ru), have been chosen. My presentation will focus on images of Estonia(nness) as appeared in these media, their classification, and the influence of political discourse and official Russian state ideology on using such images in the media.

REFERENCES

- van Doorslaer, L. 2019. Embedding Imagology in Translation Studies. *Slovo.Ru: Baltic Accent* 10, no. 3, 56–68. <https://doi.org/10.5922/2225-5346-2019-3-4>.
- Gentile, P. 2020. Religious Images of the Netherlands in Italy: An Analysis of Press Articles and Novel Translations. *Dutch Crossing* 44, no. 1 (), 81–101. <https://doi.org/10.1080/03096564.2018.1475045>.
- Leerssen, J. 2016. Imagology. On Using Ethnicity to Make Sense of the World. *Iberic@I* 10, 13–31.

Irina Siseykina is a PhD student of Germanic and Romance Philology in the Translation Studies Department at the University of Tartu. In her research, she focuses on Estonian-Russian literary translation flows since 1991. The research is two-fold and involves imagological and sociological analysis of the flows. Imagology, translation in journalism, sociology of translation, translation policies, and practices are among her main scientific interests. Siseykina has been working as an independent journalist and author. She is a certified conference and literary translator.

RESPONSIBLE LOCALIZATION: IDEOLOGY OF DOMESTICATION

The paper addresses the issues of localization of multilingual promotional content for international education, marketing, and entertainment purposes, considering specifically the treatment of culture-specific content elements in the localization process. The theories of domestication and foreignization, translation ideology, relevance theory, and investigation into translation cultures provide the theoretical premises of the present research.

The issue of the scope or degree of localization of the foreign realia in translation has become topical in recent years when the issue of sustainable and respectful treatment of cultural diversity in translation has entered the agenda of modern translation studies. Complete domestication is no more considered a successful translation strategy, since it may potentially deprive the target readership of access to new and diverse cultural environments and cultural knowledge. At the same time, the mainstream strife for reader friendliness and ease of processing of the target text promoted by the commissioners and publishers of the translated and localized media does not always allow for adequate representation of the source culture in translation.

The paper presents a case study on a multilingual localization study project organized within a series of translation workshops. The workshops were run in a multilingual student group uniting students from Latvia, India, Indonesia, and China. Different approaches to translation and localization of foreign realia depending on both imposed and implicit translation ideology are considered and analyzed.

Tatjana Smirnova is an Associate Professor at the Institute of Applied Linguistics, Faculty of E-Learning Technologies and Humanities at Riga Technical University. Her research interests cover linguistic iconicity, cross-disciplinary semiotics, and axiological aspects of language use. She has authored and co-authored more than 40 publications on linguistic iconicity, functional approach to LSP translation, and aspects of LSP teaching.

VAIVORYKŠTĖ BE SAULĖS, ARBA TEKSTINĖ REFRAKCIJA SOVIETMEČIO VERTIMUOSE

Kaip šviesos bei garso banga keičia kryptį – lūžta – kirsdama skirtingų tankių ar temperatūrų aplinką, taip Vakarų literatūros veikalai, net prasisunkę per sovietinio *Index Librorum Prohibitorum* užtvaram, niekada nepasiekė SSRS skaitytojo autentišku pavidalu. Maskvos „Raduga“ ir „Progress“ leidyklų tarpininkavimas, apologetinė literatūrologija, honorarų medžiotojai, informacinių šaltinių stoka ir poligrafinis skurdas – tai tik akivaizdžiausi nepalankios terpės komponentai, dėl kurių „tarsi tu, bet ne tu“ tekstų sindromas tapo chroniškas. Pavieniai tekstinės refrakcijos veiksniai ir efektai yra nagrinėti, atlikta įdomių atvejų analizių, tačiau stinga tiek įvairių agentų įtakos laipsnį nustatančių kriterijų, tiek poveikio masto ilgalaikėje perspektyvoje vertinimo. Metodologiniame tyrime siekiame išbandyti, kaip tekstinės būklės koncepto prielaidos integruojasi su postkolonijinės teorijos teiginiais apie antrinę kultūrinę kolonizaciją. Mūsų hipotezė, kad profesionalių vertėjų ir redaktorių pastangos maksimaliai meistriškai atlikti savo darbą, kontrastuodamos su bibliografinio kodo ir metatekstų generuojamomis reikšmėmis, paradoksaliai stiprina svarbių literatūros veikalų visuminės reikšmės refrakciją.

Paulius V. Subačius – filologas ir istorikas, universiteto Tarybos narys, Lietuvių katalikų mokslo akademijos akademikas. Mokslinių interesų sritys – tekstologija, teksto teorija, nacionalizmo ir Bažnyčios istorija, literatūros sociologija. Parašė arba parengė 17 humanitarinės tematikos knygų, paskelbė daugiau kaip 140 mokslinių straipsnių ir šaltinių publikacijų, per 300 recenzijų, apžvalgų ir komentarų, skaitė plenarinius pranešimus pasauliniuose tekstologų forumuose. Pastaruoju metu tyrimų akiratyje skaitmeniniai genetiniai leidimai ir teksto ontologiją konceptualizuojančios metaforos.

REDEFINING TRUTH IN *HAMLET*: INTERDISCIPLINARY APPROACH

Our paper is focused on Maria Hablevych (1950), the Ukrainian contemporary scholar in Shakespeare Studies, from the perspective of Translatology and Sociology of Translation. We attempt to outline the way the agent expanded and transformed the field of translation by combining both philological and interpretative sub-habiti within the professional habitus. The study bears relevance for two reasons. Firstly, the multiple activities of the agent organize otherwise messy field of TS and enrich it with the elements from the field of literary studies. Secondly, a break-free from the Soviet norms has opened up a space for redefinition of the categories distorted or deliberately misinterpreted in the communist times. Thus, we explore the way in which the notion of Truth was voiced in the retranslation of *Hamlet* in pre-Soviet and Soviet periods, as well as look at the contemporary versions with its further re-negotiation in the works of Maria Hablevych.

Anna Sverediuk holds MA in Germanic Languages and Literatures, and is currently a PhD student in Translation Studies at Ivan Franko National University of Lviv, Ukraine. She is particularly interested in Sociology of Translation, focusing on the agency within TS framework and its multiple representations in different socio-cultural contexts. She retains interest in literary translations of classical texts (namely by William Shakespeare), and their mediation in the translation field in Ukraine. Her goal is to bring the Ukrainian scholars whose activities were obstructed in the communist times into the world scholarly discourse. She is the participant of the HTN Conference 2022 *History and Translation: Multidisciplinary Perspectives* (Tallinn University). In addition to her scholarship, she is a translator of the modern artistic literature.

TRANSLATION AND THE SENSEMAKING DYNAMICS IN THE COSMOPOLITAN ERA

Drawing on complex dynamic systems framework, particularly as used in cognitive purviews, the paper puts into perspective what we assume to be the contribution of translation to sensemaking in the local socio-cultural systems as nodes of a larger global systemic network. In the cosmopolitan era, when translating, translators, as cosmopolitan embodied agents, find themselves navigating a network of globalized discursive frames and models. More to the point, the domestication-grounded concepts in conceptualizing equivalence are by no means challenged by those afforded by cosmopolitanism under the cloak of globalization, namely: Universalism, human rights, consumerism, informationalism, as well as other centripetal discursive units. Framing the contemporary discourse — transferred through translation circuits — such influential and overarching concepts (i.e., centripetal forces) straightforwardly and interactively affect the local socio-cultural, cognitive and linguistic nodes of sensemaking. In light of the global systemic interconnectedness, sensemaking is to be modelled as an emergent property of the cosmopolitan, non-linear and self-organized complex dynamics. Emergent conceptual and linguistic affordances affecting sensemaking are somehow attributable to the pervasiveness of cosmocrats, information technology, telecommunication networks, supra-national corporations and organizations (constituting what is now termed the global brain).

Baaziz Termina is currently a Professor of Translation and Linguistics at the Institute for Studies and Research on Arabization (IERA), Mohammed V University of Rabat, Morocco. He obtained his PhD in Arabic Comparative Linguistics from Mohammed V University in 2017. In 2012, he received his Diploma of Translator (Master's equivalent) from King Fahd School of Translation, Tangier. In 2008, he obtained his Master's Degree in Comparative Literature from Mohammed V University. He earned his BA degree in English Studies in 2006 from the same faculty.

TRANSLATOR'S SKILLS FOR FUTURE

The recent years failed to conclude the debate on the future role of the translator's profession in the changing world, but the main thing clears up — the Translator's job shall not disappear, although the image of this profession shall depend on which hands it appears to be in. What will be there to be translated? That choice mostly will be influenced by the global market. Nowadays, it is politics and political ongoings that dictate it. Should translation disappear in business with English becoming the global international language of communication, the need of professional translators will always remain to render the regulatory documents. For instance, in Ukraine, the fast process of European integration when joining the EU leads to a major need of translating the regulatory instruments. It calls for the better quality of the translated texts, translations being as close as possible to the original, as well as for the text clarity. It also demands responsibility, and ethical approach.

What is the path to becoming a professional Legal Translator? The essential skills and competences are named in the ESCO classification and debated in numerous studies. In my talk, I will discuss the ways of and difficulties in acquisition of these skills. However, it has to be emphasized that a fluent bilingual professional has to be good at persuading listeners to trust him or her, creating neural pathways, preparing carefully for the event, and regularly refining these skills. I focus on how these skills can be trained and what new issues in training translator's skills for future arise.

Iryna Tersina is currently an Associate Professor of the Department of Foreign Languages at Educational and Scientific Institute of International Relations, Taras Shevchenko National University of Kyiv, Ukraine. She received her Candidate of Philological Sciences from Taras Shevchenko National University of Kyiv. Her research focuses on the topic of author-oriented word-combinations, namely, adjectival, used in *Potteriana* written by Joanne Rowling. The paper examines semantic and stylistic discourse markers of author's collocations. At present she is most interested in post-pandemic teaching methods, recovery, and the area of Diplomatic Formal English, as well as the nature of translating and interpreting. She has about 100 publications, and has been engaged in numerous projects, including Translators in Action. Her motto is life-long learning skills.

IMPACT OF IDEOLOGY AND ETHICS ON LITERARY TRANSLATION: A STUDY

Translation Studies has become an inalienable component of Comparative Studies, enabling World Literature acquire greater appeal and critical acclaim. Translation of culture is a major contribution of Post-colonial contexts. Post-colonial times triggered identity-based movements and frenzied creative work in most of the former colonies. This is just an extension of impact of Marxist ideology that swayed the world for a few decades Twentieth Century. It had, in fact, awakened marginalized masses and creative writers by unfolding hitherto unvisited vistas to explore in finding lasting solutions to their genuine grievances. While these efforts are tolerated in democratic dispensations, the same approach is frowned upon in totalitarian regimes. Hence, translation of texts based on ideological commitment tends to pose tricky options. If a translator belongs to the same 'sect,' it becomes a facile and pleasant task for him. Otherwise, strategies need to be adopted to render justice to the translated text in the target language. Translator's responsibility and ethics of translation do help in elevating a literary text from a minor language through translation into a global language like English. Balance and harmony should be maintained between SL ecosystem and TL ecosystem. Translator's responsibility renders an offensive expression less toxic in target language. This presentation seeks to highlight strategies required to translate texts based on ideologies by respecting translators' ethics and norms appropriately in making a translated text acceptable and respectable through dissemination of knowledge and culture in a refined manner.

Sai Chandra Mouli Timiri, a retired Professor of English, is a Fellow of Royal Asiatic Society, Great Britain and Ireland. He published 34 books comprising translation of 8 literary texts, 5 books of poetry in English and 21 book on Literary Criticism and ELT. He completed translation assignments for institutions of higher learning. He is Chief Editor of *VIRTUOSO*, a Refereed Transnational Bi-Annual Journal of Language and Literature in English; and Vice-Chairman of AESI [Association for English Studies in India] for a second term. He made presentations in international conferences at a wide range of universities around the world. He lives in Hyderabad, India.

NEWS TRANSLATION FROM THE CONCEPTS OF REWRITING AND REFRAMING: THE CASE OF ISRAELI–PALESTINIAN CONFLICT

News translation, rather than being regarded as a type of translation in itself, is an act that has no established definition and is often considered within the journalistic process. Comprising certain constraints and problems as part of the journalistic process, therefore, news translation can also be accepted as a 'rewriting.' News texts inevitably take shape around different discourses and narratives, especially if they have a multi-lateral and international status to be the source of a news translation, thereby evolving into a 'reframing' process as well. In this direction, this study questioned the validity of *Rewriting Theory* (1992), set by André Lefevere, and the *Narrative Theory* (2005) introduced by Mona Baker in news translations through the determination of methods and strategies practiced in the so-called translations of the Israeli-Palestinian Conflict, an international issue as aforementioned. Covering the statements on three different dates about the Conflict, which flared in May 2021, the corpus of this study was examined at paratextual level, under three subheadings. According to the analysis carried out under the subheadings of 'intranational interlingual news translation,' 'international interlingual news translation,' and 'international intralingual news translation,' it was revealed that different discursive strategies, particularly the change of themes, were applied in the source and target news texts. In this context, the target news texts differ greatly from their sources and end up as original texts, as Lefevere mentioned, becoming a rewriting; and in the same vein, those texts are reframed and used as a means to present a different reality, according to Baker.

Aysu Uslu began her undergraduate study in Translation and Interpreting Studies at Boğaziçi University, Istanbul, in 2015. Within the framework of Erasmus Student Mobility, she was entitled to study at KU Leuven in Antwerp, Belgium, in 2019. Uslu has been pursuing her Master's degree in English Translation and Interpreting at Hacettepe University, Ankara, and working as a Research Assistant at Izmir University of Economics since 2021. In addition, she has been working as a scholar in a project on Translation Studies supported by a national organization in Türkiye since 2022. Her primary research interests are critical discourse analysis, audiovisual translation, and paratexts.

IDEOLOGICAL MARKETING: THE ADAPTATION OF TRANSLATED BOOK TITLES BY A COMMUNIST PUBLISHING HOUSE IN THE NETHERLANDS

As Maurizio Viezzi (2011) noticed, book titles are a specific (literary) genre with its own norms, as a result of which 'there is often a lack of semantic equivalence between a title and its translation' (183). Apart from the 3 'essential functions' every title has, Viezzi also defines 7 'optional functions' of titles, which may be used by the editor as a suitable tool for ideological manipulation of the potential reader.

In this paper I will make a survey of the titles of literary works, translated from Russian into Dutch by 'Pegasus,' the Amsterdam-based, 'Communist' publishing house that was funded by 'Moscow,' and published between 1934 and the end of the 1970s, when the publishing house finally abandoned ideology. I will try to find out to what extent the functions of the titles correspond with possible ideological strategies to attract readers.

Analysis of the translations reveals that the titles are, indeed, used as a tool in the ideological struggle. However, there are limits to the 'plasticity' of titles. Especially with (retranslated) literary works that belong to the literary 'canon,' publishers have less freedom and are more tempted to stick close to the original title, while for new and unknown authors (which was often the case with the Soviet authors that were introduced to the Dutch market at the time) this link with previous translations is absent, which opens up possibilities for more creative translations.

Piet Van Poucke is Associate Professor in Russian Language and Culture and head of the Russian section of the Department of Translation, Interpreting and Communication at Ghent University. He holds a Master's degree in East European Languages and Cultures and obtained his PhD in 1999 with a dissertation on Russian literature. His current research activities deal with: Retranslation and retranslation theory, literary and journalistic translation, translation of metaphor in journalistic texts, and translation policy of Russian literature into Western languages, and vice versa. He was co-guest editor of the special volume of *Cadernos de Tradução* on 'Retranslation in Context.' Currently he is co-guest editing a special volume of *Parallèles* (with Kris Peeters) on 'Retranslation, Thirty Years Later.'

Ingrida Tatolytė

Vilnius University

'HOW DOES YOUR GARDEN GROW?' RE-EXAMINING TRANSLATION CENSORSHIP FROM A READER'S PERSPECTIVE

In recent years, the research into translation censorship was sufficiently broadened and deepened by the numerous forums and discussions about the problematic aspects of the very notion of translation censorship, especially in regard of the self-censorship and distinction between censorship and translation strategy. However, the broader public discourse shows that the notion of censorship, its definition, meaning, and limits remain the point of contention, and its application in the context of translation is a highly sensitive matter.

Based on the observations and findings of the ongoing research project 'Translation and censorship under Soviet ideology' carried out at Vilnius University by the group of researchers, this paper invites to re-examine and reconsider certain aspects of the research into the translation censorship; the need of broadening the concepts and revising classification of the translation censorship, contextualisation of research and its data, the issue of data contingency, agents of the translation process and their agency, and the ethical difficulties a researcher into this subject faces. It proposes to shift the perspective from approaching investigation into the translation censorship from the position of knowledge and power to looking at it from a reader's perspective. Such shift allows to emphasize how censorship addresses the ethos of the author, book, dominant ideology, translator, and reader, and therefore affects the society and its cultural landscape. It also highlights the limitations of the research into the translation censorship.

Ingrida Tatolytė, is a researcher, educator, translator, and copy-editor. She has taught at 5 European universities and provided qualification upgrading seminars as a visiting lecturer at the EU institutions. Her research interests include the intersection of rhetoric and translation/interpretation, literary (re)translation, rhetoric and translation/interpretation of public discourse, political ideology, censorship and ideology in translation. She is the author of the book on practical rhetoric for interpreters. Among the authors she translated are Clifford Geertz, Tony Judt, and others.

**CENTRAL/PERIPHERAL (RE)TRANSLATION AND IDEOLOGY: J. D. SALINGER'S
THE CATCHER IN THE RYE IN RUSSIAN AND LATVIAN**

Translations of J. D. Salinger's *The Catcher in the Rye* (1951) into Russian by Rait-Kovaleva (first published in 1960), Makhov (1998), Nemtsov (2017), and Lotovskii (2010), and into Latvian (the translation by Bauga (1969) and its revised version (2001)) positioned the phenomenon of retranslation in a complex setting. Apart from the typical areas of inquiry, namely literary retranslation and (1) the relationships with the source text and previous translations, (2) the aspect of the time and aging of translations, (3) the aspect of language change, and (4) the aspect of translation quality, it is also necessary to consider the translation features imposed by the ideological circumstances and censorship during the Soviet regime. The relationship of the first Russian translation (central text/approach) and the Latvian translation, which was a peripheral (re)translation based on the central model, illustrate a specific spatial aspect of (re)translation in the Soviet Union and its republics. In addition, the publication of a revised Latvian translation can be considered as a type of non-retranslation. A further significant perspective is the sensitive case of retranslating canonical texts for which canonical translations exist in the same target culture.

The Russian translations of the novel in question were discussed previously by both academics and fellow translators, however some aspects and issues require additional comment. This paper therefore examines the Russian and Latvian translations of the novel in the context of the above perspectives, based on the case-specific retranslation examples, and certain general factors involved in retranslation and revised translations.

Jānis Veckrācis, Dr. Philol., Associate Professor of Ventspils University of Applied Sciences, Latvia. Research interests include contrastive linguistics, literary (re)translation, text linguistics. Author of the monograph *Linguistic and Translatological Aspects of Poetry Translation. Joseph Brodsky's Texts in Russian, English and Latvian* (Peter Lang, 2020).

THE IDEOLOGICAL GRIP ON LATVIAN TRANSLATIONS DURING THE SOVIET OCCUPATION

A liberal and versatile Latvian translation scene was followed by the first Soviet occupation (1940/1941) which immediately imposed comprehensive Soviet style censorship. Ideologization and Russification ruled. Translation of Western literature came to a virtual halt. After the second occupation Latvian translation scene was carefully organized, monitored and directed to conform with the Soviet norm. The latter was, however, undergoing a certain evolution and occasional zigzags. While the Stalinist period meant a virtual isolation from Western culture and a total domination of Soviet Russian texts, Khrushchev's Thaw and Brezhnev's Stagnation period saw a certain opening, liberalization and admittance of Western works. However, it also meant a laborious, painstaking and finicky manipulation and rewriting by the censorship. The Communist party openly stated that translations should be reworked according to the party guidelines, unnecessary passages could be freely deleted.

The whole translation process was strictly controlled with many foreign authors tabooed, others heavily scrutinized and purged of the 'wrong' items or accepted with minor 'corrections.' A plethora of ideological manipulations was applied to translations. The most widespread method was deletion of unwelcome passages, occasional substitutions (inserting even the opposite ideas), change of tenor, softening, highlighting, etc. Translated books were accompanied by editorial paratexts, providing the soviet reader with the 'correct' understanding. Pre-soviet period Latvian translations done by 'wrong' translators were republished without mentioning the translator and also brought up to the soviet norm. The samples for Latvian text manipulation were sought in Moscow editions of the translations. Unfortunately, many manipulated translations have been unknowingly republished since independence.

Andrejs Veisbergs, Dr. Habil. Philol., is a Professor of the University of Latvia. His research publications since 1985 amount to more than 400, mainly on Translation and Interpreting, Idioms, Borrowing, Latvian, Language Policies, Language Contacts and Lexicography. He is the author of the biggest Latvian-English Dictionary (1997, Second edition 2005, Third edition 2016). Apart from academic activities he is also the EU accredited interpreter working for various EU institutions and agencies as well as for many one-off occasions, like President Clinton, Bush, Dalailama, Ban Ki-moon, Justine Trudeau (2018), Latvian Presidents, and other notables.

NUO TEKSTO PRIE KONTEKSTO: RYTŲ IR VAKARŲ POETINIO VERTIMO SKIRTUMAI WILLIAMO SHAKESPEARE'O SONETŲ VERTIMUOSE Į LIETUVIŲ KALBĄ

Pranešime pateikiama lyginamoji Williamo Shakespeare'o 25 soneto vertimų į lietuvių kalbą analizė. Bandant suprasti sovietmečiu vyravusias vertimo normas, išsamiai nagrinėjamas Aleksio Churgino 25 soneto vertimas į lietuvių kalbą, nes Churginas – vienintelis autorius, kurio Shakespeare'o sonetyno vertimai buvo išleisti sovietų Lietuvoje. Vertimo normoms atskleisti būtina užmegzti platesnį dialogą ne tik su originalo tekstu, bet ir su kitais Shakespeare'o 25 soneto vertimais į lietuvių kalbą. Be Churgino viso sonetyno vertimą yra pateikę dar trys lietuvių poetai skirtingose geografinėse vietovėse bei skirtingais laikotarpiais: 1964 m. JAV išleisti Alfonso Tyruolio Šešplaukio versti sonetai, 2009 m. Lietuvoje – Sigito Gedos ir 2011 m. Lietuvoje pasirodė Tautvydos Marcinkevičiūtės vertimai.

Per vieno soneto vertimų analizę išryškėja bendri sonetyno vertimo dėsningumai, Rytų ir Vakarų poezijos vertimo skirtumai. Kyla klausimas, kokios normos veikė šias skirtingas vertimo tradicijas? Kodėl Lietuvoje vyrauja laisvo poetinio vertimo tendencijos, o Vakarų tradicijoje – pažodiškesnio?

Vertingų įžvalgų apie sovietmečiu vyravusias vertimo normas pateikia britų mokslininkė Samantha Sherry. Sovietinėje vertimo teorijoje „laisvo“ vs „pažodinio“ vertimo strategijos buvo įgavusios ideologinį pobūdį. Formalizmas (arba „pažodinis“ vertimo metodas) ir sovietmečiu įsigalėjęs laisvas, „realistinis“ vertimo metodas buvo ideologizuoti. Sovietų Sąjungoje į formalistinį metodą žiūrima priešškai, manoma, kad vertėjas turi perteikti „kūrinio dvasią, o ne raidę“. Realistiniam vertimui būdingas laisvas požiūris į tekstą (2015: 28–29) ir jis išliko vyraujančiu, oficialiai patvirtintu metodu visu sovietiniu laikotarpiu. Tikėtina, kad tai turėjo įtakos poetinio vertimo tradicijai Lietuvoje.

Deimantė Veličkienė dirba asistente Literatūros, kultūros ir vertimo tyrimų institute, Vilniaus universitete. Vilniaus universitete ji įgijo Anglistikos bakalauro laipsnį ir Visuotinės literatūros magistro laipsnį. 2019 m. apgynė daktaro disertaciją tema „Williamo Shakespeare'o sonetų vertimai į lietuvių kalbą: atitiktis problema“. Moksliniai interesai apima vertimo teoriją ir praktiką, literatūrinį vertimą, ekvivalentiškumo problemą vertime. Paskelbė straipsnių apie Shakespeare'o sonetų vertimus į lietuvių kalbą, poezijos teksto adekvataus vertimo problemą. Šiuo metu dalyvauja projekte „Vertimas ir cenzūra sovietinės ideologijos sąlygomis“.

Francisco J. Vigier-Moreno

University Pablo de Olavide

Carmen Torrella Gutiérrez

University Pablo de Olavide

ETHICALLY CHALLENGING ISSUES IN BUSINESS INTERPRETING TRAINING

There is an unquestionable demand for face-to-face and remote interpreting within the business sector, as language services are crucial in businesses operating beyond their national borders. Business interpreting can be defined as a type of cross-linguistic and cross-cultural oral mediation that allows a business operation to be undertaken between two or more individuals who speak different languages but share common ground in terms of commercial interests and objectives. It is therefore a complex activity that requires flexible and high-performing professionals, since it involves a wide diversity of scenarios, topics and interpreting modes, thus encompassing a wide range of skills. In business interpreter training, consequently, there is the need to train prospect interpreters in professional ethics and conduct, which are especially relevant, since tenets such as impartiality and wholeness may conflict with the interests and needs of the business hiring the interpreter's services and place the interpreter in an ethical dilemma.

In this contribution, we show how examples of ethically challenging elements extracted from a real interpreter-mediated business meeting corpus (to wit, issues related to multiparty interaction and cross-cultural elements affecting the interpreter's reference framework) can be addressed in business interpreting training. Trainee interpreters are exposed to these situations, which were previously introduced in the semi-scripted role-plays that are then used in the training sessions, and the following feedback session allows trainees and trainers to explore and expound different options that both allow for the transfer of the message and, more significantly, adhere to professional principles and protocols.

Francisco J. Vigier-Moreno has been a full-time Lecturer in the Department of Languages and Translation at the University Pablo de Olavide (UPO) in Seville since 2015. He graduated in Translation and Interpreting from the University of Granada (UGR), where he also earned a PhD in 2010. Before joining the UPO, he was a lecturer at both undergraduate and postgraduate level at UGR, the University of Ulster and the University of Alcalá, where he still teaches legal translation and interpreting for the EMT network's Master's Degree in Public Service Translation and Interpreting. A practicing Sworn Translator-Interpreter of English since 2005, his main fields of research include legal translation, court interpreting, specialized translator training, and dialogue interpreting.

Carmen Torrella Gutiérrez is a freelance translator and interpreter — working with English, French, and Spanish — and a part-time Lecturer in the Translation and Interpreting Degree at University Pablo de Olavide (Seville, Spain), where she has worked since 2015 focusing, mainly, on interpreting training. In 2020, she presented her PhD dissertation, approaching the intricacies of the decision-making process in Business Interpreting. Currently, she continues delving into the distinctive features of dialogue interpreting, namely, with regards to ethics and training in this field.

'WHO ARE YOU STANDING WITH?': AN AUTOETHNOGRAPHY OF A RUSSIAN-SPEAKING CONFERENCE INTERPRETER IN ISRAEL DURING THE WAR IN UKRAINE

Started on 24 February 2022, the war in Ukraine has brought a notable civilian mobilization in Israel, especially among immigrants from the Former Soviet Union (FSU). Israeli translators and interpreters, originally from the FSU, who work with Hebrew, Russian and Ukrainian, also began to use their linguistic, cultural and professional skills, providing *pro bono* frontal and remote translation and interpreting services and assistance.

Building on the basis of recent research into migration as translation or, more precisely, cultural translation, that refers to the transformation that happens to individuals and groups during interaction and contacts (Buden, Nowotny 2009; Lerner 2012), in the presentation I will deal with agency related to migration and translation, both in a literal and metaphorical sense. As an immigrant from Russia living in Israel, as a trained and certified conference interpreter aware of ethical issues and role boundaries, and as a researcher focusing on immigrant-interpreters, I will use autoethnography to describe and systematically analyze my personal experience of my professional activities during the war in Ukraine in order to understand cultural experience (Ellis et al. 2001) of the inter-related migration and translation/interpreting phenomena. While interpreters are considered professional when they remain neutral, adopting a 'conduit' role whose function is to convey a message in a neutral and accurate manner from one language to another (Pöchhacker 2004), I will show how my role boundaries, professional practice and personal identity are constantly being challenged when I am engaged in linguistic and cultural translation in the given crisis situation.

REFERENCES

- Buden, B., Nowotny, S. 2009. Cultural Translation: An Introduction to the Problem. *Translation Studies* 2, 2, 196–208.
- Ellis, C., Adams, T., Bochner, A. 2001. Autoethnography: An Overview. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research* 12, 1, Art. 10. <http://nbn-resolving.de/urn:nbn:de:0114-fqs1101108>. Last accessed 21 May 2022.
- Lerner, J. 2012. Introduction: The Pragmatic Power of Culture in Migration. Lerner, J., Feldhay, R. (eds.). *Russians in Israel: The Pragmatics of Culture in Migration*. Van Leer Jerusalem Institute: Hakibbutz Hameuchad Publishing House, 20–49. [Hebrew]
- Pöchhacker, F. 2004. *Introducing Interpreting Studies*. London, New York: Routledge.

Tanya Voinova holds a PhD (2018) from the Department of Translation Studies at Bar Ilan University. She is a Lecturer at Bar-Ilan University, Beit Berl College and Oranim College, and a Research Fellow at the Institute for Immigration and Social Integration, Ruppin Academic Center. Her current research focuses on immigrant-interpreters in a multicultural context. She is a certified translator and conference interpreter, and a founding member of the Coalition for Language Access in Israel.

**ETHICS IN THE CONTEXT OF FIDELITY IN TRANSLATION. THE ANALYSIS OF
SELECTED AUDIOVISUAL SAMPLES WITH SPECIAL FOCUS ON DIALECT AND
SPEECH IMPEDIMENTS**

This paper analyses the issue of ethics in the context of fidelity in translation and translator's responsibility, as well as the possibility to transfer a perlocutionary effect (Austin 1962) from the source language to the target language. The analysis is based on the audiovisual translation with the focus on the voiceover mode. It attempts to answer the question to what extent a dialect or a speech impediment defines or stigmatises the speaker and if this kind of information can be transferred and saved in the translation process. The analysis concentrates on selected passages culled from the audiovisual material, viz. *The Life of Brian* (focus on the rhotacism and lisping) and *Educating Rita* (focus on the accent). There are analysed translation strategies for translating a dialect and speech defects proposed by Leszek Berezowski (1997), which are applied and evaluated in the paper.

Adrianna Wajman-Brzostowska is a Lecturer at the Higher School of Tourism and Foreign Languages in Warsaw, and a PhD candidate at the University of Lodz. She is particularly interested in social aspects of translation, which include translation of different varieties of English. In her research she concentrates on both geographical and social varieties, as well as speech impediments and individual traits which may contribute to the image of the speaker's identity, but will often be lost in translation.

Ray Liehui Wang

Hong Kong Baptist University

MALE LOVE ON THE GO: PARATEXTUALITY AS OVERT FRAMING IN CHINESE TRANSLATIONS OF *CALL ME BY YOUR NAME*

Translation studies may be viewed as a key location to give a brand-new viewpoint in queer studies in order to better understand how (homo)sexual consciousness and identity are constituted, as well as their interconnectedness with cultural discourse, history of erotica, and politics. The examination of the approaches extends beyond linguistic transference to encompass paratextual, intertextual, and contextual variables such as historical backdrops and book cover designs, translators' interviews, blurbs, film adaptations, etc., which have been carried out in the production of the translation end products. This study is to analyze the paratextual framings of the four Chinese (re)translations of André Aciman's homosexual novel *Call Me by Your Name* (2007), which were (re)published in both the Chinese mainland and Taiwan in 2009, 2012, 2017, and 2018, respectively. The research compares paratextual features, i.e., book covers, blurbs, combined with interviews of the authorial intention, of four different Chinese translations to see how ideological landscapes on both sides of the straits influenced the formation of the paratextual patterns of the translated books, thus demonstrating a historical dynamism of accepting homosexuality and its associated works in China and Taiwan as non-Western settings.

Ray Liehui Wang is a third year PhD student in Translation Studies in the Department of Translation, Interpreting, and Intercultural Studies at Hong Kong Baptist University. His current doctoral research investigates how queerness is renegotiated and reconfigured in André Aciman's *Call Me by Your Name* through translations into Chinese mainland and Taiwan. His research interests mainly focus on queer translation studies, Chinese translation of sexually explicit content, and translation censorship in mainland China.

SEEING DOUBLE? THE ROLE OF PARALLEL TEXTS IN PUBLISHED TRANSLATIONS

As the Call for Papers reminds us, 'translation never takes place in a vacuum' but rather inhabits 'contexts ... saturated with ideologies, cultures and stands.' One key factor in the equation is the physical presentation chosen for the translations: This paper focuses on a largely overlooked format in translation studies, namely the parallel text, and how the specific characteristics of this form exploit the representation of difference. The paper will adopt a diachronic approach, outlining some of the many functions undertaken by parallel texts, from archetypal examples such as the Rosetta stone, through Plutarch's *Parallel Lives* — contrasting Greek and Roman biographies —, to Tudor England, when Latin texts were printed with English on facing pages, the format affording 'completeness and integrity' to both versions and the extensive use of parallel texts in more contemporary times.

This quasi-*mise en abyme* of the text elides any geographical distance that exists between the two texts while bringing about temporal convergence for works and translations potentially separated by centuries.

Mention will be made of the philological and pedagogical functions of parallel texts and their use within corpora studies, but the focus of this paper will be on contemporary interlingual parallel texts, and more or less implicit textual hierarchies, as deployed by publishing companies; it will discuss the role of translators, some 'elevated,' as it were, to the same status as the source author by appearing side-by-side; it will address the reception of the parallel text by the reader who experiences the physical, embodied materiality of the facing-page translation.

Mary Wardle is Associate Professor of English Language and Translation Studies at Sapienza University of Rome. Her academic interests include the phenomenon of Retranslation, Paratextual Elements, Translation and Memory Studies, Adaptation Studies and Translation as an Embodied Practice. Forthcoming publications include book chapters on the intercultural elements and translanguing identity in the works of Jhumpa Lahiri (Springer); the paratextual elements framing Lahiri's production (Peter Lang); the English translations of the works of Primo Levi in a volume on the intersection between Translation Studies and Memory Studies (Routledge); *Dance Notation and Translation* (Bloomsbury). She is currently working on a monograph on translations presented as parallel texts.

LEKSINIŲ IMPLIKACIJŲ VAIDMUO FORMUOJANT PROPAGANDINIUS NARATYVUS

Pranešime analizuojami semantinių implikacijų veikimo mechanizmai diskursuose panaudojant (atgaminant) semantinius laukus. Atskiras dėmesys skiriamas iš pirmo žvilgsnio neutraliai leksikai, kuri veikia netiesiogiai, bet jos poveikis propagandai, neapykantos kalbai, panikos sukėlimui atsiranda aukštesniu, prasminio efekto (A. J. Greimas) lygiu.

Skirtingai nei analoginės kalbos epochoje, atsiradus skaitmeninei kalbai, komunikacija vyksta per naratyvus (istorijas), todėl sąmoningai naudojantis semantinėmis implikacijomis, leksika, ypač iš pirmo žvilgsnio neutrali, tampa veiksminga priemone siekiant sukelti paniką, nepasitikėjimą, neapykantą, baimę ir pan.

Pranešime analizuojami konkretūs atvejai, kai verčiant naujienas, pasirenkami propagandai palankūs žodžiai. Aptariami terminų, veiksmažodžių, epitetų, istorinių sąvokų ir kt. pasirinkimo atvejai, pateikti Lietuvos žiniasklaidoje. Atliekant pristatomą tyrimą naudotasi informatikų bei politologų įžvalgomis bei metodais.

LITERATŪRA

- Zabarskaitė, J. 2019. Rusijos Federacijos prezidento V. Putino naratyvų ideologiniai mechanizmai Lietuvos internetinėje žiniasklaidoje. *Parlamento studijos* Nr. 27, 76–118.
- Danowski, J. A. 2012. Semantic Network Analysis of Islamist Sources Using Time Slices as Nodes and Semantic Similarity as Link Strengths: Some Implications for Propaganda Analysis about Jihad. *European Intelligence and Security Informatics Conference*, 164–171, doi: 10.1109/EISIC.2012.53.
- Wierzbicka, A. 1990. Antitotalitarian Language in Poland: Some Mechanisms of Linguistic Self-Defense. *Language in Society*, vol. 19, no. 1, 1–59. JSTOR.
- Vorakitphan, V., Cabrio, E., Villata, S. 2021. 'Don't discuss:' Investigating Semantic and Argumentative Features for Supervised Propagandist Message Detection and Classification. *Proceedings of the International Conference on Recent Advances in Natural Language Processing (RANLP 2021)*, 1498–1507. Held Online. INCOMA Ltd.
- Hartig, F. 2015. Communicating China to the World: Confucius Institutes and China's Strategic Narratives. *Politics*, 35(3–4):245–258, doi:10.1111/1467-9256.12093.

Jolantos Zabarskaitės, prof. dr., moksliniai interesai – semantika, kalbinė naratyvų analizė, kalbos performatyvumas, natūralios kalbos procesai, inovatyvūs mokymo metodai. Parašė eilę leksikografinių straipsnių LKŽ; mokslines monografijas *Kūrybiškumo slinktytis ir lūžiai. Kalbinė „kurti“ analizė; Naujos regionų tapatybės konstravimas. Integralumas, sumanumas, konkurencingumas* (abi su kitais, 2017); studiją *The Lithuanian Language in the Digital Age* (su D. Vaišniene, 2012); skyrių apie lietuvių kalbos muziejų monografijai *Museums of Language and the Display of Intangible Cultural Heritage* (2019), sudarė mokslo šaltinių rinkinius *Lituanistinis Augusto Schleicherio palikimas* (su Ilja Lemeškinu); *Vladimiras Toporovas ir Lietuva* (su A. Sabaliausku). Lietuvos ir užsienio mokslinėje spaudoje paskelbė per 50 mokslo straipsnių.

Chuyi Zhang

Kent State University

MEDIATION OF AUTO-IMAGE IN TRANSLATION: A CASE STUDY OF *HONG GAOLIANG* AND ITS ENGLISH TRANSLATION

How people perceive themselves or others can be influenced by the cultural and national representations in literature and translation. Take such representations of China as an example, the adaptations of Chinese poems by Klabund and the translations of Chinese classics by Richard Wilhelm portrayed China as a place of ancient wisdom to readers, and the interest and sympathy toward China in works by authors like Pearl S. Buck and Hermann Hesse provided countering perceptions to the rising contempt toward China in the West at the time. A fruitful approach to studying such cultural and national representations is Imagology, which stems from literary studies and explores textual representations of countries and peoples in works of literature. Two core concepts in Imagology are hetero-image and auto-image. In contrast to hetero-image which is characterized by others, auto-image focuses on the images characterized by one's own and has been relatively understudied in Translation Studies. This research aims to investigate how translation alters the auto-image presented in a literary work, so as to provide views on the mediating role of translation in the circulation of auto-image. To address the issue, this research conducts a case study of a famous Chinese novel named *Hong Gaoliang* written by Mo Yan and its English translation by Howard Goldblatt, and analyzes the images of Chinese people and culture in the textual and paratextual data collected from both works.

Chuyi Zhang is currently a Ph.D. candidate in the Translation Studies program at Kent State University, supervised by Dr. Brian Baer. Her research interests include translation reception, Imagology, interpreting pedagogy, and audiovisual translation. Her current doctoral work explores the circulation of auto-images of China in translation and film adaptation. Her most recent publication is titled 'Wellness of Interpreters: Stress-Related Occupational Hazards and Possible Solutions' in *New Voices*. She holds MA and BA degrees in Translation Studies from Shanghai International Studies University and Henan Normal University, respectively. She is a CATTI (China Accreditation Test for Translators and Interpreters) Level II accredited translator.

WHEN TRANSLATION GOES TO WAR: THE UNETHICAL 'GREAT TRANSLATION MOVEMENT' AND THE IMPLICATIONS FOR TRANSLATION ETHICS

When ideological conflicts between sovereign states and power blocs intensify, translation easily becomes a weapon for smearing the Other. This is true with 'The Great Translation Movement' (TGTM) that has emerged in the context of the Russian-Ukraine War and attempts to subvert the Chinese government through the decentralized selective translation of posts from the Chinese internet. By textually analyzing the small-size corpus containing TGTM's representative translations on Twitter and the contrastive news framings of the movement by Chinese (e.g., People's Daily) and anti-Chinese media (e.g., DW), I show that TGTM is a highly political-ideological maneuver. Starting from this, I then ethically critique TGTM as a translation endeavor, arguing that it is unethical mainly in that: a) it distorts the alterity and breaks translation's inherent ethicality; b) it adds the translators' biased interpretations of meaning and deprives the readers' hermeneutic privilege; c) it fuels hatred and violates translators' social responsibility. Furthering the critique, I discuss how translators and other stakeholders having power in shaping translation products, such as Google Translator engineers, should resist the ideological sway and practice ethically. Overall, I recommend that in today's growing complex world, the agents should stick to the ethos of translation and take full and objective translation as their highest mission. After all, when translation goes to war, it becomes accomplices to a particular camp having unsettled legitimacy, which risks harming translation's credibility and survival in the long run.

Meng Zhou is currently a PhD Candidate in Translation Studies at Faculty of Arts, The University of Auckland. His main research interests lie at the intersections of translation ethics, moral philosophy, and cognitive psychology. He aims to advance the field of translation ethics both paradigmatically and pragmatically. He has presented on translation ethics at multiple international conferences, including the 7th IATIS Conference, the 2021 CIUTI Conference, and the NZSTI Conference 2021, and published papers on the growingly important topic in some reputed peer-reviewed translation journals, including *The Interpreter and Translator Trainer*, *Translators Journal of China*, and *Translation and Interpreting*. Moreover, he has been a certified conference interpreter and translator since 2013.

Zofia Ziemann

Jagiellonian University

Ewa Dębicka Borek

Jagiellonian University

POLISH *BHAGAVAD GITA* 1947: THE TRANSLATOR'S IDEOLOGICAL MESSAGE

The paper presents the history of a 1947 Polish translation of the Hindu sacred text *Bhagavad Gita*, part of the ancient epic *Mahabharata*. Not the first rendering of *Gita* into Polish, this edition is especially interesting as a case of a text from a distant time and culture being deliberately used by the translator to convey an ideological message pertinent to the here-and-now of the target readers. *Gita*, a dialogue between prince Arjuna and Krishna on the eve of a fratricidal battle between Pandavas and Kauravas, can be read as a moral-philosophical treatise on conflicted allegiance. Translating it in the aftermath of World War 2, when Poles faced the dilemma of whether to embrace the Soviet-imposed communist authorities for the sake of peace and rebuilding the country, or to continue fighting — now against their compatriots — in the underground for a truly independent state, the translator Wanda Dynowska, a Polish *émigré* in India and staunch anti-communist, saw it as a relevant message. The paper will discuss Dynowska's motivations in light of her biography and the broader historical context, and seek to determine whether they are reflected not only in the selection of the text and in paratextual framing, but also in her translation choices.

Zofia Ziemann, Dr., is Assistant Professor at the Centre for Translation Studies, Jagiellonian University, Kraków. She is also a freelance translator, interpreter, and editor working between Polish and English. Her main research area is translation history, with particular focus on literary retranslation.

Ewa Dębicka-Borek, Dr., is Assistant Professor at the Institute of Oriental Studies, Jagiellonian University, Kraków. Her work concerns chiefly Sanskrit religious literature and the dynamics of relations between the Brahmanic and local traditions of South India.

CONSTRUCTING THE (IMPLIED) READER IN TRANSLATIONS OF FOREIGN LITERATURE IN LITHUANIA IN THE CONTEXT OF SOVIET IDEOLOGY

Under the soviet regime a lot of effort was put into controlling cultural narratives to create a certain ideologically motivated worldview. In terms of translation, the publishing process was affected throughout, from the choice of specific foreign authors and works to translate to the translation and editing strategies as well as adding accompanying articles and notes on the text to keep the reader on a particular interpretive path. Unfortunately, contemporary reading practices and the effectiveness of the attempts to manipulate the reception of translated foreign literature are not accessible directly, only retrospectively. Therefore, in this paper I will look into extratextual factors and paratextual elements in an attempt to reconstruct the implied reader of foreign literature translations under soviet ideology.

REFERENCES

Eco, U. 1979. *The Role of the Reader*. Indiana University Press, Bloomington.

Agnė Zolubienė is practicing translator and translation scholar with MA in translation from Vilnius University and Lecturer at the Institute of Literary, Cultural and Translation Studies of Vilnius University. Currently, she is a member of a team of researchers in the research project 'Translation and Censorship Under Conditions of Soviet Ideology' funded by Lithuanian Research Council. As translator, researcher and translator trainer, she is interested in cultural, ideological and social factors affecting translator's work, translation process and results.

Vilnius University
Faculty of Philology
Institute for Literary, Cultural and Translation Studies
Department of Translation and Interpretation Studies

2022

Vilniaus universitetas
Filologijos fakultetas
Literatūros, kultūros ir vertimo tyrimų institutas
Vertimo studijų katedra

Universiteto g. 5, 01513 VILNIUS

+370 5 268 7245

<https://www.flf.vu.lt/vsk/>



VU Vertimo studijų katedra



VskVu

TRANSLATION, IDEOLOGY, ETHICS:
RESPONSE AND CREDIBILITY