

Rendering Stereotyped Representations of Women in Lithuanian and United Kingdom Printed Advertisements

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The aim of this research is to explore the translation of stereotyped female representations in printed advertisements. It has been assumed that stereotyped representations are expressed employing multimodal metaphors as instruments. The research also aims to reveal the role of translators as social agents in the context of gender-related issues in printed advertising. The research is planned to consist of an introduction to the topic, where theoretical framework, related to conceptual and multimodal metaphors and stereotyped representations will be presented as well as a description of the methodology applied will be provided. In the findings of the research section some case studies will be presented and, finally, considerations and implications for the discipline of Translation Studies will be revealed.

Translation in this research is attributed to the concepts of 'cultural turn', with relation to "gendered body" (representation and stereotyping of women, men and sexuality in advertising) and "gender metaphors" (metaphorical representations of femininity and masculinity). The research will seek to find recurrent multimodal (verbal and visual) patterns employed by translators of advertisements to represent feminine stereotypes in Lithuanian and UK cultures. With this regard it is planned to present insights into the role of translation in the construction of cultural values. The investigations presented in this study argue that translation plays a controversial role in advertising, as it encourages the dissemination of cultural stereotypes instead of helping cross-cultural communication. The results of the study will try to contribute to the field of Translation Studies.

Recent studies in the field seem to present a different picture that challenges the presentation of female stereotypical images in printed advertisements. According to some scholars note, that gender stereotyping is one of the main issues in advertising as it is seen as a valuable persuasive tool. On this matter authors argue that stereotypes are often employed as a means of effective communication, drawing from relatively common cultural symbols and meanings', which can be easily understood by the target audience and culture. However, majority of works, related to stereotyped representations of gender in advertisements do not study gender issues neither from intercultural perspective nor within the framework of Translation Studies.

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