

The Translation of National Image of Lithuania in Public Discourse

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The relation between translation studies and other disciplines has been of interest for many scholars, especially the relationship between translation studies and imagology (Blažević 2016, Dmitriu 2016, van Doorslaer et al 2016, etc.). Although imagology has received some criticism because of its ambiguity and proximity to other disciplines, e.g. sociology or anthropology, the value of image studies is undeniable because of the ability to enrich and contribute to other disciplines. Translation and imagology studies possess common interest in images which may change because of internal and external environment of some specific situations.

The image of Lithuania/ -ness has not been sufficiently analysed neither in literature, nor in public discourse, even though there are some studies of it in literature (Laurušaitė 2013, 2014, Antanaitytė 2016); thus, the analysis of the image of Lithuania/ -ness in public discourse could be of value for further studies of the national image.

The paper focuses on the analysis of construction of national image of Lithuania/ -ness in contemporary public discourse and its translation into English. Since Lithuania regained its independence less than 30 years ago, the national image of it could be considered as of quite a young democratic country with traces of influence by the impact of Soviet oppression. The scope of the research is limited to the period 2017 with over 200 articles chosen for the analysis.

The results of the analysis reveal the most common images of Lithuania/ -ness constructed in contemporary public discourse. The analysis of translation of national image of Lithuania/ -ness in public discourse provide the insight into whether the national image of Lithuania/ -ness is translated with neutral, positive or negative connotation.

References

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Bio-note

Saule Petroniene holds a PhD in humanities and is a professor at Kaunas University of Technology, Institute of Social Sciences, Arts and Humanities (Kaunas, Lithuania). She is a researcher in Translation and Language Studies Research Group. Her research interests cover linguistics, translation issues, new media language and educational science. She has been teaching at KTU since 1999 and is currently leading BA and MA courses in the study programmes of Translation and New Media Language. She is a member of the Lithuanian Association of Applied Linguistics and the European Society for Translation Studies.