



TRANSLATION OF CULTURE-SPECIFIC ITEMS IN TOURISM DISCOURSE

Emilija Bakaitytė,
dr Rima Jasnauskaitė (*supervisor*)
Kauno Kolegija Higher Education Institution



Address: Pramonės pr. 20, Kaunas
Webpage: www.kaunokolegija.lt
E-mail: emilija.bak345@go.kauko.lt , rima.jasnauskaite@go.kauko.lt
Phone: +37062978482
Research field: H 004 Philology, N 05 Translation

Research purpose. Translating culture-related items might be a troublesome process sometimes. Searching for exact word substitutions is only sometimes the answer. The research aims to discover the challenges of translating culture-specific items used in tourism discourse from Lithuanian to English. The research is relevant to those who wish to better understand the culture-specific items and their translation from Lithuanian into English.

Keywords: culture, culture-related items, culture-specific items

Research Methodology. Culture-specific items are concepts that are specific to a certain culture. These concepts can refer to objects such as flora, fauna, food, clothes, housing, work, leisure, politics, law, etc. Since language belongs to a specific culture, translation and culture are closely connected. The practical analysis is based on the samples found in Lithuanian tourism-related texts. The reason for the choice is the relevance of using culture-specific items in various Lithuanian tourism discourses. The research paper is dedicated to analysing Lithuanian culture-related items and translations to English. To help reveal culture-related names and ethnic traditions and translation possibilities, descriptive analysis was used. Examples of Lithuanian culture-related items were gathered from various Lithuanian tourism sources. The choice was based on their importance and professional translation from Lithuanian to English. Another reason for this choice was that the examples were available in both, English and Lithuanian languages, so it was possible to conduct accurate research.

Results / Findings. Theoretical analysis of the definitions of culture-related items and ways of dealing with translation challenges revealed that culture-related items could be defined as source-language words that mostly express unknown concepts in other foreign cultures and languages. They can be classified into five groups: ecology; material culture; social culture; organisations, activities, procedures and concepts; gestures and habits.

Originality / Practical implications. The practical analysis of translation solutions for Lithuanian culture-specific items into English revealed that the most useful strategy for translating Lithuanian culture-related items to English is addition, using cultural substances or paraphrasing.