

Shared Postgraduate Session

Aristotle University of Thessaloniki, Department of English Language and Literature
Translation, Interpretation and Communication Laboratory (TICL)
Interdepartmental MA 'Interpretation and Translation'

National and Kapodistrian University of Athens,
Department of English Language and Literature, The META-FRASEIS Laboratory
Interdepartmental MA 'Translation: Greek, English, Russian'
MA 'English Language, Linguistics and Translation', Spec. 'Translation Studies and Interpreting'

Tuesday Dec. 1, 2020, 4.00-6.30 pm

Dr. Maria Sidiropoulou

Pragmatic perspectives in translating advertisements



Abstract

The presentation will start with special features of the advertising genre and will present advertisements where these features are crucial in advancing understanding of the types of problems facing ad translators. It will then present

- shifts in advertisement translating between English and Greek, which relate to modifications in *content* and *linguistic devices*. It will then take content shifts a step further, by examining
- how tourism advertising may manage the content of ads in manufacturing the Asian identity in the Greek context, in terms of Urry's (2005) gaze types of tourism destination consumption.

The presentation then tackles automobile industry advertisements to show

- how Eastern and Western automobile industries may assume awareness of different cultural values in promoting their products and how the Greek advertisers modify these values on the Greek versions of the industry's websites. Shifts may be accounted for in terms of Hampden-Turner and Fons Trompenaars' (2000) six dimensions of cultural diversity.

The presentation shows how advertisement translation culturalizes economic life, which is a desirable direction in studying intercultural exchange.

Bio

Maria Sidiropoulou is Professor of Translation Studies, Director of the Interdepartmental MA Programme 'Translation: Greek, English, Russian' and of the MA Programme of the Department of English Language and Literature, NKUA, 'English Language, Linguistics and Translation'. Her recent publications (books, co-/edited volumes, articles) deal with intercultural issues manifested through translation in the press, in advertising, in academic discourse, in tourism, in EU documentation, in literature, on stage and screen. She is founding member of the META-FRASEIS translation Programme (2007-) and of the META-FRASEIS Translation Studies and Interpreting Laboratory (2019-). She was Chair of the Department of English Language and Literature, National and Kapodistrian University of Athens (Dec 1, 2017- Aug. 31, 2020), Director of the Language and Linguistics Division of the Department (2004-2006), Chair of the Interuniversity and Interdepartmental Co-ordinating Committee of the Translation-Translatology MA Programme of the University of Athens (2009-2011), Deputy Director of the 'English Language, Linguistics and Translation' MA Programme of the Department of English (2018-2020).