



Building Intercultural Bridges through Children's Literature Translations:  
Texts, Contexts and Strategies

**BIBRICH** UIP-2014-09-9823



Učiteljski fakultet  
Sveučilište u Zagrebu

Faculty of Teacher Education, University of Zagreb  
Funded by the Croatian Science Foundation



## **Colloquium**

### ***Translation and transfer in children's literature***

#### **The Croatian perspective**

##### **Part I – Breaking the path**

Saturday, 7 July 2018

##### **Part II – Future prospects**

Friday, 13 July 2018

Organised by the BIBRICH project team

Project room (305/III), Faculty of Teacher Education, University of Zagreb,  
Zagreb, Savska cesta 77

#### **Invited speakers:**

Prof. Dr. Jan Van Coillie, emeritus professor, KU Leuven (Belgium)

Dr. Anne Ketola, post-doctoral researcher, University of Tampere (Finland)

- - -

Dr. Mikołaj Deckert, assistant professor, University of Łódź (Poland)



## Programme



BIBRICH

### I Breaking the path

Saturday, 7 July 2018

9:30 – 10:00	Registration
10:00 – 10:10	<b>Opening</b>
10:10 – 10:30	Smiljana Narančić Kovač: <b>Three years of the project</b>
10:30 – 11:30	Jan Van Coillie <i>Mirror, mirror on the wall / Who translates best of all?</i> <b>The magic of fairy tales for translation scholars</b>
11:30 – 12:00	Discussion
12:00 – 12:15	Coffee break
12:15 – 13:00	Anne Ketola <b>Translating and transcreating picturebooks: Negotiating the verbal and the visual</b>
13:00 – 13:30	Discussion
13:30 – 14:30	Lunch break
14:30 – 15:15	Project team <b>Bibliography of children's literature translations from and into Croatian</b>
15:15 – 16:00	<b>Translation trends</b>
16:00 – 16:30	Discussion
16:30 – 16:45	Coffee break
16:45 – 17:30	<b>Case studies</b>
17:30 – 18:00	Discussion

### II Future prospects

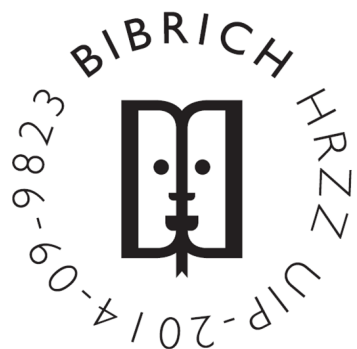
Friday, 13 July 2018



BIBRICH

9:30 – 10:00	Registration
10:00 – 10:10	<b>Opening</b>
10:10 – 10:40	Smiljana Narančić Kovač: <b>Results of the project: An overview</b>
10:45 – 11:30	Mikołaj Deckert <b>Cognition and translation: The “audience type” parameter</b>
11:30 – 12:00	Discussion
12:00 – 12:15	Coffee break
12:15 – 13:30	<b>Case studies</b>
13:00 – 13:30	Discussion
13:30 – 14:30	Lunch break
14:30 – 15:30	<b>Case studies</b>
15:30 – 16:00	Discussion
16:00 – 16:30	Coffee break
16:30 – 17:00	<b>Plans for the future</b>
17:00	<b>Closing</b>

Funded by The Croatian Science Foundation  
Faculty of Teacher Education  
University of Zagreb  
<http://bibrich.ufzg.hr/>  
[bibrich@ufzg.hr](mailto:bibrich@ufzg.hr)  
Zagreb 2018



Colloquium  
*Translation and transfer in children's literature*



BIBRICH

Invited speakers



Prof. Dr. **Jan Van Coillie** is an emeritus professor. Until October 2017, he was connected to the Faculty of Arts, KU Leuven (Belgium) where he taught Applied Linguistics, Children's Literature and Children's Literature and Translation. From 1999 to 2006 he was acting chairman of the Belgian National Centre for Children's Literature. He has published widely on children's poetry, fairy tales, history of children's literature, children's literature in translation, children, reading and digital media, and children's literature generally. From 1999 until 2004 he was editor-in-chief of the *Encyclopedie van de jeugdliteratuur* [Encyclopaedia of Youth Literature]. Since 2006 he has been co-editor of the *Lexicon van de jeugdliteratuur* [Lexicon of Youth Literature]. He is also active as a critic, author of children's poetry, and translator of picturebooks.

Dr. **Anne Ketola** is a lecturer in Translation Studies at the University of Tampere, Finland. Her research examines multimodality in translation as well as the translation of children's literature, especially children's picturebooks. She is the co-author of *Translating Picturebooks. Revoicing the Verbal, the Visual and the Aural or a Child Audience* (Routledge, 2018; together with Riitta Oittinen and Melissa Garavini). Ketola is also the initiator and a board member of the Aarresaari ("Treasure Island") Children's Book Translation Award, awarded in Finland biennially for an outstanding translation of a book aimed primarily at a child audience.



Dr. **Mikolaj Deckert** works as assistant professor in the Department of Translation Studies, Institute of English Studies, University of Łódź. His research is in translation, language and cognition, media discourse, linguistic pragmatics, as well as corpus linguistics. He is the author of the monograph *Meaning in Subtitling: Toward a Contrastive Cognitive Semantic Model* (2013) and a co-editor of volumes devoted to translation didactics and AVT.



---

## I Breaking the path

---



BIBRICH

Saturday, 7 July 2018

### Abstracts

---

10:30 – 11:30

---

Prof. Dr. Jan Van Coillie

Brussels, Belgium

#### **Mirror, mirror on the wall / Who translates best of all?**

##### **The magic of fairy tales for translation scholars**

We all remember fairy tales; they have been told for centuries and are still immensely popular. Each culture has its own tradition, but fairy tales also very easily cross borders. They belong to the most often translated, retranslated and adapted literary texts. Moreover, as “written folklore”, they are still being retold, rewritten, parodied, etc. All this makes fairy tales most interesting material for translation scholars. What is more, because most fairy tale books contain illustrations, they offer excellent examples for studying the “translation” of text into images.

The talk will consist of two parts. In the first, I’ll present a model for a comparative analysis of fairy tales in translation. I’ll show how the model works by analysing four translations of one particular fairy tale by the brothers Grimm. In the second part, I’ll dive into the fascinating world of fairy-tale illustrations. With lots of colorful examples, I’ll demonstrate how illustrating is in fact a special form of translating.

---

12:15 – 13:00

---

Dr. Anne Ketola

Faculty of Communication Sciences

University of Tampere, Finland

#### **Translating and transcreating picturebooks**

##### **Negotiating the verbal and the visual**

Picturebooks operate on the interface of two different forms of storytelling, the verbal and the visual. Their messages are created in an intimate interaction of words and images, which combine into new conceptual entities by complementing and challenging each other. The process of translating these artifacts from one language to another is a highly creative enterprise, requiring translation solutions that may radically diverge from the traditional standards of translation practice. In fact, as concluded by, for instance, Di Giovanni (2008), the term *translation* does not always fully account for the transfer of multimodal messages from one language and culture to another. Therefore, some translation scholars now employ the term *transcreation* – merging *translation* and *(re)creation* – to describe processes of transfer which call for extensive adaptations of verbal material in order to create multimodally coherent products for a new target audience. The process of transcreation produces

solutions that are “variable, non-uniform and at times non-predictable” (O’Hagan & Mangiron 2013: 106), at least when examined from a verbally informed perspective.

So far, the idea of transcreation has been employed to describe translational practices of artifacts such as video games (O’Hagan & Mangiron 2013), advertisements (e.g. Pedersen 2014), and media products such as TV commercials and films (e.g. Di Giovanni 2008). In my presentation, I set out to demonstrate that picturebook translation, too, can be examined as a process of transcreation, in which the visual dimension accommodates highly creative verbal solutions. With an analysis of empirical examples, I aim to demonstrate that the illustrations of translated picturebooks often serve as a source of inspiration as well as a point of justification for radical reformulations of the verbal dimensions of the stories.

## References

Di Giovanni, Elena. 2008. “Translations, Transcreations and Transrepresentations of India in the Italian Media.” *Meta: Translators’ Journal* 53 (1): 26–43.

O’Hagan, Minako, and Carmen Mangiron. 2013. *Game Localization. Translating for the Global Digital Entertainment Industry*. Amsterdam: John Benjamins Publishing.

Pedersen, Daniel. 2014. “Exploring the Concept of Transcreation – Transcreation as ‘More than Translation’?” *Cultus: Journal of Intercultural Mediation and Communication* 7: 57–71.

---

14:30 – 15:15

---

Dr. Sanja Lovrić Kralj  
Faculty of Teacher Education  
University of Zagreb, Croatia

## The bibliography of children’s literature translations from and into Croatian

The principles of the compilation of the project bibliography and its relevance for project research tasks will be explained. Examples of records will be shown and the interactive functions of the bibliography demonstrated.

---

15:15 – 16:00 **Translation trends**

---

Prof. Dr. Berislav Majhut and Dr. Sanja Lovrić Kralj  
Faculty of Teacher Education  
University of Zagreb, Croatia

## Translations in Croatian children's literature from the beginning to the 1960s

Croatian history in the 20th century is especially turbulent, which is reflected in Croatian children's literature. In this period, Croatia existed in five different states, and each of those states was radically opposed to the previous one. Although radical and sometimes drastic changes of political systems had certain consequences on Croatian children's literature, which could be expected, it maintained both its national identity and an openness to new trends in other national literatures. At the same time, authors and mediators of Croatian children’s literature demonstrated a willingness to participate in international literary exchange. This is the reason that following the path of translated books in Croatia during the 20th century often leads to unexpected results; the trends are sometimes hard to grasp, but it is always extremely interesting.



Dr. Smiljana Narančić Kovač  
Faculty of Teacher Education  
University of Zagreb, Croatia

### **English into Croatian: Some trends**

The presentation will give some of the results of an analysis of translation trends in 20<sup>th</sup>-century Croatia. The main focus is on new titles and new authors in the general trends of translating children's literature from English-speaking cultures. Special emphasis is given to the period from the 1930s until the 1970s.

Dr. Marija Andraka  
Faculty of Teacher Education  
University of Zagreb, Croatia

### **Translating Italian children's literature into Croatian**

A bibliography of translations from Italian into Croatian shows the constant presence of three Italian authors of children's literature: Carlo Collodi, Edmondo de Amicis, and Gianni Rodari. The trends in translation and publishing practices in Croatia during the 20<sup>th</sup> century, related to these, and other Italian authors, will be interpreted in terms of ideological, political and cultural aspects.

---

### **16:45 – 17:30 Case studies**

---

Dr. Ana Batinić  
Institute for the History of Croatian Literature, Theatre and Music  
Division for the History of Croatian Literature  
Croatian Academy of Sciences and Arts, Zagreb, Croatia

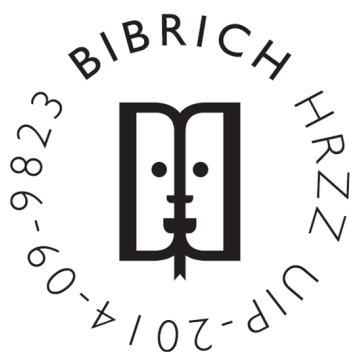
### **How Ivana Brlić-Mažuranić's *Šegrt Hlapić* became *Lapitch* – *The Shoemaker's Boy***

The talk focuses on English translation(s) of *Čudnovate zgode šegrta Hlapića* – a children's classic written by Ivana Brlić-Mažuranić (1874–1938). Since its first publication in 1913 the novel has been published in more than 130 editions and translated into more than 20 languages. Two English versions by Lorna Wood are based on a translation by Theresa Mravintz and Branko Brusar, and published first in London in 1971 (*The Brave Adventures of a Shoemaker's Boy*) and then in New York in 1972 (*The Brave Adventures of Lapitch*). By enabling insight into the unfamiliarity of the otherness, translated children's literary works cross linguistic boundaries and should promote pluralism, which regularly happens when and if the translation conveys the spirit of the original in the sense that in the target text there are no significant misrepresentations of the important aspects of the original text. The first part of the contrastive analysis will include a comparison of the Croatian original used as the source text and the first English translation as the target text. The second part of the analysis will focus on the differences between the two target texts, the most obvious ones being reflected at the lexical level (English vs. American vocabulary).

Nada Kujundžić  
Faculty of Teacher Education  
University of Zagreb, Croatia  
University of Turku, Finland

### **Domesticating Dahl: Croatian Translation of *Matilda***

Although the British author Roald Dahl enjoys the distinction of being one of the most prolific and most popular writers for children, only four of his novels have so far been translated into Croatian: *Witches* (1988; new edition in 2008), *Charlie and the Chocolate Factory* (1990; new edition in 2005), *Matilda* (1998), and *Fantastic Mr Fox* (2010). Attempting to identify and exemplify larger trends in translations of Dahl's work into Croatian, this presentation proposes to examine the Croatian translation of the novel *Matilda* (1988). In its exploration of the main translation strategies, the talk will focus on culture-specific items (CSI), specifically names, food, traditions, currencies and units of measurement. Preliminary results indicate that the choice of concrete translation strategies is, for the most part, determined by the intended, child audience. Bearing the implied child reader in mind, the translator heavily relies on domestication, substituting culture-specific items featured in the target text with their Croatian equivalents or even eliminating them altogether.



---

## II Future prospects

---



BIBRICH

Friday, 13 July 2018

### Abstracts

---

10:45 – 11:30

---

Dr. Mikołaj Deckert  
Department of Translation Studies  
Institute of English Studies  
University of Łódź, Poland

#### **Cognition and translation: The “audience type” parameter**

In this talk the general aim is to highlight the productivity of integrating constructs from cognitive psychology into translation research (cf. e.g. Ferreira & Schwieter 2015; Hubscher-Davidson 2017). To that end, I will discuss a set of experimental translational studies on how visual stimuli are processed in film. More specifically, the central question of the talk is about the extent to which attention allocation in different audience types overlaps. This will be examined by looking into processing in individuals who *merely* watch translated audiovisual material (the “mere viewer” type) and individuals who are required to additionally translate the verbal component in that material (the “translator-viewer” type). The focus is on what can be termed “visual verbal coding” (VVC), i.e. textual information retrievable from the film’s image. The cases of VVC used here are special in that they are not prototypically “ostensive” (cf. Sperber & Wilson 1995). Rather, their ostensiveness is “liminal” as the stimuli do not explicitly draw attention to themselves, for instance because they are backgrounded or because competing (visual) stimuli, possibly more salient ones, are available simultaneously. I will concentrate on two main aspects of liminal VVC across the “mere viewer” and “translator-viewer” groups: a) whether those stimuli are identified by viewers, and b) whether viewers are convinced those stimuli should be translated. The experimental findings will serve as a starting point for the discussion on the depth of processing in varied audience types which can be further categorised along a range of characteristics such as age and education, as well as individual differences.

#### **References**

- Ferreira, Aline and John W. Schwieter (eds). (2015). *Psycholinguistic and Cognitive Inquiries into Translation and Interpreting*. Amsterdam: John Benjamins.
- Hubscher-Davidson, Séverine (2017). *Translation and Emotion: A Psychological Perspective*. New York and London: Routledge.
- Sperber, Dan and Deirdre Wilson (1995). *Relevance: Communication and Cognition*. Oxford: Blackwell.

---

12:15 – 13:30 **Case studies**

---

Iris Šmidt Pelajić  
Faculty of Teacher Education  
University of Zagreb, Croatia

#### **On Croatian translations of Otfried Preußler’s novels**

Otfried Preußler is one of the most frequently translated German writers for children and young people. The Croatian editions of his novels were published in the same sequence as the German originals, but 50 years after them. A comparison of the texts of all three published Croatian

translations with the source texts reveals the ways in which paratextual elements have been transmitted into the target texts, and the procedures used to mediate mainly culture-related content.

Katarina Aladrović Slovaček

Faculty of Teacher Education

University of Zagreb, Croatia

### **Publication practices: Mato Lovrak and Ivan Kušan in former Yugoslavia**

The editions of titles by two renowned Croatian children's authors, Mato Lovrak (1899–1974) and Ivan Kušan (1933–2012), are listed and analysed in order to establish if the language of these editions differs. The analysis focuses on whether the publications of the same titles in different countries of the former Yugoslavia were translated or rewritten, or simply reprinted. The goal of this study is to establish if there is any regular trend in publication practices and to interpret the findings in terms of language politics and language practices during the analysed period.

Dr. Snježana Veselica Majhut

Faculty of Humanities and Social Sciences

University of Zagreb

### **Rendering of culture-specific items in the translations of *The Prince and the Pauper***

The analysis focuses on the ways culture-specific items are rendered in five translations of Mark Twain's *The Prince and the Pauper* into Croatian. The first translation, published in 1962, was followed by four retranslations published in 1986, 1999, 2000 and 2003. Using a model of solution types for rendering culture-specific items in terms of their contribution to text-level orientations (assimilating, neutralising, exoticising and educating), the aim of the analysis is to trace the dominant tendency in each of the target texts.

---

## **14:30 – 15:30 Case studies**

---

Dr. Sanja Lovrić Kralj

Faculty of Teacher Education

University of Zagreb, Croatia

### **Translations of *Hlapić***

A short overview is given of translations of this Croatian children's classic into 26 languages.

Dr. Smiljana Narančić Kovač

Faculty of Teacher Education

University of Zagreb, Croatia

### **Some findings about Croatian translations of Carroll's *Alice***

An overview is given of findings based on an analysis of translation trends and on the strategies used in the translations of Carroll's *Alice's Adventures in Wonderland* into Croatian.

Project team members

**Short reports – research results**



Funded by The Croatian Science Foundation  
 Faculty of Teacher Education  
 University of Zagreb  
<http://bibrich.ufzg.hr/>  
[bibrich@ufzg.hr](mailto:bibrich@ufzg.hr)  
 Zagreb 2018



BIBRICH

UIP-2014-09-9823

BUILDING INTERCULTURAL BRIDGES  
THROUGH CHILDREN'S LITERATURE

TRANSLATIONS:

TEXTS, CONTEXTS AND STRATEGIES

USPOSTAVLJANJE MEĐUKULTURNIH  
POVEZNICA KROZ PRIJEVODE DJEČJE

KNJIŽEVNOSTI:

TEKST, KONTEKST, STRATEGIJE

<http://bibrich.ufzg.hr>

2015–2018



Faculty of Teacher Education  
University of Zagreb

Funded by the Croatian Science Foundation

