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Master's Final Degree Project

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Summary

This thesis presents a study on rendering culture-specific items in subtitles: the case of TED Talks translation from English into Lithuanian. The novelty of this research is that culture-specific items in the TED Talks platform are little explored therefore, this paper presents a study of how culture-specific items are rendered from English into Lithuanian in the technology-related videos of the TED Talks platform. The field of technology is constantly changing because of various developments and inventions which makes this sphere to be very actual for analysis nowadays and for translators, as specialists, it is relevant to know what types of culture-specific items are used in the technological field that has not been much explored yet and which translation strategies are the most common to apply. Thus, the object of the research is a culture-specific item found in technology-related TED Talks videos. The aim is to analyse how culture-specific items used in technology-related TED Talks videos are rendered into Lithuanian subtitles. The objectives of the research are the following: to overview the notion of a culture-specific item and its peculiarities in the audiovisual translation; to discuss the subtitling type in the audiovisual translation; to analyse culture-specific items in the technology-related TED Talks videos; to examine the relation between the applied translation strategy and the category of culture-specific item. The conducted analysis shows that in the technology field the main used types of culture-specific items are society and culture. The presenters in their speeches tend to talk about social organisations, cultural and leisure activities, local authorities, different groups of people and various customs specific to different cultures. Less used types of culture-specific items are history and geography. Presenters sometimes use geographical references or historical events in order to introduce the location where their story takes place, so the audience would be more familiar with the circumstances. It was noticed that culture does not necessarily mean a country, usually culture refers to the group of people that share a common activity or use a particular language. When rendering culture-specific items, translators mostly use source language-oriented strategies such as direct translation and retention. Target language-oriented strategies such as generalisation and substitution are not commonly used. Different tendencies of using translation strategy depending on the different type of the culture-specific item have been observed. It can be concluded that the retention and direct translation procedures are used for every type of culture-specific item, as for the specification, generalization, substitution and omission procedures, there is a tendency for applying them depending on the type of culture-specific item. Lastly, although TED Talks has its strict requirements it does not mean all the translated videos are up to the standard. Since the TED Talks translators are volunteers, various inconsistencies appear in the target language subtitles which leads to the average quality of the final product in the target culture.

Santrauka

Šiame darbe analizuojamas kultūrinių realijų perteikimas iš anglų į lietuvių kalbą TED kalbų subtitruose. Tyrimo naujumas susijęs su tuo, kad kultūrinės realijos TED kalbų platformoje yra mažai išnagrinėtos todėl šiame darbe pateikiamas tyrimas, kuriame analizuojamas kultūrinių realijų perteikimas iš anglų į lietuvių kalbas su technologijomis susijusiuose TED kalbų vaizdo įrašuose. Dėka įvairių išradimų ir inovacijų technologijų sritis nuolatos keičiasi, todėl šiais laikais technologijų tema yra ypač aktuali atliekant įvairius tyrimus, o vertėjams, kaip specialistams, svarbu žinoti, kokių tipų kultūrinės realijos yra vartojamos technologijų srityje, kuri dar nėra plačiai ištirta, ir kokios vertimo strategijos yra dažniausiai pasitelkiamos. Taigi tyrimo objektas yra kultūrinės realijos, randamos su technologijomis susijusiuose TED kalbų vaizdo įrašuose. Tikslas yra išanalizuoti, kaip kultūrinės realijos vartojamos su technologijomis susijusiuose TED kalbų vaizdo įrašuose yra perteikiamos lietuviškuose subtitruose. Tyrimo uždaviniai: apžvelgti kultūrinės realijos sąvoką ir jos ypatumus audiovizualiniame vertime; aptarti subtitravimo tipą audiovizualiniame vertime; išanalizuoti kultūrines realijas su technologijomis susijusiuose TED kalbų vaizdo įrašuose; išnagrinėti santykį tarp taikomos vertimo strategijos ir kultūrinės realijos tipo. Atlikus analizę, buvo išsiaiškinta, kad technologijų srityje dažniausiai pasitaikantys kultūrinių realijų tipai yra visuomeninis ir kultūrinis. Pranešėjai savo kalbose yra linkę užsiminti apie socialines organizacijas, kultūros ir laisvalaikio veiklas, vietos valdžią, skirtingas žmonių grupes ir įvairius papročius, būdingus skirtingoms kultūroms. Mažiau pasitaikantys kultūrinių realijų tipai yra istorinis ir geografinis. Pranešėjai savo kalbose kartais mini geografines nuorodas ar istorinius įvykius norėdami geriau supažindinti auditoriją su aplinkybėmis. Buvo pastebėta, kad kultūra nebūtinai reiškia šalį, paprastai kultūra suvokiama kaip žmonių grupė, kuri užsiima bendra veikla arba vartoja tam tikrą kalbą. Perteikdami kultūrines realijas vertėjai dažniausiai pasitelkia į originalo kalbą orientuotas strategijas, tokias kaip tiesioginis vertimas ir išsaugojimas. Į vertimo kalbą orientuotos strategijos, tokios kaip generalizacija ir substitucija yra pasitelkiamos rečiau. Priklausomai nuo skirtingo kultūrinės realijos tipo, pastebėtos skirtingos strategijų naudojimo tendencijos. Galima daryti išvadą, kad išsaugojimo ir tiesioginio vertimo strategijos yra naudojamos perteikiant kiekvieno tipo kultūrines realijas, kalbant apie konkretizacijos, generalizacijos, substitucijos ir praleidimo strategijas, jos taikomos priklausomai nuo kultūrinės realijos tipo. Pabaigai, nors TED kalbų platformoje egzistuoja griežti reikalavimai, tai nereiškia, kad visi išversti vaizdo įrašai atitinka aukštus standartus. Kadangi TED kalbų vertėjai yra savanoriai, vertimo kalbos subtitruose atsiranda įvairių neatitikimų, o tai lemia vidutinę galutinio produkto kokybę.

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List of abbreviations and terms

Abbreviations:

AV – audiovisual;

AVT – audiovisual translation;

CSI – culture-specific item;

SL – source language;

ST – source text;

TC – target culture;

TL – target language;

TT – target text.

Introduction

Audiovisual product has never been so coveted and popular among people of different ages as it is nowadays. Due to the global pandemic, various events and cultural activities moved to the digital space; thus, this resulted in the increased creation of audiovisual content. Now, anyone, who is eager to get to know something new or just wants to spend their time in front of a TV, laptop or smartphone, can easily access various videos, films, podcasts, courses, or even conferences. One of the platforms that offer people entertainment and at the same time help to expand their knowledge is video conferences, better known as TED Talks. The acronym refers to technology, entertainment and design, and this organisation was established in 1984. The purpose of TED Talks is to spread ideas by organising events and conferences all around the world (TED, n.d.). TED Talks speakers are individuals from various cultural backgrounds, so the audience can obtain first-hand information about technological innovations, cultural experiences and other interesting news. This platform is unique in that it covers topics from science and technologies to business or global issues, and the majority of videos are translated and presented with subtitles in more than 100 languages, including Lithuanian.

Translation of an audiovisual product has always been an interesting topic in translation studies especially when the main focus goes to culture-specific items, the words that contain a cultural reference. It is not surprising that culture-specific items are widely used words especially when it comes to cinema or television, that is why these elements have been the object of many analysis carried out by Čemerin (2016), Mustapić (2016), Pedersen (2011) and other researchers who studied culture-specific items in the audiovisual translation in the past decades. Consequently, the **novelty** of this research is that this paper presents a study of how culture-specific items are rendered from English into Lithuanian in the subtitles that are created neither for television nor cinema, to be more specific the culture-specific items are analysed in the technology-related videos of the TED Talks platform. Also, this study presents the relation between the applied translation strategy and the type of culture-specific item. This research is **relevant** for translators to know what types of culture-specific items appear in the technological sphere and which translation strategies are the most common when rendering these elements. The area of TED Talks especially technology related videos is little explored, thus the **problem** raised in this research is that is it not known what are the tendencies of using culture-specific items in the technology-related videos and how they are rendered in the TL subtitles.

The **object** of the research is a culture-specific item found in technology-related TED Talks videos.

The aim of the research is to analyse how culture-specific items used in technology-related TED Talks videos are rendered into Lithuanian subtitles.

The objectives of the research:

1) to overview the notion of a culture-specific item and its peculiarities in the audiovisual translation;

2) to discuss the subtitling type in the audiovisual translation;

3) to analyse culture-specific items in the technology-related TED Talks videos;

4)	to examine the relation between the applied translation strategy and the category of culture-specific item.

In this analysis, mixed methods research, which consists of qualitative and quantitative **methods**, is employed. These methods help to systematize, evaluate and analyse the findings.

Theoretical and practical significance. Nowadays, a translator must not only be able to translate a text from the source language to the target but at the same time, they are required to be fluent in languages and be able to adapt the translation to a particular culture, especially when it comes to culture-specific items. Thus, this work will help translators to get to know the peculiarities of culture-specific items and how they are rendered in the target language. Also, this paper will be useful for future research to carry out further analysis on rendering culture-specific items in TED Talks videos.

During the master's studies, based on the results of research related to translation studies *Modifications of Phraseological Units in Lithuanian and English Popular Science Texts*, a report was prepared and presented at the student's scientific conference SMILES 2020: SOCIAL SCIENCES, ARTS AND HUMANITIES IN CONTEMPORARY SOCIETY, organized by Kaunas University of Technology, Faculty of Social Sciences, Arts and Humanities.

1. Theoretical aspects of culture-specific items in audiovisual translation

When thinking about cultures, various visuals and sounds immediately come to people's minds because everyone is influenced by music, films, videos and television. The reason is that modern life is accompanied by audiovisual (AV) products, so it is not surprising that people learn about cultures from there. Culture is one of the characteristics that distinguishes every group of people from each other. The culture can be understood in different ways; for someone, it can be arts such as music, literature, theatre, for others – various traditions, beliefs or even a form of daily life. This term cannot be just simply narrowed down and defined in a very specific way because the perception of the culture is dynamic, and it changes over time. It can be said that people create their own culture as there can be a culture of gender, age, occupation or even an individual culture. Because of different beliefs, and attitudes, every language has a lot of unique words that belong only to a specific culture and cannot be found in other languages and these are culture-specific items.

In order to identify culture-specific items (CSI) and be able to analyse them, it is important to define the notion of CSI and to know how these words are classified. Therefore, the first part of this work contains the concept of a CSI and its peculiarities in audiovisual translation (AVT) as well as the categorisation of CSI and strategies for rendering them in subtitles. The second theoretical part discusses types of AVT, taking more into account subtitling, and in the last section, the information about the TED Talks platform and technical requirements for subtitles are provided.

1.1. Concept of a culture-specific item and its peculiarities

It can be said that culture reflects language because depending on how and what people talk, their attitude and beliefs are expressed and showed to others. In addition, a particular language can distinguish not only one person but also a group of people from other cultures. For this reason, the statement that culture and language are closely interrelated can be made. Newmark (1988) defines culture as "the way of life and its manifestation that are peculiar to a community that uses a particular language as its means of expression" (p. 94). In his opinion, if people in a community have their language, it means they also have their own culture. For instance, people who in their conversation use medical terms and talk about diseases present themselves that they are from medical culture. At the same time in Lithuania when a group of people participate in the discussion about traditional foods such as *Cepelinai*, *Šaltibarščiai* or *Kugelis*, foreigners know that these words belong to Lithuanian culture. It cannot be said that language is the only thing that distinguishes cultures, but it is definitely one of the factors that separate them from each other.

It should be mentioned that there is no one term to define words that contain cultural meaning as various researchers propose names which in their opinion suit this phenomenon the best. For example, Newmark (1988) simply calls these words "cultural words", several decades later other scholars started suggesting using the term "realia" (Maksvytė, 2012; Čemerin, 2019). Such choice was based on the fact that realia exist in a certain environment of reality and every culture is full of realia (Maksvytė, 2012). According to Čemerin (2019), texts that contain information related to various geographical locations and historical events are bound to be culturally specific and are full of real expressions. On the contrary, the definition of "realia" refers rather to facts than references (Pedersen, 2011), therefore this term is not very suitable when talking about cultural words. It can be said that the concept of the cultural word does not only refer to real objects, but it also contains extralinguistic information that emphasizes the uniqueness of an object that is specific to the particular activity or

culture, for example, taboos, values, religion. Pedersen (2011) states that the name "realia" is vague and can be given many interpretations. For this reason, he proposes a new term "extralinguistic cultural reference" which, in his opinion, is less ambiguous and allows any researcher to extract the same sort of sample from any text. According to Pedersen (2011):

> Extralinguistic Cultural Reference (ECR) is defined as reference that is attempted by means of any cultural[1] linguistic expression[2], which refers to an extralinguistic entity[3] or process. The referent of the said expression may prototypically be assumed[4] to be identifiable to a relevant audience[5] as this referent within the encyclopaedic knowledge of this audience. (p. 43).

It should be mentioned that there are many other terms used by different scholars such "culturally specific element" (Nedergaard-Larsen, 1993) or "culture-specific item" (Aixela, 1996). According to Pedersen (2011), this phrase "extralinguistic cultural reference" is chosen because the whole term covers not only the language itself but also goes beyond; in other words, ECRs refer to people, places, food, customs, or institutions. It cannot be denied that the term "extralinguistic cultural reference" is quite specific and different from previous terms used by other scholars, however, the drawback of the ECR name is that is even though this term is not that new, it is still not very widely used among other researchers as other scholars prefer to use "culture-specific reference" (Ramière, 2010), "culture-specific item" (Ajtony, 2016; Permatahati & Rosyidi, 2017). Also, for people who do not have much experience in this field of cultural items, this combination of words proposed by Pedersen might look confusing, Mustapić (2016) emphasizes that the word "extralinguistic" can be ambiguous, therefore when using this term, it should be stressed out that it refers not to the expression, but the referent. While some scholars such as Pedersen (2011) or Mustapić (2016) focus more on the extralinguistic side of the cultural words, others, for example, Nedergaard-Larsen (1993) tends to explain the linguistic part and says that language itself is culturally bound since these culturally specific words occur in the actual usage of language. By stating that, Nedergaard-Larsen (1993) alludes to translation problems because if there would not be any culture-bound element in language, there would not be any issues when translating. This statement can be substantiated by the fact that some languages may have their grammatical categories, declension systems or idioms, metaphors and slangs. Newmark (1988) also states that CSIs associate with a particular language and language contains different kinds of cultural components in the grammar or lexis, but this scholar does not think that language could be a feature of culture. This topic related to translation issues of CSIs will be discussed later in the next sections.

To summarize what has been said, culture and language always go side by side, and they both are an integral part of the translation field (Petrulionė, 2012); this relation especially manifests when it comes to CSIs and particularly their translation. As for the concept of the CSI, it can be said that even though the names differ depending on various scholars, researchers emphasize two types of cultural references: extralinguistic (refers to people, places, food, etc.) and linguistic (refers to grammatical usage of the language). In Leppihalme's (2011) view, differences between terms vary depending on the focus of scholars and how they perceive and define what is "real" and this only confirms the fact

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[1] "In a very wide sense of the word" (Pedersen, 2011, p. 43).

[2] "Regardless of word class, syntactic function or size" (Pedersen, 2011, p. 43).

[3] "Including fictional ones" (Pedersen, 2011, p. 43).

[4] "As implied in the speech situation" (Pedersen, 2011, p. 43).

[5] "E.g. a TV programme's primary target audience" (Pedersen, 2011, p. 43).

that this field of CSIs still needs to be investigated in order to reach a consensus on the name and definition of the term. To avoid confusion, in this paper, the term "culture-specific item" (as well as its abbreviation CSI) is going to be used as the fundamental one, meaning that CSI is a cultural word that contains extralinguistic information belonging to a particular culture.

1.1.1. Classification of culture-specific items

CSI contains information about customs, beliefs, places, historical aspects and various other things related to culture. Since there are a lot of words that are used in different cultural activities, scholars tend to classify CSIs according to particular cultural references. According to Newmark (1988), the majority of these cultural words can be easily recognized as they associate with a language, but they cannot be translated literally. He proposes a system for categorising CSIs based on the area from which they come from, so these words can be distinguished as following (Newmark, 1988):

- Ecology: rains, hills, winds, animals, fruits and vegetables. This type can be described as ecological and geographical features that are particular to a culture. These concepts may be unfamiliar to people who have a different cultural background.
- Material culture: food, clothes, towns, transport and various types of houses.
- Social culture: work (occupations) and leisure (e.g., national games).
- Organizations, procedures, activities, customs. This category includes administrative and political institutions, as well as historical, international, religious and artistic terms.
- Gestures and habits contain various signs and expressions that are particular to a culture.

Nedergaard-Larsen (1993) also classifies CSIs, but from a slightly different perspective comparing to Newmark's (1988) classification. She divides CSIs into four main sections: geography, history, society and culture. These categories are then separated into subcategories as follows (Nedergaard-Larsen, 1993):

- Geography: meteorology (climate, weather), geography (mountains, rivers), cultural geography (towns, regions, streets, roads), biology (fauna, flora);
- History: events (wars, revolutions), people (historical persons), buildings (monuments, castles);
- Society: economy (industrial level), politics, social organisations (local and central authorities, police, prisons), social conditions (subcultures, groups, ž living conditions), customs (family relations, housing, food, meals, transport, clothing,);
- Culture: religion, education (schools, universities), media (newspapers, TV, radio), culture or leisure activities (museums, authors, theatres, cinemas, sports, athletes, cafes, musicians, actors).

Although these classifications proposed by Newmark (1988) and Nedergaard-Larsen (1993) are not relatively new, it does not mean that they are not relevant anymore. Even nowadays these taxonomies are widely used among other researchers, for instance, Díaz Cintas and Remael (2014) in their study discuss Nedergaard-Larsen's taxonomy, but at the same time they suggest another classification in which all CSIs fall under these headings:

- Geographical items. Geographical objects (plaza mayor, downs), objects from physical geography (tornado, mistral, savannah), animal and plant species that can be found in a specific area or group (sequoia, zebra).
- Ethnographical items. Objects from daily life (igloo, tapas or trattoria), references to work (farmer, gaucho, machete, ranch), references to descent (gringo, Cockney, Parisienne), references to art and culture (Romeo and Juliet, Thanksgiving, blues), measures (inch, ounce, euro, pound).
- Socio-political items. References to territorial or administrative units (county, state), references to functions or institutions (congress, sheriff), references to military institutions and objects (marines, Smith & Wesson), references to socio-cultural life (Ku Klux Klan, Prohibition, landed gentry).

All these classifications, which are created to group CSIs in AVT, do not really differ from each other; only the main groups differ meaning that some of the taxonomies are more comprehensive. Although the third taxonomy is the newest, it seems to be the least thorough, for example, it is not clear to which group historical events or persons should fall, that gives an insight that Díaz Cintas and Remael (2014) do not consider history as a part of a culture. For this reason, the second classification proposed by Nedergaard-Larsen (1993) could be considered the most useful as it seems to be very accurate and easy to apply.

It should be mentioned that CSIs contain not only geographical, historical names or political figures, but also proper nouns. Unfortunately, neither of the previously mentioned scholars distinguish this type as a separate category in their taxonomies. On this topic, scholars have different opinions, for example, Aixela (1996) states that there are two basic categories of CSIs: proper nouns (names of persons, places or objects that are spelt with a capital letter (Cambridge Dictionary, n.d.) and common expressions such us habits, objects or institutions that are restricted to each culture and that cannot be regarded as proper names. Davies (2003), however, has an opposite opinion and he states that not all proper names have to be considered as CSI because some of them are intercultural as they are commonly used in other cultures and other proper names are acultural as they do not belong to any particular language or culture. In their works, Davies (2003) and Permatahati and Rosyidi (2017) raise a discussion regarding what is considered to be a proper name, specifically, they express their opinions on character names that are fictional in literary writings. Davies (2003) argues that some fictional names denote straightforward descriptions, which do not contain any cultural translation problem, meaning that it does not pose any cultural reference. According to Permatahati and Rosyidi (2017) in fiction, created characters originate from a certain culture, so they should be classified as CSI. Newmark (1981) states that proper names and cultural terms shade into each other, and the main difference between cultural words and proper names is that while both of them refer to objects peculiar to a particular culture or persons, cultural words refer to classes of entities and proper names have singular references. For this reason, it should be stressed out that CSIs are the ones that contain a cultural reference that is well known for all people from a specific, and even though it seems that fictional names are created in a specific culture, at the same time they are newly made and does not contain any cultural reference and cannot be regarded as CSI.

To summarize this section, there is a tendency to identify CSIs with the elements that associate with the place names, local institutions, streets, personal names, historical figures or works of art (Aixela, 1996), therefore scholars propose taxonomies for classifying CSIs and grouping them into particular

categories. From a practical point of view, these classifications allow people to better understand what CSI is and distinguish them. For instance, fictional and persons' names do not fall under the categories as they are not considered to be CSIs or in other words, not all names have a cultural reference.

1.1.2. Translation problems of culture-specific items in audiovisual translation

Moving deeper into this topic, the relation between language and culture might start to look quite complex. Maksvytytė (2012) states that each language reflects its specific cultural, historical mentality, which does not coincide in various ways, and can be difficult to understand to people speaking another language. Words that are specific to a particular culture are more meaningful to the people who come from that specific area, for this reason, great attention must be paid to the cultural background when translating texts from one language to another. It should be mentioned that a translator's task is not only to translate words but also to render the same meaning. According to Ramière (2010), translating a text or any other AV product refers to transferring it to another context, whose audience is from a different socio-cultural background. For this reason, many scholars highlight the importance of being acquainted with languages and cultures.

CSIs are widely used words that give the text more cultural value. In AV products, CSIs are used to give shape to the story that is being told (Díaz Cintas & Remael, 2014), meaning that cultural references contain more information than a simple word, and the story becomes more informative. Ramière (2010) states that in an AV product, CSIs are verbal and non-verbal (visual and acoustic) signs that cause a problem when rendering them to another culture as CSIs refer to concepts or objects that are specific to the original socio-cultural context. There are no two languages or cultures that would be identical to each other that is why the translators face obstacles when finding a suitable CSI in the target culture (Braçaj, 2015). That may happen not only because of not finding an equivalent in the target culture but also because of lack of knowledge or experience. Petrulionė (2012) highlights that CSIs are a very specific group of words that require translators to have linguistic and cultural knowledge, so that translation loss would not exceed translation gain. According to Ajtony (2016):

> In order to provide proper translation of cultural terms, the translator needs to be aware of the source culture, recognize the cultural elements in the text, and try to find a proper variant in the target language considering the target audience. (p. 82).

Being competent with a specific culture is critical for translators, therefore, it is good to know that there are many situations where they can expand their knowledge. Leonavičienė (2014) says that translated texts, as well as intercultural communication, help people to get to know cultures and recognize CSIs So, interaction with people from different cultural backgrounds can facilitate translators when dealing with CSIs. Hatim and Mason (1990) say that a translator is a mediator, who seeks to transfer the meaning and significance of what is important in one country to another, so the idea would be understood in the same way. In this case, the translator's role becomes paramount, otherwise, if the translator is not able to neither recognize CSI nor transfer cultural reference, the translated text will lose its value and quality. Thus, translators are the ones who communicate not only between languages but also between cultures; they are responsible that the cultural reference would be transferred correctly.

According to Leppihalme (2011), all texts are anchored to their culture, therefore, CSIs can cause problems for translators when the source and target cultures are different. To illustrate this, if translating a text, there are words such as "mirror" and "table", there does not seem to be a translation problem but if in the same text appear such words like "monsoon", "steppe" or "tagliatelle" which contain cultural meaning, there will be a translation problem (Newmark, 1988). That is because not all cultures have different types of noodles in their traditional cuisine and not all people have ever experienced seasonal heavy rain in the region where they live. Because of this strong relation between language and culture, culture-specific problems can occur in all types of translation especially in audiovisual (Nedergaard-Larsen, 1993). Horbačauskienė, Kasperavičienė and Petronienė (2016) agree that translation of CSI is problematic because of cultural interrelation, therefore rendering CSIs in the AVT nowadays is one of the most relevant issues in translation studies. Similar opinion to this statement has Liubinienė and Blažytė (2016), they say that translation of CSI has been recognized as the area that is full of translation problems, so various attempts to define a culture and its relation to language were carried out as well as translation strategies for CSIs were suggested.

Translation issues of CSIs in subtitles are usually related to technologies and media. From the practical point of view, Ramière (2010) distinguishes two kinds of problems that occur in the translation of CSIs: "referential problems" related to the absence of a particular referent in the target culture, and "connotational problems" appearing because of different associations of images in the two cultural contexts. For one viewer a particular visual can be very informative because he or she understands the cultural reference, for another viewer who is from different cultural background the same image can mean nothing. Díaz Cintas and Remael (2014) have a similar opinion about translation problems of CSIs, saying that the most challenging situations occur when no similar item can be found in the target culture or if the CSI is unknown or not widely used among the target audience. In those cases, translators have to decide whether to try to find an alternative word that would fit in the context or just not to render the cultural item and omit it. Nedergaard-Larsen (1993) also talks about translation problems of CSIs in AVT and indicates technologies related factors that cause translation problems, see Table 1:

Table 1. Factors in subtitling leading to translation problems (Nedergaard-Larsen, 1993)

Type of translation	transitory (time and space problems) from speech into writing	
Factors related to media	visuals	feed-back effect - facial expressions, gestures - objects, scenery text (signs)
	soundtrack	feed-back effect (dialogue) - prosody - dialect etc - (proper) names - the order of elements sound effects

She clarifies that in subtitles not all spoken dialogue is transferred by text; only selected passages are rendered, and subtitling problems are naturally determined by space available and the amount of time. So, if there is a CSI that has to appear on subtitles, the translator has to take into account time and spaces frames as well as the transfer of cultural meaning of CSI. As for media-specific factors, Nedergaard-Larsen (1993) explains that since subtitles are verbal-visual signs that appear on the

screen of the original visuals without changing the sounds or the image of the AV product, the feedback effect occurs. In some cases, the feedback effect may reduce or resolve the translation problem, if, for instance, the cultural element mentioned in subtitles can be seen on the screen. Thus, because of this effect, another problem related to redundancy may occur, but only in very exceptional cases.

To conclude this section, translation problems are like a constituent part of CSIs meaning that if translators have to deal with CSIs, they will face some translation issues and how they are going to handle them depends only on translators' experience and knowledge. In order to have appropriate solutions to translation problems, translators have to increase their cultural competence and familiarize themselves with cultural references as well as improve their acquaintance of translation strategies (Eyckmans, 2017). Although it is not possible to completely avoid these translation problems, various solutions may help to reduce them, and this is the reason why translators are expected to be equally competent in language and culture fields. Thus, in order to facilitate the translation process of CSIs in AVT, scholars propose translation strategies which are going to be discussed in the next chapter.

### 1.1.3. Strategies for rendering culture-specific items in subtitles

From a linguistic perspective, it is very important to understand that it is not only about translating words from one language to another. It should be noted that the name of the CSI is translated, not the term itself; thus, instead of the word "translate", the verb "render" is often used when talking about translation strategies as not all of the strategies involve translation (Pedersen, 2011). Another scholar, Dickins (2012) says that the translation of such items necessarily involves "dislocation" because culture is expressed from a source into a target language. Consequently, the word "translation" should be understood in a broad sense as the cultural reference is rendered to the target culture, and rendering includes a variety of techniques.

CSI is a complex phenomenon that cannot be translated literally without considering its meaning. For this reason, various translation strategies are used when facing these cultural words in translation. Petrulionė (2012) states that there is no one opinion on how translation strategies should be used when transferring CSIs. According to Pedersen (2011), when translating, CSIs require extra care and conscious employment of subtitling strategies, on the other hand, he notes that there are cases when translators employ non-strategic translation which does not necessarily mean that no translation strategy is used at all. It means that if the translator does not consciously think about certain strategy when translating CSI, they still use it and "translation always results in a text that is different from the original, the processes involved in producing that text are bound to involve strategies" (Pedersen, 2011, p. 42), so translation strategies are applied in every step of translation.

Abraitienė, Koverienė and Urbonienė (2015) say that translation requires a lot of decision making, especially when dealing with cultural words, consequently, translation strategies become a necessity. As a result, scholars offer different taxonomies of the strategies, labelling and re-labelling them and trying to find the most suitable and comprehensive classification. Nevertheless, all the taxonomies still have some limitations as the strategies are always bound to overlap (Díaz Cintas & Remael, 2014). Nedergaard-Larsen (1993) says that some of the translation procedures are not useful for solving all types of culture-related translation problems in AVT, therefore, she proposes a list of six translation strategies which are transfer or loan, explicitation, direct translation, omission, paraphrase,

adaptation to TL-culture. Several decades later, based on other classifications, Díaz Cintas and Remael (2014) suggest another set of strategies which according to them are more often used in subtitling; these strategies are literal translation, transposition, substitution, omission, explicitation, compensation, addition, lexical recreation. It can be said that after comparing these two strategies provided by Nedergaard-Larsen (1993) and Díaz Cintas and Remael (2014), both of them overlap with each other as some of the procedures appear in both taxonomies, and even though different scholars suggest new classifications, they do not much differ from each other.

Pedersen (2011) proposes another taxonomy based on descriptive observations of subtitling that can be easily applied for other forms of translation. When creating this taxonomy Pedersen (2011), carried out a thorough investigation regarding general translation taxonomies, general subtitling taxonomies and then looked at more specific taxonomies for rendering CSIs. This new taxonomy starts with the strategy of finding an official equivalent which is the equivalent approved by an institution that has authority (Pedersen, 2011). Then classification is divided into two types: source language (SL) and target language (TL) oriented. Dickins (2012) says that the most general distinction regarding CSIs is whether the translation is oriented towards SL or TL. According to him, SL-oriented translations are usually foreignizing, while TL-oriented – domesticating, also there exists culture-neutral procedures when a translation is neither foreignizing nor domesticating but is equally appropriate to source and target cultures (Dickins, 2012), in this case, it means that the word has an official equivalent. Pedersen's procedures are shown (see Figure 1) and described below.
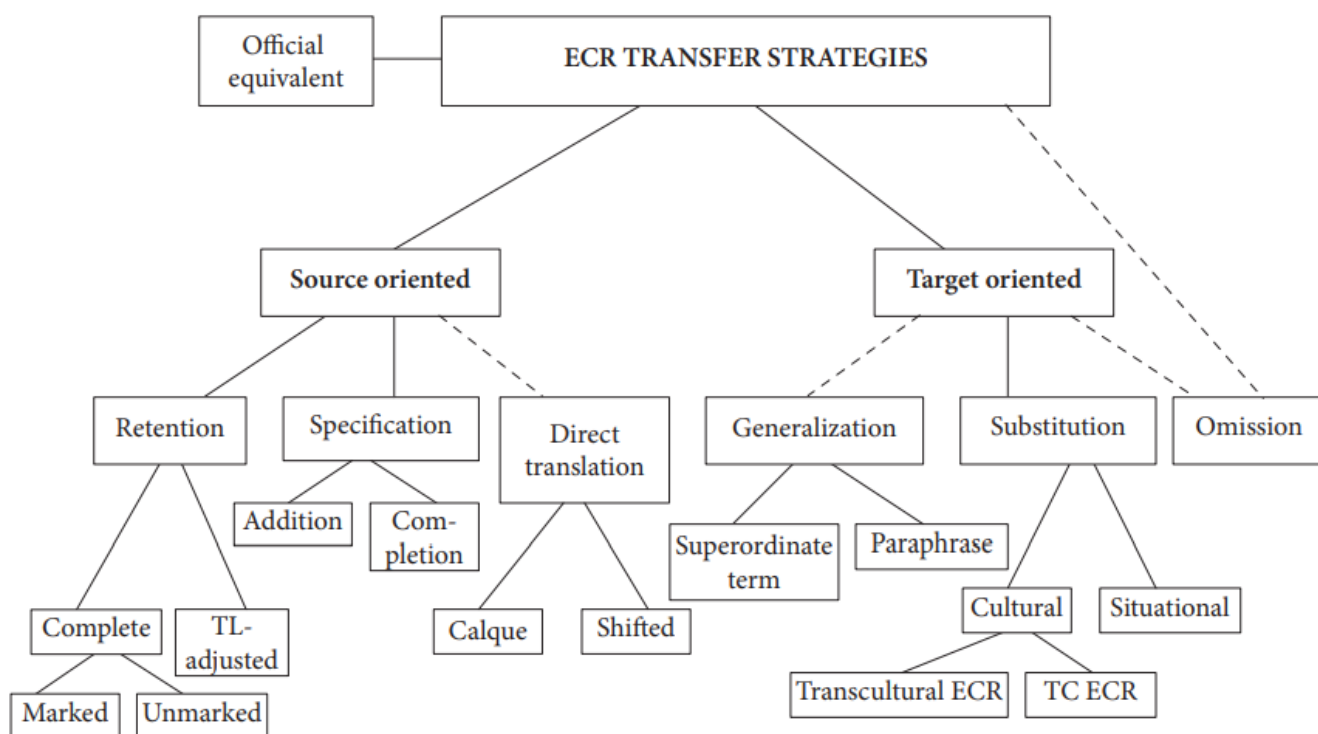
Fig. 1. Taxonomy of translation strategies for CSIs (Pedersen, 2011)

SL-oriented strategies

Retention – means keeping the original CSI in the TL. This strategy is the most SL-oriented as it allows a CSI from the SL to enter the target text (TT) (Pedersen, 2011). In the subtitle, source text (ST) CSI is kept unchanged (complete) or slightly adjusted (TL-adjusted) in order to meet TL

requirements (Pedersen, 2011). The retained CSI in the TL can also be marked off by using quotes or italics (marked retention) (Pedersen, 2011). Other scholars call this strategy as repetition (Aixela, 1996) or preservation (Davies (2003). According to Davies (2003), this procedure is applied when the word does not have any equivalent in the TL, so the translator decides to maintain the term from the SL in the translation.

Specification – refers to adding extra information in the TL (Pedersen, 2011) and making the subtitled CSI more specified than SL CSI. This procedure is carried out by completing or describing an acronym or a name (completion) or by adding more information, e.g., describing an adjective or adding someone's occupation (addition) (Pedersen, 2011). In this case, CSI becomes more specific as the translator supplements it with additional information.

Direct translation – according to Pedersen (2011), this translation strategy can rarely be used on proper names, but it is rather used for rendering the names of technical gadgetry, official institutions or companies. Comparing to the strategies of specification and generalisation, when applying direct translation, nothing is added, so the semantic load of the ST CSI is unchanged, and the only thing that changes is the language (Pedersen, 2011). This procedure is divided into two subcategories: calque (when the CSI is translated morpheme for morpheme) and shifted (when CSI is translated directly but with the shift in word order) (Pedersen, 2011).

TL-oriented translation strategies

Generalisation – this strategy is used when ST CSI which has a specific reference is replaced by a more general word in TL (Pedersen, 2011). This procedure can be done by using a superordinate term (by using a hyponym or meronym) or a paraphrase where ST CSI is replaced by a generally longer phrase that is synonymic (Pedersen, 2011).

Substitution – this strategy includes replacing ST CSI with either a different CSI (cultural substitution) or paraphrase, which can be more familiar to the audience from the target culture (situational substitution), the latter is used to express an SL CSI using a different lexical unit depending on the situation (Pedersen, 2011). Cultural Substitution is subdivided into transcultural CSI when SL CSI is replaced by the CSI that is well known not only in the particular culture but also within the region. To illustrate, when in translation the American CSI is replaced by the one that is well known in Denmark and Scandinavia (Pedersen, 2011). The second subtype is target culture (TC) CSI when a foreign element is completely removed and replaced with a domestic one (Pedersen, 2011).

Omission – replacing the ST CSI with nothing (Pedersen, 2011). This translation procedure is used when a translator cannot find any way of conveying the original reference, then CIS is left out without any trace of it in the translation (Davies, 2003). According to Pedersen (2011), omission can be regarded as the most TL-oriented procedure as it does not let a problematic foreign element enter the TT.

Official equivalent – this strategy does not involve translation because if an official equivalent exists in the TL, the translator should use one (Pedersen, 2011). Under this category fall conversion of measurements and various names of characters, movies or objects which are officially approved by an authority (Pedersen, 2011). To avoid confusion and different translation versions, when translating

CSIs, translators should be aware of an official equivalent that exists in the TL, thus it once again proves the importance of being acquainted with language and culture.

To conclude this section, it should be noted that sometimes translators are not consciously aware of what choices they make when translating (Pedersen, 2011), even so, all translation decisions can be based on applying strategies. Translation procedures help to understand how CSIs are rendered from one language to another, therefore various scholars propose procedures of translation strategies for rendering CSIs in AVT. Since AVT is a different type of translation, in the next chapter the nature of the AV text, as well as types of AVT, will be discussed.

1.2.   The nature of the audiovisual text and audiovisual translation

In today's world probably no one can imagine their life without AV products, such as TV programs, films, videos or various commercials. It should be noted that a crucial role plays digital technology as it influences the process of production and distribution of AV content as well as consumption of AV products (Chaume, 2018). All these products are now easily accessible via devices such as smartphones, laptops or tablets meaning that people can watch anything they want anytime anywhere in the world. Moreover, most AV products are created in English, as this language is one of the most widely used languages and according to Gottlieb (2004), English is now called a second language, a brother tongue rather than a mother tongue. Although English is widespread, it does not mean that everyone is fluent in this language and have no problems with understanding what is being said, especially when it comes to cultural words, accents, or other linguistic features. Díaz Cintas (2003) states that an AV product created in a foreign language brings various obstacles to comprehension because of dialectal and sociolectal variation, for this reason, it is very important to translate the product and make it accessible for most of the users from different cultures.

According to Fuentes-Luque and González-Irizarry (2020), an AV product is one of the types of text that has to be seen or hear for the message to be received and comprehended. The same idea is presented by Díaz Cintas and Remael (2014) who state that AV programmes use two codes which are sound and image. These two channels are the features that distinguish an AV text from other types of texts. To illustrate, if there are no words in the cartoon, the story still can be told as people can see the visuals and hear the sounds (Zabalbeascoa, 2008), so words do not necessarily have to be included in the AV text. However, Gambier (2018) emphasizes the complexity of any AV product since AV refers to many codes that act simultaneously in the production of meaning, namely, translators as well as viewers comprehend the series of codified signs which lead to achieving coherence, informativity and intertextuality of the film, documentary, or series. Furthermore, when defying what is audiovisual, Gambier (2018) states that there are two main features: verbal-non-verbal and audio-visual; thus, combining the audio and visual channels with nonverbal and verbal signs, forms four main elements of the AV text (Sokoli, 2009). These elements are presents as follows (see Table 2):

Table 2. Four elements of the AV text (Zabalbeascoa, 2008)

	Visual	**Audio**
Nonverbal	Photography Pictures	Music and special effects
Verbal	Words read	Words heard

According to Table 2, there are four different elements of AV text: visual-nonverbal (image and visual signs) audio-verbal (dialogue or words uttered), audio-nonverbal (music and sounds), visual-verbal (subtitles, writing), (Zabalbeascoa, 2008; Sokoli, 2009). Since the AV product contains various elements which can be either heard or seen, different types of AVT exist. Fuentes-Luque and González-Irizarry (2020) say that AVT is the activity where information is presented through the simultaneous combination of two channels: hearing and vision, that is why there are different types of AVT are voice-over dubbing and subtitling (Díaz Cintas, 2003). All these types are going to be discussed below, however, mostly focusing on subtitles as this type of AVT is analysed in this paper.

Dubbing (or post-synchronization) means replacing the SL soundtrack with a TL recording (Pedersen, 2011), the TL is usually recorded by a cast of actors. Dubbing is considered as one of the oldest AVT procedures meaning that it is the only type of AVT that addresses young viewers all around the world since animation for children and family is dubbed in many countries (Giovanni, 2018). This type of AVT is usually associated with a young audience as films and programmes are translated for those who have not learned how to read yet. Although this translation technique is very widely used, Tveit (2009) argues that it has constraining factors, such as loss of authenticity and credibility meaning that the character's voice is a very essential part of a film, therefore authenticity is lost when character's original voice is taken away and the audience hears the voice of someone else instead. As for credibility Tveit (2009) says that it can be especially problematic in news and TV programmes as even people are not familiar with a foreign language, the original soundtrack may convey a lot of information which can help them to get the idea. Finally, it is worth mentioning that dubbing is time-consuming and quite expensive as the team of actors is required to record the soundtrack, even so, according to Tveit (2009), this AVT type can attract bigger audiences, which leads to bigger revenues.

The second type of AVT is voice-over during which the viewer is enabled to hear the translation soundtrack and the original sound, at a lower volume, at the same time (Chaume, 2004). In contrast to dubbing, in voice-over, translation soundtrack is usually carried out by a single narrator (Pedersen, 2011), who rather sounds like a commentator than an actor, because people recite the translation without incorporating any intonation (Díaz Cintas & Orero, 2010). In most countries, this type of AVT is usually applied to factual, non-fictional genres, for example, documentaries, interviews, news, talk shows or political debates (Franco, Matamala & Orero, 2010). However, people from East European countries, including Lithuania, are most familiar with this type since the majority of AV products are translated by applying voice-over. From a technical side, comparing to dubbing, voice-over is less complex since there is no need to adjust the translation to fit the lip movements (Díaz Cintas & Orero, 2010). This suggests the idea that voice-over is cheaper as it can be done by one person without any complex technical factors. While dubbing has its limitations such as loss of authenticity and credibility, in this case, voice-over has some of the advantages. According to Orero

(2009), the usual practice is to wait until the original soundtrack can be heard for a few seconds and then reduce it so that the TL soundtrack would be heard in the first place; thus, this helps to maintain authenticity and prevents the audience from mistrust. Nonetheless, it does not mean that voice-over has no constraints at all, as for production, translators usually have to work with unedited material and sometimes it happens that the script is not available at all (Orero, 2009), so translators have to spend more time transcribing material and then translating it.

The third AVT type is subtitling where the original soundtrack is kept and a translation on the visual image of the AV product is added (Pedersen, 2011), specifically it involves showing written text at the bottom of the screen. Gottlieb (2004) defines this type as "the rendering in a different language of verbal messages […], in the shape of one or more lines of written text, presented on the screen in sync with the original verbal message" (p. 86). Subtitling is considered to be an integral part of modern media as it helps to improve reading skills and boost foreign language skills (Gottlieb, 2004). According to Díaz Cintas (2005) out of three main AVT techniques, subtitling, dubbing and voice-over, subtitling is the one that is expected to continue to grow, making it supreme type of AVT because it is the quickest, the most economical and suitable to translate any type of AV programmes. Nonetheless, there is no doubt that subtitling as well as other types of AVT has its constraints. Tveit (2009) says that one of the most important aspects of subtitle creation is knowing how to filter the provided information since in subtitles there is no space for long expressions or complex sentence structures, so to increase readability, brevity is a key. Translators are the ones who decide which information has to be omitted and what has to be rendered in subtitles keeping in mind that the meaning of the story or dialogue would not be changed or lost. Hence, subtitling not only helps to understand the dialogues of the actors and other information but also can be a great tool when learning a foreign language and expanding knowledge of other cultures.

To summarize this section, any AV product contains an AV text which consists of linguistic constituents such as words, phrases, images and sounds, meaning that this type of text can be heard and seen in a verbal or nonverbal form (Zabalbeascoa, 2008). Subtitling is a type of AVT that is considered to be the most popular compared to dubbing and voice-over, nevertheless, it has many advantages for learning languages or expanding knowledge in various fields. Even though subtitling has many positive aspects at the same time this type of AVT has strict requirements which have to be followed in order to produce subtitles. Thus, in the next sections, the types and parameters of subtitles and technical requirements for creating them will be discussed.

1.2.1. Types and parameters of subtitles

In the field of AVT, translators have deal with several aspects including text and media constraints. Matkivska (2014) says that there is an urgent need to translate videos in short periods of time in high quality, but at the same time, translators have to work with many aspects such as text, dialogues, sound effects, images and the atmosphere of the video. Technical requirements that translators have to deal with is what makes subtitling being different from other types of translation because all linguistic, stylistic or cultural decisions are affected by these requirements (Pedersen, 2011). There are several parameters of subtitles, but according to Díaz Cintas and Remael (2014), Georgakopoulou (2009) and Bartoll (2004), the main ones are linguistic and technical.

As for the linguistic aspect, Díaz Cintas and Remael (2014) divide subtitles into three types: intralingual, interlingual and bilingual, these are discussed as follows:

- Intralingual subtitles. According to Pedersen (2011), intralingual subtitling does not involve translation as these subtitles exist within a particular language. This type that involves a change from oral to written language is usually applied for the hard-of-hearing (SDH) people to ensure better access to AV products, as well as for language learning purposes, karaoke effect, dialects of the same language (Díaz Cintas & Remael, 2014).

- Interlingual subtitles. This type of subtitling is intended for hearers and SDH and is unique in that the information is transferred from one language to another as well as from spoken language to the written (Pedersen, 2011). According to Nikolić (2018), this type is one of the most used ways of reaching audiences that speak other languages than English and subtitling then becomes a vehicle that helps English content to reach its global audiences. Díaz Cintas and Remael (2014) highlights that this type of subtitling helps people not only to improve the linguistical skills but also to get to know the culture and language of other countries as the audience familiarize themselves with the foreign language through listening to the vocabulary, intonation and pronunciation and seeing gesticulation, way of dressing and geographical places.

- Bilingual subtitles. The third type which according to Díaz Cintas and Remael (2014) is created in geographical areas where two different languages are spoken, for instance in Belgium subtitles in the cinema are in French and Flemish, and in Finland in certain regions, television and cinema are provided in Swedish and Finnish. Bilingual subtitles can also be used in film festivals to attract more viewers from different countries and to satisfy the need of an international audience consisting of film directors, producers and actors (Díaz Cintas & Remael, 2014).

Moving further, technical parameters refer to whether subtitles can be found in the same place or not (Bartoll, 2004). In the technical field, subtitles can be open which are burned onto the visuals and cannot be turned off or removed and closed which can be added depending on the viewer's will (Díaz Cintas & Remael, 2014). Until the arrival of DVD and the internet, subtitles were always open on television, nowadays closed subtitles which are optional and dependent on the viewer can be found more often, for example on the television, DVD and internet (Díaz Cintas & Remael, 2014; Bartoll (2004). Also, as for the technical parameters, Georgakopoulou (2009), includes space, time and presentation constraints and says that space constraints usually include two lines and the number of characters per line differs depending on many factors. Time constraints are very important as the subtitles have to always consider the appropriate reading time (Georgakopoulou (2009), so viewers need to have enough time to read the text in the subtitles. Finally, translators have to take into account the font size, the position of the screen and the technology used for creating subtitles (Georgakopoulou (2009). These technical parameters vary depending on the provider of the AV product as various companies tend to have their specific requirements and parameters for subtitles. Since the main source of the analysis in this thesis is TED Talks, the last section of the theoretical part discusses the technical guidelines for subtitling provided by the TED Talks organisation.

1.2.2. TED Talks platform and its technical guidelines for subtitling

TED Talks is a great example showing that AV product does not always contain all in the previous section mentioned elements of AV text. In this type of AV product, a message is transferred through audio-verbal, visual-nonverbal and visual-verbal channels. This platform is created to educate and entertain people by inviting speakers from different cultural backgrounds, then filming their speeches and uploading them on the internet. The content in the TED Talks is very up-to-date and covers a wide range of topics (Comas-Quinn & Gutiérrez, 2019) which leads to a wider choice for the audience. The participants in TED Talks are non-native speakers or speakers of various regional varieties of English (TED, n.d.). thus, all the talks are presented in English. In order to achieve its purpose to spread the ideas worldwide, all the videos have subtitles in different languages, and this makes this platform accessible to as many people as possible.

According to Giovanni and Gambier (2018), nowadays people increasingly engage in volunteer forms of AVT which leads to the change of the face of AVT practice, for instance by fostering the use of online platforms for translation production, thus TED Talks platform is one of them. Such volunteering activity allows people who are not professionals to practice their translation skills in AVT and gain more experience in creating subtitles and translating them into different languages. According to Comas-Quinn and Gutiérrez (2019), TED Talks is a platform that allows students to independently practice their language skills outside of formal education and makes the learning engaged and meaningful. However, in order to achieve high-quality translations and consistent subtitles exists translation norms or interlingual subtitling norms which according to Pedersen (2018), are still evolving and are influenced by technology, mediascape development and other trends. Norms help translators to avoid thinking up a new decision every time they face translation as these guidelines say how translators should solve a certain problem and what should they do (Pedersen, 2011). Norms for translation can be descriptive or prescriptive: the latter is based on the authority who decides on what translation should be like, namely how to translate (Pedersen, 2018). As for descriptive norms, the name itself suggests that they describe actual practices of translations and translators, what translation is like (Pedersen, 2018). Moreover, Pedersen (2018), highlights that sometimes, descriptive norms can be used prescriptively, for example when they are included in textbooks and guidelines for students of practitioners.

It should be mentioned that the TED Talks platform has its descriptive norms for translation and subtitling which are called TED style. These norms guide volunteers through the subtitling process and make their work a little bit easier because certain rules must be followed. From the linguistic perspective, Caimi (2009), says that subtitles have to be concise, easy to understand and they should convey the relevant information to satisfy the needs of the second language audience. Therefore, according to the TED Talks guidelines (n.d.) translators are required to avoid word for word translation, especially when it comes to idioms and cultural words, instead, they are required to find an equivalent in the TL or use the least confusing expression, so the idea would be transferred correctly. Moreover, titles of products or works must be left untranslated unless it has an official translation in the TL, and as for proper nouns, translators have to use the most common name in TL, otherwise, it should be transliterated (TED, n.d.). Since the transcribed text often exceeds the available space and time, the text of subtitles has to be carefully edited and split (Caimi, 2009). TED Talks organisation highlights the importance of subtitling by stating that although there are time and space constraints, volunteers are required to accurately convey the meaning and follow the guidelines, so the subtitles would read easily (TED, n.d.). The maximum length of a line is 42 characters, and the

maximum number of lines is two; thus, if a subtitle is longer than 42 characters it has to be broken down into two lines. When breaking lines, it is important to keep linguistic expressions together, so the phrases would not be broken up. Lastly, the reading speed of subtitles has to be kept at a maximum of 21 characters per second and at the same time translators have to try to preserve as much meaning as possible.

In order to preserve the overall translation quality, TED Talks created a clear and structured workflow that is based on the traditional translate-review-approve system (Comas-Quinn & Gutiérrez, 2019). This means that translations done by volunteers are responsibly and thoroughly reviewed by experienced volunteer translators and then approved. There are a lot of information and support resources, for example, online videos tutorials and subtitling guidelines which help the volunteers during the translation and subtitling process (Comas-Quinn & Gutiérrez, 2019). The guidelines help to preserve and foster the quality and consistency of subtitles and at the same time, it allows to assure viewer's satisfaction and maintain language accuracy at a high level (Caimi, 2009). So, these technical guidelines are publicly available on the TED Talks website (TED, n.d.) and the translators can easily access and follow them during translation and subtitling processes.

To summarize this theoretical part, it can be said because of a strong relationship between language and culture, translators face obstacles when rendering CSIs from one language into another. In order to facilitate the translation process and help translators to be more familiar with CSIs, the classifications of CSIs and translation strategies for rendering them exist. In the field of AVT, great attention is paid not only to the translation of a text but also to technical requirements and constraints which have to be taken into account when producing subtitles. For this reason, this theoretical part contains the material about the concept of CSI and its peculiarities (including translation problems and strategies), the nature of AV text and AVT (containing types and parameters of subtitles and technical guidelines) needed for further research. In the next section, the analysis of rendering CSIs in TED Talks is presented.

2. Analysis of rendering culture-specific items in TED Talks

Since this thesis aims to analyse how CSIs used in technology-related TED Talks videos are rendered from English into Lithuanian, the first section provides all necessary information related to the employment of the analysis. The next section of the thesis analyses how CSIs are rendered in TED Talks. Firstly, the classification types of CSIs are discussed, namely, the found examples of each category type are presented. Then, the translation strategies for rendering CSIs together with found examples are analysed. In the last section of this paragraph, the relation between the applied translation strategy and the type of CSI is analysed. Finally, the findings and observations are provided in the concluding paragraph of the section.

2.1. Methodology of the research

The methods of the research are carefully chosen by taking into account the works carried out by other researchers who have analysed CSIs in AVT, specifically subtitles. Horbačauskienė, Kasperavičienė and Petronienė (2016) in their work have employed a mixed methods research, which usually consists of qualitative and quantitative methods. According to Saldanha and O'Brien (2013), mixed methods research allows the researcher to analyse the data qualitatively and then follow the analysis up with a more focused quantitative analysis. Meister (2018) highlights that this approach can be used in different fields of translation studies as it allows to systematically explore the area of analysis and deal with the consequences of mixing qualitative and quantitative components. Thus, in this analysis, mixed methods research is employed because the qualitative method allows to analyse and evaluate the results by comparing and describing them, and the quantitative helps to find out which strategies are the most common and to which categories fall culture-specific items. By applying both methods, it will be possible to explore and evaluate the relation between the type of CSI and the applied translation strategy.

The field of technology is constantly changing because of various developments and inventions which makes this sphere to be very actual for analysis nowadays and since CSIs have been already analysed in the cinema, television and literature, for translators it is relevant to know if CSIs also appear in the technology topic where the language is full of technical terms. In the technology-related videos various theories, inventions, discoveries are presented in a clear and interesting way that is because the purpose of these videos is to attract the audience of different ages and cultures. Also, for the translator, as a specialist, it is useful to know if CSIs appear in such videos and if so, to which categories these cultural words belong and how they are rendered into other languages. It should be mentioned the limitation of this research is that the only technology sphere to analyse is chosen, so it is not known if in the other topics of the TED Talks videos the CSIs are used; how often they occur in the subtitles and what strategies are applied when rendering them from English into Lithuanian. However, the reason to choose only one topic is that this thesis aims to analyse how CSIs used in technology-related TED Talks videos are rendered into Lithuanian subtitles because feature films and TV shows, where the usage of CSIs is highly probable, have been already analysed, but not technology related videos that are uploaded on the internet platform. This analysis will allow to find out how many and what types of CSIs appear particularly in the technology-related videos and how they are rendered into the Lithuanian language.

The data is gathered from the TED Talks platform and the main criterion for selecting the videos is that they had to be taken from a technology topic and contain Lithuanian subtitles. It should be

mentioned that the technology topic is very popular on the TED Talks platform, for example, nearly 30 videos have been uploaded this year. However, neither of them is translated into the Lithuanian language yet, sadly the last video that was translated into Lithuanian is uploaded in May 2020, so in order to have enough data for the analysis, 19 videos are chosen so the dates of creation range from 2013 to 2019, and in total 227 CSIs are found. CSIs are picked out while watching videos two times: first with English subtitles, then with Lithuanian. It should be mentioned that each video has its transcript in source and target languages, so this helps to save time when writing down the examples. All the found examples can be found at the end of this paper in appendix 1. After gathering a substantial number of examples for the analysis, CSIs are divided into the following categories proposed by Nedergaard-Larsen (1993):

- Geography: geography, meteorology, biology, cultural geography;
- History: buildings, events, people;
- Society: economy, social organisations, politics, social conditions, customs;
- Culture: religion, education, media, culture or leisure activities.

Even though this classification is not the newest, the categories are very accurate and well defined, so this taxonomy seems to be useful and easy to apply. Also, other researchers such as Mustapić (2016), Díaz Cintas and Remael (2014) and Pedersen (2011) still discuss and use this classification in their studies which makes this taxonomy to be relevant even nowadays. After categorization, CSIs are analysed according to the translation strategies proposed by Pedersen (2011):

a) Official equivalent;
b) Retention: Complete (may be Marked or Unmarked) or TL-adjusted;
c) Specification: Completion or Addition;
d) Direct translation: Calque or Shifted;
e) Generalisation: Superordinate Term or Paraphrase;
f) Substitution: Cultural (may be Transcultural CSI or TC CSI) or Situational;
g) Omission.

This Pedersen's taxonomy is one of the few that is created for rendering CSIs in the subtitles. Also, for the analysis, these procedures allow to find out if translators tend to focus more on the source or target language when translating depending on the tendency of using these strategies. Since there are cases when more than one strategy is applied on one CSI, in the paper, there is added section h) where these cases with the examples are discussed. In the analysis, the examples are numbered and presented in italics by bolding the particular CSI along with the discussion below. The definitions and meanings of CSIs are explained by using such online dictionaries and information sources as Cambridge Dictionary (n.d.), Valstybinė Lietuvių kalbos komisija (n.d.), Lietuvos Respublikos terminų bankas (n.d.), IATE (n.d.). Consequently, after analysing the types of CSIs and the translation strategies, the relation between the category and the translation strategy is analysed in order to find out if there is any tendency of choosing the strategy depending on the type of the category.

2.2. Classification types of CSIs found in TED Talks

The carried-out analysis firstly draws attention to the different types of CSIs that are found in the subtitles of TED Talks videos. Out of 227 found CSIs, 39 belong to the type of geography which according to the classification is subdivided into geography, meteorology, biology, cultural

geography. To the type of history fall 30 CSIs, and these comprise the subtypes of buildings, events, people. 96 CSIs contains the category of society, which includes economy, social organisations, politics, socials conditions, customs. The culture type contains 62 items, which belong to a religion, education, media, culture and leisure activities. In Figure 2 the tendencies of the types in percentages can be seen.
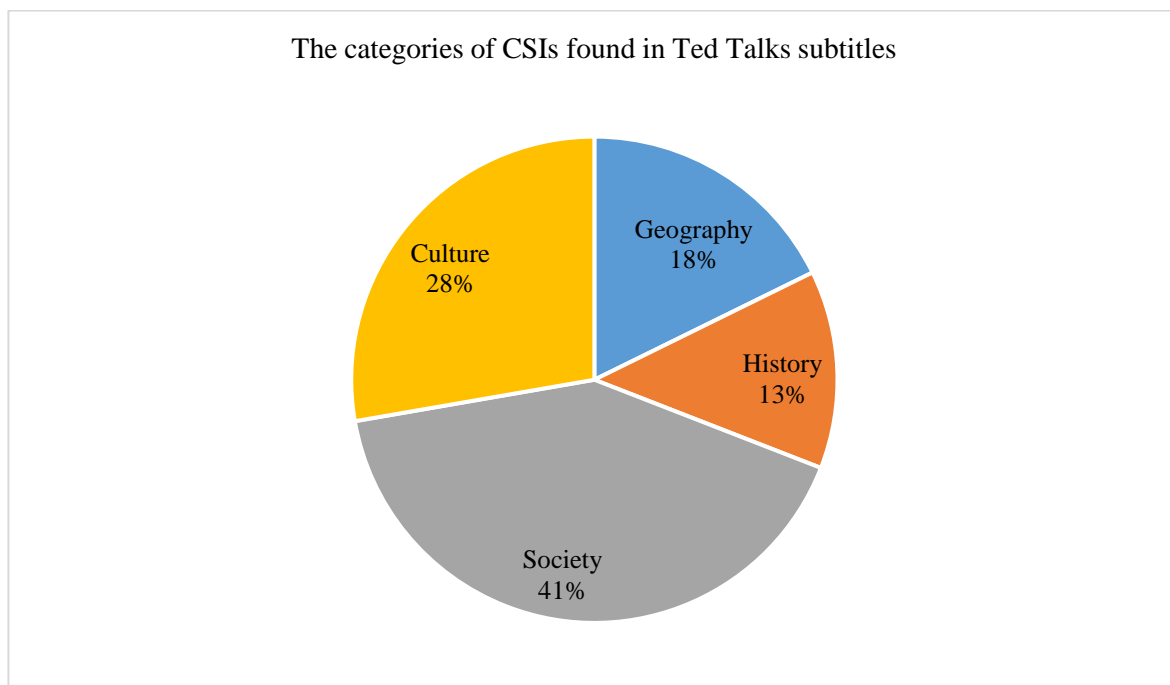
Fig. 2. The types of CSIs found in Ted Talks subtitles

As Figure 2 presents, in the found examples the most frequent categories are society 41 %, and culture 28 %, then geography 18 % and history 13 %. It gives an insight that even though the analysed videos are related to technologies, all the types of CSIs are still widely used in this sphere and can be found in subtitles. The examples of each category are presented starting with the most commonly used type and ending with the least common.

Society. The CSIs of this type are the most common in this analysis. Society type is divided into 6 sections. The first subtype is economy where CSIs usually come from the industrial level where topics for example are related to money:

1. *He needs help getting 10 million **dollars**. – Jam reikia pagalbos surenkant dešimt milijonų **dolerių**.*
2. *for assets like the digital currency **Bitcoin**, – tokio turto, kaip virtuali valiuta — **bitkoinas**,*
3. *Oh! kangaroos, **sequins**, chocolate sodas! – Ak! kengūros, **cechinai**, pepsikolos!*

All the found examples of economy subtype in this analysis are related to currencies. To illustrate, **a dollar** is a name of a currency, that is used in the United States, ***bitcoin*** is a digital currency that exists only on the internet and a ***sequin*** is a gold coin that was used in the Republic of Venice in the 13th century. The currencies refer to the specific cultures: The United States, the internet and the Republic of Venice. Another subtype of society is social organisations that include police, prisons, local and central authorities, the examples found are the following:

4. *and the object is to prevent him from getting caught by the **LAPD** – ir tikslas yra, kad jo nepagautų **Los Andželo policija***
5. *and **UNICEF** estimates that 3,000 children – ir **UNICEF** apskaičiavo, jog 3 tūkst. Vaikų*
6. ***Childline**, a UK nonprofit that's focused on helping young people on various issues, – „**ChildLine"**, JK ne pelno organizacija, teikianti pagalbą jauniems žmonėms,*

The found examples in the subtitles are various names of social organisations. For example, in the fourth sentence, the abbreviation **LAPD** refers to the Los Angeles Police Department which is one of the largest police departments in the United States. The fifth example is the well-known organisation *The United Nations Children's Fund (**UNICEF**)* that is created by United Nations General Assembly to protect children's right and provide all the necessary help. The last one is also a social organisation called **Childline** which helps young people who have various issues related to distress or anxiety. Next, to the subtype of politics fall these examples:

7. *I had been given the highest civil honor by the **French government**, – **Prancūzų vyriausybė** įteikė man garbingiausią piliečio apdovanojimą,*
8. *and they decided to license not a sitcom about four **Senators** – ir nusprendė sukurti ne serialą apie keturis **senatorius**,*
9. *A few days later, the Starr Report is released to **Congress**, – Po kelių dienų Starr paruošta ataskaita pateikiama **Kongresui***

The first part of the seventh CSI already proposes that the **French government** is the political authority of France, **Senate** is also a cultural word that usually refers to the politicians of the United States even though some other countries also have a Senate. The ninth example also associates with the United States as the **Congress** is used. This cultural word means the meeting where the politicians of the United States gather to make the law. It can be seen that many cultural words associate with the United States, the reason might be that this country is one of the largest countries in the world and it has left a great mark on the world's history. Moving further, the subtype of social conditions include groups, subgroups or living conditions:

10. *notably, women, minorities and members of the **LGBTQ** community – ir **LGBTQ** bendruomenės dalyviai sumokėjo,*
11. *And **Lesbian**, of course, was the capital of Portugal, as you all know.– O „**lesbietė"**, kaip žinote, buvo Portugalijos sostinė.*
12. *"How are **Black folks** or **Native Americans, Latino** – „O kaipgi sekasi **juodaodžiams**, ar **indėnams**,*

The abbreviation **LGBTQ** stands for the lesbian, gay, bisexual, transgender and queer community. These words belong to the specific group of people who identify their gender with one of the previously mentioned terms. **Lesbian** is also a gender-related CSI that refers to a homosexual woman. The last two CSIs in the twelfth sentence are related to the groups of people, specifically **Native Americans** who are indigenous peoples of the United States and **Latino** – people that have cultural links to Latin America. The last subcategory is customs which is one of the widest subtypes of society because here fall various CSIs that are related to housing, transport, clothing, food, meals, family relations:

13. *In the 9th century during the **Tang Dynasty**, – 9-ajame amžiuje, valdant **Tangų dinastijai**,'*

14. *that the world's fastest sailboat, the **clipper ship**,* – *kad greičiausi pasaulyje buriniai laivai – **kliperiai***
15. *and create a beverage called **muo cha**, or **matcha*** – *ir taip paruošti gėrimą, vadintą **muo cha**, arba **matcha**.*
16. *and at the sight of me, he quickly hid his **curry** behind his back.* – *pastebėjęs mane, jis tuoj paslėpė savo **kario patiekalą** už nugaros.*

In the thirteenth sentence, the ***Tang Dynasty*** is the family that ruled China from 618 to 907. Then ***clipper*** is a specific type of ship that was intended to quickly reach destinations and to clip over the waves. For people who know this ship, clipper mostly associates with speed. In the fifteenth example, ***muo cha*** and ***matcha*** is a type of ground powder tea made of green tea leaves. This beverage originates from China, but nowadays it usually refers to the Japanese tea ceremony. The last example is a traditional Indian food that is called ***curry.*** This cultural word associates with a dish that uses a lot of spices or herbs. The last type of classification is culture, and this category contains CSIs related to religion:

17. *that I, the **Muslim** son of a broke freedom fighter* – *kad aš, **islamo išpažinėjas**, beturčio laisvės kovotojo sūnus,*
18. *Whether it is forgiving family ancient transgressions, arguments from **Christmases** past,* – *Ar tai būtų šeimos atleidimas už senus nusikaltimus, ginčus, užsitęsusius nuo **Kalėdų**,*
19. *a **Japanese monk** brought the first tea plant to Japan.* – ***japonų vienuolis** į Japoniją parsivežė*

The first example ***Muslim*** is a person who practices Islam religion. This word associates not only with religion but also with the way of dressing, for this reason, and the people who practice this religion can be easily recognized. For this reason, it can be said that this word contains a strong cultural reference. Next, ***Christmases*** is a religious celebration of Christians. This word also has many associations, for instance, Christmas can refer to a holiday, winter, the exchange of gifts with friends and the gathering of family members. The last example ***Japanese monk*** is not an exception, as it contains no less cultural reference comparing to the previous two examples. Japanese monks associate with an exclusive way of dressing especially because of the specific Japanese straw hat that monks use to wear. The second subtype of culture is education, which includes different schools and universities:

20. *at the **University of Pennsylvania** in Philadelphia* – ***Pensilvanijos universitete** Filadelfijoje.*
21. *from **Rutgers University**,* – *jauną pirmakursį iš **Rutgerso universiteto**,*
22. *that's associated with the **University of Southern California**.* – *laboratorija, priklausanti **Pietų Kalifornijos univesitetui**.*
23. *and making it available for kids in **middle schools** and **high schools**.* – *vaikams **pagrindinėse** ir **vidurinėse mokyklose**.*

The first three examples are the universities that are located in different cities: ***University of Pennsylvania, Rutgers University, University of Southern California.*** The name of the city in the title of the university gives the CSI a cultural reference, so people understand what kind of educational institution is being talked about. In the twenty-third example, the CSIs of the educational stages are provided, to be more specific ***middle schools*** and ***high schools.*** It is known that different countries

have their specific educational systems, so these words refer to a particular type of educational stage. Media subtype contains TV, radio and newspapers related words:

24. *Refugee Galina Pyshnyak told this story to **Russia's First TV channel.** – Pabėgėlė Galina Pyshnyak šitą istoriją papasakojo **Pirmajam Rusijos kanalui.***
25. *Ted Sarandos, who is the Chief Content Officer of **Netflix**, Tedą Sarandos – „**Netflix**" direktorių, atsakingą už turinį.*
26. *describes himself on **Twitter** as "movies, TV, technology, tacos." – „**Twitter**" tinkle apibūdina save taip: „Kinas, TV, technologijos, taco".*

The found examples belong to TV channels and social networks. For example, in the twenty-fourth sentence, CSI refers to a specific Russian TV channel: ***Russia's First TV channel***. Then, ***Netflix*** is a well-known streaming service where people can watch a wide range of TV shows, films and other videos, and ***Twitter*** is another media-related CSI that refers to social networking service where users write posts known as "tweets". These last two CSIs are widespread in society, so everyone understands and can relate when people in their speeches use such words. The last subtype which has the widest range of words is culture or leisure activities. That includes a variety of activities starting from museums, authors, cinemas, theatres, cafes, musicians, actors and ending with sports and athletes. Here are some of the found examples:

27. *"**Finding Nemo**" is an excellent example of this. – Filmas „**Žuviukas Nemo**" yra puikus to pavyzdys.*
28. *that the turtles are diving into and going on this **roller coaster** ride. – į kurią vėžliai pasineria ir lekia it **linksmaisiais kalneliais**.*
29. *It was called the **Lungi dance**. – Jis vadinosi „**lungio šokis**".*
30. *like the wax statue of me at **Madame Tussaud's**. – sano paties vaškinę skulptūrą **Madam Tiuso muziejuje**.*
31. *But much bigger than that, I got to meet **Angelina Jolie** – Bet tai niekis, palyginus su tuo, kad teko pažinti **Angeliną Jolie***
32. *So our game is about **Justin Bieber**, – Taigi, mūsų žaidimas yra apie **Justin Bieber**,*

In the twenty-seventh example, CSI "Finding Nemo" is a title of a well-known film created for a family and children. After the release of this film, the clownfish living in warm waters, e. g., the Indian and Pacific oceans or the Red sea now associates only with the name Nemo. That is because the main character Nemo in the movie was a clownfish which is easily recognized because of its orange colour with white bars or patches. The second example is a ***roller coaster***, this CSI refers to an elevated railway that can be found in an amusement park. Roller coaster often is associated with various films, especially romantic scenes where two lovers take a ride on this track in the amusement park. Then, ***Lungi dance,*** better known as *Lungi Panchi Dance* is a Bengal dancing style that is accompanied by traditional music. This dance became popular after the release of an Indian film *Chennai Express*, where this dance was shown in one of the scenes. Then ***Madame Tussaud*** is a wax museum located in London, this museum is very popular among tourists because the wax statues of famous people including characters, actors, athletes are displayed there. The last two CSIs are related to people, to be more specific Canadian singer ***Justin Bieber*** and American actress ***Angelina Jolie***. These two persons from a cultural sphere are known worldwide, so there is no doubt that it contains a strong cultural reference. It should be mentioned that society is the widest category to which various

areas related to ways of people lives fall. Hence, it is very clear why this type is the most commonly used in this analysis compared to others.

History. The second category of the classification consists of three subtypes: buildings, events and people. The examples of buildings are the following:

33. *Tyler jumped from the* ***George Washington Bridge*** *– Tyler nušoko nuo **Džordžo Vašingtono tilto***
34. *or 1,500 years before the pharaohs built the* ***Great Pyramids of Giza***. *– faraonams pastatant **Didžiąsias Gizos piramides**.*
35. *They gathered all the locals in* ***Lenin Square***. *– Visus gyventojus surinko į **Lenino aikštę**.*

The ***George Washington Bridge*** is a bridge that is located in New York. This bridge is named after George Washington who was the first president of the United States. The pyramid is a symbol of Egypt, and the ***Great Pyramids of Giza***, is a building that is one of the oldest seven wonders of the ancient world. The last example is the square that is located in Khabarovsk which is a city in Russia. This square is named after Russian politician Vladimir Lenin and it is well-known because of protests related to politics happening there. These buildings associate with specific countries, so their names are culturally specific. The next examples of CSIs are the ones that belong to the subtype of events:

36. *the rise started long before the* ***American Revolution*** *– pradėta ilgai iki **Amerikos revoliucijos,***
37. *of the* ***Black Lives Matter movement*** *– iškilo **Black Lives Matter judėjimas***
38. *on* ***Queen's Birthday weekend***. *– įvykusį per **karalienės gimtadienio savaitgalį**.*
39. *This act triggered the* ***First Opium War*** *between the two nations. – Šis poelgis išprovokavo **pirmąjį Opiumo karą** tarp šių tautų.*

American Revolution and ***Black Lives Matter movement*** are the two events that associates with the United States. Then ***Queen's Birthday weekend*** is a public holiday that is celebrated in the United Kingdom on the second Monday in June. The last CSI is the ***First Opium War*** which was a military fight between Britain and China. All these examples are well known because they are historical events that have a strong meaning to the specific country in which one or another event happened The last subtype of history is people:

40. ***Martin Luther King*** *and his work with the civil rights movement pritarė – **Martino Liuterio Kingo** judėjimui už civilines teises ir jį palaikė,*
41. *where eventually the great* ***Charles Darwin*** *got to study this plant kol – galiausiai didysis **Čarlzas Darvinas** ėmė tyrinėti šį augalą*
42. *owned by* ***Eve*** *first and then* ***Newton***, *not by* ***Steve Jobs***, *until then. – **Obuolys** tada dar tebuvo vaisius, priklausęs pirmiausia **Ievai**, tada **Niutonui**, o ne **Steve'ui Jobs'ui**.*
43. ***Benjamin Franklin*** *invented what he called "double spectacles." – **Bendžaminas Franklinas** išrado „dvigubus skaitymo akinius".*
44. *perhaps something like the next* ***Albert Einstein***. *– galbūt kitu **Albertu Einšteinu**.*

As it was mentioned in the theoretical part, proper nouns are a highly discussed topic especially among researchers who analyse CSIs. It should be highlighted that not all names of persons carry cultural reference, but some people are well known because of their works and activity, so the names of these persons can be regarded as CSIs. The names of such persons fall under the subcategory of

historical people. For example, ***Martin Luther King*** is known as a social rights activist and the leader of the civil rights movement in the United States. ***Charles Darwin, Newton, Benjamin Franklin*** and ***Steve Jobs*** are the scientists and inventors who left a mark on our scientific and social life. ***Eve*** is also a historical person who in the bible and religious book is described as the first woman who picked the forbidden apple and ate it.

Geography. This type is divided into geography, meteorology, biology and cultural geography. As for geography subtype, in the found examples, CSIs are related to water bodies and pieces of lands that are in the specific areas, e.g.:

45. *so we understand what the **East Australian Current** is, – kad suprastume, kas yra **Rytų Australijos srovė,***
46. *to go down to **Lake Ohau** and bike the outs to ocean. – prie **Ohau ežero** ir leistis dviračiais link vandenyno.*
47. *Fighting raged up and down the **Chinese coast** until 1842 – Kova virė išilgai **Kinijos pakrantės** iki 1842 m.,*
48. *entered the **Crimean Peninsula**, – įžengė į **Krymo pusiasalį***

In the forty-fifth example, ***East Australian Current*** is a flow of water that runs along the east coast of Australia, ***Lake Ohau*** is situated on the South Island of New Zealand, the ***Crimean Peninsula*** is a landform lying between the Black Sea and the Sea of Azov**.** The name of the last example already gives an insight that it is an area next to the sea in China **– the *Chinese coast*.** It should be mentioned that out of all found CSIs none of them belongs to the subtype of meteorology. These objects in the examples can be found in particular countries which means that they carry a specific cultural reference. Biology related elements are animals and plants that are specific to certain regions, to illustrate:

49. *still reserved for **Siberian cranes**, not human beings. – skirtas **sibirietiškoms gervėms**, o ne žmonėms.*
50. *Oh! **kangaroos**, sequins, chocolate sodas! / You are really beautiful! – Ak! **kengūros**, cechinai, pepsikolos! Esate išties nuostabūs!*
51. *India had just such a food, called "**mahua**," – Indijoje yra toks augalas „**Mahua**",*
52. *In many ways, it is very similar to your local **marula**, – Jis daug kuo panašus į vietinę **marulą,***

A ***Siberian crane*** is a type of bird that belongs to a distinctive species and can be found in Russia. The next example is a name of CSI that is well known to everyone – ***Kangaroo***, this animal is an Australian symbol, so there is no doubt that it contains a strong cultural reference. The last two examples belong to the Indian culture, ***mahua*** and ***marula*** are the names of trees that grow in India. The last subtype is cultural geography which mainly consists of names of the cities, countries and states, e. g.:

53. *The handouts of free land in places like **Virginia** – Nemokamai dalinti žemę pvz., **Virdžinijos valstijoje***
54. *as you all in **Charlottesville** know better than most. – Jūs, **Šarlotsvilio** gyventojai, žinote tai geriau nei bet kas.*

55. *Luckily for us, about three blocks away from our **Los Angeles** studio – Laimei, apie tris kvartalus nuo mūsų **Los Andželo** studijos*
56. *I visited **Sloviansk**. – Aš nuvykau į **Slovianską**.*
57. *In reality, Galina's husband was an active pro-Russia militant in **Donbass**. – Tikrovėje Galinos vyras buvo aktyvus prorusiškų pajėgų dalyvis **Donbase**.*

In the fifty-third example, ***Virginia*** is a state of the United States and in the next example, ***Charlottesville*** is one of Virginia's towns that is known as the homeland of Thomas Jefferson who was the third president of the United States. The fifty-fifth CSI is a name of the city in California that is well known because of TV, films and music industries – ***Los Angeles***. The last two examples ***Sloviansk*** and ***Donbass*** are the city and region of Ukraine, which are currently often mentioned in news and press due to ongoing military actions.

As it was mentioned in the theoretical part, CSIs are the words that belong to a specific culture. However, it should be stressed out that culture does not necessarily mean a specific country or nation, and this especially is evident in this carried out analysis. When classifying these examples, it was noticed that different cultures exist. To illustrate, there can be a military culture where such words as ***pro-Russia militant, unmarked soldiers, Donbass*** are used, there is also a youth culture or Millenials, to be more specific people who in their language use certain words such as ***trolling*** or abbreviations, such as ***ROFL, LOL***. Even though these words are English they are widely used across the world among young people. Not to mention gender culture, where such words as ***LGBTQ, gay, lesbian*** are used.

It should not be forgotten that the analysed videos are from the technology sphere and that may the reason, why the most used type of CSIs in this analysis is society. This category is the widest, so the speakers tend to talk about social organisations and local authorities, social conditions including various groups and subgroups or different customs that are specific to a particular culture. Next, since we are living in the digital era, technologies and media are also one of the themes people talk about in their speeches and for this reason, according to the usage, CSIs of the culture type are in second place in this thesis. Speakers try to make their speeches about technologies to be interesting and relatable for the audience, so they talk about the movie industry, computers that write poetry, or engineering projects for kids. Moreover, according to the found examples, in their speeches, people tend to use geographical references, for example, they introduce the city or region where their story takes place, so the audience would be more familiar with the circumstances. Also, presenters introduce the audience to various historical events or historical persons that are important to society. All these CSIs help to make the speech more intriguing and interesting for the audience. Since in this section the examples of CSIs were classified according to their categories, the next chapter will focus on how these CSIs are rendered from English into the Lithuanian language by applying translation strategies.

2.3. Translation strategies for rendering CSIs from English into Lithuanian

To begin with, this analysis is started by categorizing in the subtitles of TED Talks videos found examples according to the translation strategies. As it was mentioned in the methodological part, seven translation procedures may be applied when rendering CSIs in the subtitles, however not always one strategy to use is enough. So, in this analysis, there are cases when more than one translation

procedure is applied to one CSI; these cases are gathered under the additional category. In Figure 3 there can be seen the tendencies of applying translation strategies in percentages.
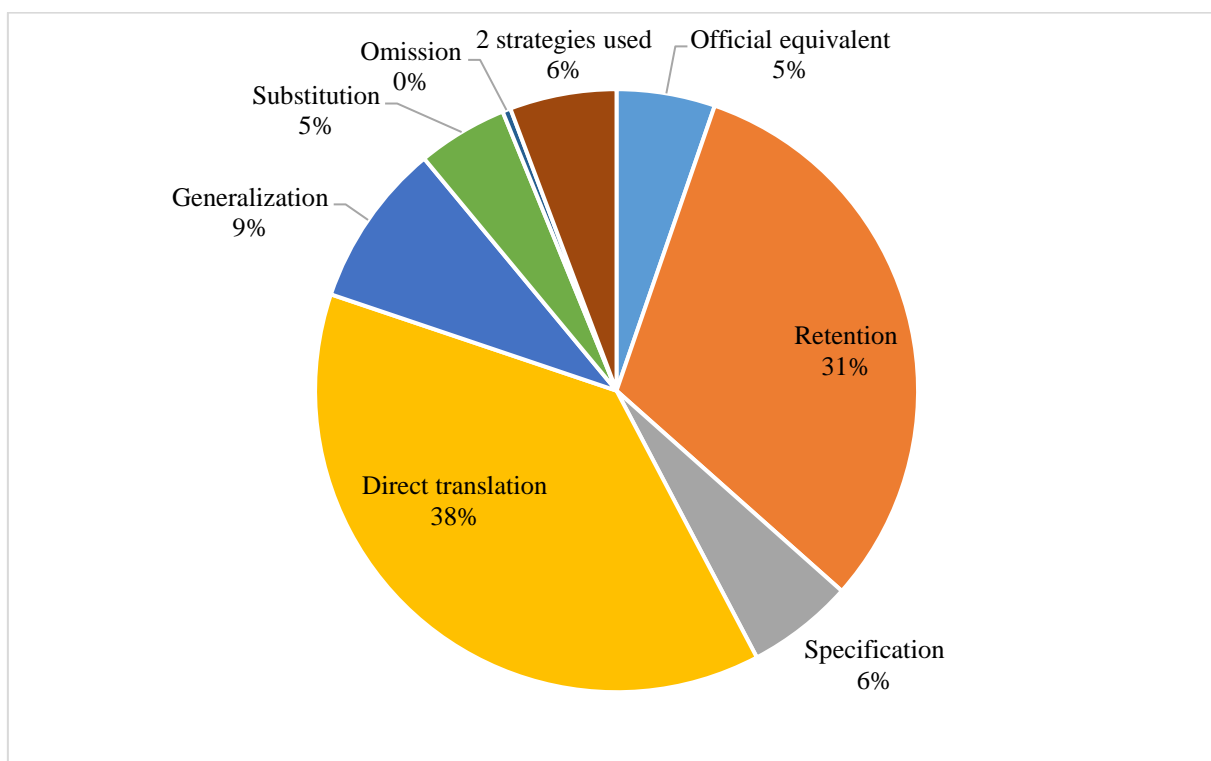
Fig. 3. Strategies for rendering CSIs from English into Lithuanian

In Figure 3, there can be seen the tendencies of using translation procedures. Out of 227 examples, 86 of CSIs are rendered by applying a direct translation strategy and that is 38 %. retention takes second place as there are 71 cases where this strategy is used – 31 %. generalization is applied 20 times, so it is 9 %; 12 CSIs are rendered by finding an official equivalent in the Lithuanian language – 5 %. The same number of times (13) have been used specification and the category when 2 strategies are used at a time, both account for 6 % each. The least used translation strategies are substitution (11 cases), which is 5 % and omission which is applied only once and accounts for 0 %. Each procedure together with the found examples is discussed below.

a) Official equivalent

The strategy of using an official equivalent is different from other strategies as it is neither source nor target language-oriented. This procedure is applied when the name of CSI has an officially approved equivalent in the TL. In this analysis, there are 12 cases when the translator did not need to think about how to render the name of the CSI as there was already an equivalent in the Lithuanian language. The majority of the examples are related to the movies' titles which have the equivalents in the TL:

58. *"Finding Nemo" is an excellent example of this. – Filmas „Žuviukas Nemo" yra puikus to pavyzdys.*
59. *That's shows like "Breaking Bad," "Game of Thrones," "The Wire," – Lygi „Bręstančiam blogiui", „Sostų karams", „Blakei".*
60. *And just an aside I want to say on behalf of all the Batmen, Spider-Men and Supermen of the world, – Ir visų Betmenų, Žmonių Vorų ir Supermenų vardu.*

These titles in all three examples are well known among Lithuanians as the movies and TV series were shown in the cinema and streamed on television. If the translator would chose to translate them directly, the translation would lose its original weight and the meaning would not be the same. At the same time, the audience would get confused and think that these are different movies and TV series as the titles differ from those, they are already familiar with. The other examples of official equivalent are related to religion:

61. *Whether it is forgiving family ancient transgressions, arguments from **Christmases** past, – Ar tai būtų šeimos atleidimas už senus nusikaltimus, ginčus, užsitęsusius nuo **Kalėdų**,*
62. *Apple was still then just a fruit owned by **Eve** first – Obuolys tada dar tebuvo vaisius, priklausęs pirmiausia **Ievai***

In the sixty-first example, a religious festival of Christians called **Christmas** is rendered with the word **Kalėdos**. Usually, Christmas associates with tranquillity and kindness, the time when all the family members gather around the dinner table and spend time together. However, in some cultures, this holiday refers to rush and stress because when the family gathers the house is full of family members and various arguments occur which sometimes may last until the next Christmas. So, that is what the speaker had in mind when they talked about *the forgiving family arguments from Christmases past.* The same idea is rendered in the TL by finding an equivalent, so the audience can easily understand what is being meant. An interesting fact is that in English, this name of the CSI has both singular (Christmas) and plural (Christmases) forms, while in the Lithuanian language **Kalėdos** is plural, and it does not have a singular form. Even though in the original text this CSI is used in its plural form the translator did not face any obstacles when rendering it in the Lithuanian subtitles as both words carry the same cultural reference. The name **Eve** in the sixty-second example is rendered into **Ieva** because it is an official Lithuanian equivalent. By applying an equivalent, even non-religious people in the TC may easily understand what is being meant with an apple and name Eve, as the speaker has in mind the first woman who sinned against God by eating the forbidden apple. It can be said that the procedure of using an official equivalent is the easiest to apply as the translator only needs to search for the word. They do not need to think about how to translate or render the word as the equivalent already exists in the TL.

SL-oriented translation strategies

b) Retention

Retention is the first source-oriented strategy when the translator decides to maintain the original name of the CSI by either slightly adjusting it to the TL (TL-adjusted) or using it without any change (complete). In total, this strategy was used 71 times. This number includes TL-adjusted (34) and complete (marked – 19, unmarked – 18) examples. The examples where the name of the SL CSI is rendered with an adjustment are mainly related to the names of the cities or personal names:

63. *as you all in **Charlottesville** know better than most. – Jūs, **Šarlotsvilio** gyventojai, žinote tai geriau nei bet kas.*
64. *we lived in a very white place in **Minnesota**. – gyvenome **Minesotoje,** mieste pilname baltaodžių.*
65. *What I've worked on these last few years at **Stanford.** – **Stanforde** pastaruosius keliarius metus dirbau.*
66. *the rise of **Donald Trump** – buvo **Donaldo Trumpo** išrinkimas*

67. *where eventually the great **Charles Darwin** got to study this plant – kol galiausiai didysis **Čarlzas Darvinas** ėmė tyrinėti šį augalą*

These examples indicate the toponyms such as ***Charlottesville, Minnesota, Standford*** and the names of historical persons – ***Donal Trump, Charles Darwin*** and they are preserved with adjustments in the TL subtitles. For example, the names of CSIs are grammaticalized and written as it is pronounced in the Lithuanian language. This helps the CSIs to look more natural in the subtitles and it increases easier readability for the viewer. It should be mentioned that not all toponyms are grammaticalized. Since the subtitles in TED Talks are translated by different people, inconsistencies appear, to illustrate:

68. *and I returned home here to **Christchurch** – grįžau namo į **Christchurch***
69. *On the way down, as they traveled through **Rakaia** – Kai jos važiavo per **Rakaia***

These examples belong to complete retention, to be more specific – unmarked. Unlike TL-adjusted examples, these names of the cities can cause some obstacles when reading subtitles especially if the viewer is not familiar with the English language as they may not know how to read the words such as ***Christchurch, Rakaia***. Consequently, another issue appears as there may not be enough time to read the whole subtitle if the reader stops in the middle of the sentence in order to read the CSI which is retained without any adjustments. It is worth mentioning that not only toponyms but also names of foods and persons are preserved in the unmarked form:

70. *In many ways, it is very similar to your local **marula**, – Jis daug kuo panašus į vietinę **marulą**,*
71. *and create a beverage called **muo cha**, or matcha – ir taip paruošti gėrimą, vadintą **muo cha**, arba **matcha**.*
72. *Like I said, I was flying, from **Miley** to **Jolie**, – Kaip ir sakiau, aš tarsi skriejau, nuo **Miley** iki **Jolie**,*

It cannot be denied that such choices maintain the authenticity of the CSI, but on the other hand, it does not help the reader to understand what one or another word means, especially if the viewer is not familiar with the cities and foods of different cultures as well as well-known actors. However, it can be predicted that not all CSIs used in the SL will be familiar to the Lithuanian audience, so the translator, in this case, has to think about how to make these cultural words as much easy to read and understand as they can. In this case, the translator could choose another translation strategy, for example, specification and add additional information, so the CSI would be explained to the target audience. However, translators' choice to apply retention may be motivated by the fact, that in the subtitles there was no space for using other procedures and preserving the same CSI in the TL was the best option in that case, or the translator just chose the easiest way which does not require a lot of effort. According to the translator's choice, the best way to render these cultural words was to retain them in the original form without considering the fact that the viewer may be gets lost and confused when seeing these unfamiliar words. The last subtype of complete retention is marked, meaning that the name of CSI is also retained in the original form, but it is marked with quotation marks:

73. *I really thought that **gay** was a sophisticated English word for happy. – Aš buvau tikras, kad „**gay**" buvo įmantrus angliškas žodis reiškiantis „laimingą".*

74. ***Snapchat**, the service which is used mainly by younger generations* „**Snapchat**" *paslauga, kuria naudojasi daugiausiai jaunesnės kartos,*

Under this subcategory fall various names of the CSIs which cannot be translated into TL or they do not have an equivalent, so the only option is to render these words as it is. It should be mentioned that when the names of the CSIs are rendered by using the retention procedure, the words in the TL subtitles give less information to the reader comparing to translated words. In these cases, the translator should make sure that there are no problems in reading subtitles and understanding that these words are the cultural elements. On the other hand, this strategy is helpful for the translator when there is no other option, but to preserve the same word in the TL.

c) **Specification**

The specification is the strategy where the names of the CSIs are translated and specified by adding extra information or completing the whole word. In total, this translation strategy is applied 13 times (12 – addition, 1 – completion). In the provided examples, specification is used by expanding the CSI and adding more information that is not found in the SL:

75. *and at the sight of me, he quickly hid his **curry** behind his back. – pastebėjęs mane, jis tuoj paslėpė savo **kario patiekalą** už nugaros.*
76. ***the Southern sheriff**, – pietų valstijų šerifo,*
77. *was the **Nobel economist** Douglass North. – buvo **Nobelio premijos laureatas** ekonomistas Douglass North.*

Curry is an Indian variety of dishes that use a complex combination of spices or herbs. In Lithuanian subtitles, this CSI is specified by adding the word ***patiekalą*** which in Lithuanian means dish, so the curry is rendered as ***kario patiekalas*** (curry dish). This translator's choice helps the audience to understand the curry is a dish, not just an ordinary word. In the seventy-sixth example, the word ***southern*** means not the direction or location, but the whole name of the CSI refers to the sheriff from southern states in the USA. In this case, the translator decided to specify this CSI in order to maintain the same load of information in the TL, so the audience would know that the presenter talks about the sheriff of the southern states. The last example is translated by specifying the whole CSI, so the audience would understand that the person is Nobel prize laureate for Economy, not the economist of Nobel. For people who do not know what the Nobel is, the translator has chosen to add more information by saying that it is a prize, so now in the TL subtitles, this CSI seems to be clear to everyone. Also, in the Lithuanian language, it is more common to say that the person is the laureate of the Nobel prize, people do not say that the person is the Nobel or won the Nobel, so this choice is more natural for the TC. Another subtype of Specification is Completion where the TL CSI is completed:

78. *and the object is to prevent him from getting caught by the **LAPD** – ir tikslas yra, kad jo nepagautų **Los Andželo policija***

In the seventy-eighth example, it can be assumed that this procedure is applied based on the fact that not all Lithuanians may know what LAPD is, for this reason, the translator has chosen to complete and translate the name of the CSI by making it more understandable to the Lithuanian audience. It should not be forgotten that in the TED Talks the translator is expected to provide the best quality of

the translation, so they must make sure that the audience would understand what is being meant with each word and the context would carry the same load of information in the TL subtitles. Translation can lose much of its meaning if some CSIs are left without explanation, so here is a good example, where the Specification procedure is applied even though this strategy is space-consuming considering the fact that the number of characters is very important in subtitles. However, the translator chooses rather use more space than to leave the viewer without explaining the CSI as they may not understand the message.

d) Direct translation

Direct translation is the last source-oriented strategy and the most frequently used procedure as there were 86 cases. This strategy differs from other procedures as nothing is added or reduced, the name of the CSI is just simply translated into TL. Direct translation is subdivided into calque (77 cases) and shifted (9 cases) procedures; however, it can be seen that the latter is used many times less comparing to calque. The examples of calque are the following:

79. *leading to the creation of the **Japanese tea ceremony**. kurie galų gale virto **japonų arbatos ceremonija.***
80. *This act triggered the **First Opium War** between the two nations. – Šis poelgis išprovokavo **pirmąjį Opiumo karą** tarp šių tautų.*
81. *and from sugary **Turkish Rize tea**, – ir nuo saldžios **turkiškos Rize arbatos***
82. *to salty **Tibetan butter tea**, – iki sūrios **Tibeto sviestinės arbatos,***
83. *and billions of **dollars**. – ir kainuoti milijardus **dolerių.***
84. *the ones with the **swastikas** – tuos su **svastikomis.***

In all these examples it can be seen that the names of the SL CSIs are directly translated into TL without changing their semantic loads or word orders. It is worth mentioning that the meanings are also successfully rendered because when the viewer reads these cultural words in the subtitles, they can easily understand to which culture belong one or another CSI. As for shifted method, in this analysis it can be noted that translators tend to maintain the semantic load by translating words morpheme by morpheme rather than changing the word order, however, some examples of the shifted method can be found as well:

85. *Refugee Galina Pyshnyak told this story to **Russia's First TV channel**. Pabėgėlė Galina Pyshnyak šitą istoriją papasakojo **Pirmajam Rusijos kanalui**.*
86. *Martin Luther King and his work with the **civil rights movement** – pritarė Martino Liuterio Kingo **judėjimui už civilines teises** ir jį palaikė,*
87. *the more we will see behavior like **cyberbullying**, trolling, some forms of hacking and **online harassment**. – tuo daugiau matysime elgesio pavyzdžių, kaip **patyčios internete**, „trolinimas", tam tikros įsilaužimų formos ir **priekabiavimas internete**.*

In the eighty-fifth example, there can be seen that the word TV in the original CSI is shifted in the TL, nevertheless, it can be said that the cultural reference is successfully rendered as there still can be understood that the speaker talks about the Russian TV programme. Lithuanians tend to skip the word TV when talking about channels so this may be the reason why this procedure was chosen. The names of the CSIs in the other two examples are directly translated into the TL only with a change in the word order as the semantic load is kept unchanged. It can be said that by applying this translation

strategy, the context is always successfully rendered to the TC, so the audience gets the high translation quality as the translators are expected to provide.

TL-oriented translation strategies

    e) **Generalisation**

The first target-oriented strategy is a generalisation which in this analysis is used quite often. Out of all the examples, there are found 20 cases when the name of the SL CSI is rendered less specifically in the TL. Generalisation is subdivided into a superordinate term when a less specific CSI is used in the translation (11 cases) and paraphrase (9), when the whole name of the SL CSI is replaced by a generalised longer phrase. The examples of generalisation procedure when in TL a superordinate term is used are the following:

88. *and the hoods and **the tiki torches** – ir gobtuvais, ir **deglais**.*
89. *the **"Badhshah of Bollywood,"** – Bolivudo karaliumi,*
90. *How are **Black folks** or **Native Americans**, – O kaipgi sekasi **juodaodžiams**, **ar indėnams**,*
91. *Pearls, harmonicas, jujubes, **aspirins!** – Perlai, armonikėlės, zizifai, **tabletės**!*
92. *and build armed **citadels**, – ir apsistatyti ginkluotomis **tvirtovėmis,***

In the eighty-eighth example, **tiki torch** is a torch that originates in Hawaiian culture and is specifically created of bamboo. In TL this name of the CSI is generalized and translated into **deglas**, which is a general term for a torch. Next, **Badhshah** is a title of emperor, in the TL this CSI is simply translated as **karalius**, which makes this word to be easier understood in the TC, but at the same time, this CSI loses its uniqueness in the SL. **Black folks** and **Native Americans** are also translated generally into **juodaodžiai** and **indėnai** even though the speaker in their speech was specifically talking about American black people and native Americans. In this case, the translator has chosen to make these words easy to understand for the people from the TC assuming that there will not be a difference for the TC audience if the speaker has in mind specifically the native American people or just generalized groups of people. In this case, it has to be noted that the viewer does not get the same information as it is provided in the SL. The last two examples are also translated into superordinate terms in TL, **aspirin** is a medicine that reduces pain, and this name of the CSI is translated into **tabletės**, which is a meronym of aspirin. **Citadel** is a hyponym of **tvirtovė**, so the ninety-second sentence is also a clear example of generalisation. As for another generalization subtype which is known as the paraphrase when the CSI in SL is replaced by a longer synonymic phrase in TL, the number of examples found was slightly less compared to the subtype of the superordinate term. The examples are discussed below:

93. *In reality, Galina's husband was an active **pro-Russia militant** in Donbass. – Tikrovėje Galinos vyras buvo aktyvus **prorusiškų pajėgų dalyvis** Donbase.*
94. *very much like the **espresso** art you might see in coffee shops today. – panašiai, kaip šiandien populiarūs piešiniai ant **kavos putos**.*
95. *that I, the **Muslim** son of a broke freedom fighter – kad aš, **islamo išpažinėjas**, beturčio laisvės kovotojo sūnus,*
96. *Negative emotions stick to us like **Velcro**, Neigiamos emocijos prilimpa prie mūsų kaip **lipnios juostelės**.*

In the ninety-third example, ***pro-Russia militant*** is generalized by paraphrasing the CSI in the TL and writing it in the subtitles as ***prorusiškų pajėgų dalyvis***, which literally means a member of the pro-Russian forces. In the next sentence, *espresso* in TL subtitles is simply generalised as ***kavos putos*** (coffee foam), then Muslim is explained as confessor of Islam (***islamo išpažinėjas***). In the last example, a hook-and-loop fastener ***Velcro***, which is often referred to as the trademark velcro, due to the prominence of the Velcro Brand, is generalised and in Lithuanian subtitles, this CSI is translated as ***lipni juostelė*** meaning adhesive tape. After checking Lietuvos terminų bankas (n.d.), it can be found that this term has an official equivalent *kibtukas*, however, the translator has chosen to replace the CSI with a more general word combination. Even generalization is a target-oriented translation strategy meaning that the information provided to the audience should be very clear and always easy to understand, at the same the TC people do not get the same load of information as it is provided in the SL. That is because translators decide to generalize these terms by making them more accessible to the target audience, but sometimes this choice makes losing the whole cultural reference in the TL. The audience understands the context, but they do not receive the same message that is meant with these specific cultural words in the SL.

f) Substitution

While direct translation and retention are the most used translation strategies, substitution is one of the procedures which in this analysis is applied very rarely, only 11 times. It is known that this strategy is divided into situational and cultural, the latter is subdivided into transcultural CSI and TC CSI. Unfortunately, none of the names of the CSIs is translated by rendering them into the transcultural CSI. In total TC CSIs were applied 9 times, and situational – 2. The examples of cultural TC CSIs are described below:

97. *that the turtles are diving into and going on this **roller coaster** ride. – į kurią vėžliai pasineria ir lekia it **linksmaisiais kalneliais**.*
98. *and making it available for kids in **middle schools** and **high schools**. –   vaikams **pagrindinėse** ir **vidurinėse mokyklose**.*
99. *Oh! kangaroos, sequins, **chocolate sodas**! – Ak! kengūros, cechinai, **pepsikolos**!*

Even though there are no roller coasters in Lithuania, this CSI is widely known among Lithuanians because of American films where this track is often used in the scenes. In the ninety-seventh sentence, ***roller coaster*** is replaced by TC CSI – ***linksmieji kalneliai***. It should be mentioned that in the Lithuanian language there is another synonym which is *amerikietiški kalneliai,* and this phrase particularly refers to the track that is found in the amusement park. However, in this context, the CSI in the SL has another meaning which refers to a situation or experience that suddenly changes, so the translator has discerned the hidden meaning and chosen to use ***linksmieji kalneliai*** in the target language subtitles. ***Linksmieji kalneliai*** in the Lithuanian culture is also often used in order to describe the situation where everything quickly changes, and the whole experience is full of ups and downs. In this case, the translator has made a very wise choice to substitute the TC CSI with the one that is more familiar to Lithuanian culture. In the next examples the types of schools are replaced with the ones that exist in TC, so ***middle school*** is substituted by ***pagrindinė mokykla*** and ***high school*** by ***vidurinė mokykla***. It should be noted that *middle school* does not refer to *vidurinė mokykla* and high school does not mean *aukštoji mokykla*, so if the translator would choose to translate these CSIs directly the whole translation would cause confusion and mistranslation. In this case, the best choice was to substitute these cultural words with the ones that exist in the TC. The CSI ***chocolate soda*** in

the ninety-night example is simply substituted by another CSI which is more familiar to TC – *pepsikola.* It is worth mentioning that chocolate soda which is a carbonated drink that originated in America as a beverage does not exist in the TC, which means that if this word would be retained or translated directly, the audience would not get the same emotion that is expressed with this CSI in the SL. In order to find a similar CSI in the TC, the translator has decided to use another American carbonated drink that is very familiar to Lithuanians – *pepsikola*. Even though the drinks mentioned in the source and target languages differ, the meaning and the emotion is successfully rendered, so the whole context is preserved in the TL subtitles. Moving next, situational Substitution was applied only 2 times, both examples are provided as follows:

100. *Now we call it **"cyberbullying"** and "online harassment." – Dabar tai **vadiname patyčiomis internetinėje erdvėje**.*
101. *Thank you very much. **Shukriya**. – Dėkoju už dėmesį. (**Dėkoja indiškai**.)*

Depending on the situation both sentences are substituted by a paraphrase, more familiar to TC. For example, in the 100th example, *cyberbullying* is paraphrased by *patyčiomis internetinėje erdvėje*, even though in Lithuanian dictionaries exist terms such as *patyčios kibernetinėje erdvėje* or *tyčiojimasis internete.* The word *kibernetinis* may not be clear to the audience, so the translator's choice may be motivated by the fact that although such phrase contains more characters considering that the space is very important in subtitles, this translation is more suitable to the TC because CSI is well explained and easy to understand for the audience. The same applies to the second example where *Shukriya* which is known as gratitude expression in Hindi, in TL subtitles is paraphrased and substituted by an explanation – **dėkoja indiškai.** In both cases, the translator decides to remove the SL CSI and replace it with an explanation depending on the situation.

g) Omission

As for the omission, out of 227 found examples, this type of translation strategy when a CSI is skipped was found only once, the example is provided and described below:

102. *Now we call it "cyberbullying" and "**online harassment**." – Dabar   tai   vadiname patyčiomis internetinėje erdvėje.*

In this example, *online harassment* that belongs to internet culture is omitted in TL. It can be assumed that the reason for this choice might be the lack of space in the subtitles or the translator tried to avoid repetition because both CSIs *cyberbullying* and *online harassment* are quite similar and require space in the subtitles. After checking the dictionaries, it should be mentioned that this term has not equivalent in the TL, but there is a similar CSI *cyber-harassment*, that in the Lithuanian language is translated as *priekabiavimas kibernetinėje erdvėje.* It is worth mentioning that the term *online harassment* in the found examples was used twice. The first time it was rendered by applying the Direct translation procedure and translating it to *priekabiavimas internete*, this example is already discussed in the eighty-seventh sentence. In Cambridge Dictionary (n.d) *cyberbullying* is defined as the activity when a person is frightened or harmed through the internet, and *harassment* refers to behaviour towards someone that annoys or upsets them. After reading both definitions, it cannot be said that in the TL the semantic load is not rendered at all; the definitions of both terms are quite synonymic and since one of the CSIs is rendered in the TL, the audience receives almost the same information that was meant in the SL.

Pedersen (2005) says that there are circumstances that make the omission procedure the only viable option, but it may also be used out of laziness. It leads to the assumption that when translating subtitles, translators necessarily try to transfer the cultural message by rendering the name of the SL CSI or finding an equivalent, so they tend to avoid using the omission strategy. Another assumption for not applying the omission procedure may be that translators do not face any obstacles in the subtitles, for examples they do not experience cases when they do not know how to render one or another CSI. On the other hand, such analysis results give an insight that translators are competent in their field and have no problems with rendering the names of CSIs. Thus, these are only predictions of why such choices could be made by the translators.

h) Cases when SL CSI is translated by applying two strategies

While carrying out the analysis in this thesis, there were 13 cases when the name of the SL CSI was rendered by using more than one translation procedure. The retention procedure was used together with either specification (4 cases), direct translation (8 cases) or substitution (1 cases), to illustrate the examples are shown below.

Retention and specification:

> 103. *while **Dr. King** was still alive.   – kol **daktaras Kingas** dar buvo gyvas.*
> 104. *describes himself on **Twitter** as – „**Twitter" tinkle** apibūdina save taip*
> 105. *We called it **StopFake**. – Jį pavadinome **StopFake [Sustabdyti netikras naujienas]**.*

Here ***dr. King*** is translated to ***daktaras Kingas.*** In the SL subtitles, the abbreviation *dr.* is completed and written as *daktaras* by using the specification strategy while the surname *King* is preserved with slight adjustments by applying retention. It should be mentioned that in the TL there exists the same abbreviation *dr.,* and it carries the same meaning as in the SL, however, the translator has decided to complete it and write in the full form by making the CSI easier to understand for the audience. In the second example, *Twitter* is marked with quotation marks in the SL and specified with the additional word *tinkle*. For some people this CSI can be familiar as they use this platform, for others, this name may mean nothing, therefore this translator's choice to specify the CSI helps everyone to understand that *Twitter* is the name of the social network. The last example shows that SL CSI is kept unchanged by using retention in TL, but at the same time, the name of the CSI is specified by adding information in the brackets. In the example, it can be seen that the explanation takes half of the space in the subtitles, but such a solution is necessary and beneficial to the viewer as they can receive the same load of information.

Retention and direct translation:

> 106. *the rise of the **Black Lives Matter movement** – iškilo **Black Lives Matter judėjimas***
> 107. *Tyler jumped from the **George Washington Bridge** – Tyler nušoko nuo **Džordžo Vašingtono tilto***

The CSI in the 106th example is retained in unmarked form, but the last word ***movement*** is directly translated to ***judėjimas*** by applying calque. It should be mentioned that applying unmarked retention, does not help the audience to understand what this movement actually means and what its message is, so the viewers are left without an explanation. The same strategies are applied to another example, the only difference is that the name of the historical person is not marked but adjusted according to

TL. So, the people can understand that the bridge is named after the historical person *George Washington.* The Lithuanian transcription of the name and surname makes the reading of the subtitle easier and faster.

Retention and substitution:

> 108. *So I wrote back, "WTF" in bold to **Mr. Adidas**, – Todėl **tamstai ADIDUI** aš paryškintomis raidėmis atrašiau „WTF".*

The last example shows the case when one part of CSI is preserved by adjusting it to TL, to illustrate, *Adidas* is grammaticalized into *Adidui* by adding Lithuanian suffix, and another part is substituted by applying TC CSI *tamsta*. It is worth mentioning that in this case translator could use the word *ponas* which is the actual meaning of *Mr.*, but in the SL context the *Mr.* carries some irony, for this reason, the translator has chosen to use *tamsta*, so the same irony is rendered in the TL and the audience receives the same message.

Having analysed how CSIs are rendered from English into Lithuanian subtitles, it can be said that the translators use different strategies in order to transfer the cultural reference in the TL. It should be mentioned that not all of the strategies involve translation, for example when an official equivalent exists in the TL the translator usually applies the equivalent instead of translating the name of the CSI and creating one more version in the TL which can lead to inconsistencies in the translation. In the analysis, it can be seen that in order to transfer the message correctly, translators mostly use source language-oriented strategies such as retention and direct translation the reason may be that the translators usually experience a lack of space in the subtitles, so they tend to use the shortest possible version of the CSI. The Specification is also an SL-oriented strategy, but in this analysis, this procedure seems to be one of the least used. Next, there is a tendency to avoid using target language-oriented strategies such as generalisation, substitution as it may change the reference or the meaning of the CSI in the TL. It can be said that the omission in this analysis is not used at all because only one example was found. This leads to the assumption that translators tend to always render CSIs by using other strategies rather than choosing omission which sometimes is regarded as the easiest way in translation because CSI is just simply skipped in the TL.

2.4. The relation between the type of the CSI and the applied translation strategy

After having discussed the classification types of the found CSIs in the subtitles of the TED Talks videos and analysing the translation strategies for rendering the same examples from English into Lithuanian, in this section the relation between the type of CSI and the applied translation strategy is analysed. In this thesis it is assumed that depending on the different type of CSI, appropriate translation strategies are applied for rendering them. This analysis will show if is there any tendency of choosing a translation strategy taking into account the type of CSI. The tendencies of using strategies are shown in the charts and then discussed together with the examples. The first classification type is geography which contains CSIs from geography, meteorology, biology, and cultural geography sphere.
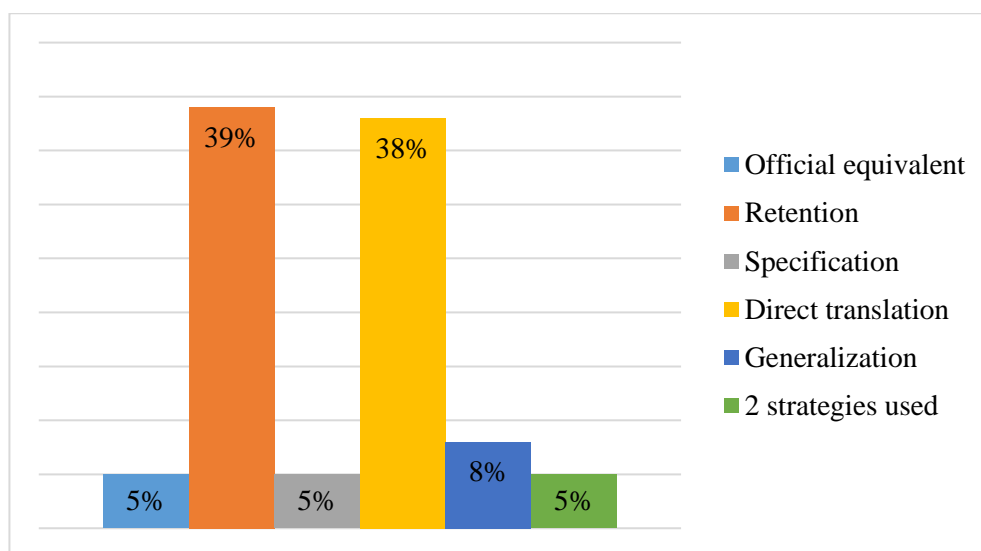
Fig. 4. Strategies applied for rendering CSIs that belong to the type of society

According to Fig. 4, the most common strategies for rendering CSIs of geography type are retention – 39 % and direct translation – 38 %. The reason for such tendency might be that geography type contains the names of the cities, countries, animals, plants, so the translator chooses to either retain the names in the TL or translate it directly, to illustrate:

109. *as you all in **Charlottesville** know better than most. Jūs, **Šarlotsvilio** gyventojai, žinote tai geriau nei bet kas.*
110. *and I returned home here to **Christchurch** – grįžau namo į **Christchurch***
111. *In many ways, it is very similar to your local **marula**, – Jis daug kuo panašus į vietinę marulą,*
112. *But here, we can take **Sydney Harbor** and push it fairly green – Bet galime imti **Sidnėjaus uostą** ir pastiprinti žalią,*
113. *I shifted to the sprawling **metropolis of Mumbai**, – gyvenimas nunešė į didžiulį **Mumbajaus metropolį**,*
114. *The **jellyfish** in "Finding Nemo" was one of those moments for me. – **Medūza** filme „Žuviukas Nemo" man buvo viena tų akimirkų.*

In the first three examples, CSIs are preserved in the TL by applying the retention procedure. Since the videos are translated by different people, in the subtitles depending on the situation there is a tendency to retain CSIs differently, for example, either to keep the CSI in the same form without changes or adjusting it to the TL language, namely, transcribing it or adding quotation marks. In the last three sentences, CSIs are rendered by using a direct translation procedure. This strategy is used when the translator wants to preserve the semantic load but at the same time change the language from source to target. The rest of the strategies are applied very similarly: official equivalent, specification, and the case when 2 strategies are used account 5 % each, and generalization takes 8 %. It should be mentioned that the omission procedure in the geography type is not applied at all. The examples using an official equivalent, specification, substitution and two strategies at once are provided below:

115. *We're going to go to our good friend, the **Venus flytrap** here, – Eikime prie mūsų gero draugo **musėkauto***

116. *The handouts of free land in places like **Virginia** –   Nemokamai   dalinti   žemę   pvz.,*
    Virdžinijos valstijoje

117. *They were the first Europeans to sail directly to **sub-Saharan Africa** – Jie buvo pirmieji*
    *europiečiai, nuplaukę **į pietus nuo Sacharos.***

118. *to go down to **Lake Ohau** and bike the outs to ocean. – prie **Ohau ežero** ir leistis dviračiais*
    link vandenyno.

In sentence No. 115, Venus flytrap is rendered by finding an official equivalent in Lithuanian, and that is ***musėkautas***. In the next example, Virginia, which is a state of the United States is rendered by applying specification and adding the word ***valstija***. It can be said that such action was made based on the assumption that not everyone may know what Virginia is, so the translator has decided to rather use more space in the subtitles and specify the CSI than to leave the viewer without explanation. The 117th example is rendered by using a generalization. ***Sub-Saharan Africa*** is the geographical area of the Africa continent, and according to VLKK (n.d), this CSI has an equivalent in Lithuanian which is ***Užsacharis*** or ***Užsachario Afrika.*** The translator in this case has chosen to paraphrase the name of the CSI and, in the subtitles, write it more generally. The last example is the case when the name of the CSI is rendered by applying more than one strategy, ***Lake Ohau***, is rendered into ***Ohau ežeras*** by applying retention together with direct translation, so it can be seen that one part of the CSI is translated directly into TL and the other is retained.

Another classification type is history which includes buildings, events and historical persons. The tendencies are quite similar compared to the previous type, as the most used strategies are direct translation – 53 % and retention – 25 %. When rendering this type of CSIs, the procedures of official equivalent and specification were applied only once, it includes 4 % each, generalization and more than one strategy to one CSI accounts for 7 % each. It should be mentioned that when rendering the historical names of the CSIs neither substitution nor omission was applied, the tendencies can be seen in Fig. 5. Below the chart, examples are provided.
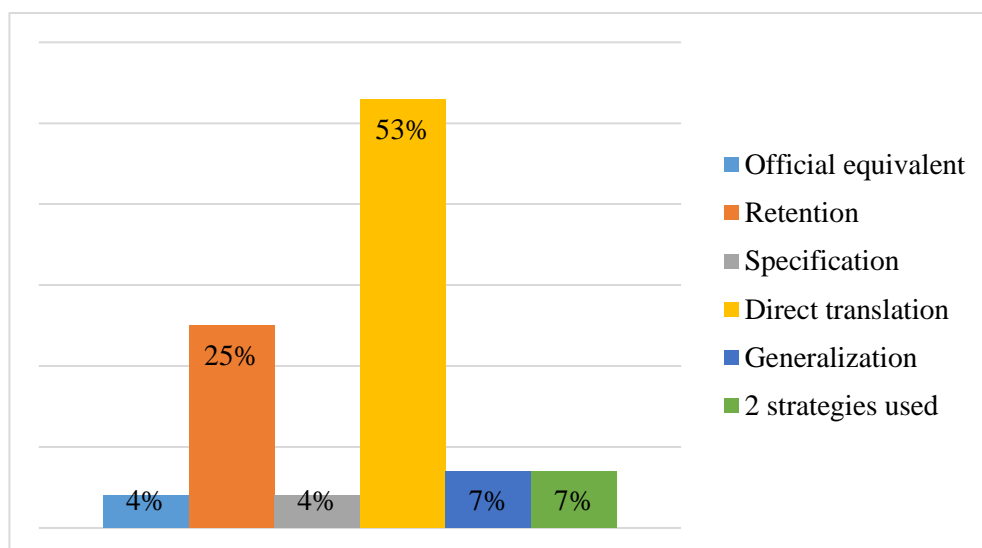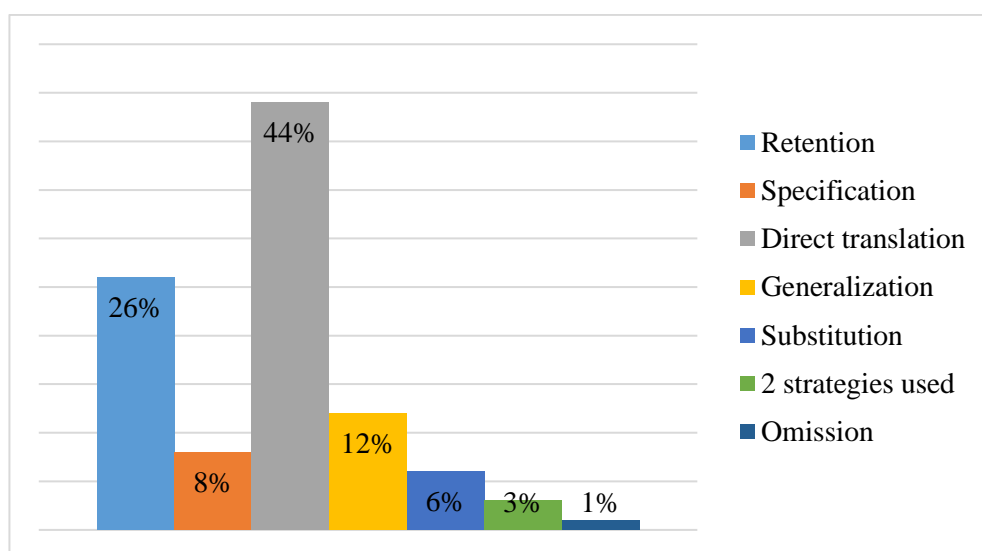

Fig. 5. Strategies applied for rendering CSIs that belong to the type of history

119. ***Martin Luther King*** *and his work with **the civil rights movement**   – pritarė **Martino***
    Liuterio King*o **judėjimui už civilines teises** ir jį palaikė,*

120. *while **Dr. King** was still alive. – kol **daktaras Kingas** dar buvo gyvas.*

121. *and build armed* **citadels**, *ir apsistatyti ginkluotomis* **tvirtovėmis,**
122. *Apple was still then just a fruit owned by* **Eve** *first – Obuolys tada dar tebuvo vaisius, priklausęs pirmiausia* **Ievai,**
123. *when she married* **King Charles II** *in 1661. – kai ištekėjo už* **Anglijos karaliaus Karolio II** *1661 metais.*

In the first example, two CSIs from the type of history can be found. The historical person, **Martin Luther King** is rendered by applying the retention procedure and adjusting it to the TL, and the historical event **the civil rights movement** is translated directly into Lithuanian. In the next sentence, **Dr. King** is rendered by using two strategies – specification and retention. The abbreviation *dr.* is completed, and, in the subtitles, it is written in complete form even though the same abbreviation exists in the Lithuanian language. Another part of the CSI is retained in the TL by grammaticalizing it and adding a suffix -as. The 121st example is rendered in the Lithuanian subtitles by applying Generalization and for the 122nd CSI, an equivalent in TL is found. The last example is translated by specifying CSI and writing an additional element **Anglijos**. This gives more information to the audience as not everyone may know who **King Charles II** was. The third type of classification is society, this category is the most common in this analysis. To society category fall CSIs related to economy, social organisations, politics, social conditions, customs.

Fig. 6. Strategies applied for rendering CSIs that belong to the type of society

According to Fig. 6, it can be seen that direct translation is the most used translation strategy when rendering CSIs of the type of society, this includes 44 %. Next, goes the retention procedure which accounts for 26 %. The other strategies are used not that often compared to the previously mentioned, to illustrate, the generalization procedure includes – 12 % specification – 8 %, substitution – 6 %, omission – 1 %, and two strategies to one CSI account for 3 %. Below the examples of each strategy are provided:

124. *Now we call it "cyberbullying" and* **"online harassment."** *– Dabar tai vadiname patyčiomis internetinėje erdvėje.*
125. *notably, women, minorities and members of the* **LGBTQ** *community – ir* **LGBTQ** *bendruomenės dalyviai sumokėjo,*
126. *and at the sight of me, he quickly hid his* **curry** *behind his back. – pastebėjęs mane, jis tuoj paslėpė savo* **kario patiekalą** *už nugaros.*

127. ***Pearls, harmonicas, jujubes, aspirins!*** *All the stuff they've always talked about*   –
      Perlai, armonikėlės, zizifai, tabletės! *Tiek kalbėta, prikalbėta*

128. *We called it **StopFake**. – Jį pavadinome **StopFake [Sustabdyti netikras naujienas]**.*

129. *Thank you very much. **Shukriya**.*   – *Dėkoju už dėmesį. **(Dėkoja indiškai.)***

In the 124th sentence, there can be seen the only one example in this thesis where omission was applied. The name of the CSI ***online harassment*** in the SL sentence is replaced with nothing. Next, the abbreviation ***LGBTQ*** is rendered by using the retention translation strategy and keeping the CSI in the TL. The Specification procedure is applied in the 126th example where the ***curry***, in the TL, is specified with an additional Lithuanian word ***patiekalas***. In the next example, the names of the three CSIs: pearls, harmonicas and jujubes are translated into SL by applying the direct translation procedure, and the last name ***aspirin*** is rendered by using another procedure – generalization. Aspirin is a particular medicine that reduces pain or fever and in the TL this CSI is generalized as ***tabletė*** which means pill. In the 128th example, the CSI is rendered by applying two strategies: firstly, in the TL, the name of the CSI is preserved in its original form by using retention and then the specification is applied by explaining the same CSI with additional words in the brackets. The last example of the CSI is an Arabic expression that means thankful. The translator has decided not to translate the CSI, but rather to paraphrase it depending on the situation, and in this case, the CSI was explained in the Lithuanian language. During the analysis it was noticed that sometimes the same CSIs are rendered by applying different strategies, to illustrate:

130. *Then, they organized the public crucifixion of the son of a **pro-Russia militant**.* –   *Tada suorganizavo **prorusiško kovotojo** sūnaus viešą nukryžiavimą.*

131. *In reality, Galina's husband was an active **pro-Russia militant** in Donbass.* –   *Tikrovėje Galinos vyras buvo aktyvus **prorusiškų pajėgų dalyvis** Donbase.*

The name of the CSI ***pro-Russia militant*** which refers to the volunteer who is trained to fight in the Donbas war is translated differently. In the first example, the name is translated by applying direct translation and rendering it morpheme by morpheme and in the second example, it can be seen that the translation does not look the same as the previous one. Here, generalization is applied when the name of the CSI is paraphrased and replaced by a synonymic longer phrase militant is replace by the participant which does not have the same meaning. It has to be mentioned that translators should avoid inconsistencies in the terms because then a text becomes incoherent, and the audience can understand it is talked about two different persons. In this analysis, the culture type of CSIs is the last one, and it includes religion, education, media, culture or leisure activities. Below there is a chart where the tendencies of using strategies for this type can be seen:
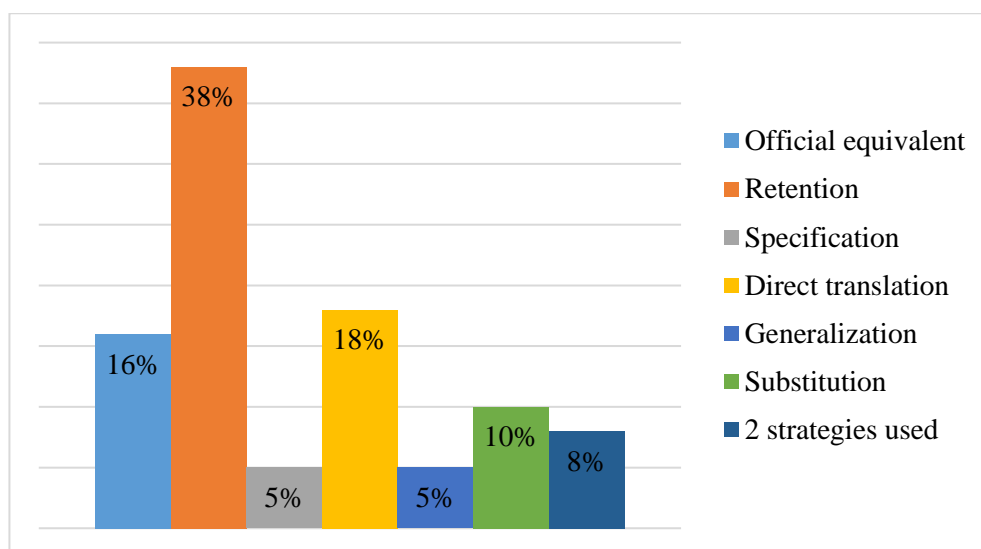
Fig. 7. Strategies applied for rendering CSIs that belong to the type of culture

As it is shown in Fig. 7, retention is the strategy which in this type is applied the most – 38 %, then goes direct translation – 18 % and official equivalent – 16 %. The least used strategies are specification and generalization which accounts for 5 % each. Lastly, substitution includes 10 % and the category when two strategies on one CSI is applied – 8 %. The examples of the applied translation strategies are the following:

132. *"**Amazon** should do a **sitcom** about four Republican US Senators." – „**Amazon"** turėtų sukurti **serialą** apie 4 JAV senatorius respublikonus."*
133. *the **Sidney Poitier** movies, "**Roots**" ... – **Sidney Poitier** filmus, **serialą „Roots"**...*
134. ***What the heck? – Kas per velnias?***
135. *That's shows like "**Breaking Bad**," "**Game of Thrones**," "**The Wire**," – Lygi „**Brėstančiam blogiui",** „**Sostų karams",** „**Blakei".***
136. *Yes, "**Alpha House**," – Taip, „**Alfa namelis".***

In the 132nd sentence, there can be found three different CSIs and two of them belong to the type of culture. ***Amazon*** is an American television and film producer and distributor; this CSI is retained in the TL by adding quotation marks. Then ***sitcom*** is an abbreviation for situation comedy which is a type of television series where the same characters are involved in different situations in every episode. In the SL language, this CSI is rendered by simply generalizing it and paraphrasing it into *serialas* which means series. In the next sentence, ***Sidney Poitier*** who is an American actor and film director is rendered without any adjustments in the SL, but in the same example, another CSI is rendered by applying a different strategy – specification. In the SL subtitles, the name of the movie is specified with additional word ***serialas.*** In the 133rd example, there is an English CSI which is used to express surprise or anger, in this case, the translator has decided to substitute it with TL CSI (***Kas per velnias?)*** which a well-known Lithuanian expression having the same meaning as the one which was used in the SL. The three CSIs in the 134th sentence are rendered by finding official equivalents in the TL. These series were streamed on Lithuanian television; therefore, the translator did not have any obstacles to render the names as there were official equivalents already. In the last example, the CSI is also a name of the series, however, this one has no equivalent in Lithuanian, so the translator has decided to apply direct translation by retaining the semantic load of the CSI and change only the language.

After having analysed the relation between the translation strategy and the type of classification it can be said that all the types of the CSIs are mostly rendered by applying the retention or direct translation strategies. Apart from direct translation and retention, the CSIs from geography type are also rendered by applying generalization, specification or finding an official equivalent. For the history type more than one translation strategy is usually applied at once, also generalization, specification is used, or an official equivalent is found. CSIs from the society type are rendered mostly by applying generalization and specification, less frequently substitution and omission. As for the culture type without counting retention and direct translation, the official equivalent is found very often, and less used strategies are substitution, generalization and specification. Also, it is worth mentioning that there was no category where all the strategies would be applied at least once. So, the assumption that the type of CSI has an impact on the employment of the translation strategy was justified. It can be concluded that depending on the type of the CSI there is no tendency for applying the retention and direct translation procedures. As for the other translation strategies, there is a tendency for applying them depending on the type of CSI.

As for the final remarks, it is worth mentioning that the TED Talks platform has high standards, strict requirements and clear limitations for translation and subtitle creation. These requirements have to be met and cannot be disregarded, so the translation quality would be up to the standard and this is what makes this platform known around the world. However, during the analysis, it was noticed that even though the TED Talks platform has its translation guidelines, these norms do not define each language to which subtitles are created. This means that there is still plenty of space for the translator to improvise and make linguistic decisions in the SL on their own. This may be one of the reasons why translators apply different strategies when rendering the names of cities or persons. For example, in one video the names can be retained with or without adjustments in the TL, and in another video, the same CSIs can be translated directly. So inconsistencies in the translations of the Lithuanian subtitles appear which leads to the low quality of subtitles. As a consequence, the audience does not receive the same quality which is required from the translators by the TED Talks organization. It should not be forgotten that volunteers are usually students or people who do not the education yet or have little experience in the translation field, and although there are strict requirements, that does not guarantee that the translation will be produced in the high quality as it is expected. On the other hand, the same strict requirements can help the volunteer to expand their knowledge in the translation field and to improve as a language specialist.

Furthermore, it was noticed that sometimes the same CSI is translated differently, and two versions appear in the subtitles. Having in mind that all translations are reviewed and approved by senior translators, such incoherence in the subtitles gives an insight that this work is done in a careless and inattentive way. In order to avoid inconsistencies which, degrade the quality of the translation, it could be recommended to create dictionaries of each language combination that would be approved by the TED Talks organisation and where TED Talks volunteers could add the terms and share these dictionaries with others. This would help to produce consistent and high-quality translations. Also, it would save time because instead of thinking about how to translate one or another CSI or term, translators could check the dictionary and found the equivalent.

Lastly, is worth noting that the TED Talks platform is little explored and there is still plenty of opportunities for the research. Since the limitation of this analysis has been already discussed in the methodological part, for future research, there could be suggested to carry out a comparative analysis

of CSIs where several topics of TED Talks videos would be chosen, analysed and compared. In that way, there would be investigated if there is a tendency of applying different translation strategies for CSIs that are found in the different topics of the videos. Also, since TED Talks videos are little translated into Lithuanian, this brings another question for the discussion why there are so few translated videos keeping in mind that this platform is very popular in the world. Thus, there could be carried out research based on the interviews in order to find out the reason why this platform is not actively translated into Lithuanian.

Conclusions

After having analysed the chosen technology-related TED Talks videos by applying the mixed methods research the goal set at the beginning of the thesis was achieved and conclusions were reached.

1. Culture-specific items are easily recognized words that are used in a variety of areas, including technology. Different scholars propose their definitions and categorisations for classifying culture-specific items which leads to the insight that there is no consensus among the researchers, and this means that this topic still needs to be explored. Since these words carry a cultural reference, during the translation process, the translator has to take into account not only the shift in language and subtitling requirements but also the same cultural reference has to be rendered. In order to facilitate the translation process of culture-specific items in audiovisual translation, scholars propose translation procedures that help to understand how cultural words can be rendered from one language to another.

2. There are three main types of audiovisual translation: voice-over, dubbing and subtitling. The latter is considered to the be most common translation type for audiovisual products since it is the cheapest and the fastest way of translation. Although subtitling has a lot of positive aspects for helping people to enhance their foreign language skills, the production of them is not that easy. In the field of subtitling, great attention is paid not only to the translation of a source text but also to technical requirements and guidelines which have to be followed in order to produce high-quality subtitles. It should be mentioned that different platforms which provide an access to the videos with subtitles have their strict norms. For example, the TED Talks platform has its guidelines for translators that help to preserve and foster consistent and high-quality subtitles in their platform.

3. The conducted analysis of culture-specific items found in technology-related TED Talks videos shows that the main used types of culture-specific items are society and culture. The presenters in their speeches tend to talk about social organisations, cultural and leisure activities, local authorities, different groups of people and various customs specific to different cultures. Less used types of culture-specific items are history and geography. Presenters sometimes use geographical references or historical events in order to introduce the location where their story takes place, so the audience would be more familiar with the circumstances. It was noticed in the analysis that culture does not necessarily mean a country, usually culture refers to the group of people that share a common activity or use a particular language. For example, there can be a culture of militants, millennials, gender or cinema.

4. The culture-specific items used in the TED Talks subtitles are mostly rendered by applying source language-oriented strategies such as direct translation and retention. Target language-oriented strategies such as generalisation and substitution are not commonly used. Different tendencies of using translation strategy depending on the different type of the culture-specific item have been revealed. It can be concluded that the retention and direct translation procedures are used for every type of culture-specific item, as for the specification, generalization, substitution and omission procedures, there is a tendency for applying them depending on the type of culture-specific item.

To conclude, although in order to produce a high-quality translation, TED Talks has its strict requirements it does not mean all the translated videos are up to the standard. Translators are usually

volunteers who have no education or have little experience in the translation field, so without background knowledge, it is very hard to achieve that high quality which is expected by the TED Talks organization. Also, these requirements do not define each language, so there is still space for the translator to make the linguistic decisions on their own. As a result, various inconsistencies appear in the target language subtitles which leads to the average quality of the final product in the target culture.

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Appendices

Appendix 1. Found examples of CSIs in the TED Talks videos

Table 3. Examples according to the applied translation strategy

SL	TT	Strategy
"Finding Nemo" is an excellent example of this.	Filmas „**Žuviukas Nemo**" yra puikus to pavyzdys.	Official equivalent
The jellyfish in **"Finding Nemo"** was one of those moments for me.	Medūza filme **„Žuviukas Nemo"** man buvo viena tų akimirkų.	Official equivalent
He called this plant the **flytrap**	Tą augalą jis pavadino **„Musėkautu"**,	Official equivalent
Whether it is forgiving family ancient transgressions, arguments from **Christmases** past,	Ar tai būtų šeimos atleidimas už senus nusikaltimus, ginčus, užsitęsusius nuo **Kalėdų,**	Official equivalent
and vegan, of course, was Mr. Spock's lost comrade in **"Star Trek."**	O veganas, žinoma, buvo pono Spocko iš **„Žvaigždžių Kelio"** seniai dingęs draugas.	Official equivalent
And just an aside I want to say on behalf of all the **Batmen**, **Spider-Men** and **Supermen** of the world,	Ir visų **Betmenų**, **Žmonių Vorų** ir **Supermenų** vardu	Official equivalent Official equivalent Official equivalent
That's shows like **"Breaking Bad," "Game of Thrones," "The Wire,"**	Lygi **„Bręstančiam blogiui", „Sostų karams", „Blakei".**	Official equivalent Official equivalent Official equivalent
Apple was still then just a fruit owned by **Eve** first	Obuolys tada dar tebuvo vaisius, priklausęs pirmiausia **Ievai,**	Official equivalent
SL-oriented		
as you all in **Charlottesville** know better than most.	Jūs, **Šarlotsvilio** gyventojai, žinote tai geriau nei bet kas.	Retention (TL-adjusted)
Martin Luther King and his work with the civil rights movement	pritarė **Martino Liuterio Kingo** judėjimui už civilines teises ir jį palaikė,	Retention (TL-adjusted)
we lived in a very white place in **Minnesota**.	gyvenome **Minesotoje**, mieste pilname baltaodžių.	Retention (TL-adjusted)
the rise of **Donald Trump**	buvo **Donaldo Trumpo** išrinkimas	Retention (TL-adjusted)
So they looked around at the **Ethiopians**	Jie žiūrėjo į **Etiopijos,**	Retention (TL-adjusted)
My little seven-year-old **Picasso** dreams were crushed.	Mano mažosios septynmetės **Pikaso** svajonės sugriuvo.	Retention (TL-adjusted)
perhaps something like the next **Albert Einstein**.	galbūt kitu **Albertu Einšteinu.**	Retention (TL-adjusted)
And then we have our **eureka** moment.	Ir tada ateina mūsų **eurekos** akimirka.	Retention (TL-adjusted)
where eventually the great **Charles Darwin** got to study this plant	kol galiausiai didysis **Čarlzas Darvinas** ėmė tyrinėti šį augalą	Retention (TL-adjusted)
So I'm going to first introduce you to the **mimosa,**	Pirmiausia jums pristatysiu **mimozą,**	Retention (TL-adjusted)
I was born in a refugee colony in the capital city of India, **New Delhi**.	Aš gimiau pabėgėlių kolonijoje, Indijos sostinėje, **Naujajame Delyje.**	Retention (TL-adjusted)
I thought **celiac** was a vegetable,	Aš maniau, kad **celiakija** – tai daržovė,	Retention (TL-adjusted)
owned by Eve first and then **Newton**, not by **Steve Jobs**, until then.	Obuolys tada dar tebuvo vaisius, priklausęs pirmiausia Ievai, tada **Niutonui**, o ne **Steve'ui Jobs'ui**.	Retention (TL-adjusted) Retention (TL-adjusted)
I'd been knighted by the **Malaysians**.	**malaizieičų** išventintas į riterius...	Retention (TL-adjusted)
But much bigger than that, I got to meet **Angelina Jolie**	Bet tai niekis, palyginus su tuo, kad teko pažinti **Angeliną Jolie**	Retention (TL-adjusted)
And I sat next to **Hannah Montana** on a round dinner table	Aš sėdėjau prie **Hanna'os Montana'os** prie apvalaus pietų stalo	Retention (TL-adjusted)
Iand humanity, like me, was becoming an overexposed **prima donna.**	ir žmonija, kaip ir aš, tapo pernelyg paviešinta **primadona.**	Retention (TL-adjusted)
because it really hurts in the crotch, that **superhero** suit.	nes tas **superherojaus** kostiumas labai jau spaudžia klyną.	Retention (TL-adjusted)

It's called a **chakra** in India, like a circle.	Indijoje tai vadinama **čakra**, ji lyg apskritimas.	Retention (TL-adjusted)
We've seen that to be true with racism, **homophobia**	Matėme tai esant tikra su rasizmu, **homofobija**	Retention (TL-adjusted)
Benjamin Franklin invented what he called "double spectacles."	**Bendžaminas Franklinas** išrado „dvigubus skaitymo akinius“.	Retention (TL-adjusted)
What I've worked on these last few years at **Stanford**	**Stanforde** pastaruosius keliarius metus dirbau	Retention (TL-adjusted)
We built platform marketplaces like **Amazon**, **eBay**, **Alibaba**,	Mes pastatėm platformas-prekyvietes, kaip „**Amazon**“, „**eBay**’’, „**Alibaba**’’,	Retention (TL-adjusted) Retention (TL-adjusted) Retention (TL-adjusted)
for assets like the digital currency **Bitcoin**,	tokio turto, kaip virtuali valiuta — **bitkoinas**,	Retention (TL-adjusted)
Luckily for us, about three blocks away from our **Los Angeles** studio	Laimei, apie tris kvartalus nuo mūsų **Los Andželo** studijos	Retention (TL-adjusted)
because the first one was written by the human poet **William Blake**.	Pirmąjį eilėraštį parašė žmogus – poetas **Viljamas Bleikas**.	Retention (TL-adjusted)
and the second poem was written by a guy called **Frank O'Hara**,	Antrąjį eilėraštį parašė **Frankas O'Hara**.	Retention (TL-adjusted)
into **Darjeeling,** India	į **Darjeeling'ą** Indijoje.	Retention (TL-adjusted)
describes himself **on Twitter as "movies, TV, technology, tacos**."	„**Twitter**“ tinkle apibūdina save taip: „Kinas, TV, technologijos, **taco**“.	Retention (TL-adjusted)
I visited **Sloviansk**.	Aš nuvykau į **Slovianską**.	Retention (TL-adjusted)
In reality, Galina's husband was an active pro-Russia militant in **Donbass**.	Tikrovėje Galinos vyras buvo aktyvus prorusiškų pajėgų dalyvis **Donbase**.	Retention (TL-adjusted)
the **Sidney Poitier** movies, "Roots" ...	**Sidney Poitier** filmus, serialą „Roots“...	Retention (Complete, Unmarked)
I read an article in the **"Huffington Post"**	**„Huffington Post“** svetainėje skaičiau straipsnį,	Retention (Complete, Unmarked)
and I returned home here to **Christchurch**	grįžau namo į **Christchurch**	Retention (Complete, Unmarked)
On the way down, as they traveled through **Rakaia**	Kai jos važiavo per **Rakaia**	Retention (Complete, Unmarked)
Namaskar.	**Namaskar**.	Retention (Complete, Unmarked)
And **"Eureka!"** was what you screamed	Ir **„Eureka!“** šaukdavai tada,	Retention (Complete, Unmarked)
Like I said, I was flying, from **Miley** to **Jolie**,	Kaip ir sakiau, aš tarsi skriejau, nuo **Miley** iki **Jolie**,	Retention (Complete, Unmarked) Retention (Complete, Unmarked)
and **UNICEF** estimates that 3,000 children	ir **UNICEF** apskaičiavo, jog 3 tūkst. vaikų	Retention (Complete, Unmarked)
A few days later, the **Starr** Report is released to Congress,	Po kelių dienų **Starr** paruošta ataskaita pateikiama Kongresui	Retention (Complete, Unmarked)
Jennifer Lawrence and several other actors had their iCloud accounts hacked,	**Jennifer Lawrence** ir kelių kitų **aktorių „iCloud“ paskyros** buvo nulaužtos,	Retention (Complete, Unmarked)
notably, women, minorities and members of the **LGBTQ** community	ir **LGBTQ** bendruomenės dalyviai sumokėjo,	Retention (Complete, Unmarked)
a traditional delicacy with the **Madia** indigenous people	tradicinis **Madia** vietinių skanėstas.	Retention (Complete, Unmarked)
India had just such a food, called "**mahua**,"	Indijoje yra toks augalas **„Mahua“,**	Retention (Complete, Unmarked)
In many ways, it is very similar to your local **marula**,	Jis daug kuo panašus į vietinę **marulą**,	Retention (Complete, Unmarked)
So our game is about **Justin Bieber,**	Taigi, mūsų žaidimas yra apie **Justin Bieber**,	Retention (Complete, Unmarked)
and create a beverage called **muo cha**, or **matcha**	ir taip paruošti gėrimą, vadintą **muo cha**, arba **matcha**.	Retention (Complete, Unmarked) Retention (Complete, Unmarked)

at the place that made those films, **Pixar Animation Studios**.	ten, kur tie filmai sukurti, „**Pixar Animation Studios**".	Retention (Complete, Marked)
And I'm the co-founder of **Backyard Brains**	taip pat „**Backyard Brains**" bedrasteigėjas,	Retention (Complete, Marked)
not the drink, but the **Mimosa pudica**,	ne gėrimą, o „**Mimosa pudica**",	Retention (Complete, Marked)
or whether it is just **trolling** through social media,	ar tai tik „**trolinimas**" socialiniame tinkle,	Retention (Complete, Marked)
I really thought that **gay** was a sophisticated English word for happy.	Aš buvau tikras, kad „**gay**" buvo įmantrus angliškas žodis reiškiantis „laimingą".	Retention (Complete, Marked)
ROFL, LOL.	„**ROFL**", „**LOL**".	Retention (Complete, Marked) Retention (Complete, Marked)
"Adidas," somebody wrote back to one of my more thought-provoking tweets	Kažkas į mano mąstyti skatinantį įrašą atrašė „**ADIDAS**," ir aš laužiau galvą,	Retention (Complete, Marked)
So I wrote back**, "WTF"** in bold to Mr. Adidas,	Todėl tamstai ADIDUI aš paryškintomis raidėmis atrašiau „**WTF**".	Retention (Complete, Marked)
Snapchat, the service which is used mainly by younger generations	„**Snapchat**" paslauga, kuria naudojasi daugiausiai jaunesnės kartos,	Retention (Complete, Marked)
Childline, a UK nonprofit that's focused on helping young people on various issues,	„**ChildLine**", JK ne pelno organizacija, teikianti pagalbą jauniems žmonėms,	Retention (Complete, Marked)
A third-party app which **Snapchatters** use to preserve the life span of the messages	Trečios šalies programėlė, kurią „**Snapchatters**" naudoja išsaugoti	Retention (Complete, Marked)
Jennifer Lawrence and several other actors had their **iCloud** accounts hacked,	Jennifer Lawrence ir kelių kitų aktorių „**iCloud**" paskyros buvo nulaužtos,	Retention (Complete, Marked)
the more we will see behavior like cyberbullying, **trolling**, some forms of hacking and online harassment.	tuo daugiau matysime elgesio pavyzdžių, kaip patyčios internete, „**trolinimas**", tam tikros įsilaužimų formos ir priekabiavimas internete.	Retention (Complete, Marked)
and it's called the **blockchain**.	ir tai vadinama „**blockchain**".	Retention (Complete, Marked)
Flappy Bird	„**Flappy Bird**"	Retention (Complete, Marked)
So you see, Roy Price is a senior executive with **Amazon Studios**.	Matote, Roy Price'as – „**Amazon Studios**" vyr. vadovas.	Retention (Complete, Marked)
"**Amazon** should do a sitcom about four Republican US Senators."	„„**Amazon**" turėtų sukurti serialą apie 4 JAV senatorius respublikonus."	Retention (Complete, Marked)
Ted Sarandos, who is the Chief Content Officer of **Netflix**,	Tedą Sarandos – „**Netflix**" direktorių, atsakingą už turinį.	Retention (Complete, Marked)
the Sidney Poitier movies, **"Roots"** ...	Sidney Poitier filmus, **serialą** „**Roots**"...	Specification (Addition)
but also the **Persians** and the Celts	taip pat į **Persijos gyventojus**, į keltus	Specification (Addition)
The handouts of free land in places like **Virginia**	Nemokamai dalinti žemę pvz., **Virdžinijos valstijoje**	Specification (Addition)
the **Southern sheriff,**	**pietų valstijų** šerifo,	Specification (Addition)
Creative Europe will give 2.4 billion dollars	**ES programa, pavadinimu „Kūrybiška Europa**" skirs 2,4milija**rdus dolerių**	Specification (Addition)
than the **American drill sergeants** returning from Afganistan.	iš Afganistano grįžę **karinės rikiuotės mokymų seržantai**.	Specification (Addition)
Recites poem in **Hindi**	cituoja eilėraštį **hindi kalba**	Specification (Addition)
and at the sight of me, he quickly hid his **curry** behind his back.	pastebėjęs mane, jis tuoj paslėpė savo **kario patiekalą** už nugaros.	Specification (Addition)
It could even be a quiet walk in the **fynbos**	Tai galėtų būti tylus pasivaikščiojimas po „**fynbos**" regioną,	Specification (Addition)

was the **Nobel economist** Douglass North.	buvo **Nobelio premijos laureatas ekonomistas** Douglass North.	Specification (Addition)
If someone here in the US is in prison, and they apply for **parole**,	Jei kalinys JAV kalėjime paprašo jį **lygtinai paleisti**,	Specification (Addition)
when she married **King Charles II** in 1661.	kai ištekėjo už **Anglijos karaliaus Karolio II** 1661 metais.	Specification (Addition)
and the object is to prevent him from getting caught by the **LAPD**	ir tikslas yra, kad jo nepagautų **Los Andželo policija** –	Specification (Completion)
He needs help getting 10 million **dollars**.	Jam reikia pagalbos surenkant dešimt milijonų **dolerių**.	Direct translation (Calque)
Creative Europe will give 2.4 billion **dollars**	ES programa, pavadinimu „Kūrybiška Europa" skirs 2,4milijardus **dolerių**	Direct translation (Calque)
and billions of **dollars**.	ir kainuoti milijardus **dolerių**.	Direct translation (Calque)
the ones with the **swastikas** and the hoods and the tiki torches	tuos su **svastikomis** ir gobtuvais, ir deglais.	Direct translation (Calque)
don't want to be **racist**.	nenori būti **rasistai**.	Direct translation (Calque)
Good **white people**.	Geruosius **baltuosius žmones**.	Direct translation (Calque)
housing **segregation**, job **discrimination**	namų ir butų **segregacija**, **diskriminacija** darbe	Direct translation (Calque) Direct translation (Calque)
In **Ancient Greece**, for example –	Pavyzdžiui, **Senovės Graikijoje** –	Direct translation (Calque)
but also the Persians and **the Celts**	taip pat į Persijos gyventojus, į **keltus**	Direct translation (Calque)
and they said, "They're all kind of **barbaric** compared to us.	ir sakė: „Palyginus su mumis, jie kažkokie **barbarai**.	Direct translation (Calque)
And yes, in the ancient world, there was lots of **slavery**	Ir taip, senovės pasaulyje buvo daug **vergijos**,	Direct translation (Calque)
by the **Portuguese king**,	**Portugalijos karalius**,	Direct translation (Calque)
slave traders tied to the **Portuguese crown**	**vergų prekeiviai**, **Portugalijos karūnos** sąjungininkai,	Direct translation (Calque) Direct translation (Calque)
started long before the **American Revolution**	pradėta ilgai iki **Amerikos revoliucijos**,	Direct translation (Calque)
Oh, sorry, I just got this message from a **Nigerian prince**.	Oi, atsiprašau, tik ką gavau žinutę iš **Nigerijos princo**.	Direct translation (Calque)
The US Census Bureau states that only 10 percent of art school graduates	Pasak **JAV gyventojų surašymo biuro**, tik 10 procentų meno mokyklų absolventų	Direct translation (Calque)
But here, we can take **Sydney Harbor** and push it fairly green	Bet galime imti **Sidnėjaus uostą** ir pastiprinti žalią,	Direct translation (Calque)
so we understand what the **East Australian Current** is,	kad suprastume, kas yra **Rytų Australijos srovė**,	Direct translation (Calque)
The **jellyfish** in "Finding Nemo" was one of those moments for me.	**Medūza** filme „Žuviukas Nemo" man buvo viena tų akimirkų.	Direct translation (Calque)
In the **swamps** behind his house	**Pelkėse**, už jo namo	Direct translation (Calque)
at the **University of Pennsylvania** in **Philadelphia**	**Pensilvanijos universitete Filadelfijoje.**	Direct translation (Calque)
on **Queen's Birthday weekend**.	įvykusį per **karalienės gimtadienio savaitgalį**.	Direct translation (Calque)
I was born in a refugee colony in the **capital city of India**, New Delhi.	Aš gimiau pabėgėlių kolonijoje, **Indijos sostinėje,** Naujajame Delyje.	Direct translation (Calque)
And **Lesbian**, of course, was **the capital of Portugal**, as you all know.	O „**lesbietė"**, kaip žinote, buvo **Portugalijos sostinė**.	Direct translation (Calque) Direct translation (Calque)
still reserved for **Siberian cranes**, not human beings.	skirtas **sibirietiškoms gervėms**, o ne žmonėms.	Direct translation (Calque)
I had been given the highest civil honor by the **French government**,	**Prancūzų vyriausybė** įteikė man garbingiausią piliečio apdovanojimą,	Direct translation (Calque)
You may land on **Mars**	Galite nusileisti **Marse**	Direct translation (Calque)
According to the **World Health Organization**	Pagal **Pasaulio Sveikatos Organizaciją,**	Direct translation (Calque)
And this summer, I founded **Catalyst for World Water**.	Šią vasarą aš įkūriau **Katalizatorių Pasaulio Vandeniui,**	Direct translation (Calque)

Yes, I'm in **rap** songs.	Taip, esu **repo** dainose.	Direct translation (Calque)
has hung like the **sword of Damocles** over my head.	kabojo virš mano galvos kaip **Damoklo kardas**.	Direct translation (Calque)
A few days later, the **Starr** Report is released to **Congress**,	Po kelių dienų **Starr** paruošta ataskaita pateikiama **Kongresui**	Direct translation (Calque)
One **upper-caste** vegetarian schoolmaster gets appointed in a school,	Į mokyklą ateina dirbti naujas **aukštos kastos** vegetaras mokytojas,	Direct translation (Calque)
Luckily for us, about **three blocks** away from our Los Angeles studio	Laimei, apie **tris kvartalus** nuo mūsų Los Andželo studijos	Direct translation (Calque)
that's associated with the **University of Southern California**.	laboratorija, priklausanti **Pietų Kalifornijos univesitetui**.	Direct translation (Calque)
Oh! **kangaroos**, **sequins**, chocolate sodas! / You are really beautiful!	Ak! **kengūros, cechinai**, pepsikolos! Esate išties nuostabūs!	Direct translation (Calque) Direct translation (Calque)
Pearls, / harmonicas, jujubes, aspirins! All / the stuff they've always talked about	**Perlai, armonikėlės, zizifai,** tabletės! Tiek kalbėta, prikalbėta	Direct translation (Calque) Direct translation (Calque) Direct translation (Calque)
or 1,500 years before the **pharaohs** built **the Great Pyramids of Giza.**	**faraonams** pastatant **Didžiąsias Gizos piramides**.	Direct translation (Calque) Direct translation (Calque)
the favorite drink of **emperors,**	mėgstamiausiu **imperatoriaus** gėrimu	Direct translation (Calque)
In the 9th century during **the Tang Dynasty,**	9-ajame amžiuje, valdant **Tangų dinastijai,**	Direct translation (Calque)
a **Japanese monk** brought the first tea plant to Japan.	**japonų vienuolis** į Japoniją parsivežė	Direct translation (Calque)
leading to the creation of the **Japanese tea ceremony.**	kurie galų gale virto **japonų arbatos ceremonija**.	Direct translation (Calque)
And in the 14th century during **the Ming Dynasty,**	O XIV amžiuje, valdant **Mingams,**	Direct translation (Calque)
the **Chinese emperor** shifted the standard	**Kinijos imperatorius** pakeitė arbatos standartą	Direct translation (Calque)
Many credit **Queen Catherine of Braganza,**	kad **karalienė Kotryna Bragansietė,**	Direct translation (Calque)
for making tea popular with the **English aristocracy**	išpopuliarino arbatą tarp **Anglijos aristokratų,**	Direct translation (Calque)
that the world's fastest sailboat, the **clipper ship,**	kad greičiausi pasaulyje buriniai laivai – **kliperiai** –	Direct translation (Calque)
This act triggered the **First Opium War between** the two nations.	Šis poelgis išprovokavo **pirmąjį Opiumo karą** tarp šių tautų.	Direct translation (Calque)
Fighting raged up and down the **Chinese coast** until 1842	Kova virė išilgai **Kinijos pakrantės** iki 1842 m.,	Direct translation (Calque)
when the defeated **Qing Dynasty**	kai nugalėta **Čingų dinastija**	Direct translation (Calque)
and from sugary **Turkish Rize tea,**	ir nuo saldžios **turkiškos Rize arbatos**	Direct translation (Calque)
to salty **Tibetan butter tea,**	iki sūrios **Tibeto sviestinės arbatos,**	Direct translation (Calque)
you have a show called **"Toddlers and Tiaras"**	„**Vaikai ir tiaros**".	Direct translation (Calque)
"Amazon should do a sitcom about four **Republican US Senators**."	„Amazon" turėtų sukurti serialą apie 4 **JAV senatorius respublikonus**."	Direct translation (Calque)
Yes, "**Alpha House**,"	Taip, „**Alfa namelis**".	Direct translation (Calque)
and they decided to license not a sitcom about four **Senators**	ir nusprendė sukurti ne **serialą** apie keturis **senatorius**,	Direct translation (Calque)
Yes, "**House of Cards**,"	Taip, tai – „**Kortų namelis**".	Direct translation (Calque)
If someone here in the **US is in prison**, and they apply for parole,	Jei kalinys **JAV kalėjime** paprašo jį lygtinai paleisti,	Direct translation (Calque)
the **Ukrainian army** entered Sloviansk city in **eastern Ukraine**.	**Ukrainos kariuomenė** įžengė į Sloviansko miestą **rytų Ukrainoje**.	Direct translation (Calque) Direct translation (Calque)
They gathered all the locals in **Lenin Square**.	Visus gyventojus surinko į **Lenino aikštę**.	Direct translation (Calque)
Then, they organized the public **crucifixion** of the son of a **pro-Russia militant**.	Tada suorganizavo **prorusiško kovotojo** sūnaus viešą **nukryžiavimą**.	Direct translation (Calque) Direct translation (Calque)
There is no **Lenin Square**.	Ten nėra **Lenino aikštės**.	Direct translation (Calque)

Ukraine has been suffering from **Russian propaganda** and **fake news**	Ukraina nuo **Rusijos propagandos** ir **netikrų naujienų**	Direct translation (Calque) Direct translation (Calque)
Four years ago, **unmarked soldiers**	Prieš keturis metus, **kariai be atpažinimo ženklų**	Direct translation (Calque)
entered the **Crimean Peninsula**,	įžengė į **Krymo pusiasalį**	Direct translation (Calque)
Russian media was going crazy with **fake news** about Ukraine.	**Rusijos žiniasklaida** kaip pamišusi skleidė **netikras naujienas** apie Ukrainą.	Direct translation (Calque) Direct translation (Calque)
your boss probably wasn't the **president of the United States of America**.	Nors, kitaip nei aš, jūsų vadovas tikriausiai nebuvo **Jungtinių Amerikos Valstijų prezidentas**.	Direct translation (Shifted)
inside **the Office of the Independent Counsel**,	**Nepriklausomoje tyrėjų tarnyboje**	Direct translation (Shifted)
I shifted to the sprawling **metropolis of Mumbai**,	gyvenimas nunešė į didžiulį **Mumbajaus metropolį**,	Direct translation (Shifted)
Now, in 1760, Arthur Dobbs, **the Royal Governor of North Carolina**, made a pretty fascinating discovery.	1760m. Artūras Dobsas, **karališkasis Šiaurės Karolinos gubernatorius**, padarė stulbinantį atradimą.	Direct translation (Shifted)
Martin Luther King and his work with the **civil rights movement**	pritarė Martino Liuterio Kingo **judėjimui už civilines teises** ir jį palaikė,	Direct translation (Shifted)
the more we will see behavior like **cyberbullying,** trolling, some forms of hacking and **online harassment.**	tuo daugiau matysime elgesio pavyzdžių, kaip **patyčios internete,** „trolinimas", tam tikros įsilaužimų formos ir **priekabiavimas internete.**	Direct translation (Shifted) Direct translation (Shifted)
Refugee Galina Pyshnyak told this story to **Russia's First TV channel**.	Pabėgėlė Galina Pyshnyak šitą istoriją papasakojo **Pirmajam Rusijos kanalui**.	Direct translation (Shifted)
Because **Slavic people** were enslaved by all kinds of folks,	Nes **slavų tautas** pavergdavo įvairių tautų žmonės,	Direct translation (Shifted)
TL-oriented		
What is up with us **white people**?	Kas gi ne taip su mumis, **baltaodžiais**?	Generalization (Superordinate term)
the ones with the swastikas and the hoods and the **tiki torches**	tuos su svastikomis ir gobtuvais, ir **deglais**.	Generalisation (Superordinate term)
"How are **Black folks** or **Native Americans,** Latino or Asian Americans**,**	O kaipgi sekasi **juodaodžiams**, ar **indėnams**, ar amerikiečiams, kilusiems iš Pietų Amerikos ar Azijos?"	Generalization (Superordinate term) Generalization (Superordinate term)
We're going to go to our good friend, the **Venus flytrap** here,	Eikime prie mūsų gero draugo **musėkauto**	Generalization (Superordinate term)
the **"Badhshah of Bollywood,"**	**Bolivudo karaliumi,**	Generalization (Superordinate term)
and build armed **citadels,**	ir apsistatyti ginkluotomis **tvirtovėmis,**	Generalization (Superordinate term)
A meta-analysis done out of the **Netherlands**	**Olandijoje** padaryta metaanalizė	Generalization (Superordinate term)
It turned out to be **moth larvae,**	Tai buvo **drugių lervos,**	Generalisation (Superordinate term)
Pearls, / harmonicas, jujubes, **aspirins**! All / the stuff they've always talked about	Perlai, armonikėlės, zizifai, **tabletės!** Tiek kalbėta, prikalbėta	Generalization (Superordinate term)
when **Dutch traders** brought tea to Europe in large quantities.	**olandų pirkliams** atvežus didelius kiekius arbatos į Europą.	Generalization (Superordinate term)
a **Portuguese noble** woman,	**portugalų didikė,**	Generalization (Superordinate term)
that I, the **Muslim** son of a broke freedom fighter	kad aš, **islamo išpažinėjas**, beturčio laisvės kovotojo sūnus,	Generalization (Paraphrase)
Negative emotions stick to us like **Velcro,**	Neigiamos emocijos prilimpa prie mūsų kaip **lipnios juostelės**.	Generalization (Paraphrase)

"How are Black folks or Native Americans, **Latino** or **Asian Americans,**	O kaipgi sekasi juodaodžiams, ar indėnams, ar **amerikiečiams,** kilusiems iš **Pietų Amerikos** ar **Azijos?"**	Generalization (Paraphrase) Generalization (Paraphrase)
They were the first Europeans to sail directly to **sub-Saharan Africa**	Jie buvo pirmieji europiečiai, nuplaukę į **pietus nuo Sacharos**	Generalization (Paraphrase)
very much like the **espresso art** you might see in coffee shops today.	panašiai, kaip šiandien populiarūs piešiniai ant **kavos putos.**	Generalization (Paraphrase)
In reality, Galina's husband was an active **pro-Russia militant** in Donbass.	Tikrovėje Galinos vyras buvo aktyvus **prorusiškų pajėgų dalyvis** Donbase.	Generalization (paraphrase)
and they decided to license not a **sitcom** about four Senators	ir nusprendė sukurti ne **serialą** apie keturis senatorius,	Generalization (Paraphrase)
"Amazon should do a **sitcom** about four Republican US Senators."	„Amazon"turėtų sukurti **serialą** apie 4 JAV senatorius respublikonus."	Generalization (Paraphrase)
showed that only a small minority, about 20 percent of **white Americans,**	kad tik mažytė dalis, apie 20 procentų **baltaodžių amerikiečių**	Substitution (Cultural, TC CSI)
that the turtles are diving into and going on this **roller coaster ride**.	į kurią vėžliai pasineria ir lekia it **linksmaisiais kalneliais.**	Substitution (Cultural, TC CSI)
and making it available for kids in **middle schools** and **high schools.**	vaikams **pagrindinėse** ir **vidurinėse mokyklose**.	Substitution (Cultural, TC CSI)
to start my **doctoral research.**	pradėti **doktorantūros tyrimą.**	Substitution (Cultural, TC CSI)
your **boss** probably wasn't **the president** of the United States of America.	Nors, kitaip nei aš, jūsų **vadovas** tikriausiai nebuvo Jungtinių Amerikos Valstijų prezidentas.	Substitution (Cultural, TC CSI)
What the heck?	**Kas per velnias?**	Substitution (Cultural, TC CSI)
describes himself on Twitter as "**movies, TV, technology, tacos.**"	„Twitter" tinkle apibūdina save taip: „**Kinas**, TV, technologijos, taco".	Substitution (Cultural, TC CSI)
Oh! kangaroos, sequins, **chocolate sodas**! / You are really beautiful!	Ak! kengūros, cechinai, **pepsikolos**! Esate išties nuostabūs!	Substitution (Cultural, TC CSI)
A lion **roars** and a dog **barks**.	Liūtai **riaumoja**, o šunys **loja**.	Substitution (Cultural, TC CSI)
Now we call it "**cyberbullying**" and "online harassment."	Dabar tai vadiname **patyčiomis internetinėje erdvėje**.	Substitution (Situational)
Thank you very much. **Shukriya**.	Dėkoju už dėmesį. (**Dėkoja indiškai**.)	Substitution (Situational)
Now we call it "cyberbullying" and "**online harassment**."	Dabar tai vadiname patyčiomis internetinėje erdvėje.	Omission
More than one strategy used		
while **Dr. King** was still alive.	kol **daktaras Kingas** dar buvo gyvas.	Specification (Completion) and Retention (TL-adjusted)
the rise of the **Black Lives Matter movement**	iškilo **Black Lives Matter judėjimas**	Retention (Complete, Unmarked) and Direct translation (Calque)
to go down to **Lake Ohau** and bike the outs to ocean.	prie **Ohau ežero** ir leistis dviračiais link vandenyno.	Retention (Complete, Unmarked) and Direct translation (Calque)
and vegan, of course, was **Mr. Spock's** lost comrade in "Star Trek."	O veganas, žinoma, buvo **pono Spocko** iš „Žvaigždžių Kelio" seniai dingęs draugas.	Retention (TL-adjusted) and Direct translation (Calque)
It was called the **Lungi dance.**	Jis vadinosi **„lungio šokis".**	Retention (TL-adjusted) and Direct translation (Calque)
So I wrote back, "WTF" in bold to **Mr. Adidas,**	Todėl **tamstai ADIDUI** aš paryškintomis raidėmis atrašiau „WTF".	Retention (TL-adjusted) and Substitution (Cultural, TC CSI)
like the wax statue of me at **Madame Tussaud's**.	sano paties vaškinę skulptūrą **Madam Tiuso muziejuje**.	Retention (TL-adjusted) and Specification (Addition)
at the **Forbes** "**30 Under 30 Summit**"	„**Forbes 30 Under 30**" susitikime:	Retention (Complete, Unmarked)

		and Direct translation (Calque)
from **Rutgers University**,	jauną pirmakursį iš **Rutgerso universiteto**,	Retention (TL-adjusted) and Direct translation (Calque)
Tyler jumped from the **George Washington Bridge**	Tyler nušoko nuo **Džordžo Vašingtono tilto**	Retention (TL-adjusted) and Direct translation (Calque)
describes himself on **Twitter** as "movies, TV, technology, tacos."	**„Twitter“ tinkle** apibūdina save taip: „Kinas, TV, technologijos, taco“.	Retention (Complete, Marked) and Specification (Addition)
the Ukrainian army entered **Sloviansk city** in eastern Ukraine.	Ukrainos kariuomenė įžengė į **Sloviansko miestą** rytų Ukrainoje.	Retention (TL-adjusted) and Direct translation (Calque)
We called it **StopFake**.	Jį pavadinome **StopFake [Sustabdyti netikras naujienas].**	Retention (Complete, Unmarked) and Specification (Addition)

Table 4. Examples according to the classification type of CSI

as you all in **Charlottesville** know better than most.	Jūs, **Šarlotsvilio** gyventojai, žinote tai geriau nei bet kas.	Geography (Cultural geography)
we lived in a very white place in **Minnesota**.	gyvenome **Minesotoje**, mieste pilname baltaodžių.	Geography (Cultural geography)
In **Ancient Greece**, for example –	Pavyzdžiui, **Senovės Graikijoje** –	Geography (Cultural geography)
They were the first Europeans to sail directly to **sub-Saharan Africa**	Jie buvo pirmieji europiečiai, nuplaukę į **pietus nuo Sacharos**	Geography (Cultural geography)
The handouts of free land in places like **Virginia**	Nemokamai dalinti žemę pvz., **Virdžinijos valstijoje**	Geography (Cultural geography)
But here, we can take **Sydney Harbor** and push it fairly green	Bet galime imti **Sidnėjaus uostą** ir pastiprinti žalią,	Geography (Cultural geography)
so we understand what the **East Australian Current** is,	kad suprastume, kas yra **Rytų Australijos srovė**,	Geography (Geography)
The **jellyfish** in "Finding Nemo" was one of those moments for me.	**Medūza** filme „Žuviukas Nemo“ man buvo viena tų akimirkų.	Geography (Biology)
In the **swamps** behind his house	**Pelkėse**, už jo namo	Geography (Biology)
He called this plant the **flytrap**	Tą augalą jis pavadino **„Musėkautu“**,	Geography (Biology)
So I'm going to first introduce you to the **mimosa,**	Pirmiausia jums pristatysiu **mimozą,**	Geography (Biology)
not the drink, but the **Mimosa pudica**,	ne gėrimą, o **„Mimosa pudica“**,	Geography (Biology)
We're going to go to our good friend, the **Venus flytrap** here,	Eikime prie mūsų gero draugo **musėkauto**	Geography (Biology)
and I returned home here to **Christchurch**	grįžau namo į **Christchurch**	Geography (Cultural geography)
to go down to **Lake Ohau** and bike the outs to ocean.	prie **Ohau ežero** ir leistis dviračiais link vandenyno.	Geography (Geography)
On the way down, as they traveled through **Rakaia**	Kai jos važiavo per **Rakaia**	Geography (Cultural geography)
I was born in a refugee colony in the **capital city of India, New Delhi**.	Aš gimiau pabėgėlių kolonijoje, **Indijos sostinėje, Naujajame Delyje.**	Geography (Cultural geography) Geography (Cultural geography)
I thought **celiac** was a vegetable,	Aš maniau, kad **celiakija** – tai daržovė,	Geography (Biology)
And Lesbian, of course, was **the capital of Portugal**, as you all know.	O „lesbietė“, kaip žinote, buvo **Portugalijos sostinė**.	Geography (Cultural geography)
still reserved for **Siberian cranes**, not human beings.	skirtas **sibirietiškoms gervėms**, o ne žmonėms.	Geography (Biology)
I shifted to the sprawling **metropolis of Mumbai**,	gyvenimas nunešė į didžiulį **Mumbajaus metropolį**,	Geography (Cultural geography)
You may land on **Mars**	Galite nusileisti **Marse**	Geography (Cultural geography)

Childline, a **UK** nonprofit that's focused on helping young people on various issues,	„ChildLine", **JK** ne pelno organizacija, teikianti pagalbą jauniems žmonėms,	Geography (Cultural geography)
A meta-analysis done out of the **Netherlands**	**Olandijoje** padaryta metaanalizė	Geography (Cultural geography)
What I've worked on these last few years at **Stanford**	**Stanforde** pastaruosius keliarius metus dirbau	Geography (Cultural geography)
It turned out to be **moth larvae**,	Tai buvo **drugių lervos**,	Geography (Biology)
India had just such a food, called "**mahua**,"	Indijoje yra toks augalas **„Mahua",**	Geography (Biology)
In many ways, it is very similar to your local **marula**,	Jis daug kuo panašus į vietinę **marulą**,	Geography (Biology)
It could even be a quiet walk in the **fynbos**	Tai galėtų būti tylus pasivaikščiojimas po **„fynbos" regioną,**	Geography (Cultural geography)
Luckily for us, about three blocks away from our **Los Angeles** studio	Laimei, apie tris kvartalus nuo mūsų **Los Andželo** studijos	Geography (Cultural geography)
Oh! **kangaroos**, sequins, chocolate sodas! / You are really beautiful!	Ak! **kengūros,** cechinai, pepsikolos! Esate išties nuostabūs!	Geography (Biology)
Fighting raged up and down the **Chinese coast** until 1842	Kova virė išilgai **Kinijos pakrantės** iki 1842 m.,	Geography (Geography)
into **Darjeeling, India**	į **Darjeeling'ą** Indijoje.	Geography (Cultural geography)
the Ukrainian army entered **Sloviansk city** in **eastern Ukraine**.	Ukrainos kariuomenė įžengė į **Sloviansko miestą rytų Ukrainoje**.	Geography (Cultural geography) Geography (Cultural geography)
I visited **Sloviansk**.	Aš nuvykau į **Slovianską**.	Geography (Cultural geography)
In reality, Galina's husband was an active pro-Russia militant in **Donbass**.	Tikrovėje Galinos vyras buvo aktyvus prorusiškų pajėgų dalyvis **Donbase**.	Geography (Cultural geography)
entered the **Crimean Peninsula**,	įžengė į **Krymo pusiasalį**	Geography (Geography)
Martin Luther King and his work with the **civil rights movement**	pritarė **Martino Liuterio Kingo judėjimui už civilines teises** ir jį palaikė,	History (People) History (Event)
while **Dr. King** was still alive.	kol **daktaras Kingas** dar buvo gyvas.	History (People)
the rise of the **Black Lives Matter movement**	iškilo **Black Lives Matter judėjimas**	History (Event)
the rise of **Donald Trump**	buvo **Donaldo Trumpo** išrinkimas	History (People)
by the **Portuguese king**,	**Portugalijos karalius,**	History (People)
started long before the **American Revolution**	pradėta ilgai iki **Amerikos revoliucijos,**	History (Event)
Oh, sorry, I just got this message from a **Nigerian prince.**	Oi, atsiprašau, tik ką gavau žinutę iš **Nigerijos princo**.	History (People)
where eventually the great **Charles Darwin** got to study this plant	kol galiausiai didysis **Čarlzas Darvinas** ėmė tyrinėti šį augalą	History (People)
on **Queen's Birthday weekend**.	įvykusį per **karalienės gimtadienio savaitgalį**.	History (Event)
owned by **Eve** first and then **Newton**, not by **Steve Jobs**, until then.	Obuolys tada dar tebuvo vaisius, priklausęs pirmiausia **Ievai**, tada **Niutonui**, o ne **Steve'ui Jobs'ui**.	History (People) History (People) History (People)
and build armed **citadels**,	ir apsistatyti ginkluotomis **tvirtovėmis,**	History (Building)
Tyler jumped from the **George Washington Bridge**	Tyler nušoko nuo **Džordžo Vašingtono tilto**	History (Building)
Benjamin Franklin invented what he called "double spectacles."	**Bendžaminas Franklinas** išrado „dvigubus skaitymo akinius".	History (People)
or 1,500 years before the **pharaohs** built **the Great Pyramids of Giza.**	**faraonams** pastatant **Didžiąsias Gizos piramides**.	History (People) History (Building)
the favorite drink of **emperors,**	mėgstamiausiu **imperatoriaus** gėrimu	History (People)
the **Chinese emperor** shifted the standard	**Kinijos imperatorius** pakeitė arbatos standartą	History (People)
Many credit **Queen Catherine of Braganza,**	kad **karalienė Kotryna Bragansietė,**	History (People)

a **Portuguese noble** woman,	**portugalų didikė,**	History (People)
for making tea popular with the **English aristocracy**	išpopuliarino arbatą tarp **Anglijos aristokratų,**	History (People)
when she married **King Charles II** in 1661.	kai ištekėjo už **Anglijos karaliaus Karolio II** 1661 metais.	History (People)
This act triggered the **First Opium War between** the two nations.	Šis poelgis išprovokavo **pirmąjį Opiumo karą** tarp šių tautų.	History (Event)
They gathered all the locals in **Lenin Square**.	Visus gyventojus surinko į **Lenino aikštę**.	History (Building)
Then, they organized the public **crucifixion** of the son of a pro-Russia militant.	Tada suorganizavo prorusiško kovotojo sūnaus viešą **nukryžiavimą**.	History (Event)
There is no **Lenin Square**.	Ten nėra **Lenino aikštės**.	History (Building)
perhaps something like the next **Albert Einstein**.	galbūt kitu **Albertu Einšteinu.**	History (People)
In the 9th century during **the Tang Dynasty**,	9-ajame amžiuje, valdant **Tangų dinastijai,**	Society (Customs)
slave traders tied to the **Portuguese crown**	vergų prekeiviai, **Portugalijos karūnos** sąjungininkai,	Society (Social Conditions)
What is up with us **white people**?	Kas gi ne taip su mumis, **baltaodžiais**?	Society (Social Conditions)
the ones with the **swastikas** and the hoods and the **tiki torches**	tuos su **svastikomis** ir gobtuvais, ir **deglais**.	Society (Customs) Society (Customs)
don't want to be **racist**.	nenori būti **rasistai**.	Society (Social Conditions)
Good **white people**.	Geruosius **baltuosius žmones**.	Society (Social Conditions)
showed that only a small minority, about 20 percent of **white Americans**,	kad tik mažytė dalis, apie 20 procentų **baltaodžių amerikiečių**	Society (Social Conditions)
"How are **Black folks** or **Native Americans, Latino** or **Asian Americans,**	O kaipgi sekasi **juodaodžiams**, ar **indėnams**, ar **amerikiečiams**, kilusiems iš **Pietų Amerikos** ar **Azijos**?"	Society (Social Conditions) Society (Social Conditions) Society (Social Conditions) Society (Social Conditions)
housing **segregation**, job **discrimination**	namų ir butų **segregacija**, **diskriminacija** darbe	Society (Social Conditions) Society (Social Conditions)
So they looked around at the **Ethiopians**	Jie žiūrėjo į **Etiopijos**,	Society (Social Conditions)
but also the **Persians** and **the Celts**	taip pat į **Persijos gyventojus**, į **keltus**	Society (Social Conditions) Society (Social Conditions)
and they said, "They're all kind of **barbaric** compared to us.	ir sakė: „Palyginus su mumis, jie kažkokie **barbarai.**	Society (Social Conditions)
And yes, in the ancient world, there was lots of **slavery**	Ir taip, senovės pasaulyje buvo daug **vergijos,**	Society (Social Conditions)
Because **Slavic people** were enslaved by all kinds of folks,	Nes **slavų tautas** pavergdavo įvairių tautų žmonės,	Society (Social Conditions)
slave traders tied to the Portuguese crown	**vergų prekeiviai**, Portugalijos karūnos sąjungininkai,	Society (Social Conditions)
the **Southern sheriff,**	**pietų valstijų šerifo,**	Society (Social organisations)
He needs help getting 10 million **dollars**.	Jam reikia pagalbos surenkant dešimt milijonų **dolerių**.	Society (Economy)
Creative Europe will give 2.4 billion **dollars**	**ES programa, pavadinimu „Kūrybiška Europa“** skirs 2,4milijardus **dolerių**	Society (Social organisations) Society (Economy)
And I'm the co-founder of **Backyard Brains**	taip pat **„Backyard Brains“** bedrasteigėjas,	Society (Social organisations)
Now, in 1760, Arthur Dobbs, **the Royal Governor of North Carolina**, made a pretty fascinating discovery.	1760m. Artūras Dobsas, **karališkasis Šiaurės Karolinos gubernatorius**, padarė stulbinantį atradimą.	Society (Social organisations)
than the **American drill sergeants** returning from Afganistan.	iš Afganistano grįžę **karinės rikiuotės mokymų seržantai**.	Society (Social organisations)
Negative emotions stick to us like **Velcro,**	Neigiamos emocijos prilimpa prie mūsų kaip **lipnios juostelės**.	Society (Customs)
the **Ukrainian army** entered Sloviansk city in eastern Ukraine.	**Ukrainos kariuomenė** įžengė į Sloviansko miestą rytų Ukrainoje.	Society (Social organisations)

or whether it is just **trolling** through social media,	ar tai tik **„trolinimas"** socialiniame tinkle,	Society (Customs)
Namaskar.	**Namaskar**.	Society (Customs)
I really thought that **gay** was a sophisticated English word for happy.	Aš buvau tikras, kad **„gay"** buvo įmantrus angliškas žodis reiškiantis „laimingą".	Society (Customs)
And **Lesbian**, of course, was the capital of Portugal, as you all know.	O **„lesbietė"**, kaip žinote, buvo Portugalijos sostinė.	Society (Social Conditions)
I'd been knighted by the **Malaysians**.	**malaizieičių** išventintas į riterius...	Society (Social Conditions)
I had been given the highest civil honor by the **French government**,	**Prancūzų vyriausybė** įteikė man garbingiausią piliečio apdovanojimą,	Society (Politics)
ROFL, LOL.	**„ROFL"**, **„LOL"**.	Society (Social Conditions) Society (Social Conditions)
"Adidas," somebody wrote back to one of my more thought-provoking tweets	Kažkas į mano mąstyti skatinantį įrašą atrašė **„ADIDAS"**, ir aš laužiau galvą,	Society (Social Conditions)
So I wrote back, **"WTF"** in bold to **Mr. Adidas**,	Todėl **tamstai ADIDUI** aš paryškintomis raidėmis atrašiau **„WTF"**.	Society (Social Conditions) Society (Social Conditions)
the **"Badhshah of Bollywood,"**	**Bolivudo karaliumi**,	Society (Social Conditions)
According to the **World Health Organization**	Pagal **Pasaulio Sveikatos Organizaciją**,	Society (Social organisations)
and **UNICEF** estimates that 3,000 children	ir **UNICEF** apskaičiavo, jog 3 tūkst. vaikų	Society (Social organisations)
And this summer, I founded **Catalyst for World Water**.	Šią vasarą aš įkūriau **Katalizatorių Pasaulio Vandeniui**,	Society (Social organisations)
at the **Forbes** "**30 Under 30 Summit**"	**„Forbes 30 Under 30"** susitikime:	Society (Social organisations)
your **boss** probably wasn't the **president of the United States of America**.	Nors, kitaip nei aš, jūsų **vadovas** tikriausiai nebuvo **Jungtinių Amerikos Valstijų prezidentas**.	Society (Politics) Society (Politics)
Now we call it "**cyberbullying**" and "**online harassment**."	Dabar tai vadiname **patyčiomis internetinėje erdvėje**.	Society (Social Conditions) Society (Social Conditions)
inside **the Office of the Independent Counsel**,	**Nepriklausomoje tyrėjų tarnyboje**	Society (Social organisations)
A few days later, the **Starr** Report is released to **Congress**,	Po kelių dienų **Starr** paruošta ataskaita pateikiama **Kongresui**	Society (Social organisations) Society (Politics)
Childline, a UK nonprofit that's focused on helping young people on various issues,	**„ChildLine"**, JK ne pelno organizacija, teikianti pagalbą jauniems žmonėms,	Society (Social organisations)
notably, women, minorities and members of the **LGBTQ** community	ir **LGBTQ** bendruomenės dalyviai sumokėjo,	Society (Social Conditions)
the more we will see behavior like **cyberbullying, trolling**, some forms of hacking and **online harassment.**	tuo daugiau matysime elgesio pavyzdžių, kaip **patyčios internete, „trolinimas"**, tam tikros įsilaužimų formos ir **priekabiavimas internete.**	Society (Social Conditions) Society (Social Conditions) Society (Social Conditions)
We've seen that to be true with racism, **homophobia**	Matėme tai esant tikra su rasizmu, **homofobija**	Society (Social Conditions)
and at the sight of me, he quickly hid his **curry** behind his back.	pastebėjęs mane, jis tuoj paslėpė savo **kario patiekalą** už nugaros.	Society (Customs)
a traditional delicacy with the **Madia** indigenous people	tradicinis **Madia** vietinių skanėstas.	Society (Customs)
One **upper-caste** vegetarian schoolmaster gets appointed in a school,	Į mokyklą ateina dirbti naujas **aukštos kastos** vegetaras mokytojas,	Society (Social Conditions)
and billions of **dollars**.	ir kainuoti milijardus **dolerių**.	Society (Economy)
Now my team and I at **ReviveMed** are working to discover	Mano komanda **„ReviveMed"** ir aš dirbame, jog atrastumėme	Society (Social organisations)
and the object is to prevent him from getting caught by the **LAPD**	ir tikslas yra, kad jo nepagautų **Los Andželo policija** –	Society (Social organisations)
Luckily for us, about **three blocks** away from our Los Angeles studio	Laimei, apie **tris kvartalus** nuo mūsų Los Andželo studijos	Society (Social Conditions)

Oh! kangaroos, **sequins**, **chocolate sodas**! / You are really beautiful!	Ak! kengūros, **cechinai, pepsikolos**! Esate išties nuostabūs!	Society (Economy) Society (Customs)
Pearls, / harmonicas, jujubes, aspirins! All / the stuff they've always talked about	**Perlai, armonikėlės, zizifai, tabletės!** Tiek kalbėta, prikalbėta	Society (Customs) Society (Customs) Society (Customs) Society (Customs)
and create a beverage called **muo cha**, or **matcha**	ir taip paruošti gėrimą, vadintą **muo cha**, arba **matcha**.	Society (Customs) Society (Customs)
very much like the **espresso art** you might see in coffee shops today.	panašiai, kaip šiandien populiarūs piešiniai ant **kavos putos.**	Society (Customs)
when **Dutch traders** brought tea to Europe in large quantities.	**olandų pirkliams** atvežus didelius kiekius arbatos į Europą.	Society (Social Conditions)
leading to the creation of the **Japanese tea ceremony.**	kurie galų gale virto **japonų arbatos ceremonija.**	Society (Customs)
And in the 14th century during **the Ming Dynasty**,	O XIV amžiuje, valdant **Mingams**,	Society (Customs)
that the world's fastest sailboat, the **clipper ship**,	kad greičiausi pasaulyje buriniai laivai – **kliperiai** –	Society (Customs)
when the defeated **Qing Dynasty**	kai nugalėta **Čingų dinastija**	Society (Customs)
and from sugary **Turkish Rize tea**,	ir nuo saldžios **turkiškos Rize arbatos**	Society (Customs)
to salty **Tibetan butter tea**,	iki sūrios **Tibeto sviestinės arbatos**,	Society (Customs)
and it's called the **blockchain**.	ir tai vadinama „**blockchain**".	Society (Social organisations)
We built platform marketplaces like **Amazon**, **eBay**, **Alibaba**,	Mes pastatėm platformas-prekyvietes, kaip „**Amazon**", „**eBay**'', „**Alibaba**'',	Society (Social Conditions) Society (Social Conditions) Society (Social Conditions)
for assets like the digital currency **Bitcoin**,	tokio turto, kaip virtuali valiuta — **bitkoinas**,	Society (Economy)
describes himself on Twitter as "movies, TV, technology, **tacos**."	„**Twitter**" tinkle apibūdina save taip: „Kinas, TV, technologijos, **taco**".	Society (Customs)
"Amazon should do a sitcom about four **Republican US Senators**."	„„**Amazon**" turėtų sukurti serialą apie 4 **JAV senatorius respublikonus**."	Society (Politics)
and they decided to license not a sitcom about four **Senators**	ir nusprendė sukurti ne serialą apie keturis **senatorius**,	Society (Politics)
If someone here in the **US is in prison**, and they apply for **parole**,	Jei kalinys **JAV kalėjime** paprašo jį **lygtinai paleisti**,	Society (Social organisations) Society (Social organisations)
In reality, Galina's husband was an active **pro-Russia militant** in Donbass.	Tikrovėje Galinos vyras buvo aktyvus **prorusiškų pajėgų dalyvis** Donbase.	Society (Social organisations)
Then, they organized the public crucifixion of the son of a **pro-Russia militant**.	Tada suorganizavo **prorusiško kovotojo** sūnaus viešą nukryžiavimą.	Society (Social organisations)
Four years ago, **unmarked soldiers**	Prieš keturis metus, **kariai be atpažinimo ženklų**	Society (Social organisations)
We called it **StopFake**.	Jį pavadinome **StopFake [Sustabdyti netikras naujienas].**	Society (Social organisations)
Thank you very much. **Shukriya**.	Dėkoju už dėmesį. (**Dėkoja indiškai.**)	Society (Customs)
that I, the **Muslim** son of a broke freedom fighter	kad aš, **islamo išpažinėjas**, beturčio laisvės kovotojo sūnus,	Culture (Religion)
the **Sidney Poitier** movies, **"Roots"** ...	**Sidney Poitier** filmus, **serialą „Roots"**...	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
I read an article in the **"Huffington Post"**	„**Huffington Post**" svetainėje skaičiau straipsnį,	Culture (Culture or Leisure activities)
My little seven-year-old **Picasso** dreams were crushed.	Mano mažosios septynmetės **Pikaso** svajonės sugriuvo.	Culture (Culture or Leisure activities)
at the place that made those films, **Pixar Animation Studios**.	ten, kur tie filmai sukurti, „**Pixar Animation Studios**".	Culture (Culture or Leisure activities)
"Finding Nemo" is an excellent example of this.	Filmas „**Žuviukas Nemo**" yra puikus to pavyzdys.	Culture (Culture or Leisure activities)

that the turtles are diving into and going on this **roller coaster ride**.	į kurią vėžliai pasineria ir lekia it **linksmaisiais kalneliais.**	Culture (Culture or Leisure activities)
And then we have our **eureka** moment.	Ir tada ateina mūsų **eurekos** akimirka.	Culture (Culture or Leisure activities)
The jellyfish in **"Finding Nemo"** was one of those moments for me.	Medūza filme **„Žuviukas Nemo"** man buvo viena tų akimirkų.	Culture (Culture or Leisure activities)
and making it available for kids in **middle schools** and **high schools**.	vaikams **pagrindinėse** ir **vidurinėse mokyklose**.	Culture (Education) Culture (Education)
at the **University of Pennsylvania** in Philadelphia	**Pensilvanijos universitete** Filadelfijoje.	Culture (Education)
to start my **doctoral research.**	pradėti **doktorantūros tyrimą.**	Culture (Education)
Whether it is forgiving family ancient transgressions, arguments from **Christmases** past,	Ar tai būtų šeimos atleidimas už senus nusikaltimus, ginčus, užsitęsusius nuo **Kalėdų,**	Culture (Religion)
and vegan, of course, was **Mr. Spock's** lost comrade in **"Star Trek."**	O veganas, žinoma, buvo **pono Spocko** iš **„Žvaigždžių Kelio"** seniai dingęs draugas.	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
And **"Eureka!"** was what you screamed	Ir **„Eureka!"** šaukdavai tada,	Culture (Culture or Leisure activities)
But much bigger than that, I got to meet **Angelina Jolie**	Bet tai niekis, palyginus su tuo, kad teko pažinti **Angeliną Jolie**	Culture (Culture or Leisure activities)
And I sat next to **Hannah Montana** on a round dinner table	Aš sėdėjau prie **Hanna'os Montana'os** prie apvalaus pietų stalo	Culture (Culture or Leisure activities)
Like I said, I was flying, from **Miley** to **Jolie**,	Kaip ir sakiau, aš tarsi skriejau, nuo **Miley** iki **Jolie**,	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
Iand humanity, like me, was becoming an overexposed **prima donna.**	ir žmonija, kaip ir aš, tapo pernelyg paviešinta **primadona.**	Culture (Culture or Leisure activities)
And just an aside I want to say on behalf of all the **Batmen**, **Spider-Men** and **Supermen** of the world,	Ir visų **Betmenų**, **Žmonių Vorų** ir **Supermenų** vardu	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
because it really hurts in the crotch, that **superhero** suit.	nes tas **superherojaus** kostiumas labai jau spaudžia klyną.	Culture (Culture or Leisure activities)
It was called the **Lungi dance.**	Jis vadinosi **„lungio šokis".**	Culture (Culture or Leisure activities)
like the wax statue of me at **Madame Tussaud's**.	sano paties vaškinę skulptūrą **Madam Tiuso muziejuje.**	Culture (Culture or Leisure activities)
(Recites poem in **Hindi**)	(cituoja eilėraštį **hindi kalba**)	Culture (Culture or Leisure activities)
It's called a **chakra** in India, like a circle.	Indijoje tai vadinama **čakra**, ji lyg apskritimas.	Culture (Culture or Leisure activities)
Yes, I'm in **rap** songs.	Taip, esu **repo** dainose.	Culture (Culture or Leisure activities)
from **Rutgers University**,	jauną pirmakursį iš **Rutgerso universiteto**,	Culture (Education)
Snapchat, the service which is used mainly by younger generations	**„Snapchat"** paslauga, kuria naudojasi daugiausiai jaunesnės kartos,	Culture (Culture or Leisure activities)
A third-party app which **Snapchatters** use to preserve the life span of the messages	Trečios šalies programėlė, kurią **„Snapchatters"** naudoja išsaugoti	Culture (Culture or Leisure activities)
Jennifer Lawrence and several other actors had their **iCloud** accounts hacked,	**Jennifer Lawrence** ir kelių kitų aktorių **„iCloud"** paskyros buvo nulaužtos,	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
Flappy Bird	**„Flappy Bird"**	Culture (Culture or Leisure activities)
What the heck?	**Kas per velnias?**	Culture (Religion)

So our game is about **Justin Bieber,**	Taigi, mūsų žaidimas yra apie **Justin Bieber,**	Culture (Culture or Leisure activities)
that's associated with the **University of Southern California**.	laboratorija, priklausanti **Pietų Kalifornijos univesitetui**.	Culture (Education)
because the first one was written by the human poet **William Blake**.	Pirmąjį eilėraštį parašė žmogus – poetas **Viljamas Bleikas**.	Culture (Culture or Leisure activities)
A lion **roars** and a dog **barks**.	Liūtai **riaumoja**, o šunys **loja**.	Culture (Culture or Leisure activities)
and the second poem was written by a guy called **Frank O'Hara**,	Antrąjį eilėraštį parašė **Frankas O'Hara.**	Culture (Culture or Leisure activities)
a **Japanese monk** brought the first tea plant to Japan.	**japonų vienuolis** į Japoniją parsivežė	Culture (Religion)
was the **Nobel economist** Douglass North.	buvo **Nobelio premijos laureatas ekonomistas** Douglass North.	Culture (Culture or Leisure activities)
So you see, Roy Price is a senior executive with **Amazon Studios**.	Matote, Roy Price'as – „**Amazon Studios**" vyr. vadovas.	Culture (Media)
describes himself on **Twitter** as "**movies**, TV, technology, tacos."	„**Twitter**" **tinkle** apibūdina save taip: „**Kinas**, TV, technologijos, taco".	Culture (Media) Culture (Culture or Leisure activities)
That's shows like **"Breaking Bad," "Game of Thrones," "The Wire,"**	Lygi „**Brėstančiam blogiui**", „**Sostų karams**", „**Blakei**".	Culture (Culture or Leisure activities) Culture (Culture or Leisure activities) Culture (Culture or Leisure activities)
you have a show called **"Toddlers and Tiaras"**	„**Vaikai ir tiaros**".	Culture (Culture or Leisure activities)
"**Amazon** should do a **sitcom** about four Republican US Senators."	„„**Amazon**" turėtų sukurti **serialą** apie 4 JAV senatorius respublikonus."	Culture (Media) Culture (Media)
Yes, "**Alpha House**,"	Taip, „**Alfa namelis**".	Culture (Culture or Leisure activities)
Ted Sarandos, who is the Chief Content Officer of **Netflix**,	Tedą Sarandos – „**Netflix**" direktorių, atsakingą už turinį.	Culture (Media)
and they decided to license not a **sitcom** about four Senators	ir nusprendė sukurti ne **serialą** apie keturis senatorius,	Culture (Media)
Yes, "**House of Cards**,"	Taip, tai – „**Kortų namelis**".	Culture (Culture or Leisure activities)
Refugee Galina Pyshnyak told this story to **Russia's First TV channel**.	Pabėgėlė Galina Pyshnyak šitą istoriją papasakojo **Pirmajam Rusijos kanalui**.	Culture (Media)
Russian media was going crazy with **fake news** about Ukraine.	**Rusijos žiniasklaida** kaip pamišusi skleidė **netikras naujienas** apie Ukrainą.	Culture (Media) Culture (Media)