

THE LOW COUNTRIES CONFERENCE 2011  
TRANSLATION AND NATIONAL IMAGES  
First announcement

Antwerp & Amsterdam, Belgium and The Netherlands  
16-17-18 November 2011

jointly organized by Lessius University College Antwerp and the University  
of Amsterdam with the support of CETRA, University of Leuven

CONFERENCE ANNOUNCEMENT

The conference wishes to attract papers on a number of themes related to translation and national images.

Among other things, the papers should address the construction of national identities in the 19th & 20th centuries, the emergence of national writers, national languages and canons treated either as such or viewed alongside or in conjunction with translation and the often paradoxical and hidden or unstated role it has played in these areas.

In this respect special attention will be paid to 'imagology', including its origins, aims and more recent developments in and applications of the discipline.

This will also be the case for 'translation proper', which will be dealt with in terms of a crossing of linguistic and cultural borders, hence linking it at first sight to multi-nationalism, internationalism and trans-nationalism (despite the fact that these terms and their meanings overlap) as well as its paradoxical relationship with nationalism, since the act of translation inevitably also involves the transfer of nationally and culturally constructed symbols, norms, values and images.

Languages and their multiple repertoires and translation in its various guises constitute powerful elements in identity formation and image-building be they conflicting, constantly renegotiated or relatively harmonious in multi-ethnic states, regions, cities and other sites (e.g. Ireland, Canada, Israel, Flanders). In which way do these identities, images and related stereotypes become visible in and through language and translation? Can evidence be found there of the filtering of both auto-images and hetero-images?

SUGGESTED TOPICS

We welcome both general approaches and specific national or international case-studies relating to the conference topic, all of which deal in some way with the intersections between translation (intralingual, interlingual, intersemiotic) and the transfer of images/stereotypes:

- the specificities of multi-, inter- and trans-nationalism in view of trans-lation
- the construction of identity through translation
- the translation of national images in the media

- a comparison of methodologies in imagology and translation studies
- the (translational) relationship between imagology and image studies
- inter-linguistic and inter-cultural transfer of national and cultural images
- the use and abuse of national images
- the linguistic and cultural ‘transfer’ of images and stereotypes
- the function of national images in the valorisation and/or minoritisation of cultures
- the use of free translation and adaptation in the building of images (domesticating vs. exoticizing)
- strategies of translation with regard to images and stereotypes

#### VENUES

both Antwerp and Amsterdam, but Antwerp as the main venue because accommodation is more expensive in Amsterdam

#### KEYNOTE SPEAKERS

Luise von Flotow (univ. of Ottawa, Canada) Ruth Florack (univ. of Göttingen, Germany)

This is the first announcement. Please already note the conference venues and dates as they will remain unchanged. The official call for papers will be circulated through the usual channels once the website has gone online. We hope to go online by the end of November 2010.

#### Conference organizers

Luc van Doorslaer (Antwerp and Leuven), luc.vandoorslaer@lessius.eu Peter Flynn (Antwerp), peter.flynn@lessius.eu Joep Leerssen (Amsterdam), leerssen@uva.nl