

CALL FOR PAPERS
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Transnational Image Building: Linking up Translation Studies, Reception Studies and Imagology

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This special issue develops promising research trajectories initiated during the panel titled “Transnational image building and reception: linking up Translation Studies, Reception Studies and Imagology” presented at the 9th EST Congress held in Stellenbosch, South Africa (9-13 September 2019). This session combined imagological perspectives with insights on the reception, selection, representation and promotion of translated cultural products.

The panel also explored the interdisciplinary potential of imagology – “the study of an intellectual discourse on national characteristics and commonplaces” (Beller & Leerssen 2007: xiii) – by extending its approach to a transnational view on cross-national image transfer within the framework of Translation Studies and Reception Studies. This special issue aims to push the boundaries of this fruitful cross-pollination even further by following in the footsteps of recent publications (van Doorslaer, Flynn, & Leerssen 2016), which showed how Imagology and Translation Studies can be mutually beneficial and include Reception Studies as well in their research focus.

Transcending the limits of a *tout court* comparative textual analysis of both translated and non-translated literary texts, this special issue will zoom out to bring into its scope the contexts in which these national images are created by the agents operating in transnational cultural spaces, thereby expanding the imagological perspective to a transnational view on cross-national image transfer and cultural representation. Drawing on sociological theories about the transnational circulation of literary works expounded by Sapiro (2016) and Heilbron (1999), we hope to gain insight into the ways in which translated cultural products (books, films, TV series, news media) are selected, come into being, circulate and are received by foreign audiences. We therefore invite studies that explore the ways in which symbolic and economic capital are embodied and enacted by literary institutions, academies, juries, critics and reviewers through the analysis of the interconnections among these agents and the impact they have on the creation of national images in the target culture.

With this in mind, we invite submissions that integrate perspectives related to the selection, reception and images of translated cultural products:

Theoretical investigations and methodological considerations:

- The selection and reception of cultural products and the subsequent projection of national images;
- Non-European approaches to image building and reception of translated literature;
- Ethical and ideological considerations in image creation;
- The identification of national images in written texts.

People:

- What roles are played by institutional agents, translators and editors in the network of agents in the transfer of national images?
- How do reviewers, critics, academics, prize committees and the social media (Facebook, Amazon reviews, Goodreads) contribute to the transfer and dissemination of national images in cultural products?
- What differences can be noted in image making and reception depending on the role of agents?
- Do all agents in the translation process have the same agendas or do they (perhaps unwillingly) spread conflicting national images in the target culture?

Processes:

- What selection criteria are adopted to decide which cultural products are transferred into other cultures?
- What selection policies affect the transfer of cultural products?
- How does institutional recognition affect image making related to the dissemination of cultural products?
- How do the production and reception of images function in different literary genres, e.g., children's literature, travel literature, non-fiction, etc?

Products:

- What role does translation play in the dissemination of national or cultural images?
- How does the packaging of translated cultural products (book covers, film posters, prefaces and other paratexts) contribute to disseminating national images?
- How are creators of cultural products (e.g., authors, film directors, artists) and their works represented in the target culture(s) and how is this representation linked to images of a specific cultural group or, for instance, a body of literature?

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SCHEDULE (latest dates)

15 May 2020	deadline submission of full articles for peer review
15 August 2020	feedback from peer-review to authors
15 October 2020	deadline for submission of authors' revised articles
15 November 2020	feedback from guest editors on revised articles
08 January 2021	deadline for submission of final version
March 2021	proofs sent to authors
July 2021	publication