Practical implications - The study of the manuscripts and the editor's notes along with the comparison of the Lithuanian text to Furness's edition of *Romeo and Juliet* may set a reference point for further research in the similar or new line of comparison.

Originality/Value - New readings and translation attempts make the review of the translation issues of this canonical text into Lithuanian an important stage in identifying and shaping the tradition of Lithuanian translation and editing and their research.

Keywords: translation, editing, Shakespeare, Churginas

Research type: research paper

► ELIMINATION OF CULTURAL LINGUISTIC GAPS IN THE LITHUANIAN TRANSLATION OF F. SCOTT FITZGERALD'S NOVEL „THE GREAT GATSBY"

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Purpose – The aim of this study is to analyze the translation strategies of culture-specific items used in the Lithuanian translation of F. Scott Fitzgerald's novel *The Great Gatsby*, published

in 2013 by seeking to determine which strategies were chosen by the Lithuanian translator in order to eliminate cultural gaps related to culture-specific items, as well as to determine which of the strategies are the predominant ones and therefore which translation approach prevails.

Design/methodology/approach – The analysis of translation strategies allowing the translator to eliminate cultural linguistic gaps in the process of translation was based on the Lithuanian translation of F. Scott Fitzgerald's novel *The Great Gatsby*. The novel, written and set in the United States in the first quarter of the 20th century, provides plenty of culture-specific items which can present certain challenges for the translator who strives to create a smooth TL text that is easily understandable to the TL reader, yet preserves the originality and the "exoticism" of the settings in terms of both place and historic period. While analysing the SL and TL texts 102 cultural-specific items selected and the analysis of their translation into Lithuanian per-

formed, with the focus on translation strategies used for each case. Cultural-specific items and their TL translations were subdivided into 7 categories according to the strategies of translation as per classification proposed by Pedersen (2005): official equivalent, retention, specification, direct translation, generalization, substitution, omission. Quantative analysis was used in order the determine which strategies were predominant in this translation, while qualitative analysis was employed to discuss the reasonability of translator's choice of a strategy in question.

Findings – The analysis of culture-specific items representing cultural linguistic gaps in the F. Scott Fitzgerald's novel *The Great Gatsby* and of the strategies used in the process of translating these items into Lithuanian reveals that that some translation strategies are employed more frequently than others. The predominant strategy is an official equivalent, constituting 42 %. The next most exploited strategy is substitution, constituting 29 %. These two predominant strategies together constitute 71 % of all strategies used in the Lithuanian translation of *The Great Gatsby*. The remaining strategies – including all foreignization-based approaches – constitute only 29 %. Therefore, it is possible to assert that the dominant strategy of elimination of cultural gaps represented by culture-bound concepts is the choice of TL culture oriented translation, e. g. the prevalence of domestication strategies in translation.

Research limitations/implications – The focus of the research is the translation strategies of culture-specific items in the Lithuanian translation of F. Scott Fitzgerald's novel *The Great Gatsby*. *The research is carried out relying on the classification of translation strategies provided by* Pedersen (2005) which include such strategies official equivalent, retention, specification, direct translation, generalization, substitution, omission. Different authors suggest the variety of the classifications; however the later classification was chosen for the research considering it as the most explicit and inclusive one suitable for the research aim.

Practical implications – The research of translation strategies gives more opportunities for translators and also language learners. Knowledge and awareness of the translation strategies of culture-specific items provide easily identifiable advice on how culture-specific items could be used and translated.

Originality/Value – The object of the research is comparatively new and adds to the research field related to translation studies.

Keywords: culture-specific items, translation strategies, cultural linguistic gaps, translation

Research type: research paper

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