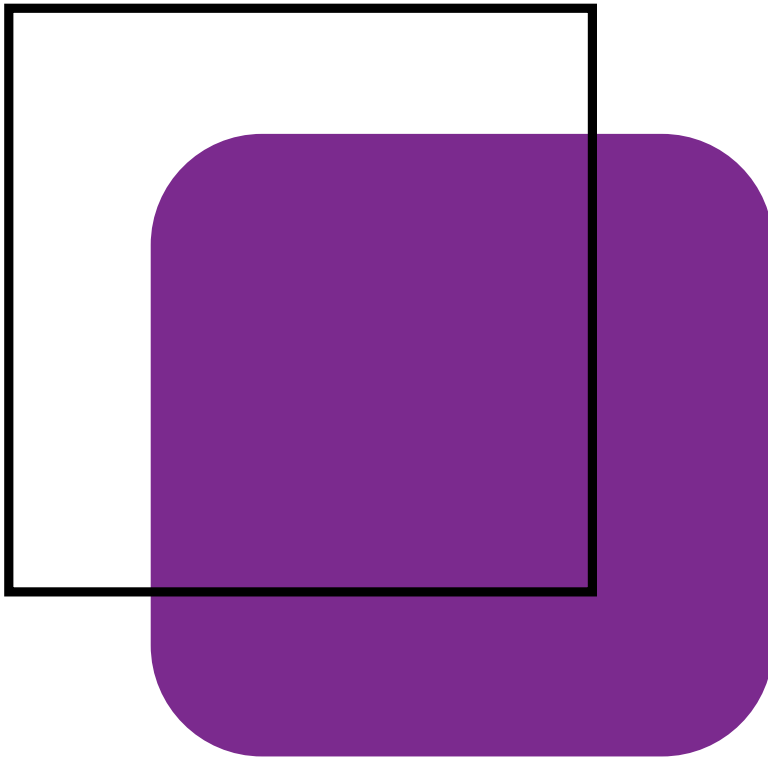


INTERMEDIALITY IN COMMUNICATION

Translation ▫ Media ▫ Discourse



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Marija Vėžienė

Kaunas University of Technology, Kaunas, Lithuania

marija.veziene@ktu.lt

Virginija Tuomaitė

Kaunas University of Technology, Kaunas, Lithuania

virginija.tuomaite@ktu.lt

The Power of Language: Creating Connection and Curiosity

In the landscape of ever-evolving competition, educational institutions at various levels face challenges in attracting audiences and making them resonate with their proposed educational programmes and services. Online social media platforms are among the most powerful tools for promoting educational services. Advertising of educational services on social media demonstrates more than just providing information. It strives to attract audiences, create connection and curiosity, and convey the values and uniqueness of each institution. Thus, this presentation aims to reveal the power of language that helps to achieve this goal. What seems to be the most effective in communicating the benefits and values of educational services on social media platforms is the various types of figurative language. The case studies and lexical and syntactical analysis of various types of figurative language used for advertising education at various institutions will demonstrate how effective figurative language increases engagement, creates connection and curiosity, and contributes to building a distinctive, compelling brand for an educational institution.

Keywords:

figurative language; types of figurative language, power of language, advertising of education, social media platforms.

Maryna Aloshyna

Borys Grinchenko Kyiv Metropolitan University, Kyiv, Ukraine

m.aloshyna@kubg.edu.ua

Stylistic Challenges in Translating Stephen King's The Shining

The study of the dominant stylistic features in Stephen King's unique narrative style, particularly his techniques for crafting atmospheres of horror and suspense, has become a focal point in linguostylistics and translation studies. *The Shining* exemplifies the Gothic novel genre, rooted in the fear of the unknown and the supernatural, and is recognized for its distinctive narrative style and psychological depth. The relevance of horror as a genre remains significant today, as it is one of humanity's most intense emotions, expressed through various verbal, non-verbal, and stylistic devices. King uses colloquial language, slang, and stylistic tropes, which make his characters' speech highly individualistic, emotionally potent, and expressive, reflecting social distinctions such as age, occupation, and class. Through careful details, King conveys his characters' psychological states, evoking an immersive atmosphere using colloquial language, fragmented sentences, and deliberately incomplete phrases. These stylistic choices provoke the reader's imagination and deepen the novel's psychological tension.

The translation analysis reveals that techniques such as adaptation, compensation, and calque were used to recreate the nuanced atmosphere of *The Shining* in Ukrainian. Notably, the strategy of domestication was used to render King's colloquial language and speech patterns effectively.

Although the translator occasionally softened or neutralized the intensity of expressions, they successfully preserved the core stylistic features of King's writing. Key aspects of King's style—such as metaphors, epithets, comparisons, repetitions, and colloquial language—remain preserved, maintaining the target reader's engagement. The translator's deliberate choices play a critical role in shaping the reception of the text, underscoring the need for a nuanced approach to reproducing King's horror genre features. This research aims at studying strategies and methods of rendering dominant features of Stephen King's style in translation.

Keywords:

linguostylistics; stylistic features, speech patterns; translation techniques and strategies.

Matúš Ján Capko

University of Presov, Prešov, Slovakia

matusjan.capko@smail.unipo.sk

Slovak Female MPs' Media Coverage Through the Lens of Foucauldian Discourse Analysis

This study focuses on the identification of discourses associated with women's position in Slovak politics. The question of gender equality and identity was discussed more openly after the entry of the Progresívne Slovensko (PS) party into the National Council of the Slovak Republic in 2023. Half of the elected MPs for the PS are women, making up approximately half of the female MPs in the entire parliament. The effort of PS and some politicians from other parties in parliament remains essential to emphasize the significance of women being present in important decision-making processes. The present study examines discourses of gender and sexuality through an approach based on Foucauldian discourse analysis – carried out on texts from mainstream Slovak media. In the analysis, firstly, it is important to identify the dominant themes associated with female parliamentarians such as the more publicized MPs Lucia Plaváková, Vladimíra Marcinková or Martina Holečková. Secondly, it is necessary to reveal how women in politics are constructed in the media sphere through the given themes. The study seeks to understand power's functioning in Slovak politics and highlight the means that allow male or masculine individuals to gain and use power.

Keywords:

media; gender equality; sexuality; discourse; Slovak politics.

Michal Schwarz

Masaryk University, Brno, Czech Republic

schwarz@phil.muni.cz

Veronika Mattová

Masaryk University, Brno, Czech Republic

veronika.mattova@phil.muni.cz

Sources and Images of Korean Identity: Traditional Cultural Patterns and Their Intermediation and Interactions in Korean Music

Korean society now has the highest dynamics in creating its cultural content and communication worldwide. In this process, Korea interconnects firm patterns of past religious influences, traditional social roles, and the most advanced modern technologies with communication in a digital