



## Genre-based translation strategies on cultural references: A systematic review

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### Abstract

Cultural references refer to the lexical items that are absent in the target culture or deviate from equivalents in denotative or connotative meaning. Translating cultural references poses challenges for translators since these references are gaps in specific target culture. This systematic review aims to examine what strategies are adopted on translating cultural references in different genres. Web of Science and Scopus databases were selected. Source (articles) published up to the 31 October 2021 were included. The genres were categorized into literary texts, audiovisual translation and Others, such as newspapers and tourism texts translation. 72 studies were identified with the help of Page et al.'s (2021) PRISMA flow diagram. The review revealed that: (1) More studies focused on literary texts while non-literary translation is relatively less; (2) The application of taxonomies of translation strategies on cultural references had crossed the boundaries of genres but confined into two genres; (3) There was no one-size-fits-all classification for translating cultural reference; (4) The taxonomies mostly followed the trend from foreignization to domestication. In conclusion, more studies of translation strategies on cultural references are required from non-literary genres and the consolidated strategy taxonomy is needed to solve the specific problem. This review study could help the translators and scholars to have a better understanding of the translation strategies on cultural references.

*Keywords:* cultural reference; genres; PRISMA; systematic literature review; translation strategy

## 1. Introduction

Cultural references (CRs), according to Olk (2001), refer to those lexical items which are absent in target culture or deviate from equivalents in denotative or connotative meaning. An example according to Yuefang's (2012) study is “东风 *Dong Feng* (east wind) and 西风 *Xi Feng* (west wind)”. The “east wind” in Chinese culture holds the meaning of warmth and comfort, and sometimes represents spring and hope in connotation, and “west wind” in Chinese culture is relevant to winter season which brings the desolate and cold atmosphere. This is different from western culture due to the different locations. Therefore, the terms “东风 *Dong Feng*” and “西风 *Xi Feng*” are regarded as CRs. CRs are parallel with “cultural references (or referents), cultural elements, culture-specific items, realia or culturemes” (Marco, 2019, p. 2). The translation studies focusing on CRs aroused the interest of scholars such as Davies (2003), Valdeón (2008) and Marco (2019), to just name a few. This is greatly based on the fact that the values and dynamics of a certain culture can be reflected by these CRs (Schwartz, 2007). This

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also accords with Olk's (2013) argument that CRs are regarded as a prominent part when suffering from the challenges in culture-related translation.

Nevertheless, the specialty of CRs poses challenges for translators in translation process since these references are the cultural gaps in the target language (Aixelá, 1996). To solve this problem, numerous studies focused on how these cultural references were dealt with in translation studies. However, the complexity of translation strategies may result in the confusions for the translators for reference. According to the judgement from Marco (2019), the taxonomies of CRs translation have been proposed, but to a large extent existing the overlapping classifications and might resulting in some ambiguity. This made the translators and scholars be caught in trouble when they determined the strategies in translating CRs. Thus it is a need to make clear the translation taxonomies and the applicable strategies.

The overview by the systematic literature review is objective, transparent and holistic to connect with the existing knowledge surrounded by a research question (Tsafnat et al., 2014). To have a comprehensive understanding of translation strategies on CRs, this study conducted a systematic review to explore the translation strategies on translating CRs. Particularly, Ramière (2006) believed that it is very interesting to know the degrees that the taxonomies of strategies on textual translation can be applied to the context of audio-visual translation. This implies that there might be differences of translation strategies on CRs in different genres of given material. Therefore, this systematic review is conducted based on different genres in which CRs are collected. Accordingly, this review was motivated by the following research question: 'what strategies are adopted on translating cultural references in different genres?'

The importance of this review is highlighted as follows. Firstly, this review of strategies could be as a checklist for translating CRs for scholars and translators in future studies or translation work. Secondly, it could give insight into CRs translation strategies in different genres by reviewing the relation between strategies and genres, thus evoking future studies to examine other elements that lead to the difference of translation strategies, such as language pairs and translation periods.

## **2. Methodology**

In identifying studies on the translation strategies for CRs systematically, Page et al.'s (2021) PRISMA (Preferred Reporting of Items for Systematic Reviews and Meta-Analyses) guidelines are adopted. The methodology part consisted of four sections. The four sections were research question in 2.1, search strategy in 2.2, study selection in 2.3, data extraction and quality assessment in 2.4.

### *2.1. Research Question*

This systematic review was developed based on the research question 'what strategies are adopted on translating cultural references in different genres?'. This was to explore whether the translation strategies adopted in one genre could be also applicable to other genres.

### *2.2. Search strategy*

The electronic bibliographic databases including Scopus and WoS (Web of Science) were searched for potential studies. Scopus database is the most comprehensive and covers most social sciences peer-reviewed journals (Steinhardt et al., 2017). The choice of WoS and Scopus lay in that neither of them is inclusive but complements each other (Burnham, 2006). As for the keywords for searching, this review selected the synonyms of CRs, which were "cultural references (or referents), cultural elements, culture-specific items, realia or culturemes". In translation studies, some scholars used the terms

'strategy', 'procedure', 'technique', 'solution' or 'method' to refer to how these CRs were translated. Thus, the search with title, abstract, author keywords was as follow:

Search string for Scopus:

TITLE-ABS-KEY ( ("cultural reference\*" OR "cultural referent\*" OR "cultural element\*" OR "culture-specific item\*" OR realia OR cultureme\* ) AND translation AND ( strateg\* OR procedure\* OR technique\* OR solution\* OR method\* ) )

Search string for WoS:

TS=(("cultural reference\*" OR "cultural referent\*" OR "cultural element\*" OR "culture-specific item\*" OR realia OR cultureme\*) AND translation AND (strateg\* OR procedure\* OR technique\* OR solution\* OR method\*))

### 2.3. Study selection

Since the search of a systematic review was comprehensive, all studies published up to October 31st, 2021 were included. The duplicates were removed with the help of Mendeley reference management software. In order to be included in this review, the studies were screened from titles and abstracts to the full text. In the first level, the titles and abstracts of the identified studies were screened. This was to ensure their relevance to the translation studies. For example, there were some studies with term "procedure" but it referred to the process of operation rather than the synonym of "techniques" in translation. Therefore, these studies not related to translation were excluded during the screening of title and abstract.

In the second level, the full texts were screened. The identified studies were required to meet the following inclusion and exclusion criteria: (1) The studies should be peer-reviewed academic journal articles. The review, book chapter, conference proceedings, thesis dissertation and government report as well as no peer-reviewed and unpublished articles were excluded. There are two reasons considered. Firstly, this is because peer-reviewed academic journal articles are surmised to be of generally high quality than others; Secondly, journal articles are generated more consistently than other sources such as book chapters and reports. (2) The studies should be published in English and those were not with English language were excluded. (3) The full texts of the studies should be available. (4) The studies should specifically focus on translation strategies of cultural references. (5) Those studies which only mentioned cultural references without translation strategies were excluded.

### 2.4. Data extraction and quality assessment

This study used Crowe's (2013) critical appraisal through the two authors of this paper independently. The appraisal tool to score study quality was used. The form is formed with 8 categories, which are preliminaries, introduction part, research design, sampling method, data collection method, ethical matters, results and discussion. These eight categories were multiplied by a 6 point scale (from 0-5 each). Those studies which score at least 24 were as fair quality and included in this review. Those studies which scored below 24 were excluded. Any disagreement was reconsidered by the two authors until reach the consensus.

The translation strategies used for CRs were recorded into Excel. The extraction mainly summarized the taxonomies of translation strategies while articles with one strategy used or not organized taxonomies were not listed. This was to provide more accessible findings of the review. To solve the research question of this review, the result was organized into the categories including author citation, the applied genres and the taxonomies of translation strategies. For the category of the genres,

this selection was based on the features of different genres. For example, those novels, children or travel literature were classified as ‘literary translation’. The corpus, if constituted from literary texts, was also classified into the category of literary translation. For non-literary translation, those genres related to the dubbing or subtitling in film or in animated series were classified into ‘audiovisual translation’. The rest genres fell into ‘others’ which referred to those genres out of literary and audiovisual translation, such as translation of tourism texts and newspaper articles.

### **3. Results**

A total of 396 studies were searched based on electronic bibliographic databases. Figure 1 showed the PRISMA flow diagram with latest version for the articles election process (Page et al., 2021). The selection process consisted of 361 studies after the removal of 35 duplicates. 50 studies were excluded after titles and abstracts screened and 245 studies were excluded in full-text checking with several reasons. After adding 10 studies identified based on snowballing, 76 studies were identified. Through quality assessment for identified studies, 2 studies after discussion by two authors were included into this review since these two studies scored low overall but good in Results category to present valuable translation strategies. 4 studies were excluded because of the scores below 24 by each author. Finally, 72 studies were included and reviewed in this study.

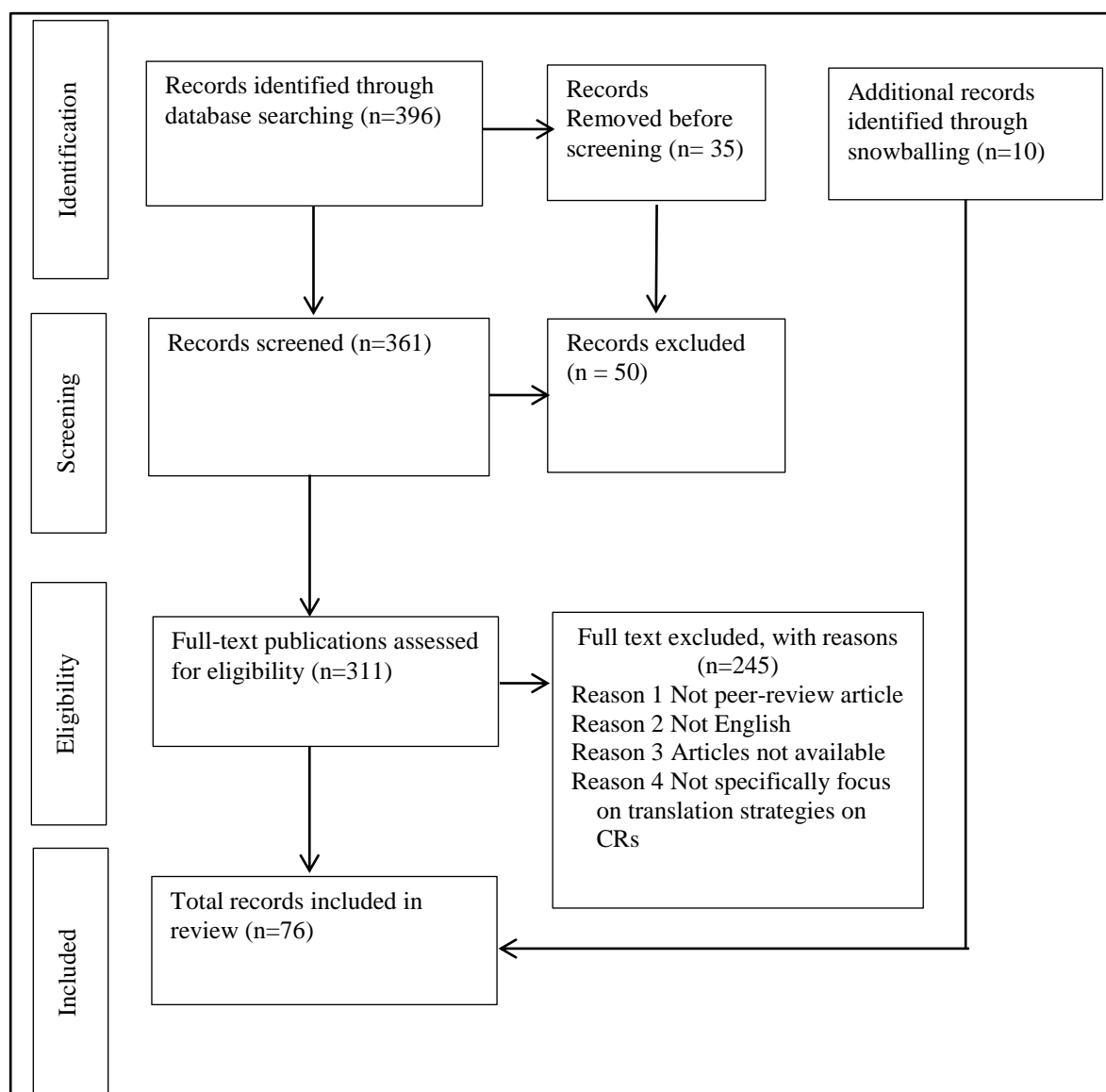


Figure 1. PRISMA flow diagram (Page et al., 2021)

For the total 72 articles, the oldest article was published in year 1885 and the newest in 2021 till this search. Literary translation accounted for 38 (53%), audiovisual translation for 15 (21%) and others for 19 (26%). Table 1 presented the taxonomies of translation strategies on CRs in corresponding genres. The taxonomies by Newmark in year 1988 and 2010, with the same scholar but different taxonomies, were listed separately. Instead, Vinay and Darbelnet’s taxonomies proposed in year 1958, 1989 and 1995 were same, thus integrated to Vinay and Darbelnet (1958/1989/1995).

Table 1. Taxonomies of translation strategies on CRs applied in genres

Author citation	Applied genres	Taxonomies of translation strategies
Alipour & Hadian (2017), Amiri & Tabrizi (2018), Bilá & Kačmárová	Literary translation: play, novel; Others: tourist guidebooks	Domestication with synonymy, equivalence in cultural, functional and descriptive level, modulation, shifts, naturalization, paraphrase and componential analysis; Foreignization with transference, recognized translation, through translation, compensation and notes --Newmark (1988)

(2018), Maasoum & Davtalab (2011), Rezaei & Kuhi (2014)		
Kaloh Vid (2017), Mansor (2012), Mansor (2021), Nedergaard- Larsen (1993), Vid (2016)	Literary translation: travel literature, novel; Audiovisual translation: subtitling in film	Loan (direct transfer of the source language word); Imitation; Literal translation; Change in grammar; Variation; Idiomatic equivalence or situational adaptation; Cultural adaptation --Vinay-Darbanelnet (1958/1989/1995)
Alpysbayeva & Ashymkhanova (2021), Blažytė & Liubiniene (2016), Kaloh Vid & Žagar- Šoštarić (2018), Liang (2007)	Literary translation: narrative, children's literature, poetry; Others: popular science book	Preservation (Transliteration and preservation of content); Addition (gloss from intra-text and extra-text); Omission; Globalization; Localization; Transformation; Creation --Davies (2003)
Kargozari et al. (2017), Kaloh Vid (2017)	Literary translation: novel, holy defense literature	Conservative strategies with repetition, orthographic adaptation, extra textual gloss and intra textual gloss; Substitutive strategies with synonymy, deletion and autonomous creation, limited and absolute universalization, naturalization --Aixelá (1996)
Tukhtabayeva et al. (2021)	Others: newspaper article, tourism texts	Transcription or transliteration; A new word coining; Approximate and hyponymic translation; Calquing; Semantic neologisms creation; Replacement of the given realia and periphrastic translation --Barkhudarov (1975)
Delnavaz & Khoshsaligheh (2019)	Literary translation: poetry; Audiovisual translation: dubbing in film	Retention of name with direct transfer, borrowing, literal translation, standard translation, extra-allusive addition, paratextual addition; Replacement by source language name and by target language name; Omission of name with non-allusive transfer and omission --Leppihalme (1997)
Manapbayeva et al. (2021), Palutina, Ismagilova & Ismaeva (2021)	Literary translation: novel	Transcription/transliteration; Periphrasis; Hypo-hyperonym; Assimilation --Vinogradov (2001)
De Marco (2015)	Others: culinary guidebook	Neutralization and toning down; Chunking and generalization; Naming and translating; Clarification and supplementing --De Marco (2015)
Alfaify & Ramos Pinto (2021)	Audiovisual translation: subtitling in	Functional, formal or linguistic equivalence; Borrowing or transcription; Self-explanatory or descriptive translation

	film	--Harvey (2000)
Pérez (2017)	Audiovisual translation: dubbing and subtitling in TV series	Exoticism; Lexical recreation; Cultural borrowing; Calque; Generalization; Communicative translation; Deletion; Cultural transplantation; Situational substitution --Haywood et al. (2009)
Hastürkoğlu (2020)	Literary translation: children's literature	Explanation addition; Rewording explanatory translation; Extra-textual explanation; Substitution of an equivalent or a rough equivalent in the culture of the target language; Deletion and localization; Simplification --Klingberg (1986)
Mussche & Willems (2010)	Literary translation: children's literature	Omission; Translation proper; Copying; Transliteration --Kujamäki (2004)
Mattioli (2017)	Literary translation: novel	Transposition; Borrowing; Naturalization; Literal translation; Neutralization; Hyperonym or hyponym; Accepted standard translation; paraphrase; Footnote; Omission; Functional or cultural equivalent; Addition; Autonomous creation --Mangiron (2008)
Gheorghiu (2020)	Literary translation: play	Loan: Pure or domesticated; Literal translation; Neutralization: Description or Generalization/particularization; Amplification/compression; Intracultural adaptation and Intercultural adaptation --Marco (2004)
Oster & Molés-Cases (2016)	Literary translation: literature corpus	Intercultural adaptation; Intracultural adaptation; Neutralization (generalization, description); Omission; Re-creation definition; Literal translation; Combination of techniques --Marco (2004) and Molina and Hurtado (2002)
Marco (2019)	Literary translation: literature corpus	Borrowing of the source text item; Literal translation; Neutralization: Description or Generalization/particularization; Amplification/compression; Intracultural adaptation and Intercultural adaptation; Omission --Marco (2019)
Moussa & Candel-Mora (2021)	Audiovisual translation: subtitling in film	Linguistic standardization; Naturalization; Explicitation; Linguistic fidelity; Euphemisation; Dysphemisation; Implication; Reformulation --Martí Ferriol (2006/2013)
Jaya (2020)	Literary translation: novel	Naturalization; Transference; Equivalent at cultural, descriptive and functional level; Notes; Expansion; Paraphrase and omission --Newmark (1988) and Baker (2011)
Moropa & Kruger (2000)	Others: dictionary	Equivalent at cultural, descriptive and functional level; Loan word or translation with loan word plus explanation; Cultural substitution --Baker (1992), Newmark (1988) and Williams (1990)
Kuleli (2019)	Literary	Transference; Componential analysis; Descriptive equivalent; Target

	translation: narrative	language cultural equivalent --Newmark (2010)
Lin (2021)	Others: tourism texts	The combined strategies with modulation, naturalization, literal translation, functional equivalent and recognized translation as well as omission, amplification, intercultural adaptation and couplet or triplet --Aixelá (1996), Davies (2003), Liang (2007/2016), Marco (2004/2019), Newmark (1988)and Olk (2013)
Olk (2013)	Others: newspaper article	Source-oriented strategy with transference plus explicitation and transference of a cultural item; Common ground with transference plus explanation, target-language expression for source culture and neutral explanation; Target-oriented strategy with omission and cultural substitution --Olk (2013)
Santamaría Urbietta & Alcalde Peñalver (2019)	Literary translation: novel	Domestication with generalization, substitution, creation of neologism, transposition, omission and compensation; Foreignization with specification, loans, addition, calque or literal translation --Pederson (2007)
Davies (2015)	Audiovisual translation: subtitling in film	Source-oriented strategy with retention, specification and direct translation; Target-oriented strategy with generalization, substitution, omission and official equivalent --Pedersen (2011)
Valdeón (2008)	Audiovisual translation: sitcom	Preservation of culture-specific items and international items; Substitution with an international item, a different source-culture item, corrupted forms of target-culture items and a superordinate item, a target-culture item --Valdeón (2008)
D'Angelo (2018)	Audiovisual translation: subtitling in movie script	Direct translations with borrowing, calque, literal translation; Oblique translations with transposition, equivalence, modulation and adaptation --Vinay-Darbanelnet (2000)
Harvey (2000)	Others: legal text	Functional equivalence; Formal equivalence; Transcription; Neologism; Naturalization --Weston (1991)

For Table 1, the first column named ‘author citation’ showed the studies which adopted the taxonomy of translation strategies in the third column. The second column in the middle illustrated the applied genres in which each study adopted the taxonomy of translation strategies.

#### 4. Discussion

There were four aspects being discussed, which might guide the translators and scholars to have a better understanding of translation strategies on CRs and have implications for the future studies.

##### 4.1 Major focus in literary translation

The typical finding was that more studies on translating CRs focused on the literal texts (53%) and there were few studies on non-literary texts, such as audiovisual translation (21%) and other genres (26%). Literary texts were regarded as the material which embraced more culturally specific elements.



There were two situations leading to the more focus of CRs translation in literary texts. Firstly, a few strategy taxonomies were applied in literary texts initially, therefore leading to more studies staying in literary translation. For instance, Aixelá (1996) proposed taxonomy to examine how American CRs in a novel were translated into Spanish. Aixelá's (1996) taxonomy which proposed for literary translation was adopted by Kargozari et al., (2017) in holy defense literature to examine English translation by one Iranian translator and another foreign translator. Kaloh Vid (2017) applied Aixelá's (1996) taxonomy combined with taxonomies from Vinay and Darbelnet (1958/1989) as well as Vlahov and Florin (1980) in novel from Russian language to English. This revealed that the taxonomy proposed by Aixelá's (1996) for dealing with literary translation, fully or partly, was still applied within literary texts.

The second situation towards the more literary translation was from the taxonomies proposed by the same scholar in different period. Marco's (2004) taxonomy received attention by some scholars in literary translation. Oster and Molés-Cases (2016) applied Marco's (2004) taxonomy together with Molina and Hurtado's (2002) techniques on food-related translation and difficulties of culture-specific food and drinks in parallel corpus of narrative fiction texts from German to Spanish and Catalan. Gheorghiu (2020) also used Marco's (2004) taxonomy of translating CRs in English play to Spanish. Besides, Marco (2019) developed own taxonomy in 2004 and applied the updated taxonomy in translating food-related CRs in the Valencian Corpus of Translated Literature from English to Catalan. The series of taxonomies from the beginning to the updating version showed the applicability in literary translation. On the other hand, this also showed that the taxonomies, by Marco (2004) or Marco (2019), was applied in literary texts.

Therefore, it can be summarized that the major focus was on literary translation to translating CRs. This might be that the taxonomies proposed initially for literary translation, though updated, still not crossed the boundaries of the genres. Therefore, the gaps were emerged whether these taxonomies proposed for literary translation could be applied into non-literary translation.

In non-literary translation, with the limited amount, the studies of translating CRs was also a challenge in audiovisual translations since the foreign audiovisual product is shackled artistically, linguistically and ideologically in the receiving culture (Yahiaoui & Al-Adwan, 2020). Subtitling and dubbing in film accounted for the more amount in audiovisual translation, as Baker and Hochel (1998) confirmed, forms of both subtitling and dubbing are regarded as the two most widespread ones for translating the cinema. The existing studies had emerged the trend from verbal CRs to non-verbal CRs. For instance, Delnavaz and Khoshsaligheh (2019) limited its focus to verbal allusions when they thought of the whole difference in non-verbal allusions. Alfaify and Ramos Pinto (2021) not only paid attention to verbal references but also the multimodal meaning-making situation of CRs' non-verbal nature. Their study considered non-verbal background in meaning-making process, but not put non-verbal CRs into consideration.

Besides, in audiovisual translation and other types of genres, an argument was mentioned between professional and non-professional translation. The translation strategies by professionals and non-professionals also provided references in future studies. In other words, the future studies on translating CRs in non-literary translation could pay attention to those genres translated by non-professionals so as to enlarge the research scale of CRs translation. In addition, following the globalization and localization, the translation phenomenon had not confined in literary translation. The translations in bilingual or multilingual society also faced the challenges of CRs. These translations could be related to linguistic landscape. However, the study related to translation phenomenon in society focused on street signs and not more types of CRs. This could connect the research objects of linguistic landscape with CRs translation in order to examine CRs translation in more possible texts and genres.

#### 4.2 Taxonomy application crossing boundaries of genres

Most taxonomies were used only in one genre for translating CRs and had not been applied to other genres. There might be two situations that formed this finding. Firstly, some taxonomies were proposed based on own contexts and were confined in its own genre. For instance, Valdeón (2008) proposed taxonomy based on translation of CRs in dubbing of the American sitcom “Will & Grace” from English to Spanish. Valdeón’s (2008) taxonomy was proposed for the own lexical culture specifics and had not been adopted by other studies because of the different culturally words and expressions. The second situation lay in that these taxonomies were not well-known. For instance, Kujamäki’s (2004) taxonomy was employed by Mussche & Willems (2010) on culture-specific items related to food in children’s literature the first three Harry Potter volumes from English to Arabic. The taxonomy was not widely used as other taxonomies confined by the German language of Kujamäki’s (2004) taxonomy rather than English. These two situations made some taxonomies less used in other genres.

Notably, some taxonomies could be applied into different genres, such as the frequently used taxonomies by Newmark (1988), Vinay-Darbelnet (1958/1989/1995) and Davies (2003). For instance, Newmark’s (1988) taxonomy was frequently applied to translation of CRs. Rezaei and Kuhi (2014) analyzed the strategies for translating CRs in tourist guidebooks from Persian into English based on Newmark’s (1988) taxonomy. Amiri and Tabrizi (2018) used Newmark’s (1988) taxonomy on techniques in translating the play “Waiting for Godot” from English to Persian translation. This showed that Newmark’s (1988) taxonomy had been applied to the literary text and tourism text. This is not the single case. Davies’s (2003) taxonomy could also be applied in different genres, both literary texts such as narrative, children’s literature, poetry and other genres such as popular science book. Therefore, it can be concluded that some taxonomies had crossed the boundary of genres.

Besides, this boundary crossing was also found from the combination of different taxonomies in some studies, which could also enlarged the applicability for different genres. For instance, Marco’s (2004/2019), Aixelá’s (1996) and Liang’s (2007/2016) taxonomies were initially applied in literary texts while Olk’s (2013) taxonomy was in newspaper. The combination of taxonomies among Aixelá (1996), Davies (2003), Liang (2007/2016), Marco (2004/2019), Newmark (1988) and Olk (2013) was applied into tourism text (Lin, 2021). The combined taxonomy adopted the required strategies and was applied in tourism text. This showed that the genre applicability of taxonomy can be achieved by combination only if the strategies were well selected.

To what extent one taxonomy could extend to other genres? The review demonstrated that though some taxonomies had been used in different genres, they still stayed within two genres. For instance, Newmark’s (1988) taxonomy could be used in the literary text and tourism text, but no studies used this taxonomy in audiovisual translation. The taxonomy by Vinay and Darbelnet (1958/1989/1995) could be used in travel literature or novel and movie script, but the application stayed within literary texts and audiovisual translation. Although some taxonomies were applicable in more than one genre, due to large difference in different genres, the application of the taxonomy needed to be investigated.

#### 4.3 No one-size-fits-all taxonomy for cultural reference translation

Even though most studies adopted the existing taxonomies into their own genres, the detailed strategies used were not always the same as what the taxonomy was. The translators needed to adapt the taxonomies partly or fully into their own real translation. Two situations showed that there was no one-size-fits-all taxonomy for CRs translation. The first situation was that the existing taxonomies might need to be combined in other new studies. For instance, Harvey (2000) proposed a taxonomy of culture-bound terms as a case in legal translation while Pedersen’s (2011) taxonomy was put forward

for subtitling translation initially. Pedersen's (2011) seven strategies were 'direct translation', 'retention', 'specification', 'generalization', 'substitution', 'omission' and 'official equivalent'. In the real situation, Alfaify and Ramos Pinto (2021) combined Harvey's (2000) and Pedersen's (2011) taxonomies on CRs in subtitling of films. The 'transcription' strategy initially adopted by Harvey (2000) was into Pedersen's (2011) taxonomy, so that the updated taxonomy could satisfy the writing system change for a term from source text to target text. This reflected that the existing taxonomy cannot fully solve the translation of CRs in one study. This is accord to what Olk (2013) discussed that no one-size-fits-all taxonomy in CRs translation is found and there is a necessary for each study to adjust previous taxonomies to make sure the fit adequately for the certain translation.

The second situation was that the detailed strategies used were different even some studies adopted the same taxonomy. For instance, Davies (2003) proposed the taxonomy in translating culture-specific references of literary work the "Harry Potter" from English to French and German. The strategies were 'preservation', 'addition', 'omission', 'globalization', 'localization', 'transformations' and 'creation'. This taxonomy was used in Liang's (2007) study which focused on translating culture-specific food and goods in "Harry Potter" from English to Taiwanese versions. The strategies emerged were 'preservation' and 'preservation plus addition'. Blažytė and Liubiniene (2016) also used Davies's (2003) taxonomy in identifying the translation strategies of CRs in popular science book "Brand Sense" from English to Lithuanian Language. The detailed strategies used were 'addition', 'localization', 'literal translation' and 'preservation' while 'omission' or 'creation' were not used in the examples. This meant that Davies's (2003) taxonomy could be applied in both children's literature and popular science book. Meanwhile, these three studies all adopted Davies's (2003) taxonomy on translating CRs, however, they found different use of detailed strategies.

There are three possible factors that caused the difference in strategies use. This possibility can be found in the following examples. Firstly, the language pairs involved required that the strategies were accord with the source and target language. Davies's (2003) study was related to English to French and German translation. Liang's (2007) study concentrated on English to Chinese Taiwanese translation. Blažytė and Liubiniene's (2016) study is from English to Lithuanian translation. Different language systems in translation might result in the adaption of existing translation taxonomies. Secondly, the category of CRs in each study affected the translation strategies. Liang's (2007) study took the translation of culturally food and goods as a case while Blažytė & Liubiniene's (2016) focused on more comprehensive category of CRs, such as rituals, traditions, slogans and fictional characters. Different category of CRs contained different features of language and culture, thus using corresponding strategies. Thirdly, the differences between translation and retranslations played a part since early translations go towards target text, whereas retranslations generally are more likely to be closer to the source text according to Berman's (1990) hypothesis. Kaloh Vid & Žagar-Šoštarić (2018) adopted Davies's (2003) taxonomy to examine the retranslation of culturally specific linguistic items in literature "The Heart of a Dog" from Soviet Language to English. The strategies used in retranslation version were 'transliteration', 'transliteration accompanied with additions by intra-textual gloss and extra-textual glosses', 'transliteration combined with the adaptation', 'literal translation', 'calques and semi-calques', 'localization'. These strategies produced a source-oriented strategy in translation, as Kaloh Vid & Žagar-Šoštarić (2018) argued, the retranslations may be motivated by a wish to improve on or modernize previous translations and the improvement was measured by the criterion of increased 'otherness'.

#### *4.4 Following the trend from foreignization to domestication*

From Table 1, it can be found that the translation strategies were not proposed as the unrelated existence, but could be included into a broad category, source-oriented foreignization and target-

oriented domestication. This meant that these taxonomies could fall into the trend from foreignization to domestication. For instance, Olk (2013) put the seven strategies into the trend towards the source culture, common ground and target culture respectively. In the trend towards the source culture were ‘transference plus explicitation’ and ‘transference of a cultural item’ while the target-oriented strategies were ‘omission’ and ‘cultural substitution’. The rest strategies of ‘target-language expression referring to the source culture’, ‘transference plus explanation’ and ‘neutral explanation’ fell into the trend of common ground. The translation strategies on CRs in Olk’s (2013) study were framed based on the preference of preservation on the culturally items. This led to the translation strategies being in a dynamic progress. This confirmed with the argument proposed by Ramière (2006) that most translation strategies formed a general trend from foreignization to domestication.

## 5. Conclusions

The overview aimed to explore strategies on translating CRs in different genres. This study offered some insights to the field of study. Firstly, more studies selected literary texts as material for collecting CRs, followed by audiovisual translation and other genres, such as tourism texts. Secondly, some taxonomies of translation strategies had crossed the boundaries of different genres, however, the application of these taxonomies was still confined into one or two genres especially literary translation and audiovisual translation or other genres. Thirdly, no one-size-fits-all classification in CRs translation and every text might adjust the existing taxonomies to the real texts. Finally, this review also showed the trend for the translation strategies. Following the trend from foreignization to domestication, a basic taxonomy which included the detailed translation strategies could be organized as follows: foreignization (borrowing; literal translation), common ground (amplification and compression; neutralization including description, explanation, generalization and particularization), domestication (cultural substitution; omission).

This review contributes to the translators for their practical decisions on translating CRs in different texts and genres. Based on the suggested taxonomies for CRs translation, it could guide the translators to select the corresponding strategies. The contribution is also for the scholars who focus on CRs translation. Based on this systematic literature review, scholars could realize that the genre is not the only factor in determining the taxonomy of translation strategy. This leads the scholars to examine other relative factors for CRs translation, such as languages pairs and translations periods.

This review has several limitations. Firstly, only articles were selected for review while conference proceedings, book chapters and dissertations were not included. Therefore, the translation strategies on CRs may be missed in other studies. Secondly, only the studies written with English were used for review, thus might miss some potential taxonomies of translation strategies written in other languages. Finally, keywords searching might be also the limiting factor in this systematic literature review since it is hard to search all topic related keywords. Based on this improvement, it is possible to build a more systematic checklist about translation strategies used on CRs.

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