

## FILM TITLE TRANSLATION: A CHALLENGE OR A BLESSING?

Ligita Judickaitė-Pašvenskienė, Lina Stravinskaitė  
*Kauno kolegija*

**Name:** Ligita Judickaitė-Pašvenskienė, Lina Stravinskaitė  
**Webpage:** [www.kaunokolegija.lt](http://www.kaunokolegija.lt)  
**E-mail:** [ligita.judickaite@go.kauko.lt](mailto:ligita.judickaite@go.kauko.lt)  
**Institution:** Kauno kolegija  
**Address:** Pramonės pr. 20, Kaunas  
**Phone.:** -

**Research purpose.** The aim of the study is to identify the most commonly used translation strategy for the rendering of film titles from English into Lithuanian. The main objectives of the study are to classify the findings of the study according to the translation procedures which are involved in the translation of film titles and to analyse critically all the challenging situations which were dealt with by translators.

**Research Methodology.** The present study focuses on the translation of 100 film titles which were compiled by the BBC. The research results are classified into three separate groups: those with various adaptations involved in the Lithuanian translation; those which were translated literally and those which feature various mismatches between the original title and its translation.

**Results / Findings.** The results of the study reveal that the vast majority of English titles are translated literally into Lithuanian. However, the differences between the grammatical and orthographical systems of the two languages call for various adaptations in the process of translation.

**Originality / Practical implications.** The findings of the present research may be a starting point for broader research in the field and might serve as practical guidelines for translators who are just beginning their careers as professionals.