

**ABSTRACT BOOKLET**



<http://dnc2.discourseanalysis.net>

**DiscourseNet  
Congress #2**

**Interdisciplinary Discourse Studies  
Theory and Practice  
#DNC2**

**University of Warwick, Westwood campus  
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*Krasnopeyeva  
Ekaterina –  
When Your  
Favorite Vlogger  
Starts to Speak  
Russian:  
Investigating the  
Discursive Spaces  
around Fan-  
Subbed and Fan-  
Dubbed YouTube  
Channels*

In 2015, YouTube has introduced tools for subtitling and translation to support global marketing and internationalization of site creators' audience. Using the toolset, viewers can contribute to user-generated content (UGC) by submitting their version of subtitles as a 'community contributed' text (Benson 2016). However, there exist a number of translation-focused channels (communities) which rebel against the proposed participatory norms and tools. By taking on the role of a 'creator', the 'translators' add Russian language captions/audio and reupload UGC to their own channels, thus forming new active and linguistically isolated communities (Pym 2011) around their works. In light of the above, my presentation will focus on a case study of TranslateItUp (the most popular ENG-RUS translations channel, over 400K subscribers). Using a mixed paradigm of discourse-centred online ethnography methods (Androutsopoulos 2008) and qualitative analysis of a small corpus, I seek to explore motivation behind the 'translator's choices and the power an individual 'translator' enjoys to form and transform the newly-coined discursive space. With contemporary Russian realities in mind, I also investigate how institutionalized translationese employed by the 'translators' can challenge target language and culture by abusive fidelity to the original, associated with the translation strategy of resistance (Venuti 2004). This research is supported by Russian Science Foundation (RSF), project No. 16-18-02032.