

PREFACE

The 33rd annual VAKKI Symposium for the University of Vaasa Research Group for Translation, LSP and Multilingualism was held February 7–8, 2013 in Vaasa, Finland, with the theme Point of View as Challenge. According to tradition, the papers were presented in the working languages of the symposium; Finnish, Swedish, English and German. Invited keynote speakers were Professor Kjell Lars Berge (University of Oslo) and Professor Helle V. Dam (University of Aarhus). Professor Hannu Katajamäki (University of Vaasa) was awarded the Humanist of the Year prize 2013, and the motivation is included in this present publication.

Professor Berge dealt with ways that texts can be studied from a text-anthropological point of view, focusing on text cultures, text norms and text normative change, particularly in the framework of teaching. In the presentation, he paid particular attention to the theoretical and methodological challenges that are caused by the changing historical and cultural contexts in which texts are produced and analyzed. According to Berge, text cultures are related to text-based institutions and genres indicating these institutions. He argued that writing should be taught from the viewpoint of learning the specific norms of each text culture.

In her plenary lecture, Professor Dam emphasized that the recent sociological turn in translation studies has led to an increasing focus on translators, rather than on translations or the act of translating. Dam drew up a map of recent studies that are concerned with translators as a social and professional group and address issues such as the status of translators, their working conditions, identity, public image and role perceptions. Based on this and her own on-going research – a study of how blogging translators present and express themselves on their weblogs – she discussed the strengths and weaknesses of this new line of research.

This year's theme attracted participants from different fields of language-related research to interpret the notion of point of view as a challenge taking place within language from perspectives such as the philosophical, sociological, cultural, pedagogical, professional and historical.

The articles in this publication have gone through a *double blind* review. The authors have given their permission for e-publishing and thus the articles are also available on the website: <http://www.vakki.net/publications/>.