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## **Representation of Turkish culture through translation in Istanbul 2010 European capital of culture activities**

The paper aims to investigate the representations of Turkish culture through translations produced during the activities organized within the scope of Istanbul 2010 European Capital of Culture Project. The monthly bilingual (Turkish – English) events bulletins as published online or in a booklet format serve as a means of resource of information on the cultural activities held in the project highlighting conferences, concerts, documentary screenings, exhibitions, workshops, drama, nobel ceremonies of Sema, drama, performances etc. Such cultural items, or “culturemes”, convey invaluable information through translation about Turkish culture for foreign viewers. Among such culture-specific terms are cultural items related to music, food, local arts& crafts, traditions, dance, drama, religion, religious ceremonies etc. The study describes the methods of translation (modulation, adaptation, transposition, explicitation, omission, amplification, compensation, etc) implemented based on the texts appeared in such bulletins, which make up the corpus of the analysis. The study also provides a multifaceted analysis with references to paradigms in Translation Studies such as equivalence, descriptions, purposes, uncertainty and above all, cultural translation (Anthony Pym, Exploring Translation Theories, 2010).