

TRANSLATION OF MUSEUM EXHIBITION TEXTS

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Abstract

The increase of the number of visitors to Zagreb is an opportunity to present Croatia's cultural heritage to the world. In this, translation plays an important part. The aim of this paper is to examine translations of museum exhibition texts in Zagreb museums, from the point of view of museum experts on the one hand, and that of museum visitors on the other. To this end, two questionnaire surveys were conducted in 2015. They provide data on the amount and scope of museum exhibition texts and their translations in Zagreb museums, and on the attitudes of foreign tourists to museum exhibition texts in one of these museums, the Zagreb City Museum. The results show that translations of museum exhibition texts exist, and that these translations are mostly in English. The most important characteristic of such texts is found to be their intelligibility. The results further show that museums mostly produce intelligible texts, since visitors on the whole show a high degree of satisfaction. Object labels and their translations are found to be what the visitors expect to see more of in museums.