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Between Cultures: *Cultural Studies* and Ideological Contexts

The current interest in cultural studies marks a departure from a period characterised by immanent approaches to the literary work, i.e., those approaches which abstracted it from external cultural contexts. Over the last few decades in Poland the foci of cultural studies have been considerably different from those which have motivated British or American scholars. This essay aims at highlighting the reasons for those differences: they include geographical, historical and ethnic factors. Also, more importantly, the ideological motivation for the research in the field cannot be directly transplanted in Poland which used to suffer from a communist oppression and thus is radically skeptical of any intellectual developments inspired by marxism. Finally, the process of translating the scope and meaning of anglophone cultural studies into Polish academic reality may constitute a good opportunity for axiological reflection concerning the necessity of retaining evaluation standards in our culture.

Andrzej Wicher

Has English replaced Latin (in Poland)?

A Few Remarks on Language Issues

on the Basis of Henryk Sienkiewicz's *Nowele i Opowiadania*

The aim of the essay is to consider the ramifications of abandoning Latin as the *lingua franca* of Europe (with primary emphasis on Poland) and embracing English as a new international standard of communication. In Poland the use of foreign languages has always been fraught with political and class implications. At the same time certain foreign languages (e.g. Latin, French) have been used to bestow distinction on the speaker/writer and identify her/him as a superior citizen. In Sienkiewicz's novellas and short stories, characters resort to various foreign languages to convey their attitudes to particular nations and emphasize their social positions.

David Schauffler

The Translation Industry: Enlightenment as Mass Deception.

Some New Remarks on an Old Issue.

This essay takes its inspiration from Adorno and Horkheimer's work *Dialektik der Aufklärung*, which critically examines culture at large. Schauffler interrogates all the key words used in his title in order to discuss the significance of translation in contemporary culture and communication. The industrial aspect of translation is related to Walter Benjamin's claim that (literary) translation is not supposed to serve the reader. Nowadays, on the other hand, translation is an industry and as such is obliged to be subordinated to the demands of the market. That reflects on the assumptions and strategies employed by the translator: her/his attitude to the source language and the very notion of translation are modified accordingly.

Maciej Nowak

A Manager or an Intellectual:
The Myth of the English Scholar in Contexts

This essay discusses the image of the English scholar in Poland, using as one of its methodological tools recent developments associated with cultural studies. The irony of this approach lies in the fact that those developments have been imported to Poland by the same English scholars who are to be scrutinized in their light. Nowak locates the predicament of the contemporary English scholar between two basic positions: that of a harbinger of a foreign culture which is likely to enrich her/his native one and that of an entrepreneur who has been skilled in capitalizing on her/his knowledge and access to foreign business models. Thereby the English scholar in Poland is torn between two opposing forces, which define her/him in radically different ways.