

Research limitations/implications – The research focused on a limited group of terms denoting migration-related concepts, i.e. compound terms in English and their Lithuanian equivalents. Further study might encompass other formal types of terms and give a more comprehensive picture of formation tendencies of migration terminology in these languages.

Practical implications – The findings of the research are believed to be valuable to term developers and users, as well as translators who often have to create new terms in the target languages by translating terminology denoting new concepts in source languages.

Originality/Value – The paper presents a case study on migration terminology and aims to contrast English compound terms of this area with their Lithuanian equivalents.

Keywords: compound terms, pre-modification, post-modification, migration policy, terminology, contrastive analysis, equivalency

Research type: research paper

► SUBJECTIVE INFORMATION EXPERIENCE IN THE CONTEXT OF VISUAL CULTURE

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Purpose – Theories of visual communication and visual culture state that visibility is not comprised of just what individuals see, but rather of what they have experienced, how they feel, what they imagine, or, in other words, every person has an “internal visibility”, which is not necessarily in line with the one expressed externally.

A phenomenological approach to visuals in general explains understanding of a personal image, allowing one to look at visual communication as an experiential phenomenon of independent individuals.

Thus, the object of the research has been established based on the defined above approach: the experience of visual information. The research problem focuses on what effect subjective experience has on the understand-

ing and explication of visual information. To answer this problem, the following aim has been formulated: to define the phenomenon of experience of visual information via subjective experience.

Design/methodology/approach – Qualitative research methods were used: a quasi-structured in-depth interview to collect materials for the research and the method of interpretive phenomenological analysis to process the data acquired and present the insights of the research.

Findings – The results arrived through the present research allow to elucidate and explain experience of visual information, which is a momentary actualization of personal perception and imagination by finding the junction of narratives between oneself and the image.

Research limitations/implications – The research allowed us to extract data and generalize the visual communication experience of professionals who constantly apply visual solutions to achieve a communicational effect in their work. However, the results of the research may only be partly generalized. It must be taken into consideration that the whole audience of public communication (and, in turn, visual communication) is extremely wide and diverse. Therefore, the insights of the interviewees reflect the characteristic features of experience in a specific part of audience.

Practical implications – Having implemented the objectives, it was concluded that the imagination of a receiver of any message and his/her personal experience are the main factors determining acquisition of the presented information and its further interpretation, therefore allocating more attention on the analysis of self-reflection. Enhanced visual communication strategies are recommended and better results are expected in the way society sees and attitudes of its members are foreseen.

Originality/Value – The paper offers insights into the interaction between a subject's, i.e. information receiver's, experience and one's world view, the way it influences the perception and interpretation of a message when supplemented with information alongside text in press, advertisement, etc. The phenomenological research allows us to formulate an original definition of visual information experience.

Keywords: visual culture, visual communication, post-modernism, modern media, phenomenology

Research type: research paper



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