



JOHANNES GUTENBERG
UNIVERSITÄT MAINZ

ftsk FACHBEREICH 06
Translations-, Sprach-
und Kulturwissenschaft
in Germersheim

ZIS | Zentrum für
Interkulturelle
Studien MAINZ

7th EST CONGRESS GERMERSHEIM 2013

August 29 — September 1, 2013

Translation Studies: Centers and Peripheries

ABSTRACTS

EUROPEAN SOCIETY FOR
STUDIES **EST** TRANSLATION
2013
GERMERSHEIM

Contents

Keynotes	2 – 4
Brigitta Busch.....	2 – 3
Brian James Baer.....	3
Naoki Sakai.....	4
Panels	5 – 171
Thursday, 29 August 2013.....	5 – 39
Friday, 30 August 2013.....	40 – 105
Saturday, 31 August 2013.....	106 – 170
Sunday, 1 September 2013.....	171
Individual Papers	172 – 224
Thursday, 29 August 2013.....	172 – 192
Friday, 30 August 2013.....	193 – 199
Saturday, 31 August 2013.....	200 – 214
Sunday, 1 September 2013.....	214 – 224
Posters	225 – 272
Speakers	273 – 276

Keynotes

Brigitta Busch

lectures on Applied Linguistics at the University of Vienna. In 2012 she was awarded the Berta Karlik Chair for Women Scientists. Her first career was in agriculture; her second has been dedicated to issues of multilingualism, first in Carinthia and Southeastern Europe, where she worked for the Council of Europe, and later in South Africa. International recognition has been gained by her language-biographical approach and a creative visual method for the representation and analysis of linguistic repertoires. She is

currently doing research on the relationships between migration, multilingualism and traumatic experience. Her academic monographs include Der virtuelle Dorfplatz. Minderheitenmedien, Globalisierung und kulturelle Identität (The Virtual Village Square. Minorities, Globalization and Cultural Identity, 1999); Sprachen im Disput. Medien und Öffentlichkeit in multilingualen Gesellschaften (Languages in Dispute. Media and Public Space in Multilingual Societies, 2004); Von Menschen, Orten und Sprachen. Multilingual

leben in Österreich (Of People, Place and Languages. Living Multilingually in Austria), with Thomas Busch (2012); and her inaugural lecture as Berta Karlik Chair Das sprachliche Repertoire oder Niemand ist einsprachig (The Linguistic Repertoire, or No One is Monolingual (2012). She co-edited, with Neville Alexander, Literacy and linguistic diversity in a global perspective. An intercultural exchange with African countries (2007). Her first novel Winterweizen was published in 2011.

Heteroglossisches Sprechen – monolinguale Erwartungen: Spracherleben und Sprachrepertoire als Ausgangspunkt

Heteroglossisches Sprechen, die tatsächliche Redevielfalt lebendiger Sprache, greift Bachtin zufolge zurück auf unterschiedliche Diskurse, unterschiedliche individuelle Stimmen und unterschiedliche sprachliche Varietäten. Es steht im Gegensatz zur einheitlichen Sprache, die nicht gegeben [dan], sondern auferlegt [zadan] ist, die ein politisches Projekt sprachlicher Vereinheitlichung und Zentralisierung darstellt (Bakhtin/Emerson & Holquist 1981: 270). An den Anfang meines Beitrags stelle ich drei Vignetten aus aktuellen Forschungsprojekten zu Schule, Gericht und Psychotherapie, die verdeutlichen, wie stark monolingual ausgerichtete Sprachideologien Alltagserwartung und -handeln in institutionellen Rahmen prägen: Einsprachigkeit wird als ‚Normalfall‘ angenommen, Sprache unterhinterfragt als ein ‚neutrales‘ Medium zur Vermittlung von Bedeutung gesehen. Eine solche Reduktion von Komplexität birgt nicht nur die Gefahr des Verkennens sprachlicher Ressourcen, sondern trägt in der Regel auch nicht dazu bei, Kommunikationssituationen zu vereinfachen.

Demgegenüber steht eine Auffassung von Mehrsprachigkeit, die nicht Dichotomien wie Herkunftssprache-Zielsprache, Muttersprache-Zweitsprache als Ausgangspunkt nimmt, sondern das sprachliche Repertoire, also die Gesamtheit der sprachlichen Ressourcen, die Sprecher_innen in bestimmten Situationen zur Verfügung stehen. Das Konzept des sprachlichen Repertoires, das in der Soziolinguistik wieder vermehrt in den Fokus rückt, stelle ich in den Mittelpunkt meines Beitrags. Zunächst werde ich mich mit dem in den 1960er Jahren von John Gumperz entwickelten Repertoire-Begriff auseinandersetzen, dem zufolge das sprachliche Repertoire als ‚Ausrüstung‘ oder ‚Arsenal‘ an Sprachen, Codes, Dialekten, Registern und sozialem Verhaltenswissen gesehen werden kann. Ich schlage vor, dieses Konzept aus phänomenologischer bzw. poststrukturalistischer Sicht um zusätzliche Dimensionen zu erweitern (Busch 2012). Aus der Perspektive des erlebenden und sprechenden Subjekts wird es möglich, leiblich-emotionale Dimensionen von Sprechen und Sprache in den Blick zu nehmen (Merleau-Ponty 2009); das Verständnis, wonach das Subjekt durch die performative Macht der Sprache geformt wird (Butler 1997), erlaubt es, Wirkungsweisen von Sprachideologien und Diskursen über Zugehörigkeiten und Sprache offenzulegen. Welche Sprachen und Sprechweisen in bestimmten Situationen oder Lebensabschnitten zur Verfügung stehen, welche begehrt oder vermieden werden, hängt, so argumentiere ich, von beidem ab, vom leiblich-emotionalen Spracherleben ebenso wie von historisch-politisch situierten Diskursen. Aus einer solchen Sicht erscheint das sprachliche Repertoire weniger als eine Art Werkzeugkiste, denn als ein kontingenter, ständig im Wandel begriffener Raum von Begrenzungen und Möglichkeiten.

- Bakhtin, Mikhail/Emerson, Caryl & Michael Holquist (Trans.) (1981 [1934/35]): *The dialogic imagination* (Ed. by Michael Holquist). Austin, University of Texas Press.
- Busch, Brigitta (2012): „The Linguistic Repertoire Revisited.“ *Applied Linguistics* 33(5): 503-523.
- Butler, Judith (1997): *Excitable speech. A Politics of the Performative*. New York, Routledge.
- Gumperz, John J. (1964): „Linguistic and Social Interaction in Two Communities.“ *American Anthropologist* 66(6/2): 137-153.
- Merleau-Ponty, Maurice (2009 [1945]): *Phénoménologie de la perception*. Paris, Gallimard.

Brian James Baer

is Professor of Russian and Translation Studies at the Institute of Applied Linguistics, Kent State University, where he serves as Coordinator of Graduate Studies. He received his Ph.D. from Yale University in 1996. His research interests include Russian translation history, translation and censorship, discourse analysis in translation studies, and the pedagogy of translation. He is the co-editor of Beyond the Ivory Tower:

Rethinking Translation Pedagogy (John Benjamins, 2003) and the author of the monograph Other Russias (Palgrave Macmillan, 2009). Dr. Baer is the founding editor of the journal Translation and Interpreting Studies (John Benjamins) and the general editor of the KSU Monograph Series in Translation Studies. His most recent works include the book-length translation No Good without Reward: Selected Wri-

tings of Liubov Krichevskaja (U of Toronto, 2011) and the edited volume Contexts, Subtexts and Pretexts: Literary Translation in Eastern Europe and Russia (John Benjamins, 2011). He has recently completed an anthology, Russian Writers on Translation, which is forthcoming from St. Jerome. Dr. Baer currently sits on the board of the American Translation and Interpreting Studies Association (ATISA).

Gulag Translations: Rethinking Translation History from the Margins

This paper examines the phenomenon of Gulag translations, or translations of literary works carried out by individuals incarcerated in Soviet labor camps. The paper is informed by current research in Translation Studies on translation and conflict, and by revisionist histories of the Soviet era, which move beyond Cold War dichotomies to reveal the complex workings of Soviet culture. To understand the origins and significance of this cultural phenomenon, Gulag translations will be inscribed within the micro-historical frame of prison translations and within the macro-historical frame of translation in cultures ‘outside’ the developed west. By inscribing the phenomenon of Gulag translations within these historical frames, alternative interpretations emerge that challenge the author-centered model of artistic production that arose in the west with Romanticism and situated translation on the ‘wrong’ side of the mutually-defining opposition of imitation to originality. The paper ends with a discussion of text-centered models of artistic production as a way to interrogate the eurocentrism of Translation Studies and to imagine new ways of writing the history of translation.

Naoki Sakai

is professor in the departments of Comparative Literature and Asian Studies at Cornell University. His research fields are in comparative literature, intellectual history, translation studies, the studies of racism and nationalism, the histories of semiotic and literary multitude. He inaugurated the project TRACES: A Multilingual Series

of Cultural Theory and Translation, which is simultaneously published in four languages - Korean, Chinese, English, and Japanese (Spanish was added this year and it is expected that the German edition of TRACES will be published in 2013) and served as its founding senior editor (from 1996 to 2004). His most relevant publications inclu-

de: Translation and Subjectivity (1997), Hope and Constitution (2008), Deconstructing Nationality (co-edited with Brett de Bary and Toshio Iyotan, 2005), TRACES 1: The Spectre of the West (co-edited with Yukiko Hanawa), TRACES 4: Translation, Biopolitics and Colonial Difference (co-edited with Jon Solomon).

Translation and the Tropics of Cultural Difference

A plurality of peoples inhabits the world, and frequently the world is presented as a common space where differences among peoples are manifest. Each people is a group, so differences among peoples are not entirely reducible to differences among individuals. In order to tell the plurality of peoples from the plurality of human individuals, we often rely upon categories for collective identities such as family, kin, race, nation, ethnos, and culture. The most commanding category for collective unity in the modern world is found in language, so that a language is represented as expressing the primordial union of a people. If one human body is somewhat a marker of human ‘individuality,’ the image - or figure, trope, or schema - of a language gives the sense of an individual or indivisible collectivity. Yet, on what grounds is it possible to claim that the image of a language is autonomous and self-oriented?

My paper argues that what is primarily given is not an image of a language but the image, figure, trope, or schema of languages; the locale where languages are identified is never contained in a language. The identification of a language is possible only in a heteronomous encounter of a frontier where translation is conducted. Differences among peoples precede the union of a people, just as translation comes before the identification of a language. I refer to this process of social encounter as “bordering,” a term borrowed from Sandro Mezzadra and Brett Neilson.

Then, in two directions, my argument seeks the consequences of the language’s pluralist origin: the first is a historical analysis of a schematism by which the image of languages was reorganized in modernity. The national language comes into being through this schematism. The second is the question of culture, and of its subordination to the schematism of national languages; culture is often modeled after the image of a national language.

From these two perspectives, I want to explore the concept of ‘heterolingual address’ and “bordering.”

Panels

THURSDAY, 29 AUGUST 2013

Panel 4: Corpus-based Translation Studies

14:00 – 16:30, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany;

Department of Political Science, University of Perugia, Italy

fantinuoli@uni-mainz.de; federico.zanettin@unipg.it;

Introduction: Claudio Fantinuoli, Federico Zanettin

NINA REVIERS, ALINE REMAEL, REINHILD VANDEKERCKHOVE

University of Antwerp, Belgium; nina.reviers@artesis.be, aline.remael@ua.ac.be

Audio-description and Multimodal Linguistic Corpus Development: a Challenging Combination

Corpus-studies are making their way into a relatively new branch of TS, i.e. Audiovisual Translation (AVT), where corpora constitute a useful tool for providing the necessary quantitative data as a basis for qualitative analyses and descriptive studies. The general lack of user-friendly tools for corpus building/analysis and of standardized research methods, specifically aimed at the soft sciences, is extremely compelling in AVT, since the research object, which involves a combination of dialogue, text, sound and (moving) images, is inherently multimodal/multisemiotic. This multimodal nature of the Source Text (ST) in corpus-studies within AVT has implications for all the phases of the database production and processing: corpus data collection, corpus design and annotation, alignment and quantitative (statistical) analysis. The present paper discusses several aspects of data collection and data processing for a relatively new, multimodal text type within Audiovisual Translation (AVT): Audio-description (AD) for the blind and visually impaired. The AD-corpus is meant for linguistic ‘exploitation’ since we aim to describe the lexico-grammatical features of the language used in AD-scripts and examine in what way they serve the specific communicative function of the text. Ultimately, the corpus should enable us to address one of the key-issues in AD research: How are images put into words, how do the images and the words of the AD interact, and what are the implications for the language use in AD? The current paper will focus on the problems and challenges of AD-corpus compilation and exploitation, from the point of view of a translator scholar/linguist. The findings are based on a pilot-corpus of AD-scripts of Dutch audio-described films and series. While composing this corpus, we were, on the one hand, confronted with the availability of several tools for corpus compilation, alignment and annotation that could be used as building blocks for a corpus, but, on the other hand, also with the complete lack of a general framework or user-friendly system that could be readily applied for the project. Therefore, prior to the corpus compilation, we examined the usability of these so-called ‘building blocks’, and subsequently started with the composition of a pilot-corpus. Xml was used as the data representation format and serves as a framework for trying to integrate the meta-data, mark-up, automated linguistic annotation and querying in a flexible way. A priority for future research is the incorporation and exploitation of the multimodal dimension of the AD-corpus, since it makes no sense to analyse AD-text ‘in isolation’: it should be linked to the dialogues, music and sound effects of the original film or series with which it forms a coherent whole.

Some of the following issues, raised in the course of the pilot-project, will be explored in the present paper:

- Multimodal corpus compilation: What tools are available for creating this type of corpus? What are the benefits of working with multimodal corpora as opposed to text-only corpora? What are the challenges?

- Meta-information for audiovisual media: An AD combines texts of different sources: the original film/series and the AD-track which is added afterwards. How does this translate in the type of meta-information one needs to include in the corpus?
- Text mark-up: In this project, the TEI P5 guidelines were used, as a basis for the mark-up of the text files in xml. However, the guidelines do not take into account this new text type AD: to what extent can they be adapted to fit the needs of audio-visual texts?
- Annotation: In this project, existing tools for linguistic parsing and annotation were integrated in the corpus using xml (Frog, Alpino).
- Corpus exploitation: the paper discusses the tools used for corpus exploitation and quantitative data processing: querying and statistical tests.

Keywords: audiovisual translation, audio-description, corpus-based studies, linguistics, quantitative research

JOSÉ MANUEL MARTÍNEZ MARTÍNEZ

Dept. of Applied Linguistics, Interpreting and Translation, Universität des Saarlandes, Germany

j.martinez@mx.uni-saarland.de

An English-Spanish Translation Learner Corpus: Issues in Design, Annotation and Analysis

The incorporation of corpus linguistics into translation studies as suggested by Baker (1995) gave birth to a methodological turn that have opened new avenues for study within the discipline, specially its descriptive branch. However, corpus-based translation studies have to face a double bottleneck: the scarcity of appropriate resources and tools, and the need of new methods to explore the complex nature of translation. Translation learner corpora are a workaround to overcome some of these challenges (Castagnoli 2009). Nevertheless, the compilation and exploitation of such corpora remains barely explored. Only a handful of pioneer experiences have tackled this issue (Uzar 2002, Castagnoli et al 2006, Florén and Lorés 2008, Castagnoli 2009, Wurm 2012). In this paper we present TraDiCorp (Translation Difficulties Corpus) a parallel corpus made up of excerpts from the English proceedings of the European Parliament and the translations into Spanish produced by students. The translators involved in the experiment were, on the one hand, postgraduate students enrolled in a master on Institutional Translation at Universitat d'Alacant (Spain) and, on the other hand, undergraduate students enrolled in a bachelor on Translation and Interpreting at Universitat Jaume I (Spain). Translators' metadata, translation difficulties highlighted by the translators themselves and the published version of the translations were also collected for further analysis. A set of European parliamentary proceedings in English and Spanish has been collected as comparable corpus. The following steps were taken to compile TraDiCorp: 1) information about the translators such as gender, nationality, experience as translator, languages known was collected with a web form (based on Granger, 1998); 2) source text annotation about translation difficulties was provided by the translators themselves applying an introspective self-monitoring technique inspired by Gile (2004) and González Davies and Scott-Tennent (2005); 3) target texts produced by the students were gathered; 4) all source texts and target texts were transformed into XML; 5) information about the translators was incorporated into the texts; 6) each pair of texts was aligned; 7) texts and metadata were anonymized; 8) PoS information was incorporated and; 9) texts and metadata were encoded to be queried using the Open Corpus Workbench (Evert and Hardie 2011). In our study we adopt a bottom-up approach to study variation in translation. We start analysing shallow lexico-grammatical features, and we continue our research going deeply into the complexities of the two language systems at stake in order to characterize translation features comprised between two poles: SL shining through or TL normalization (Teich 2003). Later, we tried to discover correlations between the variables associated to the translators and their translatorial behaviour in order to find explanations to the phenomena observed. The findings together with the corpus itself can be used to enhance translation teaching at least in three major respects: a) offering a new input for diagnostic, formative and summative evaluation of students performance (Bowker 2001); b) informing selec-

tion and creation of materials rich in translation problems and adequate to the students' profile; c) providing a data-driven learning resource to raise awareness among translation students (Florén and Lorés 2008) about variation in language in general and in translation in particular.

Keywords: corpus-based translation studies, translation learner corpora, methodology, translation difficulties, cross-linguistic variation

Please contact the author for the list of references

CÉLIA M. MAGALHÃES

Faculdade de Letras, Universidade Federal de Minas Gerais, Brazil; cmagalhaes@ufmg.br

ESTRA: a Corpus for the Study of Style of Translations/Translators

Recent developments in Corpus-based Translation Studies (CTS) introduced the notions of style of translation/translators and translational stylistics (Baker 2000; Malmkjaer 2003, 2004; Saldanha 2011, among others). Based on these developments and notions, this paper aims at presenting research work and contributions of CTS and studies of translation/translators using parallel corpora in Brazil (Magalhães, forthcoming). It reviews initial work carried out and the first initiatives in compiling mainly parallel corpora. It shows most of them mainly used a systemic functional linguistic approach to translation rather than a corpus-based approach to translation and the aim was basically using corpus tools with a view to contrasting the language pairs under scrutiny. Some of them gradually evolve to CTS in its first concern with T- and S-Universals (cf. Zanettin 2012) and later focus on translational stylistics and the literary translation/translator's style. The paper also reports on the present research work being carried out in CTS in Brazil, based on the neo-Firthian linguistic tradition as reported in Kenny (2001). The main notions used are lexical items, collocations, semantic preference and semantic prosody (Sinclair 2004, Kenny 2001). The presentation will report on the compilation of a corpus for the study of style of translation (ESTRA), exclusively designed for that purpose, and at the moment with around 4 million tokens. The corpus consists of three different subsets of corpora. The first contains translated texts by different translators of six different source texts; the second consists of translated texts by one translator of an author's different source texts; and the third integrates translated texts by one translator of source texts written by different authors. A fourth subset, still under compilation, consists of the paratexts of the translated texts in the three other subsets. The languages in the corpus are English, Brazilian Portuguese, European Portuguese and Spanish. The methodology is the one of corpus-based translation studies, with a view to triangulating data obtained with corpus tools with data obtained from the paratexts, which will be used in the investigation of preliminary and matricial norms of translation. Triangulating these data will allow a broader view on translated texts as facts of the target culture (Toury 1995). Corpus and text analysis is also grounded on stylistic concepts such as deviation, motivated prominence and foregrounding and uses manual tagging for certain style categories, such as discourse presentation for the analysis of point of view in translated texts (Bosseaux 2007). The paper presents an example of translational stylistics done within ESTRA, based on Blackburn's (American translator); and Gorga Filho's (Brazilian Portuguese translator) translations of a short story by Cortazar (Argentine author) of the first subset of translated texts that integrate ESTRA. Some of the results relate S-Universals to foregrounding through deviation and motivated prominence as stylistic features of the translated texts that may elicit different interpretations by readers of the target cultures. The paper ends with a critical view on the limitations of corpus tools in the research carried out with parallel corpus but also focus on the contributions to work in CTS within ESTRA so far, especially triangulation of data and manual tagging of stylistic categories. It finally tries to envisage future perspectives for translational stylistics in Brazil.

Keywords: CTS, style of translation, translator's style, translational stylistics, ESTRA

OLIVER ČULO

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

culo@uni-mainz.de

From Word Lists to Grammar to Semantics – a Deeper Parallelism for Parallel Corpora

In the early days of corpus-based translation studies, word lists and concordancers were the basic tools performing studies on parallel texts. However, the latest advances in natural language processing in other languages than English and in automatic alignment have facilitated studies based on grammatical notions. These studies can help us detect and quantify translation shifts and study effects like text type or translation direction with regard to shift types and frequencies [citation omitted]. Knowledge of these shifts can be used in classroom for translator education, but also to improve tasks like machine translation e.g. by automatic extraction of bilingual valency pattern alignments resp. dictionaries (cf. e.g. (Addaki et al. 2012); [citation omitted]). Studies like the ones cited above have been too rare to paint a complete picture, though the benefit from a linguistic and translational view on what we can learn from parallel corpora also extends to domains like machine translation or foreign language teaching. One part of the problem is the lack of accessibility of such annotations. Analyses of parallel texts used for machine translation are unviable to linguists and translation scholars unless they have excellent computer knowledge. There are annotations of parallel corpora accessible through annotation tools, but they often consist of separate annotations linked together by word or sentence alignment. There are only few tools that allow display and/or correction of parallel grammatical annotations, such as the Stockholm Tree Aligner (Volk and Samuelsson 2007). Processing pipelines, however, producing data for such tools, are rare, as well. One exception is GATE (Bontcheva et al. 2003), which allows processing parallel texts and correcting the alignment, but only for stretches of texts, not structures. What translation studies lacks even more badly are parallel corpora with semantic annotation. One such corpus is a subset of the Europarl corpus, 1,000 English and 1,000 German sentences annotated with syntactic structures and frame semantics (Padó and Lapata 2009). Semantic annotation may aid the description of typical semantic shifts in translation, as was aimed at by the FUSE project (Cyrus 2006), and may help uncover divergencies on a broader scale, like the often-cited differences in framing motions in Germanic and Romance languages (Talmy 2000; Slobin 2004). The talk will present studies on translated texts and how they diverge from each other grammatically and semantically. It will include a survey on semantic divergencies observed in various projects utilising frame semantic annotation and add observations made on a small sample of bi-sentences from the above-mentioned corpus compiled by Padó and Lapata. It will be discussed how grammar and semantics interact at least two ways: Sometimes, typological restrictions make it harder to express certain semantic content, and sometimes, it is different conventions in how we say things that may lead to semantic divergencies (House 1997). Also, practical issues like the process of creating semantic dictionaries for the annotation of multiple languages will be briefly addressed. Besides these linguistic/translational insights, the talk will also present an annotation mode developed for the TrEd treebank tool that allows to easily edit the structural annotation and alignment of parallel texts with both phrase structure and semantic annotation.

Keywords: frame semantics, multilevel annotation, semantic annotation

Please contact the author for the list of references

Panel 9: Interpreting and ELF (English as a Lingua Franca)

14:00 -16:30, Room 329

Organisers: Michaela Albl-Mikasa, Karin Reithofer

Dept. of Applied Linguistics, Zurich University of Applied Sciences, Switzerland;

Center for Translation Studies, University of Vienna, Austria

michaela.albl-mikasa@zhaw.ch; karinreithofer@gmx.at

MICHAELA ALBL-MIKASA

The Conference Interpreter Perspective of English as a Lingua Franca

Conference interpreters have been found to be highly critical of the spread of English as a lingua franca (ELF), or, more specifically, of the speech output of a growing number of non-native English speaking participants at conferences (cf. Albl-Mikasa 2010; Reithofer 2010). In my presentation, I will present the perceptions voiced about ELF by 10 experienced professional conference interpreters in in-depth interviews (a transcribed corpus of 90,000 words). I will detail the three main areas of concern highlighted by the respondents and the remedies they suggest. These areas are: (1) The shared languages issue; (2) the different variety issue; (3) the cognitive load issue.

(1) In line with research from interpreting studies (e.g. Kurz/Basel 2009), interpreters emphasize what I would term a “shared languages benefit”, whereby knowing a non-native speaker’s mother tongue not only facilitates their task but can even be a prerequisite. (2) In contrast with accepted definitions in the ELF research community, interpreters experience ELF as a variety *sui generis*; they point to the difference by citing examples of native English speakers having great trouble in trying to come to terms with non-native output. Moreover, they see it as part of their task as communication experts to accommodate to the (perceived) proficiency levels of non-native audiences at conferences and, consequently, suggest the installation of separate booths, an English and an ELF one. (3) Interpreters agree that it often takes more concentration and resources to figure out what non-native source speech producers intend to say as, before being able to produce a target text, they need to discern what these speakers would have said had they spoken “proper” English. Such additional cognitive load and capacity management pressures are reported to make their job more strenuous; as a result, and short of the installation of a separate ELF booth, interpreters speak out in favor of teams composed of three (rather than the usual two) interpreters.

In contrast with the interpreters’ experience, ELF research stresses the efficiency of ELF communication on the basis of pragmatic, intercultural and collaborative skills, accommodation and negotiation strategies and the creative appropriation of linguistic resources (cf. Jenkins, Cogo and Dewey 2011, Seidlhofer 2011, Mauranen 2012). I should, therefore, also like to discuss with the panel participants to what extent the difficulties experienced by the interpreters are entirely a result of the non-interactional and mediated conditions of conference settings, and, thus of the particular processing conditions of monologic source speeches and simultaneous time constraints, or are more general features of ELF communication with potentially adverse effects also for primary ELF speaker interaction.

Key words: conference interpreting, English as a lingua franca, shared languages benefit, accommodation, communicative efficiency

Please contact the author for the list of references

JOSE ITURRI

Interpreter in DG SCIC, European Commission, Bruxelles; Jose-Ignacio.Iturri-Mugica@ec.europa.eu

Interpreting and ELF in the EU Institutions

Mission statement: The Directorate General for Interpretation makes possible multi-lingual communication, which is at the core of Community decision-making, by providing quality interpretation in meetings arranged by the Commission and the other Institutions we serve, and by providing a conference organising capacity to Commission services.

Introduction: DG Interpretation provides interpreters for about 50 – 60 meetings per day in Brussels and elsewhere. The language arrangements for these meetings vary considerably – from consecutive interpreting between two languages, for which one interpreter is required, to simultaneous interpreting into and out of 23 or more languages (total symmetry), which requires at least 69 interpreters. Different institutions have widely different needs. As a rule of thumb, elected representatives (i.e. ministers in formal meetings, plenary meetings of the Committee of the Regions or of the Economic and Social Committee) get full, symmetric language coverage, while officials and experts get a whole range of different arrangements, depending on their real needs and the resources available. Catering for such language arrangements requires the use of all the various simultaneous interpreting techniques we regularly apply: direct interpreting, relay (interpreting via a bridging language: language A is first put into language B, then into C by interpreters working from B), two-way interpreting or retour (the same interpreter who works from A into B also works from B into A), and asymmetric language coverage (participants can speak a large number of languages but interpretation is provided only into a few).

Awareness seminars: In pursuing its objective to provide quality multilingual interpretation SCIC has an active awareness raising policy. This policy is designed to help our customers to make the most of their own communication skills as well as to make the most of the interpreting resources at their disposal. This contributes to quality because interpreters offer better services if working from speakers who communicate well. It also helps our customers to understand the kind of difficulties audiences and interpreters may have when confronted with read-out interventions, PPT presentations, non-native speakers etc. The target audiences are Commission and MS officials who have to chair, speak or organize multilingual meetings. The seminar touches the difficulties arising out of read out speeches, PP presentations and the use of English as lingua franca. Regarding the last point, use of English as Lingua Franca, the question that often arises among participants is whether to use English or, if the interpretation is available, their own mother tongue in order to communicate with the audience. Both options are equally respectable. The aim of the seminar is to explain the advantages and disadvantages of both possibilities by using concrete examples taken from real meetings so that participants can make their own choice in an informed manner.

DG Interpretation in Key Figures

600 staff interpreters

300 - 400 freelance interpreters per day

3000 accredited freelance interpreters

50 - 60 meetings per day

10000 – 11000 meeting days per year

±135000 interpreter days per year

40 major Commission conferences organized per year

Total operating cost 2010: €130,000,000

Cost: 0.26 €European citizen/year

KARIN REITHOFER

Understanding Non-native Speakers: Implications for Interpreter Training

English has undoubtedly become the most widely used and most important lingua franca worldwide; a trend interpreters do not always view very favourably. The negative stance taken by many interpreters towards ELF is likely to be a result of work-related as well as economic reasons: on the one hand, most professionals complain that they are struggling with non-native speech, are unable to deliver a high-quality interpretation, and consequently perform lower than their standard. On the other hand, interpreting is increasingly replaced by English in many multilingual communication settings. If interpreters wish to counteract this trend, they will have to deliver high quality interpreting even when working under these adverse conditions characterised by many non-native source speeches, which have proven to be a major stress factor and may – according to some studies – actually detract from the quality of interpreting (Kurz 2008, Kurz & Basel 2009). The main challenge in this context is to find out which skills future interpreters need to acquire during their training to be able to provide high quality interpreting under these circumstances. An essential prerequisite for this is a high level of understanding of source speeches deviating from familiar phonological, lexical and syntactic standards. This paper therefore focuses on the key parameter of comprehension and aims to analyse the factors influencing understanding of and by non-native speakers (NNS). In the fields of ELF studies and second language acquisition, variables such as the speakers' and listeners' first language, background knowledge, text type, redundancy, familiarity with accents, context or speed of delivery have been identified as having an impact on intelligibility of and for NNS. The often contradictory results of these studies will be discussed. Against this background, I will present findings from my doctoral research on English as a lingua franca and interpreting (Reithofer 2010, 2011) which involved a listening comprehension test on a source speech by a non-native English speaker typical of experts at technical conferences. The test scores of the 139 non-native listeners with subject-matter expertise who made up the experimental audience were correlated with background variables such as their English listening skills, background knowledge on the subject of the speech and familiarity with English as a lingua franca in general to see which of these variables had an impact on listener understanding in this simulated conference event. Based on the findings I will argue that the variables influencing NNS-comprehension should be integrated into interpreter training as well as awareness raising campaigns for professionals. I will furthermore suggest how this can be done in order to prepare novices and experts for a (conference) world in which three quarters of speakers of English are non-natives.

Keywords: ELF (English as a lingua franca), non-native speakers, comprehension, intelligibility, interpreter training

Please contact the author for the list of references

STUART VON WOLFF, ANU VILJANMAA

English Language and Translation, University of Eastern Finland, Finland; English Translation and Interpreting, University of Tampere, Finland; stuart.vonwolff@uef.fi; anu.viljanmaa@uta.fi

ELF at the Finnish Centre of a Periphery Interpreter Training Context

It is clear that we live and train our interpreter students in a post-globalised world, in which inter-cultural competence and English as a Lingua Franca [ELF] play increasingly key roles. As Albl-Mikasa (2010) has noted, the importance of ELF and its impact upon interpreters in the workplace continues to grow, presenting interpreters with an ever-increasing array of foreign accents and source text produced by non-native speakers (Albl-Mikasa, in particular pp. 129-130). Whatever interpreters' attitudes towards this reality happen to be – positive, negative, neutral or ambivalent – the fact is that this trend is certainly not waning. Reithofer (2010: 148-149) refers to the “assumption that also at conferences only a fourth of all speakers are native speakers”, and further cites conference interpreting case studies carried out by Pöchhacker (1994) as well as Kurz and

Basel (2009) as confirmation of this increasing trend. In differing by various degrees from the standard source language, ELF complicates the interpreting process (cf Sabatini, 2000/2001; Kurz, 2008), as does the ELF listener, for whom the interpreter may feel the need to adjust towards simpler, less elegant language. Clearly, this affects the quality of the interpretation (cf Reithofer, 2010: 148; Kalina, 2005: 772), resulting in an inherent conflict vis-à-vis the role of the interpreter (cf Albl-Mikasa, 2010: 131-132, 137-139). Reithofer (2010: 153) rightly concludes that “interpreters must be trained to cope with deviations characteristic of NNS (Kurz and Basel 2009: 209; Proffitt 1997:24). While this conclusion is argued convincingly, what is less clear is how best to go about providing such training in a practicable manner, which in turn spurred the teaching innovation and research initiative on which we report. Finland is located at the periphery of Europe, arguably not only geographically, but perhaps more importantly linguistically and culturally. A non-Indo-European language with only some 5 million speakers globally, Finnish is hardly likely to be used in international venues, hence the frequency of ELF in Finland. Internationalisation is hardly localised to Finland, but the linguistic and ELF impacts of this phenomenon are central in our periphery nation. Moreover, in recent years, internationalisation has been particularly stressed by Finland’s Ministry of Education and Culture, which has devised an official “Strategy for the Internationalisation of Higher Education Institutions in Finland 2009-2015”. Thus, Finnish universities have seen large increases in researcher, teaching and student exchanges, with the primary lingua franca being English. We sought to capitalise on our international student population in an authentic manner, in trying to respond to our central research questions, which focus on the problems teachers of interpreters encounter when devising inter-cultural exercises, where ELF is front and centre. We wondered how our interpreting students would experience authentic ELF interpreting situations, as well as what their perceptions would be of their role and identity in an ELF context. We will report on a practical innovation to our intermediate-level, consecutive interpreting course, carried out over 2009-2011, and 2012-2013, and the implications this has for exposing interpreting students to ELF complexity in a meaningful pedagogical manner. We exposed our intermediate student interpreters to authentic ELF dynamics and complications: twice each year, we made excursions to local historical settings, and invited international students to be our audience. Pedagogically, this was meaningful, since our Finnish students interpreted for an audience who truly did not understand Finnish and interpreted primarily into English. For 2009-2011, we had 7 interpreting students on this course, all of whose mother-tongue was Finnish; data for 2012-2013 is obviously still pending. The audience for whom they were interpreting did not speak English as their mother-tongue, rather represented 12 different languages. Our 24 (total, 12 each year for 2009-2011) international students were speakers of: Arabic, Farsi, French, German, Hindi, Hungarian, Japanese, Korean, Romanian, Russian, Tamil, and Turkish. Thus, the group constituted a truly multi-cultural audience, wherein ELF was central in our periphery, thus requiring adaptive reduction and addition. Our data consist of learning diaries and an online, mixed-methods survey. We analysed both, paying specific attention to comments concerning inter-cultural communication, ELF, and the interpreter’s role and identity. Learning diaries were kept throughout the course; after the course concluded, students were invited to complete our online survey so that we might consider the longer-term affects for our teaching. We present our preliminary conclusions, including implications for interpreter training regarding today’s ELF realities.

Keywords: ELF; interpreter training; Finland; authentic situations; internationalisation

SIMO K. MÄÄTTÄ

Department of Foreign Languages, University of Jyväskylä, Finland; simo.k.maatta@jyu.fi

ELF in Community Interpreting

In recent years, there has been a lively public debate in Finland around the quality of community interpreting, courtroom interpreting in general. While the discussion has evolved mainly around less widely used languages, concerns about the quality of interpreting in English have been quite common as well. Thus, many courtroom officials and public servants have expressed their surprise at what they call a low quality of inter-

preting of English although English is the mostly widely studied foreign language in the school system and the universities alike. The fact that almost everyone knows some English and can therefore provide evaluations of others' performances is not the only explanation. Indeed, public servants and authorities are often unaware of interpreter recruiting practices, in which cost-efficiency overrules quality assessment. Thus, in a tough job market interpreters with just one or two language pairs are tempted to add English as one of their working languages even though they lack the required qualifications. On the other hand, the perceived lack of quality is related to growing numbers of non-native speakers among clients of interpreters of English, i.e., immigrants needing our services. Accent, vocabulary, and other surface-level linguistic features are obvious problems faced by the interpreter in such a situation, and public servants are sometimes aware of this. However, they are less knowledgeable about the psychological stress faced by the interpreter in a situation in which almost all participants are in a position to criticize the interpreter's performance while he or she is the only participant who did not receive the necessary background material and therefore cannot fully contextualize the situation. More importantly, service providers and public servants lack sociolinguistic knowledge related to linguistic culture and multilingualism explaining a large part of the interpreter's troubles—interpreters themselves are not always aware of these factors. In fact, community interpreting situations are dominated by written texts: they are based on laws, regulations, and reports, texts are read aloud, and the goal of the situation is to create a report, a ruling, or a memorandum. Immigrants needing our services, on the other hand, typically come from cultures in which things are done orally rather than in writing and their knowledge of English is quite often unevenly distributed across different domains of language use. However, the authorities assume them to be fully literate and conversant in English, no matter the domain or the medium of expression, especially if they come from a country in which English is the official language. In this talk, I will focus on problems present in interpreter-mediated communication events characterized by such discrepancies. To what extent is it possible for the interpreter to translate not only words but also text types, genres, and discourses unknown to his or her client without breaking the code of ethics and without jeopardizing the quality of interpreting (the way the public servants or courtroom officials see it? What are the implications for interpreter training, on the one hand, and to the teaching of ELF, on the other? These are some of the questions that I wish to address in this presentation based on my experience as a community interpreter (and at the same time as a participant observer informed by sociolinguistic research) in Helsinki (Finland) metropolitan area.

Keywords: community interpreting, legal interpreting, ELF, interpreter training, code of ethics

Panel 15: Scientific and Technical Translation

14:00 – 16:30, Room 346

Organisers: Myriam Salama-Carr

School of Humanities, Languages and Social Sciences, University of Salford, UK

m.l.carr@salford.ac.uk

14:00 – 14:15

Myriam Salamaca-Carr: Welcome

14:15 – 14:45

HALA SHARKAS

Translation Studies Department/UAE University, United Arab Emirates; hala_sharkas@yahoo.com

The Use of Technical Collocations in Popular Science Genres: A Case Study of the National Geographic and its Arabic Version

Collocations have been recognized as a significant component of language competence that native speakers of any language have, and which non-native speakers need to acquire. They have also been addressed in translation studies in terms of problems they may pose for translators as translation units. In scientific discourse, collocations seem to acquire particular importance because they may also serve as terminological units, and the failure to recognize them as such in the source text or to find satisfactory equivalence in the target language will affect the quality of the target text, not only in terms of its accuracy, but also in relation to what is considered acceptable scientific register by native speakers. With the growth of the translation of popular science genres, the collocation-related problem of accuracy vs. naturalness requires attention, but little empirical research in this area has been made. This paper investigates the use of technical collocations in the genre of popular science and the functional restrictions imposed by the target readership on the strategies followed by translators to render them. It mainly aims to answer the following questions: (1) are technical collocations used in this genre and to what extent? (2) What are the strategies used to render them into the target language? To answer these questions, a parallel corpus of popular science articles from the National Geographic magazine and its Arabic version is analyzed to identify technical collocations in the source texts and their equivalents in the target texts. The Arabic equivalents are then checked against specialized dictionaries and terminology banks to determine their conformity to specialized scientific register, and to help determine the strategies used to render them into Arabic. Implications for future research on the quality of translation are discussed.

Keywords: technical collocations, popular science genres

14:45 – 15:15

KARL GERHARD HEMPEL

Dipartimento di Studi Umanistici – Università del Salento (Lecce), Italy; Gerhard.Hempel@web.de

Prozessuale Aspekte bei der Übersetzung von Bedienungsanleitungen

In den letzten Jahrzehnten hat sich die Forschung zunehmend bemüht, technisches Übersetzen und technische Übersetzungen in einem immer weiteren Kontext zu betrachten. Eine Rolle spielten dabei zunächst vor allem textlinguistisch und funktional ausgerichtete Ansätze, dann insbesondere solche, bei denen die

kulturelle Einbettung ausgangs- bzw. zielsprachlicher Texte in den Vordergrund gestellt wurde (vgl. dazu Reinart 2009). In den letzten Jahren ist eine zusätzliche Erweiterung der Perspektive in einem prozessualen Sinn zu beobachten, dies einmal vonseiten der Translationsprozessforschung, die Vorgang des Übersetzens in den Mittelpunkt ihres Forschungsinteresses stellt (Göpferich 2008), und zum anderen in der Fachkommunikationsforschung, von der Modelle entwickelt wurden, bei denen das Übersetzen als Teil eines komplexen Arbeitsprozesses und der zu übersetzende Text als ein langsam seine endgültige Gestalt annehmendes „Werkstück“ aufgefasst wird (Schubert 2007).

Bedienungsleitungen, eine sehr häufig übersetzte, meist an der kommunikativen Schnittstelle zwischen technischem Experten und Laien angesiedelte Textsorte, sind bisher einerseits Gegenstand pragmalinguistischer Studien gewesen (z.B. Serra Borneto 1992), andererseits wurden aber auch intensive Feldforschungen durchgeführt, die auf eine möglichst umfassende und präzise Beschreibung interkultureller, häufig translationsrelevanter Differenzen abzielen (Horn-Helf 2010, mit früherer Lit.). Ausführliche Untersuchungen zu prozessualen Aspekten stellen dagegen noch ein dringendes Desiderat der Forschung dar. Zu fragen wäre hier z.B. Folgendes: Welche äußeren Faktoren beeinflussen die Arbeit des Übersetzers und wie interagieren die am Arbeitsprozess beteiligten Mitspieler (Firmen/Kunden – Übersetzungsbüros – Übersetzer)? In welchem Maße werden computergestützte Hilfsmittel (etwa Datenbanken, Translation Memories) eingesetzt und welche Auswirkungen haben diese auf das Übersetzen und die Übersetzung? Welche Rolle spielt die indirekte Übersetzung (über Relaisprachen)? Wie kann Übersetzungsqualität im prozessualen Sinn definiert werden? Inwieweit drückt sich im Übersetzungsprozess ein Gefälle zwischen zentralen (technisch entwickelten) und peripher angesiedelten Kulturen (Parianou, Kelandrias 2007) aus?

Im Vortrag sollen einige Methoden, die der Forschung zur Beantwortung derartiger Fragen zur Verfügung stehen, diskutiert und deren Aussagewert anhand von konkreten Beispielen bzw. Fallstudien untersucht werden. Vorgesehen ist dabei sowohl die direkte Einbeziehung von am Übersetzungsprozess beteiligten Personen (etwa durch Interviews, Fragebogenerhebungen) als auch die Untersuchung eines mehrsprachigen Textkorpus von Bedienungsanleitungen, das systematisch auf „Spuren“ hin untersucht werden soll, die Aufschlüsse auf den Übersetzungsvorgang und dessen Auswirkungen auf die Zieltexte geben. Für die Diskussion der Frage nach der Übersetzungsqualität wird außerdem auf die Ergebnisse einiger Vorstudien zur italienisch-deutschen Übersetzung von Bedienungsanleitungen zurückgegriffen (Hempel 2006, 2009).

Keywords: technical manuals, translation process, translation memories, indirect translation, translation quality

Please contact the author for the list of references

15:15 - 16:30: Discussion

Panel 3: Audiovisual Translation: from the Past to the Future

14:00 – 16:30, Room 351

Organiser: Carol O'Sullivan

Graduate School of Arts and Humanities, Translation Studies, University of Bristol, UK

carolmosullivan@btinternet.com

JEAN-FRANÇOIS CORNU

Independent researcher, Association des Traducteurs Adaptateurs de l'Audiovisuel, France

jfcornu.trad@yahoo.fr

The History of Dubbing and Subtitling in France: a Case Study in Research and Methodology

Since the advent of talking films, dubbing and subtitling have been the main two methods used to overcome the language barrier in worldwide film distribution. This fact is generally taken for granted, as if both processes had magically appeared with the coming of talking cinema. As a result, the development of such methods has been largely ignored by film historians. One of the major reasons is that dubbing and subtitling have been repeatedly labelled as, at best, “a necessary evil.” Studying the development of these translation methods means undertaking research in several fields, as it involves economic and commercial issues of film distribution, technical and aesthetic aspects of the filmic image and sound. It also requires having a keen sense of the history and aesthetics of film-making, as well as an awareness of the specific challenges involved in the translation of an audiovisual material. Since the early years of talking cinema, France has been a crucial territory for the development and improvement of the dubbing and subtitling methods. Yet very few researchers have been studying the history of this development from a global perspective involving the above-mentioned variety of angles. In the 1980s, as a student, then as a professional film translator and researcher, I started exploring the evolution of film translation practices in France, which led to the writing of a PhD thesis in Film Studies dedicated to the history and aesthetic issues of dubbing and subtitling since 1931, which I presented in 2004. I am currently rewriting and updating this thesis into a book for publication.

My contribution to the EST conference will focus on a summary of my research, followed by a presentation of the methodology I used. The main points of this research deal with how the development of dubbing and subtitling in France entirely depended on vital commercial issues, especially for the major Hollywood studios. Examining the state of film distribution in the early years of talking cinema is fundamental to the understanding of the development of dubbing and subtitling. Also, both processes need to be looked at separately, especially in the French context where dubbing quickly became the predominant form of film translation. Any aesthetic assessment of dubbed and subtitled films needs to be made with these issues in mind. Commenting upon an American film dubbed in 1930, or an Italian film dubbed in the 1970s, or indeed any foreign film subtitled in France before the mid-1950s cannot be seriously undertaken without an awareness of the conditions in which such films were dubbed and subtitled, just as the availability of light shooting equipment cannot be neglected in the advent of French New Wave films in the late 1950s.

As there existed no previous research on the subject on a similar scale, I had to invent my own methodology as I went along, using numerous printed sources from trade and film fan magazines, as well as the films themselves when available, which raises the tricky question of accessing films. One of the unexpected outcome of this research was to ask myself which film one is exactly seeing and listening to when watching any given dubbed or subtitled version of a foreign film.

CAROL O'SULLIVAN

“A splendid innovation, these English titles!”: The Early Days of Subtitling in Britain and the United States

The transition from silent to sound film, as is well known, caused radical changes in the way that motion pictures circulated between countries and languages. In the silent period, intertitles could easily and cheaply be edited out of film prints, reshot in the target language(s) and re-inserted into the film print. With the coming of sound, intertitles disappeared and solutions had to be found for the translation of spoken dialogue, and to a lesser extent in-vision written text, in the source language. There has been a lot of research interest in recent years in the brief period of multilingual production (roughly 1929-1932), during which studios such as Paramount and Ufa shot films simultaneously in two or more languages. However, as scholars including Markus Nornes have observed, there has been much less interest in the beginnings of subtitling and dubbing technology, which gained ground as it was realized that multilingual production was expensive and its product not necessarily what audiences wanted. This paper responds to this gap in research by looking at the transitional period between the arrival of sound in 1927 and the arrival of subtitling in English. Subtitling of Hollywood product in other territories was well underway from 1929, but it was not until the early 1930s that films were subtitled into English in the US and the UK. The paper will look at these subtitled films, and their context of circulation, from both a textual and a contextual perspective. The textual perspective is based largely on archival research on the film prints of the period. Films examined include Pabst's *Westfront 1918*, Pabst's *Kameradschaft* and Leontine Sagan's *Mädchen in Uniform*. I will consider issues such as the layout and look of the early subtitles; the choices about which elements of the dialogue should be titled, and the transitional practices that blurred the boundaries between intertiting and subtitling. The paper will also consider contexts of film distribution and exhibition, including the work of key agents such as film critics, cinema owners and the first subtitlers. How did distributors, exhibitors and audiences negotiate the period, only a few years long, when sound films were distributed in the UK and the US without what we would now consider to be translation? One answer is that filmmakers such as René Clair were experimenting with filmmaking techniques that subordinated spoken language to other elements of the audiovisual text, including music and pantomime. Another answer is that audiences for non-English-language film included a large proportion of native speakers of the source language; this seems to have been the case particularly in the United States. There are also, however, sustained attempts by reviewers and distributors to evaluate the extent to which audiences would be likely to enjoy films shot in a language not theirs. My research draws on press reviews and on archival records, including exhibitor ephemera and distributor catalogues, to look at the way foreign-language film was 'sold', untranslated, to English-speaking audiences. It uses similar resources to evaluate audience responses to the first subtitled films. I will conclude by considering what the implications are of my research findings for the study of film history and of translation history.

Keywords: subtitling, film, audiovisual translation, history, film studies

RACHEL WEISSBROD

Department of Translation and Interpreting Studies, Bar Ilan University, Israel

Rachel.Weissbrod@biu.ac.il

Creativity under Constraints: the Beginning of Film Translation in Mandatory Palestine

In translation studies there are two common beliefs regarding translation for the cinema: (1) Dubbing developed in nationalistic and totalitarian societies; it suited their interest to minimize the exposure of viewers to foreign languages and to control, even manipulate, the original content of films. Subtitling, on the other hand, developed in societies that were willing to take the risk of exposing viewers to the sounds and contents of the original dialogue (Danan 1991). (2) At least in the past, big countries used to dub, small countries used

to subtitle (Fawcett 1996). In my presentation, I intend to problematize these observations, and introduce additional factors while raising the following questions: what was the position of cinema in the culture under consideration? Was the method of translation dictated or chosen by the translators themselves? If censorship, including the banning of films, existed, was it enforced by the political establishment, or voluntary?

My case study is translation for the cinema in pre-state Israel, or Palestine, under the British mandate, from the 1920s to the 1940s. I intend to trace the first attempts to produce subtitles and to offer dubbing. The development of both methods entailed technological and economic difficulties, and necessitated great efforts and creativity on the part of the translators. Cinematic activity in general was scarce and marginal in those days (Zimmerman 2001). The local Jewish cinema served the need of glorifying the Zionist enterprise. Some of the imported films, too, served ideological needs. For example, Soviet films glorified socialism, which was central in local Jewish politics. Imported cinema, however, mainly fulfilled the function of providing entertainment. In the local Jewish society, which tended to subject all cultural production to the Zionist ideology, films intended to provide entertainment were the most marginal. They were imported by individuals and small companies, and quite often the same person imported films, translated, distributed and screened them. No official support was offered. The involvement of the British establishment took the form of censorship. The British censors objected to sex, violence, cruelty and everything that could possibly escalate the Jewish-Arab conflict. However, established censorship was not the only problem. Part of the Jewish public itself objected to the very screening of foreign films, speaking foreign languages. This was part of the struggle to ensure the dominance of Hebrew, and it applied particularly to Yiddish speaking films, because Yiddish was still regarded as the rival of Hebrew. Marginality was obviously a problem: only local Hebrew-speaking films serving the Zionist agenda were supported by organizations such as The Jewish Agency and Hahistadrut (the General Federation of Laborers in the Land of Israel). However, marginality also offered freedom of various kinds: the freedom to experience, import and invent new technologies; to adapt not just the translation to the film, but also the film to the translation; and to collaborate with Arab entrepreneurs against the background of the growing Jewish-Arab hostility.

My main primary sources are autobiographies by two of the pioneering translators in Mandatory Palestine: Ya'akov Davidon (Davidon 1983) and Yerushalayim Segal (Segal 1993). Davidon, born in 1898, experimented with dubbing, a translation method which did not last long but re-appeared in Israel in the 1970s, mainly in children's films. Segal, born in the same year, specialized in subtitling, which became the dominant method of translation for the cinema in Israel till this day.

Keywords: subtitling, dubbing, censorship, marginality, Palestine

Please contact the author for the list of references

CHRISTOPHER NATZÉN

National Library of Sweden, Sweden; christopher.natzen@kb.se

Mastering Language Barriers during the Conversion to Sound Film in Sweden

The language barrier during the conversion to sound film became an issue in Sweden after the premiere in 1929 of Fox Movietone Follies of 1929 (David Butler, 1929), the first film on the Swedish repertoire that was screened with non-Swedish dialogue. The critic Bengt Idestam-Almqvist wrote after the film's premiere that if it had not been for the song and dance numbers, the plot would have been hard to follow:

"Fox Follies is the first sound film without text that has been shown here. People sing, dance and – talk! The sound was very good at the Palladium, especially towards the end. Yet, it was difficult to appreciate the American dialogue. Sometimes the dialogue was so quiet that even Swedes used to American English could not understand everything. I only comprehended half of it. Certainly most [of the audience] did not understand a word. Judging from the atmosphere in the auditorium, the audience found the dialogue scenes and the lengthy revue songs tiresome" (Stockholms-Tidningen, 30 July 1929, 9). Yet, despite such initial experiences this

paper will argue that language barriers turned out to be a minor obstacle for the film medium's sound development during the late 1920s and early 1930s in the small language area that the Swedish film market represents. After Fox Movietone Follies of 1929, some experiments with dubbing were tried out but it was deemed to violate the film experience too much. There was an infamous live "dubbing" of *Midnight Madness* (F. Harmon Weight, 1928) and a mechanical dubbing of *An American Tragedy* (Joseph von Sternberg, 1931) produced by the Joinville studio in Paris. After the latter, no more experiments with dubbing were attempted in Sweden, and although the debate from time to time turned up in the periodicals it seems from the sources that this was a non-question. Instead, subtitling quickly became standard after its successful introduction with *The Singing Fool* (Lloyd Bacon, 1928) in 1929. Writing in a Swedish periodical in October 1929, after the introduction of subtitles, the critic Sven Stolpe exclaimed surprise that he did not find it disturbing that the film medium now contained "no less than three texts, first the spoken, then the ordinary texts, and finally a third kind, on the image itself simultaneously with the dialogue" (*Tidskrift för svensk skolfilm och bildningsfilm*, Vol. 6, No. 10 (15 October 1929), 1664). Using the Swedish film industry as an example I will in this paper illustrate how various sound technologies overall facilitated the mastering of the language barrier during the conversion to sound. From the start of May 1929 several films with a mechanical sound track had premiered on the Swedish repertoire although none of them with spoken dialogue. Even though the talking film raised some opposition when it arrived during the autumn of 1929, sound film with only effects and recorded music was by then regarded as an economical and natural development of the film medium. The two quotes with their focus on musical numbers and on three different texts highlights intermedial conditions and changes within the film medium itself. The verbal aspects are inseparable from the visual, musical and performative aspects which all helped to bridge language differences during the conversion to sound. The intermedial understanding of the film medium therefore raises questions also relating to the use of other sound carriers like the gramophone, radio and telephone - and their relation to the film medium.

Keywords: cinema as event, conversion to sound, trade press, intermediality, cinema in the 1920s/1930s

SABIEN HANOULLE

Translation and Interpreting, Artesis University College Antwerp, Belgium; sabien.hanoulle@artesis.be

Subtitling on Flemish Television During the Fifties and the Sixties

From its very beginning in 1953, Flemish television has broadcast subtitled programmes. However, scholars have paid little attention to the start of subtitling on Flemish television. This paper aims to give an overview of the way interlingual subtitles for fiction films were produced in the first twenty years of broadcasting. After a short introduction to illustrate the audiovisual landscape in the Flemish cinemas at the start of the talkies, I narrow down the focus to audiovisual translation during the first two decades of Flemish television. Both technical and practical issues are addressed. Two different techniques were used to produce subtitles. On the one hand, commercial companies applied chemical subtitling to films produced for the cinema, subsequently bought by the broadcasters. On the other hand, the internal translation department of the Flemish public broadcaster, VRT (then BRT) put the subtitles on punch cards and cued them manually through a subtitling machine. Interviews with early subtitlers have provided insights into practical issues like working circumstances, translation process and subtitling guidelines (or the lack thereof). In addition, the paper offers an analysis of sample subtitles of five films, broadcast between 1955 and 1967. The only film of that period still available at the Flemish television archive is a *Bonanza* episode from 1965, directed by Gerd Oswald. In the archive of the Royal Film Museum in Brussels, I was able to view four additional film tapes: *Il Capotto* (Alberto Lattuada, 1952), *Citizen Kane* (Orson Welles, 1941), *The Grapes of Wrath* (John Ford, 1940) and *Key Largo* (John Huston, 1948). The analysis tests the subtitles against two important features of film dialogue: the cohesion between the 'layer of visual information and a layer of verbal information' (Baumgarten, 2008) and the nature of film conversation, which is always an imitation of every day speech with '[t]he actual hesitations, repetitions, [...] either [...] pruned away, or, if not, deliberately included' (Kozloff, 2000:

18). In order to classify the effect the translation of the examined scripts has on the film dialogues, Kozloffs' (2000) classification of film dialogue functions was used. The results demonstrate that the translation strategies chosen have an impact on the internal cohesion within the subtitles, the intersemiotic cohesion between the subtitles, the image, and on the film narrative. Moreover, the subtitles do not succeed in imitating every day speech nor in revealing the character of the actors. The translation focuses mainly onto transmitting necessary information for the understanding of the story, but misses even then its purpose because of too little attention to the link between the visual and the verbal layers.

Keywords: Flemish television, subtitling, translation strategies, cohesion, film conversation

Please contact the author for the list of references

Panel 13: News Translation: Subverting the Discipline?

14:00 – 16:30, Room 368

Organisers: Luc van Doorslaer, Christina Schäffner

CETRA, University of Leuven, Belgium; LSS, Aston University, UK

luc.vandoorslaer@arts.kuleuven.be; C.Schaeffner@aston.ac.uk

14:00 – 14:30

Luc van Doorslaer, Christina Schäffner: Introduction

14:30 – 15:00

CLAIRE TSAI

Department of English, National Taipei University of Technology, Taiwan; ctsai@ntut.edu.tw

Mediating Humour in TV News through Translation: a Perspective of the News Frame Theory

With the rise of market-driven journalism, television news stations are competing for ratings. There is an increasing entertainment-oriented tendency and news engages audiences' emotions more readily. This has triggered the author's interest in looking at how different varieties of humour in the TV newsroom are mediated by TV news translators. The issue of humour in TV news, particularly in relation to its 'translation', and the translators' mediation have hardly been addressed in the literature to date. Practically no systematic empirical research on this topic has been carried out. Most research on humour in the news has been based on the social science research paradigm and fallen in the disciplines of journalism studies, media studies or communication studies. Some of the more fundamental questions about translating humour for TV news have not been asked.

As TV news translators are playing the roles of journalists, it is imperative to produce more interdisciplinary research in this regard. It appears that scholars in Translation Studies have either been reluctant or unable to move beyond the confines of their specific specialism. Their reluctance to look beyond translation may have to do with their worry that the (inter)discipline they have defended would be relegated to a marginal position rather than moving forward to claim a dominating role and win recognition. Such worries are gratuitous if one looks at the bigger picture, since it is precisely the debates and disagreement within Translation Studies over the years that have contributed to the proliferation of scholarship.

This paper aims to look at TV news translation beyond translation and shift the trajectory of research of news translation into a path that is more acceptable. This paper makes a critical inquiry into lines of argument

that the author deems central and relevant to discussions of TV news translation and adopts the news frame theory to examine the mediating role of TV news translators in dealing with humorous elements. Three crucial news frames are involved: the organisational frame, the individual frame and the textual frame. The paper seeks to explore the implication of different forms of humour on TV news translation strategies and to optimise translation and communication effectiveness. By collecting authentic news texts and their translated versions from three major commercial TV news stations in Taiwan for close analysis and undertaking in-depth interviews with TV news translators, this paper aims to unveil how the three news frames interact with translation of humour and how such interaction produces new meanings.

Keywords: news translation, TV news translation, humour, news frame, interdisciplinarity

15:00 –15:30

LUCILE DAVIER

Faculty of Translation and Interpreting, University of Geneva, Switzerland; lucile.davier@unige.ch

Is Interlingual Transfer in News Agencies “Undefining” or Redefining Translation?

As many experts in news translation put it, the source text (ST) / target text (TT) dichotomy seems to vanish into a diluted continuum of texts containing parts or sentences which were originally in a different language, especially in the context of news agencies. Although this phenomenon is not new in journalistic settings, it has only been observed since the beginning of the 21st century by Translation Studies scholars. This revolutionary observation has far-reaching consequences for Translation Studies since most of its definitions of translation itself are unquestionably based on the ST/TT opposition. This paper thus intends to refine classical definitions of translation by resorting to concepts deriving from Relevance Theory. First the aim of this study is to describe briefly the kind of “interlingual transfer” (used as a generic term for “translation”) practised in news agencies. This description is not purely theoretical but is also illustrated by empirical data: field observations, semi-structured interviews with journalists, and a multilingual comparable corpus (as opposed to a parallel corpus of ST-TT) of 1200 news dispatches. All the data was gathered at the Geneva desk of Agence France-Presse (AFP) and the head office of Schweizerische Depeschentagentur (SDA, Swiss national press agency). Second, the paper will show how classical definitions of translation (domestication/foreignisation, equivalence, skopos, etc.) fail to give an adequate framework to understand the journalists’ practice of interlingual transfer in newsrooms. The domestication/foreignisation approach, for instance, is unable to tackle a communication situation where the ST/TT relationship has dissolved. As shown by quite a few authors, the concept of equivalence is a circular one and only defines translation as a relation of equivalence between ST and TT. Skopos theory may have gone a step further by moving away from a sacralised ST and by taking the communication context into account, but it stumbles into another trap: it defines translation so broadly (as any communication act involving several languages) that it turns it into a territory without borders. Third, as these mainstream definitions of translation are unsatisfying, this study borrows, criticises and tries to improve concepts imported from Relevance Theory. This paper builds up on the concepts of Interlingual Interpretive Use (IU) and Interlingual Descriptive Use (DU) that Gutt transfers from Relevance Theory to Translation Studies. We disagree with the fact that he is associating translation with Interlingual Interpretive Use only, which implies that translation would have to be overt or mentioned as such to be called “translation”. Still, the IU/DU distinction can be reworked to describe the different kinds of interlingual transfer which can be observed in news agencies: IU1, IU2, ID1, and ID2. These four instances correspond to: overt interlingual transfer which reflects the structure of the original (IU1, e.g. literal translation of quotations); overt interlingual transfer with quantitatively comparable source and target segments, which may include additional information to improve understanding (IU2, e.g. translation of signed papers); writing of a news dispatch inspired by sources in a different language but without any constraint of form or content (ID1, e.g. interlingual transfer of standard anonymous dispatches); writing of news items about the same happening

in different languages with some coordination between journalists (ID2, e.g. parallel writing in the case of important events). In press agencies different forms of interlingual transfer are thus used to handle different types of discourse (quotations, signed papers, and standard dispatches) in different communication situations (routine information or important happening). Therefore a coherent and modern definition of translation should include the growing diversity of objects involving interlingual transfer. Within the context of news agencies, the concept of “text” itself needs to be redefined since a source “text” could be a sentence or even a few words. On the other hand, there is no target “text” as such any more, but only news items formed by a patchwork of composite sources. Finally, an efficient definition of translation should take into account the diverging requirements of different communication situations even in the area of news translation, where “interlingual transfer” covers an extremely diverse range of practices.

Keywords: news translation, news agencies, definition of translation, source text, target text; Relevance Theory

15:30 – 16:00

MARLIE VAN ROOYEN

Linguistics and Language Practice, University of the Free State, Bloemfontein, South Africa
vanrooyenm1@ufs.ac.za

An Alternative Methodology for Alternative Data: Community News Translation in South Africa

Before 1994, the media landscape in South Africa was clearly defined with a government broadcaster, white-owned newspapers and resistance media (whether being ANC radio or the alternative press). Contemporary South African media, however, is characterised by a different topography with new platforms of mass communication emerging. The players in mass communication has become blurred, but there is consensus that plurality has appeared in public communication with an expanded public sphere influencing and communicating beyond the mainstream traditional mass media (Hyde-Clarke 2010:iii-iv). Alternative media, which would include community media as well as citizen journalism, provides the sphere for investigation for this study.

In a multilingual environment journalists inevitably (knowingly or unknowingly) also are translators or transeditors – they translate and edit one or more source texts into one or more target texts. They move between languages, text types, modalities, and semiotic systems. Taking into account the diversity of modalities available in media, the journalator (term coined by Luc van Doorslaer for journalists/translators) are deeply involved in translation on a day-to-day basis. However, the borders between the source text(s) and target text(s) seem to have disappeared, questioning the traditional translation studies distinction between source and target text. Various texts for a variety of mediums are produced almost simultaneously. If a news editor receives a text in two (or more) languages from a correspondent or journalist, which one came first? Is it at all important to know which text came first? Should researchers not first of all try to understand the flow of translation (or non-translation), whether interlingual, intralingual or intersemiotic (cf. Jakobson 1959), in community news? What are the challenges faced in community news translation? What is the influence of multimodality (new media and technology) on journalators in community news?

Researchers making use of contemporary methodology, such as comparative or corpus methodologies would not be able to answer these questions. In this paper, I therefore propose ethnography as methodology that could allow the researcher entry into this entanglement. Koskinen (2002) applied ethnography in her study of translation in the European Union – she focused on the institution, the translators and the translated text. As former EU translator, she was equipped with in-house experience enabling her to tackle challenges particular to this environment. She (2002:38-43) mentions that “(e)thnographic approaches can similarly enrich the field and support theory-building by providing methods for eliciting new kinds of qualitative data on the social aspects of translation.” Insights into the organisational culture of a multimodal news room could give

us some information into these matters as well, e.g. ‘border jobs’ (such as transeditors and journalators) etc. According to Koskinen (2002:39) “... ethnography is not to be seen as a radical new departure but rather as a new set of tools to analyze the contexts of translation”. As former media and translation “insider” I propose that ethnographic analysis is well-suited for media translation in general, and specifically community news media in a South Africa context.

Keywords: news translation, alternative, community, ethnography, South Africa

Please contact the author for the list of references

16:00 – 16:30

Discussion

Panel 10: Key Cultural Texts in Translation

14:00 – 16:30, Room 373

Organiser: Kirsten Malmkjær

School of Modern Languages, The University of Leicester, UK

km240@le.ac.uk

14.00-14.30

Kirsten Malmkjær: Introduction

14:30 – 15:00

EFFROSSYNI (EFFIE) FRAGKOU

School of Translation and Interpretation, York University, Canada

effie.fragkou@yahoo.com, effiefragkou@yahoo.ca

Plato’s Republic and the Shifting Notion of Democracy

This paper proposes to demonstrate the status of Plato’s Republic as a central text for Greek culture by revealing the impact of its various retranslations on the political and philosophical discourse of Greece’s post 1821-Revolution era and how this discourse contributed in shaping the creation of a political and national identity for the Greek State and its constant readjustment over the years.

Many elements support the claim that the Republic is a key cultural text. In its capacity as a canonical text, it is treated both as popularized and specialized reading. The boundaries between the Republic’s dual quality and function are purposefully shifting and often interchangeable. In addition, the Republic is by far the most frequently retranslated text in the Modern Greek language, presently counting 10 retranslations produced in less than a century. Interestingly, Plato’s text remains a constant reference in Modern Greek political and philosophical discourse. But, most importantly, each retranslation feeds the legal discourse by (re)defining the “official” interpretation of the role of governance, the political, social and cultural understanding of democracy, and the limits of political freedom.

The main hypothesis of this work is that democracy —a contested political practice and a corrupted form of

government in the eyes of Plato— becomes a contentious concept in the interpretations given by each retranslation. Although the virtues of democracy are explained and defended by Aristotle, the Modern Greek social imaginary, legitimized by an intricately interconnected legal, political and philosophical discourse, defines democracy mainly through Plato's controversial view, in order to defend it or dismiss it, depending on the objectives of the political forces associated with or identified via the given discourse. This hypothesis is confirmed through the study of an extensive corpus, which was analyzed on three different levels. The first level considers all known retranslations of Plato's Republic into Modern Greek, from a legal standpoint. This is achieved by comparing their respective discourse with all Greek Constitutions, since 1821, as well as other legal documents that define the various forms of government established in Greece, especially with regards to their definition of democracy. The second level treats of the extensive paratext of each translation (i.e. prefaces, notes, translators' notes and post-scripts) as a text in its own right and in relation to the translators' auctorial, personal and professional identities, the editors' positioning within Greece's editorial system, and the power differential, first, between the various translators' (diachronic level) and, second, between the translators, the editors and the society in which they all "perform" (synchronic level). Finally, the third level of analysis places each retranslation in the context of its contemporary original philosophical and political production. The latter constitutes a corpus of well-known essays and books written by Modern Greek philosophers, who are considered canonical and enjoy a prominent political and academic status, but also foreign language essays on Plato's Republic translated into Greek. The findings of this study, which confirm the above-mentioned hypothesis, are particularly relevant and may shed light to Greece's currently political crisis. They are also able to demonstrate that the causes of this crisis are deeper than originally thought and that their ramifications extend beyond Greece's national borders. International recession —especially its presumed causes based on which other countries are content with vilifying Greece for its bad financial practices and its undeniably irresponsible lifestyle for many decades— is about to redefine democracy both legally and philosophically. This new definition is based on a recent trend, which consists in shaping a neo-liberal, new-Christian, right-centered conceptual framework for democracy that is more consistent with North American Republican views of what constitutes a "democratic state" than with the Enlightenment-inspired European philosophical legacy. This trend becomes transparent in the similarities found in the discursive patterns of the most recent Greek retranslations of the Republic, in the translations of political/philosophical texts imported from North America, and the laws and legal documents of the Greek State pertaining to key issues of governance and political reforms. In this context, the Republic becomes a key cultural text in as much as it provides the open-ended platform for embracing, changing, adjusting and transmitting fundamental political and philosophical concepts, such as the concept of democracy, and the necessary channel of echoing and disseminating local and imported doctrines in the area of governing and the new understanding of the rule-of-law.

Keywords: canonical text, democracy, philosophy, rule-of-law

15:00 – 15:30

EKATERINI NIKOLAREA

Department of Geography, School of Social Sciences, University of the Aegean, Greece

anikolarea@geo.aegean.gr

Oedipus the King: A Key Cultural Text in a Variety of Cultural (Con)texts

The presentation explores why and how Oedipus the King by Sophocles (5th century BCE) – the epitome of ancient Greek tragedy, according to Aristotle (4th century BCE) – was received by a wider English and French audience through translations and theatrical performances at given times. The first part explores: (1) why and how a cultural text, such as Oedipus the King, was transformed into French and British cultural texts by being re-written (adapted) by Corneille & Voltaire, on the one hand, and Dryden and Lee, on the other hand. As the presenter will claim, it was the overall neoclassical and political context of 17th-century Europe that transformed a foreign / an unfamiliar (unheimlich) key cultural text into familiar (heimlich) cul-

tural texts through staged adaptations rather than translations. The second part tries to illustrate why and how Oedipus the King became the most translated, the most adapted and the most staged ancient Greek tragedy in the late 19th and 20th centuries. This part tries to unfold the multi-layered interdiscursivity and intertextuality of these centuries. First, the simultaneous rise of philology in Germany (Wilamowitz) and England (Jebb [literal translation], Murray [poetic translation]) with Nietzsche's *Das Geburt der Tragödie* and Reinhardt's productions of Oedipus in late 19th and early 20th century Germany and England changed the focus of perception of Oedipus from cultural text onto a (cultural) production. Second, a gradual canonization of Oedipus as a world masterpiece in anthologies, Freud's theory of "Oedipus complex", Lévi-Strauss' anthropological discussion of Oedipus helped so the second half of the 20th century this tragedy was re-translated, (re-) adapted and its text became the pretext for experimentation with theatrical, stage and costumes conventions (i.e. the Realism in the Old Vic's production, Guthrie's production in the Stratford Shakespearean Festival in Toronto in 1954-1955), based on archaeological theories of Greek theatre and performances – as it happened in Reinhardt's productions. The third part concludes that a key culture text (1) must be canonized one way or the other (e.g. Aristotle), and (2) has certain concepts / ideas / phrases which can become known to wider readership / audience only through translations, adaptations – criticism or different scientific fields (i.e. humanities, social sciences). Furthermore, if this key culture text is a theatrical play, then it can become the springboard for theatrical and stage experimentation. Thus, an initial key culture text is transformed into multiple culture texts carrying the signs of a specific culture at a given time (synchrony) and / or interactions of different cultures / discourses at a given time and /or at different times. Thus, the topos / locus / meeting place can be where synchrony & diachrony axes meet, interact and create / produce a new culture text, which however may be more evasive and fragile than the original key culture text.

15:30 – 16:00

DAVID CHARLSTON

Centre for Translation and Intercultural Studies, University of Manchester, UK

dcharlston@btinternet.com

Hegel's Phenomenology as a Cultural Text in Translation: A Comparative Analysis of Translatorial Hexis

Hegel's *Die Phänomenologie des Geistes* [Phenomenology of Mind and/or Spirit] provides a powerful example of a cultural text because of its central concern with the self-conscious experience of rational human consciousness [Geist] in a variety of historical and cultural manifestations (Pinkard, 1994; Stern, 2002; Westphal, 2009); because of its intrinsic ideological and 'dialectical' ambiguity; and because of its fascinating translation history (Charlston, 2012; Charlston, 2012a). The paper adapts Bourdieu's theory of hexis as a basis for arguing that the Baillie (Hegel/Baillie, 1910/1931) and Pinkard (Hegel/Pinkard, 2008) translations of Hegel's *Die Phänomenologie des Geistes* (Hegel, 1807/1970) can be seen as textual embodiments of different translatorial responses to the text determined by the social and philosophical dynamics surrounding each translator. The theoretical concept of a 'translatorial hexis' is analogous to Bourdieu's habitus (Bourdieu, 1977; Bourdieu, 2012) but differs in that the translatorial hexis embodies a specifically dominant, honour-seeking stance of the philosopher-translator with regard to the micro-dynamics of the surrounding sub-fields. As the paper shows, the translatorial hexis is identifiably embodied in the detail of the text and in the peritexts to the translations.

The paper characterises the historical background to the two selected translations in terms of interrelated Bourdieusian fields defined by rival positions vying for academic reputation. With regard to the rivalry between Absolutist and Personalist versions of British Idealism (Mander, 2011) in the early decades of the twentieth century, Sir James Black Baillie, the first translator of the *Phenomenology*, used the translation to re-appropriate and re-Christianise Hegel's philosophy for the Personalist cause, thereby rescuing Hegel from the perceived monistic vagaries of British Absolutism. With regard to the twentieth-century 'non-metaphysi-

cal' interpretations of Hegel (Redding, 2010) and the associated appropriation of Hegel in the development of 'communitarian' and 'democratic liberal' ideologies in the US (Pinkard, 1987), Terry Pinkard's new translation is also controversial because of the translator's dominant position and worldwide reputation in the sub-field of contemporary Anglophone Hegelianism. Analysis of the micro-dynamics of two historical sub-fields provides the basis for a 'radical contextualisation' (Johnson, 1993) of lexical patterning in the translations of two culturally significant, 'dialectically ambiguous' terms, Geist [mind/spirit] and aufheben [cancel/preserve/sublate], identified in the two TT corpora. While Hegel's text plays on the dynamic, metaphysical relationship between universal, particular and individual 'moments' of Geist and the elusive process of 'sublation' which ambiguously articulates this relationship, Baillie introduces different English translations of Geist [mind/spirit/Spirit] and aufheben [cancel/do away with/preserve/sublate/transcend] in a patterned manner throughout the text to suggest a progressive, hierarchical relationship between the individual, the finite, the infinite and the divine. By contrast, Pinkard's normative turn towards terminological consistency [Geist=spirit; aufheben=sublate] is shown not to be as neutral as it may seem. The new translation thus also challenges assumptions about Hegel enshrined in the previous translations and subtly suggests a secularised, socialised and rationalised interpretation of the text. The concept of a translatorial hexis provides a theoretical tool for analysing the complexity of the philosopher-translator's participation in the micro-dynamics of the sub-field by contextualising small-scale translatorial decisions with reference to philosophical and ideological positions specific to the target culture. The theoretical framework can thus be usefully applied to translations of this text and other texts into languages other than English (Guo, 2010; Reitan, 2010).

Keywords: Hegel's Phenomenology, translatorial hexis, Bourdieu, philosophy translation

Please contact the author for the list of references

Panel 11: Libraries and Translation Studies

14:00 – 16:30, Room 376

Organiser: Agnes Whitfield

Faculty of Liberal Arts and Professional Studies, York University, Canada

agnesw@yorku.ca

DENIS LACROIX

University of Alberta Libraries, Canada; denis.lacroix@ualberta.ca

Information Literacy at the Heart of Librarianship and Translation Studies: A Case Study of the University of Alberta Libraries

Since the University of Alberta's (UA) Modern Languages and Culture Studies (MLCS) department actively integrated information literacy into its translation certificate programme five years ago, the university's libraries (UAL) have moved from the periphery to the heart of the programme, teaching the basics of finding, accessing, managing and evaluating information in the context of translation and translation studies to approximately 250 undergraduate and graduate students. The UAL is the largest university library in Western Canada and offer a vast number of print and electronic resources to translation students at the UA, who also benefit from customized information literacy sessions. Through these sessions, students learn to conceptualize the various pathways to information that translators need to consider in the course of their careers. This case study explains the information literacy programme for translation students created by the UAL in order to support the MLCS's translation certificate curriculum. The information literacy programme for translation students at the University of Alberta helps students develop their documentary competence in what Maria

Pinto (107) describes as three complementary aspects: as users, processors, and producers of information. The UAL teaches students not only how to locate and retrieve relevant information, but also how to prepare themselves for the various information needs that they will encounter as they are translating texts. Since translation is a mental sport for which students must train, the programme offers techniques that allow them to do so by using appropriate information tools and correct techniques so that they may recognize their information needs and know where and how to meet those needs throughout the various stages of the translation process – before, during, and after the translation act. Processing and transforming information requires students to learn and practice translation techniques in and out of the classroom, which puts information seeking to the test. Transforming a text into a target language will require students to know how to incorporate their knowledge effectively, legally, and ethically: all part of the Association of College and Research Libraries' (ACRL) definition of information literacy. Related to processing information is producing it. Translation students are encouraged to become effective at communicating their translated texts in the most appropriate medium and for the intended audience. This refers to the social-structural and publishing literacies, which Shapiro and Hughes consider an integral part of an information literacy curriculum. Community-based translation projects allow students to develop this portion of information literacy with texts by various community groups (e.g. university, government, local associations...) that are destined for publication and distribution to a specific audience. The development of information literacy competencies in translation students is a collaborative effort that requires the synergy of teaching faculty, librarians, and community partners. This case study will show how students can become better translators when they learn to think critically about the information they use and produce. Libraries and librarians, like translation itself, mediate between the translator's information need and the sources of information, from the source need to the target information. Information literacy allows translation students to move beyond the utilitarian use of information to thinking critically and socially as participants in the translation discourse.

Keywords: translation students, information literacy, information research skills, case study, academic libraries

Please contact the author for the list of references

RENATA ALEKSANDROWICZ, BOGUMIŁA STANIÓW

Institute of Information and Library Science, University of Wrocław, Poland

bogumila.staniow@uni.wroc.pl

Translations in Libraries: Three Levels of Information (an example of Poland)

The paper will present three levels of information about foreign books in libraries. We will concentrate on fiction books. The first level of information is the bibliographic one: bibliographies which register books translated from other languages into Polish and those which register documents from Polish into foreign languages. We will characterize both international ("Index Translationum") and national bibliography ("Przewodnik Bibliograficzny", "Polonica Zagraniczne") which are available for Polish readers. We will describe special literary bibliographies in Poland (retrospective and current) and discuss the most important needs in this area. Nowadays we can see the tendency to transform the traditional bibliographies into electronic databases, on CD or – more and more often – online. In this way the users have round-the-clock access to all data and information. Some periodicals related to publishing (e.g. "Ruch Wydawniczy w Liczbach") bring more specialized, statistical information about translations. Thanks to them we can compare the situation of various literatures in a minute. The second level is the textual one – it consists of all foreign books which the library possesses. The collection depends, of course, on a kind of library. National libraries collect all editions of foreign authors in translations, public: mainly new books and world bestsellers, school libraries: these for education and located in school reading lists. Library catalogues are still very important tools of information about foreign books. The paper will analyse in which way old, traditional and electronic catalogues inform the users about transla-

tions. The way of arrangement of the bookstore and audiobooks can also influence on people how to choose books of foreign authors. The reading surveys in Poland indicate big popularity of foreign authors. The paper will submit the most popular authors and titles of foreign books which are willingly bought and borrowed. Libraries adapt their collections to the needs and the reading taste of their users. The third level of information is connected with library cultural activities, events and promotion of foreign literatures, authors and their books. Polish libraries (mainly public libraries, but also these in specialized institutes and organizations, e.g.: Goethe Institute, Alliance Française, American Corner) use many interesting and valuable forms of work, which enable to inform about translations and encourage their users to read foreign authors' books, for example:

- information about authors and books (also on www),
- exhibitions of books,
- reviews of books (in traditional magazines, on websites, blogs, in technology Web 2.0),
- meetings and interviews with authors and translators,
- competitions,
- discussion clubs,
- language cafes with literature presentations,
- "lively library" (individual meetings with people-books),
- "night at the library" (e.g. with fairy tales, with Hans Christian Andersen, with Harry Potter),
- regional (e.g. European) or world projects and programmes which make foreign literature well known and popular,
- various library celebrations (e.g. International Translation Day, World Book and Copyright Day, The Month of Culture and Literature).

They also use and propagate special portals which are related to Polish literature abroad and foreign literature in Poland (e.g. <http://www.instytutksiazki.pl/>).

Librarians are people who can propagate and promote world literature: from Nobel's prizes to global bestsellers. Specific institutions are libraries located in border towns. Their activities are aimed to better knowing of the culture (also literature) of the foreigners.

Keywords: bibliography, cultural activities, information, libraries, translations

15:00 – 15:30

AGNES WHITFIELD

Department of English, York University, Toronto, Canada; agnesw@yorku.ca

The Circulation of Translations of Anglophone and Francophone Literary Works in Canadian Libraries: A Cross-cultural Empirical Study

This paper will present the results of a cross-cultural empirical study of the circulation of translations of Anglophone and Francophone Canadian literary works in Canadian libraries. The study included two national surveys, one of Francophone and one of Anglophone libraries in Canada, carried out in 2008, under joint funding from the Canadian Department of Canadian Heritage and the Social Sciences and Humanities Research Council of Canada. These surveys reached a representative sample of libraries, in terms of type of library (large municipal, small/medium municipal, university/college, or other) geographical location (by province) and context (rural, urban, unilingual/bilingual or multilingual). Questions were designed to assess the circulation of translations with respect to a variety of criteria: presence of works in other languages, importance of literary works in the library's holdings, acquisition policies for Canadian literature and for Canadian and non-Canadian literary works in translation, factors affecting acquisition decisions generally (book reviews, publisher catalogues, bestsellers, literary awards, library patron recommendations, professional magazines)

and translations more specifically (theme, reputation of translator, author, or publisher), as well as the role of translations in library out-reach activities (lectures, exhibitions, readings, special activities). A second part of the study included interviews with librarians at large public libraries in two multicultural metropolitan centres (Toronto and Montreal) to assess more specifically how literary translations could be used by libraries with a view to increasing intercultural understanding, cross-cultural literacy and intergenerational cultural exchange in contexts of immigration. Finally, interviews were conducted with respect to cataloguing issues related to translations in Canadian libraries, and the place of translations in subject indexing. Research results suggest that perceptions of translations are not vastly different between Anglophone and Francophone libraries, that, while public libraries give priority to Canadian literary works, they often privilege original texts over translations, thus impeding accessibility for readers who cannot access the works in the language of the original, and reinforcing, rather than bridging, cultural divides. Follow-up data showed a developing awareness of new uses of translations, particularly in bilingual formats, in immigrant contexts where the acquisition of linguistic and cultural knowledge has inter-generational dimensions. However, in general, the study revealed a number of important structural lacunae demonstrating that literary translations remain substantially under-used as a source of intercultural knowledge in Canadian libraries. Furthermore, when set against general contextual information about trends in Canadian libraries generally (with respect to funding, readership, changing conceptions of the role of school libraries and librarians and the mandate of the national libraries, digitalisation and changing formats, and heritage vs. user-client priorities), the empirical data opens up a broader perception of the diverse factors (economic, governmental, cultural) affecting the circulation of literary translations in libraries. While the perspective of the paper will be on the empirical analysis of the Canadian situation, all data will be presented in a way that facilitates the identification and assessment of factors that could be applicable in other linguistic and cultural settings.

Keywords: literary translation, cross-cultural, libraries, Canada, empirical

15:30 – 16:30

Discussion

Panel 4: Corpus-based Translation Studies

17:00 – 18:00, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

STELLA NEUMANN, PAULA NIEMIETZ, TATIANA SERBINA

Institute of English, American and Romance Intercultural Studies, RWTH Aachen University, Germany

neumann@anglistik.rwth-aachen.de, niemietz@anglistik.rwth-aachen.de, serbina@anglistik.rwth-aachen.de

Compilation and Annotation of a Keystroke Logged Corpus

This paper reports on the linguistic annotation and representation of keystroke logging data obtained in a translation experiment for the study of the cognitive demand of grammatical complexity and its impact on the translation product. Professional translators and PhD students in physics were asked to translate an abridged text from Scientific American Online from English into German. The text was locally modified to contain ten stimuli reflecting different degrees of grammatical complexity. All the keystrokes, mouse movements and pauses in between were recorded using the keystroke logging software Translog (for a pilot study see Alves et al. 2010). Typically, this information is examined in a qualitative fashion working with visualizations provided by the linear representation. In more quantitatively oriented studies the focus is mainly

on pause-related analyses. Our aim is to create a corpus consisting of the source texts, final target texts as well as the intermediate versions of the unfolding target texts and to enrich the logging data with linguistic information, such as parts of speech or grammatical functions. The size of the pilot corpus will amount to approximately 3,650 words. However, in the future the corpus will be extended to include other translation experiments. In this type of corpus, quantitative methods can be applied to investigate specific linguistic patterns during the translation process. Linguistic annotation of keystroke logging data is not straightforward since the data consists of ‘snapshots’ of online text production. Consequently, various types of non-standard features will occur, ranging from corrected typing errors to incorrect combinations of parts of speech that will be corrected later. Therefore, the chronological order of the logging data may not reflect the order of the emerging target text, resulting in a distribution of changes over various places in the logging data. For instance, in the segment *die sich Physiker nicht erklären können/konnten* the appropriate verb form is chosen only at a later stage. These changes have to be linked in the annotation. A complex annotation such as this one is only possible with the help of multiple annotation layers (see Hansen-Schirra et al. 2006). Successful application of automatic annotation tools, such as a part of speech tagger, requires a cleaned version of the data (Leijten et al. 2012), but the ‘erroneous’ data should not be concealed since it contains valuable information on a potentially increased demand caused by grammatical complexity. Moreover, correcting involves an interpretation that may not do justice to all subtleties of the data. To make this information available for further analysis, all intermediate versions including revisions and ambiguities need to be reflected in the annotated corpus. A possible solution is to include target hypotheses as used in the study of learner corpora (Lüdeling 2008), where at least two competing interpretations of ambiguous cases are integrated in the data. Thus the corpus can be used to query not only linguistic features but also revisions and the resulting target hypotheses. In this paper we describe the technical realisation of such data enrichment drawing on and further extending the XML markup produced as the output format by Translog. Insights from this corpus will be combined in a future comprehensive data base with existing eye tracking data to get a fuller picture of the cognitive demand caused by grammatically complex structures during translating.

Keywords: translation process, keystroke logging, corpus linguistics, multi-layer annotation, target hypotheses

Please contact the authors for the list of references

NORA SOMMER, MIHAELA VELA

Applied Linguistics, Translation and Interpreting, Saarland University, Germany

norasommer@yahoo.de, m.vela@mx.uni-saarland.de

Evaluation von Maschinellen Übersetzungssystemen auf Basis eines bilingualen Corpus

In dieser Arbeit beschreiben wir die linguistische Evaluation der Ausgabe der maschinellen Übersetzungssysteme Google Übersetzer, Systran 6 und Systran 7. Dabei soll vergleichend und anhand des CroCo Corpus (Neumann und Hansen-Schirra, 2005; Vela und Hansen-Schirra, 2006) untersucht und evaluiert werden, wie die Übersetzung der Verlaufsform durch die drei Systeme behandelt wird. Es gibt zahlreiche Arbeiten (Popović und Burchardt, 2011; Babych und Hartley, 2004), in denen man sich der Evaluation von der informationstechnischen Seite widmet. Dabei werden automatische Metriken wie z.B. BLEU (Papineni et al. 2002) oder METEOR (Denkowski und Lavie, 2011) zur Evaluation der Ausgabe von Übersetzungssystemen eingesetzt. Der Nachteil dieser statistischen Metriken ist, dass sie erst ab einer großen Wortanzahl von sechsbis siebentausend Wörtern mit der menschlichen Evaluation korrelieren (Babych und Hartley, 2009). In dem hier beschriebenen Ansatz erfolgt die Klassifikation der Fehler nach grammatischen Merkmalen, wobei der Schwerpunkt auf die Übersetzung der Verlaufsform gelegt wird. Dieses sprachwissenschaftliche Phänomen ist besonders interessant, da es in der deutschen Sprache nicht existiert und deswegen auf verschiedenste Übersetzungsstrategien zurückgegriffen werden muss. Dazu werden aus dem CroCo Corpus die englischen

original Subcorpora (EO) der beiden Register „politische Reden“ (SPEECH) und „fiktionale Texte“ (FICTION) übersetzt und untersucht. Das Subcorpus aus dem Register SPEECH besteht aus 31.258 Wörtern und das aus FICTION aus 31.316 Wörtern. Für die Übersetzung der Subcorpora werden die MÜ-Systeme Google Übersetzer (statistisch), Systran 6 (regelbasiert) und Systran 7 (hybrid) verwendet. Mit Hilfe der CQP-Query (Christ 1994; Christ und Schulze, 1995) werden dann die Verlaufsformen extrahiert, ihre Übersetzungen zugeordnet und analysiert.

Abschließend werden die MÜ-Systeme im Bezug auf die Verlaufsform gegenüber gestellt und es wird diskutiert inwieweit die Auswahl des Registers die Ausgabe der MÜ-Systeme beeinflusst.

Keywords: Evaluation, Maschinelle Übersetzungssysteme, Google Übersetzer, Systran 6, Systran7

Panel 9: Interpreting and ELF (English as a Lingua Franca)

17:00 –18:30, Room 329

Organisers: Michaela Albl-Mikasa, Karin Reithofer

JAN-HENDRIK OPDENHOFF

Faculty of Translation and Interpreting, University of Granada, Spain; jan@ugr.es

ELF - A>B? B>A?

Auswirkungen des Englischen als Lingua Franca auf die Sprachrichtung beim Dolmetschen

Die englische Sprache übernimmt auf internationalen Kongressen und Versammlungen zunehmend die Rolle einer Lingua Franca. Gerade in Krisenzeiten verzichten viele Konferenzveranstalter gerne auf die ein oder andere Arbeitssprache (und damit auf die hierfür benötigten Dolmetscher). Dies hat einerseits zur Folge, dass es die häufig über Relais arbeitenden Dolmetscher im Englischen immer mehr mit Redern zu tun haben, deren Muttersprache nicht Englisch ist (oder allenfalls eine vom Standardenglischen abweichende Variante) und deren kultureller Background nur wenig mit dem der Native Speaker gemein hat. Mehrere Studien haben bewiesen, dass das Verständnis von Vorträgen nicht-muttersprachlicher Redner gegenüber muttersprachlich vorgetragenen Reden deutlich erschwert ist. Andererseits sehen sich auch viele Konferenzteilnehmer mit dem Problem konfrontiert, dass sie den Redebeiträgen (im Original oder in der Verdolmetschung) im Englischen folgen müssen, obschon es sich hierbei nicht um ihre Muttersprache handelt.

Ein Faktor, der in diesem Kontext bisher weitgehend unberücksichtigt blieb, ist die Frage, inwieweit sich die jeweils zum Tragen kommende Sprachrichtung des Dolmetschers (B>A oder A>B) auf diese Situation auswirkt. Einige interessante Erkenntnisse hierzu bietet eine internationale Umfrage unter Konferenzdolmetschern zum Thema „Direktionalität“, an der über 2200 Dolmetscher aus 94 Ländern teilnahmen und bei der die Frage nach den Sprachrichtungen beim Dolmetschen auch im Zusammenhang mit den kommunikativen Rahmenbedingungen des Dolmetschprozesses (und folglich unter Berücksichtigung der Redner- und Empfängercharakteristika) beleuchtet wurde. Bei dem vorgeschlagenen Beitrag soll es darum gehen, die in diesem Kontext relevanten Ergebnisse der genannten Studie vorzustellen. In einer Einleitung wird es zunächst um die in der vorliegenden Bibliographie beschriebenen Besonderheiten der Verstehensprozesse und -strategien bei nicht-muttersprachlich vorgetragenen Reden (und die daraus für die Direktionalität zu ziehenden Rückschlüsse) gehen. Außerdem soll ein Überblick über einige Studien gegeben werden, die sich mit den Besonderheiten der Rezeption englischer Verdolmetschungen durch Kongressteilnehmer, deren Muttersprache nicht Englisch ist, beschäftigen. Auf die Einleitung folgt eine Darstellung der Ergebnisse der genannten Studie. In einem ersten Schritt sollen die Auswirkungen von nicht-muttersprachlich vorgetragenen Reden

auf den Dolmetschprozess in beiden Sprachrichtungen angesprochen werden. Hierbei wird es insbesondere um den Schwierigkeitsgrad der Verdolmetschung dieser Art von Reden in beiden Sprachrichtungen gehen. Außerdem soll die Haltung der Dolmetscher gegenüber der Direktionalität (vor dem Hintergrund der sprachlichen Eigenschaften der Redner) beleuchtet werden. In einem zweiten Schritt soll auf die Zusammenhänge zwischen den verschiedenen Praktiken der Sprachrichtung beim Dolmetschen und dem Phänomen der nicht-muttersprachlichen Empfängergruppe eingegangen werden. Abschließend soll ein an der Fakultät für Übersetzen und Dolmetschen der Universität Granada durchgeführtes Projekt vorgestellt werden, dessen Ziel es ist, eine realitätsnahe Dolmetscherausbildung zu fördern, und das in diesem Sinne einen Beitrag dazu leisten möchte, dass der Dolmetschunterricht den sprachlichen Gegebenheiten im Berufsleben und insbesondere der Rolle des Englischen als Lingua Franca gerecht werden kann.

Keywords: ELF, directionality, interpreting, A language, B language

17:30 – 18:00

Plenary: general discussion and concluding remarks

Panel 19: Translating and Interpreting in Religious Settings

17:00 – 18:30, Room 330

Organisers: Jonathan Downie, Jill Karlik

Department of Languages and Intercultural Studies, Heriot-Watt University, UK; Centre for Translation Studies,
University of Leeds, UK

jdd3@hw.ac.uk; jillk44@yahoo.co.uk

17:00 – 17:05

Introduction

17:05 – 17:40

FRANCINE KAUFMANN

Bar Ilan University, Department of Translation and Interpretation Studies, Israel

francine.kaufmann@gmail.com

Interpreting Yesterday and Today in Jewish Religious Settings

The interpreter, called metourguemane, was a familiar figure in Ancient Judaism, during at least 15 Centuries (between the Ve Century B.C., till approximately the Xe Century A.C.). Interpreters were standing near the reader of the Thora (weekly section of the Pentateuch or fragment of the Prophets), and the preacher in the synagogues, or near the Teacher in Batey Midrashim and Yeshivoth (rabbinical learning Institutions for adults). They were sometimes translating from a foreign language (interlingual interpretation) but more than often reexpressing, developing, adapting from the same language for the actual public (intralingual interpretation), the words of the Bible or of the Master. In these settings, the actual norms and functions of Interpretation defined by Translation Studies are fitting only partially the work done by the metourguemanim. The profession and required skills were much diversified. The interconnection between the sacred original

and the translation was both visible and carefully exploited. The interpretation, being necessarily consecutive (the simultaneous techniques were not yet invented), the interpretation was subject to control and immediate judgment and corrections by scholars and by the public (much more that is “permitted” nowadays). Since the original was always co-present, part of the meaning was conveyed by the words, the rhythms, the sounds of the original and the Interpretation, while trying to reproduce the order of the elements of the discourse (for ritual purposes), could also provide extension, exegesis, clarification of the original (for pedagogical purposes). Traditions of Interpretation of a biblical text were transmitted by masters and in the learning settings, interpreters were working in close connection with “their” Rabbis. This kind of interpretation still partially exists today in Yemenite synagogues or in Hassidic learning settings, but was usually abandoned during the Middle Age and replaced by the reading and study of written targumim and rabbinical commentaries. Nowadays, interpretation in Jewish religious settings looks like to modern interpretation: being both simultaneous and consecutive, it uses the tools and techniques known in general interpretation. It is no more used during the Bible reading in the synagogues (bilingual written editions replace the interpreter). But it is widely required in public lectures or seminars given by respected Rabbis and Scholars or in interreligious settings. What are the specificities in the practice of the modern Jewish interpreter in religious setting? In simultaneous mode, exactitude, clarity and fullness of the re-expression are expected by the audience. Nevertheless he expects also emotion, fervour and decency. The interpreter has to “belong” to the community or, at least, be recognised as belonging to the same stream. He has to be acknowledged by the speaker. If a woman is accepted as an interpreter before a male audience (and vice-versa), she must know how to behave. The interpreter has to be familiar with and understand the original sacred texts, since Hebrew citations and religious concepts are embedded in the discourse, usually elaborated in a rabbinical style, sometimes very elliptic, pronounced with or without a foreign accent. In religious discourse, he must know when to borrow the Hebrew or Aramaic concept and NOT translating it using the conventional occidental translation (for example: “Ten Commandments”, “Law of Moses”, “charity”, are Christian translations of Hebrew notions, not fitting the Jewish theology). He must know when adding a gloss (notions like: ‘ete la’assote la-Hachem, mare’ite ayine, yamim noraïm, cannot simply be translated literally or even by equivalence), which type of published written translation is accepted by this particular public, what words may be chocking. His status indeed differs from the usual status of the general interpreter. All these aspects could be taken into consideration in order to enlarge the definitions and norms of the interpretation profession.

Keywords: meturgueman, consecutive interpretation, co-presence of original and translation, sacred texts interpretation, citations translation

17:40 – 18:30

Discussion and Information

Panel 15: Scientific and Technical Translation

17:00 – 18:30, Room 346

Organisers: Myriam Salama-Carr

BARBARA ANTONUCCI

Department of Comparative Literature, University of Roma Tre, Italy; barbara.antonucci@uniroma3.it

STT from English into Italian: Terminological Pitfalls and Register-related Issues in the Language of Psychiatry

The paper aims at outlining some specific issues related to the different use of English and Italian within the domain of academic articles on psychiatry. The study of the language of psychiatry applied to academic articles written in English and translated into Italian seems to have interesting implications for the theory and practice of translation of professional discourse. By collecting empirical data from English texts and their Italian translations (a parallel mini-corpus), a synchronic, contrastive analysis will be carried out. The paper sets out to outline some relevant differences between the English ST and the Italian TT (namely terminological and register related issues) in order to define some translational complexities of this text type and provide both new insights and useful tools for translators. The role of English as a lingua franca within this discourse community will be taken into account in order to identify some 'pitfalls' the translator should be aware of when dealing with the English source text. Admittedly, the use of English within this specific discourse community has had a multifaceted effect: on the one hand it has allowed the dissemination of information (i.e. psychiatry theorists who wrote in Russian or other languages were finally available to almost all the community members), while on the other it has raised some conceptual biases (e.g. terminological 'fuzzy matches') which are worth analyzing and which affect the STT practice. For example, both German and Italian have two very distinctive words meaning 'repression' (i.e. the conscious *repressione/unterdrückung* and the unconscious *rimozione/verdrängung*) while the English word *repression* is employed to indicate both the conscious and the unconscious mental functioning taking place. A similar problem arises with the word *language* which may be translated both as *lingua* („a system for the expression of thoughts, feelings, etc., by the use of spoken sounds or conventional symbols”, cf. Word Reference Free Dictionary) and *linguaggio* („a system of signs, symbols, gestures or rules used in communicating“ [cf. Ibid.]). As will be seen, in their Italian language academic writings, the Italian LSP specialists – what Trosborg calls “prototypical rhetors” (A. Trosborg, 1997) - favour a digressive, asymmetrical structure, hypotactic syntax, and a higher level of formality compared to a significantly more succinct style used by native English speakers in their texts (i.e. less formal, direct, symmetrical and massive use of paratactic structures). These differences may flatten some epistemological nuances which need to be retrieved in the target text. The TT will need to be adequately adjusted to respond to the target audience's expectations. A change of register, then, within the same discourse community, is „functional“ (cf. C. Nord, 1990, 1997) and necessary in order to respond to the communicative modality required by the target reader: “[r]egisters impose constraints at the linguistic level of vocabulary and syntax, whereas genre constraints operate at the level of discourse structure.” (Trosborg, 1997, 11). If the TT does not respond to the communicative functions of the target culture, communication itself is 'endangered.' As M. Pilegaard aptly puts it, “culture-specific differences affect the pragmatics of scientific discourse and divergences between scientific discourse styles are often striking” (Pilegaard, 1997, 164).

The paper intends also to stress the importance of the know-how required by the translator and the constant need for terminological updates through technical vocabulary banks, collocation websites and translators' forums which help to respond to the high standards of precision and accuracy required and to acquire a suitable socio-pragmatic competence (Di Martino, Di Sabato, 2010, 11) Trainee translators and professional translators need to be aware of what has to be preserved or retrieved when translating psychiatry articles from English into Italian.

Keywords: English, Italian, terminology, register, psychiatry articles

RALPH KRÜGER

Institute for Translation and Multilingual Communication, Cologne University of Applied Sciences, Germany
r.kruger@edu.salford.ac.uk

Explicitation and Implication in Scientific and Technical Translation: a Cognitive Linguistic Perspective

This paper reports on an ongoing PhD project on explicitation and implication in scientific and technical translation (STT) and suggests how concepts drawn from the framework of cognitive linguistics (CL) can be used in order to model these phenomena as indicators of the interaction between text and context. This approach goes beyond canonical research designs which often discuss implication and especially explicitation in the context of translational universality or the unique patterning of translation as a “third code”. The present paper, in contrast, will focus on the cognitive dimension of these two phenomena and link them to the underdeterminacy of language and the corresponding need to activate various domains of knowledge in order to arrive at a full interpretation of linguistically encoded structures.

This aspect of linguistic underdeterminacy that has to be overcome in communication may be of specific relevance in STT, a still comparatively under-researched field in translation studies. In scientific and technical discourse, the author(s) and the intended addressee(s) generally share a very broad specialized knowledge that underlies the overtly encoded textual structures and may – depending on the degree of technicality of the text and the technical register required – lead to condensed or implicit textual structures of varying degrees. Structural asymmetries between source language and target language or different registerial or discursive preferences in the source and the target language culture may then require the translator to access the specialized knowledge underlying a text and to perform various instances of both explicitation and implication that can be investigated within the triad of structural, pragmatic-functional and cognitive factors, with special focus on the cognitive dimension. Within the framework of cognitive linguistics, explicitation and implication can then be modelled as cross-linguistic construal operations (e.g. Halverson 2007). CL views linguistic meaning as a combination of a certain conceptual content and a specific way of construing this content. Taking Langacker’s (2008) model of linguistic construal operations as a starting point, explicitation and implication can be conceptualised in terms of the construal operation of specificity, which is concerned with the level of detail or granularity at which a given situation is described. The conceptual content to be construed can in turn be modelled by the frame semantic notions of base, frame/domain and domain matrix, which refer to the immediate and wider knowledge structure needed to understand certain linguistic structures. The conceptual structure of these domains as well as the relative salience of certain information in a given domain can finally be linked to Clark’s (1996) concept of common ground, which can be used to model the shared knowledge of a specific discourse community. Frame semantics together with the common ground concept can for example explain why, for different author-addressee configurations and different degrees of technicality of various texts, certain expressions evoke more or less conceptual content with different degrees of salience of the information. This can in turn be used to model the notoriously difficult distinctions between explicitation and addition on the one hand and between implication and omission on the other, distinctions which have often been overlooked in explicitation and implication research. Such a model combining the social and cognitive dimensions of different knowledge configurations should also be of interest to STT research in general, since the aspect of specialized knowledge underlying scientific and technical texts is one of the most relevant issues in this field. In addition to these theoretical considerations, some preliminary findings of the analysis of a carefully designed translation corpus will be presented, and it will be shown how the phenomena identified in the analysis can be linked to the theoretical framework proposed.

Keywords: explicitation and implication, scientific and technical translation, cognitive linguistics, linguistic construal operations, common ground

Please contact the author for the list of references

18:00 – 18:20
Discussion

18:20 – 18:40

MYRIAM SALAMA CARR

Closing remarks

Panel 3: Audiovisual Translation: from the Past to the Future

17:00 – 18:30, Room 351

Organiser: Carol O'Sullivan

ROSARIO GARNEMARK

Department of Literature, Area Studies and European Languages, University of Oslo, Norway

rosario.garnemark@ilos.uio.no

The Francoist Dubbing of „Sommaren med Monika“, by Ingmar Bergman. The Limits of the so-called ‚Apertura‘ of the 1960s

The Spanish film sector and its development during the 1960s were highly influenced by one particular political figure – José María García Escudero, General Director of Cinematography and Theater between 1962 and 1967, hence one of the highest rank officials within Francoist official censorship. García Escudero was recruited by Manuel Fraga Iribarne, newly appointed Minister of Information and Tourism, in charge of internal propaganda and of promoting the highly increasing tourism industry. Fraga Iribarne wanted to project a new image of Spain at a time when the Francoist regime was attempting to improve its international reputation. One of García Escudero's tasks as the new General Director of Cinematography and Theater was to raise the bar for Spanish productions, so that they would become more competitive at international markets. García Escudero was highly regarded among film professionals and was seen as an advocate for change. He defended the need of importing higher quality repertoires in order to 'educate' the public, and showed a particular inclination – as did many others who agreed with his policies – towards the neorealist style being developed in Italy since the end of World War II. He was also in favour of a greater tolerance as far as censorship was concerned, although he never questioned its very existence. Within the chronology of Francoist censorship, his mandate has been studied as a period of cultural openness – thus labeled 'Apertura' in Spanish. Ingmar Bergman had entered the Spanish market prior to the appointment of García Escudero, more specifically in 1960 with the movie „The Seventh Seal“ („Det Sjunde Inseglet“, 1956). The religious questions rose in this film – and all others by Bergman censored and released in Spain before 1962 – were manipulated and interpreted in a biased way, in order to mitigate problematic references. Bergman was thus presented as a highly religious director, interested in issues that were also very relevant for the ultracatholic Francoist officials of the time. After his appointment in 1962, García Escudero expressed an interest in Bergman as the type of highbrow director he thought Spanish audiences should be watching. However, he admitted the need to import 'the other Bergman', i.e. the non-religious Bergman, which would correct the biased religious aura created around him in the previous years. One of the movies chosen by García Escudero and his censorship board to amend the previously constructed image of Bergman was „Summer with Monica“ („Sommaren med Monika“, 1953). Through the analysis of different instances where the Francoist dubbing of „Summer with Monica“ was manipulated under the supervision of García Escudero's censorship board, I will illustrate that 'the other Bergman' was in fact equally distorted, if not on religious grounds, for other ideologically controversial reasons. Some authors have argued that „Summer with Monica“ contains a great deal of social criticism, not only connected to the main character's proletarian origins, but also to the depiction of Monica as a girl who challenges traditional gender roles. My paper will show how both aspects were manipulated in the Francoist dubbing, so that the viewer would focus on moral issues rather than social injustices. This was the last movie monitored by García Escudero's censorship board before he was made

redundant in 1967. My goal will be to show an example of how limited and limiting his so-called 'Apertura' really turned out to be.

Keywords: translation as rewriting, cultural turn, Francoism, censorship, Ingmar Bergman

IRENE RANZATO

Faculty of Filosofia Lettere Scienze Umanistiche e Studi Orientali (FiLeSUSO) of the Sapienza University of Rome, Italy/Imperial College London, UK; irene.ranzato@libero.it

Early to Modern Cinema in Italy: Strategies for the Translation of Language Varieties in Dubbing

The passage from silent to sound movies was a revolution both from a sociolinguistic standpoint and from the point of view of the power of cinema to influence and to represent a dominant linguistic model for the language of the Italian people. When the industry took the first steps in sound cinema at the end of the 1920s, a fifth of the Italian population was illiterate. And for twenty years afterwards dialect would be, for 4 Italians out of 5, the normal form of communication. As discussed by Brunetta (1997: 12-14), there were no common models or points of reference for a national language: certainly the bureaucratic and institutional language could not be considered a model, as it would remain till the present day virtually a foreign language for many. The language used in the translations of American films started to create the reference model for spoken Italian. It is thanks to the cinema, and to dubbing in particular, that a certain way of speaking and communicating became common in language, losing gradually its direct affiliation to the more formal language of theatre and literature, but failing (or perhaps not meaning) to represent a direct mimesis of reality. Cinema reinforced in the general public the idea that dialects were forms related to what was still provincial, old-fashioned, oppressive, 'laughable' in the Italian society; forms, then, to be dismissed, to be considered as relics from the past. Twentieth century *romanesco* (the Roman dialect) started to be increasingly used in cinema to give a cinematographic shape to popular, 'low' contents (De Mauro 1991: 124). The issue of dialects in films is strictly linked to the problem of linguistic correctness which began to be felt very early on, with the arrival of an industrially and culturally significant cinema, that is, with the passage from short to medium and long feature films, in the 1910s. As films became longer, intertitles were also longer and more frequent, sometimes ridden with linguistic mistakes. It became a commonplace, for critics and members of the general public, to make comments on newspapers not only on the mistakes but also on foreign, 'exotic' words seen (and later heard) on screen. The dubbed versions of foreign films gradually gave birth to that *lingua media* that was suitable for "primary communicative functions" (Brunetta 1975: 427). These new versions of the films usually rejected dialectal solutions as a way to translate the linguistic varieties of the original works. Luigi Freddi (1929), for example, director of the fascist Propaganda Office and then head of several cinematographic institutions, influential politician and cinema enthusiast, had an early phobia for dialects and vehemently opposed regionalisms and foreign words in favour of standard Italian. All English language films were to be translated into 'pure' – that is, non-accented, non-dialectal – Italian. This contribution will present a historical outline of early dubbing practices in the field of translation of both regional and social varieties of English into Italian. It will include case studies from films of different decades to attempt a diachronic analysis of Italian dubbing in relation to the translation of English varieties, comparing it to more recent practices.

Keywords: AVT, dubbing, dialects, cinema history, sound films

Please contact the author for the list of references

18:00 – 18:30

Discussion

Panel 10: Key Cultural Texts in Translation

17:00 – 18:30, Room 373

Organiser: Kirsten Malmkjaer

WENJIE LI

Department of English, Germanic and Romance Studies, Copenhagen University, Denmark

wenli@hum.ku.dk

Tales Not Just for Children: H. C. Andersen's Tales as Key Cultural Text Translated in China (The 1910s- the 1930s)

Key Cultural Text as a new term in translation studies has not been fully defined yet. However, scholars have achieved to a preliminary consensus that a Key Cultural Text (the abbreviation KCT will be used in the later part) should be a text that has been translated into at least one target language and has influenced the target culture in at least two ways: first, it has helped shaping the identity of the source culture in the target culture. Second, it has affected the target culture. Some scholars have also argued that a KCT should be a text that has been considered as of cultural importance in the source culture. Based on this consensus, I would propose H. C. Andersen's tales as KCTs in the sense that they are treasure of Danish literature and at the same time have influenced the Chinese literature and culture profoundly.

If we divided the history of Andersen translations in China roughly into three time periods: the 1910s to the 1930s as the introductory period; the 1950s to the 1960s as the getting to mature period, in which the first direct complete translation appeared, and the period after the opening-up of China in the 1980s as the prosperous period when piles of direct and indirect translations came into being. The purposes of introducing Andersen's tales in the first period were quite explicit: to introduce fairy tale, a new genre that did not exist in Chinese literature tradition, to bring evolution to the traditional Chinese view on children and children's inner world, and to offer Chinese children good literature to read. Being endowed with such serious missions, the translation of H. C. Andersen's tales was considered as a serious work in China. Careful and reflective criticisms on translations of Andersen's tales came at the heels of publication of them. The introduction of Andersen's life and style of writing appeared synchronously with the translations. There were also fierce discussions on how to create good literature for children, which often took Andersen's tales as samples. Therefore, the translations of Andersen's tales were not entirely and solely for Chinese children. They were also for adults in China, like parents, writers, educators, policy makers, etc. The translations of Andersen's tales opened a new window for the Chinese society to a new perspective on children and a new genre of literature. On the other hand, this serious attitude towards the translation of Andersen has influenced the strategies the translators adopted for their translations. The Chinese translators took very different strategies from the Victorian English translators of Andersen's tales, although they have been inevitably influenced by those English translations in the light of the fact that most early Chinese translations were rendered from English translations by Victorian translators like Caroline Peachy, Henry William Dulcken, etc. This paper is going to cover the following topics: first, the strategies the early translators employed in their Chinese translations of Andersen's tales; second, the reasons that have caused the translators' choices; third, the influences that have been brought by the English translations to the Chinese translations; fourth, the cultural influences of Andersen's tales on Chinese society in the first period of translation. The translations that will be under analysis and comparison are one adaptation and three translations of *Kejserens nye Klæde* (The Emperor's New Clothes) published in 1914, 1918, 1921, and 1930 and translated respectively by Niu Bannong, Chen Jialin & Chen Dadeng, Zhou Zuoren, and Zhao Jingshen.

Keywords: key cultural text, norms, Skopos, translation strategies, cultural influence

CATERINA SINIBALDI

Italian Department, University of Warwick, UK; catesin@gmail.com

A Grin Without a Cat: Alice's Adventures into Italian

This paper focuses on the translations and re-translations of Lewis Carroll's *Alice's Adventures in Wonderland* which have appeared in Italy between 1872 and 1946. Over this period, Carroll's work has risen from an obscure text for a niche audience to a recognized children's classic. My analysis is primarily aimed at identifying general trends in the translation of key cultural texts for children, while also examining the idiosyncrasies of the Italian context. *Alice* constitutes an exemplary case of a key cultural text. Not only, as famously claimed by Auden, 'one of the most important and powerful characters is not a person but the English language' (6), but also, the situations described, the humour, and the literary nonsense are deeply culturally specific. For this reason, their translation into a different cultural context represents a significant challenge. This paper identifies the main strategies adopted by Italian translators in dealing with the challenge of translating *Alice* at different times of Italian history. I start with the first translation, a literary exercise with very limited circulation, to then move to the second published version of *Alice*, which popularised Carroll's work by turning it into a cautionary tale for young children. During Fascism, *Alice* became a contested book, openly condemned by the regime for being morally harmful, and yet a few translations were published over the twenty years of dictatorship. Finally, I look into the enormous success of *Alice* after the fall of the regime, when an extraordinary number of translations were produced and the book entered the Italian canon as an international children's classic. In tracing the history of the Italian translations of *Alice*, the broad time frame allows me to tackle specific issues, such as:

- How did the literary status of a key cultural text affect its translation at different times in Italian culture? If it is true that, as Peter Hunt claims, books for children reflect society 'as it wishes to be, as it wishes to be seen, and as it unconsciously reveals itself to be' (2), what images of childhood were the Italian translations of *Alice* trying to reinforce, challenge or recreate?
- How was the 'foreignness' of *Alice* made comprehensible for Italian children? Within the interplay of representation and self-representation, which aspects of the original text were maintained, recreated or sacrificed by Italian translators, and to what ends?
- Do the translations carried out before, during, and after Fascism give evidence of changing notions of childhood? Did Italian translators simply superimpose the aesthetic and pedagogical norms dominant at their time, or, rather, was translation a relatively 'free space', allowing for experimentation, and a certain degree of deviation from the target norms?

In order to address these questions, I adopt a necessarily multidisciplinary perspective, bringing together theories and methodologies from Translation Studies, Children's Literature, History and Sociology.

By doing so, I hope to contribute to the current debate about children's literature in translation as a site for negotiation between different norms and values, but also between tradition and innovation, where translated texts develop in new, and often unexpected, directions.

Keywords: children's literature, translation, *Alice in Wonderland*, Italian, children's classics

Please contact the author for the list of references

Panels

FRIDAY, 30 AUGUST 2013

Panel 4: Corpus-based Translation Studies

10:00 – 12:30, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

EFFIE MOUKA, IOANNIS SARIDAKIS, A. FOTOPOULOU, P. GIOULI

Faculty of Turkish Studies and Modern Asian Studies, National and Kapodestrian University of Athens;
School of Philosophy, University of Athens; efimouka@gmail.com; iesaridakis@gmail.com

Annotating Racism: a Corpus-based Study of Cross-linguistic Racist Discourse Annotation and Analysis

Technological advancements in Corpus Linguistics and tools for processing and compiling linguistic corpora open new ways on how we utilize corpora. Annotation is being widely used in descriptive linguistic studies [1] [2] [3] facilitating systematic lexico-grammatical analysis of linguistic resources. This holds increasingly true also for translation corpora, with a particular focus on the examination of translation strategies and norms [2] [4]. This paper presents an ongoing PhD research to examine, from a descriptive viewpoint, and hence annotate, the translational norms of the socio-culturally marked discourse of racism, and the shifts remarked during the discourse transfer from a source language (EN) to two target-languages (EL, ES). Our aim is to present problems and impediments that arise during the annotation process applied in this study. Our work so far reveals issues related both to the annotation methodology and schemata and the implementation of the annotation process in the software utilised. We have compiled a representative audiovisual corpus (five feature films with a total playtime of 09:05 hours) comprising transcribed (time-aligned) dialogues and their subtitles, i.e. a special trilingual parallel audiovisual corpus. The aim of the project is to facilitate comparison between source and target texts and allow conclusions on translational norms and behaviours [5] [11] with regard to subtitling practices in Greece and Spain. Racism, as manifested in discourse, had been under-researched until recently [6] [7]. However, the issue of racism and racist discourse gathers new and focused research interest in view of the European current social, political and economic backdrop, Greece being an example, where immigration flows and a sharp economic crisis changed the prevalent attitudes towards non-native Greeks. (See, for example the sharp rise of the extreme right-wing party of “Golden Dawn” [8]; and the recent opinion polls attesting this rise [9]). Realistic films on the subject are representative of discourses emanating from racist stances, while cinema, as a medium widely accessible to the public, apart from reflecting society, communicates ideas. On the other hand, subtitles are among the most read translations and text types in countries with a subtitling tradition [10]. In order to ensure conformity with standards for audiovisual material, video segmentation and transcription were performed using ELAN [12]. Each SL utterance is assigned a time slot and a speaker and is aligned to its respective TL utterances. The final output is a TEI-conformant [13] .xml document. Further linguistic annotation was considered vital for our research in order to isolate the instances relevant to the specific type of discourse. We found sentiment/subjectivity analysis [14] [15] [16] highly relevant to the analysis of racist stances, since they are expressed through emotions and/or opinions. We have annotated texts [19] on the clause level, i.e. on the level of extended units of meaning [17] and isolated negative instances, related to persons of ethnicities other than the speaker’s, as candidates of racist stance. The next step was to compare the annotated instances to the respective TL utterances on the basis of register shifts that occur through the translation process and alter the strength of the utterance or add nuances of racist stance. This presupposes the use of a second annotation schema, i.e. one annotation schema is used for each modality (SL oral text/TL subtitles). The comparison of instances of emotion/opinion and the shifts in their strength reveal the translation strategies followed by the subtitlers.

Thus, while annotation begun in ELAN (mostly for para-linguistic information), and although ELAN could be theoretically used for every kind of annotation, complex annotation schemas, as the ones used here, could not be used through its interface in an effective way. Therefore, further linguistic annotation was performed using the GATE platform [18] [19]. The tool was selected for its user-friendliness and versatility in fulfilling the requirements of our classification model. The option of a trilingual representation of texts, along with their original audiovisual text (currently possible through ELAN), that could also visualize the annotations made in GATE (currently viewed only through the GATE interface) would prove valuable for this research. The data from our research so far will be utilised statistically, as part of our ongoing research (PhD) project. The paper will also present our preliminary findings from the utterances examined.

Keywords: annotation, audiovisual, racism, translation, alignment

Please contact the author for the list of references

GUDRUN VANDERBAUWHEDÉ, PIET DESMET

Faculty of Translation and Interpreting, International School of Interpreters, University of Mons; Faculty of Arts, University of Leuven, Belgium

gudrun.vanderbauwhede@umons.ac.be, piet.desmet@kuleuven-kulak.be

Relying Data Sets, Tools and Methods in the Domain of Corpus-Based Translation Studies: Three Case Studies French – Dutch Showing the Extensive Possibilities of the Dutch Parallel Corpus

The aim of this paper is to show, through three concrete contrastive translation studies French – Dutch, how the Dutch Parallel Corpus offers a user-friendly and a nearly complete all-in-one application to combine data sets, tools and methods for contrastive topics in linguistics and translation studies. We will explain how it can become in that way a reference for corpus design in the domain of Corpus-Based Translation Studies.

The Dutch Parallel Corpus (www.kuleuven-kulak.be/dpc) is a 10-million-word parallel corpus comprising texts in Dutch, English and French (Paulussen et al. 2006). The DPC project (2006-2009) was coordinated by the University of Leuven, KULAK (Belgium) and by the University College Ghent (Belgium). The funding was ensured by the Dutch Language Union (Nederlandse Taalunie). For our first corpus-based translation study (Vanderbauwhede, submitted), we aimed to provide a formal and semantic study of the French deictic referential adjectives *actuel* and *présent* and their equivalents in Dutch. Their polysemic and homonymous nature, including false friends, often results into erroneous translation and L2 use. Whereas similar corpora usually include only literary source and translated texts of max. 5 or 10 authors, and, besides, are not always electronically available and not aligned at all, the Dutch Parallel Corpus makes it possible to create your own data set with respect to length and text types (literary, informative, journalistic, commercial, administrative texts) and allows to compare source and target texts on the sentence level (https://www.kuleuven-kulak.be/dpc/manual/Corpus_Design.html). With regard to our study, the corpus data give a better insight into the referential and qualitative uses of *actuel* and *présent*, their lexicalized uses, their specific pragmatic mapping (e.g. legal and commercial texts for deictic textual use) and their different formal and semantic use with respect to their Dutch equivalents (e.g. *le présent ouvrage* vs. *onderhavig boek*; *la narration actuelle* vs. *de huidige/*actuele vertelling*). For our second corpus-based translation study (Lamiroy – Vanderbauwhede, to appear), we analyzed several linguistic parameters of the French discourse markers *en fait*, *en effet*, *de fait*, *en réalité* and their equivalents in Dutch, in order to offer a better contrastive description of their similarities and divergences to translators and L2 learners. Thanks to the user-friendly interface of the Dutch Parallel Corpus (<https://www.kuleuven-kulak.be/dpc/manual/Exploitation.html>), allowing monolingual and bilingual fully annotated research, we combined a quantitative and a qualitative analysis of the translation, position, interchangeability and combination of the discourse markers under study. This allowed us to observe a different formal and rhetoric use (frequency, inversion, etc.) of these markers in both languages, due to the more grammaticalized nature of the markers in French than in Dutch. Our third corpus-based translation study

(Vanderbauwhede 2012), offering an in-depth contrastive description of the French and Dutch demonstrative determiner use, shows to what extent the Dutch Parallel Corpus can be related to different analytical methods in the domains of contrastive linguistics and translation studies. As such, we used the corpus for monolingual as well as for bilingual research (description of the demonstrative determiner in French and/or in Dutch), for both quantitative and qualitative research (quantitative data analysis in MS Access combined with corpus-illustrated qualitative analysis), for comparable and for parallel research, for translation as well as for pure linguistic research (translator preferences, translation mechanisms and structural divergences between both linguistic systems), and for both L1 and L2 research (the influence of negative L1 transfer in learner corpora with respect to the demonstrative).

The above-outlined studies underline the immediate usefulness of the Dutch Parallel Corpus in the domain of Corpus-Based Translation Studies. They especially show its innovation concerning (i) the selection of data sets, alignment and annotation from a technical point of view, (ii) the development of user friendly interface tools and (iii) the easy application of different kinds of quantitative and qualitative methods for the linguistic analysis.

Keywords: Dutch Parallel Corpus, contrastive linguistics, French / Dutch, corpus design, corpus-based translation studies

Please contact the author for the list of references

GERNOT HEBENSTREIT

Department of Translation Studies, University of Graz, Austria; gernot.hebenstreit@uni-graz.at

In Search of Relational Markup for Corpus-based Translation Studies

The call for this panel starts off with (what can be interpreted as) a strong statement on the community's standing within the wider discipline of TS: "Corpus linguistics has become a major paradigm and research methodology in linguistics and translation studies." Colleagues from outside corpus-based translation studies (CBTS) might want to engage in discussing the reasoning behind the word choice "major" but would most probably acknowledge the existence of this research field and the tremendous amount of studies that have been carried out since the early 1990ies. And "although certain research agendas in the area have met with greater acceptance than others, it seems clear that corpus-based translation studies is here to stay" (Kenny 2006:52). However, Dorothy Kenny's critical account of the development of CBTS does by no means ignore that the potentials of corpora are being looked at with a "blend of optimism and caution" (ibid: 46). Again, this view will most probably be shared by scholars within CBTS, who are aware of the limitations of this kind of research approach. In fact there seems to be an increasing interest in using corpora for tackling not only quantitative but also qualitative research questions, in narrowing the gap between corpus-based TS and more interpretative and/or critical branches or in the panel call's wording the "gap between the hard and soft sides of this multi-faceted field". The aim of this paper is to discuss corpus annotation as a methodology that, I believe, could be of great value in that respect. Annotation is a way of labeling and/or commenting textual segments (e.g. individual words, syntactic structures) in a corpus. Thus annotation adds (meta)information on to the data in the corpus and opens additional ways of "mining" the corpus data. The discussion of annotation schemes is mostly limited to issues like part of speech tagging or other (semi)automatic linguistic markup tasks, helping for instance "to carry out more sophisticated linguistic analysis, with a higher degree of differentiation in keyword searches and concordances" (Olohan 2004:54). Annotation does, however, not need to be limited to adding *_linguistic_* information. No doubt, corpus linguistics have developed a wide range of methodologies and tools that have proven useful especially in the search for universals of translation or specific stylistique features, just to name two prominent areas of research. The question remains: what about aspects that are genuine to translation and translation studies? That brings us to the delicate question of what is our object of research in translation studies? I would agree with Andrew Chesterman's answer: „[O]ne way of defining the research object of contemporary translation

studies is precisely in terms of relations: The object is a range of relations that are themselves inter-related. Research is not focused on translated texts in isolation, but always in relation to something else. [...]” (Chesterman 2004:98). If TS is about researching relations, annotation in CBTS should make these relations visible.

This paper will in brief address some general methodological questions involved with corpus annotation and will then discuss in what way existing standards for corpus annotation provided by the Text Encoding Initiative (TEI) and the Corpus Encoding Standard for XML (XCES) offer new perspectives for research in CBTS.

Keywords: corpus-based translation studies, methodology, annotation, relational markup, TEI

Please contact the author for the list of references

BERND MEYER, THOMAS SCHMIDT, PHILIPP SEBASTIAN ANGERMEYER

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany; Institute for the German Language, Mannheim, Germany; Department of Languages, Literatures and Linguistics, York University, Canada

meyerb@uni-mainz.de, thomas.schmidt@ids-mannheim.de, pangerme@yorku.ca

The “Community Interpreting Database” – a Tool for Sharing Data on Community Interpreting

In this paper, we present a project that looks into new ways of publishing and sharing community interpreting corpora (henceforth “CIC”). Community interpreting corpora can offer valuable insights into different aspects of community interpreting itself, but also into institutional practices in a multilingual and multicultural society. CICs are important resources for the analysis of community interpreting as a specific form of mediated communication. As previous studies have shown, community interpreting differs from other types of interpreting not only because of its institutional context(s), but also because it requires specific forms of participation different from other types of interpreting (Baraldi, Gavioli 2012, Wadensjö 1998). Furthermore, such corpora allow insights into how public service institutions communicate with a bi- or multilingual clientele. Thus, challenges of communication for specific purposes, such as medical or legal, can be studied on the basis of authentic data, revealing difficulties beyond the terminological level, such as the delivery of bad news or medical risks. Last but not least, CIC’s may help to study language contact in situ, i.e. with respect to the ways in which participants make use of different linguistic resources available to them within a specific communicative context (Angermeyer 2010). The paper shall outline the research potential of the database and aims at discussing possible user scenarios, as well as the possibility of integrating new data into the database.

Keywords: community interpreting, corpus linguistics, discourse analysis, interpreting studies

Please contact the author for the list of references

PAOLA VALLI

Dept. of Legal Science, Language, Interpreting and Translation Studies, University of Trieste, Italy

paola.valli.2@gmail.com

Needle, Strings: Can Translation Problems be Made into a Corpus?

Corpus linguistics has traditionally focused on collections of whole texts that can be classified as e.g. monolingual, bilingual, multilingual and parallel or comparable (Laviosa 2002). One of the main challenges has been data collection, which can be more or less challenging according to the nature and origin of the texts and the

purpose of the study. Ever since large volumes of texts and documents have become available online, collecting material and creating ad-hoc corpora have become easier (Zanettin 2002). However, Web-crawling, corpus pre- and post-processing may still remain daunting and time-consuming tasks without the necessary computer skills and tools, particularly in the case of a very large collection of texts (Baroni & Kilgarriff 2006). Increasing volumes of shared language and translation resources and increased interaction with the cloud may provide novel sources for collecting large volumes of organized material to study translation-related topics, for example manifestations of translation problems. One of the traditional indicators of a translation problem has been an interruption in the translation task to consult a selected resource (Krings 1986), which is considered a form of external support (Alves 1997). The number of available cloud-based and collaborative resources is steadily increasing and such resources offer a virtually untapped wealth of information about translators' needs. The interactions with online translation resources, such as multilingual concordancers, are easily recorded in search logs. The logs contain text strings, i.e. portions of the (source) text that the translators deliberately looked up while working. Search logs can also be collected from a controlled environment, such as the internal translation services of the European Union. A whole month of EU logs provides some 970k strings of various lengths covering over 506 language combinations, from/into all 23 official EU languages. This novel type of data in translation process studies can provide new insights in the way translators work and could be used as an additional data source to triangulate existing data collected with more traditional elicitation methods.

Can this large collection of strings be considered as a (novel) type of corpus? Can traditional corpus studies methodologies be employed on this data type? How can standard measurements be obtained from this data format that cannot be properly handled by standard corpus analysis tools? This study discusses methodological issues faced in the course of a research project where a large „corpus“ of concordance searches was studied and presents the solutions developed in cooperation with programmers and computational linguists. In the framework of the research project, several methodologies have been employed for the analysis that covered a wide range of computational tools and resources, from scripting languages, to statistical software packages, from POS-tagging to MySQL databases. These resources as well as customized tools will be presented and contextualized in order to provide an overview of the possible alternative to traditional corpus tools and share the lessons learned in the field of Natural Language Processing. The lessons learned will cover the dos and don'ts in communicating with programmers and will present some suggestions to effectively translate messages between linguists and computer scientists.

Keywords: translation problems, concordancer, European Union, search logs, cloud-based resources

Please contact the author for the list of references

Panel 5: Customs Officers or Smugglers? The Mediating Role of Intercultural Actors

10:00 – 12:30, Room 329

Organiser: Reine Meylaerts

Faculty of Arts, KU Leuven, Belgium; reine.meylaerts@arts.kuleuven.be

LIEVEN D'HULST, KAREN VANDEMEULEBROUCKE

Faculty of Arts, KU Leuven, Belgium; Lieven.Dhulst@kuleuven-kulak.be

Towards a Multipolar Model of Translational Mediation within Multicultural Spaces

Translators are, among the numerous cultural agents operating within and between cultures, most conspicuously understood as binary instances, whose actions are mainly qualified as mediating between texts, languages and cultures. From a theoretical, a methodological and a social viewpoint, translators as bi-cultural

constructs gain no doubt specificity in comparison with other mediators; they also gain more visibility in comparison with artists, composers and authors, which they are rarely put on a par with in more traditional historical studies on intercultural exchange.

Yet, a strong focus on the formal specificity of the translator as a mediating instance is untenable from a historical viewpoint, for three reasons: (1) their transfer mode cannot be fully distinguished from other transfer modes, nor the effects of their products (translations) from the effects of other transferred products (adaptations, borrowings, abstracts, etc.); (2) the isolation of the transfer component from the two other components of bi-cultural mediation (i.e. the translator's affiliation to a source and a target culture) is technically almost impossible to achieve; (3) most mediators take up additional discursive activities during their careers, such as authorship, criticism, journalism, in quite variable configurations. In view of the preceding, it makes more sense to approach mediation by translators from a multipolar viewpoint, i.e. by replacing the binary model by a plural one, that takes into account more entities (such as the larger set of cultures with which a national culture interacts). In addition, the concept of pole suggests that boundaries between entities are irregular or blurred. As such, it presupposes a centre which clusters dominant traits, next to less constraining ones. Thirdly, and more concretely, a historical approach should look at the modalities by which poles become part of the communication situation of translators. Rephrased, so to speak, into contextual determinants that shape to a varying extent the translator's action, these modalities may be grouped, for the sake of description, under two headings, i.e. cultural institutions (journals, associations, academies, etc.) and discursive practices (literatures, genres, translational norms). As to the interaction between translational mediation and multipolar attractions or constraints, our main assumption is that translators as a rule strive to conform their action to the predominant criteria of the institutional and discursive poles which organize the literary communication they are part of. They do so for reasons which have already been described extensively in literary studies (such as entering the field or occupying the best possible position in it). Yet, in multicultural and rapidly changing cultural systems, like 19th-century Belgium, it is likely to believe that the mediators' strivings are also characterised by constant minor or major corrections and by the constant search for compromises between more or less appealing poles, given the shifting national ideologies that steer the institutions and practices as well as their evolution. In the second part of the paper, we will therefore deal in more detail with the interaction between 19th-century Francophone (or bilingual) translators of Flemish literature and the multipolar constraints exerted on them within Belgian culture. At the beginnings of nation building in the early 1830's, Francophone translators try to fit the overall national ideology stating that Flemish culture should be recognized as a valuable part of a common national culture. As such, they tend to merge with other mediators (editors, journalists, critics, writers), and assume themselves such additional roles while also combining several transfer techniques (plurilingualism, quotations, paraphrases, etc.). However, when the need to transfer Flemish culture decreases, given the rising idea that the national culture should preferably be written in French, the role of translators changes: historicising and reviewing Flemish literature becomes more important than translation proper, while at the same time editing older products is privileged over translating contemporary ones. This evolution will be exemplified using the case of Charles Potvin (1818-1902), a typical example of a translator assuming an array of literary, critical but also social roles. Translator of Flemish literature, he is also an art professor, a director of periodicals and journals, a renowned historian yet lesser appreciated dramaturge and poet, a political (liberal) polemicist and, even if born in Wallonia, an ardent defender of equal linguistic and democratic rights for the Flemings. Institutionally recognised as a formal member at the prestigious Royal Academy of Belgium for his literary work, he embodies the true defender of the common national Belgian cause. However, throughout his discursive practices, he also is subjected to multipolar constraints. Translator and editor of the ancient Flemish poem *Reinaert de Vos* (Reynard the Fox) into French (for which he is highly praised), he translates equally contemporary Flemish poetry. These poems, however, are published in an anthology entitled *L'art flamand* where they never acquire an autonomous status as literary work, since they are put together with engravings of ancient paintings and with French poems dealing with Flemish stereotypes, thus testifying of changing transfer modalities in later 19th-century Belgium, in response to shifting national ideologies.

Keywords: mediation, multipolarity, translator, Belgium, 19th century

MAUD GONNE

Faculty of Arts, KU Leuven, Belgium; maud.gonne@arts.kuleuven.be

A Peripheral Practice or/and a Prominent Transfer Activity? Self-Translations within Asymmetrical Cultural Spaces

As claimed by Hokenson and Munson (2007), Self-Translation (ST) has been a very common practice since Greco-Roman antiquity that has diminished with the German romantic philosophy of languages and cultures and the consolidation of the nation state, without ever ceasing to exist. So, in heterogeneous and asymmetrical spaces like, e.g., early-twentieth-century Belgium, ST was a current activity. ST, from Dutch to French and vice versa, was used by bilingual polygraphs involved in inter-cultural (transgressing national or/and linguistic borders) and inter-artistic (field-transgressing) networks. Even so, ST occupied a peripheral place in the Belgian literary system: it was mainly reserved to non-literary genres (e.g. art criticism) or less prestigious literary genres (e.g. serialized novels). Does this mean that ST in Belgium has had no influence on the construction of a national culture and on the establishment of new literary and artistic repertoires? If we consider ST as a strategic space of intersections and overlaps where the bilingual writer himself organizes and controls the inter-cultural transfers, we have to rethink ST as an efficient mediating activity and the self-translator as a privileged intercultural mediator in diglossic societies. Indeed, the strategic ST activities are much more complex than usually pointed out in current research on ST and deserve interdisciplinary attention, at least for two reasons. First, intercultural actors often participate in the designing of literary and artistic fields (through collaboration in intra- and international periodicals, the creation of cultural and identity debates, etc.). Second, intercultural actors occupy a central position in cultural networks. Further, inasmuch as the overlap of agent-roles (author-translator) and traditional categories (source-target) undermines the prestige of the ST practice, alienating it from the romantic sacralization of both Author and Text, the self-translator receives added liberty and authority to manipulate the transfer process, following those subsets that seemingly fit best the national strategies of the moment or following other interests. As a consequence, non-literary and less prestigious genres seem to be a space where linguistic tensions are expressed as well as neutralized and where all kinds of less prestigious transfer modes (rewriting, co-writing, (self)translation, retranslation, adaptation, summary, (self)plagiarism, etc.) are admitted, experienced and intertwined.

The analysis of ST practices within the heterogeneous capital of Belgium by Georges Eekhoud (1854-1927), officially a Flemish writer using French as literary language and, less officially, a multilingual polygraph and anonymous self-translator of serialized novels in the popular press, will provide a survey of 1) the range of social factors involved in the process of ST (cultural, relational, institutional, economic, political, etc.); 2) the particularity of ST with regards to 'normal translation' in asymmetrical contexts and its methodological and theoretical consequences for Translation Studies. Simultaneously, the paper will consider the marginalization of ST by critics and by the writers themselves, resulting in the reinforcement of "western models in which monolingualism, rather than multilingualism, is the norm" (Shread 2009:54); 3) the complex and specific hybridity of bilingual actors and the cultural configurations that produced them; and 4) the possible implications of ST as transfer activity in the process of national culture building (affirmation, problematization, rejection).

Keywords: self-translation, transfer activities, peripheral practice, national culture, Georges Eekhoud (1854-1927)

TESSA LOBBES, REINE MEYLAERTS

Research Unit Literary Relations and Post-national Identities, KU Leuven, Belgium

tessa.lobbes@arts.kuleuven.be

Translation and Its Others: Intercultural Transfer in Multilingual Cultures

In accordance with the purpose of this panel, the present paper wants to increase the understanding of the

relationship between translation and other transfer techniques and “to reconstruct the interrelations between different techniques and between transfer techniques, their carriers and their agents” (D’hulst 2012: 150). In this paper the complex forms of intercultural transfer activities will be examined by scrutinizing the mediating activities of an intercultural mediator living in the multilingual culture of Belgium during the interwar period, namely Gaston Pulings (1885-1941).

Pulings was a poet, translator, self-translator, multilingual writer, publisher, art critic, literary critic, theatre critic and art animator who lived in the multilingual cosmopolitan city of Brussels. In literature and culture, more than in other fields, transfer activities are linked with the promotion of identities, of memory and of affection, but also with conflict and friction. In Pulings’ case, both elements were present. While as an art and literary critic he had a lot of attention for both Flemish and francophone art and was seen as an important promoter of Belgian cultural identity, as a writer and a (self)translator he maintained more distance to the switching between languages and cultures. How can this rather difficult relationship with (self)translation be analyzed, contextualized and explained? Therefore this paper will deal with the following concrete research questions:

- (1) How did Pulings’ literary writing and (the relative absence of) translation, self-translation and multilingual writing relate to each other and to the growing Belgian linguistic conflicts?
- (2) How did these transfer activities relate to his other transfer activities as a prolific literary critic, art critic, theatre critic in Francophone Belgian, French (Parisian) and Dutch periodicals?
- (3) Which urban, national and international, informal and institutionalized networks organized, supported or controlled all these transfer activities?
- (4) What were the aims and functions of Pulings’ intercultural transfer activities (1,2) and networks? What image of a national and/or international culture did he promote? How could these transfer activities and the relationships between them be explained at the background of a changing urban, regional, national and international political and social-cultural context?

This analysis will show how mediators are active across linguistic, artistic and geographical borders in order to configure their own hybrid intercultural and inter-artistic identities, taking sense in relation with the linguistic, cultural and political history. Translation takes sense within a complex set of discursive transfer techniques and institutional mediating roles and should be understood and analysed in relation with them. Translation as well as non-translation are equally important research objects to understand intercultural transfer within multilingual cultures. It is moreover the complex relationship between different forms of transfer that urges Translation Studies to rethink the nature of the relationships between cultures. Complex forms of transfer emerge within multilingual cultures, from relations of proximity instead of distance, from contact zones instead of isolation.

Keywords: (self-)translation, transfer activities, mediators, multilingualism, contact zones

FRANZISKA HEIMBURGER

EHESS, France; franziska.heimburger@ehess.fr

Constructing an Intercultural Persona between Literature and Autobiography - André Maurois from the Trenches to the Académie Française

At the outbreak of the First World War, Emile Herzog was a busy 36-year-old textile merchant who had all but renounced his one-time literary ambitions in order to work for the family business in Normandy. At the end of his long life, now under the pseudonym of André Maurois, he was not only a celebrated author of a great number of books and a member of the Académie Française, but also, and perhaps crucially, a publicly renowned authority on all things British. This transformation is down to an experience of cultural and linguistic transfer. Reluctantly at first – he explains the little English he had acquired from an Irish governess did not really equip him for the post – Herzog was called up in August 1914 to serve as military interpreter

alongside the British troops in France. He experiences transfer, cultural and linguistic, in several contexts: in his daily work as a go-between dealing with French civilians and British officers, which can be retraced in his personnel file at the French military archives in Vincennes ; by translating and publishing with his immediate superior, liaison officer Georges Richet, one of the first British accounts of the war ; and finally by writing what would become the starting point of his literary career : the humorous, semi-autobiographical account of life with the British Army in France, *Les Silences du Colonel Bramble* (Paris, 1918). While his publishing activity during the Great War has an explicit and fairly narrow focus – making the French public aware of the British contribution to the War effort – this broadened gradually as his success enabled him to publish a wider range of texts. This includes very successful biographies of famous Brits, including Keats, Shelley and Dickens, but also more journalistic texts, such as advice to young Frenchmen traveling to Britain. André Maurois was not only a prolific writer of biographies. He also applied the same energy to autobiographical writing, publishing subsequent editions of his memoirs between 1928 and 1970. When read in conjunction with the several stages of manuscripts conserved at the French National Libraries' Richelieu site, they clearly show an individual fleshing out his role as an intercultural agent. Our paper proposes to retrace this autobiographical construction of an intermediary figure, using recent work on autobiography by Philippe Lejeune. What is the place of the original experience of transfer during the war in this discourse of legitimization? How does it relate to the fictional interpreter Aurelle in *Les Silences du Colonel Bramble*? What does this case tell us about the larger milieu of French experts on Great Britain during the interwar years who had similar experiences during the First World War (including André Siegfried and Daniel Halévy)?

Keywords: military interpreters, First World War, autobiography, intellectuals, literature

Please contact the author for the list of references

Panel 19: Translating and Interpreting in Religious Settings

10:00 – 12:30, Room 330

Organisers: Jonathan Downie, Jill Karlik

DOUG TRICK

Department of Linguistics, Trinity Western University, Canada; Doug.Trick@twu.ca

Current Issues in Bible Translation for Minority People Groups

This paper explores five broad issues that are highly relevant to many who are involved in the process of translating Christian Scriptures for minority people groups around the world. We begin by explicating what is meant in this context by the following: „involved in the process of translating“, „Christian Scriptures“, and „minority people groups“. The first issue we consider is that of an inspired canonical text. Translation Studies is familiar with the concept of a canonical source text (e.g. Brisset 1990/1996) and constraints associated with this concept; we go beyond that to consider implications of translating God-breathed texts. The second issue deals with the notions of mother-tongue translators and other-tongue translators, and their roles in current practices of Scripture translation among minority people groups. Reference is made to the significant work of Pokorn (2005). A third issue seeks to identify the „commissioners“ of such translation projects: who initiates and provides direction and resources? A fourth concern attempts to situate such Bible Translation programs in the broader contexts within which they function in specific people groups. We conclude by briefly addressing the notion of authority, and the concerns associated with „outsiders“ impacting minority people groups.

Keywords: canonical, Divine Inspiration, other-tongue translator, community involvement, authority

Please contact the author for the list of references

DEBORAH SHADD

Nida Institute, York University, Canada; Deborah.Shadd@twu.ca

On Welcoming Difference: Toward a Paradigm of Hospitality

In a book entitled *Just Hospitality*, theologian and biblical scholar Letty Russell lays out what she terms a theology of hospitality, calling for us to shift our thinking from a ‘hermeneutic of the other’ to a ‘hermeneutic of hospitality’, exchanging the “distancing, dualistic language of otherness” for a discourse of solidarity, partnership and welcome that yet affirms the fundamental importance of difference (24). Throughout her discussion, echoes can be heard of not only Derrida’s ethics of hospitality, which draws on the concept as a means of rethinking our approach to a range of ethical and political situations, but also of Ricoeur’s ethics of translation, which positions the notion of linguistic hospitality as central to both textual transformation and intercultural encounter more broadly. After considering the ways in which both of these latter lines of argument have lately been brought to the fore in and intersected with ongoing discussions in the field of postcolonial translation studies, this paper will move on to explore the ground where all three – theology, ethics, and translation – come together in a dialogue on hospitality, and to examine how the resulting paradigm of hospitality might impact our practice of translation in general, and of sacred text translation more specifically; our view of and openness to non-Western and indigenized theologies and ways of understanding; and traditional missiological models which have long prioritized the role of the beneficent foreigner.

Keywords: hospitality, translation, ethics, theology, postcolonialism

Please contact the author for the list of references

ANDREW OWEN

Glasgow, UK; andrewcowen@gmail.com

Interpreting the Public Reading of Scripture

This paper explores a mode of interpreting that falls between sight translation and simultaneous interpreting – the public reading of frozen text such as the reading of textual matter in a court of law. In particular, the paper looks at interpreting the public reading of the Bible into British Sign Language (BSL). Spoken language interpreters reach for their target language Bibles and read aloud from the page into their microphones. BSL interpreters have no Bible to reach for. They bear the responsibility, and must perform at the speed of normal speech. This is partly because British Sign Language is not English. It has (much the same as American Sign Language) its own grammar, syntax and structure. It is a visual-spatial language that is virtually impossible to delineate in printed form.

The paper discusses translation theories that have been employed to produce different versions of the Bible, in particular, that the Bible has been used as a case study of how texts can be taken a number of ways, depending on which translation theory is used. It discusses the virtue of two competing theories by way of example: formal and dynamic equivalence, and whether the BSL interpreters can find assistance there. The issue of preparation is discussed and the need to be mindful that easier-to-read versions of the Bible have already added meaning to implication. Preparing to interpret using such versions may mean that the resulting BSL interpretation is likely to either retail/reinforce an error, or make clear a proper doctrine. The paper discusses the virtue of simply displaying the Scripture for the deaf worshippers to read, but that this would result in very little understanding taking place, because deaf people typically have an underdeveloped comprehension of written text. This is all identified in detail. An important yet neglected exercise is turning to the Scripture itself for principles of interpreting. Jerome, after issuing a statement about the importance of word-for-word translation, offers many interesting examples where the sense rather than the syntax has been translated by the Scripture itself. Therefore, the paper looks at translation methods used by the Scripture in order to interpret itself. It looks at how this ‘self-translation’ can be identified, its transparency, and the resulting guidelines that can be extracted with the aim of informing practice. The paper explores the convention (in an attempt to offer transparency) used by some translations, to display certain words in italics, so that the

reader knows that a word not found in the original language has been added to the text, in order to make sense of the passage. This technique has benefited translators, who can offer transparent solutions to grammatical problems and resolve minor difficulties by passing the problem to the reader. Mirroring this convention, the paper looks at difficult (or mystery) passages and whether they should be interpreted, or the difficulty simply passed on.

The paper concludes with several important responsibilities gleaned from the Scripture itself. What does the Bible say are the responsibilities, the proper attitude, the correct procedure required by those who impart the meaning of the Scriptures to others?

Keywords: British Sign Language, Scripture, visual

JILL KARLIK

Role and Performance: Interpreter-mediation of Bible Readings in a Gambian church

Translation of the ancient biblical texts has been widely researched in many different languages and areas, but the practice of rendering these same texts by interpreter-mediation is generally discounted in the literature on Bible translation. In the oral societies of Africa, churches have been established and nurtured through the interpreter-mediation of scripture. It is a practice dating back to the first century AD, when it was in all probability modelled on ancient practices in Judaism (Metzger 1977:286ff), which date from at least the 5th century BC (Kaufmann 1994:2). This paper identifies some parallels in current practices in the interpreter-mediation of Bible readings in a group of churches in The Gambia. Events in these churches may be either monolingual in Manjaku (the language of an immigrant community originating from northern Guinea-Bissau) or bilingual with English. In either case, since there are few portions of written scripture available in Manjaku, the Bible readings are rendered from an English version by members of the congregation who, although untrained as interpreters, function with some regularity in the role. Similar practices occur also in languages where written scriptures exist but there has been low take-up of them.

Applying Goffman's insight that „audiences hear in a way special to them“ (1981:137), the paper discusses the interaction framework of these church events, recognising that a congregation is more than just an audience, although valid comparisons as to their manner of listening can be drawn with other kinds of audiences which meet together for recurring events. A congregation constitutes a text-based community of interpretation, sharing a common understanding of the text in terms of expectations as to ideology and behaviour based on it, and language usage to express these. Furthermore, in a church service the interpreter is sharing in a ritual act with the congregation, but is at the same time a member of the „performing team“ (Goffman's term), with responsibility for ensuring the fullest possible participation by Manjaku end-users. Participant-expectations of the interpreter, in the Bible reading phase as in other parts of the church services, may thus be understood in terms of the ritual purpose of the event as a whole: religious and linguistic aspects are integrated in the *skopos* of the translational act. However, the interpreter's dual role in such events has only recently become the subject of empirical research (eg Balci 2008; Hokkanen 2012;). Findings have particular relevance to issues arising in both the translation of ideology and the ideology of translation (Calzada-Perez 2003). Textual evidence of underlying orality in the biblical source texts, coupled with research on oral and literate use of language in ancient times, sheds light on their composition in oral mode for appreciation through performance. A new strand of „biblical performance criticism“ applies these insights to audience-design in Bible translation today (Maxey and Wendland 2012). This paper identifies some textural features of performance in interpreter-mediated Bible readings, which may help to account for their acceptability to the congregations. The significance of this research for biblical performance criticism lies in the fact that the interpreted renderings arise dynamically through live performance in a context of worship.

Keywords: Bible translation, scripture, Africa, church interpreters, biblical performance criticism

Please contact the author for the list of references

Panel 6: Technologies in Translation

10:00 – 11:00, Room 346

Organiser: Christoph Rösener

Flensburg University of Applied Sciences, Germany, roesener@fh-flensburg.de

CHRISTOPH RÖSENER

Language Technology in Modern Translational Workflow

In 2009 the European Commission Directorate-General for Translation published a study report on the size of the language industry in the EU [European Commission Directorate-General for Translation 2009]. The study gives an estimate of about 5.700 million euro for the turnover of translation and interpreting, software localisation and website globalisation in the EU for 2008. This estimate is almost doubled in the forecast for 2015, which is 11.059 million euro. The study assumes a very conservative estimated average annual growth rate of 10% over the following years to result in a turnover of about 16.500 million euro for the entire language industry in the EU in 2015. The study report also took the turnover of language technology tools into account. Here the annual growth - from 568 million in 2008 to 1.106 million in 2015 - is very similar to the forecast for the language industry in general. Consequently, the study states clearly that the use of language technology tools in the EU is steadily growing.

Already during the creation of a text several language technology tools are being used. First of all the text processing program itself. Multilingual text processing systems allow the handling of text in different languages providing different character sets and directions of writing. Moreover, most of these systems provide inbuilt spell and grammar checking as well as special plug-ins for dictionary, thesaurus or terminology database lookup. Additionally, especially in the area of Technical Documentation, Authoring Tools, also known as 'Controlled Language Tools', are being used as aids for the creation of texts. Combined with linguistic intelligence besides spell and grammar checking, Authoring Tools are used to check abbreviations, style and terminology in texts. In most cases this is done in relation to special style guides - e.g. Simplified English, technical writing rules etc. - and terminology, most of the time both designated by the respective company. Moreover linguistically intelligent Authoring Aids also can help the author to extract so called term candidates. The translational process itself then is dominated by the usage of Translation Memory Systems. The results of various surveys indicate clearly that nowadays the majority of translators and translation companies, respectively, use Translation Memory Systems during translation [Lagoudaki 2006; Lommel 2004]. Translation Memory Systems store whole sentences or clauses (called segments) and their translations in a translation memory. When the translator is translating a new document the segments are matched against those already present in the translation memory and the translator can reuse the matches found immediately for his new translation. At the same time most of the Translation Memory Systems provide also a separate inbuilt terminology database. With the help of this database terminology can be managed and used for a parallel lookup during the matching process of the Translation Memory System.

As shown above the usage of language technology tools in modern translational workflow is manifold. Modern translational workflow is dominated by the use of this tools. Language technology tools are used in almost every single step of the translational process - from the initial creation of a text to the delivery of the final translation. In this paper I will try to give a general overview about the different language technology tools as they appear in the translational process. Moreover, I will try to point out the pros and cons of the use of language technology tools from the viewpoint of project/process management and authors, translators and terminologists, respectively. Finally, I will give some prospects for future developments and research.

Keywords: language technology, translation memory, terminology management, controlled language

Please contact the author for the list of references

KLAUS-DIRK SCHMITZ

Institute of Translation and Multilingual Communication, University of Applied Sciences Cologne, Germany, klaus.schmitz@fh-koeln.de

Terminology Management as a Core Component for Translation Technology

The analysis of today's translation market illustrates that almost all translated documents can be characterized by a high degree of subject specific content and therefore include a vast amount of technical terms. This specific terminology has to be known by the translator when reading the source text and used correctly when producing the target text. In innovative domains, the translator has to create very often new terminology because established terms for the new concepts do not exist. This is the reason why terminology retrieval and terminology management are essential parts of translation projects.

Today translations projects are carried out with a major assistance of information technology. Tools and technologies support the management of translation project, the reuse of existing translations, the administration of terminological data, and the quality assurance procedures. All these tools including machine translation systems are summarized under the concept of translation technology. A terminology management system is not only one type of this translation technology, but also a core component that has to interact with all other tools for translators and has to support all major steps in a translation project.

(Fig. 1: Translation Process according to ASTM F2575 - 06) The whole translation project is monitored and organized with the support of translation management systems; they control the workflow of documents and data as well as the tasks of all persons involved. The terminology workflow between the client, the translation service provider and the translator is an essential part of it.

In many translation projects, the client is not able to provide the relevant terminology. In such cases, terminology work is necessary before the translation task really starts, especially if several translators are involved. To identify the terminological problems for a given translation project, terminology extraction programs will filter out the specific and new terms contained in the source text. These term candidates have to be checked by the translator or the terminologist, fed into a terminology management system and completed with additional terminological information, e.g. with definitions and target language equivalents.

During the translation process itself, translators are using CAT tools such as translation memory systems. These systems have to include a terminology component that (automatically) identifies the source text terms and provides terminological information for these terms such as the preferred target language equivalents. The terminology component should also allow for updating terminological entries and for adding new entries for terms not covered by the term base. The same terminological functionality is necessary for the review and proofreading process.

If the translator is post-editing machine translation output, either a fully automatic translated text or individual segments provided by a machine translation component when no match is found in the translation memory of a CAT tool, the access to a term base is necessary. But also the machine translation system has to care about the correct terminology. For rule-based machine translation systems, terminology has to be integrated into the system's dictionaries; for statistical machine translation engines, several techniques to incorporate terminological data are under development, either during the training phase of such systems or as a subsequent task after the automatic translation process.

In the framework of the quality assurance and quality control process of a translation project, the correct and consistent use of terminology has to be controlled in the target text; term checkers linked to a term base are supporting this task.

Since a proper, adequate and consistent terminology is a prerequisite for high-quality translation, terminology management is an essential part of each translation project. Terminology tools and components have to be used at the right place of a translation process and have to interact with all translation technology tools used.

Keywords: terminology management, translation technology, CAT tools, machine translation, term extraction
Please contact the author for the list of references

Panel 22: Translation and the Future of the Humanities

10:00 -12:30, Room 347

Organiser: Sarah Maitland

Department of Modern Languages, University of Hull, UK; s.maitland@hull.ac.uk

10:00 – 10:20

SARAH MAITLAND

10:20 – 10:40

LYNN PENROD

Modern Languages and Cultural Studies, University of Alberta, Canada; lpenrod@ualberta.ca

Translation: Lifeline for Humanities Study in the 21st Century?

This paper proposes an argument for a „translation across the humanities“ approach in academe in which the place of translation studies, both in a very utilitarian and practical sense as well as in a larger, more metaphorical sense, can be seen as one of the ways in which scholars may succeed in breathing life into humanities disciplines that in some ways are gasping for air within the university setting of the 21st century, a century that is increasingly focused on harnessing the future advancement and health of society based solely on science and technology. The movement of translation studies from a rather marginalized sub-specialization of literary studies to an increasingly interdisciplinary focus for both humanists and their social science colleagues over the course of the past two decades demonstrates the important and critical influence translations and translation studies have contributed not only within the classroom and seminar room but in the larger world of international scholarly activity as well.

My focus will be on two French authors commonly taught, read, and cited in translation: Roland Barthes and Helene Cixous. Questions of „dependence“ on translation, whether in terms of simple linguistic reliance or in a much larger cultural sense, will form the basis of my illustrative argument. This argument is based on two small „case studies“--one taken from a PhD doctoral dissertation involving significant underpinnings from Barthes and the other from a classroom experience with Cixous's famous essay, „Le rire de la Meduse.“ From translation questions within the realm of literary studies my argument then moves outward to include examples from other humanities disciplines--philosophy, gender studies, comparative literature, and law. Some of the theoretical background to my argument(s) is provided by Şebnem Susam-Sarajeva's Theories on the Move: Translation's Role in the Travels of Literary Theories ((2006), the work of Susan Bassnett, David Katan, Andre Lefevere, Michael Hanne, Sherry Simon, and Gayatri Spivak.

As a professor of French in a department of modern languages and cultural studies in a large research-intensive Canadian university, I have spent most of my academic career dealing with the subject of translation in one way or another. Questions of the use of the translated text in the classroom, entire critical theories sometimes based significantly on texts in translation, or the issue of cultural significance within translation studies: each of these topics has much broader application in other humanities disciplines (philosophy, comparative literature, even law) and should not remain isolated within a world of language departments. Opening the discussion about the richness available to the humanities across humanist disciplines in a transdisciplinary as well as an interdisciplinary way can only help us in our search for continued viability within the university as a whole. Indeed in the largest sense everything we do in our research and teaching in the humanities involves translation. It is up to translation studies scholars to continue to make this case, not only within the walls of the institutions where we work but in the political and social communities where we live. As politicians and funders continue to ask us to justify our very existence, we should be prepared to argue in favour of translation as being not only our lifeline as scholars but a lifeline for the global community as well.

Keywords: translation, humanities, Barthes, Cixous, transdiscipline

10:40 – 11:00

MAURICIO MENDONÇA CARDOZO

Federal University of Paraná, CAPES, Brazil; University of Mainz, Germany; maumeluco@gmail.com

Translation, Humanities and the Critique of Relational Reason

After approximately four centuries of great efforts invested by scholars and translators the world over, the discipline of Translation Studies is today a well-established research field despite (or thanks to) its conspicuous heterogeneity. Nevertheless, if on the one hand the successful institutionalisation of both translator training and research on translation has led to the establishment of an academic domain, a social space and a community around which we organise our journals, associations, conferences and research groups of “the area”, on the other hand we must admit that the impact and visibility of our production remain negligible outside Translation Studies, and so does the interest professionals of other areas take in what we do. This becomes more alarming when we think that translation is present in numerous areas other than Translation Studies, be it as a widely disseminated (and not solely professional) instrumental practice, or be it as a phenomenon of which other areas make use. There are a surprisingly high number of thinkers from other areas (Jean Allouch, in psychoanalysis, Michel Serres, in philosophy of science, Madeleine Akrich, Michel Callon e Bruno Latour, in sociology, Jacques Derrida, in contemporary philosophy, etc.), who, whether taking the theoretical, descriptive or applied repertoire of Translation Studies into consideration, takes the phenomenon of translation as a sort of allegory for reflections relevant to their area. And however much these thinkers make wide use of translation allegories or metaphors, even operating on an instrumental level, at first sight their reflections are not oriented towards translation practice, nor to Translation Studies research; nor do these thinkers have translators or translation researchers as their interlocutors. Therefore, in addition to research in the area and research from the area as an interface with cognate areas, let us bear in mind that there is also research outside the area, which in turn also scrutinises the phenomenon of translation – though sometimes less as a research object and more as an instrument to their own purposes. Indeed, this is the point of departure of the present paper, i.e. this gap between the (lack of) interest that Translation Studies takes in what is said about translation in other areas, and the great interest that other areas take in translation. But what is it then, in our research object or in our reflections on translation, that brings us close to the interest in translation entertained in such diverse areas, such as psychoanalysis, philosophy, anthropology, sociology and philosophy of science? One may say, its instrumental specificities aside, translating sheds light, in a particularly evident way, on questions concerning other human practices, which in turn are traditionally ascribed to other areas. Indeed, if there is a feature that is at once paradigmatic of translating and common to the social and discursive practices in general, it is its relational nature. Therefore, the hypothesis here is that this possible common denominator would be closely related to a perception of translation – even in a more restricted sense, as an instrument of linguistic mediation – that raises relevant questions as for the reflection on practices of relation with the other, in terms of both the complexity of the relationships of subjects in language, and the anthropological, cultural, ideological, ethical, political, philosophical and aesthetic dimensions of these relations. To embrace this understanding of translation as a relational practice would then entail thinking that different concepts of translation derive from these different understandings of what the relation is, what the non-relation is, and what the relation is not. It would entail thinking that different understandings of translation derive from different understandings of the order and dynamics in which this relational practice takes place. In other words, to embrace this understanding of translation as a relational practice would entail embracing the idea that every conception of translation derives from (or gives rise to) a given relational reason. My intention here is to propose a relational perspective in which to reflect upon translation, exercising a kind of critique of relational reason that may be productive both for research in the area and for the establishment and consolidation of Translation Studies in the Humanities.

Keywords: translation studies, humanities, translation as relation, relational perspective, critique;

11:20 – 12:30

Roundtable discussion and questions from the audience

Panel 3: Audiovisual Translation: from the Past to the Future

10:00 – 12:00, Room 351

Organiser: Carol O'Sullivan

RENATA MLICZAK

Imperial College London, UK, renata.mliczak@googlemail.com

History of Subtitling for the Deaf and the Hard-of-hearing in Poland

Subtitling for the deaf and the hard-of-hearing (SDH) in Poland has been practised for the past 18 years. It was the public service television, Telewizja Polska (TVP) that pioneered in the field of accessibility services with the broadcasting of the film *Rio Grande* (John Ford, 1950) with SDH in 1994. Until recently, TVP was the only broadcaster in the country of audiovisual programmes with SDH. Nowadays, thanks to new regulations the situation is changing and private stations have also started broadcasting selected materials with subtitles for their hearing impaired audiences. Films and programmes with Polish SDH have also found their way in the cinemas, theatres, DVD market and the Internet. This article presents a historical overview on subtitling for deaf and hard-of-hearing people in Poland. It starts with a brief reference to the beginnings of SDH in other countries, especially the UK and the USA, where subtitling for hearing impaired audiences has been well established for a number of years.

The following part of the paper takes a closer look at the facts regarding the beginnings of SDH in Poland and the key developments that have taken place throughout the years and have impinged on the quantity and quality of subtitling. The main focus of the article is on the evolution of SDH on Polish public service television as the broadcaster with the longest history of producing SDH in the country as well as the highest amount of subtitling on the television market. Moreover, TVP is the most popular broadcaster among Polish citizens. Next, the following issues will be analysed: awareness of accessibility services, the needs of the target audience, legal regulations, and technical and economical constraints. They will be presented in the light of the methodology developed by Karamitroglou (2000), especially the aspect of the influence of human agents and recipients on the audiovisual product. The paper will also discuss some of the main developments of SDH features over the years, such as the indication of music, sound effects and character identification. In this respect, I will describe how the selected SDH features were represented in the subtitles, what descriptions of acoustic elements were chosen, and how often they appeared on screen at the beginning of SDH in Poland, so that a comparison can be established with the state of affairs nowadays. The study in question will be conducted by analysing subtitle files obtained from TVP and supported by interviews with actual subtitlers. In order to triangulate the results, viewers' responses posted on deaf portals regarding the provision of SDH will also be taken into account. The diachronic dimension of the study gives an insight into the history of subtitling in the country and helps to reveal the strategies used by TV subtitlers in response to the constraints of analogue technology and the assumed expectations of the viewers. A leading subtitler from TVP described her work in the early years as a constant learning practice and a continuous dialogue with the target audience. The many years of service to the public have resulted in the formulation of Polish SDH standards, which were initially published in 2008 in the Polish translation journal *Przekładaniec*. An updated version of the guidelines was later published on the website of the foundation *Kultura Bez Barier* [Culture Without Barriers, www.pcic.dzieciom.pl/publikacje.html]. The corpus consists of 5 subtitle files from 1994-1996 and 5 files from 2010-2012. All the files were received from TVP and were in STL format, which was later converted to Win32, a format read by the WinCAPS subtitling software used in the research to analyse the files. As for the genre of the audiovisual material, the assembled corpus includes exclusively feature films, which is expected to allow for consistency as well as a more coherent analysis and comparable results. All the files analysed are of pre-recorded programmes. Generally, there is an expectation of better quality subtitling

in the case of pre-prepared files as opposed to real-live or semi-live subtitles, as these are more affected by time constraints. In the case of the present study it means that the subtitles analysed could be considered as the optimal version at the time of preparation. All in all, the paper aims to present the beginnings of SDH in Poland as well as its evolution over the years, taking into account the extent to which the providers and the target audience have influenced its development. The analysis of the actual subtitling files provides another angle to the research and opens the doors for an in-depth discussion of the quality of SDH. The study and its results will hopefully contribute to the wider research being conducted into the history of subtitling for the deaf and the hard-of-hearing.

Keywords: SDH, history of AVT, Polish television

Please contact the author for the list of references

WENDY FOX

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

fox@uni-mainz.de

Integrated Titles as an Alternative Solution to Traditional Subtitles

The following proposal is based on my master's thesis on "Integrated Titles as an Alternative Solution to Traditional Subtitles" (09/2012). While dubbing is still the dominant form of audiovisual translation in Germany, there is a growing preference especially in the television series domain for the original version – and hence subtitles. Traditional subtitles are normally integrated automatically into the film, disturbing the composition as well as potentially drawing the viewers' attention – depending on his or her language skills and the source language of the film – away from the plot. Poorly placed subtitles can disturb – or even destroy – the entire artistic concept of a film. The focus of my master's thesis is on a possible modern alternative to traditional subtitles: integrated titles. While the dynamic integration of displays and captions can already be seen in film material such as the British series "Sherlock", there are very few examples of integrated titles. One example is the American series "Heroes", in which the Japanese conversations of two of the main characters are translated with integrated titles. Another example involves the Spanish and a few English sentences in the film "Man on Fire" that are communicated interlingually with several different kinds of integrated titles. Apart from these two, there are almost no other professional examples of integrated titles. By means of the first episode of the British series "Being Human" (so far without official German subtitles or dubbing), I showed how integrated titles can increase understanding and preserve the composition and aesthetics of the film. In a three-step-experiment, the advantages and disadvantages of integrated titles were analyzed. In the first step, the eye movements of 15 participants with English as their mother tongue were recorded as they watched the original material. By analyzing the data, the focus points could be verified. Based on these focus points, the new titles were inserted into the film – not only close to the focus points, but also in consideration of speaking direction and speaker position as well as ideally in a position with good contrast or at least an even background. In addition, no important part of the image should be covered by the titles – not only persons, but also important objects. In the second step of the experiment, the eye movements of 15 participants with no or little knowledge of English were recorded as they watched the film with traditional subtitles. This data later was compared to the results of the integrated titles in the third step, which also included recording the eye movements of 15 participants while watching the film with integrated titles. The results show that the reduction of the necessary saccades (eye movements) gives viewers more time to focus on the image and makes it easier for them to link the titles to the plot. Moreover, the film material was perceived as more aesthetic and closer to the original version. In the long term, these results can lead to a rethinking of the subtitling and handling of film material. Further results and their interpretation would be presented at the conference.

Keywords: subtitles, future, integrated titles, alternative, eye-tracking

11:00 – 11:30 Discussion

Panel 14: Process-oriented and Collaborative Learning in Translator Education

10:00 – 12:30, Room 352

Organisers: Maureen Ehrensberger-Dow, Don Kiraly

Institute of Translation and Interpreting, The School of Applied Linguistics, Zurich University of Applied Sciences (ZHAW), Switzerland; Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany
ehre@zhaw.ch; Don.kiraly@gmx.de

10:00 – 10:10 : Introduction, Idea behind joint discussions for each block

Don Kiraly , Maureen Ehrensberger-Dow

10:10 – 10:35

SASCHA HOFMANN , SILVIA HANSEN-SCHIRRA

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany
s.hofmann@uni-mainz.de, hansenss@uni-mainz.de

Developing a House of Translation Competence

The process of translating a text from one language into another is not limited to the mere production of a target text. Instead, it is a complex communicative process that involves different roles and responsibilities and requires a set of competences to fulfill the required action (Holz-Mänttari 1984, Hoenig 1999). However, translation competence models of the past years generally included only singular aspects of this wide variety of tasks (Hönig 1997) or the mindset of the translator (Krings 1986, Risku 2004), or the 'core' translation process (Göpferich 2008, PACTE) were objects of research. This led to a very wide definition of „translation competences“ in the translation process which cannot be used as a standard for translator education. The question what should a translation scholar know at the end of his studies to fulfill the task of a process oriented translation cannot sufficiently be answered with the existing models.

The main goal of the presented approach is the development of a new model of translation competence that incorporates competences from all the participating fields of research represented in translation studies thus merging linguistics, cultural and translation studies as they are incorporated in the translation process. Furthermore a matching of practical needs is part of the approach to verify the model's transferability and sustainability. On this basis insights from a real-life translational process can be combined with research standards which then can be controlled with empirical data drawing upon the existing competence models that were produced as the output of two research oriented seminars at the University of Mainz. With data from competence modeling in the field of business and economics that could be gathered during the project WiwiKom carried out by the Department of Business and Economics at the University of Mainz we are able to interdisciplinary triangulate our produced data with the results of competence modeling from other fields of research.

As a result we are able to present the house of translation competence that incorporates the requirements from the approaches listed above, new developed competences and the side of business professionals. It could – when accepted in the academic community – lead to a standardization of curricula in terms of competences and define a future toolbox of an academic trained translator. The comprehensive nature of this complex project enables us to merge translational process theory and practice and so combine translation studies with practical experience.

Please contact the author for the list of references

10:35 – 11:00

DON KIRALY

A Role for Epistemology in Process-oriented, Collaborative Translator Education

‘Pedagogical epistemology’ might be defined as a teacher’s or a researcher’s (or for that matter, a learner’s) philosophy, assumptions, beliefs and understandings of what it means to ‘know’ something and how learning comes about. In educational research and pedagogical practice within fields that incorporate a deeply rooted pedagogical culture, an awareness of one’s epistemological beliefs is considered a fundamental foundation for action (Carr 1998). In the young field of Translation Studies, however, a pedagogical culture has only begun to emerge in recent years. While, for example, language teachers have been trained in university-level programs all over the world for many decades, there is still only one university at which one can earn a degree in Translation Teaching, and even short certificate courses are rare (Pym 2001).

Rarely, in publications on Translator Education, does one come across references to educational philosophy; and statements attesting to the pedagogical epistemology underlying a particular piece of research or a teaching technique or approach in the area of translator education are few and far between. In the two volumes of articles on innovation in translator education currently being edited in the Division of English Linguistics and Translation Studies at the University of Mainz, the term “epistemology” appears only in my own contributions. And yet, with the advent of collaborative approaches to translator education around the turn of the millennium (for example Kiraly 2000 and Gonzalez-Davies 2004), some researchers and teachers have begun to identify and explore their own and their learners understandings about the nature of learning and hence the role of teaching in the development of translator competence.

This talk will focus on the value of drawing links between Translator Education and educational philosophy and more specifically on the importance of pedagogical epistemology for process-oriented, collaborative Translator Education research and praxis.

The talk will be accompanied by a Prezi presentation comprising a brief tour of a concise overview of the evolution of pedagogical epistemologies over the past 2,500 years and the implications of four epistemological families which I call empiricism, rationalism, constructivism and emergentism for translator education research and practice, and particularly for process-oriented, collaborative learning.

First, an attempt will be made to show how conventional talk-and-chalk, teacher-centered instruction are related to empirico-rationalist epistemologies, while the adoption of constructivist epistemologies can be seen to be a key justification for collaborative teaching approaches and techniques. The presentation will go on to elaborate on a post-constructivist emergentist epistemology that in my view is a (albeit not the) logical successor to social and radical constructivisms.

This fourth – emergentist – family of epistemologies, has its roots not only in the earlier empiricist, rationalist and constructivist traditions, but is also based on an interdisciplinary dialogue involving second-generation cognitive science, complexity thinking, an ecological dynamic and post-positivist cosmology. Emergentism has long since been introduced to the field of education by forward-looking educationalists (Doll 2008; Davis 2004, 2008; Davis, Sumara 2000) and has started to be explored in the context of translation studies (Risku 2010; Kiraly 2005). Some of my own initial attempts to teach translation from a process perspective on the basis of this emergent epistemology will be introduced in this talk. In addition to sharing the promising results of a post-constructive approach to translator education, I also hope to illustrate the tremendous influence that a systematic awareness of one’s pedagogical epistemology can have on one’s teaching and research praxis. It is hoped that participants will become aware of the importance of investigating, identifying and explaining their own pedagogical epistemologies in the interest of developing and applying coherent and ecologically valid contributions to a pedagogical culture in the field of Translation Studies.

Keywords: epistemology, complexity thinking, post-positivism

Please contact the author for the list of references

11:00 – 11:20: Discussion about fundamentals of translator education

11:25 – 11:50

FABIO ALVES

Faculdade de Letras, Federal University of Minas Gerais, Brazil; fabio.ufmg@gmail.com

Investigating Post-editing Tasks in Translators' Education: a Process-oriented Study of Student Translators' Behavior with a Focus on Collaborative Learning

In general, curricula for translators' education tend to focus on a computer-aided human translation approach to enhance translators' performance. Skills in the use of CAT tools, including translation memory systems, are usually an integral part of such translation curricula in most universities with degrees in translation (Bowker 2002). However, with an increase in quality and reliability of machine translation output, post-editing skills have also become an important component of professional practice and specific training is required to meet the demands of the market. From a professional angle, post-editing practice must include proofreading the output from automated systems, quickly identifying problems in machine translation and correcting them with justified confidence. One can hypothesize that student translators would lack such skills. Therefore, the need to reflect upon the way translators should be trained at university level when post-editing skills are at stake. There are, however, no empirical studies carried out in Brazilian universities which can provide evidence of how student translators process a post-editing task and, consequently, throw light into which of their practices should undergo changes. Drawing on translation process research and collaborative practice, this paper aims at investigating the performance of a group of student translators when learning to deal with the demands of a post-editing task. Initially, students were introduced to theoretical and practical aspects related to the practice of post-editing and then discussed texts which had been post-edited by professional translators. Afterwards, their performance in post-editing tasks was assessed experimentally. In order to do so, 12 student translators were observed when post-editing two short technical texts from English into Brazilian Portuguese; their performance being recorded with the key-logging software Translog. In three methodological steps, pause analysis of the student translators' performance was carried out to assess the key-logged data with respect to the characteristics of their post-editing processes. Additionally, retrospective protocols were recorded immediately after task execution to provide information about the subjects' level of metacognitive activity. At stage one, each student translator post-edited a short English technical text which had been automatically rendered in Portuguese by Google Translate and commented on it in a retrospective protocol. As stage two, each student translator revised a text which had been post-edited by one of their peers and also commented on it retrospectively. Finally, at stage three, six pairs of student translators were asked to post-edit a short technical text together and discuss their strategies and decisions while and after doing so. The process data from the three related tasks provide information as to the number and types of changes registered in the post-editing tasks in terms of processing effort as well as to the level of metacognitive activity observed among the 12 subjects. A comparison of results relating the individual and paired performance of student translators paves the way for a discussion about the types of pedagogical practices which should be incorporated into translators' education when dealing with machine translation output. As a way of conclusion, this paper highlights the effective value of integrating a translation process orientation with collaborative learning for training students in post-editing tasks and argues in favor of a particular type of focus in translation curricula to deal with issues directly related to the human-machine interaction in translation.

Keywords: post-editing skills, translation process research, processing effort in translation, metacognitive activity, human-machine interaction in translation, collaborative learning in translators' education

11:50 – 12:15

KYRIAKI KOUROUNI

School of English, Aristotle University, Greece; electra@enl.auth.gr

One for all and all for one? Tapping Collaboration in Action

The present paper showcases the experience of 18 translation students attending the Interdepartmental MA in Translation Program at Aristotle University as regards ongoing collaborative class work of an experimental character taking place during winter semester 2012. The underlying task design and approach rely heavily on studies encouraging stronger synergies between the academia and the profession (González Davies 2004; Mackenzie 2004); on studies stressing the significance of scaffolding and self-awareness within a socio-constructivist framework (Kiraly 2000, González Davies 2005); on conclusions drawn by the inclusion of process research/tools into the actual classroom, more (Pym 2009, Kourouni 2012) or less empirically-based (Dam-Jensen and Heine 2009).

The paper is based on data collected through class diaries and retrospective questionnaires, with keystroke logging and screen recording data incorporated at a later stage. It presents examples from the English into Greek translation workshop, although participants have been working with Greek (L1) and English (L2 or L3) as well as with French, German, Italian or Spanish (L2 or L3). Issues raised include individual problem-spotting, management of information resources, individual and group problem-solving, consensus-reaching techniques until final synthesis, self- and other- revision approaches, means of evaluation. Attention is paid to feedback drawn from participants' questionnaires and general comments, suggestive of a process whereby the "peripheral" product of the "other" becomes, to a considerable extent, their very own.

The paper raises questions on both the macro-level (the mixed-ability class, institutional considerations, such as availability of space in the curriculum) and the micro-level as well (human-computer interaction, different mentalities, the risk of students feeling uncomfortable). Moreover, it underlines the need for carrying out empirical research in order to specify the actual value, including the compromises involved, when teaching and learning in collaborative translation settings with a process orientation.

Keywords: process-oriented translator training, collaborative learning, self-awareness, translation synthesis, professionalization

Please contact the author for the list of references

12:15 – 12:30: Discussion about students and collaborative learning

Panel 13: News Translation: Subverting the Discipline?

10:00 – 11:30, Room 368

Organisers: Luc van Doorslaer, Christina Schäffner

MAUREEN EHRENSBERGER-DOW, DANIEL PERRIN

Department of Applied Linguistics, Zurich University of Applied Sciences, Switzerland

Investigating Translation in the Newsroom

Professional translation and journalism can be said to share many more characteristics than may be apparent upon initial examination. Both are situated activities in highly technologized settings, carried out by language professionals who, in the process of producing target texts from source texts, have to constantly juggle the

expectations of their employers, their audience's needs, the creation of new knowledge, and their own professional standards. In addition, journalists are increasingly being confronted with sources in a diversity of languages due to globalization and novel forms of informal news networks. Since they are not usually trained to work inter-lingually and probably do not have access to professional translators or interpreters, they may turn to readily available translation tools and software without appreciating their limitations, which could have serious consequences for the individuals, businesses, and organizations they are reporting on.

The translation practices and strategies of journalists, who are socially powerful actors in the transmission of information and knowledge, have come into clearer focus in recent research (e.g. Bielsa & Bassnett 2009; Cheesman et al. 2011; Conway, Bassnett 2011; Darwish 2009; van Doorslaer 2009; 2010; Schäffner, Bassnett 2010). In officially multilingual countries like Switzerland, with four national languages and English in common use, working between languages has long been part of journalists' daily jobs. The question of interest for us, then, has been what journalists do when their source materials are in different languages from the target language of their outgoing texts. More specifically, we have been exploring whether institutionalized translation policies guide journalistic practices in such circumstances or whether journalists develop and rely on their own translation strategies.

In this paper, we outline how a mixed-method approach originally developed by the second author to study newswriting processes can be applied in investigating news translation - either by professional translators at their workplaces or by journalists in the newsroom. We argue that progression analysis, which combines keystroke logging, screen recordings, eye-tracking, and cue-based retrospective verbalization, can be profitably used along with version analysis to gain insights into various aspects of the news translation process. Our analyses to date of translation processes and practices in the newsroom are based on data collected in various studies of language in Swiss media, including the recently-completed national research project "Idée suisse", where the production of three national television news programs was studied. Our findings indicate that translation is involved in every aspect of news production, including how journalists handle their source materials, their target texts, and their social environment (see Perrin, Ehrensberger-Dow 2102). However, translation in the newsroom seems to be based primarily on individuals' implicit and tacit knowledge rather than on institutionalized procedures, organizational routines, or explicit organizational knowledge. In this paper, we would like to open the discussion of how insights from translation theory and professional translation practice could be made available to media studies and media organizations in order to improve training, workflow efficiency and output quality of journalism in a globally networked multilingual world.

Keywords: journalists, newsroom, progression analysis, multi-method, situated activity

Please contact the author for the list of references

ILSE FEINAUER

Department of Afrikaans and Dutch, University of Stellenbosch, South Africa; aef@sun.ac.za

Magazine Translation in South Africa: from Translation Proper to some Translational Activity

There is a growing tendency among South African publishers of magazines to gain market share and additional audience. One way in which they achieve this is to publish twin titles, meaning the same magazine with an identical or overlapping editorial staff published in two or even more South African languages.

This translation and/or rewriting process started in 1987 at NasPers (National Press), now Media24, with the weekly Afrikaans family magazine Huisgenoot originally created fully in Afrikaans and then translated into English with the title You. Nowadays the text in Huisgenoot is no longer necessarily the source text, nor do Huisgenoot and You mirror each other any longer. Huisgenoot and You gained a third title, namely Drum for their Zulu-speaking readership which incidentally is published in Zulu and in English. The readership of Huisgenoot is middle and lower class white and coloured Afrikaans speakers and this is the Afrikaans magazine with the highest ABC figures for South Africa. The readership for its English sibling You consists of the

middle class coloured and white English population and this is the English magazine with the highest ABC figures for South Africa. Drum's main segment of readers is English urbanised black readers with Drum's Zulu counterpart sold only in KwaZulu/Natal. These magazines are regarded as sister magazines sharing the same editor and some of the editorial team overlapping. All three magazines are planned together and they are all regarded as original texts. It is no longer possible to easily discern the source and target texts in shared content. The editorial staff nowadays focuses on cultural and socio-economic differences between the two readerships and some articles occur only in one of the magazines and "source text articles" are extensively adapted before they appear in one of the other two magazines. The content in Huisgenoot, You and Drum is adapted, added on to, omitted, compensated for, substituted, explicated, etc. There was in other words a move from earlier translation "proper" between the two magazines Huisgenoot and You to now only some translational activity between the three magazines, Huisgenoot, You and Drum. In this paper I would like to show that magazine translational activity in South Africa is not meant to mediate successful communication between the various cultural groups, but that it keeps the divide between the cultural groups intact, or seen more positively, to promote identity formation. Magazine translation in South Africa also takes place as a means of tapping new markets. This links to what Gentzler (2006: 129) says:

... translation is less a mechanical activity done by some sort of scribe in a neutral fashion between two separate and distinct cultures and languages than it is a defining activity done by human beings with vested interests, and that this activity constitutes the very culture in which they live.

Not only the definitions of the translation process and product need to be revisited, but also the motivation for and consequences of translation to also allow for this type of translational activity taking place in this kind of media translation.

Keywords: magazine translation, rewriting, cultural divide, identity formation, translation strategies

CHANTAL GAGNON, PIER-PASCALE BOULANGER

Department of Linguistics and Translation, Montreal University, Canada

chantal.gagnon.4@umontreal.ca; pierpascale.boulanger@concordia.ca

News Translation and the 2008 Financial Crisis: a Canadian Perspective

When working on news discourse analysis, a number of scholars look at how a particular event is described in the newspapers across different cultures (Brookes 1995; Dirks 2006) or they investigate a question involving intercultural and interlinguistic contact (Brookes 1995; Adeyanju and Neversson 2007; Li 2010). Perhaps because news translation has only been given attention recently in Translation Studies, these papers little rely on Translation Studies (TS) or even mention the translation phenomenon. This situation raises the question: what does TS have to offer to news discourse analysis? Perhaps it even begs the question whether TS can in any way contribute to other disciplines when intercultural/interlingual communication is at stake.

Our paper will attempt to show how Translation Studies can be used in news discourse analysis using a Critical Discourse Analysis (CDA) approach on a Canadian corpus of financial news articles published in French and in English. The global objective of our research is to understand how financial concepts have been presented in the French-Canadian and English-Canadian press before the Financial Crisis of 2008.

According to Starkman (2009), in the years before the Financial Crisis, the American business press did not provide the public with adequate warning of the alarming situation. In particular, the business press did not show how the dramatic changes in the mortgage industry were tied to the colossal profits of Wall Street lenders. However, the importance of thorough news coverage cannot be stressed enough, as it is a primary source of information for many small investors, who get their business news from the financial section of their local paper. Following after Starkman's work, we are going to investigate if a similar situation happened in Canada, where business information often reaches Francophone readers through some form of translation, be it interlingual or intercultural, since financial news is in part adapted from press releases published by

American and French agencies Bloomberg and Agence France-Presse.

In Translation Studies, text-based analysis is generally conducted on roughly similar source and target texts, i.e. translation texts that have one identifiable source. For instance, when scholars use a CDA approach, their corpus often falls in the category of “translation proper,” such as translated political speeches in the European Union or American presidential speeches in translation (Calzada Pérez 2007; Romagnuolo 2009). However, as have shown van Doorslaer (2010) and Bassnett (2005), in news translation texts undergo strong adaptation. This is the reason why our corpus will not be comprised of “identical” texts in French and English. Despite the mutability of the source-to-target text equivalence, our object of study, for its part, is methodologically invariable and clear: we will focus on financial concepts and the way they were conveyed terminologically in different cultural contexts.

Our study will investigate what terms were used to characterise subprime loans in the French- and English-Canadian press. Why choose this specific concept? Because, according to Longobardi (2009), the American press never found the right term to describe the “lousy loans” responsible for the Financial Crisis. Indeed, the word “subprime loan” did not alert anyone to the risky nature of the loan and even less to the ill intention of the lender, as opposed to its explicit synonyms “liar loan” and “predatory loan” that the press chose not to retain. Furthermore, we will analyse the co-text surrounding the terms in order to determine whether they were given positive or negative connotation. The news articles investigated will be drawn from databases such as Factiva, Eureka and Canadian Newsstand.

One expected outcome of this study will be to show how terminological tracking can contribute to constructing a reliable methodology as regards news translation research within Translation Studies.

Keywords: news discourse analysis, financial translation, financial crisis of 2008, terminological tracking, subprime loans

Please contact the author for the list of references

11:30 – 12:00

WINE TESSEUR

School of Languages and Social Sciences, Aston University, UK; tesseurw@aston.ac.uk

The Challenges of Researching “Translation” in News Reporting

The translation of news is a relatively recent research object in Translation Studies. That it has been overlooked for so long can perhaps be explained by the fact that translation is often invisible in news reporting. Even journalists/translators refer to themselves as “international journalists” rather than as translators (cf. Bielsa, Bassnett 2010). These ambiguous attitudes however don’t do away with the fact that international news reported in our national newspapers reaches us through translation, and thus attention should be paid to this interlingual process when studying news reporting. However, looking at the process of news reporting solely through the eyes of Translation Studies is difficult, as more general text processes that are not specific to Translation Studies are also involved.

A lot of the research currently carried out on news translation uses methodologies and concepts from Critical Discourse Analysis, often working with procedures such as deletion, omission and reformulation (cf. Schäffner 2008; Valdéron 2008; Kang 2007). This choice is logical, as many of the studies look at issues of power relations and ideology, and CDA thus offers a relevant framework. Yet it also evokes questions about the relevance of a Translation Studies focus. If we do not use our own concepts from Translation Studies for textual analysis, if we have in fact difficulties with applying concepts such as source text and target text to the texts involved in news reporting, then can we really speak of translation? From a Translation Studies perspective, how are we going to compare a source and target text if journalists make use of several sources and “localize” their texts, adapting them to the expectations of the target audience? Use of alignment tools such as Multiconcord and large parallel corpora is impossible here. In fact, comparisons between news translation and interpreting have been suggested as being more fruitful, due to the similarities in the process where adapting the message to the target audience is

more important than any sense of equivalence (cf. Bassnett 2006; Schäffner & Bassnett 2010).

The present paper will explore the challenges involved in pursuing a research project on news translation within political institutions in the field of Translation Studies. It will demonstrate how hard it is to stay on the “Translation Studies track” without becoming distracted by related issues of discourse analysis, sociology and adaptation. The paper will draw on examples of news translation at Amnesty International and national governmental institutions such as embassies in Belgium and the UK. It will show how the topic of the translation of press releases inevitably raises questions about localization and adaptation, framing, and power relations. The question if and to what extent we should be worried about leaving the field of Translation Studies will be addressed. Is a focus solely on the translation aspect in news reporting relevant? If we want to understand the underlying power relations in news selection processes, shouldn’t we open up our methodologies and theories to the fields of communication studies and sociology, instead of running the risk of impoverishing our understanding of the phenomena we are looking at? Much of course depends on the focus of the study, but can we justify focusing solely on translation as an object of study instead of as part of a means to an end in news reporting, only to be sure not to leave the territory of Translation Studies?

Keywords: news translation, institutional translation, interdisciplinarity, methodology, Critical Discourse Analysis

Panel 10: Key Cultural Texts in Translation

10:00 – 12:30, Room 373

Organiser: Kirsten Malmkjaer

PAOLA ARTERO, ADRIANA SERBAN

Université Montpellier 3, France; paola.artero@sfr.fr, adriana.serban@univ-montp3.fr

Key Cultural Texts for a Key Audience: Contemporary Children’s Literature in Translation

In this paper, we outline the research questions as well as a number of conceptual and methodological issues involved in the creation of a multilingual corpus for the study of the translation and reception of children’s literature, with special reference to Gallie’s (1965) notion of essentially contested concepts and their expression in the texts we identify as key.

As is the case for literature in general, an established canon of literary texts for children and young audiences exists and cannot be overlooked. Thus, a European-educated person is likely to have read the stories collected from the German folklore by the brothers Grimm, those written by Hans Christian Andersen, Carlo Collodi’s Pinocchio, Alice’s Adventures in Wonderland, the stories of Charles Perrault (not written for children, originally), and Antoine de Saint-Exupéry’s *Le Petit Prince*, among many other classics widely translated across the world, some of whom have become household names in cultures remote from those where the texts first originated. The novels of North American writers such as Mark Twain and James Fenimore Cooper are also likely to be part of the list of famous, well-read and well-loved books internationally. Aspects of the creation, circulation and reception of these texts have attracted the attention of translation scholars such as Dollerup (1999), Gouanvic (2003), Malmkjaer (2003 and 2004), Nord (2003), Stolze (2003).

Our corpus-based project focuses on 20th and 21st century initial texts belonging to several genres, and their translations. The languages with which we start are, in alphabetical order: English, French, Italian and Romanian; others will be added as the research develops. While we take contemporary children’s literature to begin after World War II, we have decided to include texts from the first part of the 20th century also, such as L. Frank Baum’s *The Wonderful Wizard of Oz*, published in 1900. Literary works and authors we have chosen, already part of the canon, are: *Le Petit Prince*, several Dr Seuss books, C. S. Lewis’ *The Chronicles of Narnia*, J. R. R.

Tolkien's *The Hobbit* and *The Lord of the Rings*, Roald Dahl, and the Harry Potter series. We will also identify less famous texts which, we believe, have the potential to become key, or the issues they engage with already are. Renewals, retranslations and adaptations of older texts, sometimes into another semiotic code such as film and other new media, will also be studied, since the texts are effectively given a new birth. At the same time, through the phenomenon of intertextuality which involves contact points between texts and different generations of readers, texts we do not include in the repository are likely to come to the surface anyway. They constitute a tremendously important cultural heritage (Oittinen 2000), and the dialogue between the old and the new can only be a never ending one.

The key contested concepts we want to focus on are childhood and education. Through contextualised, fine-grained qualitative analysis complemented by quantitative research, we hope to gain insights into the evolution of assumptions with respect to what children's texts stand for, changing or persisting concepts of childhood and the historicity of the concept of child across and between cultures, children's identities and cultures (e.g., beliefs, myths, the play dimension), ethics and changing morality as represented by children's literature, pedagogy and subversion (see, for instance, Philip Pullman's *His Dark Materials*), and the topics which are introduced or maintained.

Two levels of change will be considered: the older canon versus more recent texts, and the initial texts versus their translations/adaptations/renewals.

The project will make the object of a grant application in France.

Keywords: adaptation, contemporary children's literature, key cultural text, reception, retranslation

Please contact the author for the list of references

JACOBUS A. NAUDÉ, CYNTHIA L. MILLER- NAUDÉ

Classical and Near Eastern Studies, University of the Free State, South Africa; naudej@ufs.ac.za

Alterity in Religious Translation

The translation of alterity (features within the source text that are strange or unusual to the target language and/or culture) is highly debated. As a first approximation, strategies of foreignisation or of domestication may be utilised as a means to bring the translated text close to the target culture or to require the target culture to approach the translated text (Schleiermacher 1813/2012, Venuti 1995/2008, Paloposki 2011). At a presentation of the Nida Institute at the Society of Biblical Literature in 2012, Mark Strauss gave a rationale for a "third way" between foreignisation and domestication, while favouring domestication as the most appropriate strategy for Bible translation because it promotes intelligibility. In this paper, we continue the debate by considering a specific case within Bible translation. While in previous decades, Bible translations tended to favour domestication strategies as championed especially by Nida, in the past decade there has been a sharp move toward foreignising Bible translations (e.g. Fox's 1995 translation of the Hebrew Bible which attempts to replicate the linguistic structures of the Hebrew source text in English [Naudé 1999], the new Afrikaans direct translation [Die Bybel in Afrikaans: 'n Direkte Vertaling], etc.; see Naudé 2005). In this paper, we reconsider various ways of translating alterity by considering the culturally specific and linguistically complex features of biblical Hebrew proverbs which, on the one hand, require a foreignisation aspect in order to maintain their "punch" and which, on the other hand, cannot be pragmatically understood without some degree of domestication (Miller 2005, Miller-Naudé and Naudé 2010). The translation of biblical Hebrew proverbs is especially acute within African contexts in which there is a rich indigenous tradition of proverbial sayings with which the biblical Hebrew proverbs can interact (Sumner-Paulin 1995).

Keywords: alterity, foreignisation, domestication, Bible translation, proverbs

Please contact the author for the list of references

LORETA ULVYDIENE

Kaunas Faculty of Humanities, Vilnius University, Lithuania; Loreta.Ulvydiene@khf.vu.lt

Culture and Translation: Culture-specific References in Lithuanian Folk Tradition

The question of culture has been analysed by a great number of philosophers, historians, linguists and other scientists concerning various forms and aspects of the notion. It is a complicated concept and may be approached from different sides, pointing out various aspects or forms. Newmark defines culture as “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression,” thus acknowledging that each language group has its own culturally specific features. Language and culture may thus be seen as being closely related and both aspects must be considered for translation. Hence, translators are permanently faced with the problem of how to treat the cultural aspects implicit in a source text (ST) and of finding the most appropriate technique of successfully conveying these aspects in the target language (TL). These problems may vary in scope depending on the cultural and linguistic gap between the two (or more) languages concerned. Lithuanian is the oldest i. e., the most archaic in form, of all living Indo-European languages. Moreover, the Balts are exceptional among Indo-European groups in that they have maintained their language, folklore, pagan beliefs and customs in a remarkably pure state for so long. Inarguably, the Lithuanian folk tradition is crucial in terms of cultural identity and cultural specificity in the contemporary context. Although for many centuries Lithuanians lived under varying conditions, we preserved our customs, traditions, folk songs and language that found world-wide acclaim and reverberation. Ancient Baltic and Lithuanian customs and folklore were already mentioned in the chronicles of the past millennium. A great deal of reliable ethnographic information collected by foreign researchers (M. Strykowski, A. Gvagnini, J. Lasicki and others) appeared during the 16th to 17th centuries. However, a Lithuanian folk melody was only first published in 1634. In the mid 18th century, Europe underwent an intellectual rebellion against classicism which stressed national values. During this period, German romanticists took an interest in Lithuanian songs. The German philosopher Johann Gottfried von Herder (1744-1803) turned the world’s attention to Lithuanian folk tunes. In November 2010 polyphonic songs *Sutartinės* were inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. Furthermore, many writers of the twentieth century, such as James Joyce, Thomas Mann, Herman Hesse, William Yeats, T.S. Elliot, Garcia Lorca, Garcia Marquez, Ezra Pound, turned to folklore as well as mythology for their sources of inspiration, themes and motifs. Folklore was also used as a vehicle of self-expression of feelings, ideas and as well as world vision. Lithuanians have numerous legends and tales. Arguably, “Eglė, the Queen of Serpents” and “Jūratė and Kastytis” are the best known. Both legends are love stories that involve elements of Lithuanian mythology and try to explain origins of certain objects.

Purpose of this study: to give an overview of Lithuanian folk tradition and to examine the theoretical problems of translatability that arises in translating the oral/ folk, songs, legends and tales into a target language (here English). I discuss problems of translation focusing on culture specific aspects in translation, the main stress being laid on the perspective of non-equivalence or untranslatability of diminutives and possible ways of translating culture-specific references.

Findings and results: The elements most strongly fixed in Lithuanian songs are their mythological images, and others related to an archaic, patriarchal family life and to agricultural work. It is proved that in Lithuanian cultural tradition there exists the abundant use of diminutives in folk songs, where diminutives aim to express the speaker’s inner state rather than a visual evaluation of an object or the emotional state. The expressiveness of Lithuanian diminutives is lost in translation. Translators use the strategy of omission, however, the reader can observe that in some places the strategy of transformation is used when culture-specific diminutives are translated by replacing them with descriptive expressions. Translation strategies such as transformation, creation, or addition are not very popular in transferring the source text to the target language as these are rarely used or are not used at all in the translation of Lithuanian folk tradition into English. The analysis of the translations of Lithuanian folk tales, legends and songs demonstrates that though the translation of culture-specific realia and diminutive forms pose many problems to translators, the translations made should give no problems to the target audience to understand the source text. The paper highlights that the most suitable translation strategies should be determined by a variety of factors such as the type of the text, the type of realia, the degree of acceptance of unusual collocations in the target culture, and the presupposed reader.

The conclusion is made that the folklorist–translator has to understand the cultural-ritual context in which the folklore is produced, and only then should attempt translation, minimising the loss of cultural meaning.

Keywords: culture specific realia, folk tradition, diminutives, ancient Balts, mythology

MARTA CRICKMAR

Faculty of Languages, University of Gdańsk, Poland; marta.crickmar@gmail.com

From Periphery to the Centre, From One Culture to Another – the Case of Two Polish Novels Translated into English

Dorota Masłowska (b. 1983) and Michał Witkowski (b. 1975) represent the generation of young Poles who witnessed the fall of communism in their childhood or early teens. Their uneasy relationship with Poland's socialist past – simultaneously critical and sentimental, mocking but also integral to the formation of their worldview – is reflected in their prose. Both Masłowska's first book *Wojna polsko-ruska*, translated into English by Benjamin Paloff as *White and Red* in the UK and *Snow White and Russian Red* in the U.S.A., and Witkowski's *Lubiewo*, translated by W. Martin as *Lovetown*, were hailed as the first of their kind.

The former has been called 'the first *dresiarz* novel'; the word *dresiarz* describing a particular Polish subculture consisting of urban thugs, blockers, or yobs. It tells a story of a young, violent, tracksuited youth who embarks on a journey through his small seaside town, finding nothing but trouble. The narrative is told from the protagonist's perspective, in his innovative idiolect, infested with swear words. The latter is often referred to as 'the first Polish queer novel.' It introduces a whole array of outrageous gay characters who had their "heyday" in the communist era and cannot come to grips with life in modern Poland. They are impoverished, middle-aged and unattractive, and their only escape is their imagination which is expressed in their inventive banter.

Thus the slangy, vulgar, rule-breaking and highly creative language is one of the books' common features. It is what makes them crucial cultural texts which define a new generation, break with tradition, set new literary rules and defy the canon. Their status of key cultural texts was used to promote both novels in the English speaking world, where they were marketed as showing valuable insights into the new post-communist Polish reality, and offering a young, brave and uncompromising perspective on life in Poland today.

But the outrageous language of the novels is also the authors' way of forming a dialogue with the Polish literary tradition, bringing to mind such writers as Witold Gombrowicz or Miron Białoszewski, who, crucially for Witkowski, were gay, and, more importantly in the case of Masłowska, were very experimental in terms of the language they used in their works. Their polemical approach to literary tradition is present not only at the linguistic level but also in the form of numerous intertextual references to other Polish writers and canonical works of fiction.

Finally, one of the most interesting aspects of the two novels in question is the centre/periphery relationship at play in both narratives. Masłowska's book gives voice to an uneducated thug, a representative of a subculture which is hardly ever the focus of a literary work. In turn, Witkowski brings to the centre a group of men, who are doubly marginalized in Poland on the account of their sexual identity and old age. Additionally, the fact that the novels have been translated into English means they have made their way from the peripheries inhabited by Polish literature into the more central system of English literature, something which had a major impact on the strategies employed by both translators. This paper will look closely at the said translation strategies in order to determine the inevitable shifts in translation of key cultural texts.

Keywords: Polish literature in translation, non-standard language, Dorota Masłowska, Michał Witkowski, centre/periphery

ANNA PONOMAREVA

Imperial College London, UK; a.ponomareva@imperial.ac.uk

Pushkin's „Eugene Onegin“ as a Key Cultural Text in Translation from Russian into English

Pushkin's novel in verse Eugene Onegin appeared in 1830s in Russia. Immediately after its publication the novel became attracted to foreign audiences via various translations. The first translation into English was made by Lieut-Col. Spalding in 1881, a few decades later than the translation of the novel into other European languages. At the moment there are more than twenty full verse translations of Eugene Onegin into English. According to Bethea (1984:112), “capturing Eugene Onegin in English has become to represent something like the three minute mile of translating skill.” No other work of Russian literature in English is able to provide such an impressive statistics as Pushkin's novel. Thus, Eugene Onegin is on the forefront of representing Russianness in English.

There are a number of explanations which help to understand why this text is a key cultural text in translation from Russian into English. First of all, the reception of the novel in Russia contributes to its phenomenal popularity among translators. Secondly, the beauty of its language and the lyricism of its plot embedded in the description of the Russian style of living in 1820s are responsible for the high appreciation of the novel by translators. So, the issue of distributing the exquisite knowledge comes next; the genuine human intention of sharing is behind it. Translators are happy to communicate the joys of reading the novel with their readerships and to circulate information on Russian culture to those who are not able to understand Russian. Fourthly, translators do like challenging texts, and Eugene Onegin is a demanding text in two ways: its form (the Pushkin sonnet) is special; its content is deeply rooted in Russian culture. To preserve both in translation is not indeed an easy task.

Data will be collected from the five full verse translations recently published, 1999-2008, and only paper editions are considered. They are by Hofstadter (1999), Emmet and Makourenkova (1999), Beck (2004), Hoyt (2008), and Mitchell (2008). The texts as well as paratexts of these translations will be analysed.

The paper is going to look at some cultural images and concepts of Eugene Onegin which make this novel to be attractive to many generations of translators. In particular, it will be investigated how people, places, and customs are represented in the five translations. It will be also shown that the aim of post-1995 translators of the novel is changed. It has moved from improving a predecessor's work to producing an entirely new version, a new vision of the novel. In pursuing the new goal the translators are inevitably facing a choice in the ways of representing cultural information. The examples of translating personal and common names and Russian eating habits will be provided and the presence of domesticating and foreignizing elements will be highlighted there. The paper represents my ongoing research on domesticating and foreignizing translation based on the analysis of a number of English translations of Pushkin's novel Eugene Onegin.

Keywords: translation, translation theory, Russian Studies, domesticating and foreignizing translation, poetry

Panel 18: The Translation Profession: Centers and Peripheries

10:00 – 12:45, Room 376

Organiser: Helle V. Dam , Kaisa Koskinen

Department of Business Communication, School of Business and Social Sciences, Aarhus University, Denmark;
Department of Foreign Languages and Translation Studies, University of Eastern Finland, Finland; HD@asb.dk;
kaisa.koskinen@uef.fi

Opening Remarks

HANNA RISKU, REGINA ROGL, CHRISTINA PEIN-WEBER

Department of Translation Studies, University of Graz, Austria; hanna.risku@uni-graz.at

Mutual Dependencies, Mutual Opacities: Centrality in Translation Networks

As the organizers of the panel “The translation profession: Centers and peripheries” emphasise in the introduction to the panel, the centrality of the different actors and activities in translation practice has witnessed major changes in recent decades: Whereas literary translators/translation(s) used to be the default focus of investigation, business translators, voluntary translators and translation technology – to name a few popular players – have gained increasing attention in the last years. Alongside translation, however, centrality also appears in different forms and fashions: In the area of network studies, different centrality concepts such as degree, closeness and betweenness have been developed. In this paper, we will approach the research object of translation networks from a qualitative network-analysis perspective and examine the adequacy and usefulness of different centrality concepts in different translation settings. To that end, we carried out a qualitative multi-case field study with semi-structured interviews and ethnographic participant observation. The cases include a freelancer translating directly for author-clients, the translation department of a technology company, a translation agency, and a voluntary online translation network.

Two of the basic assumptions of the paper are that translation can be adequately described as network activity and that there are network analytical configurations (including centrality and periphery) relevant for the description of translation. On closer inspection, even the supposedly “cosy” dyad of a translator and their author-client will show itself as a network of actors and tools. Furthermore, we assume that translation networks show such a high degree of developmental potential and structural polymorphy that it is impossible to define representative or stable positions determining the centrality or other network characteristics of translational actors. These actors negotiate their positions actively and dynamically according to their context or history. In addition to the different centrality concepts, we will examine two further network theoretical aspects: network awareness and process awareness. Firstly, it is our aim to show which parts of their own network the various people involved in a translation process are even aware of. Secondly, we want to answer the question of where in that perceived network they would locate themselves. Thirdly, our interest lies in finding out how much one person of a given translation network knows about the tasks and processes carried out by the other people within the same network.

Our study results in two observations that appear relevant to the way translation networks are conceptualised: The aspect of mutual dependency and the aspect of mutual opacity. The networks observed are not straightforward, star-shaped networks. This means that the people involved do not merely relate to one central figure (e.g. the client) who holds a more powerful position than the others and who holds sole influence over the translation process and final product. The results indicate that, to a certain extent, all actors involved in a network are mutually dependent on each other. Additionally, everyone involved in that complex network of relationships has differing expectations which subsequently influence decisions in the translation process. Finally, in order to discuss the interdependencies between the network dynamics and the organisation of work processes, we want to rely on approaches within the sociology of work. These can help in our attempt

to explain the emerging positions and the scope of action within the networks in our specific case studies. At the same time, these approaches can account for the changing circumstances in work (rationalisation, automation, deskilling, and upskilling).

Keywords: translation networks, qualitative network analysis, centrality, dependency, opacity

ANNA KUZNIK

Institute of Romance Philology, University of Wrocław, Poland; Anna.Kuznik@uni.wroc.pl

Translation in Context. Observing Real Work Situations of In-House Translators in Small and Medium Industrial Enterprises

Work occupies a large part of our lives. Sociologists specialised in studying the living and working conditions of persons in highly developed countries since the 1980s agree that we devote far more time to work than before (Prieto, 2004), that we work more intensely (Durand, 2004), and that our identification with the content of our work still occupies a central place in our lives (Sanchis, 2004).

The paper focuses on the impact of the situational and organisational context of translation activity in the case of in-house translators working in small and medium industrial enterprises. The aim is to answer the question if there is a difference in the way the translation is done when the translator knows the purpose and the steps of the whole industrial work process in which his/her translation is actually applied. The involvement of the translator in the execution of the wider work process will be compared with that which occurs in the case of in-house translators working in translation companies (Lebtahi and Ibert 2000; Stelmach 2000; translation reinterpretation of Stelmach's data in: Kuznik and Verd 2010) and translation institutions (Koskinen 2000; Hébert-Malloch 2004).

As a conceptual, organisational framework, the industrial work process according to the sociology of work will be defined and described (Terressac, 1995; Durand, 2004). When referring to the translation work process, conceptual bases will be constructed on Gouadec's assumptions (2007). In the paper, empirical data gathered by an ethnographic study will be analysed. This data was collected in 2006 in a small Polish enterprise specialised in the production of industrial ice-cream machines. The used methodology was the self-observation chart and documentary analysis of the verbal communication between the in-house Spanish-Polish translator, other company's staff and the customer. As a result of the data analysis, I will describe the work content of this particular job position in the company, approached as a set of work activities. I will also present a comprehensive list of types of texts that this company is generating (to be translated or written directly in foreign languages) and different kinds of communicative situations in which interpreting activity is involved. My conclusions will deal with the work content in translation-related jobs and the empirical demonstration of its heterogeneous nature (see also Kuznik, 2011). Finally, I will stress on the inherent complexity of conceptual definition and methods required in the case of present research carried out in authentic business contexts.

Keywords: in-house translator, translation-related jobs, work content, work process, ethnographic study

Please contact the author for the list of references

VILELMINI SOSONI

Department of Foreign Languages, Translation and Interpreting, Ionian University, Greece sossoni@dfiti.ionio.gr

Split Loyalties and (Neo)functionalism: Insights from Translation in the EU as a Controlled Language Setting and Implications for the Translation Profession

“Translation is a decision-making process”, Jirí Levý proclaimed in 1967. And indeed translators are decision makers faced with scores of dilemmas and a plethora of choices since in the process of translation they are called to decide, to take risks and consequently to either take the blame or take the glory. In particular, in the 21st century and notably from a functionalist perspective, translators are not invisible transporters of meanings but visible interventionists who are actively engaged in shaping communicative processes (Schäffner, 2003: 85). In fact, it is translators who decide on the translation method that will be employed and the translation strategies that will be used based on the translation skopos, i.e. the aim of the translation, and the expectations of the target text’s (TT) readership (Vermeer, 1989), or, as Holz-Mänttari (1984) suggests, translational action focuses on producing a TT that is functionally communicative for the receiver. In other words, translators work on the assumption that the success of a translation depends on its coherence with the addressee’s situation and that the source text (ST) works as a starting point, which in the process is being put aside to give way to the target language (TL) conventions and norms. Yet lately this paradigm seems to be increasingly shifting, as translators are more often than not asked to work in controlled language settings where their choices are limited and largely driven by the guidelines, or often orders, issued by the translation commissioner, i.e. the individual or organization commissioning the job. In the current paper this shift is being investigated on the basis of European Union (EU) texts, which are, surprisingly, controlled language texts in the sense that restrictions apply both with respect to their drafting and their translation in the official languages of the 27 member states. These restrictions go hand in hand with the EU’s policy of multilingualism and the linguistic equality of all language versions and are inherently linked to its discourse community which is de facto supranational and multicultural. The analysis is carried out on the basis of a corpus of English EU texts of various genres and text types, their translations into Greek and their final published corrected versions, while the choices of the reviewers –as representatives of the commissioner– are compared and contrasted with the choices of the translators. An attempt is thus made to showcase the limited choices that translators have when working in such controlled language settings, as well as the dilemma they face in their attempt to produce a text which is coherent with the addressee’s situation and in line with the demands of the commissioner. Ultimately, the limited responsibility they have vis-à-vis the end product is brought to the fore. Under that light, a redefinition of functionalism is attempted with a shift of the centre of gravity from the TL and the TT readership to the commissioners and their preferences or socio-politically constructed expectations. At the same time, the positioning of translators of specialized texts at the centre of the translation profession is being put to the test, as it appears that they are continuously being pushed to the periphery by the commissioners and their agents who are instead moving closer to the center stage.

Keywords: EU texts, controlled language, functionalist approaches to translation, choice in translation, the translation profession

RAKEFET SELA-SHEFFY

Semiotics and Culture Research, Unit of Culture Research, Tel Aviv University, Israel

rakefet@post.tau.ac.il

Elite and Anonymous Translational Manpower: the (non)organizational Culture in the Translation Field in Israel

Despite the recently increasing global trend toward professionalization of translation in Israel this process is still severely belated. In view of a lack of official data as well as meager research on the translational pro-

fessions in Israel, the present paper reports findings from a first comprehensive interview-based study of its kind in the country on the status structure and distribution of working ethos in this field today. The research reveals, by and large, a non-specialization structure of this field, with the largest bulk of non-organized workers simultaneously engaged in different translatorial (commercial and technical, subtitling and literary) jobs, facing non-standardized low working conditions, on the one hand, and several restricted expert-enclaves, on the other. Among the latter, top literary translators, on one pole of the spectrum, and community interpreters on the other, differ diametrically in their cultural background as well as occupational codes and aspirations (from high aspirations to none, respectively); yet both of these occupational groups share strong rejection of professionalization, building on personal charisma as a leading component of their working ethos. Between these poles, the non-specialized commercial translators, from whose ranks attempts at creating a professional organizing emerge, are the least clearly identifiable in terms of habitus and working standards. This state of affairs reflects a perpetuation of the traditional status-relation in the field, with several dozens of top literary translators serving as the uncontested elite that produces and controls the working-ethos and role-images of the field at large.

Keywords: translatorial professions, ethos, identity, status, elite and non-elite manpower

TANYA VOINOVA

Department of Translation and Interpreting Studies, Bar-Ilan University, Israel tanya.voinov@gmail.com

In the Periphery of the Translational Occupation: From Taken-for-grantedness to Professional Awareness of Community Interpreters

The proposed paper, which is part of a doctoral project in progress, seeks to describe the developing of professional awareness of community interpreters in Israel, based on their own discourse.

Israel is a bi-national, multicultural, multilingual country with a large array of ethnic, cultural and linguistic minorities and of individuals who are not proficient in Hebrew, the most prevalent official language. In this peripheral, developing culture one would expect the translational occupation(s) to enjoy a high level of recognition, as well as considerable symbolic and economic capital, and play a more important role than in central, well-established cultures. However, most translational occupations (subtitling, literary translation, conference interpreting etc.) may be defined as semi-professional. In the very periphery there is community interpreting, which remains non-professionalized and grossly under-defined, and has yet to gain recognition. More often than not, it is performed on an ad hoc basis by family members, passers-by or bilingual staff, while institutionalized measures to improve the accessibility of public services to those who do not speak the language are still scarce and sporadic.

Most studies on the community interpreting occupation, dealing with the professionalization, adopt the sociological approach and describe formal, economic and institutional factors and processes. Situated in a broad research framework dealing with identities of translators and interpreters in Israel (Sela-Sheffy, Shlesinger 2008), the proposed paper is based on the general assumption that professions or occupations are among the main dimensions of identity; in order to understand them, one must understand the identity of their practitioners. Professions or occupations may be used for living, for the accumulation of economic capital, but they may also be used to acquire the other kinds of capital, especially when it comes to semi- and non-professional occupations, that are not necessarily well-defined, regulated and institutionalized and do not necessarily meet the accepted criteria of a profession. In these occupations, which entail relatively little economic capital, the main efforts are invested in other kinds of capital, mostly the symbolic, acquired in the self-representational discourse of practitioners about themselves, their work and their profession.

The case study of the proposed paper centers on the self-representations of the students participating in a Community Interpreting course at Bar-Ilan University. Settling for a compromise between the solutions offered by untrained ad hoc interpreting, on the one hand, and the provision of fully trained professionals, on

the other (Shlesinger 2007), this training course functions as a setting of identity construction for students. The identity of student-interpreters constructs their (emerging) occupation and their (emerging) occupation constructs their identity.

One of the trademarks of any profession or occupation is the prerequisite of having an education and training system. This system, contributing to the process of professionalization, especially when it is situated in an academic setting, seeks to promote professional socialization among agents on the basis of common knowledge, skills and values (Abbot 1988). The on-site implementation of these knowledge, skills and values in the course of training is perceived as a critical period in the development of (occupational) identity.

On the basis of the student-interpreters' statements about community interpreting as a profession, made over the years of their vocational training and on-site volunteer work, the proposed paper describes the components of the student-interpreters' identity work which claim status and determine the scope of the potential process of professionalization (although there may appear to be components that prevent their occupation from becoming a professional field). It seeks to find out whether their profession-related positions at the beginning of the course differ from those that manifest themselves towards the end, and whether the students' discourse reveals the process of developing professional awareness of community interpreters, whose practice is in the periphery of translational occupation(s).

Keywords: community interpreters, self-representations, semi-professions, vocational training, symbolic capital

Please contact the author for the list of references

Panel 4: Corpus-based Translation Studies

14:00 – 16:30, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

EKATERINA LAPSHINOVA-KOLTUNSKI

Applied Linguistics, Translation and Interpreting, University of Saarland, Germany

e.lapshinova@mx.uni-saarland.de

Variation in Translation: Evidence from Corpora

The present paper describes a corpus-based approach to analyse variation in translation in terms of language typology, contrastive text typology and translation types (machine vs. computer-aided vs. human). We apply quantitative and qualitative methods derived from register analysis, translation studies and corpus linguistics, concentrating especially on textual and lexico-grammatical variation. We believe that phenomena under analysis are reflected in linguistic features contained in translations from different registers that were produced with different translation methods.

Our theoretical and analytical background is based on the concept of linguistic variation (for English and German). There exist numerous studies on language variation, e.g. (Biber, 1995), (Conrad/Biber, 2001), (Halliday 1985), (Halliday/Hasan 1989), (Matthiessen 2006), (Neumann, 2008) among others. However, they mostly focus on the analysis of variation across registers and genres. Although in contrastive studies, e.g. (House, 2002), (Matthiessen, 2001), (Hansen, 2003), (Neumann, 2008), (Teich, 2003) and (Steiner, 2004), authors do investigate language variation in translations, the analysis is often limited to differences between original texts and translations only. In our study, we aim to analyse not only differences across registers and text production types (original vs. translation), but also differences observed for translation variants (machine vs. computer-aided vs. human). In this way, we aim to fill a research gap, as, to our knowledge, variation phenomena in this kind of dataset have not been studied so far. In some works on machine trans-

lation (MT) evaluation, the focus lies on comparing different translation variants, e.g. (White et al., 1994), (Papineni et al., 2002), (Babych/Hartley, 2004) or (Popovic/Burchardt, 2011). However, they serve the task of automatic MT systems evaluation only. We believe that analysis of linguistic phenomena in these variation types is also important for contrastive and translator studies, as the number of translator toolkits that integrate machine translation is constantly growing. Besides that, the information about specific features of different translation types can will also contribute to the analysis of ,translationese‘.

To our knowledge, there are no resources required for this kind of analysis. There exist corpora built to serve similar tasks, e.g. EUROPARL, cf. (Koehn, 2005), DARPA-94, cf. (White et al., 1994) or JRC-Acquis, cf. (Steinberger et al., 2006). However, they include one translation method only: EUROPARL – human translations, DARPA – machine translations, JRC-Acquis – translations produced by humans with the help of computer-aided translation (CAT) tools. Besides that, they all contain one register only and therefore, cannot be applied for all tasks intended. Therefore, we compile a corpus which contains English originals (texts belonging to eight registers) and four variants of their translation into German: 1) human; 2) computer-aided; 3) rule-based machine; 4) statistical machine. The corpus is annotated on several levels (token, lemma, part-of-speech, sentence, text and register borders) and can be processed with Corpus Query Processor (CQP) that allows queries in form of regular expressions. Our preliminary results (performed on a sample of ca. 400 thousand words) show that variation can already be observed in the surface features of the variants under analysis. Thus, human translations produced both with (HU) and without application of computer-aided tools (CAT) are longer and contain more sentences than those produced by machine systems (for the preliminary tests we decided for the rule-based system SYSTRAN6 (SYSTRAN) and the statistical system Google (GOOGLE)). This could imply that, in general, there are similarities between both human translations and both machine-produced ones. However, the type-token ratio (HU: 0.13, CAT: 0.10, SYSTRAN: 0.11, GOOGLE: 0.11), as well as proportion of nouns (HU: ca. 26%, CAT: ca. 28%, SYSTRAN: ca. 25%; GOOGLE: ca. 29%) do not confirm that hypothesis, as the CAT translation seems to be closer to the Google translation. Furthermore, if we ,zoom in‘ and examine the distribution figures for the types of verbs used, we can observe even more differences. Thus, HU and SYSTRAN have a higher amount of modal verbs (HU: 9.56% and SYSTRAN: 6.49% vs. CAT: 4.36% and GOOGLE: 4.09%) and a lower amount of auxiliary verbs (HU: 25.52% and SYSTRAN: 24.02% vs. CAT: 27.65% and GOOGLE: 27.48%) as CAT and GOOGLE. Again, CAT seems to resemble the output of the machine translation system. Comparing the number of verbs in a reference corpus of English and German originals, cf. (Kunz et al. forthcoming), we detect that verbs in general and modal verbs are more frequent in English than in German texts: ca. 14,95% and 8,07% vs. ca. 12,30% and 7,12% respectively. This could reveal the phenomenon of ,shining through‘ in HU and SYSTRAN or ,over-normalisation‘ in CAT and GOOGLE. However, these figures are not enough to derive a comprehensive model for such phenomena. Therefore, we intend to extract and analyse further linguistic features (lexical, grammatical or textual), considering not only their distribution in translation variants but also across registers, as we assume that in this case, we will observe much higher variation. As already mentioned above, our research results will be of great interest for contrastive linguistics and translator training. For translation studies, our corpus may provide a useful dataset to investigate translation processes. Furthermore, the resources compiled for our task can also be used for the development, optimisation and evaluation of CAT tools (e.g. translation memories or terminology extraction applications).

In our presentation, we will focus on the interpretation of the extracted results and show the methods and tools applied for our analysis.

Keywords: corpus-based translation analysis, multilingual corpus, translation variation, feature extraction, translation variants

Please contact the author for the list of references

LUCIE CHLUMSKA , OLGA RICHTEROVA

Institute of the Czech National Corpus, Charles University in Prague, Czech Republic;

lucie.chlumska@gmail.com; richterova.olga@gmail.com

Is Simplification a Characteristic Feature of Translated Czech?

The main objective of the paper is to examine whether and how simplification shows in Czech translated texts. Together with explicitation, normalization and other phenomena, simplification is considered to be one of the so-called translation universals (see Baker 1993), a phenomenon which pertains to translations, irrespective of the language of original and translation. In general, simplification is defined as translators' tendency to create simpler texts which are easier to understand. According to research conducted by Laviosa-Braithwaite (1996) in English, simplification may be manifested by the relatively lower proportion of lexical words versus grammatical words, relatively higher proportion of high frequency versus low frequency words, relatively greater repetition of the most frequent words and less variety in the words most frequently used. So far, no comprehensive quantitative research in the indicators of simplification in Czech translated texts, i.e. in texts translated into Czech from other languages, has been carried out.

The aim of this paper is (a) to find out whether the above mentioned patterns apply to Czech as well and to identify other areas in which simplification may be reflected, (b) to propose possible ways of statistical testing, and finally (c) to test, by comparing translated and original texts in a balanced corpus, whether and on what levels simplification shows in the language of Czech translations, taking into account possible genre differences (fiction v. professional literature). Our research will be based on an extensive and balanced corpus of translated and original Czech (min. 50 million text words of manually selected texts), which will be created for the purposes of this analysis on the basis of the existing text database of the Czech National Corpus, especially the synchronous SYN2005 and SYN2010 corpora. Both parts of the corpus (Czech translations and Czech original texts) will be comparable in the number of text words (tokens) as well as in text type composition. In compiling the corpus, the following criteria will be taken into account: a) the quantity of original languages represented (in order to take into account the possible influence – interference – of one hugely overrepresented language), b) the variety of represented authors and translators (to exclude the influence of idiolects). The corpus will only include contemporary language (app. 20 years back at most), and it will be equipped with translologically relevant resource annotation (author, translator, year of publication, original language etc.). The technical aspects of corpus compilation (indexation, publication) will be supervised by the technical section of the Institute of the Czech National Corpus. The planned corpus will also be published within the Czech National Corpus database and due to its carefully selected composition it may serve for further research on the properties of translated Czech. Research on simplification in Czech translations will show to what extent the language of translated texts differs from or resembles that of originals. Ultimately, the results may affect the composition of corpora in future years. In case the results prove that the Czech of translations (at least in terms of simplification) significantly differs from the Czech of originals, it would be appropriate to re-evaluate the inclusion of translations into general language corpora (today, in SYN2010, translation literature comprises around 33 % of all texts).

The perspective of the present paper is interdisciplinary (given the necessary connection of translation studies, corpus linguistics and statistics), innovative (most of the research done in translation universals in the Czech Republic has been solely qualitative or based on very small corpora of a few texts) and yet building on the research from recent years (see Laviosa-Braithwaite 1996, Mauranen 2004, Grabowski 2011). The design of the balanced corpus queried for simplification is considered to be one of the main advantages of the research since without such a database to begin with, no relevant consequences can be drawn.

Keywords: translation universals, simplification, Czech, corpus-based, quantitative

Please contact the author for the list of references

STEVEN DOMS

Department of Linguistics, Ghent University, Belgium; steven.doms@ugent.be

The Translation of English Less Prototypical Agentive Subject-Predicate Constructions into French and Dutch: a Contrastive and Corpus-based Research

Source texts often contain sentences with linguistic translation problems. One such example is a sentence with a subject-predicate construction that is less prototypical in terms of agentivity: only some languages allow for constructions with an agent argument that does not contain all of Dowty's (1991) proto-agent properties (volition, sentience, causation, movement, independent existence), and not every language will therefore accept a literal translation. English is a language that to a large extent allows for less prototypical agentive constructions as shown in (1), but other languages, such as German (Bahns 1993), Spanish (Slabakova and Montrul 2002), and Dutch (Vandepitte 2007 and 2010 and Delsoir 2011) have been claimed to be more restrictive towards less prototypical agentive constructions.

(1a) Tables 1, 2 and 3 give an overview of all adverse events that were observed.

(1b) Setting common policy objectives can give an impetus to reform.

(1c) 10 dollar buys two tickets.

(1d) Change has come over America.

This study wants to examine how less prototypical agentive constructions in English source texts are translated into Dutch and French, which is expected to be equally restrictive in terms of less prototypical agentive constructions. As a consequence, I expect to find several translation tactics (Gambier 2009), which indicate that translators try to avoid less prototypical agentive subject-predicate constructions in English-French and English-Dutch translations. In (2), such a translation tactic is found both for the French (using another – stative – construction) and the Dutch (humanization) target sentences:

(2a) EN: 10 dollar buys two tickets.

(2b) FR: Les deux tickets coûtent 10 dollar.

(gloss) Two tickets cost 10 dollar.

(2c) NL: Voor twee tickets betaal je 10 dollar.

(gloss) For two tickets you pay 10 dollar.

The paper will be split up into three main parts. First, the boundaries of the study object will be defined by exploring the theoretical concepts that are involved. In this study, the focus will lie on those agentive subject-predicate constructions, which contain an inanimate agent, which are considered to be less prototypical than the agentive subject-predicate constructions with an animate agent. Secondly, the methodology of this research will be explained in detail. In total, 60 English predicates – all expressing an act of giving or showing – serve as a starting point to study the translation of English less prototypical subject-predicate constructions. The English-French translation component is based on results that were yielded from the Namur Corpus (cf. Paulussen 1999), whereas the English-Dutch translations were taken from the Dutch Parallel Corpus (cf. Rura, et al. 2008). The results of this contrastive corpus-based research will be presented in the third and final part of the paper. Preliminary results indicate that in somewhat less than half of the translations from the corpora the less prototypical source text constructions have been maintained in the French and Dutch translations. Some of these instances, however, need to be explained in terms of interference from the source text, which means that the total number of the less prototypical source text constructions is even lower. As was expected, the majority of the translations turn out to be instances of normalization and frequent translation tactics are the use of the passive voice, nominalizations, and the introduction of another predicate or subject, entailing subject-predicate constructions with slightly different semantics than those of the source text constructions. The study results in a list of idiomatic French and Dutch translations of English less prototypical agentive constructions expressing an act of giving and showing.

Keywords: translation, Corpora, English, French, Dutch

Please contact the author for the list of references

ISABELLE DELAERE, GERT DE SUTTER

Department of Linguistics, Ghent University, Belgium; gert.desutter@hogent.be

In Search of Causes for Linguistic Variation in Translated Texts: Finding Proof by Visually Exploring our Corpus

With this paper, we wish to present an innovative technique to investigate language use in translated and non-translated text types called profile-based correspondence analysis (De Sutter, Delaere, , Plevoets, 2012). This is a multidimensional approach which deals with multiple language-internal and -external variables simultaneously, and which allows us to visualize the data so they can be interpreted more easily. More specifically, we want to verify whether text type and source language have an influence on the extent to which language use is conform to norms or whether normalization is truly a feature of translated language described by Kenny (2000, p. 94) as: “the hypothesized tendency of translators to produce translations that are linguistically conservative vis-à-vis their source texts or texts originally produced in the target language”.

We carried out three case studies on the basis of the Dutch Parallel Corpus (Macken, De Clercq, , Paulussen, 2011) which, on the one hand, consists of translated Dutch from English, translated Dutch from French and non-translated Dutch and, on the other hand, contains a number of text types. Preliminary results showed that the linguistic variation in our data cannot entirely be explained by the difference between translated and non-translated language as the factors source language and text type play an important role as well. During the research process, however, it became clear that even a high-quality corpus, which is of considerable size (10 million words), which has been enriched with lexical information (such as lemmas and word class information) and which is balanced both with respect to text type and to translation direction, has its shortcomings. Our case studies revealed a number of unexpected results, for example, our results showed that the text type instructive texts uses the most normalized (viz. formal) language when compared to all the other text types in the corpus, which seems to conflict with the idea that instructive texts (e.g. manuals) use non-conservative, clear language for a broad audience. However, by taking a closer look at the contents of instructive texts, it appeared that, besides manuals, this text type also contains procedure descriptions and legal documents. Further analysis of the corpus' contents showed that there was quite some overlap between the different text types in the corpus. Given our research focus and the importance of well-defined text types, we decided to divide the corpus into text types (or registers) ourselves. We used Biber , Conrad (2009, p. 40) to design a feature set for which we could annotate the texts in the corpus, based on the available metadata in the corpus. The features for which we annotated the corpus were: channel, addressee, addressor and communicative purpose. We opted for these features because they allow us to redefine the text types without interfering with our research questions or influencing the answers to them. Preliminary results of a first case study based on these new registers (e.g. manuals, tourist information leaflets, political monologues) show that the linguistic differences between language varieties can be attributed to text type and source language. Our results show, for example, that legislative texts are more formal than tourist information leaflets and that Dutch translated from French is slightly more formal than Dutch translated from English. However, further, in depth analysis is needed and we want to find out what the other factors are that we have not yet looked into.

Keywords: profile-based correspondence analysis, Belgian Dutch, text types, normalization, corpus-based

Please contact the author for the list of references

TATIANA SERBINA

Department of English, American and Romance Intercultural Studies, RWTH Aachen University, Germany
serbina@anglistik.rwth-aachen.de

Interpretation of Translation Properties in Construction Shifts

The analysis of translation shifts has a long tradition in Translation Studies: research in this area started as

prescriptive in nature and developed into an empirical descriptive approach that finds its applications in machine translation (Cyrus 2009). Recently it has been suggested that the theoretical framework of Construction Grammar could provide further important insights into the nature of various phenomena under analysis in Translation Studies, among them translation shifts (Szymańska 2011). Constructions, which are form-meaning pairings of different size and complexity, are claimed to exist in all languages (Goldberg 2006). Therefore, translators have to take into account the existence of constructions in both the source and the target languages with different formal and functional properties associated with them. Translator's choices may result in a translation of the source language construction with a non-corresponding target language construction thus creating a translation shift. This phenomenon of changing a construction during translation will be referred to as a construction shift. The aim of this study is to account for frequent construction shifts on the level of the clause. The research moves from abstract to more specific constructions accounting for various translations of the original constructions as well as possible factors that may contribute to the selection of a non-corresponding construction in the translation process. For this purpose the analyzed constructions in both languages are investigated in terms of their formal and functional features taking into account the relevant contrastive differences and register characteristics. The results are then interpreted in terms of translation properties, i.e. features that systematically distinguish translated from non-translated language (Baker 1996, Teich 2003). The corpus-based analysis of construction shifts begins with a further specification of the analyzed phenomenon. Construction shifts are operationalized through the crossing lines between words and grammatical functions, that is aligned words in originals and translations belonging to different grammatical functions in the corresponding clauses, in combination with differences in the first four grammatical functions, four being the statistical mode of the constructions' length. The pairs of clauses with these characteristics are identified in the English-German CroCo Corpus using multi-level annotation and alignment integrated in the corpus (Hansen-Schirra et al. 2012). As the next step the constructions that are often changed in translations are studied in more detail. The results from the registers of popular-scientific texts and political essays suggest that even very schematic and frequent constructions, such as Subj Verb Obj, often undergo construction shifts. However, the explanations for these can be found only on the level of more specific constructions. When a corresponding construction exists in the target language but is less frequent, a number of options are available, which result in certain translation properties. Thus the translator may select the corresponding construction even though it sounds less natural in the target language (shining through) or another construction which is more typical for the target language (normalization), although some of the features present in the original construction are missing (normalization and implicitation) or some additional features can be identified (normalization and explicitation). Thus the semantic content, information structure, the degree of impersonality and cohesion could be among the features that are changed as a result of a construction shift.

Keywords: translation shifts, construction grammar; clause-level constructions, parallel corpus, translation properties

Please contact the author for the list of references

Panel 5: Customs Officers or Smugglers? The Mediating Role of Intercultural Actors

14:00 – 16:00, Room 329

Organiser: Reine Meylaerts

JUDIT MUDRICZKI

Faculty of Humanities, Pázmány Péter Catholic University, Hungary; jmudriczki@gmail.com

The Role of Translation in the Formation of post-1989 Hungarian Cultural Identity

My paper aims to trace the presence of contemporary Hungarian culture in the UK by focusing on various cross-cultural aspects of literary translation. Based on the assumption that translation has contributed to the emergence of a post-1989 Hungarian cultural identity, I study both the cultural products made available in English translation in the last twenty-three years and also the role of various intercultural actors who determine the complex processes of selection, production and promotion of translated works.

What provides the theoretical background to this paper is Lawrence Venuti's understanding of translation that defines it as 'inevitable domestication, wherein the foreign text is inscribed with linguistic and cultural values that are intelligible to specific domestic constituencies.' Due to the cross-cultural transfer that such inscription involves, the target audience sees Hungarian identity in a domestic light that occasionally strongly differs from the perceived identity of the source culture, which highlights the crucial role translation plays in the formation of cultural identity. Thus, I am first of all interested in the culture-specific choice of the Hungarian works that have been translated and published in the UK since 1989 with special regards to those books and authors who did not become so widely known in other European countries. Besides the works of some canonized authors for instance János Pilinszky or Miklós Radnóti, the last two decades witnessed the translation of some authors who used to play a marginal role in Hungarian culture. These authors include not only Imre Kertész or Antal Szerb whose name is familiar in many European countries but also authors like Miklós Bánffy or László Krasznahorkai who are surprisingly well-received by British readers. Since this list of authors does not necessarily correspond to the preferences of contemporary Hungarian readers, it raises the question why these and not other writers attract the British audience's attention. In order to find an answer to this question, the paper surveys three types of intercultural actors that on the one hand promote cultural diplomacy and on the other influence the formation of Hungarian cultural identity. First of all, those unofficial "cultural ambassadors" deserve attention who live in the UK and have actively taken part in translation and publishing processes. The most outstanding figures in this respect are George Szirtes and George Gömöri both of whom have taken an active role not only in translating but also in editing anthologies that offer insights into the diversity of Hungarian literature to the British audience.

Secondly, I am interested in the personal presence of Hungarian authors at British public events for instance conferences, book fairs, public readings and pay particular attention to the influence of the 2004 Magyar Magic events. Last but not least, I study those organizations and websites that promote establishing access to contemporary Hungarian literature in English. Among these intercultural actors the Hungarian Book Foundation and the website Hungarian Literature Online deserves a more detailed discussion since they provide either intellectual or financial support for the mediation of Hungarian culture in English, which may offer further insights into the complex processes of domestication in the twenty-first century.

Keywords: Hungarian-British relations, domestication, cultural identity, intercultural actors, cultural diplomacy

Panel 19: Translating and Interpreting in Religious Settings

14:00 – 15:30, Room 330

Organisers: Jonathan Downie, Jill Karlik

SARI HOKKANEN

Department of Translation Studies, University of Tampere, Finland; hokkanen.sari@uta.fi

Analyzing Personal Experience: Autoethnography as Method for Translation and Interpreting Studies

The purpose of this paper is to discuss the use of personal experience, in the form of autoethnography, which is an ethnographic research approach that uses personal experience as primary data, in translation and interpreting research. Furthermore, my purpose is to examine some of the key concepts justifying the use of personal experience in research, namely, the concept of culture and the concept pair of subjectivity/objectivity. The discussion of culture provided in this paper focuses on the relationship between an individual and the surrounding social context. It is argued here that the experience of an individual can indeed be used to examine wider cultural phenomena with the means provided by autoethnography, because individuals are seen as “extensions of their community” and not as entirely “independent, self-sufficient beings” (Chang 2008:26). While this is not to say that individuals were reduced to mere robots following the scripts of their culture, culture is nevertheless understood as “inherently collectivistic”, and not individualistic (Chang 2008:21).

In addition to a discussion of the concept of culture, this paper continues to lay the conceptual foundation for the use of autoethnography by examining the concepts subjectivity and objectivity, and argues, following Sayer (2000), that both terms can, in fact, have three distinct meanings that are often wrongly conflated. The first meaning refers to value-ladenness vs. value-freedom, the second to matters that are false vs. true or practically adequate, and the third to matters pertaining to subjects and concerning personal experience vs. matters pertaining to objects and concerning the nature of things independent of what people might think about them. As Sayer argues (*ibid.*), these three meanings are not necessarily dependent on one another, which creates a solid foundation for the analysis of personal experience in research. Even if the object of our analysis were personal experience, it does not make the research automatically value-laden and unreliable or false, nor, for that matter, does the absence of personal experience make the research automatically value-free and “true”. There is good reason to find ways of extending the use of personal experience in translation and interpreting studies in a responsible way. For example, as Miriam Shlesinger (2009) has pointed out, “most of us [researchers of translation and interpreting] are, or have ourselves been at some point, translators or interpreters, or both” (p. 1), and the experience and insights gained from either personal practice or from practicing colleagues “are arguably our most valuable resource” (p. 14). However, I would argue, the potential of this our most valuable resource has not, as of yet, been fully realized. One possible solution is the use of autoethnography, which analyzes and interprets personal experience complemented with additional data, such as interviews with other members of the social group, research literature or the examination of cultural artifacts, thus aiming at “illustrat[ing] facets of cultural experience” (Ellis et al. 2011). As a result, the personal experiences of the researcher as a translator and/or interpreter would no longer be forced out of sight, the insights gained from these experiences left unarticulated and their influence in the research unreported, or, at worst, unprocessed. As these influences are stated explicitly, it has the added benefit of possibly making the research process more transparent and, therefore, ethical. In this paper, I draw examples from my own research, in which I have used autoethnography as a method in studying volunteer interpreting in a Pentecostal Church in Finland, especially focusing on the ways in which simultaneous interpreting and religious experience coexist in an interpreted event. An important conclusion drawn in this paper is that research conducted in translation and interpreting in religious settings opens up new methodological questions and demands the rethinking of some old ones that may be of use across translation and interpreting studies.

Keywords: methodology, personal experience, autoethnography, subjectivity/objectivity, interpreting in religious settings

Please contact the author for the list of references

ALEV BALCI TISON

Dept. of Translation and Interpreting, Dokuz Eylül University, Turkey; alev.balci@hotmail.com

Nonprofessional or Voluntary? Interpreting Sermons at the Church Context

According to the history of translation, missionaries have been influential actors of translation work (Pym 2000). Although Bible translation and linguistic activities of missionaries have been a great research area in translation studies, up until now, interpreting activities used for religious reasons have not been investigated extensively. In spreading the gospel message, interpreting has been one of the most common and strongest tools to reach out to other cultures, especially the oral cultures over the centuries to this day. This study focuses on present day interpreting activities within a church setting. Today there are mainly two occasions when a church service needs interpreting. One is when the church is made up of an international community, e.g. the case setting in this study, i.e. an international church in Turkey, where there are non-native pastors/church leaders as well as non-Turkish speaking church members. The second and more common occasion is when churches receive guest keynote speakers from other countries who can preach in English, especially for special events, in which case only the sermon is interpreted, not the entire service. In a church setting, the interpreter is usually a volunteer who does not charge anything for her/his service. Although Yates (2007) describes sign language interpreting at church as a professional service that should be paid and considered as one of the expenses in the church budget, the practice of interpreting is commonly free of charge and viewed as a ‘ministry’ by the interpreter who is usually a participant of that congregation. When interpreting is carried out on a voluntary basis, the training or lack of training of the interpreters involved makes little difference with regard to calling them professional as they are not and do not ask to be paid anyhow. Generally speaking, it is not impossible to find voluntary interpreters in other community interpreting settings since the professional status of interpreting activity is a matter of definition (see Pöchhacker 1999). On the other hand, some committed interpreters who fulfill the standards of working as professionals choose not to receive any remuneration when working in their churches. Sometimes on special occasions that require long consecutive sessions, they are given a monetary honorarium for their service. So, in church settings, one may find two types of volunteers: professionally trained interpreters who volunteer to help and people who happen to function in both languages in question. A reality of community interpreting is that trained but unpaid interpreters are found alongside untrained practitioners who work on a fee-for-service basis (Pöchhacker 1999: 128). Here the interpreter volunteers her/himself to aid the delivery of the “message” because it is important for her/his own belief system, i.e. her/his ideology. This is a mission more than a commission for these self-committed interpreters. Interpreting in a religious context does not necessarily mean that only non-professional interpreters perform the interpreting task. Based on interviews with sermon interpreters in the particular case church, the paper discusses what common ground voluntary religious interpreters share with their secular counterparts as well as different constraints that they work under compared to professional interpreters.

Keywords: religious interpreting, church interpreting, sermon interpreting, voluntary interpreting, non-professional interpreting

Please contact the author for the list of references

JONATHAN DOWNIE

Skopos, Performance and Sermons: Could Interpreting in Church Help us Model Client Expectations?

Since the mid-90s, researchers have noticed that research on client expectations of interpreters tends to lack a solid theoretical and conceptual base (Mack, Cattaruzza 1995, p.47; Moser-Mercer 2008). In addition, the multiplicity of scales, items and methods used by different scholars makes it very difficult for results to be compared (Kurz 2001, pp.397–398). It is little wonder that recent studies on the social environment in which conference interpreters work (e.g. Diriker 2004; Eraslan 2011) has only paid limited regard to existing client

expectations studies. This paper will present an attempt to fulfil the need for a theoretical framework for client expectations studies by combining the results of existing work on client expectations with respected theories from two fields. The work of Franz Pöchhacker (1995) suggested that the Skopos of an event will also affect client expectations. A second category of expectations will be derived from the work of theologians within the theory of New Homiletics, whose theoretical and empirical work suggests that audience expectations change according to the Performative-genre of the texts they will hear and see. Finally, Eraslan's work (2008; 2011) on clients' definitions of the role of interpreters will be presented, showing that clients' view of the role of interpreters in general (hereby referred to as „Interpreting per se“) differs from their view of the role of interpreters at the specific conference they are attending (hereby referred to as their „Event-specific expectations“).

The process for testing this model will be illustrated and the initial results of this testing will be presented. These results will be shown to offer insight into client expectations in church interpreting and also into the analysis of expectations in other settings.

Please contact the author for the list of references

15:30 – 15:45: Summing up, Discussion

Panel 6: Fansubbing, Non-professional Subtitling Has Come to Stay

14:00 - 16.30, Room 346

Organiser: David Orrego Carmona

Intercultural Studies Group, Universitat Rovira Virgili, Tarragona, Spain; dorrego17@yahoo.com

14:00 – 14:10: Introduction to non-professional subtitling

14:10 – 14:18

JAMILLE SANTOS ALVES RAMOS DE OLIVEIRA

milley_santos@yahoo.com.br

Fans' Wonderland

The fan is, among many other things, that individual capable of making sacrifices for his object of affection, whether large or small. Losing a night's sleep (or more), nail biting, have the feeling that time does not pass, do not eat, dispare duties required as work and school, travel long distances, and other things are small details to that person who cannot wait to have any kind of contact with the object of his admiration. Celebrities, movies, books, sports or television series can easily become real phenomena that attract this extremely passionate audience. Produce a greater or lesser extent, is inherent to any audience. Lawrence Grossberg (1992) emphasizes that "audiences are constantly making their own cultural environment from the cultural resources that are available to them". The fan is the most active audience and produces whereof preexisting elements from their own culture known as fandom. Fandom is a common feature of popular culture in industrial societies. It selects from the repertoire of mass-produced and mass-distributed entertainment certain performers, narratives or genres and takes them into the culture of a self-selected fraction of the people (FISKE, 1992, p.30). The fandom embraces diverse forms of production, because the fan can produce from any genre. Movies, series,

music, books, cartoons, anything can be a target for fan production, each production type has a specific naming and fansub is part of this universe. Due to the technological revolution and the advent of the Internet many of the paradigms of production and consumption of audiovisual products has changed. The Internet is the greatest tool of modern technology, enables a higher level of interaction between the fans themselves and even between production teams and fans. It is in this context that the fansub falls. The discussion on the legality of this practice has raised many controversies regarding the copyright and intellectual property. Some scholars and supporters of this type of activity have proposed greater flexibility in modes of distribution of audiovisual products, while others consider the practice as piracy and as an activity harmful to producers and, consequently, holders of these rights. The changes happened and can no longer be undone. There is no way to treat an individual who has the Internet as his new habitat, and thereby explores all the possibilities that the medium allows, as an individual from a few years ago that has trouble even to send a text message. For a long time piracy was considered the purchase and sale of copies of any written or visual material, that is, the term was linked exclusively to the illegal trade of these products, but the Internet has changed how piracy has been seen since the need to purchase in most cases no longer exists. Admitting the debate to redefine property rights hits dead center in the heart of capitalist legitimacy. Accept that users are producers of technology challenge the power of the specialist. Then, an innovative policy, but pragmatic, you must find the middle path between what is socially and politically feasible, in each context, and the promotion of cultural and organizational conditions for creativity in which innovation, power, wealth and culture are rooted in the network society (Castells, 2005, p.28). This article proposes to establish an overview of how the fansub has been treated legally in Brazil and worldwide.

Keywords: audiovisual translation, fansubbing, fandom, subtitling

14:18 – 14:26

YANG FAN

Linguistics, School of Oriental and African Study, University of London, UK; 256296@soas.ac.uk

Claiming Legitimacy: Translating Foreign Language Tele-cinematic Products in China

It is a policy in China to dub all of foreign language films in Mandarin before showing them in cinema theatre, and only official dubbing studios are authorized to translate and dub these films. However, towards the end of the 21st Century fansubbing began to challenge and change the state's singular authorship in film translation, which it had maintained for more than fifty years. Citing with two case studies of Shanghai Dubbing Studio and TLF Fansub Group, this paper attempts to examine how the official and amateur translation groups negotiate translation authorship in modern China. Specifically, I will illustrate how these two groups adapt and transform themselves to meet wider political and social needs during the process of authorship negotiation. "Authorship" as a key term will be raised up based on Foucault's "author function" concept and will be discussed throughout the whole paper. Through demonstrating how authorship is applied in my two case studies, this paper will shed new light on the unexplored topic of film translation institutions in China.

14:26 – 14:34

GUILLAUME JEANMAIRE, GOO-WOONG JUNG

Korea University, South Korea; gjeanmaire@korea.ac.kr

Korean or Japanese Films and Soap Operas French Fansub: a necessary stopgap

When a Korean or Japanese film or 'drama' (Korean or Japanese soap opera) is translated into French, the un-

official (fansub) subtitling is translated first into English by a fansubbing team and then into French by another fansubbing team. Therefore it is always a ‘relay translation’ (Dollerup, 2000) via English and the intermediary English product is also attended to consumption. It is the case as with most languages spoken by a minority, English is often the ‘pivot’/relay language. The English translation is usually done by a fansubbing team mainly composed of Koreans/Japanese translating into a foreign language (i.e. English), not by English native speakers translating into their mother tongue. Only the French translation is done by native speakers translating from English into French. Some deviations and errors can be attributed to the use of relay in translation. This relay translation is shown, in particular, by the fact that, because of the lack of differentiation between ‘vous’ and ‘tu’ in English, an extreme honorific form in Korean/Japanese can become a ‘tutoiement’ in French and vice versa. Korean or Japanese puns are also not restituted in the French fansub when lost in the English translation. “If some translation errors are made when translating into English, these tend to be perpetuated when using the English text for the translation into other languages” (Díaz Cintas, 2003). Often the text does not correspond to the image on screen due to the fact that English, and, to an even greater extent, Korean and Japanese, uses larger semantic extension terms, or even hyperonyms (cap: bonnet, casquette, moja/bôshi: headgear). There are not only linguistic but sociolinguistic difficulties in translating films. Often these are linked to a different way of describing reality (e.g. age or floor numbers). Differences in terms of address are especially problematic, since they differ greatly from culture to culture. For example, in Korean, the use of the first name when addressing one’s elder is limited, if not entirely forbidden. Instead, the bond which unites him/her to the speaker or to his/her own first child is used (e.g. hyeong/eonni : „big brother/sister“; ... abeoji/eomeoni : „mother/father of ...“). In the case of Japanese, the family surname is used rather than the first name and is followed by a suffix like „-kun/chan“ for boy/girl teenagers or „-san/sama/dono“ which is used to show more distance and respect. Like the Korean use of „hyeong/eonni“, the use of „kun/chan“ suffix shows a certain amount of intimacy. Since conversation openers are considered superfluous, hierarchic and psychological relations between different protagonists often suffer by being omitted, due to both spatiotemporal constraints and linguistic and socio-cultural difficulties (Tomaszkiewicz, 1992).

Since subtitles are often adapted to the expectations and profile of the target audience (Gambier, 2003), in the case of Japanese anime in particular, fansubbers use strategies such as “report” (direct transfer, according to the terminology of Delisle 1993, Ballard 1997; e.g. „family surname-kun/san“ is directly transferred) or notes at the top of the screen, especially to deal with ‘untranslatable’ cultural references (González, 2007), which would not be used in the official subtitles. This may be “to preserve some of the cultural idiosyncrasies of the original” (Díaz Cintas & Muñoz Sánchez, 2006), since they are addressing an informed audience that is very familiar with the world of Japanese anime and with Japanese culture.

Keywords: Korean, Japanese, subtitles, fansub, relay translation

14:34 – 14:42

YVONNE LEE

Faculty of Arts, University of Nottingham, UK; yvonne.lee@nottingham.ac.uk

Fansubbing the TED-way: on the Chinese Fansubbing in TED Open Translation Project

Crowdsourcing translation initiatives rely on volunteers to contribute to large-scale translation projects. Among the various crowdsourcing models identified to date, fansubbing typifies the non-professional approach in which a group of content users mobilise and organise itself to produce contents in desired languages. Driven by the need to share contents, fansubbing has not only contributed to the sharing of digital contents (Díaz Cintas and Muñoz 2006, Pérez-González 2006, O’Hagan 2012) but also challenged the professional translation norms (O’Hagan 2011, McDonough Dolmaya 2011). This leads to the questions about how the perception of subtitles is affected and how language- and genre-specific norms are changed. Using examples of crowdsourced subtitles from the TED Open Translation Project, this paper seeks to answer the following

question- to what extent has fansubbing influenced the English-Chinese subtitling convention? To do so, examples of both traditional and simplified Chinese interactive subtitles and transcripts of twenty cancer research talks on TED website are collected to form a corpus in an attempt to explore and describe the subtitling norms pertaining to Chinese in this particular crowdsourcing translation initiative. Previous research in the field of Chinese fansubbing mainly focuses on participant profiling (Wei 2011) and ethical norms to which the volunteers subscribe (Tian 2011). Understanding towards the linguistic norms remains random and scarce. Taking into account the specific linguistic primings (Hoey 2005) of users of each set of Chinese subtitles, this paper seeks to identify and describe contents that are deemed 'natural' or 'acceptable' to TED talks users, thus forming a set of subtitling norms pertinent to the volunteer Chinese subtitlers. Text analysis will focus on the genre-specific features as well as the linguistic conventions that distinguish the Simplified and Traditional Chinese subtitles. This is the point of departure to explore if and how the two sets of Chinese fan subtitles differ. In so doing, this paper helps shed light on the understanding of fansubbing in the Chinese-speaking community.

Keywords: fansubbing, crowdsourcing, translation, norms, subtitles

14:42 – 14:50

TANJA MILOŠEVSKI

Faculty of Translation and Interpreting, Granada University, Spain; tanjamilosevski@gmail.com

Fansubbing Films from Serbian to English and Spanish Language: the Case Study

During recent years an expansion of subtitles accessible on the Internet has occurred. Subtitles downloadable from the Internet and often made by amateur subtitlers (fansubs) have recently become a topic of academic papers, yet the number of those papers is still scarce (except O'Hagan 2009; Bogucki 2009; Caffrey 2009; Díaz Cintas, Muñoz Sánchez 2006; Pérez González 2006, Ferrer Simó 2005, etc.). Nevertheless, a vast number of spectators read those subtitles which, thus, undoubtedly have an impact on their interpretation of audiovisual programmes. Due to strategies amateur subtitlers occasionally develop on their own, some scholars refer to this new type of subtitles as "abusive subtitles" (Nornes 1999/2004). Furthermore, those subtitles can be observed as an example of "glocalization". Thanks to fan subtitles, films in so called "small" languages, that is, in languages spoken by reduced number of speakers, such as Serbian, become more accessible to wider audience. Thus, without their existence, it is hardly possible for spectators who do not speak the language to enjoy aspects such as distinguishing humour expressed in the Serbian movie from 1982 *The Marathon family* (*Maratonci trče počasni krug, Šijan*), to name only one example. The purpose of this paper is to analyse techniques used by amateur subtitlers to translate swearwords, offensive language and slang in Spanish and English fan translation of three Serbian movies. The chosen movies, *Mi nismo anđeli* (*We Are Not Angels*, 1992), *Lepa sela lepo gore* (*Pretty Village, Pretty Flame*, 1995) and *Parada* (*The Parade*, 2011), are made by the same director, Srđan Dragojević. The first one is his first and the latter his last movie made up-to-date. All three films are very well known in the original culture, controversial, have a certain type of black humour authentic for the original culture and their dialogues are full of taboo and offensive language. Furthermore, all except the first one are socially engaged. The framework of this study is Descriptive Translation Studies (DTS), proposed by Toury (1995). The main research question it will try to pursue is: what happens with swearwords, offensive language and slang in fansubs. In other words, it will aspire to find out which translation techniques fan subtitlers apply when confronting a problem of translating this phraseology. The taxonomy of translation techniques used in the present study will be based on the one made for previous, unpublished, study (Miloševski 2011). It can be assumed that the fan subtitlers will tend to translate swearwords, offensive language and slang literally, and that more up-to-date slang will be used. On the other hand, some loss can be expected, due to the difficulty that arises when translating those utterances because of their social implication in the original culture.

Keywords: audiovisual translation, fansubbing, orality, norm

Please contact the author for the list of references

14:50 – 14:58

EDILENE NAREZZI

IEL, State University of Campinas, Brazil; enarezzi@unicamp.br

Legendas. TV and Amateur Subtitling in Brazil

Amateur subtitling is a phenomenon that attracts a large number of followers more and more each day in Brazil. The translators' communities have greatly increased in recent years, as so have the number of users of the subtitles available on the Internet. The work of amateur subtitler producers (Bogucki, 2009) is recognized by fans and to be an amateur subtitler or rather *legender* - as it is known in Portuguese which is a neologism created by the combination of the words „legend“ from Portuguese (subtitle) with the suffix „-er“ in English (Bold, 2011) - has a special status among the users of subtitle sites. Several reasons may explain this fact: the high cost of cable TV in the country; the long lapse of time between viewing movies and TV series episodes on American and Brazilian television; and a relatively closed and Hollywood dominated film circuit, apart from the lack of patience of this media type consumer, who refuses to wait for the production companies to produce subtitles for a movie or a series episode that will often be shown in Brazil quite some time after its initial viewing in its country of origin. In this scenario, amateur subtitling can be seen as an alternative for a population that due to more and more access to the internet, is encouraged by the accessibility of Web 2.0 and easy peer-to-peer connections (P2P). The *legenders*' work on the other hand was helped by the creation of free software to make subtitles, such as Subtitle Workshop. As per Díaz Cintas (2005), who states that it would be hugely interesting to research and analyze these new practices in detail, (...) despite the questionable legality of this activity, this paper presents an analysis of the Legendas.tv site operation, the largest subtitling site in Brazil. The Legendas.tv site is not a simple posting caption site, but a community of *legenders* that interact by means of the website and discussion forum which they themselves set up. This is one of the most accessed sites in Brazil and *legenders*' subtitling work involves a complex hierarchy and relationship, and also constant evaluations from both administrators and users, about 67 thousand visitors per day. Contrary to what many think, the site has very strict rules for posting captions, which must meet a series of standards and deadlines in order to meet a standard set by site management. Furthermore, we analyze the work of one of more than 20 subtitling teams who work voluntarily for the site. The teams, formed with the objective of streamlining the preparation and posting of subtitles, have a special status and priority within the site. Specializing in subtitling alternative films outside the Hollywood circuit, the group analyzed, called Art Subs, is made up of 12 members and makes use of collaborative translation to make the translation process more efficient and faster, working with seriousness and without giving up the quest for high subtitle production quality. As per Bogucki (2009), there are not many studies on amateur subtitles, which can only be studied if, and only if they have enough quality to be compared with subtitles produced by professionals and, to that end, these subtitles would need to be produced under the same conditions as the professional subtitles, i.e., counting on the production quality of the video which is being subtitled and with an original script that would be transformed into subtitles, for them then to be studied by the academia. Despite amateur subtitling still not having achieved optimal production conditions such as those cited above, the subtitles produced with the standard required by legendas.tv prove that amateur subtitling can and should be studied by researchers in the translation audiovisual area.

Keywords: subtitling, amateur subtitling, fansubs, collaborative translation, Internet subtitling

14:58 – 15:06

DAVID ORREGO-CARMONA

What is the Audience Response to Non-professional Subtitling?

This paper presents the results of an experiment investigating the audience response to professional and non-professional subtitling. The study included twenty-six students from a translation class in the English undergraduate program in Tarragona. Participants were shown an episode of the popular TV series *The Big Bang Theory*. The study included two versions of the subtitles: the Spanish subtitles available in the DVD version distributed in Spain and the Spanish subtitles produced by the non-professional subtitling group aRGENTeM, which has been downloaded 7,238 times from their website. Data were collected previously, simultaneously and consecutively with questionnaires. A first questionnaire was intended to report the audiovisual consumption habits of the participants. After that participants were shown the episode entirely. Then students were offered a second questionnaire which included a table with the professional and non-professional subtitles presented side by side. While watching the episode for a second time, students were asked to choose which subtitles (professional or non-professional) they would prefer for the dialogues spoken in every scene of the episode. The group was divided in two subgroups: One of the groups (experiment) received questionnaires which did not offer any information about the provenance of the subtitles and the other group (control) received a questionnaire indicating the nature of the subtitles (DVD subtitles or Internet subtitles). A third questionnaire was included to report on the participant's impression of both types of subtitles. First questionnaire results show that Internet ranks first as the regular medium to access audiovisual material, over television and DVDs, which rank second and third respectively. When asked about their satisfaction with the non-professional subtitles available on the Internet, 68.42% of the participants responded they are not satisfied with them. Results of the subtitle selection questionnaire indicate a preference for the professional subtitles among the participants in the control group (50.78% for the professional subtitles and 48.09% for the non-professional subtitles). On the contrary, results for the experiment group indicate a slight preference for the non-professional subtitles, (47.48% for the professional subtitles and 51.87% for the non-professional subtitles). Nevertheless, analyses show a significant difference between the preferences of the groups ($p=0.04$). This information allows us to think that audiences have a general negative impression of non-professional subtitles, although when comparing them side by side with professional ones, their general opinion about non-professional subtitles does not necessarily translates into a strong preference for professional subtitles.

Keywords: non-professional subtitling, fansubbing, subtitling, reception, audience

15:06 – 16:30 Questions and answers; open discussion panel

Panel 1: Audiovisual Translation in the Periphery of Translation Studies

14:00 – 15:30, Room 347

Organisers: Sara Ramos Pinto, Yves Gambier

French Translation and Interpreting, University of Turku, Finland

s.ramospinto@gmail.com; yves.gambier@utu.fi

Discussion Panel

Despite the growing interest in the last two decades, audiovisual translation (AVT) can still be said to be a peripheral area of study within Translation Studies. One of the implications of this situation is that none of the theoretical approaches, and corresponding methodologies, was developed with a multimedia text in mind. This can be challenging to the scholar faced with the need to adapt a methodology to a type of text for which that methodology was not designed. However, this peripheral condition can also be seen as facilitating the contact with other disciplines, approaches and methodologies. The multimodal approach could, for example, be seen in this light. An approach developed in another area and brought to translation studies through audio-

visual translation as an attempt to deal with the complexity of the multimedia product. Multimedia products, by their own nature, seem to claim for a multidisciplinary approach, and being in the periphery could thus be a privileged place for that multidisciplinary to foster.

Bearing this in mind, with this panel we wish to bring for discussion the following aspects:

- How have core approaches such as descriptive translation studies or polysystem studies been ‘imported’ to the study of AVT? What challenges do scholars face when working with such approaches within AVT? How has the use of “imported methodologies” biased the research on audiovisual translation?
- What other approaches have been brought into this interdisciplinary dialogue promoted within audiovisual translation? How do these new methodologies better serve the research in audiovisual translation, and what can they bring to the core areas of study?
- Dissemination ??? We envisage this panel not as a set of connected individual presentations, but as an open discussion instead. After a short introduction by the moderators, who would guide the discussion through a set of questions previously made available to the speakers and the audience, the discussion would be open to a group of invited speakers including Carol O’Sullivan, Christopher Taylor, Alexandra Assis Rosa, Josélia Neves and Aline Remael. Having worked in different areas from action research to multimodality, descriptive studies, gender studies, accessibility and reception, we believe this discussion will be an important contribution to the discussion of theoretical and methodological challenges felt with AVT.

Panel 23: Translations- und interkulturelle Kommunikationstheorie

14:00 – 16:30, Room: DOL V

Organisers: Lavinia Heller, Michael Poerner

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

hellerla@uni-mainz.de; mpoerner@uni-mainz.de

Einleitung

14:05 – 14:25

HOLGER SIEVER

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

siever@uni-mainz.de

Paradigmen der Translationswissenschaft und der Interkulturellen Kommunikationstheorie - Paradigms in Translation Studies and Intercultural Communication

Translationswissenschaft und Interkulturelle Kommunikation sind zwei relativ junge Wissenschaftsdisziplinen, die erst Anfang eines interdisziplinären Dialogs stehen, auch wenn es in beiden Disziplinen seit einiger Zeit Bemühungen gibt, einerseits Kultur translationstheoretisch und andererseits Translation kulturtheoretisch zu denken. Die intradisziplinären Zugänge auf dieses Themenfeld sollten durch interdisziplinäre, wenn ich ersetzt, so do ergänzt werden. Versucht man jedoch »die« Translationswissenschaft auf »die« Interkulturelle Kommunikationstheorie zu beziehen, stößt man auf das Problem, dass es in beiden Wissenschaftsdisziplinen unterschiedliche Paradigmen gibt, die zum einen nicht in toto und zum anderen nicht im gleichen Maße aufeinander bezogen werden können.

Der vorliegende Beitrag verfolgt daher drei systematische Ziele, um eine Grundlage für den erforderlichen interdisziplinären Dialog zu legen: Erstens werden die verschiedenen Paradigmen des Übersetzungswissenschaftlichen Denkens umrissen; zweitens werden die Paradigmen der Interkulturellen Kommunikationsfor-

schung skizziert, um, drittens, Ansatzpunkte und Verbindungslinien für einen gemeinsamen, einheitlichen Begriffsrahmen aufzuzeigen, mit dem es möglich sein soll, Gemeinsamkeiten und Unterschiede von Translation und Interkulturelle Kommunikation auf den Punkt zu bringen. Dies scheint umso mehr geboten, als bisher beide Disziplinen ihre Grundbegriffe vor allem durch Entlehnung aus sogenannten Leitdisziplinen (Linguistik, Philosophie, Hermeneutik, Psychologie usw.) beziehen.

Aus historiografischer Sicht werden die begrifflichen, metaphorischen und methodologischen Gemeinsamkeiten und Unterschiede der verschiedenen Theorien beider Wissenschaftsdisziplinen analysiert und zu Paradigmen im Sinne von Kuhn und Toulmin zusammengefasst. Dieses Vorgehen hat drei Vorteile: Erstens verlieren dann sowohl Translationswissenschaft als auch Interkulturelle Kommunikation – besonders in der Fremdwahrnehmung durch die jeweils andere Disziplin – ihre monolithische Undurchdringlichkeit. Zweitens werden die einzelnen Theorien beider Disziplinen in ihrer Vielschichtigkeit und interdisziplinären Vernetzung – besonders mit den jeweiligen Leitdisziplinen – sichtbar. Und drittens treten die inneren Widersprüche der Disziplinen so deutlicher zu Tage. Das translationswissenschaftliche Denken kann grob in zwei Perioden unterteilt werden: Einerseits in eine lange vorwissenschaftliche Periode, die spätestens in der Antike beginnt und nach dem Zweiten Weltkrieg endet, und andererseits in eine relativ junge wissenschaftliche Periode, die um ca. 1950 einsetzt. Rückt man die begrifflichen, metaphorischen und methodologischen Gemeinsamkeiten der verschiedenen wissenschaftlichen Übersetzungstheorien in den Fokus, lassen sich bis heute sechs Paradigmen unterscheiden, nämlich das linguistische, das verstehenstheoretische (hermeneutische und dekonstruktivistische Ansätze), das handlungstheoretische (Skopostheorie und Funktionalismus), das kultursemiotische (Descriptive Translation Studies), das machttheoretische (feministische und postkoloniale Ansätze) und seit kurzem das semiotisch-interpretationstheoretische Paradigma. Im Bereich der Interkulturellen Kommunikation sind grundsätzlich drei Perioden zu unterscheiden. Erstens gibt es auch hier eine vorwissenschaftliche Periode, die mit dem Aufkommen der Schriftkultur einsetzt und in der die Auseinandersetzung mit dem Anderen, dem Fremden, dem »Barbaren« als Abgrenzungs- und Identitätsdiskurs geführt wird. Im Laufe des 19. und 20. Jahrhunderts greifen nach und nach unterschiedliche Wissenschaftsdisziplinen wie Völkerkunde (Ethnologie, Kulturanthropologie), Psychologie, Sprachwissenschaft, aber auch die Philosophie auf dieses Themenfeld zu und bereiten es anhand des Grundbegriffs der Kultur in unterschiedlicher Weise neu auf. Im letzten Viertel des 20. Jahrhunderts verdichten sich diese Bemühungen und bringen schließlich die Interkulturelle Kommunikation als neue akademische Disziplin hervor, deren vielgestaltige Herkunft sich in unterschiedlichen paradigmatischen Zugriffen auf das Themenfeld niederschlägt. Für die Interkulturellen Kommunikationstheorien lassen sich mindestens die folgenden Paradigmen konstatieren: Evolutionstheoretisches (evolutionistische und kulturhistorische Ethnologie), strukturtheoretisches (englischer Funktionalismus, französischer Strukturalismus), psychologisches (Psychological Anthropology, Culture Pattern-Theory, Culture and Personality, Cross-cultural Psychology, kognitive Anthropologie), verstehenstheoretisches (interpretative Kulturanthropologie, Writing Culture-Ansätze) und soziolinguistisches Paradigma (Ethnographie der Kommunikation, Kontrastive Pragmatik, Funktionale Pragmatik, interaktionale Soziolinguistik).

Keywords: Translationswissenschaft, Interkulturelle Kommunikation, Translation, gemeinsamer Begriffsrahmen

14:30 – 14:50

JOHN STANLEY

Institute of Translation and Multilingual Communication, Cologne University of Applied Sciences, Germany
john_wrae.stanley@fh-koeln.de

The Fusion of Translation Studies and Intercultural Communication Studies within Language Game Theory: A Report on a Research Project

The fundamental thesis that this presentation – and the research it will report on – rests upon is that all communication can best be understood and described within the theoretical framework of language game theory. The first half of the presentation will be used to describe what is meant by this concept and how it can be

utilized in both translation studies and intercultural communication studies. The second half will deal with a research project on cross-cultural communication in which phenomenological and hermeneutical methods are being employed to do initial process analyses and then corpus research using ELAN and various annotation systems (including Neuroges) are utilized to check the results derived from the phenomenological and hermeneutical methods. The basic ontological structure underlying both the lived world and all communication within this referential framework as that of a game (Wittgenstein und Gadamer). This conceptual tool provides us with an excellent model to understand human behavior and interactions, in as much as this dynamic structure arises through and, yet, simultaneously governs (human) interaction. All games rest upon rule-like structures, but these structures are modified constantly due to interactions with other games and players: the similarities to the role played by cultures in societies are apparent. When one considers the fact that communicating also has much in common with playing games, then it seems obvious that the pragmatic issues involved with communication across linguistic and cultural boundaries could also be understood in light of a hermeneutical game theory. Thus, the notion of a language game is used as a theoretical construct to understand language, and Wittgenstein's notion of family resemblances serves as a helpful conceptual tool to address the issue of the relative ease or difficulty of communicating/translating across cultural and linguistic boundaries. These axioms render a paradigm that is dynamic in character and underlines not only importance of linguistic elements in the translation process, but also provides us with a theoretical construct that can account for the relevance of pragmatic and cultural elements in the same. From the 9th until the 13th January of this year a group of scholars (Harry Reeder/The University of Texas at Arlington; George Heffernan/Merrimack College in Massachusetts; Miriam Leibbrand/Wirtschaftsuniversität Wien; Jiiuomas Harviainen/University of Tampere in Finland; and myself) got together to refine the phenomenological and hermeneutical methods such that they could be employed in research in translation and communication studies. At the end of the week, 12 other participants drawn from both professional (Deutsche Post and the UN) and academic circles (students and academicians) joined the theoretical team and, after a one day workshop on method, took part in role plays. The role plays were performed to do research on face-to-face communication in a cross-cultural setting (German/English). In particular we were concerned with linguistic and especially non-linguistic phenomena that play a role in job interviews between native speakers of German and native speakers of English; we focused on non-linguistic phenomena such as kinesics, proxemics, haptics and visual contact – i.e., on the role played by eye contact, body language, the length of pauses in speech, etc – in face-to-face interaction. Although we are still in the process of transcribing the audio/visual material into ELAN and verifying the initial results, it is obvious that the methods used were viable and productive. In spite of the long held position that the kind of introspection needed to perform the phenomenological method would interrupt the “natural” discourse we were trying to analyze, not one participant was of the opinion that the method was intrusive/disruptive within the role-plays that we had designed. Thus, the workshop held the promise that these methods could be employed in many areas of process research on veritably any kind of communication – including both translation and intercultural communication. In this second part of the presentation I would like to show a few video clips that illustrate not only how the two methods (phenomenological and hermeneutical) work, but which also show how fundamental para- and non-linguistic communication is to the language game we are all involved in face to face communication. I would like to close with some comments on how these methods have been used in research on cognitive processes involved in interpreting and translating.

Keywords: translation and communication studies, phenomenological method, hermeneutical method

14:55 – 15:15

VERA MITJAGINA

Volgograd State University, Russia; mityagina@mail.ru

Diskursanalyse als Matrix des translatorischen Prozesses

Aktuelle praxisrelevante Erfolge der kommunikativen Linguistik sind ihre Leistungen in der diskursbezogenen Kommunikationsforschung, deren Resultate zum Bestandteil der theoretischen Kompetenzen von vielen geisteswissenschaftlichen Berufen geworden sind. Die translatologische Kompetenz ist ohne Wissen von Gesetzmäßigkeiten der transkulturellen und transsprachlichen „Versetzung“ der kommunikativen Einheiten kaum möglich.

Die Ideen der Universalpragmatik von Jürgen Habermas – seine Begründung der Theorie des kommunikativen Handelns und der Theorie der kommunikativen Kompetenz, die Entwicklung des Begriffes der kommunikativen Rationalität - initiierten eine soziokulturell bedingte linguistische Diskursanalyse, die zum relevanten Bestandteilen des Translationsprozesses werden können. Die Diskurskompetenz wird von einigen Translationswissenschaftlern im Grunde als Fähigkeit zur korrekten Textproduktion betrachtet, was im kommunikativ-pragmatischen Verstehen der Rolle des Translators nicht ganz korrekt wäre. Texte und ihre sprachliche Gestaltung realisieren Komplexe von verschiedenen Handlungen, die in der Interaktion unternommen werden. Welche kommunikativen Handlungen dominieren in verschiedenen Diskursen – im akademischen, politischen, PR, touristischen usw.? Wie spiegeln diskursabhängige Textsorten die Vielfalt der kommunikativen Handlungen, die im Rahmen eines Diskurses unternommen werden können? Wäre es möglich, die Strategien des Dolmetschens/der Übersetzung, durch die Analyse und Bestimmung von kommunikativen Handlungen (im Ausgangstext und im Zieltext) zu optimieren? Eine komplexe Antwort auf diese Fragen lässt die translationswissenschaftliche Analyse von Texten in verschiedenen Internet-Diskursen finden. Das Verstehen der Web-Gattungen als sekundärer Phänomene scheint veraltet zu sein. Die Sprachmittel, die in Internet-Texten gebraucht werden, verbalisieren bestimmte Handlungen (zweckrationale, wertrationale, traditionelle, affektive), die natürlich von globalen, universalen, aber auch von lokalen, spezifischen Parametern eines Diskurses abhängen. Die Analyse der in unterschiedlichen Kontexten verbalisierten Handlungen lassen auch Gründe der Störfälle in der interkulturellen Kommunikation erschließen, was für die Formierung der entsprechenden Kompetenzen von einer großen Bedeutung wäre. Die translatorische Diskurskompetenz ist für die neue Generation der Dolmetscher und Übersetzer in Russland von einer sehr großen Bedeutung, denn die linguistische Logistik des WTO-Beitritts Russlands bedarf translatorische Technologien, die die Qualität der Lokalisierung und der Globalisierung des Contents sichern könnten. Die diskursorientierte Transfer von kommunikativen Handlungen könnte zum Teil des translatorischen Prozesses werden und eine neue Sicht auf seine Logik geben. Im Vortrag werden die Vorteile dieser Analyse am Beispiel von der Übertragung von kommunikativen Handlungen in einigen Internetdiskursen gezeigt.

Keywords: Diskursanalyse, Diskurskompetenz, kommunikative Handlung, translatorischer Prozess, Internetdiskurse

15:20 – 15:50

PATRICK ZABALBEASCOA, ELENA VOELLMER

Pompeu Fabra University Barcelona, Spain; elena.voellmer@upf.edu

From partial theory to general theory. How issues of multilingualism in audiovisual translation can inform general translation studies

In previous independent or coauthored publications (e.g. 2011), Corrius and Zabalbeascoa have provided theoretical instruments for looking at how to deal with translating multilingual texts, but focusing almost entirely on the case of audiovisual translation, and more specifically, dubbing. In this paper, we intend to

explore the validity of their model in other translation situations, such as written texts, thus aiming to elevate their contribution from the level of peripheral, partial translation theory (as proposed by Holmes in 1975) to making a small contribution at the level of more general translation theory, closer to the center. For too long, cases like dubbing and subtitling have been regarded as peripheral in translation studies, sometimes to the point of falling outside the domain of translation proper (Jakobson 1959). Actually, the center of translation studies can be very enlighteningly informed by data and proposals coming from such peripheries. If one takes a proposal such as Corrius and Zabalbeascoa's for L3, which models translational aspects of dubbing, the next logical step is to ask whether such a proposal would be valid, for instance, for written literature that has been adapted to film and ultimately dubbed; and through that channel, by extension, to other works of literature. In both audiovisual and written fiction, texts can combine a principal language (L1) with other variations of the same language or completely different languages (L3s), and sometimes both. One fascinating aspect of this topic is the large number of possible language combinations and variables that need to be taken into account for translation. Such variables include whether L3 is invented or natural, whether it needs to be comprehended or not, and whether one of the languages used in the source text as a token language, or L3, may happen to be the main language of the target text (L2). Establishing the relation between L1 and L3 also involves what the use of L3 implies, how it might influence aspects of narrative and stylistics such as the plot and character portrayal. Translations of multilingual texts in some cases combine L2 and one or more L3s, in other cases they merely consist of L2, conveying language variation through different strategies, and again others give no hint of L3 presence in the source text. An author or film director may make deliberate use of L3, stylistic or functional, and such features and elements may be quite significant in translation. Departing from some results of previous studies on the translation of multilingual audiovisual texts that have proven the applicability of the Corrius and Zabalbeascoa model for translation analysis (2011), e.g. for the dubbing of the Tarantino movie *Inglourious Basterds* (Voellmer 2012), we apply the theory for cases of literary translation. Focusing particularly on literature that has been adapted to film, we study the cases of Shakespeare's *Henry V*, that includes more than one source language (whose multilingualism is chartered in Delabastita 2002) and that has been adapted to film by Kenneth Branagh (1989), as well as Irvine Welsh's novel *Trainspotting* (Zabalbeascoa 2010) that uses intralinguistic variation and has been adapted to film by Danny Boyle (1996). We will also show the case of the Harry Potter novels (Fischer 2012) by Joanne Kathleen Rowling, which are especially interesting for their use of idiolects and foreign accents and were adapted to film by Chris Columbus, Alfonso Cuarón, Mike Newell and David Yates (2001-2011). By looking at the Spanish and German translations of both the books and the films, we show different types of solutions for translating complex multilingual texts. We both intend to develop the theoretical model by proving its applicability for works of literature, thereby contributing to a level of more general translation theory.

Keywords: general theories, partial theories, multilingual texts, third languages, translation analysis

Please contact the author for the list of references

15:50 – 16:30: Abschlussdiskussion

Panel 14: Process-oriented and Collaborative Learning in Translator Education

14:00 – 16:30, Room 352

Organisers: Maureen Ehrensberger-Dow, Don Kiraly

14:25 – 14:50

CARMEN HEINE, JAN ENGBERG

Department of Business Communication, Aarhus University, Denmark; ch@asb.dk

Self-reflection and Dialogue-consensus. New Methods of Text Production Process Research Combined

Our contribution is a report about the seed-funding project “*Mehrsprachigkeit und akademische Textkompetenz. Entwicklung von Maßnahmen zur Förderung und empirischer Überprüfung von Maßnahmen zur Akademischen Textkompetenz*“. We are carrying out this project between September 2012 and September 2013 together with the multilingual writing centre at Hamburg University (<http://www.epb.uni-hamburg.de/de/Schreibwerkstatt>) in the area of academic text production competence development.

The presentation will include the first results of the project and our evaluation of their implication for text production process didactics. The project can be located in the field of writing research but draws on translation process research methods, writing research methods and a hermeneutic interview method alike. We will argue that the combination of methods we apply in our research project could also beneficially be used in translation process research settings. Settings, where the research emphasis lies on the individual text producers' self-reflective learning and on co-constructed, collaborative social interaction through dialogue, where the interaction helps to enhance learning.

The project encompasses two academic writing workshops with semi-professional and professional text producers from Hamburg University and professional academic text producers from Aarhus University (September 2012 and January 2013). The workshops serve a double purpose. They offer the researchers the possibility to gain access to process and interview data of expert text producers. In turn, they are beneficial for the participants, who are all either future writing trainers (the majority of the Hamburg participants are enrolled in a course to become writing coaches „*SchreiberaterInnen*“) or professional university lecturers in the area of text production training (the Aarhus participants are PhD-Students, Research Assistants and Assistant Professors/Associate Professors), who are given the opportunity to try out a new method-mix they might want to incorporate in their own future teaching. Besides our own evaluation of the data, we also draw on their experiences and evaluation of the methods applied. In the course of the workshops, self-reflection data in the form of Integrated Decision Report Data (Gile 2004, Heine 2012), keylogging data, cue-based interview data from screen capture videos of participants' writing processes and observation data is gathered, in order to use the resulting data to apply it in dialogue-consensus interviews (Scheele/Groeben 1988, Scheele 1992). It is our aim to combine research into self-reflection with research into the individuals' knowledge representation. The semi-structured retrospection method, prompted by instances of the screen video, is combined with the dialogue-consensus-method. The latter was developed in the 1980s by above mentioned German researchers to gather the subjective theories of individuals. In our project, we adapt the method and establish the dialogue by giving the participant elements (keywords) from their previous interviews and offer a set of relations - both items available as keyword table cards. We then co-construct the participants' knowledge about their writing processes, the result is a jigsaw-like structure of the participants' writing process knowledge. This is achieved by reaching a consensus between the interview partners on the basis of the knowledge of the participant. The two methods are used in combination, in order to find out how the participants' knowledge about the process is represented in relation to their self-chosen writing task and what influence the knowledge has on the production process and, thus, on the self-reflection during the process and vice versa.

One of the aims of the project is to study how self-reflection and dialogue can be cumulated in a didactic approach to shed light on the individuals' knowledge construction about his/her text production processes. Another aim is to show the added value of social interaction for learning, in a task as individual as a writing task. In addition, we want to shed some light on the further development of text production training, using this kind of process methodology and on the implications this might have on the development of future text

production training courses.

Keywords: Self-reflection, dialogue-consensus, key-logging, screen-capture, knowledge construction

Please contact the author for the list of references

14:50 – 15:15

BOGUSLAWA WHYATT

Department of Psycholinguistic Studies, Faculty of English, Adam Mickiewicz University, Poland

bcwhyatt@wp.pl

Investigating Correlations between Translation Process Awareness and Revision Skills

The purpose of this paper is to report on a study which aimed at investigating correlations between translation process awareness and the development of the skill to revise a draft translation in a collaborative translation classroom (Kiraly 2000, González Davies 2004). The subjects of the study were 14 translation trainees enrolled for an MA course in written translation at Faculty of English, Adam Mickiewicz University in Poznan, Poland. They all completed BA in English, their experience in translation was limited, and their awareness of the translation process was none or very low. The data for the study on their revision skills were collected in the following way. The students were asked to translate an authentic text (hotel website advert) and to save the first draft of their translation. Then they were asked to revise the text and produce its final version using the follow changes function available on the computer. This function made all the changes done during post-draft revision visible and available for analysis. The second stage of the data collection involved sending the final version to another student and asking him/her to proofread the text making all the necessary corrections needed to achieve a high quality translation. Again all the changes introduced by the peer were made using the follow changes function. The text revised by the peer was then sent back to the translator/student who accepts/or rejects changes and decides about the final version before sending it to the client/translation trainer. The data obtained in this way provides information on post-draft self-revision, peer-revision and final revision by the translation trainee. The data collection takes place at four checkpoints, including the initial stage after enrolment, end of the first semester, end of the second semester and the end of the fourth semester (the end of the entire course). A comparative analysis of the data is carried out against the trainees' developing awareness of the translation process and their evolving self-concept as translators (Kiraly 1995), which are assumed to be an outcome of the entire course they participate in. The analysis of the data collected in this longitudinal fashion shows qualitative and quantitative changes in the trainees' revision skills parallel to their growing awareness of the translation process and of their own role as decision makers in the process. The data and results from the study are discussed against the background of the still modest body of research on revision (Roussey et al. 1990: 54) as a part of the translation process (Séguinot 1989, Jakobsen 2002, Dimitrova 2005, Hansen 2008, Whyatt 2012), as well as in the context of the current market demands for high quality translation and the European quality standard EN15038 developed for translation services providers. The collaborative element included in the study (peer revision) also provides room for fostering cooperation and mind-sharing among future practicing translators. Finally, conclusions and practical implications are provided as well as future research directions are suggested which point to the need to see the development of revision skills as an important part of evolving translation competence.

Keywords: translation process awareness, self-revision, peer correction, collaborative learning, translation competence

Please contact the author for the list of references

15:15 Discussion: student awareness

15:55 – 16:20

GARY MASSEY, MAUREEN EHRENSBERGER-DOW

Applied Linguistics, Zurich University of Applied Sciences, Switzerland; mssy@zhaw.ch

Teaching Learners, Learning Teachers: Developing Learning and Teaching Competence through Process-oriented Collaboration

Translation is an event involving a variety of agents and at the same time a cognitive act forming part of the event (Chesterman 2011, Toury 2012). Professional translators live “in a crowd”, interfacing and interacting with all kinds of partners involved both in the event and the act of translation, and team translation is rapidly becoming the norm (Gouadec 2007).

Current translation pedagogy addresses both the event and the act. In the wake of the holistic EN 15038 (2006) translation quality standard (cf. Biel 2011, Greere 2012), there has been re-strengthened advocacy of Kiraly’s (2000, 2005) call for authentic, situated learning in collaborative projects, empowering learners to enter the professional translation community by developing responsibility, autonomy, and competence. As for the translation act, the importance of students reflecting on their decisions and actions and of the role played by metacognition in the development of translation competence and expertise (e.g. Bergen 2009, Göpferich / Jääskeläinen 2009, Shreve 2006) is generally recognised, with student performance at least partly being tracked and assessed on the basis of written commentaries, learning journals, or problem and decision reports (e.g. Bergen 2009, Garcia Álvarez 2007, Gile 2004, Orlando 2012). With the increasing interest in translation process

research, a number of researchers have sought to raise learners’ strategic awareness, foster their self-monitoring skills, and build a translator’s self-concept by applying inductive elicitation techniques such as dialogue and monologue think-aloud methods (e.g. Dancette 2003, House 2000, Kiraly 1995, Kussmaul 1995), retrospective oral commentaries based on keystroke logging (Alves 2005, Hansen 2006) or on screen recordings (e.g. Pym 2009, Kujamäki 2010, Massey / Ehrensberger-Dow 2011, Hofer / Ehrensberger-Dow 2011), and similar “learning-by-observation” and “learning-by-doing” approaches (cf. Dam-Jensen / Heine 2009). These experiments and studies suggest that such methods could effectively supplement traditional product-oriented teaching by providing learning opportunities not only for students, but presumably also for teachers, who are provided with deeper insights into learners’ procedural knowledge and skills.

Process-oriented methods in translator education tend to place teachers as external observers, reviewers, and assessors of student processes; good practices are benchmarked by means of professional or teacher processes and experience. Although some work has been done on what teachers can and do actually learn from observing student processes during the act of translation (e.g. Massey / Ehrensberger-Dow 2011, 2012), the precise nature of their dual role as both learners and teachers remains to be investigated in detail. Likewise, while much has been made of the teacher’s role as facilitator or role-player in the translation event (e.g. Kiraly 2000, 2005), little account has been taken of the learning potential for teachers directly involved in the collaborative act of translation itself.

This paper reports on the results of qualitative case studies carried out at our institute. Based on teaching experiments in which teachers work together with students as peers in translation teams, the studies deploy both self-report and a range of process research techniques to uncover what and how teachers can learn from their students (as peers) and how students can learn from their teachers (as peers) when observing and collaborating in the act of translation as part of a situated translation event.

Keywords: translation process, collaboration, collaborative learning, translator education, situated learning

Please contact the author for the list of references

16:20 - 16:30 Discussion: process-oriented collaboration

Panel 16: Technologies in Translation

14:30 – 16:30, Room 368

Organiser: Christoph Rösener

CARLOS TEIXEIRA

Universitat Rovira i Virgili, Tarragona, Spain; carlos.teixeira@urv.cat

The Importance of TM/MT Meta-information for Translation and Post-editing Processes

In the 1990s and 2000s, the use of translation memory systems became increasingly widespread, especially in the spheres of specialised translation and localisation. In recent years, machine translation has also gained importance in professional settings due to MT quality improvements and has been integrated into translation workflows more intensively. This presentation focuses on the question of how the meta-information displayed by traditional translation memory systems affect the translation process – in terms of speed, effort and quality – in the new scenarios of TM/MT integration. By meta-information, or metadata, we mean the information displayed by translation tools about a TM match (memory name, fuzzy-match level, actual differences between source segments, author, date, etc) or an MT proposal (name of MT engine, and usually nothing else). We suggest the need to reconsider translation workflows as a consequence of new translation technologies and the need to rethink the technologies themselves, such as the way fuzzy matches are calculated and proposed to translators or the importance of advancing research on MT quality estimation. Other underlying questions being addressed include the potential changes in the skill sets required from translation professionals that are called to perform MT post-editing tasks more and more often, suggesting the need for specific professional training. As a practical consequence, this study hopes to contribute to devise new strategies for the design and use of translation tools. The empirical basis of the presentation is a set of experiments in which we compared translator performances in two environments that are often found in the translation industry: a visual or interactive environment vs. a blind or pre-translation environment. In both cases, we provided translation proposals originating from a translation memory or from a machine translation engine. In the first environment, a translation memory system was configured so that translators could see the source text and a translation proposal for each segment, and the meta-information about each proposal (whether it was coming from MT, TM, and at which match percentage) was displayed. In the second environment, all segments were populated with the best available proposal. Although translators could also see the source text of the current segment within the tool, they could not see any meta-information about the proposals. For each kind of translation proposal, results were compared between the two environments. Although all ten participant translators were familiar with the tool, with the kind of material and with the MT engine used in the experiment, the results indicate a great intersubject variation. Interestingly, typing effort tends to be higher in the visual environment than in the blind environment. A special analysis was made of certain passages in the text, with a focus on how each individual translator solved the “problems” they faced, and how they handled the meta-information provided (or not) by the tool regarding the TM proposal or the MT proposal. For the experiments, translation process research methods such as screen recording, keystroke logging, eye-tracking and retrospective interviews were used. Special emphasis was placed on the ecological validity of the experimental set-up. To this end, a stand-alone eye tracker allowed translators to work on their computer of habitual use, including their choice of screen monitor. This study hopes to shed light on the strategies used by professional translators when dealing with real-world situations, and aims at contributing to translator training.

Keywords: translation technology, translation memory, machine translation, process research, post-editing

JESUS SERRANO PIQUERAS

Institute of Translation and Multilingual Communication, University of Applied Sciences Cologne, Germany

jesus.serrano_piqueras@fh-koeln.de

The Role of CAT Tools in the Development of Translation Competence

The emergence in the last 20-30 years of so-called Computer Aided Translation (CAT) Tools and their widespread use by professional translators worldwide have provided a new subject for researchers in the field of translation studies. Nowadays it is hard to imagine a translator not using applications such as translation memory, terminology and alignment tools. Aware of the importance of this rapid and extensive development, translation scholars have already begun to describe the functioning principles of these tools as well as their influence on the translation process and the product of the translation task. However, one aspect has so far received very little to no attention: How does using CAT Tools influence the competence of professional translators? In the course of translator training programmes (e. g. undergraduate studies at university), future translators acquire a certain set of translation-specific skills and knowledge. As professional translators, they rely on this knowledge to cope with the translation tasks assigned to them by employers or clients and in doing so they further develop their translation competence. However, it is my experience and that of other colleagues that some of the skills that were deemed crucial during translation training (such as subject knowledge and awareness of contextual factors) apparently recede into the background in the daily routine of many translators, while other aspects tend to be pushed to the forefront. After examining the issue from various perspectives, it seemed that one of the sources of this phenomenon could be the use of CAT Tools.

In this paper, I will provide some evidence to support the hypothesis that using CAT Tools may have a considerable influence on the development of translation competence (skills, knowledge) of professional translators. Particularly, I will focus on the development of specialized knowledge in STT translation settings. To do this, I will first draw on findings of cognitive science and translation process research to situate the translation activity in the context of real situations in the real world. To date, the work of Hanna Risku (1998, 2004) has been the greatest contribution to the search for an adequate theory of mind to be applied to the study of „translation-in-situation“: the framework of Situated Cognition develops an information processing model that is different from those proposed by the earlier frameworks of Computationalism and Connectionism and allows us to understand how, for example, software tools and the work environment affect the way translators process linguistic and extra-linguistic information. After laying this theoretical foundation, I will present a brief analysis of the structure of CAT Tools and the nature of the work environment of translators in an attempt to find out how these factors impact the cognitive processes that take place during the translation task. The concept of „cognitive artifact“ (Norman 1993) will play a major role in this context, for it provides knowledge on how the mind interacts with „objects“ such as software tools to accomplish cognitive tasks. Finally, I will describe how this interaction with cognitive artifacts and real world situations can influence the development of specialized knowledge and ultimately lead to long-term modifications of translation competence (as described by Susanne Göpferich, 2008) and propose some methods and experimental setups to investigate this hypothesis.

Keywords: situated cognition, translation competence, translation process, cognitive artifacts, CAT Tools

Please contact the author for the list of references

UWE REINKE

Faculty of Information Science and Communication Sciences, Cologne University of Applied Sciences
uwe.reinke@fh-koeln.de

Zur Integration computergestützter Werkzeuge und Methoden in die Ausbildung von Fachübersetzerinnen und Fachübersetzern

Die Diskussion über die Möglichkeiten der Integration computergestützter Werkzeuge und Methoden in die translatorische Ausbildung ist inzwischen mehr als ein Vierteljahrhundert alt und wird – auch angesichts sich verändernder Werkzeuge, Methoden und Prozesse – immer wieder neu geführt. In Deutschland sind die Wurzeln dieser Diskussion in den Arbeiten des Saarbrücker Modellversuchs „Sprachdatenverarbeitung in der Übersetzer- und Dolmetscherausbildung“ zu sehen, der von 1988 bis 1993 an der Universität des Saarlandes durchgeführt wurde und ein detailliertes und für seine Zeit wegweisendes Curriculum hervorgebracht hat (vgl. Fischer et al. 1994). Im weiteren Verlauf hat es eine Reihe internationaler Projekte zu verschiedenen Teilbereichen des Themenfeldes gegeben. Verwiesen sei hier auf die Projekte LETRAC (Language Engineering for Translators' Curricula, 4. Rahmenprogramm der EU, Laufzeit: Januar 1998 bis März 1999; vgl. Reuther 1999), eCoLoRe (eContent Localisation Resources for Translator Training, Leonardo-da-Vinci-Programm der EU, Laufzeit: November 2002 bis April 2005; vgl. Ciobanu et al. 2004), MeLLANGE (Multilingual eLearning in LANGuage Engineering, Leonardo-da-Vinci-Programm der EU, Laufzeit: Oktober 2004 bis September 2007; vgl. MeLLANGE o.J.) und eCoLoTrain (eContent Localisation Training Opportunities for Trainers and Teachers in Professional Translation, Leonardo-da-Vinci-Programm der EU, Laufzeit: Oktober 2005 bis September 2007; vgl. eCoLoTrain 2007).

Auf die Mehrzahl der Ausbildungsstätten trifft dennoch nach wie vor die folgende Aussage zu, die zu der Train-the-Trainers-Initiative des EU-Projekts eCoLoTrain geführt hat:

„Inzwischen haben viele Übersetzerbildungsinstitute bereits Kurse zum Einsatz von Übersetzungstools in ihren Lehrplan integriert oder beabsichtigen, dies zu tun. Es bleibt jedoch immer noch das Problem, dass eine große Lücke zwischen diesen Kursen und dem eigentlichen Übersetzungsunterricht besteht, da das Wissen ‚traditioneller‘ Übersetzungsdozenten über Übersetzungstechnologie oft nicht ausreicht, um die Verwendung von Tools in ihren Übersetzungsunterricht zu integrieren.“ (eCoLoTrain 2007)

Die Vermittlung von „Werkzeugkompetenz“, „Prozesswissen“ und „translatorischem Wissen“ findet somit häufig noch immer in separaten Lehrveranstaltungen statt. Eine im Curriculum bzw. in Modulhandbüchern festgeschriebene Bündelung der verschiedenen Kompetenzen im Sinne eines projektorientierten Lernens und Arbeitens, das nicht nur auf die Übersetzung als Produkt fokussiert ist, sondern unter Verwendung der auch in der Praxis zum Einsatz kommenden Technologien den gesamten Übersetzungsprozess einschließt, ist auch heute noch eher die Ausnahme.

Ein weiteres Problem stellt die Tatsache dar, dass die Verwendung der in der beruflichen Praxis üblichen computergestützten Werkzeuge in Prüfungen in der akademischen Ausbildung oftmals nicht zulässig ist, so dass die schriftliche Klausur mit Papier und Kugelschreiber und evtl. gar ohne zulässige Hilfsmittel in der Realität der Übersetzungsausbildung leider noch immer nicht der Vergangenheit angehört.

Für die Einbindung computergestützter Werkzeuge und Methoden in die akademische Ausbildung von Fachübersetzerinnen und Fachübersetzern stellen sich daher auch weiterhin die folgenden, bereits seit langem bekannten allgemeinen Fragen:

- Wie lassen sich die beiden Lehr- und Lernbereiche (Fachtext-)Übersetzung und Übersetzungstechnologie sinnvoll miteinander „verzahnen“?
- Welche Auswirkungen ergeben sich – insbesondere angesichts des zeitlich knappen Rahmens zweijähriger Masterstudiengänge – auf die Unterrichtsinhalte der verschiedenen Lehrveranstaltungen?
- Welche Auswirkungen ergeben sich auf die Lehr- und Lernformen?
- Welche Auswirkungen ergeben sich auf die Prüfungsformen?

Keywords: computer-assisted translation, translation technology, translator training, translation curriculum development

Please contact the author for the list of references

15:30 – 16:00

VADIM SHUBIN

Russian State University for the Humanities, Moscow, Russia; uni@shubin.de

E-learning im Bereich Dolmetscher- und Übersetzer Ausbildung

16:00 – 16:30: Open discussion panel

Panel 10: Key Cultural Texts in Translation

14:00 – 16:30, Room 373

Organiser: Kirsten Malmkjaer

ELKE BREMS

Faculty of Arts, KU Leuven, Belgium; Elke.Brems@hubrussel.be

Epic Times. Translation and Translating during the Second World War

During World War II translation was a crucial instrument in the cultural-political struggle that was being waged. Many adhered to the Humboldtian idea that each language carried a world peculiarly its own (Naturesprache, cfr. Apter 2006). Language and people were thought of as being one and indivisible. Consequently, language issues always had a political dimension. National-socialism especially encouraged the belief in the bio-racial, genetic character of language (Apter 2006). The Germans waged an essentialist language politics, which also reflected on their translation policy. In such an ideological condition texts are often read in an 'ethnographic' way: as representatives of a specific culture (Sapiro 2008). Translations from 'Nordic' and 'Germanic' countries were encouraged and were undertaken in order to overcome 'Latin' and especially French influences. The latter were historically very widespread in Flanders and, during WWII, were regarded as morally depraved and culturally alien. During WWII Belgium was occupied by the German army, the Militärverwaltung. They organized the book trade and cultural life in Belgium by means of organizations like the Propaganda-Abteilung (on the organization of the book trade during the German occupation, see Bruinsma 2006). In 1941 the Germans issued a list of books that were to be banned because they 'poisoned Belgian public opinion'. The majority of these were translations, which implies that translations were considered important vehicles for the transfer of ideas and ideologies. But translation was also seen as a way of filling a gap in national cultures, by domesticating cultural products that were not considered harmful but rather crucial for the process of identity building. The genre of the epic, for example, benefited from the war. Its generic characteristics (heroism, solemn rhetorics, historical setting, roots theme,...) fitted the wartime discourse. Especially Nordic epics like Edda and Kalevala were very popular in the German Reich. In Flanders alone 4 translations or adaptations of the Kalevala were made between 1939 and 1943. This Finnish epic was clearly one of the cornerstones in the creation of a new (though allegedly ancient) Nordic cultural identity. In my paper I would like to look into aspects of the cultural praxis of translation during the Second World War. Germany imposed itself as the cultural centre, trying to sideline France. Not only politically, but also culturally, Germany tried to geographically enlarge itself as centre, using a coherent narrative to legitimize that position. Sharing stories (like the Kalevala) was one way of swallowing up peripheral cultures. National-socialist cultural actors in the periphery, like in Flanders for example, used translation in order to approach the centre (Germany) and lose their own peripheral position. The translation of the Kalevala, from one peripheral culture (Finland) to another (Flanders) went through the center (German versions of the Kalevala), for prag-

matic reasons of course, but also for ideological reasons: everything that was already translated into German was considered ideologically safe. Interestingly, the Kalevala in its 'original' version – a collection of Finnish oral poetry – had already been constructed as the Finnish national epic by analogy with the classical epic. This happened, as Lefevere convincingly argues, because "literatures written in languages that are less widely spoken, will only gain access to something that could be called 'world literature'" if they submit to the genres and discourses that dominate the literary system. Lefevere argues that the Kalevala was constructed to provide the Finnish with 'an epic of their own', in analogy to more central western literatures. During WWII the translation of this 'constructed original' again functioned as a means to gain access to the new cultural and ideological centre of Europe.

Keywords: genre, national-socialism, ideology, cultural identity, center/periphery

Please contact the author for the list of references

LUO TIAN

Department of English, University of Macao, Macao; kkkluo@foxmail.com

The Making of a Key Cultural Text via Translation: a Case Study of The Art of War in Light of Polysystem Theory

Sun Tzu's The Art of War, one of the key cultural texts in the Chinese context, was a canonical reading not only for war strategists in ancient China, but also for military officers, business managers and people from other walks of life inside and outside China in the modern world. The present paper attempts to discuss the role of translation played in the making of such a key cultural text by referring to the polysystem theory in translation studies. First, it will review its translation history and make a list of the translated versions. Then it will analyse the different relationship between the translated texts and original works in Japanese, European and American military polysystem and examine how the translations are produced, received, absorbed or reconstructed according to the different importance to original military culture. It will further explore how the translations are received cross the borders of disciplines and how they influence other areas such as modern business management. It will also investigate how the influence of the translations of The Art of War exerts back on the attitudes of Chinese culture towards the source text. It is hoped that the findings of this study will reveal the role translation plays in cross-cultural communications and in the building up of national as well as enterprise cultural identities.

Keywords: The Art of War, key cultural text, translation, polysystem theory, role

ADRIANA SERBAN

University of Montpellier 3, France; adriana.serban@univ-montp3.fr

Key Plurilingual Films in Translation: Theo Angelopoulos' Trilogy of the Borders

This paper engages with the concept of 'key cultural text' in the audiovisual medium, taking as a case in point the work of Greek film director Theodoros Angelopoulos (1935-2012). Multiple award-winning Angelopoulos was, and continues to be at this point in time, the most prominent figure of contemporary Greek cinema. He considered himself the most admired and, at the same time, the most disliked film director in his country, having achieved international notoriety among certain circles of filmgoers with a body of work which he refused to call elitist, but which is beautiful yet difficult cinema of contemplation (Horton 1997)

one does not watch for entertainment.

Among the synonyms for 'key' one could think of, there is that of 'central' text, a term often used in association with the sacred books of various religions (Long 2005). But where 'central' leads us to look at the spatial or metaphorical positioning of a text within its various contexts, the image of the key suggests an instrument enabling one to open something, thereby gaining access that would otherwise be denied. Whether it takes the form of easing one's way towards the depths of a person or phenomenon through successive levels of interpretation, or stepping over to another, more or less remote, cultural shore, opening – assuming the finder is able to use the key – invites a passage. "If I take one more step I will be somewhere else", says a character from an Angelopoulos film, standing with one foot on Greek national territory and with the other suspended over the thin and arbitrary-looking line which marks the boundary with Albania.

Central and at the same time marginal in the sense of being practically the contrary of everything mainstream cinema stands for in terms of content and filmmaking technique, Angelopoulos' oeuvre is, it will be argued, truly key to understanding contemporary issues of migration, multiethnicity and plurilingualism in the particular historical and socio-political context of the Balkans. The accent will be on the role of language, and of languages, in the many personal and collective odysseys presented in the films, as individuals and masses of people try to find their answer to a single, overarching question: "How many borders must we cross to reach home?" (from *The Suspended Step of the Stork*). But the feeling of being a foreigner (*xenitis*) can spring up everywhere, even when one is in one's country and family. The point of balance, Angelopoulos appears to suggest following Plato's Alcibiades, is to be found in engaging oneself with, and journeying towards, another, to find oneself.

Three films in translation, known as Angelopoulos' Trilogy of the borders, will be discussed in this paper with respect to their key character in illuminating the concept of plurilingualism: *The Suspended Step of the Stork* (1991), *Ulysses' Gaze* (1995) and *Eternity and a Day* (1998), winner of the Palme d'Or at the Cannes Film Festival. The Trilogy of the borders was preceded by a Trilogy of silence. When he died on 24 January 2012 in an accident in Athens' port of Piraeus, Angelopoulos was working on a new Trilogy which, to him, was a summing up of the twentieth century Greek experience.

"Key Plurilingual Films in Translation" aims to develop an area of the University of Leicester-based "Key Cultural Texts in Translation" project, by focusing on films which portray identities which are not – and identities never are – monolithic, homogeneous. The role of plurilingualism in contemporary film was explored in some depth at the conference on "The Translation and Reception of Multilingual Films" which took place at the University of Montpellier, France, in June 2012, and will make the object of special issue of the journal *Linguistica Antverpiensia*, New Series - Themes in Translation Studies (in 2014).

Keywords: borders, key film, multiethnicity, plurilingualism, translation

Please contact the author for the list of references

16:00 – 16:30 Discussion: What is a key cultural text?

Panel 18: The Translation Profession: Centers and Peripheries

14:00 – 16:30, Room 376

Organiser: Helle V. Dam , Kaisa Koskinen

ANDREA HUNZIKER HEEB

Institute of Translation and Interpreting, Zurich University of Applied Sciences, Switzerland

andrea.hunziker@zhaw.ch

Professional Translators' Self-concepts and Translation Direction: Indications from Translation Process Research

Translation into a second language (also called inverse translation or L2 translation) is a widespread professional practice in many language communities. However, as L2 translation is widely associated with lower prestige than L1 translation, this may also apply to the professionals' status (cf. Pokorn 2000). Indications of this lower status of professional translators who work into their L2 compared to translators who solely work into their L1 are for example the formers' restricted access to professional bodies and to commissions from certain language service providers.

This paper investigates whether differences based on translation direction also exist with regard to translators' self-concepts, which might be influenced by their status. The translator's self-concept, which can be loosely defined as the self-perception of professional roles and responsibilities, is a key aspect in certain well-known cognitive models of translation competence (e.g. Kiraly 1995 or Göpferich 2005). Insights into self-concepts can be gained by letting translators reflect on them, such as during retrospective verbalisations following a translation task. The results reported in this paper form part of the author's PhD project in translation process research; the comparison data were collected within the longitudinal study "Capturing Translation Processes". The participants are three groups of trained staff translators; two groups work only into their L1 (i.e. from German into English or from English into German), and the third group also works into their L2 (i.e. in both directions). They translated texts that are comparable in topic, length and intended readership. Their translation processes and the ensuing retrospective verbalisations were recorded and then transcribed. In these transcripts, the comments that indicated a meta-awareness of the translators' actions and reasons for these actions, and therefore were presumably related to the notion of self-concept, were coded and categorised. Results for the two groups working solely into their L1 have been reported elsewhere (Ehrensberger-Dow and Massey, forthcoming). The focus of that study was to compare professional translators' self-concepts with those of translation students. The professionals, who only translated into their L1, seemed more aware than the students of their multiple responsibilities to language, source text, target text, and readership, and spread their attention and loyalty quite evenly among these categories. Intriguingly, the translation students, who translated into both their L1 and L2, showed different patterns of results, depending on the translation direction. On the basis of that finding, the third group of staff translators, who translate both into their L2 and L1, was included in the sub-study reported in this paper. This made it possible to examine whether differences in self-concept based on translation direction also exist among professionals.

Results show interesting intra- and intergroup patterns and thereby add another piece of the puzzle towards identifying differences and similarities between L1 and L2 translation. At the same time, the findings raise questions about the relationship of self-concept to language versions and professional settings. They also suggest that the parameter of translation direction should be included in considerations of translator status, such as the recent study carried out by Pym et al. (2012). This would represent another step towards increasing the visibility of L2 translation on the way to gaining its appropriate representation in Translation Studies (cf. Pokorn 2000).

Keywords: self-concept, professional translators, directionality, translation process research, retrospection

Please contact the author for the list of references

FERNANDO FERREIRA ALVES

Institute of Arts and Human Sciences, University of Minho, Portugal; falves@ilch.uminho.pt

Constructing identities/Mapping the field: the Social Dimension of Translation Market(s) and Translator's Professionalization in Portugal

This paper is aimed at focusing the attention on individual translators as a professional group where tensions and clashes occur, and where different strategies are formed towards building a specific professional identity. Based on a professional attitude marked by hybrid discourses and a strong dichotomy between visibility and invisibility, I will try to map the pathways to professionalization that lead to the construction of a professional identity profile among the Language Service Providers operating in the North of Portugal, as a case study. Our basic assumption is that translation is both a powerful profit-generating activity and an interdisciplinary social phenomenon, i.e. a social-based, norm-driven activity, developed in a complex network system, where several actors or agents actually converge and interact, holding the commercial application of a specific set of organised professional knowledge. Based on some of the findings of a survey especially designed to outline the sociological profile of the associate members of the Portuguese Association of Translation Companies (APET), this paper tries to briefly contextualise the translation industry at a national level, by characterising the sector and the background in which some of the most important translation agencies usually operate in Portugal. Besides offering a brief overview of the language industry in Portugal, this survey provided new insights into market expectations (namely features, skills and competences, profiles, needs, constraints, requirements and working conditions, among others), and helped me build up a better picture of the ideal translation services provider, which eventually led to the reshaping of the translator's profile according to prescriptive professional standards and to new business-oriented settings. Finally, we wish to focus our attention on individuals themselves, and their position towards socio-professional variables by trying to map, among other things, the different ways according to which professional relations, task organisation and management-related issues are dealt with by different actors. Hopefully, this will help me identify how multiple exogenous aspects that are not normally ascribed to the language service provider are incorporated in their professional discourse, by framing the impact of these variables/perceptions on the construction of a specific professional culture/identity. Hopefully, this will lead us to better contextualise the exact position of professionalisation, professional culture/perceptions and socialising routines as applied to translators.

Keywords: Sociology of translation, professionalization, agency, fieldwork, Translation Service Providers

OUTI PALOPOSKI

School of Languages and Translation Studies, University of Turku, Finland; outi.paloposki@utu.fi

From 'Assumed Translations' to 'Assumed Translators'

Translators have often had other professions, apart from translating. But have they called themselves 'translators'? During the last few decades, along with the growing numbers of university graduates in translation and interpreting and with increasing amount of research into translation, we tend to think of translators as a profession and view translators of the past through the (often ahistorical) lenses of today.

In the 19th century Finland, the most prestigious professionals in terms of status and remuneration were lawyers and state officials (Kontinen 1994: 186–187). Apart from the few official state translators (Riikonen 2005), literary professions and jobs with a linguistic or cultural orientation were often much less 'official', regulated or prestigious. Rather, people who engaged in them were usually self-employed; they took to tasks that paid poorly if at all (and sometimes drove them to the brink of destitution). These tasks consisted of writing to newspapers (often setting them up), publishing literature (translated and domestic), writing, teaching,

and translating. At least for the moment I am deliberately avoiding calling these people translators, journalists et cetera, since they were not operating within any established professional frameworks, and instead of multiprofessionalism, we could speak about multitasking in connection with them. My question is: if translation was only one of the tasks of these individuals, is it accurate to call them by the name of translator? Was translating, rather than a profession, a role to be taken on in some circumstances and some of the time? A survey of translated literature has revealed that a large part of literature was translated as 'one-offs', by people who only did this one translation during their lifetime. What was the understanding of the people themselves of their status and identity? What about others – by what terms were translators referred to by friends, collaborators, readers, cultural elite, publishers, employers? In my presentation, I will look at the work situation, status and naming practices of the people in literary occupations at the late 19th century Finland, focusing not only on those who did translations but on the field as a whole. I will look at their overall activity: how did they share their time between different tasks; what was their output in terms of different occupations, and how they themselves referred to their work and profession(s) or tasks. As source material, I will use their own and their contemporaries' accounts, correspondence, yearbooks, state calendars, newspaper and literary journal reviews, obituaries and government documents. Were these people – and which ones among them – called translators in these sources (are they 'assumed translators' as an analogy to Toury's 'assumed translations')? They did have agency in translating and they were influential in many ways, but their professional identity and working-life roles were a much more complicated amalgam of different frames and layers than what we usually think. The paper is part of a wider study of the translators' work circumstances and the history, development and status of the (present) profession in Finland.

Keywords: translating profession, naming practices, status, role, history

Please contact the author for the list of references

ANDY LUNG JAN CHAN, CHRISTY FUNG-MING LIU

City University of Hong Kong, Hong Kong; andyljchan@gmail.com

The Professional Lifecycles of Translators

There have been few systematic studies of the lifecycle of translators though some anecdotal evidence suggests that quite a number of them become university teachers, project managers or even start their own language service companies. The possible reasons for this lack of studies may be: (1) better and more stable pay, (2) a higher level of autonomy and flexibility, and (3) better perceived social status. Although there are relatively extensive studies of professional lifecycles in other occupations (e.g. lawyers [Menkel-Meadow 1989], doctors [McSherry 1981, Stern and Papadakis 2006, Nuland 2008] and teachers [Huberman 1989, Buchmann 1990, Kelchtermans and Vandenberghe 1994 and Beijgaard, Verloop and Vermunt 2000]), research into the development of translators has been scant. Using Maslow's hierarchy of needs as a guiding force, this research uses case study as a method to look into the life histories of selected experienced translators in Hong Kong who have excelled in their chosen career path: (1) one has become a successful teacher whose career spans more than thirty years, (2) another has opened a translation company, and (3) the last is still working successfully as a professional translator and interpreter after decades of experience in language-related fields. The primary questions addressed are: (1) How do these experienced translators get into the profession, i.e., what motivated them to enter the field of translation? For example, were they motivated by money or by the opportunity to help people who speak different languages communicate? (2) How did they learn the ropes, and how did they develop their career? (3) How do they perceive the role and lifecycle development of translators? (4) After they gain experience in their profession, do their needs changed?

Keywords: professionalization, professional lifecycle, status, translation profession, career development of translators

SUVI ISOHELLA, KRISTIINA ABDALLAH

Faculty of Philosophy, English Studies, University of Vaasa, Finland

kristiina.abdallah@uwasa.fi; suvi.isoHELLA@uwasa.fi

From Periphery to Center: Business Translation and Technical Communication with a Joint Core

The 7th EST Congress and this panel focus on centers and peripheries, a highly topical subject especially in Finland, where the outsourcing of audiovisual translators is currently widely debated in media. Topologically speaking, these translators are being pushed from their current position in the center towards the periphery. In other words, audiovisual translators who have previously worked directly for a media house, either as monthly paid in-house translators or freelancers, are now forced to undertake compulsory, unwilling self-employment with a fee that is approximately one third of what they have earned before.

In this paper, however, we do not wish to discuss audiovisual translation. Instead, we examine the links between business translation and technical communication by focusing on what these two professions share. With this approach our aim is to investigate the competencies that form the joint core of the two professions, and how, based on these core competencies, translators occupying peripheral positions in the translation industry could possibly cross the professional boundary to the field of technical communication. Whereas in the translation industry production networks have become, at least in Finland, the most common production mode (Abdallah and Koskinen 2007), this is not generally, to our knowledge, the case in the field of technical communication. Both technical communication and translation posit users and communication at the very centre of their expertise (Dobrin, Keller, and Weisser 2010: 9; Suojanen, Koskinen, Tuominen 2012). Although some researchers, such as Risku 2004, have noticed the overlaps in business translation and technical communication, the education of these two professional groups is still kept separate, at least in Finland. Our starting point in this paper is based on Durão's ideas about technical communication and business translation as work-site related fields and activities (Durão 2009). We concur with Durão (2009) and Risku (2004: 182) in that the two professions share a joint core and moreover, their boundaries are porous, as demonstrated by our data. The data that we rely on consists of Abdallah's longitudinal interview data (2005-2011) of eight Finnish translators, with a focus on those three translators who made a move from translating into technical communication (Abdallah 2012), and Isohella's survey targeted at graduates from the Technical Communication Programme at the University of Vaasa, Finland (Isohella 2011). From Isohella's research results we especially focus on those 27 of the 40 respondents that work in the field of technical communication. Moreover, we compare the responses of these 27 graduates to the competencies required of business translators (PACTE 2005 and Göpferich 2009, among others). We look for the similarities and shared knowledge in the two professions and argue that a multidisciplinary approach needs to be adopted. Our research complements Risku's study of 2001, in which she interviewed six former translators who had become technical communicators (Risku 2004). Finally, we suggest that the education of the two professions could be brought closer together, as has been already suggested by scholars such as Göpferich 2009, and as has already occurred in some universities. Furthermore, we would like to develop the center-periphery discussion more towards the idea of a continuum between the professions.

Keywords: business translation, technical communication, competencies, usability, shared knowledge base

Please contact the author for the list of references

Panels

SATURDAY, 31 AUGUST 2013

Panel 4: Corpus-based Translation Studies

10:00 – 12:30, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

KERSTIN KUNZ

Institute for Translation and Interpretation, University of Heidelberg, Germany

kerstin.kunz@iued.uni-heidelberg.de

Multi-functionality of Cohesive Devices and Translation Strategies

In the present study, we describe translation strategies applied to realize cohesive devices with a high multi-functional potential and to identify main sources of explanation. Our approach is based on an empirical analysis of the English and German corpus GECCo containing originals and translations of texts classified into ten different registers (cf. Kunz et al. forthcoming). Our presentation will additionally integrate the findings from a translation experiment with professional translators in order to obtain some psycholinguistic evidence about the translation process. First findings from our corpus-based analyses have yielded a rather heterogeneous picture with respect to the distribution of cohesion: Depending on the type of cohesive device, e.g. reference, substitution or conjunction (see Halliday & Hasan 1976), translations either exhibit higher values than originals of both languages, or their values lie between those of the original corpora and in some cases, their values even lie below the original corpora. The results can thus be interpreted as traces of Shining through, Explication for most occurrences, as well as Implication. Our study thus only partially corroborates observations drawn from other corpus-linguistic studies which report on a more even distribution for devices on the level of lexicogrammar (cf. Neumann, 2005). Moreover, we could observe high variations between parallel corpora in the distribution of particular types of cohesive devices. For instance, if we compare the distribution of types of substitution in translated vs. original texts in German, we observe a higher value in the translations than in the originals (GTRANS: 664,18; GO: 346,63) for clausal substitution, while for nominal substitution, the contrary is the case (GTRANS: 179,22, GO: 190,65). The specific aim of our current study therefore is to identify the reasons lying behind the translational peculiarities found for cohesion. Comparing the frequencies for particular cohesive devices brings to light that more divergences of translations from originals are tracked for those devices exhibiting a high degree of multi-functionality: Variations are in terms of cohesive vs. non-cohesive use of forms, use for several cohesive meanings/functions as well as width of scope. Our qualitative study of aligned passages shows that the translation strategies applied for these devices are again, quite heterogeneous: Meaning relations are either left implicit or realized explicitly with various cohesive strategies. The explicit strategies seem to either exaggerate or not conform to those realized for similar meanings in the original texts of the same language. With our study we combine product- and process-oriented approaches to investigate contrasts between English and German parallel texts. The data obtained will result in designing guidelines for translator training and may yield interpretations in terms of comprehensibility, but also language contact and language change.

Keywords: cohesion, English and German, translations strategies, corpus-linguistic study, translation experiment

ROZANE RODRIGUES REBECHI

Faculty of Philosophy, Languages, Literature and Human Sciences, University of São Paulo, Brazil

rozanereb@gmail.com

Translation of Brazilian Cooking Terms: Identifying Appropriate English Equivalents

This paper aims at analyzing how Brazilian cooking terms have been addressed in three important sources for translators and writers: general language dictionaries, specialized glossaries and authentic texts. In spite of its central role in any society, cooking has long been neglected by scholars and terminologists, considering the number of academic works in this field. Actually, recipes are sometimes not even considered as LSP (Language for Special Purpose) due to its 'unexceptional' nature. Nevertheless, with globalization this important cultural aspect has been transported from a nation to another as never before, and this involves the translation of recipes, menus, restaurant reviews etc. In relation to Brazilian cooking, we may predict an even growing interest in the next years, since two international events will take place in the country: FIFA World Cup, in 2014, and the Olympic Games, in 2016. Having studied the field for a while, we have detected recurring problems in relation to how Brazilian cooking terms are written and translated into English, the lingua franca for international communication: mistranslations and wrong definitions of terms, lack of translation standardization, confusion between Brazilian and Spanish terms, substitution of ingredients that leads to mischaracterization of dishes, just to mention but a few problems found (cf. Rebechi 2010). In order to understand why translators and writers have constantly made such mistakes, we analyzed three important sources of equivalence available for professionals: specialized reference works, general language dictionaries and authentic texts. Results show that, if in the pair of languages Portuguese-English terminographical reference works on culinary are scarce and limited (TEIXEIRA, 2004 & 2008), concerning Brazilian cooking such works are nonexistent. In relation to general language dictionaries, these are not comprehensive enough to provide researchers with equivalence for many culturally specific ingredients. In what regards the possibility of using authentic texts as a source of equivalence, this analysis was enabled by using Corpus Linguistics as a methodology. Specialized translation has benefitted a lot from the contrastive analysis of different language pairs (REICHMANN, 2009) and translation-driven corpora (ZANETTIN, 2012) can help the investigation of translators' individual choices. In order to carry out such an analysis, we compiled a comparable Portuguese-English corpus (with texts originally written in both languages) and a parallel corpus (with texts originally written in Portuguese and translated into English) of Brazilian cookbooks. Since most of this material is printed, it had to be digitalized so as to be analyzed semi-automatically with the help of the software WordSmith Tools 6.0 (SCOTT, 2012). The comparable corpus has a total of 252,875 tokens (running words) in Portuguese and 428,290 tokens in English. The parallel corpus has approximately 110,000 tokens in each language. By comparing the Portuguese comparable subcorpus to a reference corpus of general cooking recipes we identified the keywords, i.e., the words which appear significantly more often in the study subcorpus. We then investigated the content words related to ingredients and dishes, as well as their clusters, in order to elicit the terms which are characteristic of Brazilian cooking. The search for possible equivalents in the comparable English subcorpus was enabled by searching the recipes in which the terms are used, while the recipes in the parallel corpus could be aligned by the software, enabling the search for possible equivalents. As an example, we can mention farinha de milho, a type of coarse corn meal used to prepare some typical Brazilian dishes. The reference works looked up were not consistent in proving an appropriate English equivalent for the term. Actually, most findings could erroneously lead searchers to believe that it is a synonym for fubá, a different kind of flour, also made from corn. Despite not presenting standardized renderings for the terms analyzed, authentic texts provided more possibilities of equivalents for culturally specific items than the reference works consulted. Besides, authentic texts can provide researchers with collocational patterns (STUBBS, 1996), which are important to guarantee fluent writing (PHILIP, 2009).

Keywords: Brazilian cooking, English translation, cultural markers, reference works, corpus linguistics

Please contact the author for the list of references

GABRIELE SALCIUTE-CIVILIENE

Department of Digital Humanities, King's College, UK; gabriele.salciute-civiliene@kcl.ac.uk

Modelling Inter- and Intra-Linguistic Variation: a Perspective on Multiple Translations in Lithuanian

This is my work in progress towards modelling lexical and syntactic variation in the multiple translations of one source text. Differences and similarities across multiple translations in different languages are not a rare subject in Translation Studies. However, it's been problematic finding sufficient observable data from variant literary translations into the same language, especially when context-specific constraints prevent the proliferation of repeated translations. And this has been always the case of the translation market in Lithuania. The titles rendered more than once can be nearly counted on the fingers of one hand. Monolingual multiple translations might be a rich source for language studies as much as for an investigation into more traditional issues with which translation research is concerned. To name but a few, large data collected from many variants may give a new perspective on the impact that the original text has on translation. It is also vital to understand what creativity in literary translation is after all: when exactly translation can be said to be creative rather than faithful or literal to the original text. To observe variation in monolingual multiple translations, I'm building an XML-based corpus of 67 short translations of the same extract from William Golding's novel *Free Fall*. Sample texts are available for my research through the courtesy of LLVS (Lithuanian Association of Literary Translators), the organizer of 2008 contest for literary translators in their early careers. XML is my major tool to model and explore the levels and degrees of variation in translations aligned with each other and with their original source. The notion of variation is dependent on measuring invariance. I'm working on the code to frame the instances of correspondences along two dimensions, i.e. inter-lingual (between the original and the corpus of its variant translations in Lithuanian) and intra-lingual (among translations themselves). Correspondences on a micro-linguistic level are in particular interesting for the devil is in the details after all. Even low-order decisions to opt for one equivalent over another may be causing significant shifts on a narrative level. And I need that detail to understand better how much individual translations may differ and what exactly they share on the lexical and syntactic levels. What they share might be a common mistake, a creative element, the cliché of the target language and the like. On the lexical side, I'm asking how frequent one-to-one word correspondence is per translation and what is the extent of lexical correspondence across translations. Are there any lexical items that the translators rendered invariably with more consistency than other items? When it comes to sentence-level correspondence, my strong intuition is that we follow quite closely the word order of the original text, even when languages are distant enough. The Lithuanian word order allows for a wide range of options: technically, words can be shuffled around into any position in a sentence. It is not certain yet how often and to what extent we are flexible about the word order in non-translated and translated Lithuanian. Invariance in non-translated texts is outside my scope, but two aspects of variation in translations are traceable: 1) directionality set by the word order of the original and 2) correspondence among sentence units (merging, splitting, retaining, omitting, and adding). It is also curious if there is any difference in rendering sentence-initial and sentence-final structures. Is the beginning of a sentence more prominent than its ending, thus causing more invariance in the sentence-initial structures? If the given translations show a pattern sensitive to sentential locus, the next question is what causes this (e.g. specific stylistic features of the original text or cognitive aspects of text processing). XSLT is used to manage the workflow of XML encoding as well as to query the encoded data for evidence of (in)variance. To complement XML data, I'm also using WordSmith for a more global view on lexical features (i.e. differences in the counts of lexical diversity and density). Of course, the notion of variation here is dependent on the available data type. Digital tools enhance its browsability and comparability from different perspectives. But it is also limited. The fact that translations are just extracts produced under certain circumstances affects what goes into those translations.

Keywords: XML, (in)variance, lexical correspondence, syntactic correspondence, variant translations

GIANLUCA PONTRANDOLFO

IUSLIT - University of Trieste, Italy; gianluca.pontrandolfo@phd.units.it

Something is Strange in Those Strings of Patterns. Phraseological (Un)typicality between ‘Judicialese’ and ‘Translationese’

Corpus-based studies dealing with ‘translation universals’ have enjoyed a warm reception in Translation Studies (e.g. Baker 1993, 1996; Laviosa 1996, 2002; Olohan 2000, 2004; Mauranen and Kuusimäki 2004; Malmkjær 2011). Corpus linguistics proved to provide a suitable test bed for the study of the specific lexico-grammatical and syntactic features of ‘translationese’ (Gellerstam 1986). Despite some evidence of the existence of such generalised trends in translated texts, there is still a significant challenge in defining the ‘fingerprints’ left by the translation process.

The present paper tackles a specific T-universal (Chesterman 2004: 40), namely the ‘untypical collocations hypothesis’, formulated by Mauranen (2000, 2006, 2008), who found that word patterning in translated (T) texts was less clear and stable than in original (O) texts, in many cases exhibiting a different and/or more varied pattern of combinatorial choices (2000: 137). A few studies have attempted to test empirically this hypothesis so far (Kenny 1999, Mauranen 2000, Jantunen 2001, 2004, Baroni and Bernardini 2003, Nilsson 2004, Dayrell 2007), and most of them have focused on quantitative collocational differences between O- and T-texts, rather than on qualitative assessments on actual ‘strangeness’ or ‘(un)typicality’ of T-language combinations. This study aims at testing the ‘untypical collocations hypothesis’, by trying to answer the following research questions: i) do T-texts show untypical lexical patterning, i.e. strange repeated configuration of grammatical and lexical items around a node lexical word (Mauranen 2000: 131)?; ii) what is the frequency and type of these (un)typical patterns? Drawing from the preliminary results of a pilot research (Pontrandolfo 2011, 2012), the present paper attempts to answer these research questions by applying them in a specific language (Italian), domain (criminal law) and genre (judgments), in the context of a wider comparative research into judicial language (Pontrandolfo, forthcoming). The language of judges (Solan 1993, Garavelli 2010) proves particularly suitable for the present analysis for being highly patterned, idiomatic and formulaic (e.g. Mortara Garavelli 2001, Serianni 2003, Ondelli 2007). From a methodological point of view, a monolingual comparable corpus of criminal judgments has been built up. The O-subcorpus is a subset of COSPE, a trilingual – Italian, English, Spanish – comparable corpus of criminal judgments (Pontrandolfo, forthcoming). In particular, it is the Italian component of the subcorpus COSPE-Sup, which gathers criminal judgments delivered by the Italian Supreme Court (Corte Suprema di Cassazione) between 2005 and 2012. The T-subcorpus is made up of judgments, dealing mostly with criminal cases, delivered by the European Court of Human Rights, as well as the Court of Justice of the European Union, translated into Italian by both professional and semi-professional translators. As for the size of the monolingual comparable corpus, it totals approximately 2 million words (roughly 1 million tokens per subcorpus). The quantitative and qualitative analysis focuses on a selected number of patterns, especially lexical collocations (Corpas Pastor 1996: 53-87, Benson et al. 1997, Urzì 2009), complex prepositions (Biber et al. 1999: 75-76, Granger and Paquot 2008: 42, Serianni 2003: 116-117, Prandi 2006: 321) and routine formulae (Wright 1997: 16, Pontrandolfo 2011: 219-224), chosen for being lexico-syntactic categories prone to show prototypical and combinational features of Italian judicial language. After tokenization and POS-tagging, patterns have been retrieved by means of concordance tools (WordSmith Tools v 5.0, AntConc version 3.2.4, TaLtaC2). The findings of the present study are also seen against the backdrop of two different varieties of ‘judicialese’: the O- (national) vs. the T- (supranational) judicial language, the latter being the reflection of a EU community language or EUese (Baroni and Bernardini 2003: 369).

Keywords: untypical collocation hypothesis, Italian judicial language, corpus-based study, translated judgments, non-translated judgments

Please contact the authors for the list of references

IBON URIBARRI, NAROA ZUBILLAGA, ZURIÑE SANZ

Faculty of Letters, University of the Basque Country, Spain; naroa.zubillaga@ehu.es, zurine.sanz@ehu.es

Analysing Literary Translations from German into Basque with a Multilingual Parallel Corpus

Our aim is to present a multilingual aligned parallel corpus, which has been created to analyse translations made from German into a minority language, Basque. We have developed this tool within a descriptive framework that allows us to describe translational behaviour from a wider perspective i.e. taking into account among others historical, cultural, sociolinguistic characteristics concerning both, the source and the target languages.

In the case of translation into Basque, the situation is quite complex, and our aim has been to reflect this complexity in the design of the corpus. When researching into literary translations from German into Basque, we are dealing with two very different languages, not only from the linguistic point of view, but also from the sociolinguistic one: German is a prestige language with a high number of speakers in many European countries, while Basque is a minority language that coexists in a diglossic situation with another widespread language, Spanish. Turning to our topic, some books are directly translated from German into Basque, but the unequal or dependent relation between the Spanish and Basque literary systems is also reflected on the frequent indirect translations made from German books into Basque through the Spanish versions. This fact affects the translation processes and products, and creates a complex translational situation with frequent interference phenomena (even what we call indirect/diglossic interference: interference from Spanish when translating “directly” from German into Basque). For these reasons, we have created an aligned, parallel, trilingual corpus, and we would like to describe the steps taken to produce it in cooperation with a technical expert and show how we are using the corpus in our research. Before making the corpus, first of all, we have created a catalogue with all the texts that have ever been translated from German into Basque and provided each file with all the relevant information; for example, whether the translations have been made directly or indirectly (following Toury we have used the term “assumed direct/indirect translation” at this stage). The result is an index of 576 original texts and their translations. Secondly, based on specific criteria (year of publication, translator, translation type...), we have selected the texts, which were later on digitalised and aligned. Since, as mentioned in the presentation of the panel “Corpus-based translation Studies”, “(...) there is still a lack of user-friendly tools allowing researchers in the soft sciences to create and analyze corpora (...)”, we have created –in cooperation with a technical expert– our own aligning-tool that allows us to align up to three texts at the same time: in our case, the German original, the Spanish version and the Basque one. Once the texts were aligned, the last step consisted in uploading all the aligned texts into a database and to create a search engine to make systematic searches and analyse the translations.

We believe that, in order to understand the complexity of the translations made from German into Basque, a trilingual corpus is a key research tool, which will allow us to find out more about our diglossic translational situation vis-à-vis the German and Spanish literary systems.

Keywords: parallel corpus, literary translation, German, Basque, Descriptive Translation Studies

Panel 7: Indirect Translation: State-of-the-art and Future Research Avenues

10:00 – 12:30, Room 329

Organisers: Hanna Pieta, Alexandra Assis Rosa

ULICES - University of Lisbon Centre for English Studies; Faculty of Letters, University of Lisbon, Portugal; a.assis.rosa@campus.ul.pt; hannapieta@campus.ul.pt

ALEXANDRA ASSIS ROSA

Faculty of Letters, University of Lisbon, Portugal; a.assis.rosa@campus.ul.pt

On Indirectness in English-Portuguese Translation of Canonized Fiction

Within the framework of Descriptive Translation Studies, this paper aims to offer an empirical study of the phenomenon of indirectness regarding English-Portuguese translation of canonized British fiction. First, this paper puts together a corpus of English-Portuguese translations of canonized British fiction. For this purpose, it selects a set of the most prominent British authors of canonized fiction, and it creates a corpus of such translations into Portuguese by resorting to data made available by the database “Intercultural Literature: A Critical Bibliography” (1930-200)” and Rodrigues (1992-1999). Second, it analyzes this corpus in order to (1) select and consider data on a smaller set of the most translated British authors of canonized fiction; (2) identify patterns and regularities regarding English-Portuguese translation of such canonized works of fiction, especially in the first half of the 20th century; and (3) find contextual motivations and implications for this phenomenon of indirectness by probing paratextual information on author, translator, editor and publisher profiles, genre, and date of publication as well as on the visibility of this phenomenon of indirectness. Finally, such data will also be assessed in order to profile intercultural relations in terms of the suggested statuses of center and peripheries and their redefinition through time.

Keywords: indirect translation, cultural centres and peripheries, intercultural relations, canonized fiction, English-Portuguese literary translation

Please contact the author for the list of references

HANNA PIETA

ULICES – University of Lisbon Centre for English Studies, Portugal; hannapieta@campus.ul.pt

On (In)directness in Literary Transfer between Cultural Peripheries: Portuguese Translations of Polish Literature as a Case in Point

The widespread use of indirect translation in literary exchange between (semi)peripheral languages (Heilbron 1999) is common knowledge for translation studies scholars. However, although it is a frequent and longstanding practice, indirect translation “remains one of the most understudied phenomena in translation studies today” (St. André 2008: 232). Bearing this in mind, this descriptive paper sets out to identify and analyse patterns in an exploratory case study of direct and indirect literary transfer from one (semi)peripheral language (Polish) to another (European Portuguese). By doing so, it attempts to contribute towards the sum total of knowledge on indirect translation, here understood as “translation based on a source (or sources) which is itself a translation into a language other than the language of the original, or the target language” (Kittel and Frank 1991: 3). In line with these objectives, the paper will be divided into four sections. In the first section relevant information concerning the corpus will be briefly presented. For this purpose, quantitative and diachronic distribution of the corpus, consisting of 104 first editions of book-length translations of Polish literature published in Portugal between 1855 (the date of the first translation) and 2010 (the final year

for which data was collected), will be described. In the second section methodological issues concerned with establishing the degree of (in)directness will be elucidated. Additionally, a tentative model allowing for the identification of the most plausible mediating language(s) and text(s) will be proposed. The model is based on a triangulation of three different approaches: (i) peritext analysis, (ii) epitext analysis and (iii) macro-structural and micro-textual comparative analysis between the target, source and potential mediating texts. In the third part the main results of the exploratory case study will be summarized. More specifically, the correlations between selected dependent variables (directness and indirectness) and independent variables (author profile, translator profile, publisher profile and target text literary genre) will be outlined. In addition, in this part the correlation between the occurrence of the label '(in)direct' will be tested against the independent time variable. Finally, in the fourth section, preliminary conclusions and future research avenues will be presented.

Keywords: indirect translation, literary translation, peripheral languages, Polish literature, Portuguese language

Please contact the author for the list of references

JAROSLAV ŠPIRK

Institute of Translation Studies, Charles University, Czech Republic; Jaroslav.Spirk@seznam.cz

Indirect Translation in the Reception of Czech Literature in 20th-century Portugal

The proposed paper will contribute to our understanding of the significance and workings of indirect translations, in particular as regards medium-sized lingua- and socio-cultures.

From a theoretical perspective, the paper will discuss the terminology and possible classification of indirect translations. The hypernym involves not only second-hand translations, but also, less frequent though they might be, third- and other xth-hand translations. Furthermore, we must consider both inter-lingual indirect translations, using a mediating text in a third (fourth etc.) language, and intra-lingual indirect translations, also known as „retranslations“, using previous translations in the target language for the production of their own target text. Finally, „compilative“ (eclectic) translations, a common historical phenomenon, used also in the media today, should not be overlooked. Indirect translations, then, can be any combination of the aforesaid metatexts. Drawing on a case study on the role of indirect translation for the reception of Czech literature in 20th-century Portugal, the paper will discuss the underlying causes of using indirect translations (lack of competent translators, unavailability of the original, institutionalised censorship, ideological embargo, cultural distance) as well as its textual, literary and cultural consequences (introducing literary works from cultures hitherto unexplored or little known into the target culture, but also distorting their image at the very entry into the target polysystem to varying degrees, etc.). Subsequently, methodological questions will be raised: (How) can we investigate indirect translations if, for instance, the mediating text, i.e. the „missing link“, is unknown or lost? When we compare the target translation with the ultimate original, without recourse to the mediating text, how can we avoid the risk of describing the mediating translator's working method (instead of the target translator's)? How can we keep the two *modi operandi* apart? When dealing with indirect translations (not only, but especially compilative ones), is there anything in the „metatextual landscape“ we can leave out? What would be the scientific rationale behind such omissions and what would be the best methodological way to proceed? Finally, axiological issues will be addressed to round off the paper and invite discussion. Is it un/ethical to translate via mediating texts? Can it even be recommended for certain reasons, under specific circumstances? Does the globalised world in the 21st century, interconnected via the Internet, spell change for indirect translation?

Keywords: indirect translation, second-hand translations, medium-sized lingua- and socio-cultures, Czech literature, 20th-century Portugal

PIETER BOULOGNE

Centre for Russian Studies, KU Leuven, Belgium; pieter.boulogne@arts.kuleuven.be

Europe's Conquest of the Russian Novel: the Pivotal Role of France and Germany

This paper sheds a light on the dynamics underlying the European discovery of the 19th century Russian novelists in general and Dostoevsky in particular, differing between the leading and the following literary polysystems. It appears that in its critical aspect, the plural European reception of Dostoevsky, although initiated in Germany, was dominated by the French critic Vogüé, who in the mid-1880s promoted the Russian novel as an antidote against amoral French naturalism. His critiques popularized Dostoevsky in whole Europe, but not in every sense: whereas the writer's philanthropy was admired, a consensus existed that some of his features and works left much to be desired. In line with this critical selectiveness, Dostoevsky's most successful German and French translators, Henckel and Halpérine-Kaminsky, made important micro-textual respectively macro-structural shifts: the German translation Raskolnikow (1882) presents a softened image of Dostoevsky's satire on the Germans, and the French translations *L'esprit souterrain* (1886) and *Les frères Karamazov* (1888) radically modify the intrigue of the corresponding Russian source texts. It is argued that because these inadequate translations served as source texts for a variety of European second hand translations, the so-called invasion of Europe by the Russian novel can be better understood as Europe's annexation of the Russian novel.

Main conclusions

It is tempting to believe that the Russian novel is canonized world-wide because of its intrinsic literary qualities, but the example of Dostoevsky suggests that this might be only a part of the explanation. Not until Europe's dominant literatures were struck by a crisis in the 1880s was considerable attention paid to Dostoevsky outside of Russia, not even in the Slavic countries. However, in the first stage, he was only found interesting as far as he could be used as an innovating literary model to defuse the literary crisis. With this explicit aim the dominant critic Vogüé, who was fed up with amoral naturalism à la Zola, presented the author of *Crime and Punishment* as, to use the words of May (1994: 21), "a paragon of decency and truthfulness with a moral edge". At the same time, a steadfast consensus existed that some ripe works and some features of Dostoevsky's oeuvre left much to be desired. The paratexts by Henckel (1882) and Halpérine-Kaminsky (1929, 1930) indicate that this critical selectiveness encouraged the German and French translators to introduce important macro-structural and micro-textual shifts to their translations, eradicating the disturbing elements (such as Dostoevsky's presumed prolixity, or his satire of the German minorities). As such, the German and French critics and translators collectively contributed to the construction of Dostoevsky as the gloomy champion of the humiliated and insulted. Because of his dazzling literary and commercial success in the centrally-positioned German and the French literary polysystems, in the last decades of the 19th century Dostoevsky was spotted by Europe's other literatures too. However, it would be wrong to think that he was equally celebrated everywhere. For instance, in the Dutch literary polysystem, his prestige would be quite limited before the Great War (see Boulogne 2011a: 385-397), and in England "he was not widely read [...] until after the publication of *The Brothers Karamazov*" in 1912 (Muchnic 1939: 9). In line with his varying prestige, he was not given the same role in the leading literatures as in the following literatures, whose main drive underlying the introduction of his works was, after all, inter-systemic imitation. In Europe's peripheral literatures Dostoevsky initially did not perform an innovating function, but rather a conservative one: he was used to validate the long-existing dominance of German and French literary models. This explains why the innovating forces of these peripheral literatures, as for instance the Dutch Movement of 1880, were not always eager to actively contribute to his fame. As a consequence of the fact that Dostoevsky attracted Europe's following literatures in the first place as a successful German and French literary product, the German and French translations and critics who had popularized him in the leading literatures played a major role in his plural European reception: Vogüé was an uncontested authority in the whole of Europe (including even the Slavic countries), and Dostoevsky was systematically translated indirectly from the French and/or the German into a variety of languages (namely Dutch, Italian, Portuguese, Spanish etc.). A secondary effect of this subordination was that some following literatures were, at least in the first stage, trapped in a vicious circle: their critics, lacking knowledge of Russian, relied on Vogüé's judgments and on the existing translations, and their translators, not knowing Russian either, relied on French and/or German translations.

Given the fact that the most successful German and French mediating texts, notably Raskolnikow (1882), *Le crime et le châtime* (1884), *L'esprit souterrain* (1886) and *Les frères Karamazov* (1888), were more or less targeted toward acceptability, the following literatures which translated from these texts were in a way cut off from the Russian Dostoevsky. Undoubtedly this is why some of his most fundamental aspects, such as his philosophical aspirations, his politically-incorrect satire and his polyphonic writing style, for a long time remained in the shadow of his presumed philanthropy and psychological insights. Given the specific agenda of Vogüé and the spectacular shifts in the French translations that are to be held responsible for Dostoevsky's European discovery, it no longer seems appropriate to imagine the French hype of the Russian novel of the 1880s as the revenge of the Russian for the Napoleonic invasion. The metaphor should rather be reversed: this hype is better represented as the revenge of the Frenchman for Waterloo, as the above findings suggest that the early European reception of the Russian novel largely comes down to its French annexation. For that matter, two concluding notes are essential. First, also the reception of Dostoevsky in North and South America is, albeit to some extent, concerned with this annexation, for several translations and critical texts produced in France, England, Spain and Portugal were translated, published, read and/or discussed over the ocean. Examples are *Le roman russe*, Bazán's book and the English second-hand translation *Crime and Punishment*. Second, although it seems presumptuous, it remains unclear if the other Russian novelists that were brought to Europe in the same wave as Dostoevsky underwent a similar large-scale manipulation.

Keywords: Russian literature, DTS, indirect translation, adaptation, Dostoevsky

Panel 17: Terminology in Translation Studies

10:00 – 12:30, Room 346

Organiser: Heike Jüngst, Leona Van Vaerenbergh

Faculty of Applied Natural Sciences and Humanities, University of Applied Sciences Würzburg-Schweinfurt, Germany; Department of Applied Linguistics, University of Antwerp, Belgium

heike.juengst@fhws.de ; leona.vanvaerenbergh@artesis.be

KLAUS SCHUBERT

Institut für Übersetzungswissenschaft und Fachkommunikation, University of Hildesheim, Germany

klaus.schubert@uni-hildesheim.de

Beyond the Term. Language Quality and Wüster's Concept of a Standardized Means of International Communication

It is widely acknowledged that the quality of a translation and the ease of translating depend among other factors on the quality of the source document. The quality of a single document in turn depends on the quality of the language in which it is written. In this talk, I address a concept of language quality which originates from the earliest work on terminology. Eugen Wüster is known to have initiated terminology, both as a professional practice (terminography) and as a scholarly endeavour (terminology studies). His dissertation of 1931 is a cornerstone of the discipline. The essential idea underlying the entire undertaking of terminology is the insight that language can be changed or controlled by deliberate influence and that there is a practical advantage to be gained from standardizing the concepts and words used in trade and industry. Wüster was in a privileged position to have this innovative idea, since he was thoroughly experienced in both of the disparate fields from which the prerequisites for his innovation derive. The idea of nation-wide and international co-operation for standardizing machine components, industrial procedures and the like had developed since the beginning of the 20th century. As an industrialist, Wüster was well acquainted with these developments.

The idea of deliberately controlling language derives from the construction of planned languages and the then emerging scholarly discipline of interlinguistics. Wüster was active in these fields as well. He was fluent in Esperanto. In his early twenties, he published an encyclopaedic dictionary of Esperanto, unequalled to this day. He also is among the initiators and promoters of interlinguistics, a branch of what we today call applied linguistics. With the formative idea of optimizing language and communication, interlinguistics followed a prescriptive approach which ran counter to the mainstream of linguistics which had adhered to an explicitly descriptive stance since the end of the 19th century. Since 1931, Wüster published amply on a broad range of issues related to terminology. This focus on the word as the main object of investigation is characteristic of this first stage in the study of languages for special purposes. However, Wüster's research interest does not end there. Already in his dissertation, he includes a chapter of no less than 140 pages in which he looks beyond the term. The chapter is entitled "Satzfähiges internationales Benennungssystem". Words no. 2 and 3 in this title mean 'international system of designations'. No. 1 is a hand-crafted word which may be glossed as 'sentence-capable'. By calling this a system of designations, Wüster describes what he has in mind as something of the same kind as terms, which in Wüster's understanding are standardized pairs of concepts and their designations. Yet in this chapter Wüster takes the idea of linguistic standardization further so as to include linguistic entities above the level of the word. A system of elements capable of forming sentences is a language. And indeed, in the subtitle of the chapter he tells us more clearly what is meant: an international language. In great detail Wüster analyses the requirements an international language needs to meet. Latin, English, Esperanto and series of other planned languages are discussed and thoroughly assessed. Paraphrased in simple words, the optimization of languages aims for a better language. If one language can be found to be better than another one, there needs to be a scale or a gauge. The possibly most interesting element in Wüster's reasoning from a theoretical point of view is that he discusses at quite some length the concept of language quality. This concept was adopted and adapted by other scholars and it is applicable to some of the most interesting ways of deliberately influencing language and communication in today's technical communication. Present-day objects of study to which this concept of quality may be applied are for instance the controlled languages of technical communication, the information-structuring techniques used in technical writing, but also, in a totally different environment but at a theoretical level closely related, the simplified languages used in the communication with and among the perceptually handicapped and other social groups with special communicative needs.

Keywords: language quality, terminology, interlinguistics, controlled language, information structuring

MARCEL THELEN

Maastricht School of Translation and Interpreting, Zuyd University of Applied Sciences, The Netherlands
marcel.thelen@zuyd.nl

The Interaction between Terminology and Translation

Terminology and translation have had a long-standing relation. This relation has, however, not always been clear, and is often still blurred. It can be looked at from a variety of perspectives, such as objectives, working area, actors, type of work, customers, and working methods. Yet another perspective is equality of the two vs. subordination of one to the other. Although the existence of a certain relation between terminology and translation is a fact, it seems to give rise to more questions than answers. As for the perspective of objectives, one could say – in a rather general way – that the two have similar objectives. It is a fact that both aim at improving and disambiguating communication, whether monolingually/intralingually or bilingually/interlingually. No doubt, this perspective is too broad, however. It would be intriguing to know who would support this formulation the most ardently: the terminologist or the translator. In any case, this perspective will have to be differentiated further by one or more of the other perspectives. The perspective of working area seems to make a clear-cut distinction between terminology and translation. Terminology is, after all, almost only

concerned with domain-specific language and, in particular, most often only with terms and phraseology, whereas translation deals with both general language and domain-specific language including terminology. This distinction may be endorsed or rejected, depending, for example, on the position taken as regards the dichotomy between domain-specific language vs. general language. The major question here is not whether the two deal with one area only or with both areas, but instead whether the two types of language are considered two really distinct forms of language with their own characteristics and rules or whether they are merely variants of one another with common characteristics and rules. A number of additional questions come up here, viz. on the one hand, (1) if the two are not different, to what degree are the two variants similar, in other words, how far does this similarity go, (2) what then is the difference between the two if the similarity is not hundred percent, and on the other hand, (3) if the two are not similar, what then makes up the difference, and (4) how different are they? These questions come down to one central question, i.e. is there any difference between terms and words, and if so, what precisely is this difference. The question may even be expanded to the competence(s) required or at work in terminology vs. translation. It is common wisdom that there is a specific translation competence. But is there also a specific terminology competence? The perspective of actors clearly distinguishes the two: generally, terminology is done by terminologists, and translation by translators. The question here is, however, whether the two work completely isolated from one another or whether there is a certain form of cooperation. If so, then what is the nature of this cooperation, or put differently, what is the position of a terminologist vis-à-vis a translator? A stricter distinction may be made on the perspective of the type of work done. Clearly, a terminologist works on terminology, and a translator translates. But is this really true? Does the translator do nothing in the area of terminology? Or has the terminologist nothing to do with translation? This is another question that needs an answer. Working method is closely related to type of work, but seems to be a better candidate perspective for differentiating terminology from translation. It seems to be common knowledge that, in fact, the terminologist is more concerned with theory, i.e. the relation between concepts and terms, and between the terms of a given (sub-)domain, and – above all – with standardisation of terms and of their relation to concepts. The translator, on the other hand, is in the first place concerned with practice, i.e. how to translate terms appropriately, in other words, with transferring the meaning of items from one language and culture to another language and culture. The question here is if this is true in all cases. Another related issue is that of the customer. Do the two have different types of customer? The answer seems rather straightforward: not necessarily. This may depend on the demand on the side of the customer. In this paper, the above perspectives and questions will be addressed and answers will be sought in the actual practice of translating. The relation between terminology and translation will not be treated as such in terms of differences and similarities between the two, but from the point of view of producing appropriate translations. The ultimate aim of this paper is not to distinguish between terminology and translation, but to focus on their cooperation and interaction.

Keywords: general language, domain-specific language, terms vs. words, terminology, translation

LEONA VAN VAERENBERGH, HEIKE JÜNGST

Visuelle Darstellungen, Terminologie und Übersetzen (Pictures, Terminology and Translation)

Grundfragen (Leona Van Vaerenbergh):

Bei diesem Thema stellen sich Grundfragen nach der Beschaffenheit der bildlichen Darstellungen und ihrem Bezug zu verbalen Darstellungen sowie ihrem Einfluss auf die Arbeit der Übersetzer und die Übersetzung selbst.

Zur Beschaffenheit: Es gibt verschiedene Formen von visuellen Darstellungen (Foto, Piktogramm, technische Zeichnung, technische Illustration, Film), die in Terminologie-Datenbanken Anwendung finden könnten. Gerade bei mehrsprachigen Terminologie-Datenbanken, die von Übersetzern aus unterschiedlichen Kulturen genutzt werden, stellt sich die Frage, wie universal die visuelle Darstellung ist. Wird von vornherein eine Globalisierung des Dargestellten angestrebt oder werden die Darstellungen lokalisiert? Wird die

Bedeutung von Piktogrammen o.ä. an irgend einer Stelle der Datenbank festgelegt (zu Piktogrammen siehe die Veröffentlichungen von Otl Aicher)? Hier wird man sicher unterscheiden müssen, ob eine Datenbank nur für den betriebsinternen oder auch für den betriebsexternen Gebrauch gedacht ist.

Zum Einsatz: Für unterschiedliche Einträge wird man unterschiedliche Darstellungen wählen. So kann man Verben am besten durch Filme wiedergeben; komplexe Maschinen sind als technische Illustration auch für Nicht-Techniker fassbar (überdies kann man das Innenleben gut darstellen). Da die Einbindung von visuellen Darstellungen in Terminologiedatenbanken zeitraubend ist, wird man sie nur dort einsetzen, wo man sie als wichtig erachtet. Das heißt, dass nicht jeder Eintrag mit einer visuellen Darstellung kombiniert wird.

Unterpunkt Filme (Heike Elisabeth Jüngst): Utility Films und andere bewegte Darstellungen von Abläufen können in Datenbanken integriert oder mit Datenbanken verlinkt werden. Auf einem solchen Film sieht man Details eventuell schlechter als auf einer technischen Zeichnung; Bewegungen und Abläufe, die schwer zu erklären sind, können aber gut gezeigt werden (z. B. technische Fachbegriffe wie „bördeln“). Dabei stellt sich die Frage, welcher Datenbanknutzer welche Art von Film benötigt. Manche Filme sind besonders für Einsteiger in ein Thema geeignet; andere versteht man nur, wenn man die Abläufe schon kennt und Details nachschauen möchte. Gerade Utility Films mit der Möglichkeit, Abschnitte einfach zu wiederholen, sind für Übersetzer, die in ein neues Thema einsteigen, sehr gut geeignet. Hier stellt sich aber die Frage, ob solche Filme bereits vorhanden sind (als Trainingsmaterial in Firmen) oder ob sie erst hergestellt werden müssten. Im letzteren Fall bietet sich aus Zeitgründen ein Link zu Seiten wie „howstuffworks.com“ an, die Informationen teilweise als Filme zur Verfügung stellen.

Methode und Arbeitsschritte: Methodisch werden zwei Ansätze kombiniert: Einerseits geben wir einen Literaturüberblick zum Thema Beschaffenheit und Anwendung von bildlichen Darstellungen insbesondere in lexikalischen Arbeiten und in Terminologie-Datenbanken. Besondere Aufmerksamkeit gilt beweglichen Darstellungen. Andererseits wollen wir durch empirische Datenerhebung einen eigenen Beitrag leisten. Wir wollen durch Befragung von Unternehmen aus verschiedenen Domänen (Technik, Pharma) und von Terminologen herausfinden, inwiefern bildliche Darstellungsformen jetzt schon in ihre Datenbanken integriert oder mit ihren Datenbanken verlinkt sind, um welche Art von Darstellungen es sich handelt, wie sie integriert sind, ob es Vorschriften und Standards gibt und welche Erfahrungen sie bisher mit dieser Arbeitsweise gemacht haben. Aufgrund der durch Befragung erworbenen Einsichten wollen wir einige der Datenbanken mit bildlichen Darstellungsformen genauer untersuchen und beschreiben, und überprüfen, welche die möglichen Vorteile für die Nutzer (u.a. Redakteure und Übersetzer von wissenschaftlichen und technischen Texten) sind.

Keywords: types of illustration, illustrated terminology, illustrating verbs, translation influenced by illustrations, use of illustrations in terminology databases

Please contact the authors for the list of references

SARA VANDEWAETERE

Department of Italian, University College Ghent, Belgium; sara.vandewaetere@hogent.be

EU-terminology: Languages United in Diversity? A Case-study of English and Dutch EU-texts on Education

According to the first Council Regulation No1/58 all legal documents in the different EU languages should be ‚equally authentic‘ and, according to a fundamental principle of democracy, every EU citizen has the right to rely on a version in his own language. The possibility of real equivalency, however, has been questioned increasingly especially since over the years the number of official EU-languages grew from 6 to 23 and the so-called co-drafting, whereby founding legal texts are not translated but directly written into the different EU languages, has clearly proved to be no more than a non-realistic ideal (Ammon, 2006; Ginsburgh & Weber, 2005). It is common knowledge that at the basis there is one original version, often the English one, that is subsequently translated into the other languages. Moreover, the European Court of Justice seems to have

abandoned the idea of the validity of all language versions separately, insisting on the necessity of consulting other language versions in case of uncertainty, shedding some doubt on the principle of equal authenticity. (Judgement of the Court, C296-95, 1998). One argument against the belief in full equivalency is the presence of clearly cultural bound terms that often seem to resist even in the process of harmonisation. Even if denominations can be harmonised, different language speakers will continue to attribute other or more specific meanings to the term. Some researchers, however, have seen the translation of cultural bound terms not as a difficulty but rather as a proof of the vitality of the multilingual system, associating it with the European Union's diversity, that continues to be its trademark (Gazzola, 2006; Temmerman, 2011). From this point of view, EU-texts, that are all gathered in the powerful database EUR-Lex, have become a fascinating laboratory that offers the opportunity for terminologists not only to concentrate on standardization and reduction of terms, but also on refining the terminological system that can offer greater support to the translators. In order to show the challenges of cultural bound terminology, we will focus on EU-texts on education in the English and Dutch version. Dutch is a language that is common divided by two EU Member States, the Netherlands and Belgium, so co-drafters and translators sometimes are confronted with and have to choose between two realities. Texts on education typically contain terms that are embedded in local tradition, like the different organizational sections of the educational system. In those cases, translators have to decide between terms that are used more frequently in one of the two countries, or they can create a 'third' neutral term that covers the same content in both countries. Sometimes even in very close cultures, such as the Belgian and the Dutch ones, denominations can differ or terms can be interpreted in a different way. Our corpus both includes preparatory acts, such as opinions, and legislation, such as regulations or directives. In general, preparatory documents contain more cultural bound terms, as those texts are often written from a regional viewpoint. In the case of legislation, co-drafters and translators strive for harmonisation and it is likely to find more neologisms or new terms that replace terms with a specific national connotation. An inventory of cultural bound terms will make it possible to show challenges for translators and terminologists to keep balanced transparency and harmonisation on the one side and culture related realities on the other. We will reflect on how to further monitor terminological choices with the help of the existing databases Iate and Eurovoc, respecting the existence of different cultural contexts.

Keywords: translation, culture-bound terminology, European Union, multilingual environment, harmonization

JOZEFA ARTIMOVA

Medical Faculty, MU Brno, Czech Republic; pepartim@me.com

Trends in the Development of Latin Clinical Medical Terminology Used in the International Classification of Diseases and Their Implementation in Czech and Slovak Translations of the ICD

The International Classification of Diseases (ICD), as well as modern medicine, has evolved dramatically since the publication of the first authoritative list of diseases called Nomenclature of Diseases, Presented by the Royal college of Physicians of London in 1869. Since the classification of diseases was organized around the basic list of English names of diseases used by the Registrar-General of England, the nomenclature has been originally compiled in English. However, from its first edition on, the Nomenclature was organized as a multilingual enterprise in which English terms were accompanied by equivalents in other living languages (French, German, Italian/Spanish and others) and also with a list of terms of Greek-Roman origin.

Greek and Latin equivalents were introduced on the premise that the nomenclature would be widely accessible to non-native speakers of English language and, in many minority language contexts (e. g. Slavic languages of the Central European region), it has served its purpose especially in the several editions of the Nomenclature coming by the end of the 19th and the beginning of the 20th century, even though, what was presented as a Latin version of the Nomenclature was a very heterogeneous medley of terms of Greek-Roman provenience. One set of words were genuine Greek or Latin terms of which some still retained their

original meaning, while others were used in a sense altogether different; the next set of terms has been derived from other languages in a more or less Latinized form; the third group of terms had been legitimately formed chiefly on the Greek model to represent diseases unknown in the ancient times; finally, the last set of terms was formed with the same aim, but it was done quite barbarously when it comes to linguistic point of view. Nevertheless, over time some of those terms have obtained such a degree of popularity that it would be practically impossible to expel them from the medical vocabulary. Notwithstanding the heterogeneous linguistic character of the Greek/Latin version of the International Nomenclature of Diseases, almost a hundred and fifty years ago it was believed that the utility and importance of the new Nomenclature of diseases would be seriously reduced if a list of terms of Greek and Latin origin was not a part of it. The current 10th edition of ICD differs from its preceding versions not only in the logic and organization of the classification of diseases, but also in the extent of Greek and Latin synonyms it comprises. As the classification of the diseases and causes-of-deaths is now better adapted to current medical knowledge and becomes more detailed, the number of Greek and Latin equivalents decreases so significantly that the specific English and Latin/Greek bilingual character of the Nomenclature is practically lost, with Latin and Greek being absorbed into the specific Medical English terminology. Furthermore, it has significantly influenced the way new versions of ICD are translated into such minority languages as Czech and Slovak.

This development of terminology is illustrated by the analysis of the translation of diseases that were formerly listed in Diseases of the generative system: Affections connected with pregnancy and parturition or consequent on parturition and which appear in the ICD 10th version in Chapter XV with the title Pregnancy, childbirth and the puerperium

Keywords: International Classification of Diseases (ICD), Czech and Slovak translations of ICD, history of translation of ICD, Latin medical terminology, clinical medical terminology

Panel 21: Translation and Comprehensibility

10:00 – 12:30, Room 347

Organizers: Karin Maksymski, Silke Gutermuth

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

maksymsk@uni-mainz.de; gutermu@uni-mainz.de

Comprehensibility and Registers: Translating/Rewriting Expert Communication for a Lay Audience

10:00 – 10:15 Introduction

10:15 – 10:45

MATILDE NISBETH JENSEN

Department of Business Communication, Aarhus University, Denmark; matnj@asb.dk

Why Hypoglycemia and not Low Blood Sugar? Investigating Comprehensibility in Translated Patient Information Leaflets.

The last two decades have seen an increased focus on providing patients with lay-friendly, easily understood information, with the purpose of involving patients in their own health, and enabling them to make informed decisions. Producing health information suitable for lay people can be a difficult feat considering the complexity of the information as well as the knowledge asymmetry which often exists between the expert sender and the lay receiver. These problems are further exacerbated when health communication is translated as is

often the case for example in the EU. The Patient Information Leaflet (PIL), which informs about dosage, side effects etc. for medication, is one such genre, which in the EU is translated into all 24 EU languages, and which legally must be easy to understand for patients (European Parliament and of the Council, 2001). However, despite this legal requirement, a study by Askehave & Zethsen (2002) has shown that translated Danish PILs were, without exception, more complex than their English source texts.

To further explore this increase in complexity, a study investigating the extent of this change in comprehensibility and the possible reasons for it was conducted. This paper thus reports on a mixed-methods study of translated PILs. In the first part of the study, contrastive textual analysis of 54 PILs translated from English into Danish is performed. To perform any kind of translation analysis, the concept of translation quality assessment must be taken into consideration. From a functionalist perspective, a particular expression or utterance does not in itself have the characteristic of being correct or incorrect (Nord, 1997). Within functionalism, translation errors, and thus quality, are therefore inherently closely linked to the translation skopos. For PIL translation, one of the main skopoi is producing a target text that is “written and designed to be clear and understandable, enabling the users to act appropriately, when necessary with the help of health professionals” (Article 63(2) of Directive 2001/83/EC). Two main elements are thus important: first, the PIL must be translated using language that is clear and understandable, which could be termed “plain language”. This is thus related to the linguistic complexity of PILs. Examples could be the use of complex syntax such as nominalisation or the use of long compound nouns. Second, PIL translations must be understandable for lay people, in this study termed “lay-friendly”. This is related to medical expert register such as the use of complex medical terminology. Both of these categories are thus linked to the concept of comprehensibility.

Results show that translators make many micro level translation choices that lead to increased complexity in relation to lay-friendliness in the Danish translations, such as the use of Latin-Greek-based expert terminology. The translation of medical register is especially problematic for comprehensibility because there are major differences between the usage of medical terms in different languages, i.e. in what constitutes expert and lay register. English medical language, and medical language in general, is mainly based on terminology made up of roots, prefixes and suffixes drawn from Greek and Latin (van Hoof, 1998, p. 49). The same is true for Danish medical language; however, this is only the case for Danish medical language used by experts for experts. The reason is that Latin was not incorporated into all European languages to the same extent (Zethsen, 2004, p. 132), which means that for example English often uses a Latin-based term both in expert and lay registers, whereas Danish (as well as German and other Scandinavian languages) has doublets, i.e. both the Latin-based term belonging primarily to an expert register, and a native word belonging to a lay register. Therefore, when translating medical genres for lay people, the translator must also focus on differences in language use, and must thus also have intralingual translation competence.

In addition to the findings related to the use of Latin/Greek-based terms, the study also demonstrates an extensive use of long compound nouns and nominalizations in the translations. All these findings are thus in contrast to the work on the universal of simplification in translation (see e.g. Baker, 1996; Kruger, 2004). So why is this? The second part of the study seeks to gain an understanding of the reasoning behind the translation strategies used in PILs by conducting two focus groups with PIL translators. Results of the focus groups show that the lack of comprehensibility in PILs is not so much linked to lack of translation competence or to other intratextual reasons, as to extratextual constraints such as tight deadlines for translation, poor mandatory templates and authoritative bodies and reviewers without interlingual and intralingual translation knowledge. This suggests that, in order to improve the comprehensibility of translated PILs, the regulations governing the genre and the agents involved in this process need to be further educated on the intricacies of translation – both from a intralingual and an interlingual perspective.

Keywords: comprehensibility, extratextual constraints, intralingual translation, patient information leaflets, plain language

10:45 – 11:15

AAGE HILL-MADSEN

Department of Business Communication, Aarhus University, Denmark; ahill@asb.dk

Accessibility in Lay-oriented LSP Texts: a Study of Rewriting between Registers from the Perspective of Intralingual Translation Strategies

This paper will report on the findings of a PhD project focused on charting the micro-level strategies, or shifts, involved in the intralingual rewriting of LSP texts, and it will investigate the implications of these strategies for the comprehensibility of the rewritten texts. The products of the rewriting belong to a user-oriented medical genre, the so-called Patient Information Leaflet (PIL), whose comprehensibility is essential to end receivers (consumers of medicine) and even mandated by EU law. In the EU, PILs in all other languages than English are in fact the product of a double set of translational processes, involving interlingual translation as well as intralingual derivation. More specifically, all non-English PILs have been translated from an English version, whereas the English PIL is in itself a translational product, being intralingually derived from the specialized text type named Summary of Product Characteristics (SPC) which lays out the ‘technical details’ of the medicinal product. The incorporation of intralingual derivation in the concept of translation reflects the theoretical basis of the paper, which is Roman Jakobson’s (2000: 114) tripartite typology, according to which intralingual as well as intersemiotic derivation count as translation on a par with interlingual transfer. The specific type of intralingual translation involved in the derivation of a PIL from a SPC is interregisterial derivation, involving a shift in contextual values like formality and technicality in the rewriting from a specialist-oriented to a lay-oriented text type. In its conception of register, the paper is theoretically based on the linguistics of M. A. K. Halliday, who stresses the interrelation of context and text, viewing register, or text type, as the textual correlate of a particular configuration of contextual parameters of which target readership is one. Methodologically, the study is based on the traditional type of approach known from comparisons of interlingual source and target texts, viz. the ‘coupled-pairs’ method, involving detailed lexicogrammatical comparison of ST and TT micro-segments. The analytical framework is primarily derived from the grammatical theory of M. A. K. Halliday and C. M. I. M. Matthiessen, whose Systemic-Functional Grammar has proven highly operationalizable in the investigation of lexicogrammatical shifts between a source text and its interregisterially derived target text. Apart from presenting an overview of the most important types of derivational micro-strategies identified, the paper will, as indicated above, link some of these categories to the question of PIL comprehensibility. Expert-to-lay text types like the PIL are known to be fraught with problems of comprehensibility, and the paper will show how investigation into the derivational genealogy of the PIL as an intralingual target text may contribute to an understanding of why some text segments leave much to be desired in terms of readability, and why others succeed in achieving a level of technicality and formality better suited to a lay readership. Certain types of shift will be identified as ones most likely to ensure high TT accessibility, and others as counterproductive strategies. In the latter category, a conspicuous one is ‘shiftless derivation’, i.e. a direct transfer of wordings which leave the register of the ST intact when incorporated into the TT.

Keywords: intralingual translation, micro-level strategies, medical text types, expert-to-lay communication, readability

Please contact the author for the list of references

11:30 – 12:00

SASCHA WOLFER, SANDRA HANSEN, LARS KONIECZNY

University of Freiburg; Institute for the German Language, Mannheim, Germany

sascha@cognition.uni-freiburg.de

Are Shorter Sentences Always Easier? Discourse Level Processing Consequences of Reformulating Texts

For most people without the relevant educational background, jurisdictional texts are very hard to understand. That is a serious problem, because people's realities and social living is shaped by those texts for the most part. There is considerable effort to (re-)formulate jurisdictional texts to make them more accessible to everyone. In the US, the "plain language" movement gained more and more influence over the last decade. Since 2010, "Government documents issued to the public must be written clearly [...] to enhance citizen access to Government information and services" (Plain Writing Act of 2010). In Germany, two editorial departments work for the parliament and the Federal Ministry of Justice offering assistance in formulating new laws (for a discussion see Schröder & Würdemann, 2008). The ideal case for the editorial staff is to be integrated in the text creation process from the earliest stages on. But what happens if we translate an already existing jurisdictional text into easier language? Hansen et al. (2006) investigated consequences of reformulations on the comprehension process and reformulated 30 short excerpts of decisions by the Federal Constitutional Court of Germany (Bundesverfassungsgericht). They reformulated texts on three levels of complexity that are typical for jurisdictional texts: Nominalizations (nom), complex noun phrases (np) and complex syntactic structures (syn). Each text has been reformulated two times, yielding a total of three versions per text: original, moderate reformulation and strong reformulation. One strategy of translating complex texts into a more comprehensible version is to use shorter sentences. Hansen et al. (2006) employed this strategy for the syntactically complex (syn) texts by dividing sentences where possible. We used the materials of Hansen and colleagues and conducted an eye-tracking-while-reading study to investigate the consequences of these reformulations on the comprehension process in a more detailed way.

We concentrated on the effects of dividing sentences. Many guidebooks on (re-)formulating texts advise the writer to use shorter sentences because they are easier to understand than long ones. However, as we will show, if one wants to translate texts into easier versions, dividing sentences can have counterproductive effects. One important goal when reformulating and translating is to maintain co-referential relationships that apply in the source text. The reader establishes co-reference in her or his discourse representation (cf., Singer, 2007) and is guided by linguistic clues like pro-forms (pronouns and demonstratives) and referential noun phrases (e.g., Garrod & Sanford, 1982). If one divides sentences to make them easier, one has to use more of these coherence clues because coherence has to be established over sentence boundaries that previously did not exist. We also find this particular linguistic pattern in our stimuli. Complexity, we argue, is transferred from the syntactic to the textual level. This should have consequences for the processing of co-referential relations. Of course, there are other linguistic consequences of reformulating syntactically complex texts, but the increased usage of coherence signals is a very prominent one. 40 participants read all texts used by Hansen et al. (2006), each participant only read one reformulation version of each text. We analyzed regression path durations dependent on reformulation versions. Regression path durations capture the time the reader regresses back from the current word into earlier portions of the text. Regression path durations are typically (but loosely) associated with later comprehension processes (e.g., discourse integration). We found reliably prolonged regression path durations on pro-forms and referential noun phrases in the strongly reformulated versions of the syntactically complex texts. This suggests that participants' processing effort of the co-referential relations in the texts with many short sentences is higher than in the original versions. We will expand these findings to larger parts of our corpus, e.g., other complexity levels like complex noun phrases (np), and investigate the influence of reference type (pronoun vs. noun phrase). We argue that these effects are relevant whenever source texts have to be transformed (into another language, another text genre, an easier version of the text and so on). Co-referential relations are one of the key properties readers have to understand while reading a text. Transferring complexity to this level of representation can yield counterproductive results under some circumstances we try to identify.

Keywords: comprehensibility, eye-tracking, co-reference, reformulations, reading times

Please contact the authors for the list of references

12:00 – 12:30

SASCHA WOLFER, ULI HELD, DANIEL MÜLLER-FELDMETH, LARS KONIECZNY, TER AUER

Albert-Ludwigs-Universität Freiburg, Germany; i.held@germanistik.uni-freiburg.de

Investigating comprehensibility of intra-language translations: Introducing a reading corpus of popular science texts

Readers perceive and understand text with incredible speed and usually without severe breakdowns. This is quite astonishing considering how many tasks a reader has to solve while reading and understanding a text: identifying letters and words, parsing sentences and connecting them semantically to create a coherent representation of the text. The difficulty of each and every one of these processes has its influence on reading behavior as investigated through the recording of eye-movements (Rayner, 1998). In psycholinguistics, eye movement data is typically recorded on experimentally controlled stimuli. Here, only one or a few features are changed. Recently, another approach has gained influence in the field. So-called reading corpora, e.g., the Potsdam Sentence Corpus (Kliegl et al., 2004) or the Dundee Corpus (Kennedy et al., 2003), are large-scale collections of text and eye-tracking data from many participants. They enable the researcher to investigate a broader range of phenomena than in usual psycholinguistic experiments. We introduce a new German reading corpus, which is optimized for text comprehension research. We presented complete, popular science texts to the participants. To investigate effects on the level of discourse processing, coherent texts (and not collections of single sentences as the Potsdam Sentence Corpus) are necessary. Our texts are especially interesting for translation studies because they were all written by science journalists and at least several passages can be seen as an intra-lingual translation of the scientific paper(s) they are based on. Formulations of these texts should be aimed at maximal comprehensibility on the one hand (as in any normal newspaper article), but on the other hand, journalists also want to impart knowledge about the scientific topic at hand (i.e. write a text which is optimized for knowledge transfer within a specific subfield). To account for success in transferring knowledge, we also conducted pre- and post-knowledge tests. In this way, we can test the increase in knowledge about the topic each text deals with.

Please contact the authors for the list of references

Panel 2: Audiovisual Translation Today: Centre-periphery Relations

10:00 – 12:30, Rom 351

Organiser: Lucile Desblache

Centre for Research in Translation and Transcultural Studies, University of Roehampton, London, UK; desblache@roehampton.ac.uk

Introduction

JEAN-FRANÇOIS CORNU

Independent researcher, member of Association des Traducteurs Adaptateurs de l'Audiovisuel, France
jfcornu.trad@yahoo.fr

The History of Dubbing and Subtitling in France: a Case Study in Research and Methodology

Since the advent of talking films, dubbing and subtitling have been the main two methods used to overcome

the language barrier in worldwide film distribution. This fact is generally taken for granted, as if both processes had magically appeared with the coming of talking cinema. As a result, the development of such methods has been largely ignored by film historians. One of the major reasons is that dubbing and subtitling have been repeatedly labelled as, at best, “a necessary evil.” Studying the development of these translation methods means undertaking research in several fields, as it involves economic and commercial issues of film distribution, technical and aesthetic aspects of the filmic image and sound. It also requires having a keen sense of the history and aesthetics of film-making, as well as an awareness of the specific challenges involved in the translation of an audiovisual material. Since the early years of talking cinema, France has been a crucial territory for the development and improvement of the dubbing and subtitling methods. Yet very few researchers have been studying the history of this development from a global perspective involving the above-mentioned variety of angles. In the 1980s, as a student, then as a professional film translator and researcher, I started exploring the evolution of film translation practices in France, which led to the writing of a PhD thesis in Film Studies dedicated to the history and aesthetic issues of dubbing and subtitling since 1931, which I presented in 2004. I am currently rewriting and updating this thesis into a book for publication.

My contribution to the EST conference will focus on a summary of my research, followed by a presentation of the methodology I used. The main points of this research deal with how the development of dubbing and subtitling in France entirely depended on vital commercial issues, especially for the major Hollywood studios. Examining the state of film distribution in the early years of talking cinema is fundamental to the understanding of the development of dubbing and subtitling. Also, both processes need to be looked at separately, especially in the French context where dubbing quickly became the predominant form of film translation. Any aesthetic assessment of dubbed and subtitled films needs to be made with these issues in mind. Commenting upon an American film dubbed in 1930, or an Italian film dubbed in the 1970s, or indeed any foreign film subtitled in France before the mid-1950s cannot be seriously undertaken without an awareness of the conditions in which such films were dubbed and subtitled, just as the availability of light shooting equipment cannot be neglected in the advent of French New Wave films in the late 1950s.

As there existed no previous research on the subject on a similar scale, I had to invent my own methodology as I went along, using numerous printed sources from trade and film fan magazines, as well as the films themselves when available, which raises the tricky question of accessing films. One of the unexpected outcome of this research was to ask myself which film one is exactly seeing and listening to when watching any given dubbed or subtitled version of a foreign film.

MANUELA CANIATO

Faculty of Translation studies, University College Ghent, Belgium; manuela.caniato@hogent.be

The Translation of Realia in Subtitles: the Case of Italian Films in Flanders

This paper illustrates the results of a corpus-based analysis on subtitles of Italian films in Flanders. The Italian films considered are: *La meglio gioventù* (Giordana, 2003), *L'ultimo bacio* (Muccino 2001), *Malena* (Tornatore, 2000), *Non ti muovere* (Castellitto 2004), *Pane e tulipani* (Soldini 2000).

The films were analysed in order to identify the translation strategies most commonly used to render Italian realia into Dutch, realia being generally defined as words and expressions with culture-specific meaning. The translation strategies employed to render realia were identified according to a classification that includes: direct translation, generalisation, omission, retention, specification, substitution and official equivalent as indicated by Pedersen (2011). This corpus-based analysis of realia is one of the components of a broader cultural field research on the circulation and reception of Italian films in Flanders. The results of this research showed that subtitling a feature movie is a cultural process that involves different re-negotiations of meanings. When crossing borders, some meanings of a film are accepted and some resisted and acceptance and resistance have an influence on the process of subtitling and as a consequence on the translation of realia. The way realia are translated, according to which strategy, how often, etc. are decision that are influenced by the cultural

process of re-negotiation of meanings previous to the subtitling process itself. This paper will also illustrate examples of these results from the film *La meglio gioventù*, an Italian film that experienced a high level of success in Belgium. I will present here the findings relative to the Flemish market for Italian cinema and describe how the industry participants contend with Italian films and how the attributes of imported Italian films are managed by buyers and sellers. I will also connect the translation strategies applied to the rendering of *realia* to the cultural history of *La meglio gioventù* in Flanders.

Keywords: subtitles, Italian, Dutch, *realia*, film

Please contact the author for the list of references

DIONYSIOS KAPSASKIS

Media, Culture and Language, University of Roehampton, London, UK; d.kapsaskis@roehampton.ac.uk

Subtitles, Foreignness and “the Problem of Universal Appeal” of Film

This paper looks into subtitles as an element that complicates the semantics and aesthetics of films when they circulate across linguistic/cultural borders. Thanks to subtitles and other forms of audio-visual translation such as dubbing, films travel from centres of cultural production to the cultural “periphery” and in the reverse direction. On the one hand, “peripheral” non-Anglophone audiences become receptive e.g. to Hollywood by means of processes of naturalization that take place in subtitling and dubbing. On the other hand, the resistance to the foreign, especially in the Anglophone world, finds its emblematic expression in the instance of subtitles, with their connotations of artiness and distance. Audio-visual translation thus traces lines of cultural and linguistic dominance, while helping to redefine perceptions of foreignness and domesticity. The paper argues that watching films with subtitles places all audiences, whether in dominant or peripheral locations, at the intersection between a narrative assumption and a global reality. The narrative assumption, often encouraged by the film, is that it is possible to organize space-time coherently and produce visions of the real that are universally valid (pace Paul Rotha’s fears that cinema was losing its “universal appeal” in the early 1930’s). The cultural reality, suggested by the subtitles, is that films do not circulate freely, but follow predefined paths between centres and peripheries giving rise to different perceptions of the foreign and ultimately questioning the universality of the visions represented in the film. Drawing primarily on examples from Pasolini’s *Decameron*, this paper will articulate a framework for the critical study of this form of media translation between image and narrative.

ÈLIA SALA ROBERT

Department of Translation and Language Sciences, University Pompeu Fabra, Barcelona, Spain
elia.salarobert@gmail.com

Subtitling for the d/Deaf and the Hard-of-Hearing (children!)

Audiovisual products are about a dialectic relation between the producer and the receiver. Decoding the information conveyed by the former through multiple channels, such as speech, sound and image, is a complex process. So it is, also, for people with hearing impairment, as they might not have total access to two out of the three key elements that build the message: speech and sound/music. Subtitling for the d/Deaf and the Hard-of-Hearing (onwards SDH) was born in the late seventies in the UK as a tool for deaf viewers to access, and therefore to enjoy, all kinds of audiovisual products. Thanks to SDH, subtitles not only account for speech, but also for other extralinguistic features, such as sound effects, tone and rhythm or music. Although

speech can be understood as the way audiovisual contents are transmitted, sounds or music also help to build the message and can become even more meaningful than words. According to Kerner (1989) sounds and music stimulate reality, create illusion or suggest mood. The emergence of SDH was boosted by the European Year of People with Disabilities (2003), which contributed towards the reinforcement of accessibility to the media. As a result of this, the past few years have witnessed a gradual increase in the amount of SDH offered by television channels as well as studies based on this issue.

Broadcasters have devised their own conventions to carry out SDH, while researchers have focused their attention on this new discipline. In addition to the academic world, SDH has also been the centre of various pieces of legislation, especially in Europe. The most significant legislation in force is the Written Declaration on the subtitling of all public-service television programmes in the EU (European Parliament, 12 November 2007), which ensures that all “citizens have equal access to information, education and culture” and has contributed to devise various sets of guidelines on the way audiovisual materials should be accessible.

Thus, by law, all people with any degree of hearing loss must have complete access to audiovisual materials. However, it is especially noteworthy both the dearth of studies in how best to serve the heterogeneous deaf audience, and the scarcity of research focusing on extralinguistic elements conveyance in SDH practices.

Therefore, the interest in visual re-encoding of aural messages is sparked by the limited literature in existence on AVT focusing on a factor of an utmost importance in SDH, such as the conveyance of extralinguistic elements. Up until now, most of the research has tackled this issue from a general and descriptive perspective, mainly accounting for the linguistic issues involved in the subtitling process, such as editing, segmentation or the preference for verbs rather than nouns, to name but a few. Also, to date, very little research has focused exclusively on subtitling for deaf children, combining both Deaf Studies with AVT studies. Hence, the object of this study, i.e. extralinguistic information conveyance within current subtitles in children’s programmes, has received no attention so far.

Consequently, current SDH guidelines do not provide much information on how to provide deaf children with accessible subtitles, since they have been devised based on a general view of deafness and the deaf community. Three are the main sets of guidelines and codes of good SDH practices relevant to this study: on the one hand, in the UK context the ITC Guidance on Standards for Subtitling (1999), and the BBC Online Subtitling Editorial Guidelines V1.1 (2009) have been devised. On the other, there is the Spanish Norma UNE 153010. Subtitulado para personas sordas y personas con discapacidad auditiva. Subtitulado a través del teletexto (2003).

The English ones contain a section specifically devoted to deaf children, although they only touch upon linguistic issues, such as whether or not reduce long sentences, omit difficult words or simplify grammatical structures. They also provide recommendations on synchronising subtitles in time with the utterance. However, regarding extralinguistic elements, they only focus on formatting specifications, such as subtitles’ colour and background, typography or subtitle’s position within the screen. In other words, they mainly concentrate on subtitles’ legibility; that is subtitles’ visibility. Unlike the English sets of norms, the Spanish Norma UNE 153010 (2003) provides only a limited amount of advice related to subtitling for children, mainly in the section dealing with sound effects. It states that it is advisable to use both sound description and onomatopoeia when subtitling children’s programmes. Despite being insufficient, this recommendation is more focused on the other major SDH feature (Gambier 2003: 179), which is readability, i.e. subtitles’ comprehension. Readability is, thus, an essential feature to ensure that deaf children have access to the intended message of the audiovisual material. However, in order to provide accessible subtitles, it is necessary to know the audience they are targeted at.

Deaf audience is not a homogenous being. Deaf children’s needs and abilities differ from those of adults due to their age, maturity, language appreciation and reading skills. In fact, many factors come in to play when determining children’s deafness. Depending on the type, deafness can be either permanent or transitory; depending on the degree, it will allow the child to perceive sounds or not; and, depending on the vital period in which deafness appears, the child would have been able to access to oral language and sounds naturally. The latter will have a direct impact on the child’s communication approach (oral language/sign language), which, in turn, will affect the child’s intellectual development and social interaction. Undeniably, the combination of these factors results in an extremely heterogeneous audience with different needs and abilities among them. SDH subtitles are supposed to bridge the gap between deaf children and the information conveyed through

the auditory channel of audiovisual products, which are initially conceived for a hearing audience. However, this is not an easy task. SDH faces two major difficulties: a) it has to describe sounds that might have never been heard or perceived by the target audience and b) it has to render these sounds by means of a language that is not always the target audience's mother tongue, which will have an effect on subtitles' reception. Previous research has shown evidence that the different approaches taken in children's programmes to communicate aural information visually lack consistency due to the absence of recommendations on subtitling for deaf children. Existing SDH guidelines and recommendations, thus, should be developed in this respect. This presentation attempts to provide the first results/conclusions of my research on accessible subtitles provided in children's programmes. The goal is no other than contributing towards the improvement of the quality of accessible audiovisual materials, which sometimes have suffered from the implementation of laws that aim at quantity only (Remael, 2007:26).

Keywords: deaf children, Subtitling for the d/Deaf and the Hard-of-Hearing (SDH), guidelines – current television subtitling practices, extralinguistic elements conveyance

Please contact the author for the list of references

Panel 14: Process-oriented and Collaborative Learning in Translator Education

10:00 – 12:30, Room 352

Organisers: Maureen Ehrensberger-Dow, Don Kiraly

10:00 – 10:15

Don Kiraly, M. Ehrensberger-Dow

Look back on Friday and forward to today's talks

10:15 – 10:40

CHANTALE MARCHAND

Department of Linguistics and Translation, University of Montréal, Canada

chantale.marchand@umontreal.ca

Silence... Roll... Action! When Teacher and Students Creatively Engage in a Transparent and Collaborative Relationship (This talk will be given in German)

Inspired by a social-constructivist epistemology, we have designed translation courses for beginners which combine collaborative learning with a holistic view of the learner (as a unique individual part of the complex community of the classroom and beyond). Pre-established representations (or pre-existing knowledge) are also taken into account in the design of activities that enable students not only to accommodate but also to assimilate notions in order to form new and integrated representations of the basic concepts or “universals” pertaining to the vast world of translation (definition, norms, etc.). We also want to promote self-autonomy and a heightened awareness of the power of students in transforming their basic representations. By focusing on the articulation of theoretical conceptualisations in a collaborative setting, we hope to provide the best possible environment for deep learning to take place, so that students are well equipped to resolve complex problems creatively and play an active part in the translation ecosystem. Our key values are creativity and transparency, which we consider essential to stimulate debate and foster an honest dialogue between students and teacher.

What am I doing this for? What is the purpose of this exercise? As teachers, we are accountable for answering those questions. What do I already know and what are my goals? Now those are questions students should provide answers to, so as to guide us in designing the best course to fit their learning needs and unique personalities. Bringing students to reflect on those questions and answering them in the course of their 15-week introductory course to translation can set a solid foundation for their academic progression and future career. We shall show how some of the key principles derived from the social-constructivist epistemology (authenticity, collaboration, scaffolding) can be combined with a focus on each learner's identity to build a pedagogical frame which helps us in designing and adapting the course to fit the objectives of the program and the needs of our students. Our presentation aims more specifically at describing some of the activities we have found to be useful and appreciated by first year undergraduate students of introductory courses in translation we give at Université de Montréal, Canada. We think those exercises, activities and projects can help students engage actively in their learning process. We shall discuss the practical research projects submitted to and by students as well as their participation in evaluating the relevance of different methods for improving their skills in translation. We shall also see how other introductory tools/activities (e.g. test diagnostique), which provide us with important information about learner's interests and professional experience and competence, can serve as a constant guideline in the course design. In the frame of the translation process, we see our contribution as one of the many creative ways to lead students towards a better understanding of the practice which they are about to discover or re-discover as part of the new adventure they are embarking on. Our goal is to provide them with the best environment possible so they can grow, and say at the end of their learning experience: "I have definitely learned something in that course!"

Keywords: deep learning, reflection, collaboration, creativity, introduction to translation

10:40 – 11:00 Discussion about teacher support in collaborative learning

11:10 – 11:35

ANA MARIA CHAVES, FERNANDO FERREIRA-ALVES, RUI VITORINO AZEVEDO, SUSANA VALDEZ

Nova University, Lisbon, ULICES, Portugal; valdez.susana@gmail.com

PEnPal in Translation: a Process-oriented Approach to Collaborative Learning and Teaching

PEnPal in Translation (Portuguese/English Platform for Anthologies of Literary Translation) is an ongoing project whose immediate purpose is to create a platform to support the teaching of literary translation involving English and Portuguese. Its source texts constitute collectively-built anthologies, the first of which is dedicated to Luso-North American literature. This is already being collectively translated by undergraduate and graduate students attending various higher education programs in Portugal. The project – based on process-oriented training – assumes that literary translation can be developed as a collaborative activity relying on IT, CAT tools and free web access. The main components of the platform's website (<http://penpalintranslation.yolasite.com/>) are a blog (<http://penpalintranslation.blogspot.pt/>) especially designed to share and discuss translation problems, and a database devoted to the systematization of such problems that will be made public soon. The students have been asked to share their translation problems on this forum, so as to foment discussion among fellow learners, the PenPal team, professional translators, other researchers or anyone interested in literary translation. The resulting dialogue will then be taken into account to revise and finalize the translated texts. The goal of this paper is to present the results of a pilot study designed to test PenPal's collaborative environment. This pilot study intersects a process-oriented approach for collaborative learning and teaching environments. In order to meet the demands, needs and expectations of the actors involved in the production and reception process of literary translated works in Portugal, our main research questions are: Is collaborative learning and teaching combined with a process-centered approach to Translation in the classroom feasible and efficient? In other words, what can researchers, teachers and students learn from a

process-oriented approach to literary translation in a collaborative environment? And is this an efficient tool for the acquisition and development of translation competence?

As a result, this pilot study will involve two students – one from Lusófona University (ULHT) in Lisbon and another from the University of Minho (UM) in the north of Portugal – who will be asked to translate simultaneously the poem “They Double Up Around the Absence of Campfires” by Nancy Vieira Couto. They will use the blog to post their problems and answer the other subject’s problems. The author of the poem – Nancy Vieira Couto – will also be online through the blog to give feedback on the students’ problems or answer particular queries that main remain unanswered. Each subject will be supported in person by two specialists – their literary translation teacher from their university and one practisearcher (Gile, 1998) from FCSH/UNL and another from the University of Minho who will monitor the entire process. In this experimental task, where the students/subjects will only have 40 minutes to translate the poem, we will use screen-recording and a retrospective interview to assess the results. Through this pilot study, we hope to test and support the benefits and challenges of collaborative learning and teaching of translation and also to put forward future paths to redefine translation competence in a collaborative context. Also, since the teachers and practisearchers are from different universities and regions working remotely and collaboratively, it will be interesting to see to what extent process-oriented approaches can be researched collaboratively.

Keywords: collaborative teaching, collaborative learning, literary translation, translation process, TPA

Please contact the authors for the list of references

11:35 – 12:00

SONIA VANDEPITTE

Translation Studies, University College Ghent, Belgium; sonia.vandepitte@hogent.be

Introducing collaborative learning to the translation event: a Technical Communication Translation Case Study in Multilateral International Collaboration

This presentation will describe the flowchart of a multilateral international project in technical communication and translator training programmes and discuss the various steps, activities and roles within the translation event (Tourey, 2012), in which the students’ learning has been programmed as a collaborative activity. This collaboration is seen as the largest and most complex international learning-by-doing (Lesgold, 2001) project to date and closely resembles the complexity of international documentation workplaces of language service providers. The project involves both collaborative learning within on-site courses (e.g. Kiraly 2005) and internet-based collaborative learning with peers that have not been met before (e.g. Olvera-Lobo et al. 2009), involving two sets of cross-cultural virtual teams. One set is involved in international collaborative writing (in Spain and the US), usability testing (in Finland), and translation (including revision and reviewing by third persons, communicating with third persons, localizing for target audience’s needs, ensuring terminological consistency and checking quality) from English into Dutch, French and Italian (in Belgium, France and Italy). The other set (also) translates from Danish and Dutch into English and reviews (or edits) into American English (Humbley et al., 2005; Maylath et al., 2008; Moustén et al., 2008; Moustén et al., 2010a; Moustén et al., 2010b; Moustén et al., 2012). In this project, all students also need to process commissions and manage workflows. While it is clear that the translation students involved in the project cannot but experience the translation process as an instance of situated cognition, and while it is clear that almost all so-called EMT-competences are practised in the project, and although we may also assume that the learning-by-doing principle may well hold, there is no empirical evidence that the collaboration is an appropriate means to acquire higher levels of competences in the various translation steps and that learning is taking place to the extent that is desirable in a translation training programme. So, the project also provides for some ways to carry out learning research in a translation process. Although the collaborative activities involve the use of communication means whose output is hard to preserve (chat and skype), more easily documentable means

are also used, such as mail, text processing, Google-docs and videoconferences. Their content records are the empirical data that may testify students' learning: the cognitive activity of collaborative writing can be witnessed in the American and Spanish documents and their comments and negotiations, and the cognitive activity of making translation decisions is made explicit in changes tracked or comments when the translators negotiate their own decisions with revisers and reviewers. Besides, the project also allows for introspective and retrospective data, since the students are required to reflect on their own learning processes and fill in and exchange pre- and post-learning reports. The presentation will illustrate and exemplify all translation steps and activities, and research materials, and relate them to the diverse competences that translation students nowadays need to develop besides the obvious linguistic skills (technological, intercultural and social). The various types of empirical data will be discussed, outlining potential paths to investigate translation process learning more rigorously.

Keywords: collaborative learning, translation process, revision, reviewing, internationalization

Please contact the author for the list of references

12:00 – 12:20 Discussion about fostering collaboration in translation education

12:20 – 12:30 Take-aways and directions

Panel 12: New Media, Mediation and Local-global Reception

10:00 – 12:30, Room 368

Organiser: Teresa Musacchio

Dipartimento di Studi Linguistici e Letterari, Università di Padova, Italy; mt.musacchio@unipd.it

10:00 – 10:15 Introduction

10:15 – 10:45

MARGHERITA ULRYCH, MARIA LUISA MAGGIONI, AMANDA MURPHY, CONSTANZA CUCCHI, SONIA PIOTTI, SILVIA PIREDDU

Catholic University of the Sacred Heart, Milan, Italy; margherita.ulrych@unicatt.it

Rewriting and the Mediating Presence of Rewriters. A Progression Analysis Approach

Many forms of communication that appear to be original, or are perceived as such, are in fact reformulations, manipulations or adaptations of texts or pre-existing discourse, known as forms of „rewriting“ (Lefevere 1992), “constrained communication” (Chesterman 2004), or „mediated discourse“ (Ulrych 2009). The processes of rewriting have been hitherto studied most of all from a translational perspective. Chesterman (2004) associates translation with other forms of „constrained communication“ which entail rewording, such as communicating in a language other than one's mother tongue, reported speech or journalism. Ulrych (2009 and 2012) includes translation in the broader category of mediated discourse, which also comprises

popularised versions of specialised contents for a lay public, editing, trans-editing and revision of texts produced by non-native speakers. The inclusion of translation in the phenomenon of rewriting acquired particular importance in the light of the search for the so-called „Translation Universals“, (TUs) understood as features that distinguish a translated text from a non-translated one. This current of research, initiated by Baker (1993) and based on a corpus-based methodology, has influenced translation studies for the last twenty years. Although TUs have raised doubts and criticism (House 2008), they continue to be a promising area of research, particularly as regards methodology and teaching applications (Chesterman 2010).

Studies on the transformation of one text type into another, such as information gleaned from research articles represented to a newspaper audience, have been conducted mostly in the area of popularisation. Popularisation involves simplification, which has been studied both from the lexico-grammatical perspective (Gotti 2008) and from the point of view of content (Gans 2009), particularly for language learners (Allen 2009). Writing for the web shares some traits with simplification. Studies of web usability also support the need to modify texts for the web. There is a gap in the intersemiotic mediation literature, however, on the processes that are involved in transforming a written text into a text destined for the web. An interesting methodological approach is taken by Perrin (2003) and Ehrensberger-Dow and Perrin (2009) regarding rewriting and translation within the field of newswriting. The methodology of Progression Analysis advocated by Perrin has the advantage of concentrating on the writing process while situating it in a wider social context. This approach focuses on the situational context of the writing process, the movement of writing through the text, and the writer's consciously applied writing strategies, from the identification of material to be incorporated in the text, the composing of new material and two fundamental revision actions – insertion and deletion of text. The advantage of the method of Progression Analysis is the triangulation of data, obtained by combining three different analytical methods: an ethnographical approach, employing interviews with the stakeholders - writers and translators - regarding the guidelines they adopt when rewriting (or translating), their background and training. This is followed by the study of the actual writing processes as they unfold. Thirdly, this is reinforced by a retrospective oral commentary, or Retrospective Verbal Protocol (Tirkkonen-Condit 2002) on the revisions made, carried out by the writer as soon as possible after the text has been written. The aim of this paper is to identify and describe the specific characteristics of the process of rewriting and the mediating presence of rewriters. Although rewriting takes on different connotations according to the disciplinary areas in which it is used, in the present context it refers to various forms of re-formulation, such as translating, editing, revision, trans-editing and web adaptation. To date there are scant studies which specifically address the strategies and mechanisms underlying reformulation across discourse areas and media forms. We thus aim to investigate the process of rewriting by means of a combined ethnographic and text-analysis approach to verify whether the interventions identified in the field of translation studies namely, explicitation, simplification, normalisation, levelling out, over- or under-representation of source and/or target text items, which have been shown to exist in texts which have undergone translation and/or editing are also present when texts are rewritten for different media. The macro theme selected to unite the text typologies to be analysed is that of nutrition - a key issue today with implications that are not only ethical, economic, social and nutritional, but also sanitary and environmental. An ethnographic approach to include interviews with the end users (both individuals and restaurateurs) will be combined with a detailed text analysis of the translated texts to verify whether the rewritten texts on the food products formulate information about food conservation, preparation instructions, ingredients and expiry dates in a clear and comprehensible fashion. Thus, through ethnographic investigation and the study of texts that have been rewritten, reformulated, adapted and/or translated intralinguistically, interlinguistically or intersemiotically, the paper aims to shed light on the processes involved in the production of a „new“ text, which has been adapted to fit the expectations of hypothesized readers from multilingual, multicultural backgrounds.

Keywords: (re)writing, transediting, intercultural communication, recontextualisation, nutrition

Please contact the authors for the list of references

10:45 – 11:15

DAVID KATAN

Department of Humanities, University of Salento (Lecce), Italy; dmkatan@gmail.com

The languages of Tourism: Mediating the Cultural in the Tourist Gaze

Recently, in tourism-related communication an important role has been played by the Internet. Indeed, tourist websites of accommodation, museums, attractions, blog pages and travel reviews are now key sources of information, providing insight into how the holiday experience is perceived by travellers. More and more, this discourse, once local is now increasingly becoming global with English as the lingua franca. At the same time, local tourist locations are beginning to promote internationally through the internet, again with English as the lingua franca. Hence, to improve translation quality we need to more fully understand how tourist discourse changes across cultures. The tourist discourse can be related to the concept of “tourist gaze” (Urry: 2002, 2011), defined as the model of perception tourists adopt while they are in tourist destinations. The gaze can be regarded as a (pre)constructed model of reality of the tourist sights visited, and will show how tourists tend to reproduce observable patterned views of the localities concerned. These patterned views differ according to cultural provenance, or more specifically to how perception is affected by shared expectation and experience of difference. Hence, the aim of the paper is to focus on the cultural differences between various national tourist gazes (British, Italian and Chinese). China will clearly be a major area of interest due to china’s recent „the rise of China on the global stage, the push of “going-out” (internationalization) policy“ (Wei and Dianshun, 2011). The analysis will centre on a corpus study of the language used in the tourism domain to describe tourist experience, opinion and advice of both local and foreign sites. The material will include different types of tourism-related material, such as tourist guides, websites of museums, archeological sites, accommodation, restaurants, travel articles, travel blogs, forum discussions and other sources of travel advice. The analysis begins with the use of software tools to calculate tourist icons and topic frequency, semantic associations and so on. An analysis of the presence or absence of certain semantic networks will help to build up aspects of the national tourist gaze, which necessarily focusses on perceived difference with local reality. The differences in reporting what was ‘seen’ and how will then form the basis on which a model of the other’s reality can be reconstructed, thus forming a culturally oriented tourist gaze. Possible reasons for the differences will be discussed, drawing not only on social, historical and geographical differences, but also on cultural orientation theory. The social and historical differences will also inform the analysis of the “sight sacralisation” (Maccannell 1994). This theory suggests that there are a number of set stages which a location must pass through before it can be the object of the tourist gaze: naming, framing and elevation, enshrinement, mechanical reproduction, and social reproduction. In the paper it will be shown that there are both similarities and important culturally patterned differences related to the sight sacralisation stages. With regard to the similarities it will also be suggested that there is an extra culture-general stage, which moves the tourist from passive spectator to active performer: tourist reproduction, whereby the knowledgeable international tourist ,knows‘ how to actively act rather than passively spectate at a series of tourist locations. With regard to the cultural orientations, 3 particular orientations will guide the analysis: Kluckhohn’s the action/being orientation, the closely related E.T. Hall’s contexting theory, and Hofstede’s universalism/collectivism orientation (all discussed in Katan 2004).

Keywords: tourist-gaze, cultural differences, Chinese, Italian, English

Please contact the author for the list of references

11:30 – 11:45

MARIA ELISA FINA

University of Salento, Italy; elisa.fina@unisalento.it

Communicating Tourism in the Web 2.0 Era: Cross-cultural Issues

Over the last decade, the Web 2.0 has been transforming tourism significantly and has led to the spreading of the Travel 2.0 phenomenon. Travel 2.0 involves tools allowing travellers to identify, customise and purchase tourist products online (Buhalis, 1998) and to produce and exchange travel information.

This study focuses on the phenomenon of TripAdvisor, the world's largest travel review website. These reviews can be considered a valuable tourist text type, as they provide meaningful insights into real travellers' needs and values. The aim of this study is to investigate TripAdvisor travel reviews from a linguistic and cross-cultural perspective. The investigation involves a comparison between English and Italian travellers in the way they produce travel information through a quantitative and qualitative analysis of the reviews. The analysis was carried out on two comparable corpora assembled in the period ranging from September to December 2010: the first corpus (101,000 running words) is made up of reviews of accommodation in Puglia (Italy) written by English travellers, the second corpus (108,000 running words) is made up of reviews of accommodation in Puglia written by Italian travellers from all parts of Italy. The reviews contained in both corpora were subject to linguistic analysis by means of WordSmith Tools 6.0. The corpus analysis is based on the methodology developed by Tognini-Bonelli (2001) for the identification of functional correspondences across languages, and on the combined quantitative and qualitative approach developed by Manca (2011). The findings obtained in corpus analysis show that there are significant differences between English and Italian travellers in the way they perceive the holiday experience in Puglia. Specific outcomes of these differences are visible mainly in the description of outdoor environment and in relational issues. Following Manca's methodology, these differences are culturally aligned and discussed in terms of HCC vs. LCC framework (Hall 1990), Cultural Orientations, (Trompenaars and Hampden-Turner 1997, Hofstede 2001, Walker et al. 2003, Katan 2004,) and the 'tourist gaze' (Urry 2002/2011). This study is relevant to translation issues. The analysis of tourist material produced by ordinary travellers, such as travel articles, travel blogs and travel reviews has provided interesting results in terms of 'tourist gaze' and tourists expectations (D'Egidio 2009, Orlando 2009, Fina 2011). These studies hint at a translation practice in which the cultural values retrieved from user-generated content could be embedded in translated texts in order to produce more accurate and functional tourist material and make the destination more appealing to specific potential travellers. Travel user-generated content might be considered peripheral to the field of translation as, in the specific case of TripAdvisor, reviews can be Google translated into one's own language by clicking on the "Google Translation" button. However, a cross-cultural analysis of reviews could help spot travellers' needs and values and take a central role in interculturally mediated translation contributing to the production of high-quality multilingual texts.

Keywords: TripAdvisor, travel reviews, cultural orientations, translation, cross-cultural communication

Please contact the author for the list of references

11:45 – 12:00

ANGELA D'EGIDIO

Department of Humanities, University of Salento, Lecce, Italy; angela.degidio@unisalento.it

The Tourist Gaze in English, Italian and German Travel Articles about Puglia

The aim of this paper is to show how online travel articles may provide important insights into how a tourist destination is perceived and to what extent the tourist gaze may be used to recontextualise tourist material in order to produce more functional and effective tourist texts, which meet receivers' expectations. To this

purpose, three comparable corpora constituted by online travel articles in English, Italian and German were assembled and analysed in order to understand the way ordinary travellers perceive and experience a tourist destination in Italy (Puglia) by taking language as a point of reference. The first fifteen words of the frequency lists of the three corpora suggested what landmark sights and elements of attraction English, Italian and German tourists gaze at when they go on holiday to Puglia. The analysis showed that the Italian tourist gaze is different from the English and German one since they all do not focus on the same objects or landscapes, and even when they gaze at the same signs, their perception and representation is often different. The similarities between behaviours of English and German travellers suggest a distinction between a model of “global gaze” embodied by English and German travellers, seen as “outsiders”, and a model of “local gaze” embodied by Italian tourists, seen as “insiders”.

Keywords: tourism, tourist gaze, Puglia, online travel articles, corpus analysis, culture, globalization

12:00 – 12:15

STEPHANIE ENGOLA

Department of Bilingual Studies, University of Yaounde I, Cameroon; engolaamougou@yahoo.fr

Translation and National Identity: on Promoting Peace and Ideology through Literary Translation

Research in translation has always focused on identity issues in literary works. They look at the way writers portray their understanding of national identity and unity in literary works. Few works have looked at the same issue from the other way round that is how translation can be manipulated to build a national identity. Indeed, national identity is defined as the feeling of belonging that people may share without knowing each other. They believe in the same ideal of a nation. According to the constructivist approach in historiography, national identity is built by governments through literature and media. Europe and America have demonstrated this trend with a number of instances of master pieces that have participated in inducing a national conscience. But in Africa, national identity is still defined by political factors such as borders and inter-States relations. Literature does not have a privileged position on the scale of items that help to define and consolidate identity. Also, translation is still rather practiced among European languages. This article seeks to show how ideologically-oriented translation can help consolidating national identity and unity in a context dominated by civil wars and social clashes. Based on the constructivist approach in historiography and functional theories in translation, it shows how ideology, through translation of literary works in national languages can improve the living together of groups and promote peace on a long term in African countries with a particular focus on Cameroon which is known as “Africa in miniature”.

12:15 – 12:30

ELENA DE LA COVA

Translation and Interpreting, University Pablo de Olavide, Seville, Spain; edelacova@gmail.com

Peripheral Constraints in the Localization of Online Content

In the globalized world we live in, a technology product designed in the US should work equally well in Germany or in Japan. Although English has become somehow the lingua franca of the Internet, people still wish to use products and services in their own languages, which are adapted to their local markets. When a new product is launched in the US, a smartphone for instance, it is expected to be available in other languages and countries almost at the same time as in the US. This requires a great localization and internationalization effort. Localization is therefore of paramount importance for the success of a technology product or service such as a website the core object analysed in this paper). However, website content finds obstacles to

be properly localized due to reasons that are not necessarily related to the traditional problems which content adaptation raises. These underlying reasons are peripheral in the sense that non-linguistic, non strictly translational external factors are likely to have an undesired impact on the actual translation and adaptation processes. These constraints, although peripheral, are powerful and can leave very little room to the translator when it comes to culturalize contents. These extratextual factors include how the immediacy of the Internet impacts translation processes, the technical backend of the product, the influence of the technology slang on translation or the effects of the segmentation of markets. For example, due to the immediacy of the Internet, content travels very fast to the homes of different citizens of the world. If a product, e.g., Facebook, becomes very popular in the US, the word will spread fast and it will very likely become popular in other countries even when its content has not been localized yet. As a result, translators frequently have to cope with the fact that the user community is already familiar with the product they are translating. In many cases, English terminology has already settled as-is in a given country. When this happens, translators have to make a challenging decision: whether to adapt the content to the target culture or make the transition to the localized version as smooth as possible to users who already know the product in English. Sometimes they do not even have a choice, as companies want to make sure their brand is untouched, even if it means that its essence is lost in translation. Another peripheral problem to website content adaptation is concerned with the fact that localization is subordinated translation process. Content is subdued to its technical nature. This is a very common translation challenge as, for instance, translators may not have the power to influence the structure of a website and therefore their endeavor to localize it properly to the target locale might be diminished. In addition, translators frequently have to localize content that is tied to an image or a link which for different possible reasons cannot be modified. This obviously limits the job of the translators, who might have to maintain American references because they are linked to an image or a page that cannot be changed in the target context. Culture-marked elements are therefore hindered by these peripheral factors that become indeed so powerful that they can potentially prevent the translator from doing their job, that is, adequately rendering a message towards the target locale.

Keywords: localization, online content, marketing, constraints, globalization

Panel 18: The Translation Profession: Centers and Peripheries

10:00 – 12:45, room 376

Organiser: Helle V. Dam, Kaisa Koskinen

MARIAN FLANAGAN

Department of Business Communication, School of Business and Social Sciences, Denmark

marfl@asb.dk

Volunteer Translation: a Threat to the Translation Profession?

Since Facebook's announcement in 2008 that it was translating its social media website into different languages with the help of bilingual Facebook users, the concept of crowdsourcing has become a much talked-about topic within the translation industry. In particular, many professional translators talk negatively about crowdsourcing, deeming it to be a threat to their livelihood. However, before Facebook's attempts at crowdsourcing, some form of crowdsourcing had been around for many years. So, why now is there such hype surrounding this translation model, and is it really a threat to the livelihood of the professional translator? Crowdsourcing translation is also known as volunteer translation, community translation and collaborative translation. These terms are used somewhat synonymously in the translation literature, depending on the author, as they share key common characteristics highlighting that the translation performed is done on a vo-

luntary basis by Internet users, who are often members of some kind of online community (O'Hagan 2011). Online communities have existed since the advent of the Web, yet the transition from Web 1.0 (the information web) to Web 2.0 (the social Web) (Gough 2011) has allowed these communities to thrive more than ever. As with all collaborative projects, a strong community is deemed to be the key to its success. But another key reason for the growth in volunteer translation is the technological enhancements we are witnessing with Web 2.0. Advancements in technology have always played an important role in the changes to the translation profession. In the 1950s machine translation (MT) was first introduced, but a short while later the hype around MT died down after experiments refuted the initial claims of increased productivity. Since the 1990s, commercial translation memory (TM) tools have been available, but this technology was met with caution by many freelancers, and in many cases large amounts of resistance. However, TM developers persisted, and with the growth of the Web in the 1990s, TM tools were marketed as an essential aid to freelance translators, given the new demand for translated material. Despite the initial disappointment and setbacks with MT, research continued over the years, and since the 2000s MT systems have become a central player in the translation industry. On the one hand, the use of MT systems has become more prevalent due to advances in computing power and connectivity; on the other hand, businesses are looking for solutions to deal with the large amounts of digital content that needs to be translated, while keeping their costs at a minimum, and therefore automated solutions are deemed to be one of the ways of achieving this goal. Another way might be to use volunteer translation. This paper reviews relevant literature on the topic of volunteer translation, with the aim of identifying the role it plays in the translation profession today. In addition, the paper looks at translator attitudes towards the model, and it compares and contrasts the model with current technology-related practices within the translation profession. Based on the literature the paper discusses the feasibility of this model in future translation practices, and addresses translators' concerns.

Keywords: volunteer translation, social web, non-professional translators, online communities, translation technologies, translation models

Please contact the author for the list of references

ANNE SCHJOLDAGER, TINA PAULSEN CHRISTENSEN

Department of Business Communication, University of Aarhus, Denmark; asc@asb.dk, tpc@asb.dk

The Uptake of and Attitudes towards Translation Technologies in Danish Translation Companies – an Interview Survey

As modern-day professional translators depend increasingly on various kinds of computer-assisted translation (CAT) tools, it is an undisputed fact that translation technologies have now moved from the periphery to the centre stage of the translation profession. Since the mid-1990s, CAT has been carried out by means of translation-memory (TM) technology, but, more recently, translators have begun to combine TM technology with machine-translation (MT) tools (e.g. the survey by Proz.com 2011, in which 30 % of free-lance translators reported this). Whereas a TM is essentially a database consisting of segmented and paired source and target texts providing the translator with translation proposals (matches) from previous translations, an MT tool provides him/her with translation proposals that are automatically generated from various corpora (including, perhaps, one or more TMs). When TM and MT technologies are combined, which may be referred to as MT-assisted TM translation, the translator may choose between TM- and MT-generated translation proposals, which s/he either accepts, revises or rejects. Thus, for instance, if the translator uses a TM editor like Studio 2011 from SDL Trados, s/he will never have to translate from scratch, simply enabling MT-generated translation proposals whenever the TM cannot offer useful matches.

The advent of translation technologies on the scene of professional translation has indeed changed the way professional translators work. In fact, translation workflows and processes seem to have changed so much that we may now question the very role of human translators (e.g. Garcia 2009): Perhaps translators are no

longer involved in translation as such, but should rather be described as pre- and post-editors of machine-generated texts? For this reason, as implied by the panel description, some might even argue that translators no longer occupy the centre stage of their own profession.

While most studies dealing with CAT tools tend to focus on issues like translators' productivity in connection with various tools, a few translation process studies have dealt with the impact of CAT tools on translators' workflows and mental processes (for overviews, see Christensen & Schjoldager 2010 and Christensen 2011). Thus, for instance, research suggests that the mental processes of TM-assisted translation may be intrinsically different from those of human translation (Christensen & Schjoldager 2011 and in progress). So far, we know very little about the impact of the uptake of CAT tools on the nature of the translation profession, and we know very little about its impact on translators' self-perception as professionals. Our paper intends to address these issues based on a survey that we are conducting on the uptake of and attitudes towards translation technologies in the Danish translation profession, represented by major translation companies situated in Denmark. Our aim is to present and discuss interview results concerning questions such as:

1. What is the uptake of translation technologies in major translation companies? Which technologies are employed, how are they used, and to which extent are they used?
2. What are translators' attitudes towards translation technologies in general and specifically in their own work?
3. Do translators feel marginalised in their own profession as a consequence of the use of translation technologies? Do they feel disempowered as professionals? Do they sense a loss of status in society? Do they resent the fact that tasks that were previously carried out by humans are now taken over by machines? Do they resent the fact that new tasks (post-editing etc.) are necessitated by translation technologies?
4. Have translators' self-perceptions changed because of recent developments within their profession? How do they see themselves as professionals? Do they see themselves as translators? Do they see themselves as specialists? Do they see themselves as post-editors?

Keywords: computer-assisted translation (CAT); translation-memory (TM) technology; machine-translation (MT) technology; attitudes towards translation technologies; professional translators' self-perceptions

Please contact the authors for the list of references

KRISTINE BUNDGAARD

Business and Social Sciences, Aarhus University, Denmark; kribu@asb.dk

Revision of Computer-assisted Translation in a Large Danish Translation Agency - a Field Study

As my PhD project, I am conducting a field study, which examines revision of computer-assisted translation (CAT) in a large Danish translation agency. The PhD project is conducted within Translation Process Research and focuses on external (workflow) as well as internal (cognitive) translation processes. As part of the study of cognitive translation processes, an experimental design will be applied to compare a machine translation-assisted (MT-assisted) translation memory (TM) environment and a post-editing (PE) environment.

This paper will address the question of the panel description concerning the relationship between machines and humans in the field of translation. This question will be explored through an examination of the extent to which the two mentioned CAT environments are actually doing the translator's job, i.e. making the translator less central in the translation process. This will be done on the basis of a presentation of data collected in the spring of 2013. The discussion of centre-periphery relations is highly relevant as far as CAT is concerned. At the translation agency where the field study will be conducted, three technological environments are distinguished: (1) traditional TM-assisted translation, (2) MT-assisted TM translation, where an MT function is integrated as an added source of proposed matches and (3) a PE environment where all segments in a source text are pre-translated and then given to the translator to post-edit. The management of the translation agency

expects that traditional TM-assisted translation (1) will generally be replaced by MT-assisted TM translation (2) and that in the future, PE (3) will move into the centre of the agency's translation workflow. Similar expectations are found within CAT research (Pym 2012, Garcia 2012, Arenas 2009). Therefore, the PhD project seeks to compare the MT-assisted TM environment (2) and the PE environment (3). The integration of technologies in the translation process seems to change the way translators work (Christensen/Schjoldager 2011). Previously, the translator was met with a blank piece of paper when he had to make a translation. Today, with the integration of MT into TM systems, the translator is provided with a suggestion for the translation of every segment in the source text. With each suggestion, he has to make a decision as to whether the suggestion can be accepted as it is, or it has to be revised. Thus, revision becomes a crucial part of CAT and, therefore, this is the main focus of the paper. The assumption is that, to a large extent, the modern translator is not translating, but revising proposals produced by other translators or by an MT engine. In this light, the use of CAT tools can be said to redefine the concept of translation. On the basis of some preliminary results of the field study, the paper will discuss the extent of revision and traditional translation from scratch in the MT-assisted TM environment and the PE environment and, in doing this, contribute to answering the question of the panel description concerning the centre-periphery relation between technologies and humans in the field of translation.

Keywords: computer-assisted translation, post-editing, revision, machine translation, field study

Please contact the author for the list of references

MAARIT KOPONEN

Department of Modern Languages, University of Helsinki, Finland; maarit.koponen@helsinki.fi

Is Machine Translation Worth the Effort? Machine Translation, Post-editing and the Aspects of Effort

Advances in the machine translation field have recently increased interest in various uses of machine translation also in practical scenarios. Simultaneously, these developments raise questions of the roles of humans and machines in the translation field. This presentation discusses the uses of machine translation and the way the outmarch of machine translation is affecting many areas of the translation profession.

Possibly the most widely used form of machine translation, free online systems, such as Google Translate, have made machine translation accessible to basically any user. They are intended to produce some translation for any text even if the quality is not always high, and their benefit mainly involves providing readers with a basic idea, or gist, of the content of text written in a language they do not understand. A different scenario is represented by the EU MOLTO project, which aims to develop tools intended for content providers to produce fully automatically text in multiple languages. This approach relies on the use of strictly specified domains and controlled language, meaning that the system is only capable of translating certain limited sentences, but of doing so with high reliability.

The scenario most influencing the work of professional translators involves the use of machine translations as raw versions to be post-edited by translators. Such practice is increasingly commonplace for many language pairs and domains, and is likely to form an even larger part of the work of translators in the future. Recent research has shown that post-editing sufficiently high-quality machine translation can indeed increase productivity in terms of translation speed (see e.g. Carl et al. 2011; Garcia 2011; Guerberof 2009; Plitt and Mas-selot 2010). However, editing poor machine translation can be an unproductive and frustrating experience. One of the key questions in post-editing is, therefore, estimating the amount of effort involved in post-editing and the amount of effort acceptable – is using machine translation worth it? Commonly used measures of effort focus on post-editing time and the amount of changes performed, measured in words or keystrokes. However, these measures only address the temporal and technical aspects of effort (Krings 2001). What is more difficult to capture is the cognitive effort required for identifying errors and the necessary corrections. Cognitive effort is an important concern as it relates to the experience of the humans actually tackling the

post-editing work.

The purpose of this presentation is to explore the interaction between translators and machine translations particularly in the post-editing context. The central question posed is how the translators' perception of effort involved in post-editing relates to the commonly used indicators of effort. The presentation draws upon experiments forming part of my dissertation work dealing with machine translation quality and post-editing effort. By analyzing errors found in the machine translations and their relationship with effort indicators – post-editing time, number of edit operations and effort-related quality scores given by translators – this work aims to identify situations that require particular effort from the post-editor, especially effort not evident in the number of technical edit operations. Identifying such situations would be important both for indicating particularly critical errors to be addressed in the development of machine translation systems, and for accurately estimating the work involved in producing the final translation.

Keywords: machine translation, post-editing, machine translation quality, post-editing effort, error analysis

Please contact the author for the list of references

Panel 4: Corpus-based Translation Studies

14:00 – 15:30, Room 348

Organisers: Claudio Fantinuoli, Federico Zanettin

Panel discussion

Panel 7: Indirect Translation: State-of-the-art and Future Research Avenues

14:00 – 15:30, Room 329

Organisers: Hanna Pieta, Alexandra Assis Rosa

GERALDINE BRODIE

Faculty of Arts and Sciences, University College London, UK; g.brodie@ucl.ac.uk

Indirect Translation in Theatre: Terminology and (In)visibility

Productions of translated plays on the London stage find many ways to describe the interlingual interpretive process that has taken place between the source text and the performance. Most frequently, a translated play is described as a 'version' or 'adaptation', with the term 'translation' reserved for specialist theatre companies, such as the Royal Court Theatre, which focuses on 'new writing'. Yet these three terms, plus an array of variations, appear to be almost inter-changeable when the detail of the translation procedure is examined. The approach most commonly adopted on London stages with regard to translation is to commission a source-language expert to prepare a 'literal' translation which is then used by an English-speaking theatre practitioner to produce a playscript for performance. One example is the National Theatre production of Federico García Lorca's 'The House of Bernarda Alba' in a 'new version' by David Hare (2005). Hare acknowledged his use of a literal translation by Simon Scardifield in the theatre programme and the published text, but only Hare's name was displayed on the cover alongside Lorca. However, the terms 'version' and 'adaptation'

can also be used to describe a production which has been translated from the source language by the named writer, thus obscuring the applicability of the terminology in describing the two-stage process. In my publications examining this practice, I have applied the term 'indirect' translation, distinguishing it from the 'direct' translation of a theatre practitioner who commands the source language and therefore does not require a 'literal' translation to be commissioned. My use of the term 'indirect' translation does not therefore generally predicate a third language, but it does involve a third person, or more, in the translation process.

This paper will examine the hidden practices and power-play in London theatre around indirect translations. I will discuss the variety of terms in current usage which attach to the translation of plays originating from other languages and the translation methods applied to those plays. Significantly for this panel's investigation of indirect translation, the 'literal' translator (or third person) in theatre is at times unacknowledged, and frequently has to be searched for among the smaller credits while the English-speaking playwright shares the limelight with the source-text author. Examination of this practice, and the terminology chosen to represent it, may have relevance to indirect or relay translation in its wider sense, revealing the shadows of translational behaviour even within language pairs, and demonstrating the multiplicity of agents impacting on the ultimate appearance of a text in translation. The corpus for this analysis is based on a sample of eight productions performed in a three-month period in 2005, which I have examined in detail, from commission to performance, including interviews with the agents engaging at all stages of the process. This analysis will enable me to interrogate the variances of terminology applied to indirect translation, by both theatre practitioners and academics. I will consider the activities represented by that terminology and the contextual circumstances which influence the terms ultimately chosen. Can terminology be activated to shed light on a translational process passing through a succession of agents, or is the complex procedure of indirect translation doomed to obscurity by the very multiplicity of the agents involved?

Keywords: theatre translation, performance, direct, indirect, literal, agency, visibility

MARIEKE DELAHAYE

HU Brussels - KU Leuven/CETRA, Belgium ; marieke.delahaye@hubrussel.be

Indirect Translation in Historiography: a Methodological Contribution

The present paper focuses on the phenomenon of indirect (or secondhand) translation in historiography. Historiographical discourse has been considered in Western Europe as part of the literary genre until the end of the eighteenth-century, when it developed into the contemporary scientific historiography, even if it has never completely succeeded in freeing itself from the ideological aura that accompanies the national and nationalistic perspective. Historiographical discourse frequently makes use of sources in different languages, and processes them ultimately into a monolingual discourse - and often even merely in English. Historiography is thus constantly thrown back on the use of multiple translations. Recent research on contemporary historiographical discourse (Delahaye, 2011) has revealed a wide range of problematic issues with respect to the language(s) and translation used in citations and mentioned in the corresponding bibliographical references. This problematic situation appears alike in different types of language use, ranging from popularized to academic discourse. We assume that one of the main causes of these problems lies in the trajectory adopted by historical texts through time and space, and particularly in the tracks, or lines along which texts have moved between cultures and epochs, i.e. the way in which "translation families" have originated. The methodological tools used in this investigation are basically twofold. First we describe the methodological steps taken to outline the West European genealogical tree of a specific, foundational text within the corpus of the chronicles on the discovery and conquest of the West Indies by Spain, viz. *Brevísima relación* by B. de Las Casas, 1552. We examine the direct and indirect translation lines that have led to the multiple corpus of the text, paying special attention to the problematic nodes. In a second step, we apply certain methodological strategies to inquire into the effects of indirect translations on image building, and on the construction of cul-

tural (national) identities. Finally, this example will lead to some critical comments on the article by Dollerup (2009: <http://www.cay-dollerup.dk/publications.asp>) on indirect translation.

Keywords: indirect translation, methodology, historiography, chronicles of the West-Indies, genealogy

MARIJA ZIATNAR MOE, TANJA ŽIGON

Department of Translation/University of Ljubljana, Faculty of Arts, Slovenia; marija.zlatnar@guest.arnes.si

Central-language Influence on the Translation Process between Peripheral Languages: Harry Hole Takes the Autobahn South

When fiction from peripheral languages is translated to other peripheral languages, this mostly happens via central languages and cultures. Slovene and Norwegian literatures both belong to the periphery of the European cultural area. Norwegian authors have, however, been very well received by the centre in the last years, in literary fiction as well as in popular fiction and drama. Therefore, Slovenes too have taken increasing interest in Norwegian literature, helped by the current availability in Slovenia of literary translators able to translate Norwegian literary texts directly into Slovene. Although in recent decades translations from Norwegian have mostly been done directly, the influence of the central languages and cultures has nevertheless been felt, because the commissioning publishers select a book for translation mainly based on how well it does in the major markets, and/or on their reading of the text in question in one of the major European languages, most often English, followed by German and occasionally French. Frictions have been known to arise between the publisher and the translator over different readings, which may be due to working with different source texts. To find out whether the target texts in central languages really differ enough to cause such differences in interpretation, we studied three different versions of *Rødstrupe*, a crime novel by the Norwegian author Jo Nesbø, in English, German and Slovene. The research focuses on three types of changes that could contribute to the target texts being very different: Firstly, we studied semantic changes in all three target texts. Secondly, we analyzed stylistic shifts, mostly regarding formality and politeness, as well as larger omissions, additions and reorganizations of the text. Lastly, we examined translations of the novel's many and varied culture-specific elements and passages in foreign languages. The culture-specific elements pertain to several different cultures, central and peripheral, through different historical periods. There is a number of passages in German and English, which are particularly interesting, as these are also the target languages in our study. German and English are historically prestigious literary languages with far more speakers and readers than Slovene and Norwegian, and these differences in target audience may be expected to affect translation strategies. The first two types of shift studied, the semantic and stylistic, give little support for this hypothesis. All three translations contain semantic changes, often in the same places, but they are noticeably more frequent in the Slovene target text. They are, however, of minor importance when it comes to the understanding of the text, and would mostly go unnoticed by the target reader. Style and register changes, too, take place in all three translations and only rarely show a clear relationship with the prestige or centrality of the language. In agreement with the hypothesis, however, we do indeed find that changes from source-culture-specific to target-culture-specific elements are more consistent and frequent in the English and German translations than in Slovene, as are omissions, additions and reorganizations of the text. The translations for the central cultures thus more often disregard details and distinctions considered significant in the source culture, so that the images of smaller cultures lose fine texture and are assimilated to generic types. We thus show that the publisher, relying on the central target versions, and the translator, using the peripheral source version, may indeed read books that differ significantly enough to raise problems in the translation process.

Panel 24: Transmodality and the Role of the U.S. in Cultural Translation

14:00 -15:30, Room 330

Organiser: Florian Freitag

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

freitagf@uni-mainz.de

RENÉ SCHALLENGER

Dept. of English and American Studies, Alpen-Adria-Universität Klagenfurt, Austria

Rene.Schallegger@aau.at

Hating Diversity and Synthesis: How Canadian Values Got Lost in Translation to US Gamers

When Joe Vargas, host of the Illinois-based online Angry Joe Show, uploaded his video “10 Reasons Why We Hate Mass Effect 3’s Ending” on youtube on March 18, 2012, it became a focus for a broad wave of discontent and outright hatred that had already been voiced shortly after the game’s release (on March 6) by a large section of the US-American gaming community. These gamers wanted a happy ending, they demanded closure. They also demanded a final battle, a clear ‘either/or’-decision. They wanted to defeat the enemy, or at least go down trying. And yet the game refused them both: closure and confrontation. The designers decided to kill off the main character and to suggest synthesis (a ‘both/and’- approach) as the best and only lasting way to resolve the central conflict between synthetic and organic life driving the narrative. As of today, this video alone has more than one million hits, and there are uncountable threads in several forums attacking the designers at Bioware for what is perceived to be a flawed and disappointing, for some even infuriating ending to a trilogy of otherwise critically acclaimed and financially highly successful games (2007 – 2012). Bowing to public pressure, a so-called Extended Cut that changed and expanded on the rejected ending was released as a free DLC by Bioware on June 26. But it only made matters worse.

The Edmonton-based Canadian company had already attracted the hostility of the US-American right-wing Fox Network in 2008 with the first instalment of its series, when a two-minute optional and well-integrated sexual encounter in the 30+ hour experience led to the infamous and utterly untenable accusations of the game being a “porn simulator”. Even though critical reactions to this incident mostly favoured Bioware and their artistic decision, they still decided to at least pull the male/male same-sex romance options from the game and to not even create any respective content for the second instalment to appease the haters, a highly contentious move they finally took back when lead designer Casey Hudson twittered in 2011 that he was “happy to confirm” that MASS EFFECT 3 would support “wider options for love interests incl. same-sex for m&f chars, reactive to how you interact w/them in-game”. The issue was immediately hotly debated on the web and in real life, and Forbes online even ran an article entitled “How Hard is it Not to be Gay in Mass Effect 3?” (Paul Tassi, March 8, 2012). In my paper, I would like to focus on these two issues, the ending and the question of sexual diversity, to create a reading of the incidents of gamer hatred surrounding the MASS EFFECT series and how they could relate to unreflected cultural differences between the Canadian designers and their ideological context on the one side and US-American gamers and their naturalised expectations on the other side of the longest undefended border in the world. I will try and show that the 49th parallel not only divides two nations, but two fundamentally different socio-cultural set-ups that in these cases bubbled to the surface in the Third Space of video gaming.

Keywords: Canadian Studies, Game Studies, US-American Studies, diversity, snythesis

CHRISTOPH VATTER

Universität des Saarlandes, Germany; christophvatter@gmail.com

American Vampires in Europe. Reflections on cultural translation and intercultural reception of American Vampire-Films and TV-Series in France and Germany

Even though Bram Stoker's *Dracula*, probably the world's best known vampire character, is historically and geographically associated with medieval Eastern Europe and the most influential vampire narratives are closely linked with the Irish and English gothic literature in the 19th century, vampires can be described as a transnational phenomenon in the popular culture whose most recent, very successful manifestations are of American origin. In literature, cinema and on television, vampire narratives spread around the globe and found a great success: Stephanie Meyers novel's and the movies derived from her *Twilight* Series or TV-shows as *True Blood* (2008-...), *The Vampire Diaries* (2009-...), *Being Human* (2011-...) – to cite only a few examples. Many of these productions rely on values that could be qualified as "American" or deal with specific problems of the US society as the question of equal rights that is in the center of *True Blood*, a TV-series that refers directly to specific terms and measures of the LGTB-movement and conceptualizations of diversity. In this contribution, I propose to examine the reception of selected US-American vampire films and TV series in France and Germany. The aim of this media analysis is to show how concepts that are deeply inscribed in specific US circumstances, are translated and mediated into the local cultural contexts. Are references to specific American debates on diversity or moral identified as such? To what extent are they linked to the own debates? How can the success of these productions be explained?

JAN-ERIK ELLA

Seminar für Englische Philologie, Georg-August-Universität Göttingen, Germany; jassu.ella@gmx.de

The League of Extraordinary Gentlemen: From Avant-Garde Graphic Novel to Mediocre Feature Film

Alan Moore's and Kevin O'Neill's comic book series *The League of Extraordinary Gentlemen* was built around the premise that all popular (Victorian) fiction actually depicts real events, and all of its principal pro- and antagonists coexist in the same universe. Building upon this, the first two collected volumes of the series painted a lush alternative version of the late Victorian period, drawing upon such diverse sources as Jules Verne, Rider Haggard, Edgar Allan Poe, H.G. Wells, Robert Louis Stephenson, and Bram Stoker (just to mention a few). The eponymous League simultaneously worked as an homage to more contemporary superhero team comics, and as a meditation upon well-known characters from nineteenth century "classics" such as *Dracula* or *King Solomon's Mines*. Unsurprisingly, a film adaptation of this series was produced in the wake of the superhero boom in the early 2000s. The result, however, bore only a most superficial resemblance to its source material. (Alan Moore was supposedly so disappointed by the film that he has consistently refused to watch it to this day.) My presentation will highlight the differences between the comic and the film, and focus on how and why these alterations were probably implemented. In general, the material has been subjected to a process of "dumbing down", with almost every character losing most of its complexity in the transition from the page to the screen. New protagonists and antagonists were added, and existing character constellations were changed considerably. For example, Mina Murray (originally featured in Bram Stoker's *Dracula*) serves as the leader of the "League" in Moore's graphic novel. She is a mortal woman bearing the disgraceful scars of her mutilation at the hands of Count Dracula, which render her an outcast and a fallen woman in the eyes of Victorian society. However, she successfully asserts her leadership position even while she struggles with the trauma that marks her past. In the film version, none of this applies. Instead, Allan Quatermain (who, unlike his equivalent in the comic, is not a morphium addict) is established as the team's leader, and Mina is reduced to the role of an undead femme fatale who occasionally checks her appearance in a small pocket mirror. Another notable addition to the cast is Tom Sawyer, a character that was supposedly added to draw American audiences in. Young Mr. Sawyer serves as a secret agent for the United

States, and quickly bonds with Allan Quatermain, who henceforth serves as a sort of mentor figure. I will explore how the producers changed the source material in order to appeal to a mass audience (particularly the young male demographic), and how exactly the film failed to capture almost everything that made its parent text noteworthy. Unsurprisingly, the movie received almost universally negative reviews. Nonetheless, it did comparatively well at the box office, generating enough profit to possibly vindicate the producers' decisions in changing the script from an economic point of view. However, it is clear to see why this film never generated a sequel, in spite of several hints at a possible continuation embedded within its plot.

Keywords: adaptation, Americanization, sexism, Steampunk, neo-Victorian

Panel 17: Terminology in Translation Studies

14:15 – 15:30, Room 346

Organiser: Heike Jüngst, Leona Van Vaerenbergh

KATIA PERUZZO

IUSLIT – University of Trieste, Italy; katia.peruzzo@phd.units.it

MuLex: a Proposal for a Translation-oriented Legal Terminology Management System

Specialised discourse is characterised by two types of linguistic features, namely lexical and textual features (Cabr , 2000, p. 188). On the one hand, lexical features in a specialised context consist of the usage of either lexical units which are exclusive to the topic or units which have a restricted meaning compared to their general meaning. On the other hand, textual features consist of “texts having a precise content and a more concise and systematic expression than general texts because of their structure of knowledge which is heavily controlled by the meaning of its concepts” (Cabr , 2000, p. 188). In this paper, only the first type of distinctive linguistic features of specialised discourse is being analysed, i.e. terminology in the legal domain. Nowadays, the number of documents falling into the broad category of specialised discourse is rapidly increasing as a result of the growing demand for and the global development of digitalisation. In such a setting, the identification of terms is a crucial issue for any application dealing with the analysis, understanding, generation or translation of LSP documents (Jacquemin & Bourigault, 2003, p. 599). Therefore, terminology processing plays a central role in a wide variety of activities, such as information retrieval, indexing of multimedia documents, document summarisation, language planning, technical writing, but also machine translation and human translation. The proliferation of digitalised documentation has also led to an increased demand for multilingual material, which has brought new vigour to the profession of non-literary translators and has spurred research in LSP translation. As terminology is recognised as one of the distinguishing features of specialised discourse and as a source of translation problems, especially when it refers to culture-specific items (Aixel , 1996, p. 52), in the last two decades greater attention has been devoted to translation-oriented terminology management (see Galinski & Budin, 1993; Melby, 2008; Vintar, 2000, among others). However, despite the growing interest in translation-oriented terminology management systems, the solutions proposed by different authors seem to lack sufficient consideration of the needs and expectations of professional translators (Dur n Mu oz, 2012, pp. 128–129). In this paper, a terminology management system developed as part of a PhD research project (MuLex) is presented. This terminology management system is intended for professional legal translators working in the European Union context. In this context, where the translation policy at the supranational level is governed by the principle of multilingualism, legal terminology is characterised by sui generis features which differ from those of other domain-specific terminologies. These peculiarities are determined by the fact that the languages used are embedded in a multi-jurisdictional environment, in which a supranational legal system (the EU) co-exists with national legal systems (the Member States).

Examples of these features can be EU-specific terminology not shared by national legal systems and the presence of terms borrowed from national contexts but conceptually redefined within the EU, among others (cf. Robertson, 2010, pp. 3–4). In the case of most resources devoted to legal terminology, ranging from monolingual legal encyclopaedias to bilingual legal dictionaries and online multilingual legal glossaries and term banks, the addressees are not necessarily translators and the terms presented are generally embedded in one national legal system or, as in the case of IATE, in the EU legal system. On the contrary, the proposed terminology management system is designed so as to take into consideration the specific needs of legal translators and the peculiarities of the legal terminology in a “multi-level regime” (Ajani & Ebers, 2005, p. 12). Therefore, the terminology recorded in MuLex can pertain to either one or more than one legal system, no matter if they are national, supranational or international systems. By doing so, not only is it possible to establish equivalence relations among concepts embedded in different legal systems and designated by terms in different languages, but it is also possible to understand the differences that exist among legal systems that are expressed by means of the same language (for instance, English terms referring to concepts pertaining to the legal system administered by the courts in England and Wales and English terms designating EU legal concepts).

Keywords: legal terminology, terminology management systems, LSP translation, knowledge representation, terminological equivalence

Please contact the author for the list of references

MARTIN WILL

Interpreting Studies, Saarland University, Germany; drmartinwill@aol.com

Zur Eignung simultanfähiger Terminologiesysteme für das Konferenzdolmetschen

Das Berufsbild von Übersetzern und Konferenzdolmetschern ist überwiegend durch die Mittlung fachlicher Texte geprägt, wobei als Konsens gilt, dass eine erfolgreiche Translation dieser Texte nur dann möglich ist, wenn das darin enthaltene Fachwissen bekannt ist und adäquat eingesetzt wird (stellvertretend für Viele: Gile 1995:131ff). Dafür ist jedoch i.d.R. ein erheblicher Rechercheaufwand zu leisten, der hauptsächlich in der Erschließung von fachlich-terminologischen Strukturen im Ausgangstext und deren Übertragung in die Zielsprache besteht, – i.d.R. im Abgleich mit textexternen Strukturen aus Datenbanken und Paralleltexten. Diese Tätigkeit wird meist als (übersetzungs –oder dolmetschorientierte) Terminologearbeit bezeichnet (vgl. Arnzt/Picht/Mayer 2004, Hohnhold 1983, Will 2009). Zur Rationalisierung dieses Aufwands hat die Softwareindustrie – praktisch seit Beginn der PC-Ära – eine Reihe weitgehend einheitlich aufgebauter Tools entwickelt, die für die Terminologearbeit eine (komplexe, jedoch frei strukturierbare) Terminologiedatenbank sowie ein Translation-Memory-System beinhalten. Diese mit erheblichem Forschungs- und Investitionsaufwand entwickelten Lösungen wurden jedoch lediglich für den Arbeitsplatz und den Workflow von Übersetzern konzipiert und haben sich auch nur dort etabliert. Für die dolmetschorientierte Terminologearbeit mit ihren besonderen Anforderungen hinsichtlich Rezeption, Transfer und Produktion sind sie keine Lösung (Will 2000:126, Stoll 2009 :138, Fantinuoli 2011:51).

Erst ab Mitte der 90er Jahre entstanden mit DolTerm und InterPlex erste Anwendungen, die sich speziell an Konferenzdolmetscher richteten, bisher sind es mindestens 7: DolTerm, InterPlex, Terminus, TermDB, LookUp, InterpretBank und Glossary Pro. Alle Produkte geben vor, für den Einsatz in der Simultankabine geeignet zu sein und verstehen sich als Terminologiedatenbank bzw. Tool zum Terminologiemanagement (vgl. Sand 2004, Wintringham 2009, Fantinuoli 2009), doch unterscheiden sie sich z. T. erheblich bei den erfassbaren Datenstrukturen (Eintragungsmodell), in der Aufbereitung und Visualisierung der Daten und in der Bedienung(sabfolge): Ein Grund dafür könnte darin liegen, dass die Autoren unklare bzw. unterschiedliche Auffassungen über Art und Inhalt der dolmetschorientierten Terminologearbeit und der damit zusammenhängenden modernen Terminologielehre (García de Quesada 2011:250ff) haben: Dafür spricht unter anderem

der Umstand, dass – vor dem allgemeinen Desinteresse der Softwareindustrie am Nischenmarkt Konferenzdolmetschen – alle 7 Produkte Eigenentwicklungen praktizierender Dolmetscher sind, und nur 2 davon einen (dolmetsch)wissenschaftlichen Hintergrund aufweisen. Zudem spielen nach eigenem Bekunden empirische Beobachtungen aus der Berufspraxis (auch der eigenen) fast immer eine besondere Rolle. Gerade deswegen, aber auch wegen der immer noch geringen Verwendungsrate unter Konferenzdolmetschern (vgl. SDI 2007) erscheint es lohnenswert, die o. a. Ansätze auf eine gemeinsame theoretische Grundlage zu beziehen um sie miteinander zu vergleichen. Ziel ist es dabei, die einzelnen Produkte auf ihre Eignung für die Simultanverdolmetschung von fachlichen Konferenzen zu überprüfen.

Dazu sollen zunächst einheitliche Kriterien aufgestellt werden, die sich aus der Verwendung bzw. der Zielsetzung simultanfähiger Terminologiesysteme (Stoll 2009) notwendigerweise ableiten (u. a. in Zusammenhang mit dem Phasenmodell des Simultandolmetschens, der Terminologielehre, und der Informationsverarbeitungstheorie). Danach werden die einzelnen Software-Produkte vorgestellt, anhand der aufgestellten Kriterien bewertet und eine Zusammenfassung der Ergebnisse vorgestellt.

Anhand der daraus ableitbaren Desiderata sollen schlussendlich Möglichkeiten für die weitere Entwicklung von Programmen für die dolmetschorientierte Terminologiearbeit aufgezeigt werden – im Interesse einer adäquaten und allgemein einsetzbaren Lösung für Konferenzdolmetscher.

Schlagworte: Simultandolmetschen, Software für Terminologiemanagement, Terminologiedatenbank für Konferenzdolmetscher, dolmetschorientierte Terminologiearbeit.

Please contact the author for the list of references

ANNE-KATHRIN SCHUMANN

University of Vienna; Saarland University; annek_schumann@gmx.de

Ein Goldstandard für die automatische Extraktion wissenshaltiger Kontexte aus deutschen und russischen Web-Korpora

Der Beitrag stellt einen multilingualen Goldstandard für die Untersuchung – Beschreibung und Extraktion – wissenshaltiger Kontexte in Web-Korpora vor. Als wissenshaltige Kontexte werden dabei natürlichssprachige, in Textkorpora vorkommende Sätze verstanden, die terminologisch relevantes begriffliches Wissen, also Definitionen oder Begriffserklärungen, enthalten. Untersuchungen zu wissenshaltigen Kontexten im Zusammenhang mit dem Bestreben, korpuslinguistische Verfahren für die terminologiewissenschaftliche Theoriebildung sowie die Terminologiepraxis nutzbar zu machen, wurden in den letzten Jahren für eine Reihe von Sprachen, etwa für das Englische (Pearson 1998, Meyer 2001, Barrière 2004) sowie einige romanische Sprachen (Condamines/Rebeyrolle 2001, Malaisé et al. 2005, Aussenac-Gilles/Jacques 2008, Feliu/Cabré 2004) und kürzlich auch für das Slowenische (Fišer et al. 2012) durchgeführt. Nur selten kommen dabei allerdings konsolidierte, nach transparenten Prinzipien zusammengestellte Goldstandards zum Einsatz, so dass die präsentierten Ergebnisse nicht nur nicht vergleichbar, sondern auch nicht reproduzierbar sind. Die Kategorie des wissenshaltigen Kontexts entzieht sich damit weiterhin einer transparenten, intersubjektiv nachvollziehbaren und mithin empirisch operationalisierbaren Definition. Darüber hinaus besteht aufgrund des Fehlens einer gesicherten Datenbasis für weiterführende Untersuchungen – beispielsweise zur Nutzerbewertung automatisch extrahierter begrifflicher Informationen aus Textkorpora – keine konsolidierte Datengrundlage. Der Beitrag beschreibt die Erstellung eines Goldstandards für die Untersuchung wissenshaltiger Kontexte anhand deutscher und russischer Web-Korpora. Das Internet wird dabei aus mehreren Gründen als Datenquelle herangezogen: Einerseits stellt die Tatsache, dass Internetkorpora mit Hilfe von Web-Crawlern (de Groc 2011) mit geringem materiellen und zeitlichen Aufwand erstellt werden können, gegenüber klassischen korpuslinguistischen Ansätzen insbesondere im Hinblick auf die durch die Terminographie zu bewältigende Fülle an Fachgebieten und Sprachpaaren einen wesentlichen Vorteil dar. Andererseits nutzen Übersetzer und Dolmetscher das Internet gerade für mit Ressourcen unterversorgte Themengebiete und Sprachkombinatio-

nen bereits seit Jahren als Informationsquelle. Korpuslinguistische Ansätze in der Terminologie sollten daher in der Lage sein, online vorfindbare Wissensbestände bezüglich ihrer Qualität und Abdeckung kritisch zu bewerten, sowie der im Internet vorfindbaren Datenqualität im Sinne angemessener Robustheitsanforderungen Rechnung zu tragen. Die Sprachen Deutsch und Russisch wurden als Arbeitssprachen ausgewählt, da sie sowohl im interessierenden Themenbereich als noch nicht oder kaum untersucht als auch aufgrund ihrer typologischen Unterschiedlichkeit von den meisten der bisher bearbeiteten Sprachen als mit interessanten linguistischen Problemen behaftet und daher als geeignete Testobjekte für bisher entwickelte Extraktionsmethodologien gelten müssen. Der im Beitrag vorgestellte Goldstandard soll hierfür als Datengrundlage dienen. Der Goldstandard enthält für jede der beiden Arbeitssprachen ein kleines Entwicklungs- sowie ein kleines Testkorpus. Inhaltliche Überlappungen wurden weitestgehend vermieden, so dass das jeweilige Testkorpus als Grundlage für die Evaluierung der Übertragbarkeit einer Extraktionsmethode auf ein neues Themengebiet verwendet werden kann. So enthält das deutsche Entwicklungskorpus überwiegend Texte zum Themengebiet Windenergie, wohingegen das deutsche Entwicklungskorpus z. B. die Themenbereiche Energieversorgung, Ingenieurwesen, Physik und Chemie, alternative Energie etc. mit jeweils einer Reihe annotierter Kontexte abdeckt. Das russische Entwicklungskorpus enthält eine Reihe von Texten zum Thema KFZ, wohingegen es sich bei dem russischen Testkorpus wiederum um ein – kleines – Multidomänenkorpus handelt. Die Annotation wissenshaltiger Kontexte in diesen Subkorpora stützt sich auf explizit formulierte Validitätskriterien sowie eine Reihe vorab identifizierter semantischer Relationen, anhand derer terminologisch relevantes begriffliches Wissen strukturiert wird. Die Annotation von Kontextkandidaten verlief in zwei Schritten: Zunächst wurden Kontext-Kandidaten durch die Autorin (Annotator A) der hier präsentierten Studie aus Subkorpora bereits erstellter Web-Korpora ausgewählt. Diese wurden fortgeschrittenen Studenten der Translationswissenschaft zur Annotation vorgelegt. In einem zweiten Schritt identifizierte Annotator A in den Subkorpora bislang noch nicht erkannte Kontext-Kandidaten, die alsdann Zweitannotatoren – erfahrenen Übersetzern – zur Bewertung vorgelegt wurden. Aufgrund von Schwierigkeiten bei der quantitativen Bewertung der Annotation mit Hilfe von Agreement-Maßen (vgl. Artstein/Poesio 2008) wurde zur Erstellung und Bewertung des Goldstandards eine qualitative Strategie gewählt, die negative Fehlannotationen (fälschlich negative Bewertungen valider Kontext-Kandidaten, falsche Negative) und falsche Positive (positiv annotierte invalide Kontext-Kandidaten) durch Anwendung der entwickelten Validitätskriterien identifiziert und dokumentiert. Für jeden der letztlich in den Goldstandard übernommenen wissenshaltigen Kontexte ist daher nachvollziehbar, welche Bewertungen für diesen Kontext durch die Erst- und Zweitannotatoren abgegeben wurden. Des Weiteren ist für jeden Kontext ein Zielterminus, zu dem der betreffende Kontext relevante Informationen liefert, zugänglich.

Keywords: korpusbasierte Terminologie, wissenshaltige Kontexte, Deutsch, Russisch, Goldstandard

Please contact the author for the list of references

Panel 21: Translation and Comprehensibility

14:00 – 15:30, Room 347

Organizers: Karin Maksymski, Silke Gutermuth

Comprehensibility and the translator/interpreter: prerequisites for a comprehensible translation

LARISA ILJINSKA, MARINA PLATONOVA, TATJANA SMIRNOVA

Riga Technical University, Latvia; marina.platonova@rtu.lv

Coinage and Application of Metaphoric Terms in Scientific and Technical Discourse: Contrastive Approach

The nature of the contemporary scientific and technical text has been changing, and therefore traditional conventions of technical text production are not strictly observed. Contemporary scientific and technical text is less formal, more expressive, cross-disciplinary, multi-functional and all together hybrid, as the boundaries between different styles and genres are getting blurred. The dynamic changes in the nature of scientific and technical text determine contemporary processes the scientific and technical vocabulary undergoes, initiating the on-going process of metaphorization and extension of meaning of the scientific and technical terms and, thus, demanding new approaches to the analysis, description and application of existing and newly created terms. A text in the present article may be considered as a communicative event that contributes to a discourse, which is a configuration of mutually relevant texts. The article mainly studies coinage and application of metaphoric terms in scientific and technical discourse, which in its turn is defined as professional communication that covers different areas of science and technology. The scientific and technical discourse is heterogeneous in its nature as it covers a wide range of subject fields, which employ different field-specific vocabularies. For example, the vocabulary of the field of Mechanics is one of the most ancient and harmonized, the vocabulary of Telecommunications is built on the system of highly abstract concepts, the vocabulary of Economics is culture-specific, it abounds in metaphoric terms and allusions, etc. The field of Civil Engineering and Architecture, chosen for analysis in the present paper, lies at the crossroads of art and technology. The texts in Architecture cover both craft and art, and their interpretation requires more than just general background knowledge in the subject field. Informative technical texts on Architecture often contain expressive means of language, performing a secondary expressive function. Due to its explicitly cross-disciplinary and multi-functional nature, the field of Civil Engineering and Architecture is a perfect medium for illustrating the main tendencies in the development of scientific and technical vocabulary. The article analyses the main tendencies in the development of scientific and technical vocabulary focusing on the conflict between the on-going process of metaphorization of terms in the scientific and technical discourse and the process of formalization or standardization of technical vocabulary initiated by the development of corpus linguistics, compilation of multi-lingual terminological data bases, as well as digital processing of texts. The complicated mechanisms underlying the processes of meaning formation, extension or compression are illustrated in the article considering the newly-created LSP terms in English and challenges in the process of their translation into Latvian. The tendency for metaphorization of technical vocabulary is present in both languages analyzed, however, this tendency is more explicit in the English language. Potential problems associated with alignment of terms formed as a result of metaphoric meaning extension vary depending on the degree of interlingual translatability. Thus, in Latvian, in most cases denotational meaning is given priority, and the metaphoric meaning is lost. Most apparently the problem of loss of essential components of meaning arises in alignment of terms formed on the basis of metonymy, metaphor and allusion. Therefore, the text/terminology user/translator should possess the necessary expertise not only to understand the meaning of complicated terms, but also to decode historical and cultural implications communicated by these terms. Terminology representing the intellectual content of a technical text requires users to possess a certain number of essential competences: to demonstrate awareness (background knowledge), professional qualification (choice and application of pro-

per terms), and pragmatic competence (ability to establish the link between the intentions of the author and acceptability for the reader), which may be regarded as an aspect of communicative competence.

Keywords: scientific and technical discourse, metaphorization, extension and compression of meaning, contrastive analysis, competence

MATTHIAS APFELTHALER

Department of Translation Studies, University of Graz, Austria; matthias.apfelthaler@uni-graz.at

What Translators Might Have in Common with Psychopaths: the Role of Cognitive Empathy in Understanding the Target Audience

The notion of the target audience is hardly new in Translation Studies. But what could be the yet unexplored neurocognitive mechanism allowing translators' target orientation in the first place? In my ongoing research I am interested in how translators take their target audience's perspective during the translation process and how translators are able to sufficiently anticipate their prospective readers' reactions to produce a suitable target text. In this theoretical paper I will shed light on the conceptual foundations of understanding the target audience by drawing a parallel between translators' target orientation and that of psychopaths. Since translation can be seen as an interpersonal phenomenon (Muñoz Martín 2010), I assume that it requires a certain amount of sensitivity to and understanding of other people. In social psychology and neuroscience, two versions of interpersonal sensitivity are distinguished: cognitive and affective empathy (Batson 2009).

One of the defining characteristics of psychopathy is a lack of affective empathy towards others. This means that psychopaths have difficulty in understanding certain kinds of emotions and feelings in other living beings, and responding to them appropriately. The cognitive component of empathy, however, is often unimpaired, even enhanced in psychopathic individuals. An explanation for this is that in order to blend in and make up for their deficit in affective empathy, psychopaths particularly have to rely on cognitive empathy. To be a "successful psychopath" (Gao and Raine 2010), then, means to be adept at explaining and predicting others' behavior by attributing to them mental states like thoughts, beliefs, knowledge, desires and intentions. I propose that it is cognitive empathy that enables translators to adopt their prospective readers' point of view, and this notion is the one I am investigating in my research in connection with target orientation in the translation process. The affective component of empathy is no doubt important with regard to many aspects of translation and interpreting (think of a community interpreter feeling distressed when an asylum seeker gives gruesome testimony); but it seems less pertinent to translators' target orientation, provided the source text or translation situation is not particularly emotionally charged. My research's theoretical framework is heavily influenced by functional (e.g., Nord 2000, forthcoming) and cognitive (e.g., Muñoz forthcoming) approaches to translation, and translation process research (e.g., Englund Dimitrova 2005, Hansen 2006, Göpferich 2008). Major points of reference from outside Translation Studies include psychology, cognitive science, and neuroscience. This framework will later be used to guide a quasi-experiment investigating the correlation between cognitive empathy and the translation process, and between cognitive empathy and the features of the translation product. One of my hypotheses is that highly cognitively empathetic translators, not unlike the successful psychopaths mentioned above, will adapt more to the perceived characteristics of others. This means that I expect them to adapt their translations more to the target audience than less empathetic ones. Data collection methods will include recording translators' behavior, translation product analysis, cued retrospection, in-depth interviews, and the distribution of two post-experiment questionnaires (Empathy Quotient, introduced in Baron-Cohen and Wheelwright 2004, and a translation concept questionnaire). By illuminating the foundations of target-audience understanding in my research, I hope to close an explanatory gap in translation theory and offer a further step towards modeling translation as a cognitive process.

Keywords: target audience, empathy, functional approaches, cognitive approaches, translation process research

Please contact the author for the list of references

AGNIESZKA GRONEK

Institute of Translation and Interpreting, Heidelberg University, Germany; Agnieszka.Gronek@gmx.de

„So einfach das Wetter wird jetzt schlechter, als Sie gekommen sind“ – das Phänomen der sprachlichen Indirektheit beim Diskursdolmetschen

Wird Translation als Oberbegriff für Übersetzen und Dolmetschen im Sinne der Leipziger Schule verstanden, gilt Göpferichs Postulat nach der Verständlichkeit von Texten sowohl für schriftliche als auch für mündliche Texte und somit für beide Disziplinen. Für das Dolmetschen kann daraus abgeleitet werden, dass die Verständlichkeit (des Ausgangstextes, des Translats und des Zieltextes) eine ganz besondere Rolle im Bereich des Diskursdolmetschens spielt, da sich hier die Äußerungen der Primärpartner im ständigen Wechsel aufeinander beziehen und einander bedingen. In diesem komplexen Prozess der Dolmetschtriade ist aus translationswissenschaftlicher Sicht noch vieles ungeklärt. Einen ersten, auf inhaltlicher Ebene theoretisch begründeten, Einblick in die Materie sowie eine Entscheidungshilfe für die aktuelle Dolmetschsituation bietet das TRIM Model (Jiang 2009:145), das fünf mögliche Verdolmetschungstypen einer message in Abhängigkeit von den sechs Filtern discourse purpose, coherence, knowledge, topic continuity, isotopic continuity und interest unterscheidet. Das Modell macht transparent, dass und wie die Filter zu einer bestimmten Verdolmetschung führen, wobei nach Jiang das verdolmetscht wird “what the interpreter assumes to be the meaning“ (Jiang 2009:21). Anscheinend gibt es also einen Interpretationsspielraum, in dem sich zunächst das Verständnis der DiskursdolmetscherIn von einer Äußerung formt, bevor diese transferiert und anschließend verdolmetscht wird. Wie kann beispielsweise die folgende Begrüßung verstanden (und gedolmetscht) werden, die ein (polnischer) Geschäftsmann gegenüber einer potentiellen (deutschen) Geschäftspartnerin beim ersten Treffen äußert:

„Tak to po prostu aura nam się psuje, jak pani przyszła“ (wörtlich: So einfach das Wetter wird jetzt schlechter, als Sie gekommen sind)?

„Versteckt“ sich eine tiefere Bedeutung hinter der Äußerung, die auf den ersten Blick nicht erkennbar ist, also nicht direkt angesprochen wird? Wenn ja, welche Funktion erfüllt eine solche Indirektheit – handelt es sich bspw. um eine Beleidigung, eine Provokation, einen Flirtversuch?

Es ist bislang ungeklärt, was sprachliche Indirektheiten sind und von welchen Parametern sie abhängen. Ein denkbarer Parameter, der die Verwendung von Indirektheiten beeinflussen kann, wäre bspw. die kulturelle Norm: Nach Hall (1976) können Kulturen in Bezug auf Kontextualität unterschieden werden, und zwar in Kulturen mit hohem und mit schwachem Kontextbezug, wobei im ersten Fall weniger direkt als im zweiten kommuniziert wird. Für das Deutsche und Englische liefern House' Untersuchungen zur Diskurspräferenz einen Hinweis darauf, dass sich die beiden Sprachen/Kulturen in dieser Hinsicht voneinander unterscheiden, dabei zeichne sich das Deutsche u.a. durch einen höheren Direktheits- und Explizitheitsgrad als das Englische aus (House 1999:49). Im Rahmen des Vortrags sollen Beispiele aus einem authentischen Korpus von gedolmetschten Businessgesprächen zwischen polnischen und deutschen DiskurspartnerInnen vorgestellt werden, an denen sich Folgendes abzuzeichnen scheint: Hinter manchen allgemeinsprachlichen Äußerungen verbirgt sich eine andere als die offensichtliche Bedeutung, die bspw. geschäftsrelevante Informationen enthält, die man auf den ersten Blick nicht vermuten würde. Vor dem Hintergrund der Sprechakttheorie (exempl. Searle) wird die Frage diskutiert, was das Indirekte im Polnischen und im Deutschen sprachlich-formal und pragmatisch-funktional ausmacht. Es wird ferner versucht, aus den konkreten Beispielen mögliche Parameter abzuleiten, die das Vorkommen einer Indirektheit in der jeweiligen Sprache (und evtl. sprachenübergreifend) begünstigen, was im Resultat nicht zuletzt für die Praxis des Diskursdolmetschens von Relevanz sein kann.

Keywords: Indirektheit, Diskursdolmetschen, Pragmatik, Polnisch, Deutsch

Please contact the author for the list of references

Panel 2: Audiovisual Translation Today: Centre-periphery Relations

14:00 – 15:30, Room 351

Organiser: Lucile Desblache

ANNA PONOMAREV

Imperial College London, UK; a.ponomareva@imperial.ac.uk

Translating Opera: New „Eugene Onegin“s

Three contemporary productions of Tchaikovsky's opera Eugene Onegin (1885), the 19th century Russian masterpiece that is part of any distinguished opera company repertoire, are the focus of my presentation. They are staged at Russian and British theatres: Bolshoi Theatre (2006), English National Opera (2011), and Royal Opera House (2013).

My aim is to exemplify a number of connections between word and music in Tchaikovsky's opera and its three different versions. First of all it will be shown that the source opera itself is a translation. Tchaikovsky based his opera on seven scenes from Pushkin's novel in verse Eugene Onegin (1830s). The text of these scenes can be classified as the intralingual translation of Pushkin's Onegin according to the Jakobson's classification of translation types (1959); it provides an interpretation which takes place in the same language and involves a number of rewordings or paraphrases of the original. Tchaikovsky's opera in its entirety, in which music and text are combined, however, belongs, to another Jakobson's category, an intersemiotic translation: there some verbal signs are interpreted here using non-verbal signs. Moreover, Tchaikovsky's opera relies upon multimodal mediation. It will be shown and explained how the various modalities of the opera represented by music, decorations, costumes, lights, arias, dance and a set of titles contribute to the translation of the Pushkin novel. Secondly, it will be revealed how the changes, in particular verbal, visual and kinaesthetic, introduced by the directors of contemporary productions of Tchaikovsky's Eugene Onegin contribute to the new perception of this opera in the 21st century. It will be also clarified to what extent the directors' attempts are successful in maintaining and developing the connection between word and music established by Tchaikovsky in his work. In order to evaluate and compare the recent productions of Eugene Onegin their sets of titles will be analysed. Changing anything on the verbal plane of mediation was not a priority to the Bolshoi Theatre team. Both British directors, however, decided to go along a different path. Martin Pickard produced a new version of the titles for the English National Opera production; his aim was to improve the singing capability of the previous work. It does not look at the moment that Royal Opera House has commissioned to any one the task of making novel titles for its new production of Eugene Onegin. So, they will rely upon the existing titles, which are based on the remarkable translation of Pushkin's Onegin made by Charles Johnston (1977). The directors of these operas, Dmitri Tcherniakov (Bolshoi Theatre), Debora Warner (English National Opera), and Kasper Holten (Royal Opera House), are open to experimentations, in particular with the visual and kinaesthetic modes. They move their productions in time and space trying to meditate on various themes of the plot. Their presence is visible; everything that appears on opera stage has distinctive elements of their own vision of Tchaikovsky's opera. In this way, translating opera follows the same pattern as translating literature, in which equivalence is not more an issue.

Keywords: translation, opera, Russian Studies, multimodalities, visibility of translators

LUCILE DESBLACHE

Making Music Accessible

This paper will aim to give an overview of new developments in the translation of musical texts. Exploring the interpersonal, intercultural, intralinguistic and interlinguistic bridges on which music and translation intersect, it will examine how words linked to music are currently translated and what is needed to improve the provision of such translation. This proposal outlines realistic outputs that can foster dialogue between different providers of translation in the music area and chart the most important developments to be considered so that the art that 'hears cultures' (Erlman) can also translate them. In an era where globally promoted music translates local cultures, this paper will ask how these translations are taking place and promote their visibility and their development, focusing primarily on the translation of opera today. Opera companies, under pressure to provide access to an ever-wider public across age, disabilities and social boundaries, are successful pioneers in the provision of translation. How far ranging is the role of translation of operatic texts as an enhancer of multilingual/multicultural performance, instrument of verbal/non verbal comprehension and tool of accessibility? What new developments in global and multimodal mediation can match the present digital and live formats of opera? How useful can such translations be in providing models for other, sometimes opposed, sometimes convergent musical genres? Can a contemporary map of translation across those genres be drawn? These interdisciplinary and transnational questions have not been fully answered and will be considered during this paper.

Closing remarks

Panel 8: Interpreting and Conflict Mediation

14:00 – 16:00, Room 352

Organiser: Aline Remael, Mary Carroll

Department of Translators and Interpreters, Artesis University College/University of Antwerp Belgium; Germany

aline.remael@ua.ac.be; mail@carroll-communication.com

CHRISTINE SCHOECK

Mediator, Edinburgh, Scotland; ccschoeck@yahoo.com

Using Interpreters in Neighbour and Community Mediation

Community Mediation is a cost effective way of achieving understanding between neighbours or whole communities. Issues are possibly multiple and often involve people from various communities or language groups. Mediators work with all parties, preparing them to meet and work through the issues in a structured and calm way. All involved must feel able to express their views and the work is to move from positions to each person seeing his/her interests being addressed. When agreement is reached, all must feel that they have been fairly involved and so take ownership of the outcome. Mediation is fair, and works with both formal and informal applications and with participants from all backgrounds, ages and levels of education. Community Mediation has been in the UK since the early 1980's and began in Scotland in 1995. Community Mediation services across the UK now have a large and significant body of casework and are able to study the results of conflict resolution in both individual neighbour conflict and in larger community conflicts. In all mediation work, mediators endeavour to establish communication requiring listening and empathy between parties where there has been anger, hurt and misunderstanding. With language and cultural differences bet-

ween parties, this aspect is more obvious and perhaps more critical. Mediators are trained to work with both prejudice and poor communication skills. The magic of all mediation is that it offers a forum like no other, for participants within a safe environment to stop and really tackle the issues inherent in a given conflict. The role of the interpreter is to provide an accurate, literal translation of what is being said. This requires an understanding of and confidence in both languages and also an understanding of cultural contexts and non-verbal communication. The interpreter is not the mediator. There are also large group conflicts which require both interpreters and mediators to have ability to work with the difficult dynamics of many people in creative and constructive ways. Not all mediators or interpreters will necessarily be capable or wanting to undertake these large mediations. Again, special training and strategies are needed. In considering neighbour and community conflict with the need for interpretation, there are particular considerations:

1. What are the separate roles for each – the interpreter and the mediator? What training should there be for mediators and interpreters in preparing to co-work effectively? What awareness of the mediation process must the interpreter have?
2. What briefing of the conflict in a case and preparation should there be for the interpreter?
3. How is the process of mediation using interpreters different from other mediations ?
4. How can the mediation process actually use interpreters as an advantage, not disadvantage?
5. How can the mediator ensure that proper assessment of language proficiency be carried out in deciding whether to use an interpreter?
6. Confidentiality underpins the mediation process and much careful thought needs to be given with the added dimension of someone being involved who will be part of one party's cultural group. Ensuring that the interpreter is aware of obligations of impartiality is the mediator's responsibility. Certainly in Scotland some language/ethnic groups are extremely small and in many communities almost everyone will be known to each other.
7. Cultural understanding of conflict is not always the same. There is a necessity that interpreter, mediator and participating parties all have an idea of what the conflict means to each of the parties. This is one of the educative possibilities which mediation offers and this aspect can be an extremely moving experience for all involved.
8. With funding of small services often under threat across the UK, how can interpreting be ensured? Are there mechanisms for embedding interpretation as a right in mediation?

Keywords: community, mediation, neighbour, conflict, interpreting

ŞEBNEM BAHADIR

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

bahadir@uni-mainz.de

The Position of the Third: Oscillating between Intrusion and Inclusion

The moment the interpreter comes onto the stage of professional communication in medical, legal and social settings, the singularity and the intimacy of the relationship between the expert and the client in a therapy and/or counselling session is altered by a strong sense of estrangement. The interpreter as a third party in this session is ascribed the role of the intruder disturbing the intimate togetherness of the 'original communication partners' in therapy and consultation. Thus to be an intermediary means first and foremost to enter the scene as a stranger disrupting the neat and clear relationship between two parties. The stranger is an ambivalent figure that can both intrude and divide and on the other hand relate to the others and be included. Translators and interpreters play exactly this ambivalent role because they may be perceived both as saviours and troublemakers: The patient, depending on the interpreter to convey her/his story of illness and pain, might embrace her/him as her/his saviour. In the same situation the medical expert may perceive the interpreter as a disruptive

element in the course of a consultation of which s/he normally is in full control. Just like the stranger, the translator/interpreter breaks up the intimacy and the two-dimensionality of the dialogic situation. The new relationship is a triangular or tripartite one which introduces new ways of establishing social, professional and political relationships. In this paper, Simmel's studies [1908] (1999) on triadic relationships as basic force for the construction of social forms and entities and on the structuring function of the third in social interaction will be taken as a point of departure for the analysis of a concrete counselling scenario – and possible variations of the situation. The presence of the third enables the creation of complex social interactions which can be witnessed in relationships such as imitation, cooperation, representation, advocacy, mediation, alignment, inclusion, integration, division of responsibilities, competition, conflict, segregation, assimilation, etc. Building upon my earlier work on the interpreter's in-between position (e.g. 1998, 2007), I will argue that the concept of the stranger and ambivalence being the main characteristics of the stranger, as developed by Georg Simmel [1908] (1999) and Zygmunt Bauman (1991 et passim), opens up new perspectives to deadlocked discussions on neutrality, objectivity, impartiality and multipartiality of interpreters and translators in theory and practice.

Keywords: interpreter, stranger, third party, ambivalence, neutrality

Please contact the author for the list of references

CARMEN VALERO GARCÉS

Department of Modern Philology, University of Alcala, Spain; carmen.valero@uah.es

Intercomprehension as a Mediation Tool in Community Interpreting?

Intercomprehension refers to a relationship between languages in which speakers of different but related languages can readily understand each other without intentional study or extraordinary effort. It is a form of communication in which each person uses his/her own language and understands that of the other(s) (Studies on Translation and Multilingualism. Intercomprehension, EU, 2012). As pointed out in this study, intercomprehension has focused mainly on the usefulness of intercomprehension in language teaching, so the present study aims at broadening this scope to the field of community interpreting and translating. The main objective is twofold. First I will describe how intercomprehension is used in NGOs, organisations, government offices and/or places where multilingual encounters take place, and secondly, I will look into how Community interpreting and translation can benefit from intercomprehension. Some factors to be explored are asymmetry in understanding each other; awareness of the mutual intelligibility of the languages; ideological attitudes that can either enhance or block comprehension between communities and languages that are mutually intelligible; and shared communication experience or characteristics of the institution language policy in relation to the other minority languages and between their speakers. Data will come from interviews and questionnaires to be distributed in the central area of Spain (Madrid and Corredor del Henares) in the last year. In order to examine the use and potential of intercomprehension, I will try to give answer to questions such as: how do immigrants manage to communicate in public services after years of contacts in the host society? Which languages do they use when visiting the doctor? or when accompanying their kids to school? Which strategies do immigrants use to communicate with public service providers? And, the other way round, which strategies do service providers use when interviewing or talking to people with different languages? And finally, can all this contribute to develop training programs more adapted to the characteristics of the population? Which are the main advantages and disadvantages of the use of intercomprehension? How can Community Interpreting and /or Intercultural Mediation benefit from intercomprehension? ? and how can this contribute, on the one side, to integration and, on the other hand, to maintain linguistic diversity and create a professional body of translators and interpreters and mediators?

Keywords: intercomprehension, community interpreting, intercultural mediation, public service interpreting and translating, translation, interpreting

MARY CARROLL

mail@carroll-communication.com

(Conflict) Mediation and Interpreting

Cross-border business and family mediation and many forms of domestic mediation (community, business, neighbourhood, school and even family mediation) are frequently conducted in a language that is not the mother tongue of one or all conflict parties such as when Swedes, Spaniards and Germans conduct business together in English or an estranged couple have spoken a third language in their relationship which is not the native language of either party. Such scenarios have become commonplace in every sphere of social interaction in our increasingly globalized world. Preliminary observations of role plays of mediation conducted a) in a foreign language for both parties and b) with an interpreter for one conflict party show striking differences in the dynamics of the mediation and the outcome. Monolingual conflicts are generally a minefield of misunderstandings, and mediation in which all parties speak their mother tongue tends to be a circuitous journey that can result in hard-won resolutions acceptable to both or all if conflict parties can be brought to formulate their interests and appreciate the other's perspective. Mediation in a foreign language, however, brings to the table additional issues that include power imbalances, insistence on positions rather than exploration and articulation of interests and needs, resignation and lack of collaboration to find mutual solutions. When an interpreter is called on to augment the triad of two (or more) conflict parties plus mediator, the dynamics of the mediation change in various ways. The presence of an interpreter affects the balance of power within the mediation as well as the interaction between the various actors. Since an important role of the (conflict) mediator is to structure and coordinate the dialogue, moving the conflict parties through the various stages of the mediation process, he or she needs knowledge and awareness of the demands of the interpreting process and should be as judicious in choosing and briefing the interpreter as in applying the ethics and techniques of mediation. In addition to their bilingual language skills, intercultural competence and interpreting ability, interpreters need adequate knowledge about the mediation process and the role of the (conflict) mediator. The ethics of mediation and the nature of many escalated conflicts make intimate knowledge of one's own behavioural patterns in conflict situations as well as insight into and reflection on one's own personal biography essential. While supervision is common among mediators and therapists, for example, this is not a given for interpreters. Yet in mediation, interpreters can be confronted with highly escalated and wrought emotional situations in a setting that demands confidentiality, neutrality and impartiality and with little to no opportunity to prepare for the intensity of the dispute or to debrief.

Since social developments, overworked courts, alongside EU and national legislation in many countries, give reason to assume that conflict mediation will continue to become more relevant, and with it, as a result of globalization, bilingual mediation, interpreters for this field are likely to be in greater demand. This, in turn, has relevance for the training of interpreters.

Keywords: cross-border mediation, interpreting, conflict mediation, mediation stages, interpreter training

Panel 12: New Media, Mediation and Local-global Reception

14:00 – 15:30, Room 368

Organiser: Teresa Musacchio

14:30 – 14:45

MARIA TERESA MUSACCHIO, GENEVIÈVE HENROT, RAFFAELLA PANIZZON

Dipartimento di Studi Linguistici e Letterari - Università di Padova, Italy; mt.musacchio@unipd.it

Mediating Popular Science across Languages and Cultures: Science and Environment through the EU's Presseurop

Nowadays, scientific communities need to communicate their studies and results to a public which varies for its wide range of aims, and in a variety of languages. The portrait of the scientist who works within a discipline and communicates mainly with his/her peers has now been surpassed. Today it is necessary for scientists to interact with various actors in the political, economic, social and teaching communities, not only to communicate their own research, but also to discuss issues, obtain support, raise funding, sensitize the community, and also to sustain everybody's participation in the global society, including the interlocutors who are less directly involved in scientific research. It follows that a number of text-types, languages, discourses and media are interwoven in the communication between scientific communities, on the one hand, and society in its widest sense, on the other (Jones & Norris 2005; Garzone 2006). Studies have been carried out on the popularisation of science (Bucchi 2000; Bauer & Bucchi 2007; Russell 2010). However, these studies have been undertaken mainly by scholars in the social sciences (communication studies, journalism, sociology, economics, and political science). Less attention has been devoted, on the one hand, to the type of text hybridisation subsequent to the development of the internet and the social media, and, on the other, to forms of text editing (writing, rewriting, editing and transediting) that presuppose contact between speakers of different languages and constitute forms of active mediation meant to render the text clearer and more accessible and to meet the expectations of the message receivers. In other words, more research is required on the processes of recontextualisation and reconceptualisation which are carried out by various institutions in relation to the varying objectives, the values and the interests of the actors present in today's linguistic-cultural context. Within a wider research project in the communication of science between scientific communities and the lay public, this pilot study aims to investigate the communication of science through the Science & Environment section of Presseurop (<http://www.presseurop.eu/en>), the European Commission website, which presents "the best of the European press" translated in ten EU languages with a view to creating a new public space for debate in the European Union. The communicative strategies and patterns of the Presseurop articles on science and the environment and their translations will be investigated as revealed in recurrent phrases, reformulations of terms, the lexical-syntactic complexity of the texts, and the speech acts realized in/through them (Steiner & Yellop 2001; Myers 2003; Hoorickx-Raucq 2005; Taylor 2010). Overall, the investigation aims to provide preliminary results in order to formulate some transcultural hypotheses regarding the dissemination of science and its implications for public engagement (Holliman et al. 2009). Aspects of the translation process such as modulation, transcodification, rewriting, transediting (Ulrych 2009) will thus be studied with special reference to the organisational structure (ordering of information, argumentative strategies, textual moves), strategies typical of popularization (reformulation, definitions, expansion, illustration), lexis (degree of specificity, explicitness, simplification of lexis used with respect to the specific terminology of the study area being examined), density and complexity of the text, and the conditions of reception and use of the text, measured quantitatively (type/token ratio, lexical density, lexical variation and lexical difficulty, grammatical intricacy, readability). In short, this paper will investigate whether modulation, (re)formulation, transcodification, translation, rewriting, and/or (trans) editing of Presseurop articles effectively convey and disseminate knowledge of the scientific issues described among EU citizens with a view to raising interest, convincing, gaining consensus, and influencing behaviours.

Keywords: (re)formulation, translation, intercultural communication, (trans)editing, science

Please contact the authors for the list of references

14:45 – 15:00

LUCIANA T. SOLIMAN

Dipartimento di Studi Linguistici e Letterari, Italy; luciana.soliman@unipd.it

Mediation and Social Diffusion: How Utterances Travel in French and Italian Popular Science

In popular science relevant connections are established between science discourse, its reformulation and its re-use (Jacobi 1986). This can be seen as a form of ‘translation’ of a special language into general language as it has the most diverse, anonymous receivers. Indeed, a science reporter – often termed ‘third man’ – acts as a mediator between experts and the lay public, re-interprets science through language. Science reporters do not only probe into science and its discoveries, but also interview scientists and more generally researchers. They cite those who can support the information they provide and/or can contribute to the debates they initiate. Through such ‘grafts’ in their utterances they try to justify their reformulations and enhance the relevance of what they say. In their quest for new allies and new evidence, they use evidential devices, but also parenthetical expressions with saying verbs at the end or within the reported speech or text. Our main objectives here are: 1) to identify the roles played by parenthetical expressions in reported speech by investigating the semantics of what we could term ‘authorial verbs’ and on the basis of the context where the parenthetical expressions are to be found – the mere reference, tone and modulation point to a definite stance or argumentative use of quotations; 2) to identify textual constraints of parenthetical expressions in a kind of discourse where it is essential to stress the reliability of the information gathered and then reformulated. To this end, we shall analyse a corpus of articles taken from social diffusion of science in French – *Science et Vie*, *Sciences et Avenir* – and in Italian – *Focus*, *Geo* – to identify common features of utterances in both languages with reference to this type of discourse. Our objective is to find out if scientific knowledge becomes more accessible in this way or whether it is justified by this sort of ‘intertextual dialogue’ anyway (Moirand 1988). Indeed, the readers’ role needs to be re-assessed as they do not possess detailed encyclopedic knowledge. What is then the relation between parenthetical expressions and quotations in these texts? The boundaries between novices and the lay public on the one hand and the mainstream scientific community on the other are clear-cut, but novices do influence – albeit indirectly – the way texts are written. Mediation contributes to building the representation of science the reporters wish to provide, but reporters cannot be sure that this is the case. Receivers have already formed in their minds an idea of how scientific knowledge is communicated and success in communication also means complying with such requirements. Receivers want to be free – or be under the impression that they are free – to form their own opinions because reporters provide clear information through more or less complex text structures. Though citations or quotations cannot be regarded as devices to make information simpler, they reflect the authors’ and the reporters’ desire to ensure that information is accessible. Popular science texts are studded with citations or quotations in such a way that readers feel information is mediated clearly and effectively.

Keywords: mediation, science discourse, reported speech, French, Italian

Please contact the author for the list of references

15:00 – 15:15

MAGRIS MARELLA, DOLORES ROSS, SCARPA FEDERICA

SSLMIT - Università di Trieste, Italy; mmagris@units.it, dross@units.it, fscarpa@units.it

Kommunikative Adäquatheit für Behinderte: Erfahrungen aus 4 EU-Ländern

Ausgangspunkt dieser Untersuchung ist die UN-Behindertenrechtskonvention, die am 3. Mai 2008 in Kraft getreten ist. Die Konvention legt das Recht auf Teilhabe am gesellschaftlichen Leben als zentrales Menschenrecht fest und misst dabei dem Aspekt der Zugänglichkeit große Bedeutung bei. Nun spielt in der heutigen Informationsgesellschaft eine angemessene Kommunikation oft eine entscheidende Rolle, um den

Zugang zu verschiedenen Lebensbereichen zu erleichtern bzw. überhaupt zu ermöglichen. Nicht zufällig wird in der Konvention selbst "Kommunikation" wie folgt definiert: "Im Sinne dieses Übereinkommens schließt 'Kommunikation' Sprachen, Textdarstellung, Brailleschrift, taktile Kommunikation, Großdruck, leicht zugängliches Multimedia sowie schriftliche, auditive, in einfache Sprache übersetzte, durch Vorleser zugänglich gemachte sowie ergänzende und alternative Formen, Mittel und Formate der Kommunikation, einschließlich leicht zugänglicher Informations- und Kommunikationstechnologie, ein". In unserer Untersuchung werden wir vor diesem Hintergrund die Webseiten verschiedener Einrichtungen im Hinblick auf ihre Beachtung dieser Prinzipien analysieren. Unser Ziel wird es sein, einige Qualitätskriterien für die Kommunikation mit den Behinderten aufzustellen, die auch für die mehrsprachige Textproduktion und für die Übersetzung hilfreich sein können. Da die Sensibilität verschiedener Kulturen in dieser Hinsicht unterschiedlich ausgeprägt sein kann, beabsichtigen wir durch eine vergleichende Analyse in 4 Sprachen (Deutsch, Englisch, Italienisch und Niederländisch) bestimmte "Beste Praktiken" zu ermitteln, die dann auch in andere Sprachen und Kulturen eingeführt werden könnten. Die Analyse soll zunächst feststellen, ob die Webseiten von Einrichtungen, die für die gesellschaftliche Teilhabe von Behinderten von besonderer Bedeutung sind (z.B. Schulen und Universitäten, Krankenhäuser, Flughäfen) Texte enthalten, die sich spezifisch an Personen mit Behinderungen wenden bzw. auf deren besondere Bedürfnisse eingehen. Zweitens sollen diese Texte einer linguistischen und funktionalen Analyse unterzogen werden, um deren wichtigste Merkmale herauszustellen. Dabei wird das Hauptaugenmerk auf die Kriterien der Verständlichkeit und der kommunikativen Adäquatheit gerichtet sein. Während z.B. in Deutschland, Großbritannien und den Niederlanden schon bestimmte Richtlinien zum Formulieren von Texten in einfacher Sprache für Menschen mit Behinderungen vorliegen, scheint Italien hier noch einen gewissen Nachholbedarf zu haben. Ein weiteres wichtiges Merkmal ist die Vermeidung von Diskriminierung durch eine politisch korrekte Sprache: Auch in dieser Hinsicht scheinen zwischen den verschiedenen Sprachen und Kulturen einige Unterschiede zu bestehen, die sich z.B. in der Frequenz bestimmter Ausdrücke und in der Verwendung von Euphemismen widerspiegelt. Die ermittelten Besten Praktiken sollen schließlich in einige Empfehlungen einfließen, die Verfassern mehrsprachiger Webseiten und Übersetzern gestatten könnten, im Rahmen ihrer Tätigkeit einen Beitrag zur Umsetzung der Prinzipien der UN-Konvention zu leisten.

Keywords: UN-Behindertenrechtskonvention, Zugänglichkeit, Verständlichkeit, Diskriminierung, Webseiten
Please contact the authors for the list of references

15:15 – 15:30

GIUSEPPE PALUMBO

University of Trieste, Italy; gpalumbo@units.it

Promoting Universities through ELF: Institutional Web Communication by Universities in Non-English Speaking Countries

Higher education institutions are increasingly competing for both students and staff in a global marketplace. The collaborative research networks they are part of are also increasingly established at an international level. University websites have come to reflect this international dimension: they may cater for the existing population of international students or have a more overtly advertising function as they try to attract prospective students from abroad. In non-English speaking countries, this often means that a university website must provide information in more than one language and that English is often chosen as the lingua franca used to address the international audience. English as a Lingua Franca in academic settings has mostly been studied in relation to written reporting of research, with recent forays (Mauranen, 2012) into spoken interactions. Few studies exist on the growing body of written ELF materials produced by universities in non-English speaking countries for purposes of institutional communication, online interaction with students, and collaboration with other universities on teaching and research programmes. A wide range of ELF documents

is today produced for such purposes, including promotional web pages and brochures, press releases, study guides, student regulations, and various types of contracts and agreements between universities. Common difficulties in the production of such documents have to do with the following: adoption of stylistic, rhetorical and communicative models that may differ from those typical of the native culture; consideration of the cultural expectations of readers; treatment of “educational terminology”, i.e. the terminology used in the diverse set of the documents that describe or regulate the functioning of a university. The paper reports on a recently started project at the Universities of Trieste and Modena and Reggio Emilia, Italy, having two overall objectives: 1) to carry out a survey of ELF materials produced by Italian universities in relation to the above described purposes; 2) to analyze a representative corpus of these materials with the aim of identifying salient elements and patterns in relation to the following aspects: macrotextual and discourse features; collocation and phraseology; terminology. In particular, the proposed paper will focus on ELF communication via websites, taking into consideration the ways in which a selected group of European universities present themselves to an international audience of researchers and students (prospective students, students who have already enrolled and students wishing to take part in exchange programmes). Websites will be compared in terms of design, presentation and language. In terms of design, the analysis will look at how international web pages are integrated in the main website of a university, whether the design is linked to the particular language policy adopted by the university and the degree of user interactivity. Aspects of presentation include layout, use of audiovisual materials and the degree of informativity. As far as language is concerned, the analysis will investigate the particular features of the English used in the international websites, comparing and contrasting it to a reference corpus of comparable texts in native English on the one hand and to existing documentation on higher education produced at EU level on the other.

Keywords: ELF, internationalization, web communication, terminology, institutional communication

Please contact the author for the list of references

Panel 20: Translating the Bible: Theology, Gender and Inclusive Language

14:00 – 15:30, room 373

Organisers: Sabina Matter-Seibel, Ines Veauthier

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

matterse@uni-mainz.de; veauthie@uni-mainz.de

14:00 – 14:30 Introduction

14:30 – 15:00

RAINER KESSLER

Evangelische Theologie, University of Marburg, Germany; KesslerR@staff.uni-marburg.de

„Ihr fetten Kühe“ – Genderdiskriminierung und kulturelle Bewertung in der Übersetzung ausgehend von Amos 4,1

In der heute in Deutschland in den evangelischen Kirchen in Gebrauch befindlichen Lutherbibel in der revidierten Fassung von 1984 beginnt die Übersetzung von Am 4,1 mit den Worten: „Höret dies Wort, ihr fetten Kühe, die ihr auf dem Berge Samarias seid ...“. Der Kontext macht klar, dass damit die Frauen der Oberschicht von Samaria angeredet sind. „Ihr fetten Kühe“ ist im heutigen Deutsch eine Beleidigung. Nach Auffassung dieser Übersetzung

also würde der Prophet die von ihm der Ausbeutung der Armen und des Abhaltens von Gelagen beschuldigten Frauen schon in der Anrede karikieren und herabsetzen. Die aktuelle Fassung geht auf Luthers Übersetzung letzter Hand von 1545 zurück („jr fetten Küe“). Luther hat sie wiederum aus der lateinischen Vulgata des Hieronymus übernommen (Ende 4. Jh. n. Chr.) der mit „vaccae pingues“ übersetzt. „pinguis“ muss im Lateinischen nicht die beleidigende Konnotation von „fett, feist“ haben, sondern kann auch „üppig, opulent“ bedeuten. Ob „fett“ bei Luther 1545 schon dieselbe beleidigende Bedeutung hat wie heute, ist nicht sicher, aber eher wahrscheinlich. – Im hebräischen Text ist von „fetten Kühen“ überhaupt nicht die Rede, sondern von „Baschankühen“, von „Kühen von Baschan“ oder „Kühen des Baschan“. Es handelt sich um die Rinderart einer bestimmten Region (Baschan im Ostjordanland), die als besonders kräftig und prächtig galt und sich so als Metapher für die Frauen der Oberschicht eignete. Eine abwertende oder gar beleidigende Färbung ist der Metapher nicht eigen. – Der Beitrag geht zwei Fragen nach. 1.) Wie wird durch Übersetzung bzw. im Fall der Lutherbibel durch Beibehaltung einer Übersetzung bei der Revision eine Genderdiskriminierung, die im Ausgangstext nicht oder nur schwach vorhanden ist, eingetragen bzw. verstärkt? Als Beispiel für bei der Erstübersetzung eingetragene Genderdiskriminierung wird eine weitere Übersetzung in der Vulgata des Hieronymos herangezogen, die Übertragung von Jes 32,9. Dafür, wie durch innerdeutsche Revision Diskriminierung in den Text eingetragen wird, soll als Beispiel der Umgang mit dem Wort „Weib“ untersucht werden, das bei Luther noch das Normalwort für die Frau (im heutigen Verständnis) war, heute aber einen abwertenden Klang bekommen hat. 2.) Die zweite Frage geht danach, welchen Einfluss die kulturelle Bewertung auf die Übersetzung hat? Konkret geht es um das Image der Kuh. Im gegenwärtigen Deutsch wird die Kuh mit Dummheit und Blödsinn assoziiert. „Dumme Kuh“ und „blöde Kuh“ sind wie „ihr fetten Kühe“ eindeutige Beleidigungen. Dagegen gilt die Kuh im alten Ägypten und bei Homer als Inbegriff von (göttlicher) Schönheit. Wie bei der ersten Frage sollen auch hier weitere Fälle solcher kulturell unterschiedlicher Bewertung herangezogen werden. Ein sehr sprechendes Beispiel ist der „Geier“, der anders als bei uns ein rundum positives Image hatte. Er stand für eine mütterlich gedachte Schutzgottheit, unter deren Flügeln Geborgenheit zu finden ist. In den Übersetzungen erscheint dagegen seit der Antike an den betreffenden Stellen der „Adler“. Das ist nicht nur biologisch falsch, sondern trägt Züge des Militärischen (vergleiche römische Kriegsstandarten) und Herrschaftlichen (vergleiche den Adler als Wappentier) ein, die dem Bild vom Geier nicht eignen. Die – offene – Frage ist, wie solche Bewertungsverschiebungen in die Übersetzung Eingang finden können.

Keywords: Bibel, Vulgata, Lutherübersetzung, Genderdiskriminierung, kulturelle Bewertung

15:00 – 15:30

SUSANNE SCHOLZ

Perkins School of Theology at Southern Methodist University, USA; sscholz@smu.edu

Barbaric Bibles: The Scandal of Inclusive Translations

This paper examines the socio-political, cultural, and intellectual reasons that have contributed to the high-pitched denigration of inclusive bible translations not only from religious institutions, invested in the bible, but also from the general public. The Bibel in gerechter Sprache (BigS) illustrates the debacle for the German-language contexts, but other inclusive bibles, such as The Inclusive Bible: The First Egalitarian Translation by the Priests for Equality or the New International Version; Inclusive Language Edition (NIVI) or The Contemporary Torah: A Gender-Sensitive Adaptation of the JPS Translation, offer additional insight into the socio-political, cultural, and intellectual dynamics at play.

Inclusive bible translations have successfully communicated to the world at large that every translation is an interpretation. The problem is that not everybody is convinced of this message, and so critics who insist on an empiricist-scientific epistemology reject passionately inclusive bible translations as subjective, ideological, and biased constructs. At their best, opponents insist that translations be objective, universal, and unbiased literal or equivalent representations of the Hebrew, Aramaic, or Greek source text. Interestingly, the critics make this case even when they do not belong to bible-believing communities. Thus both secular and religiously affili-

ated critics, rejecting inclusive translations, oppose the socio-politically progressive impetus of these bibles as historically anachronistic, linguistically flawed, and scholarly unsound works regardless of the scholarly qualifications of the translators. Some opponents, affiliated with the Christian Right, accuse inclusive translators for violating the presumed biblical position of hermeneutical gender-neutrality and geopolitical innocence. They assert that inclusive translators project ideological categories both into the text and into the world behind the text. However, what critics do not recognize is the fact that any translation, whether it advances inclusive, androcentric, imperial, postcolonial, supersessionist, religious, scholarly, or any other assumptions, is always already contextual and figurative. There simply is no literal, “just-tell-me-what-the-text-says” bible translation available anywhere. The paper organizes the discussion into three steps. First, it examines how representative inclusive bible translations make a case for inclusivity in terms of gender, ethnicity, race, religion, and other socio-political categories. Second, the paper presents three short illustrations for the enactment of inclusive translation principles. The examples include Gen. 2:7, 21-22; Hosea 9:11, and Job 30:11. Third, the paper suggests that translation theories, as advanced by Lawrence Venuti and others, might be read in support of inclusive bible translations. Accordingly, inclusive bible translations, emerging from the socio-political, religious, and geopolitical borderlands of intellectual-academic institutions, need to be understood as intellectual-academic contributions that aim to decolonize scholarly and societal habits, conventions, and spaces. In the conclusion, the paper refers to the work of Tzvetan Todorov and classifies inclusive translations as “barbaric” bibles. This terminology suggests that inclusive bible translations challenge the pervasive structures of domination, practiced and theorized by so-called Western “civilization” with its kindred all over the globe. In this sense inclusive bible translations are intellectually constructive contributions supporting democratically organized societies. They serve as reminders that not only this or that special-interest group ought to enjoy socio-political and economic privileges but all people are equal and protected by the law. Yet the vehement resistance to inclusive bible translations demonstrates the colossal forces that endorse empire hierarchies, gender inequalities, and “otherness” as politically, socially, and religiously acceptable structuring of human life. This, then, is the scandal of inclusive bible translations: they expose reactionary worldviews and illustrate that deeply-rooted democratic sensibilities remain elusive when people and institutions are confronted with inclusive bible translations.

Keywords: bible, inclusive translations, gender, geopolitics, democracy

Discussion

Panel 7: Indirect Translation: State-of-the-art and Future Research Avenues

17:00 – 18:30, Room 329

Organisers: Hanna Pieta, Alexandra Assis Rosa

MARTIN RINGMAR

Department of Linguistics, Lund University, Sweden; Martin.Ringmar@nordlund.lu.se

Helpful or Doubtful? The Precarious Utility of Bibliographies for Research on Indirect Translation

Among other topics, Panel 7 has been encouraged to discuss “how to verify (in)directness”. Bibliographies – general or specialized (e.g. for language pairs) – form a natural starting point for such verification, and they are growing in number as well as in on-line availability. However, it is obvious that most bibliographies have not been designed to facilitate research on indirect translation. Consequently, they do not normally allow for searches such as “All translations from language X into language Y via language Z?”, although they may contain information on indirectness for individual entries (this applies to Index Translationum e.g.). And the fundamental problem remains; i.e.: Neutral and authoritative though their information may seem, bibliographies – printed or digital – are no sounder than their sources, which are usually paratexts in books (or paratext-dependent precursors). Paratexts have, however, no obligations to neutrality (or even honesty) and

are notoriously known to suppress information on indirect translation and other sensitive practices (eclectic translation e.g.). A case study concerning the thirty existing translations of Halldór Laxness's novel „Salka Valka“ (Icelandic original 1931–32) bears this out: Approximately half the entries in relevant bibliographies were found wanting, if not downright misleading, as far as indirect or eclectic translation goes (and only rarely do bibliographies supply information beyond the paratexts). Eclectic translation is admitted once, but looking at the translations themselves at least another seven will indicate “eclecticism”. And although the bibliographies occasionally confirm secondary translation, the possibility of tertiary (third-hand) translation is not even considered. Still, tertiary translation is by no means uncommon when a peripheral language like Icelandic is involved and at least five of the „Salka Valka“-translations may be tertiary (wholly or partly). Given these results, the claim by Mitchell (1971:150) that indirect translation of Icelandic literature is “an exception rather than a rule” cannot be accepted off-hand (cf. Laxness 1971:162: “Three-quarters of the roughly forty languages and countries where my books are published have no facilities for getting the texts translated from the original.”). Mitchell seems to regard direct translation as a default proceeding, presuming indirectness only when paratexts give reasons to do so. Paratexts are not to be trusted, though, and definite knowledge will often require an actual examination of the texts (cf. Ringmar 2007: 7f.) It seems reasonable to claim that, hitherto, most bibliographers have paid little systematic attention to indirect translation as an issue worthy of scholarly reflection. A dissertation on Dutch literature in Sweden (Wikén Bonde 1997) gives an example of this neglect. The author mentions there en passant the possibility of indirectness for a number of titles (e.g. by referring to translators' biography), but without consistently repeating these suspicions in the appended bibliography (which seems to be based exclusively on paratexts). The bibliography's authoritative stance that translations have been made directly from Dutch unless otherwise explicitly stated, is thus contradicted (for some of the entries) in the main text of the thesis. There is still much basic mapping concerning indirect translation waiting to be done and bibliographies will, whatever their shortcomings, remain an indispensable tool to this end. The often frail foundation for bibliographical claims should be pointed out, however, and increasing scholarly interest in this subfield will hopefully influence the design of coming bibliographies, making them more useful for research on indirect translation.

Keywords: Bibliographies, indirect translation, tertiary translation, eclectic translation, translations of „Salka Valka“

Please contact the author for the list of references

BRIGITTE SCHULTZE

Institute of Slavic Studies, University of Mainz, Germany; schultze@uni-mainz.de

Historical and systematical aspects of indirect translation in the de Gruyter Handbuch Übersetzung - HSK.26.1-3: insight and impulse to further research

Historical and systematic aspects of indirect translation clearly deserve being looked into on a broad scale. This may be derived from the de Gruyter „International Encyclopedia of Translation Studies Übersetzung, Translation, Traduction“ (HSK.26.1-3). Edited by Harald Kittel and others, the „Encyclopedia“ („Handbuch“ resp.) appeared between 2004 and 2011. Containing separate entrances for „Zwischenübersetzung“, „indirect translation“, „intermediate translation“ and further related topics, the Encyclopedia offers an idea of the clear need for a typology of the different variants of indirect translation and also for a set of terms for a number of languages and cultures. Regardless of the historical and present role of indirect translation in intercultural communication, only one article (No. 210) is dedicated to indirect translation as such: „Pëtr Zaborov, „Die Zwischenübersetzung in der Geschichte der russischen Literatur“ [Indirect translation in the history of Russian literature] (HSK.3, p. 2066-2073). Similarly as in this article, the authors, first of all, discuss historical aspects of indirect translation: i.e. motivation for this mode of transfer, the cultural prestige of a specific mediating language and literature. In rare instances, systematic aspects such as the verbal fabric in both the source text and the indirect translation and their adaptability to the target culture are also touched upon. In accordance with the choice of countries and cultures included in the Encyclopedia, English, French, German

and Russian figure as foremost intermediate languages. To some extent, classical and medieval Latin may be added to this group. There is no doubt, however, that in a number of articles indirect translation is not mentioned at all, just because it belongs to a cultural/historical situation at hand. This may call for future research. Of course, in many instances, it is impossible to reconstruct the components and ways of such indirectness. It has to be noticed that the bibliographical data („Literatur in Auswahl“ [Selected literature]) following the articles of the Encyclopedia mention hardly any articles/books dealing with indirect translation as such. So the need of further broad scale research is quite evident. According to my own experience in the field of indirect translation, intermediate texts such as interlinear translation, working translation (Arbeitsübersetzung), „Rohübersetzung“ and others also need further research. As a rule, such material is hard to come by. However, careful analysis of source and target texts sometimes allows for certain conclusions concerning the degree of translatory precision and cultural competence in an intermediate text not to be obtained.

Keywords: The de Gruyter Handbuch Übersetzung/HSK.26.1-3, types of indirect translation, indirect translation and adaptation in Slavic countries, motivation for indirect translation, options for future research

Discussion

Panel 24: Transmodality and the Role of the U.S. in Cultural Translation

17:00 -18:30, Room 330

Organiser: Florian Freitag

CHUANMAO TIAN

School of Foreign Studies, Yangtze University, China; Intercultural Studies Group,
Universitat Rovira i Virgili, Tarragona, Spain; tcm_316@163.com

The Legend of Mulan in a Cultural Return Trip

Taking as the object of study Disney's Mulan in English and Chinese, the paper will first introduce the Chinese culture borrowed in the movie. Then, it will explore cultural deformations in the English version through a comparison of The Mulan Ballad, the main source of the Mulan legend in China, and the animated movie. Cultural deformation is a kind of cultural borrowing of precious treasures of world culture in which cultural distortion usually occurs to varying degrees due to employment of various adapting strategies such as additions, omissions, generalizations, specifications and explications. I use cultural deformation rather than cultural transformation, cultural appropriation, or terms of similar kinds in this study because in cross-cultural communication cultural transformation is in many cases an indication of unfaithfulness to and disrespect for the original culture. Cultural deformation can be mainly divided into content deformation and linguistic deformation in Mulan. The paper will also look into cultural restorations and reformulations in the Chinese version in the form of both dubbing and subtitling. Cultural restoration means that cultural deformations produced by cultural adaptations come back to their original forms. Cultural restoration relates not only to linguistic forms but also to semantic content and contextual atmosphere. It is often achieved by domesticating translation methods. The Chinese culture in Mulan goes beyond the ballad to cover more cultural elements of ancient China due to its many additions. Therefore, the cultural restoration we are talking about here in the Chinese translation of the film is not necessarily the restoration of the culture in the ballad but that of Chinese culture in general. The translator of the film uses such domesticating methods as diction which is choice of words, generalization which makes a specific thing general or abstract, substitution which substi-

tutes one thing for another, semantic addition which adds words to reproduce the original meaning, semantic deviation in which the target text deviates from the original meaning, free translation which reproduces not the literal but the deep meaning of the source text, and so on, to reconstruct the authentic cultural milieu. Cultural reformulation means modifications of the source culture in the receiving culture and re-modifications of the modified culture when it is introduced back to the source culture in a certain form, such as translation. It is generally achieved by means of foreignizing methods, such as adaptation which is change of the original, amplification which is addition of episodes, innovation which is creative rendering, modernization in which modern language is used to replace traditional language, and so on. These methods are effectively employed in translating *Mulan* in portrayal of character image, arrangement of content, and use of language. Finally, on the basis of the above analysis of cultural deformations and reformulations in both versions of the film, the paper will discuss the implications of the case of Disney's *Mulan* from the following three issues: intracultural and intercultural transfer whose discussion will be based on Itamar Even-Zohar's model on cultural contacts, Disneyfication whose discussion will be based on many relevant literatures available and double face of transculturation whose discussion will be based on relevant theories of cultural appropriation. As the ancient Chinese saying goes, when tangerine grows to the south of the Huai River, it is tangerine; when it grows to the north of the Huai River, it becomes trifoliate orange (*ju sheng huai nan ze wei ju, sheng yu huai bei ze wei zhi*). It reveals a truth concerning genetic mutations due to the change of geographical environments in transplanting plants. It also applies to human cultural production in which a cultural product will undergo changes due to the change of cultural environments. The case of *Mulan* indicates that when The *Mulan* Ballad is transplanted to America, it is no longer what it is in the original culture due to Disney's adaptation according to its formula. The cultural transformation of the legend lies in two points. On the one hand, addition of distinctive Chinese cultural traits leads to the fact that the film is against the authenticity and unity of historical facts concerning China. On the other hand, mixture of Western elements with the ballad results in transculturation or cultural hybridity. But we have to consider the effects of Disneyfying the *Mulan* legend: Disney's *Mulan* achieved a worldwide box office success and made the local and unknown culture global, but the film encountered resistance in China with only a limited reception, which implies the double face of transculturation.

Keywords: Disney, *Mulan*, Chinese film dubbing, cultural deformation, cultural restoration

FILIPPO CARLÀ, FLORIAN FREITAG

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz; History Department, Goethe University, Frankfurt am Main, Germany; carla@uni-mainz.de, freitagf@uni-mainz.de,

TAME OBEP: From Greek Myth to Theme Park Attraction in Terra Mítica's "El laberinto del Minotauro"

Since the mid-twentieth century, theme parks have belonged to the most powerful institutions of cultural translation, which display themed environments based on foreign, past, and fictional cultures and narratives to millions of visitors every year. Although theme parks can be found all over the (western) world, the basic principles and standards of the industry are still set by U.S.-based companies such as the Walt Disney Company, which also invented the modern theme park in 1955. While non-U.S. theme parks have often made an effort to select local themes that particularly appeal to their target audience, they have nevertheless, and often surprisingly blatantly, imitated and built on models and strategies developed in the U.S. This can be observed, for instance, in Terra Mítica. This Spanish theme park, opened in 2001 near Benidorm, is themed around different ancient cultures (Egypt, Greece, and Rome) and literally constructs for the visitor a path towards the emergence of the modern Spanish nation, which is presented as the outcome and the culmination of a millennial story of progress concentrated around the Mediterranean basin – and thus in diametrical opposition to contemporary pan-European political and economic discourses connected to the introduction of the Euro and the reinforcement of EU institutions. Despite this undeniably local theme, the park simultaneously

relies on theme park strategies and genres developed and popularized by and in U.S.-based theme parks. This paper investigates the “El laberinto del Minotauro” ride in the “Grecia” section of Terra Mítica. The attraction translates various classical Greek myths, most prominently that of the Minotaur, into the theme park genre of the shooting dark ride, itself the outcome of a transmedial process in which video games are adapted as theme park dark rides. Shooting dark rides first appeared in theme parks in the late 1990s, with “Buzz Lightyear’s Space Ranger Spin” at the Magic Kingdom (Orlando, USA; opened in 1998) among the earliest examples. Although not directly inspired by the 1992 Bungie video game Minotaur: The Labyrinths of Crete, “El laberinto del Minotauro” takes the next step in the transmedial and transcultural adaptation process from literature to video game to theme park attraction. The paper particularly focuses on the ways specific elements of the literary myth are used to motivate design choices that are, however, ultimately dictated by the genre of the shooting dark ride (e.g. the number of the players involved).

Panel 17: Terminology in Translation Studies

17:00 – 18:30, Room 346

Organiser: Heike Jüngst, Leona Van Vaerenbergh

GERHARD EDELMANN

University of Vienna, Austria; gerhard.edelmann@univie.ac.at

Rechnungslegungsnormen und Übersetzung: der Fachübersetzer als Terminologe

Ein Übersetzer, der sich mit Texten der Finanzkommunikation von Unternehmen auseinander-setzt, wird sich mit den anzuwendenden Rechnungslegungsnormen und -standards befassen müssen. Von praktischer Bedeutung sind für Europa die IAS/IFRS (International Accounting Standards / International Financial Reporting Standards), für die Vereinigten Staaten die US-GAAP (United States Generally Accepted Accounting Principles) und die in den einzelnen Staaten geltenden nationalen Vorschriften, z.B. in Deutschland das Handelsgesetzbuch (HGB). Börsennotierte Unternehmen in der EU müssen seit 2005 ihre konsolidierten Abschlüsse nach IAS/IFRS erstellen. Diese Vorschrift verfolgt den Zweck, die von den Unternehmen vorgelegte Finanzinformation zu vereinheitlichen, um das von der Europäische Union angestrebte Ziel eines effizienten Funktionierens der Finanzmärkte durch Sicherung eines hohen Grades an Transparenz und Vergleichbarkeit zu sichern. Bei Texten der Finanzkommunikation von Unternehmen handelt es sich um fachinterne Kommunikation unter Experten eines Faches, bei der die Übersetzung zu dem Zweck angefertigt wird, dass sie in der Zielsprache die gleiche (oder eine ähnliche) kommunikative Funktion in einer vergleichbaren Situation erfüllen soll wie der Ausgangstext. Im Sinne des Grundsatzes der funktionalen Äquivalenz wird sich der Übersetzer nach Stölze um den angemessenen Funktionalstil bemühen und sich nach der Diktion vergleichbarer Texte richten. Stölze kommt in diesem Zusammenhang zu dem Schluss, dass damit die Übersetzung kein direkter wörtlicher Transfer aus der Ausgangssprache ist, sondern die Formulierung eines Textes (in diesem Fall: aus dem Bereich des Rechnungswesens) nach einer Vorlage ist. Wörterbücher, auch Fachwörterbücher, können dem Übersetzer nicht annähernd jene Information bieten, die es ihm erlauben, eine konsistente Übersetzung anzufertigen. Das bedeutet, dass der Übersetzer im Vorfeld der Übersetzung terminologische Arbeit verrichten muss. Er hat, gesondert für die Ausgangssprache und für die Zielsprache, die jeweiligen Begriffssysteme darzustellen und sie in weiterer Folge für die beiden Sprachen zusammenzuführen. Es handelt sich dabei um übersetzungsorientiertes Terminologiemanagement, also um einen komparativen Ansatz, der vor allem die Beziehungen der terminologischen Strukturen in Ausgangs- und Zielsprache offenlegt. Anhand der bestehenden Normen und Standards des Rechnungswesens werde ich die terminologische Vorarbeit des Übersetzers in ihren großen Zügen sowie die mit dieser Arbeit verbundenen Herausforderungen und Probleme darstellen: In einem ersten Schritt sind die Begriffssysteme zu definieren und festzulegen. Die Einzelabschlüsse der

Unternehmen werden nach den nationalen Rechnungslegungsvorschriften erstellt sein, die von Land zu Land systematisch und terminologisch verschieden sind, während die konsolidierte Bilanz für ein EU-Unternehmen sich nach den IAS/IFRS richtet. Dabei ist zu beachten, dass die übergeordneten Systeme (z.B. IAS/IFRS, HBG) nicht einheitlich sind, sondern in verschiedene Untersysteme zerfallen können, wie z.B. beim Aufbau der Gewinn- und Verlustrechnung entweder nach dem Umsatzkostenverfahren oder nach dem Gesamtkostenverfahren. Die Praxis zeigt, dass in gewissen Fällen für die Benennung von Abschlussposten Wahlrechte bestehen und die Unternehmen sich terminologisch nicht immer an die Vorgaben der Normen und Standards halten. Rechnungslegung ist eine Materie, die sehr raschen Änderungen unterworfen ist. Der Übersetzer wird bei seiner terminologischen Arbeit daher unbedingt den genauen Zeitraum berücksichtigen müssen, auf welchen sich der zu übersetzende Text bezieht. Schließlich ist zu beachten, dass auch innerhalb einer Sprache zwischen verschiedenen Rechtsordnungen, auch wenn diese sich auf dieselben Standards beziehen, oft gravierende terminologische Unterschiede auftreten.

Keywords: Finanzkommunikation von Unternehmen, Rechnungslegungsnormen und –standards, Funktionale Äquivalenz, Begriffssysteme, Terminologiemanagement

JAN ENGBERG

Department of Business Communication, University of Aarhus, Denmark; je@asb.dk

Terminologie-Arbeit als peripherer, aber wesentlicher Aspekt beim (juristischen) Übersetzen

Im Bereich des juristischen Übersetzens lassen sich drei unterschiedliche Tätigkeitsbereiche isolieren (Engberg 2012), die jedenfalls in größeren Kontexten wie die Kommission der Europäischen Union auch drei unterschiedlichen Berufsprofilen entsprechen:

- Juristisches Übersetzen als Schaffung von Texten, die in bestimmten und konkretisierbaren Situationen Verwendung finden sollen
- Vergleichendes Recht als Untersuchung der rechtlichen Lösung von gesellschaftlichen (Koordinations) Problemen über Rechtssystemgrenzen hinweg
- Juristische Terminologie-Arbeit als Schaffung interkultureller semiotischer Systeme zur Strukturierung und Bezeichnung rechtlicher Begriffe

Die Tätigkeitsbereiche unterscheiden sich grundsätzlich. Was die Relationen zwischen den Bereichen angeht, handelt es sich nicht lediglich um drei Aspekte derselben Aktivität, sondern um selbständige Tätigkeiten, die gegenseitig als Input fungieren können, aber nicht müssen: Alle drei Aktivitäten sind ohne Rücksicht auf die jeweiligen beiden anderen Bereiche möglich, obwohl sie oft in Verbindung miteinander auftreten. Wesentlich ist dabei, dass Übersetzen konkrete Textarbeit ist (= Schaffung individueller Texte). D.h., beim Übersetzen wird ein Text formuliert, der die darin vermittelten Begriffe so darstellt, wie es die konkrete Perspektive und die kommunikativen Bedürfnisse des Ausgangstextes und der Zielsituation fordert. Mit den Begriffen der Wissenskommunikationsforschung (Engberg 2011) vermittelt eine Übersetzung primär das konkrete Wissen aus einer konkreten Formulierungssituation im Rahmen einer neuen konkreten Formulierungssituation (vgl. funktionaler Ansatz des Übersetzens). Dagegen sind die Tätigkeiten sowohl des Bereichs des vergleichenden Rechts und der juristischen Terminologiearbeit eher Systemarbeit: Es wird systematisches Wissen auf dem jeweiligen Gebiet gesucht und strukturiert, das als Grundlage für Kommunikation über das Gebiet dienen kann. Ein typischer Unterschied zwischen der terminologischen und der rechtsvergleichenden Tätigkeiten besteht darin, dass terminologische Herangehensweisen sich typisch mit der Schaffung konsistenter und umfassender Begriffssysteme und der Untersuchung systematischer begrifflicher Übereinstimmungen befassen, wogegen das vergleichende Recht typisch seinen Ausgangspunkt in konkreten Rechtsproblemen nimmt und sich primär für die Übereinstimmungsrelation zwischen juristischen Bestimmungen und Regelungen interessiert (Arntz 2001; Sandrini 1996). Die dargelegten Unterschiede bedeuten, dass für die Tätigkeit des Übersetzens die Tätigkeiten von Terminologen und vergleichenden Rechtswissenschaftlern äußerst nützlich sind,

ebenso wie die vergleichende Rechtswissenschaft als eine ihrer Quellen Übersetzungen fremder Rechtstexte verwenden. Eine gute vergleichende rechtswissenschaftliche Arbeit ist aber z.B. nicht gleichzeitig eine gute Übersetzung. Die Tätigkeiten unterscheiden sich grundsätzlich. In meinem Beitrag zur Diskussion im Themenbereich zu Übersetzen und Terminologie werde ich die obige Argumentation konkretisieren. Dabei wird das Hauptaugenmerk auf Beispiele der unterschiedlichen Qualitäts-Standards liegen, die aus den behaupteten Unterschieden resultieren, sowie ich die Generalisierbarkeit der Verhältnisse aus dem Bereich der Rechtskommunikation auf den breiteren Bereich der Fachübersetzung untersuchen werde.

ANNIKKI LIIMATAINEN

Translation Studies, University of Tampere, Finland; Annikki.Liimatainen@uta.fi

Ausgewählte Übersetzungsprobleme der terminologischen Phraseologie in der Rechtssprache – am Beispiel des Sprachenpaares Deutsch-Finnisch

Termini repräsentieren bestimmte fachliche Inhalte und sind zweifellos die Hauptträger der Fachinformation. Sie können jedoch nicht isoliert verwendet werden, sondern sind immer in Verbindung mit ihrer sprachlichen Umgebung zu sehen. Um die Relationen, die zwischen den Begriffen bestehen, erkennbar zu machen, sind weitere sprachliche Mittel unbedingt notwendig. (Arntz/Picht/Mayer 2002, 33f.) Der fachsprachliche Charakter dieser sprachlichen Mittel wird erst zusammen mit Termini offenkundig, wie in den folgenden Beispielen, in denen die Verben und die Adjektive mit den substantivischen Fachwörtern terminologische Phraseologismen bilden: ein Testament errichten; eine Strafe verhängen; ein Urteil fällen; jmdn zu einer Geldstrafe verurteilen; rechtliches Gehör; einstweilige Verfügung; leichte / schwere Körperverletzung. Man spricht hier von Kollokationen, die eine Besonderheit der Rechtssprache sind. Die syntaktischen und begrifflichen Aspekte dieser Phraseologismen gehen weit über jenen Begriff hinaus, der in dem grundlagenbildenden Terminus angegeben ist. Kennzeichnend für diese Fachphraseologismen sind die Kombinationen von Lexemen um einen Terminus herum. Diese Kombinationen sind mehr oder weniger fest, und der Grad ihrer Festgeprägtheit wird durch die Häufigkeit ihres Auftretens im jeweiligen Fachdiskurs bestimmt. Das Besondere dieser Ausdrücke besteht darin, dass sie in ihrer Bedeutung strikt festgelegt sind und somit in derselben Weise wie jeder (Wort-)Terminus funktionieren (Burger 2007, 50). Diese Festlegung gilt grundsätzlich nur innerhalb der Fachsprache (ebd.). Kollokation bedeutet präferiertes gemeinsames Vorkommen und inhaltliche Kombinierbarkeit von zwei oder mehreren Lexemen im Text – mit Abstufungen in der Vorhersagbarkeit (Wotjak 2005, 372). Kollokationen bestehen aus Kollokant, d.h. Ausgangselement, und Kollokat (Folgeelement). Sie sind gebrauchstypisch, konventionalisiert und gehören zu den nicht-idiomatischen Phraseologismen. (Fleischer 2001, 114) Bei der Textproduktion wie auch beim Übersetzen bereitet die Einbettung des Terminus in den Fachtext, d.h. die Wahl der korrekten Verben, Adjektive, Präpositionen usw., vielerlei Schwierigkeiten. In Fachtexten im Allgemeinen und in juristischen Texten im Besonderen kommen nicht selten terminologische Phraseologismen vor. Da Fachphraseologismen nicht nur einzeltextunabhängig, sondern auch sprachspezifisch sind und, wie den folgenden Beispielen zu entnehmen ist, häufig nicht in einem 1:1-Äquivalenzverhältnis zueinander stehen, stellen sie ein Übersetzungsproblem dar:

aufheben: eine Versammlung aufheben – hajottaa kokous

ein Gesetz / ein Testament aufheben – kumota laki / testamentti

ein Urteil aufheben – kumota tuomio / poistaa tuomio

ein rechtskräftiges Urteil aufheben – purkaa lainvoimainen / oikeusvoimainen tuomio

törkeä: törkeä tuottamus – großes Verschulden

törkeä huolimattomuus – grobe Fahrlässigkeit

törkeä varkaus – schwerer Diebstahl

Wie auch Lewandowska-Tomaszczyk (2004, 461f.), Zybatow (1998) und Stolze (2009, 184; 2010, 310) festgestellt haben, führt die wörtliche Übersetzung von Phraseologismen häufig zu unüblichen Formulierungen.

Eine Übersetzung, die keine zielsprachlichen Fachphraseologismen verwendet, wird vom Rezipienten, der genaue Kenntnisse im Fachgebiet besitzt, bewusst oder unbewusst als mangelhaft verstanden (Stolze ebd.). Übersetzer müssen daher – besonders bei der Formulierung des Zieltextes – über eine hohe phraseologische Kompetenz verfügen. Eine besonders wichtige Rolle spielen terminologische Phraseologismen in der fachsprachlichen Wörterbucharbeit. In dieser Hinsicht weisen die wenigen existierenden deutsch-finnischen Rechtswörterbücher ein Manko auf, weil sie nicht auf die terminologische Phraseologie eingehen. Die betreffenden Termini werden ohne Kontext angeführt, was ihre Handhabung ohne das dazugehörige juristische Hintergrundwissen relativ schwierig macht. Mein Vortrag geht auf die vielen Probleme ein, die im Sprachenpaar Deutsch-Finnisch beim Übersetzen von Kollokationen in juristischen Texten auftreten. Diesen Problemen sollte auch die fachsprachliche Übersetzungsdidaktik ihre besondere Aufmerksamkeit zuwenden.

Keywords: Fachübersetzen, Rechtssprache, terminologische Phraseologie, Kollokationen, Fachwörterbücher
Please contact the author for the list of references

Panel 21: Translation and Comprehensibility

17:00 – 17:30, Room 347

Organizers: Karin Maksymski, Silke Gutermuth

CÉDRIC LENGLET

Service de traduction spécialisée / terminologie, Belgium; Cedric.LENGLET@umons.ac.be

The Impact of Fluency on the Comprehensibility of Simultaneous Interpreting: a Pilot Study

This paper presents the results of a pilot study conducted within a PhD research project on interpreting quality. This project aims to increase the knowledge of the role played by fluency in the comprehensibility of interpreted speech. It experimentally tests the hypothesis that poor target speech fluency (explanatory variable) has a negative impact on users' comprehension and evaluation of simultaneous interpreting (SI) (dependent variable), as measured by a questionnaire. Research on quality in conference interpreting divides into surveys of users' expectations and experimental research on users' evaluation. In a pioneering study, Shlesinger (1994) found that discrepancies between syntactic and prosodic segmentation in SI can have an impact on text perception. Pradas Macías (2007) tried to redefine fluency as a SI quality parameter and compared users' expectations and evaluation. Rennert (2010) adopted a functionalist-cognitive approach to measure the impact of SI fluency on users' comprehension and evaluation. In her experiment, students listened to one of two versions of the same German SI of a lecture in English. One half of the participants were listening to a fluent, semantically correct and accurate SI, while the other half were listening to a semantically identical, but less fluent version. The impact of fluency on speech perception was measured with a comprehension and an evaluation questionnaire. A link between subjective perception of SI fluency and accuracy perception was found. The project draws on the previous studies and replicates Rennert's experimental design in order to verify her findings. SI quality research needs replication studies because previous works used small samples of subjects, yielded contradictory or methodologically flawed results, e.g. drawing conclusions on the basis of means extracted from ordinal scale data, or were only partially published. From the point of view of interpreting studies as a subdiscipline of translation studies, replications are still scarce and much needed in order to provide more solid ground for further empirical and theoretical research. The project goes beyond mere replication by using a qualitative instrument and a different language pair (German-French). The new instrument is a structured interview with trick questions and comprehension questions to be applied to a small sample group immediately after the pilot study, whose results will be presented at the conference. The goal is to collect qualitative data before going to the large-scale quantitative study. The new language pair is particularly relevant, because

contrary to experiments made with the English-German pair, the German-French pair places the participants in a situation where they are very likely to rely almost entirely on SI. The topic and the population will not be the same as in Rennert's experiment, but will be as equivalent as necessary to allow comparison.

Keywords: conference interpreting quality, comprehensibility, fluency, questionnaire, functionalist approach

Panel 12: New Media, Mediation and Local-global Reception

17:00 – 18:30, Room 368

Organiser: Teresa Musacchio

17:00 – 17:15

CRISTINA VALDÉS

Department of English, French and German Studies, University of Oviedo; cris@uniovi.es

The Impact of Web Communication on Translation Studies Research: New Ways of Collaboration

The notions of centre and periphery have been disentangled to a great extent due to the presence of themes, persons, and representations from both central and peripheral cultures on the Internet. Margins and canons have been brought together in websites, blogs, wikis, or online publications, and subsequently there has been a growing interest in topics, objects and people in and from different parts of the globe. Thus, greater demand for multilingual resources and materials has given rise to multiple translation activities related to the medium of the Internet. In this paper the main concern will not be providing facts and data about the impact of the web on translation professional activities, but it aims at describing different ways of collaborating with experts from other disciplines, in projects to find best practices for the multilingual web and to build bridges between translation research and technology-oriented studies. Issues like the nature of texts and hypertexts, the way users read web texts, how communication occurs or the semiotic nature of web texts demand the knowledge and expertise of scholars from Translation Studies and the discussion and viewpoint of web managers and creators. Some projects and networks have been created in order to improve the way communication is achieved though the Internet, so examples and a few results of these experiences will be explained in this paper.

Keywords: web communication, humanities, technologies, collaboration

17:15 – 17:30

YVONNE LEE

University of Nottingham, UK; yvonne.lee@nottingham.ac.uk

Sense and Sensibility: on the Chineses in Wikipedia

User-generated translation not only contributes to the dissemination of information but also forms an integral part of online contents. This type of translation activity is characterised by fluidity in both the translation process and translation product (O'Hagan 2011, Jimnez-Crespo 2011, Perrino 2009). It is facilitated by the ever-evolving technological development in the Web 2.0 environment; it also feeds back to content production process with the linguistic nuances that need to be addressed. This paper aims to investigate the hybridised contents in Chinese Wikipedia, one of the fastest growing Wikipedia language groups. The political, geographical and historic developments of the Chinese language present a challenge to content production in Wikipedia; the collaborative nature heralded by the website further complicates how information is delivered

to end users. Previous research on translation and Wikipedia mainly deals with the effectiveness of information retrieval (Désilets et al 2006, Jones 2008, Schönhofen et al 2008, Nguyen et al. 2009). Translation of content, as well as the extent to which content is translated, remain under-researched. To illustrate the ways in which texts are translated, edited and rewritten to conform to community and cultural norms, this paper uses content analysis to explore entries in the different Chinese versions of Wikipedia. The corpus for this paper contains entries in the four Chinese versions; text analysis also includes the entries' English counterpart to examine the loss and gain of information. In so doing, the analysis helps delineate the role translation plays in Chinese Wikipedia. Content analysis focuses on politically sensitive entries- a decision that is not contrived but made out of a critical concern to investigate how this text interact with translation, since information of a contentious nature often merits translation and is circulated in the English-dominant cyberspace. In so doing, the analysis can help shed light on the understanding of how different Chinese communities engage with the knowledge production and exchange environment.

Keywords: translation, Wikipedia, rewriting, editing, norms

17:30 – 17:45

LOUBNA BASSAM

Universitat Rovira i Virgili, Spain: lubnabassam68@gmail.com

Self-translation on a Periphery: Code-switching in SMS Messages of Young People in Lebanon

Code-switching has long been a feature of Lebanese multilingualism, but its use in the SMS messages of young people indicates a new form of inter-generational identity in relation to English. Analysis of an initial corpus of 606 SMS messages by university students shows significant mixing of Romanized Lebanese Arabic, English and French. The functions of the switches can be organized in terms of the following categories: culture-specific items, religious background of the sender, multilingual greetings, technical terms, frequency and efficiency, and perceived prestige. This paper will focus on cross-generational messages, where a student is communicating with a parent, professor, or other member of older generations. Young people tend to code-switch and abbreviate less when they send messages to their parents. Sometimes the whole message is in English if the parents know English; on the other hand, messages may be written completely in Romanized Arabic if they are sent to someone who does not know English, an older family member for example. Comparison of these inter- and intra-generational messages suggests that code-switching is functioning not only as an adaptation to receivers, but as an active marker of a new form of identity, where young people communicate between themselves as differentially translational subjects, breaking beyond the bonds of particular languages, ethnic groups, and religious. This new translational identity is of particular resonance in a country previously torn apart by war between ethnic and religious groups.

Keywords: code-switching, SMS messages, bilingualism, sociolinguistics, pragmatics

Panels

SUNDAY, 1 SEPTEMBER 2013

Panel 17: Terminology in Translation Studies

11:30 – 12:00, Room 346

Organiser: Heike Jüngst, Leona Van Vaerenbergh

Terminologische Probleme bei der Terminologieforschung/
Terminological problems in terminology research

Forschungsperspektiven/research perspectives

Individual Papers

THURSDAY, 29 AUGUST 2013

Session on Translation and Culture(s); Moderator: Andreas Gipper

14.00-16.00, Room 330

KAREN BENNET

Centre for English Studies, University of Lisbon, Portugal; karen.bennett@netcabo.pt

Translation on the Semi-Periphery: Portugal as Cultural Intermediary in the Transportation of Knowledge

The concept of the semi-periphery was originally formulated by Wallerstein (1984) within the context of world systems theory and has been applied specifically to Portugal by Santos (1985). According to this analysis, semi-peripheral countries are positioned, geographically and economically, between the core and the periphery of the world system and have characteristics of each; thus, they are essential to the functioning of the world system, providing a buffer zone between rich and poor as well as mediating change. As traders and transporters of economic and cultural assets, semi-peripheral countries are also translators par excellence. Without actually using the term, Cronin (2003:76-103) has shown how Ireland's semi-peripheral location and status with regards to the UK and to Europe enabled it to become "an important node in the new global economy of translation" (Cronin 2003:81), today dominating the market in the software localization industry. Similarly, Montgomery (2000), in his remarkable study of movements of knowledge through cultures and time, describes the important historical role played by semi-peripheral countries in the transmission of science through the centuries. A particularly relevant example is the so-called "12th-century Renaissance", when much of the Hellenistic knowledge that had been lost to the Western world began to be retrieved through a massive effort of translation from Arabic, the protagonists of which were all located on the frontiers of Christendom (primarily Iberia, with its large Mozarab population, but also Italy and Sicily) (Montgomery 2000:141-144). Portugal plays a similar role with regard to the transmission of knowledge. Not only has it traditionally mobilised its intermediary status to transport Western science to its colonies in South America, Asia and Africa, it has recently become active in the opposite direction; major research projects in the area of epistemology organised by the Centre for Social Studies at Coimbra University have been instrumental in bringing "Third World" knowledges to the attention of the West. This paper examines Portugal's role in the transmission of knowledge since the 15th century. By assessing the volume, nature and direction of scientific translation to and from Portuguese, and the volume, nature and direction of scientific voyages and migrations to and from Portugal at various periods up to the present day, I suggest that Portugal has always played a pivotal role in the transportation of knowledge between the centre and the periphery, both textually and physically. Special attention will be given to those cases where Portugal (the territory) and Portuguese (the language) operate as crucial transition zones for scholars and texts heading from the centre to the periphery and vice-versa.

Keywords: semi-periphery, Portugal, translation, scientific voyages, knowledge

Please contact the author for the list of references

YAU-YUK CHONG

Department of Translation, Chinese University of Hong Kong, China; yychong@cuhk.edu.hk

Centres and Peripheries: Theoretical Models for the Study of Chinese Bible Translation

The study of Chinese Bible translation has not been particularly receptive to the emerging models of contemporary translation theories (e.g., deconstruction, postcolonial translation studies), and still adheres closely to old and established repertoires (such as the paradigm of equivalence) in its research methodology and output. Research on Chinese Bible translation is to a considerable degree equivalent to the “textual level” of translation research that focuses on the relations between translations, their source texts and parallel non-translated texts in the target language. Such approach is primarily and predominantly interested in concepts such as dynamic and functional equivalence, naturalness and fluency, and in the possibility of finding unique or universal features of specific translated texts.

From the centre-periphery perspective, it is evident that the textual approach to translation research occupies the centre of theoretical models for the study of Chinese Bible translation whereas the more innovative or fashionable repertoires in translation studies tend to remain perpetually peripheral. This paper, however, aims to explore the possible, albeit peripheral, theoretical models of translation studies that will facilitate a description, explanation and further interpretation of Chinese Bible translation with reference to the status of translators as agents of three particular dimensions of activities, namely, “cognitive”, “social” and “cultural” activities.

For a cognitive dimension, this paper attempts to explore models for investigating the decision-making processes in the translator’s mind, the influence of such factors as the translator’s emotions and attitudes, and the nature and amount of professional experience. Such cognitive processing can produce significant results regarding the purpose, mentality and competence of individual translators such as Feng Xiang, or other known or unknown translators involved in the activities of Chinese Bible translation.

At the sociological level, this paper will focus on models which can account for different phases of translation work involving interaction with both human and non-human resources in connection with translation and publishing agents, committees and organisations. The themes of investigation include how and why new Chinese translations of the Bible come into existence and find acceptance in Christian communities, the forces behind the production or reception of a biblical translation, as well as the possibility or impossibility of rewriting or appropriating the Bible for different audiences in the coming decades.

At the cultural level, with a shift of focus to the transfer of cultural capital between different literary repertoires, the central issues will then be questions of ideology, cultural identity and perception, along with relations between power and ethics. Discussion will then involve models that cluster around the ideological and ethical considerations of translation committees or individual translators, the poetics of Chinese Bible translation in relation to other Chinese literary texts, the positioning of Chinese Bible translation in the Chinese literary polysystem, the interaction of Chinese Bible translation with other Chinese religious texts and so forth.

This paper assumes and argues that importing the peripheral research models and approaches proposed by contemporary translation theorists will bridge the notable distance between scholars of translation studies and those in the Chinese church, thus rendering the Chinese Bibles more accessible and acceptable to Chinese intellectuals and scholars.

Keywords: Chinese Bible translation, translation studies, translation paradigms, centres and peripheries, contemporary translation theory

ZAHRA SAMAREH

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

zahra.samareh72@gmail.com

The Cultures of Control: Center and Periphery in the Field of Translation in Iran

To observe centre and periphery in their dynamics is to study the involved forces in between. The geo-political characteristics of the Middle-eastern countries, along with the socio-political presence of Islam in the foreground has turned this region into a constant struggle compass of internal and external forces in various fields. In Iran, the field of knowledge, as sensitive as it might be as an intellectual entity of defence or invasion, is conservatively framed and bordered in order to make its directions and extension as well as its distribution mechanisms controllable.

This paper is an attempt to sketch the field of book translation, as a major sub-field of knowledge in Iran, and analyze its dynamics of centre and periphery by elaborating on the divergence of functions and interactions of different agents who actively form this field. In addition, it will demonstrate how political and ideological properties can conceptually function as the content of the center and periphery, i.e. certain ideological tendencies generate the main basis of the struggling forces in a field. This might be also viewed as a different dimension of the concepts of center and periphery.

The field of translation in Iran is complex. It is unpredictable and has complicated rhythms of change, which gives birth to parallel centers and peripheries. The two main centers of this field will be first described and their formation history in accordance with the control mechanisms, established and extensively practiced since 1979, will be elucidated. These two centers, one state-bound and the other resistant to state regulations, function parallel to each other and own their own peripheral constitutes. Under the influence of the international interest and technological advancements (web 2.0), the latter seems to be undergoing a kind of rapid development regarding extending its various media and (anonym) agents. The former seems to be currently in the phase of struggling to maintain its existence as the center by utilizing different socio-political strategies of manipulation.

The classical agents, considered for a field as such are clients or sponsors, translators, editors and publishers. In spite of the wide spectrum of constraints as the result of constant control and policing, the Iranian field of translation has been also partly liberating and productive in the sense of reinforcing the need to seek detours and create new categories of translation. In the course of globalization, the reinforcement of practicing constraints and policing the potential oppositionaries does not just lead to the formation of a closed paralyzed society. It has a paradoxical effect and that is the development of discreet resistance, non-collective oppositions and social nonmovements. Social nonmovements is a term suggested by Asef Bayat (2010) and can be properly adopted to describe the function of agents in the resistant center. This will be comprehensively discussed in the case of Iran in this paper.

Keywords: field of translation, Iran, social non-movements, parallel centers, control

Please contact the author for the list of references

KATARZYNA GAWEŁ

Institute of English, University of Silesia, Poland; katgawel@gmail.com

Translation as Pop-cultural Phenomenon – the Dawn of an Era of ‘Translation Groupies’?

The main assumption of the paper involves defining literary and audiovisual translation as an inherent part of the pop culture independent to some extent from the original. Such thesis may be supported by the emergence of a relatively new phenomenon in the area of interest of translation studies, namely translation fans, called ironically for the sake of this research ‘groupies.’ The mere fact that the above mentioned types of

translation are currently subject to critique of their recipients, who form communities of fans and critics and openly present and share their opinions on the way of rendering the original in the TL shows a major shift in the way of perceiving translation. In 1963 Levý wrote: “a translated work becomes part of the literature written in the target language; its cultural function is similar to that of an original work of domestic literature” (Levý, 2011: 69-70), implying that translation existed only in adherence or even unity with the original. Nowadays, it seems that translation has parted with the original and its existence became parallel to the original. This of course is connected with the growing number of retranslations on the translation market. When a recipient has a choice of several translations of one given original, s/he is likely to compare them and have his or her own preferences. Moreover, the significant improvement in the knowledge of foreign languages, compared to the past, allowed the recipients not only to compare one translation to another, but also collate them with the original. These factors triggered social phenomena such as boycotting certain cultural events and establishing fandoms, earlier restricted only to the responses to original works. This may suggest eventual concurrence with the side supporting creative nature of translation in the evergreen dispute on re-creativity and creativity of translation.

The research involves four case studies of English-Polish translations which have aroused vivid social reactions, including formation of fan communities, activation of critic voices, critics' pressure on publishing houses, boycott of the release of a new translation, etc. Case studies include three literary pieces (Skibniewska's and Łoziński's translations of “The Lord of the Rings” trilogy by Tolkien, Tuwim's and Adamczyk-Garbowska's translations of “Winnie the Pooh” by Milne and Malinowska-Grupińska's and Cholewa's translations of “The Wee Free Men” by Pratchett) and one audiovisual piece (Gałązka-Salamon's and Beksiński's translations of Monty Python's Flying Circus TV series). Primary task of the research is to establish factors connected with the translations and originals themselves as well as with the socio-cultural background, etc. which stir upheaval in the audience. Secondary task is to determine model profiles of ‘translation groupies’ including age, knowledge of foreign languages, typical interests, etc. based on personal observations, the analysis of internet fandom groups and material collected by Gutfeld (2008). Apart from that, the following questions are asked and identified as areas for further research:

- should publishers consult fan communities before commissioning translations?
- do the retranslations have the chance to succeed if the first translation has earned the support of a lot of ‘groupies’?
- should the translator stay in touch with fans, as for example writers and musicians do?

Keywords: pop culture, translation fans, (re-)creativity of translation, relationship between the translation and the original, retranslation

Please contact the author for the list of references

Session on Literary Translation (I); Moderator: Birgit Menzel

14.00-16.00, Room 347

CHARLOTTE GREMMEN

Tel Aviv University, Israel; cjgremmen@gmail.com

Translation Policy - Identifying Preliminary Norms: an Interdisciplinary Case Study on the Translation of Hebrew Literature in the Netherlands, 1948-1975

With the „cultural turn“ in translation studies, the sociological aspects of translation have recently become visible. Norms, as formulated by Gideon Toury, have become a new tool in analyzing and criticizing translation. While many academics have focused on Toury's operational norms (matricial and textual-linguistic

norms about the translation process itself), Toury also distinguishes preliminary norms: norms determining the agents of translation in selecting what literature should be translated or not.

Recent research has neglected to look at these preliminary norms, even though in some cases the choice of whether or not to translate is ambiguous at least. Identifying these norms is a complex, interdisciplinary task that is often regarded as off limits to scientists. My research presents a case study and aims to answer questions regarding these individual choices of translation and how these choices can be approached from an academic perspective.

My research takes a closer look at the rise of the modern Hebrew language and literature and to how Dutch translators have responded during the first 25 years since the establishment of the State of Israel. The case of Hebrew and Israel is particularly interesting as it concerns a new political reality of Israeli-Dutch relations during the first 30 years following the Second World War. The first translation of Hebrew literature appeared in 1947 (Hebrew literature should be defined here as prose: short stories or novels, poetry or non-fiction is not included. No a priori selection of study objects was made; all translations concerning the period of research have been analyzed). Over the period of 25 years, 13 translations have been made.

If we apply the polysystem theory (Even-Zohar, 1979) to this case study, we shall see that many translations are indirect translations from English or German. The cultural and literary systems of these languages are more expanded than the Dutch ones and have provoked an import of foreign literature, such Israeli author Ephraim Kishon, in the Netherlands. Other indirect translations are motivated by personal interests of translators, as in the case of Moshe Shamir's works.

Only a small part of the translations are direct translations from Hebrew. Therefore, my expectations are as follows:

- the translation of Hebrew literature is an initiative of translators only.
- the translation of Hebrew literature did not result from a desire to be innovative.
- translation policy follows the public opinion of the Dutch target culture.
- famous authors will be translated from no matter what language.
- source texts with strong ideological contents are more likely to be translated from Hebrew.
- translators choose a literary text according to their political opinions.

The research touches political issues on a macro level as well as less studied matters, such as: publishing house's policies, translator's notes, the demand of readers and the personal lives of translators. However, in the first place an attempt to establish a socio-historical methodology for identifying preliminary norms.

Keywords: polysystem theory, norms, history and political relations, reader's demand and reception, translators notes

MOHAMMED LAFI

FTSK GERMERSHEIM, UNIVERSITÄT MAINZ, GERMANY; mohammedlafi@yahoo.com

The Politics of Representation: Palestinian Literature in Translation

Palestinian literature is unique among other Arabic literatures in two ways. Firstly, Palestine is the only Arab state which is still suffering from colonialism, which has made its literature an object of research for a wide array of scholars. Secondly, Palestinian literature is neither territorial nor language-specific, i.e. it encompasses not only literature written in Arabic in British Mandate Palestine (Gaza, the West Bank, and Israel), but also literature written by Palestinians in exile whether in Arabic or in other languages, mainly 'English'. In *Resistance Literature*, Harlow wrote that „Palestinian literature is liable to uncritical consideration and identification, fated to rejection or admission for the very fact of its being ‚Palestinian‘“. What always united Palestinian writers is neither the language nor the place they live in or originate from, but ontological and public narratives that they have in common. Many of these narratives, through which Palestinian identity took shape, resulted from the displacement of Palestinians following the 1948 and 1967 wars, which contributed

to the development of Palestinian literature and hence the way they identify themselves.

My paper will examine how literary translation has been used for disseminating knowledge about the Palestinian issue to achieve recognition outside the native language, to inform the whole world, and also to 'world' Palestinian literature in line with building an image of Palestinians as victims of (neo)colonialism and as legitimate owners of Palestine proper. The paper will investigate how translation, through various discursive strategies, contributes to the wider recognition of Palestinians in various arenas worldwide. Mainly works translated or written in English and German will be used in the case studies. Plato wrote that it's the poet's obligation to bear witness. And because poets and writers are considered narrators voicing the concerns of their people, they acted more than cultural mediators in reaching out not only to laymen, but also to academic institutions and intelligentsia across the globe.

Translation plays an active role in 'the circulation of cultural capital' (Lefevere) and is a mirror whereby other cultures reflected. However, translation can't be an innocent activity all the time, and the image reflected by this mirror can be blurred intentionally and unintentionally.

The study will focus on the Palestinian writer Ghassan Kanafani who has been the most popular Palestinian novelist ever. It's through translation that the English-speaking world heard of him, without whose voice a lot about Palestine could have remained untold. The study will investigate his literary production and translation within the context of the Palestinian national struggle while highlighting the role of translation in informing wider audiences about the conflict in Palestine.

Keywords: translation politics, solidarity, representation, conflict, orientalism

LEAH GERBER

Translation and Interpreting Studies, Monash University, Australia; leah.gerber@monash.edu

But What about Those Blacks? Dealing with Aboriginality in German Translations of Australian Children's Literature

Edward Said has commented on the tendency for Western cultures to emphasise imperial attitudes, references and experiences in their literature, so that literature becomes the primary method used by colonised people to assert their identity and the existence of their own history (xii). This statement can be applied to the national literatures of all colonised countries including Australia, where the tradition of Australian children's literature grew out of contributions made by European colonisers and where Indigenous history was largely ignored. Clare Bradford refers to the "deep ideological divides" that have marred the articulation of values in Australia since 1788, many of which are uncovered in Australian children's texts of past and present (Reading Race 8).

A number of scholars have researched the Aboriginal motif as it appears in Australian children's literature, offering a range of (mostly) similar conclusions about their treatment, from settlement in 1788 to the present. Bradford claims that Australian children's texts are a "product of colonial history" ("Representing Indigeneity" 90), while McVitty cites Australian children's literature as presenting "a shamelessly racist catalogue of prejudice and misinformation, of superficial clichés, offensive stereotyping and entirely subjective interpretation" (7). These scholars also provide timelines that illustrate how representations of the Aboriginal motif have changed over time. By the 1980s, for example, Indigenous authors had begun to express their growing indignation about the authority of white authors on matters of Aboriginality. As more and more writers began to tell their own stories, a sense of ownership and authority emerged about who should be granted the right to discuss matters of indigeneity. Indigenous children's authors such as Dick Roughsey, Kath Walker, Daisy Utemorrah, Pat Torres, Boori Monty Pryor (in collaboration with his non-Aboriginal partner, Meme McDonald) and, more recently, Melissa Lucashenko, have all explored these or related topics fundamental to their personal experiences as Aboriginal Australians. Additionally, a number of non-Indigenous authors, including Alan Marshall, David Martin, Victor Kelleher, Gary Crew and Phillip Gwynne, have written about Indigenous characters and themes in their texts.

The “centre” versus “peripheral” stance of Australian post-colonial works and German-language translations will be explored in reference to the treatment of various motifs (including Aboriginal language, Aboriginal English, Aboriginal cultural references, and racist language). The focus will be on three key texts written by non-Indigenous Australians that deal with Aboriginality on a macro level: Alan Marshall’s ,The Children‘ (1959) and Phillip Gwynne’s ,Deadly Unna?‘ (1998) and ,Nukkin Ya‘ (2000). As one would expect, Marshall’s 1959 text manages the motif in a manner that matched the social attitudes to “blacks” at the time, while Gwynne’s more recent works endeavour to depict the current attempt to consolidate and improve relations between white and Indigenous Australians. This paper will observe how the notion of Aboriginality – at vastly different points in time – is (a) presented in the source text and (b) translated into the target culture. It also poses the question: why were these texts selected for translation? By examining the translation of Aboriginal themes into German, we can also measure the degree to which target audience expectations of the treatment of this theme differ (if in fact at all), which assists in the understanding of how certain cultural perceptions may be transmitted and understood.

Keywords: translating children’s literature, aboriginality, culture, minority

ISABEL OLIVEIRA MARTINS, MARGARIDA VALE DE GATO, RITA QUEIRÓS DE BARROS

Centre for English Studies (ULICES/CEAUL), University of Lisbon, Portugal; iom@netcabo.pt

Conditions and Strategies for Translating Heterolingualism in Diasporic Literatures

This paper springs from research in the context of PENPAL in Translation, a R&D project hosted by the University of Lisbon Centre for English Studies (ULICES) and involving translation training in several higher education institutions in Portugal, namely the Faculty of Humanities and Social Sciences (New University of Lisbon), the Portuguese Catholic University, University of Minho, and University of Aveiro. Its acronym stands for Portuguese-English Platform for Anthologies of Literature and it plans to create anthologies produced through collaborative translation including literary texts derived from diasporic experiences involving English and Portuguese cultures. The decision to combine translation with diaspora studies came about not only because both are the disputed offspring of the seminal myth of Babel with language division arguably justifying the purpose of nomadism, dislocation, then ultimately settlements abroad – but because both interact increasingly in today’s world of liquidity and circulation across boundaries, with heteroglossia pervading contemporary writing. Specific forms of heterolingualism permeate texts that convey a tension shared by diaspora and translation, that of movement and origin, increasingly questioning the validity of the latter, and therefore the binary frame of source and target as well as the fixedness of their boundaries. Much of the literature of the diaspora nowadays is marked by the interference of source and host linguistic systems, which surfaces textually through the fictionalization of a “broken language”, “linguistic grafting” (e. g. puns derived from the polysemic possibilities of rendering phrases from one language into the other), and intrusions from a heritage language, generally ranging from emotional interjections and marks of affection to a somewhat typified representation of otherness, and prosodic exoticization.

The selection of Luso-American texts for the first anthology currently being produced by the PENPAL team was grounded in the assumption that these would pose particularly interesting translation problems, since if the theme is the dislocation between places where the spoken languages are those of the language pair implied in a literary translation, we are expected to find linguistic challenges to source/target poles. The present paper aims to address translators’ awareness and behavior regarding this assumption, by 1) establishing sets of heterolinguistic occurrences which may be isolated in texts for the purpose of comparing solutions and strategies found in their translations; 2) comparing such strategies in the translations of two literary excerpts from the same Luso-American writer, Katherine Vaz, one translated by students monitored by the PENPAL team (from the short-story “Lisbon Story”) and the other by the translator of a publication for a major publisher (from the short story “Fado”); 3) comparing the occurrence of such problems and their translated out-

come in a text where the conditions of translatability between the heritage language in the source text and the target language of the translation are presumably easier to manage, for which purpose we have selected an excerpt from Junot Diaz's *The Brief Wondrous Life of Oscar Wao*. Whatever the case and despite the variety of available strategies – omission, overtranslatability, translocalization, compensation with the insertion of code-switching into the translated text's principal source language, in-text explicitation or translator's footnotes – the translated text in the target culture will hardly fulfill the same pathos as its "original", and hence will resist a functional assessment of literary translation.

Keywords: diaspora, literary translation, heterolingualism, culturemes, translatability

Session on Audio-visual Translation and Research on the Translation Process

Moderator: Anthony Pym

14.00-16.00, Room 352

BEATRIZ CEREZO MERCHÁN

Departamento de Traducción y Comunicación, Universitat Jaume I de Castelló de la Plana, Spain

bcerezo@uji.es

The Didactics of Audiovisual Translation in Spain: An Empirical and Descriptive Case Study

As a result of the increasing importance of information and communication technologies in today's society, the Audiovisual Translation (AVT) market has grown exponentially in the last few years and the need to train professionals in this field is constantly increasing. The academic world has echoed this need and in recent years it has increased both the amount of research conducted and the offer for university training in AVT at undergraduate and postgraduate level.

However, and although more research is being conducted on AVT, works on the particular topic of the didactics of AVT are still few and far between. This, together with the need to reflect on higher education in Europe due to the development of the new European Higher Education Area (EHEA), has led us to carry out an empirical and descriptive study on the university teaching of AVT in Spain.

The singularity of this research, which integrates a doctoral thesis (Cerezo Merchán, 2012) lies in its practical approach to the curriculum as a process, since an empirical study has been conducted on numerous parameters related to the curricular design of AVT, which have been analysed from a situational perspective (Kearns, 2006), i.e. taking into account the environment in which different skills, knowledge or methodologies are considered appropriate. Thanks to a thorough analysing of theoretical information about the educational context this training is framed in, and to the implementation of interviews and questionnaires to teachers, translators and employers, we have identified the profiles of these three population groups, sought the skills needed by translators of audiovisual texts, reflected on the role of technology in AVT training and studied proposals to improve training in AVT, among other things. All in all, this paper presents the first empirical study carried out in Spain on university training in AVT, which in addition involves the participation of the academic and the professional sector to reflect on aspects of curriculum design and on ways to improve AVT training.

SARA RAMOS PINTO

School of Languages and Translation Studies, University of Turku, Finland ramospinto@gmail.com

Bringing the Viewer to the Centre. A Reception Study in Audiovisual Translation

Scholars such as Kovačič (1995), Gambier (2003, 2009) and Chiaro (2008) have called for more systema-

tic and cross-cultural research on the reception of audiovisual products. In the specific case of multimedia products, there is indeed a massive body of research on television audience and ratings developed by non-academic business groups and broadcasting companies. However, these studies are of little use to translators and translation scholars as they have mostly been developed for advertising and programming projects, as they focus mainly on which programs viewers prefer to watch as well as when and where they watch them and never on how they watch them, the impact the audiovisual mode (dubbing, subtitling, etc) have in the reception of the programme or how viewers perceive the translation strategies employed.

Reception has been a concept that has been around for sometime in Translation Studies (TS), but they have mainly been developed through a cultural approach. Some studies have been developed within a more psycholinguistic approach, but they are still in the periphery of Audiovisual Translation (AVT) as well as TS. What can reception studies bring to AVT and TS in general? If we consider translation as an act of communication, the viewer is involved in both the moment of production and of reception: indirectly at first, as an ideal formed by the translator, and directly in the actual moment of reception. Without data on how the viewers understand and perceive translated products, translators will forever base their choices on an ideal viewer (which might not coincide with the real viewer) and make assumptions never empirically tested and frequently defined on the basis of stereotypes and prejudices. Studies on reception can thus have a large impact on the ‘efficacy’ of the communicative act as well as on the quality and accessibility of the translated product – a better understanding of how the target audience understands and perceives the translated product will certainly be an important step in guarantying that the different meanings of the source text are transferred into the target text and understood by the audience. If this is true for any type of translation, it seems to be even more so in relation to AVT as “audiovisual communication has to be highly efficient” (Gambier 2003). Viewers not only have to divide their attention between the different modes (moving image, characters’ speech, sounds, written subtitles), but they have to do it within certain time limitations over which they have no control.

In this paper, I will be discussing the concept of reception and a new model of analysis. I will also present the results of a reception study achieved with a triangulated methodology (interviews, eye-tracking and questionnaire) and focused on the reception of certain subtitling strategies of non-standard discourse and the use of additional titles to explain verbal and visual references.

Keywords: reception, reception levels, subtitling, non-standard discourse, TV subtitling

Please contact the author for the list of references

JEFFREY KILLMAN

University of North Carolina at Charlotte, USA; jkillman@uncc.edu

Is Machine Translation a Reliable Documentation Resource for Legal Translation?

Legal translation is considered one of the most challenging areas of translation practice. Legal language is demanding in terms of its features and particularly unique regarding the system it is bound to. On the one hand, identifying the meaning and usage of legal words and phrases can be challenging; on the other, legal concepts that exist in one legal system might not exist or have full equivalence in another. For these reasons, one is advised “to trust nothing, to suspect everything, to check all terms in reliable dictionaries and to develop a close familiarity with the language of the law by constant and careful reading in both languages” (Alcaraz and Hughes 2002, 43).

This paper asks if statistical machine translation (SMT), which is typically not a recommended resource for legal translation, can help ease the burden of documentation (‘information mining’). It responds to the hypothesis that a SMT system such as Google Translate (GT) is capable of providing word or phrase (not necessarily syntactic units in the linguistic sense) translations that are likely appropriate in terms of meaning in the legal context, although the ways in which they are worded may not be desirable for a particular transla-

tion project. There are reasons to believe that SMT may be able to provide translations that are appropriate in meaning in the legal context. On the one hand, much of the currently available translated text used for SMT comes from international organizations, such as the European Union and the United Nations which often deal with legal matter; on the other, SMT can use the immediate co-text of terms and phrases as a way of attempting to identify translations in its database that are likely correct. Although most SMT output should still be verified in other resources, it is more efficient to spend time corroborating a term or phrase that is likely correct than initiating this process from scratch. Moreover, little time is invested in using SMT as a resource of first resort, as it produces translations for words and phrases instantly, which if correct can liberate translators' time for more skilled matters.

The paper analyzes a large sample of words and phrases taken from a representative Spanish national legal text: *Crónica de la Jurisprudencia del Tribunal Supremo: 2005-2006* (Reports of Cases before the Supreme Court: 2005-2006). In a previous study (Killman 2008), the entire sample was translated into English 'by hand' (i.e. manually documented in termbases, dictionaries or other relevant textual supports) and exhaustive records were kept for this process. It was found that the majority of the words and phrases could specifically be documented in multilingual EU resources, such as IATE or Eur-Lex, although mostly in the latter (a large multilingual document repository offers a great many possible equivalencies that can be established among multilingual documents vs. a termbase that must undergo the documentation and standardization that are part of the traditions of lexicography and terminology work). It was also found in the majority of the cases that it was possible to document phrases instead of words (which is what a SMT system would do if given the option). These findings suggests that GT (a SMT system that provides word and phrase translations and compiles statistics using, inter alia, EU multilingual resources) might be able to provide translations that coincide with those that were manually documented in EU resources. Whether they are acceptable depends on whether they conflict with any other translations that are required or more suitable for the project. And there might even be translations that are acceptable for the phrases and terms for which no translations could be picked by hand from EU resources, as GT recycles other translations in addition to EU ones and can hence draw its resolutions from a very large database of possibilities. In any case, the reliability of the results depends on if GT can document enough instances of the words and phrases and their immediate co-text so that it might identify translations that have a certain probability of being correct. The results also depend on if the co-text of lexically ambiguous words provides enough information through which they can be disambiguated. This paper looks at what can be learned about the possibilities of SMT in legal translation and how to effectively work with SMT technology in a particular context.

Keywords: legal translation; technology; machine translation; documentation; context; co-text; statistical machine translation; post-editing

IRIS SCHRIJVER, CARMEN HEINE, HELLE DAM-JENSEN

Department of Translators and Interpreters, Artesis University College, Belgium; Department of Business Communication, Aarhus University, Denmark; Department of Business Communication, Aarhus University, Denmark

iris.schrijver@artesis.be; ch@asb.dk; matnj@asb.dk

An Interdisciplinarity Approach to Text Production: Talking about Terms of the Trade(s) First

In the last three decades, the insight into the internal and external processes of the production of target texts has grown steadily, as Translation Process Research has managed to disclose many of the mysteries surrounding the translator's 'black box'. The methods applied and the results reached in this subdiscipline of Translation Studies are similar to those used and obtained in Writing Process Research. This is not surprising, since the subdisciplines share the object of study: text production (process and product). In recent years, contact has been established between the two fields. However, so far little juxtaposition of and linking between the respective theories, concepts and methods have taken place. The aim of this presentation is to open up the

discussion on if and how the fields should move from a multidisciplinary to an interdisciplinary approach to Text Production Research and suggests the clarification of terms of the trade as a first step.

To facilitate this discussion, we will examine whether it is theoretically justified to bridge the gap between the process research conducted in Translation and Writing Process Research and to adopt an interdisciplinary approach to Text Production Process Research. The object of study seems to be complex and multifaceted enough to allow for and seek interdisciplinary research, with the definition of text production itself and the key phenomena as particularly crucial. Among other relevant aspects are (in no particular order): How does the concept of text production encompass both writing and translation? Is an interdisciplinary approach to text production even possible given the epistemological opposition between writing and translation? Do the theories and methods of the two fields allow for crossing (or even questioning) subdisciplinary boundaries? What would an interdisciplinary approach contribute to the two fields?

The practical feasibility of an interdisciplinary approach is an important issue addressed in our presentation. In search for creation of common ground, it is pivotal to detect and contrast differences between the two fields. The aim of an approximation to an interdisciplinary approach, as we propose it here, is to obtain a more comprehensive understanding of text production that takes the differences mentioned into account. However, before differences in models, theories, insights and methods can be contrasted and eventually linked, it is important to ensure that both fields are on the same page terminology-wise. If a new level of discourse is aimed for, it is fundamental that scholars from both fields share the same conceptual framework or at least understand the other fields' use of terms and concepts. When different terms are used for the same concepts and identical terms are used for distinct concepts, this hinders the exchange and integration of knowledge. We will examine the most salient and central terms pertaining to the study of processes in both fields. The terms we refer to here belong to different levels of process research: phases of the text production process (e.g. planning, translating, revision); actions used in the process of carrying out of a text production task (e.g. strategy); cognitive states of text producers necessary for text production tasks (e.g. knowledge, competence). On the basis of our analysis, we will put forward the claim that the current terminological confusion is a major barrier to creating common ground for interdisciplinary efforts and we will suggest tentative solutions to solve the problem.

Keywords: interdisciplinarity, text production, translation process research, writing process research, terminology

Session on Pedagogy, Competence, Cognition; Moderator: Hanna Risku

14.00-16.00, Room 328

SUSANNE HAGEMANN

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

hagemann@uni-mainz.de

Guiding Images of Translation: Peripheral or Central to Translation Teaching?

This paper relates to the general conference theme of “centre-periphery relations within the discipline” rather than to any one panel. I shall explore the question of how lay images of translation that students bring with them to university can be moved from the periphery to the centre of attention in translation teaching. The question is motivated by the fact that the mere teaching of expert images (explicitly in the form of translation theory and implicitly in the form of translation practice) does not automatically lead students to abandon the lay concepts on which they draw in translating.

Guiding images (Leitbilder) are one of Hanna Risku's five dimensions of translation competence (1998: 138–

45). The concept refers to representations of the purpose of translation, i.e. of what we do when we translate. It thus has close affinities with subjective, or implicit, theories, which have been explored in particular by Celia Martín de León and Marisa Presas Corbella (2011), but also e.g. by Sonja Tirkkonen-Condit and Johanna Laukkanen (1996), Christiane Nord (2001), and Jenny Williams (2012). According to Risku, one of the differences between lay and expert translators is that laypersons usually hold only one guiding image, which is often implicit, unexamined, and language-oriented, while experts have various guiding images at their disposal, which they can use flexibly in different situations (1998: 139–141). Risku suggests that translation students should learn to verbalize, critically examine, and refine their own images (1998: 143).

The marginalization of guiding images can take two forms, affecting as it does translation theories in general and the role of implicit lay images in particular. In the first case, theory is marginalized by practice, which means that guiding images may not be discussed explicitly. In the second, lay images are marginalized by expert ones, which means that students will be expected, but not helped, to critically engage with the images they have brought with them to university. I shall argue that relegating guiding images to a peripheral position in translation teaching has negative consequences for students' development of translation competence. In particular, my own teaching experience indicates that marginalizing lay images in favour of expert ones can lead to lay images continuing to influence students' practice.

I shall draw on a developmental model of translation competence created by Andrea Cnyrim, Julia Neu, and myself (forthcoming) to show how guiding images can be integrated into a concept of progression in translation learning. Melford E. Spiro's hierarchy of "levels of cognitive salience" (1982: 48), which Risku (1998: 114) opens up and expands for applications in translation studies, will be used to expand our developmental model by detailing the role played by lay images, as well as the relationship between translation competence and competence in translation studies. Finally, I shall discuss how our reformed BA programme, which came into force in winter 2012/13, incorporates various types of guiding images and combines theory with practice.

Keywords: guiding images, subjective theories, concepts of translation, translation teaching, translation competence

Please contact the author for the list of references

DAEYOUNG KIM

Ilсан세ogu Goyansi Gyonggido, South Korea; daeyoung114@gmail.com

Impact of Socio-Cultural Factors on the Translation Education of Korea – Practical Comparison with France

The teaching methods vary according to the environment, which depends on the socio-cultural factors of each country (Adab, 2000). The aim of this paper is to analyze the socio-cultural features in the Korean society and their influences on the education of translation. To start, we investigate the Korean socio-cultural factors based on the survey of Hofstede (2010).

Hofstede (2010) surveyed employees who worked for local subsidiaries of IBM in over 50 countries asking questions on their values. A statistical analysis of their response revealed a commonality - the same value was interpreted differently depending on their socio-cultural background.

This difference corresponds to dimensions which Hofstede named as a power distance (from small to large), collectivism vs. individualism, femininity vs. masculinity, and uncertainty avoidance (from weak to strong). Each dimension represents an aspect of culture, which is measurable and relative to other cultures, and when all are combined they constitutes four-dimensional (4-D) model of cultural differences.

Hofstede (2010) argues that the Confucianism pervades strongly in Singapore, Hong Kong, South Korea, Taiwan, China and Japan. In fact, the Confucianism has always remained as a founding principle of spiritual

philosophies and socio-cultural characters in South Korea. As such, it is impossible to understand the Korean society without taking into account Confucianism (see Junsik Choi, 1997 et Bong young Choi, 1994, 1997). Choi (1997) highlights that Confucianism largely shaped two social-cultural factors in Korea namely a large power distance (i.e. hierarchical and rigid society often characterized as authoritarian) and collectivism. These two factors also corresponds to two cultural dimensions of the Hofstede's survey (2010) through which one can conclude that a large power distance and collectivism have an overarching effect on the general didactic in South Korea.

According to Hofstede (2010), a professor-centered class is often found in such society, and it is difficult to have a two-way, liberal discussion between professor and students as the latter remain passive in the learning process. Such socio-cultural factors also prevail in the Korean education system in which teaching takes a form of one-sided delivery of information or 'cramming' where an objective evaluation of learning impedes the creativity of students (Kim, 2005; Kim & Michael, 1995; Michael & Dudek, 1991; Wollam, 1992). In fact, the Asian influenced by collectivism have fewer creative ideas and less divergent thinking than the Occident (Dunn, Zhang & Ripple, 1988; Runco & Johnson, 2003; Rudowicz & Yue, 2002).

In summary, Korean socio-cultural characters and its educational system have a great influence on the pedagogical environment; the teaching methods, students' attitudes, and their creativity. Given the circumstances, could the same influence be applicable in the translation training? The paper explores such possibility. Information used in here was gathered through following methods: interviews and class auditing. Interview targeted Korean professors and students in translation classes and professors were given an M.C.Q. (a multiple choice questionnaire) after being divided into two groups (undergraduate vs. graduate-and-above). Two translations classes were audited – one at an undergraduate level and the other at a graduate level. For the graduate level, GSIT (Graduate School of Interpretation and Translation) at Hankuk University of Foreign Studies was selected.

The results of the survey were then compared with an observation-based analysis of five translation classes in ESIT (L'École Supérieure d'Interprètes et de Traducteurs) and two classes in university Paris 3 for a semester in 2009.

The following particularities were discovered in the education of translation in Korea.

- 1) Classes were professor-centered with students conforming to professor's lecture. Group activities were limited as a result of socio-cultural factors (authoritarian, rigid, and collectivist atmosphere in which great respect is paid to professor's authority while students as a group try to display a positive self-image) Such tendency coupled with lack of discussion culture dominates the class refraining students from freely exchanging ideas.
- 2) The 'cramming' teaching method and the emphasis on an objective evaluation of learning prevent students from finding solutions on their own or explore an issue in greater depth. Consequently, students have fewer opportunities to use their creativity.
- 3) Under this teaching method, professors often propose a solution to problem as a way to motivate students and the students are also content with such approach

However, such observation could not be found in France where classes were student-centered with group activities promoting two-way discussions. This atmosphere is also reflective of socio-cultural features in France such as strong individualism, emphasis on flexible/creative thinking and non-hierarchical interpersonal relations (Hofstede, 2010, Gelfand, M. J. et al., 2011)

As a way to improve the education of translation and overcome the limitation imposed by the socio-cultural factors, three recommendations merit further consideration:

- 1) One recommendation would be to introduce a combination of student-led discussion and constructive intervention of professor in translation education. The professor needs to find a teaching method that is most pertinent to the transmission of the various know-how of the translation while encouraging a passive group of students to express their opinions. A constructive intervention by professor can help students discover different approaches and points of view involved in many theories of the translation that are used by professors

in their professional translator's activity.

2) Balacescu and Stefanink (2003) regard creativity as “a problem-solving activity (Guilford 1950)”, which satisfies two criteria of the « nouveau » and the « appropriateness » in translation. According to the two, creativity does not come from nothingness. Thus, students can train their creative capacity in translation through theory-based training and enhance their problem-solving skills.

3) Several approaches can be leveraged to increase the students' motivations and to make them more proactive in the learning process. For example, an evaluation that introduces bonus points rewarding students for their good translation, class participation, effective peer review, and sharing of experience including professional translation experience based on IPDC (Integrated Problem and Decision Reporting) (Gile, 2005, 2009). Such incentive will help students develop good judgment and problem-solving skills by applying tried-and-proven methods.

Keywords: socio-cultural factors, Confucianism, professor-centered class, student-centered class, ,cramming' teaching method

CARLA QUINCI

Department of Legal, Language, Interpreting and Translation Studies (IUSLIT), University of Trieste, Italy
carla.quinci@phd.units.it

From Novice to Expert. An Empirical Longitudinal Study to Define and Monitor Translation Competence

In the last few decades, translation competence (TC) has been investigated and analysed in several studies and papers, trying to shed light on its definition, modelling and development (cf. among others, Pym 1992; Toury 1995; Shreve 1997; Schäffner & Adab 2000; Alves 2001; Orozco & Hurtado Albir 2002; PACTE Group 2003, 2005, 2011; Göpferich 2009; Göpferich & Jääskeläinen 2009). Despite the clear interest raised by TC and its theoretical and didactical implications, the modelling of translation competence and translation competence acquisition is still in its infancy, since the development of TC can be investigated only by means of “cumbersome and time-consuming” (Göpferich 2009, p.12) longitudinal studies. Starting from this consideration, this empirical study will try to contribute to the analysis of TC and its development by providing a longitudinal perspective. The purpose is twofold: (a) finding out whether TC can be defined in terms of specific textual strategies applied by expert translators to their target texts (synchronic perspective), and (b) observing whether such trends are being developed by novice translators during their program of study (diachronic perspective). In other words, this longitudinal research aims at finding possible translation trends shared by experts and/or novices, in order to identify linguistic and methodological aspects peculiar to experts which can be set as novices' final learning objectives. TC will be therefore investigated and – possibly – defined through the contrastive analysis of translations of the same source text produced by translators at different stages in the development of their TC, who will be referred to respectively as novices, competent trainees and experts (Chesterman 1997, pp.147–149). To date, the selected sample consists of 30 volunteer trainees from the BA and MA programs of the SSLMIT of the University of Trieste, namely 13 novices (first-year BA students), and 17 competent trainees (first- and second-year MA students). Two further groups will be included in the sample in the next few weeks, namely a further group of first-year MA students and a group of experts, consisting of 9 professional translators with an MA degree and at least five years of professional experience. Translators will sit in six translation tests at regular intervals over the three years covered by the project (from 2012 to 2014), with a different schedule for professionals, who are being included in the sample at the end of the first year. The tests consist in the translation of a non-specialist article from English to Italian – the translators' mother tongue – and responding to a questionnaire about the translation task. To allow comparisons of the individual performances – and monitor the development of TC in trainees –, each translator has been given an identification code for the whole duration of the project. Data consist mainly in textual elements and/or aspects and have been divided in quantitative vs. qualitative data. The first inclu-

de indexes (variation, expansion, and omission), lexicometric measures, and translation delivery time. The second relate to readability (GULPEase index), vocabulary, nominalization, active/passive voice, syntactic variation (merged and split sentences), constituents reordering, translation error analysis (Pym 1992; Mossop 2007; Scarpa 2008), quality assessment (Lee-Jahnke 2001), and a general analysis of the translation process through translators' responses to the questionnaire. Data obtained are being collected and analysed both automatically – through specific software – and manually. The analysis carried out so far supports the hypothesis that translators with approximately the same level of TC share particular trends, and suggests the presence of potential congruent behavioural patterns within the various groups. These trends mainly refer to the use of dictionaries and translation resources, to lexical choices (i.e. a more shared vocabulary among experts), and to syntactic variation (i.e. the number and type of split and merged sentences in relation to the source text). However, these first results can only be considered preliminary, but further evidence will soon be collected through the next translation tests, in November 2012 and May 2013.

Keywords: translation competence, translation competence acquisition, longitudinal studies, corpus-based studies, empirical studies

Please contact the author for the list of references

MARIA TYMCZYŃSKA

Department of Translation Studies, Adam Mickiewicz University, Poznań, Poland

tymczyńska@wa.amu.edu.pl

Towards a Model of the Mental Lexicon of Trilingual Interpreters

Professional interpreters are thought to have faster and more accurate lexicosemantic processing skills than novice interpreters (e.g. Liu 2008). It appears, therefore, in the case of conference interpreters that there must be efficient retrieval structures (cf. Ericsson and Kintsch 1995) operating in the long-term memory (LTM) and working memory (WM) which enable rapid access to lexical information. Moser-Mercer (2000, p. 90) even speaks of conference interpreters' „having the contents of [their] declarative memory structured in a way that supports fast retrieval“.

The nature of the lexicosemantic processing in SI has received some attention from cognitive scientists, especially from cognitive psychologists and psycholinguists (cf. Gerver and Sinaiko 1978; Danks et al. 1997). However, there have been very few theoretical and empirical studies aimed at investigating lexicosemantic processing in bilingual or trilingual speakers having conference interpreting experience (Christoffels et al. 2006; Cieślicka and Kowynia 2008). Most experiments with regard to lexicosemantic processing in translation conducted so far with bilingual and trilingual speakers belong to the field of second and third language research (Francis and Gallard 2005; Ferré et al. 2006).

Since efficient lexicosemantic processing was claimed an important sub-skill of SI (Christoffels et al. 2003; Liu 2008), the interest in the lexicosemantic processing studies of speakers with interpreting experience or skills has been growing but so far only a handful of researchers have embarked upon this particular research field with bilingual and trilingual conference interpreters and conference interpreting trainees (e.g. Bajo et al. 2000; Christoffels et al. 2006; Tymczyńska 2012). Moreover, empirical studies of lexicosemantic processing (for example studies employing online translation tasks) appear to lack a theoretical framework for analysing the nature of lexicosemantic processing, particularly as regards the trilingual mental lexicon.

Therefore, the aim of this presentation will be to present a framework and a model of the mental lexicon of a trilingual conference interpreter, and to apply it to the case of a conference interpreter with an A–B–C language combination. The proposed model is an extension of the well-established Revised Hierarchical Model (Kroll and Stewart 1994) because solely this model is judged to be able to accommodate an additional lexicon and, in so doing, reflect quite effectively the dynamic nature of connections between three different lexical stores (Tymczyńska 2011, pp. 30–38). The applicability of the model will be tested against experi-

mental data from studies of trilingual lexicosemantic processing using online translation tasks. Such psycholinguistic methods enable researchers to investigate differences in the organisation of knowledge representations in the mental lexicon and the degree of interconnectivity between them (Moser-Mercer 1997; Cowan 2000/2001).

The trilingual mental lexicon is understood as a dynamic network of connections of differing strengths which are organised into language-specific yet interconnected subsets subserved by a shared conceptual system. This framework combines the interactionist/connectionist (Collins and Loftus 1975; Setton 2003) and symbolist/modular (Fodor 1983; Paradis 2004) approaches to lexical organisation and processing with two essential properties of dynamic systems (De Bot et al. 2007; Larsen-Freeman 1997): interconnectedness and variability. While interconnectedness provides a convincing explanation of such phenomena as crosslinguistic interaction (CLIN) or priming, variability reflects another essential property of the trilingual mental lexicon: it is very pliable to the influence of external factors, such as those related to language use, which can trigger internal restructuring (cf. Herdina and Jessner 2002). According to this framework, the type and amount of conference interpreting experience will affect patterns of trilingual connectivity of direct lexical and semantic/conceptual links in the brain to support efficient processing in the most frequently used directionalities.

Keywords: interpreting, trilingual mental lexicon and processing, model

PAWEL KORPAL

Faculty of English, Adam Mickiewicz University in Poznan, Poland; pkorp@wp.pl

Translation Meets Psycholinguistics: The Use of Eye-tracking in Translation and Interpreting Studies

At first glance, studying eye movements appears not to have anything in common with linguistic studies. While one would say that the examination of a human eye is crucial for ophthalmologists, the same cannot be said about researchers working in the field of linguistics. Nevertheless, peculiar as it may seem, the examination of eye movements plays a pivotal role in a range of psycholinguistic studies, since “eye tracking can possibly provide significant information about an observer’s cognitive overload” (Goldberg and Wichansky 2003: 500). In other words, thanks to the study of eye behaviour a researcher can gain insight into the operation of the human brain (Leigh and Zee 1999: 3). In many empirical studies the analysis of the product is not enough to corroborate certain hypotheses. The veracity of the results may be, however, enhanced by means of investigating the process itself. Eye-tracking technique, i.e. the study of eye movements, is one of the ways to achieve it and, hence, it has gained great popularity in recent years in the field of psycho- and neurolinguistics. What is more, this psycholinguistic research method has been extensively used within the last decades to trace the processes of reading, translation and interpreting. The examination of eye movements makes it possible for researchers to answer various questions related to the cognitive processes involved in both written translation and conference interpreting. Thanks to eye-tracking they may examine moment-by-moment changes in the cognitive effort necessary to perform a given translation/interpreting task. Such a process-oriented approach enables experimenters to strip down a certain process and find out how it actually takes place.

The main aim of this paper is to compile the comprehensive classification of eye-tracking research in both Translation and Interpreting studies. Based on the specific examples the author will discuss the advantages and the shortcomings of applying this method to investigate the processes of written translation, sight translation and simultaneous interpreting. The experiment of Tammola and Niemi (1986) is one of the first ones in which eye movements were monitored to serve as a source of information about cognitive processes that take place during simultaneous interpretation. The authors of the experiment proposed that the method of pupilometry proves applicable to examine the variations in cognitive load which is created while interpreting simultaneously. Among the other eye-tracking studies which will be discussed here are the experiments carried

out by Hyönä et al. (1995), Jakobsen and Jensen (2008), Dragsted and Hansen (2009), Pavlović and Jensen (2009), Shreve et al. (2010), Chieh-Ying Chang (2011) and Sjørup (2011). The author will also present the results of his own eye-tracking study in which this technique was used to examine the notion of language-pair specificity in sight translation (Korpälä 2012). It was hypothesised in the study that German-Polish sight translation is more cognitively demanding than English-Polish sight translation due to the peculiar morpho-syntactic characteristics of German: verb-final position and extensive morphological structure of nouns. The results of the experiment shed new light on the notion of language-pair specificity in translation and interpreting and may also be significant from a didactic point of view.

Keywords: eye-tracking, Translation and Interpreting studies, psycholinguistics, cognitive load, interpreter training
Please contact the author for the list of references

Session on Interpreting (I); Moderator: Dörte Andres

17.00-18.30, Room 347

KAROLINA NARTOWSKA

karolina.nartowska@interia.eu

Translatorisches Handeln von DolmetscherInnen bei Gericht am Beispiel eines gedolmetschten Strafverfahrens

DolmetscherInnen bei Gericht nehmen ohne Zweifel eine zentrale Stellung ein, denn ohne ihre Beteiligung wäre die Kommunikation im Gerichtssaal zwischen einer fremdsprachigen Person und InstitutionsvertreterInnen nicht möglich. Dabei ist die Rolle von DolmetscherInnen in einem gerichtlichen Handlungskontext besonders komplex. Zum einen sind DolmetscherInnen verpflichtet, sich in ihrem translatorischen Handeln an die Verhaltensnormen der Berufsethik zu halten, zum anderen müssen sie in der gerichtlichen Realität Situationen bewältigen, in denen sich vorgeschriebene Normen nicht immer einfach einsetzen lassen. Schwierigkeiten können sich aus der jeweiligen Interaktion, dem institutionellen Rahmen und dem gesellschaftlichen Kontext ergeben. In diesem Referat wird gezeigt, wie die genannten Faktoren Handlungsstrategien von DolmetscherInnen in einer gegebenen gerichtlichen Situation beeinflussen können. An einem konkreten Beispiel einer authentischen gedolmetschten Interaktion bei einem österreichischen Gericht wird die Rollenauffassung von DolmetscherInnen analysiert und deren Auswirkungen auf den Verfahrensablauf besprochen. Neben den verbalen Daten wird ebenfalls ein Feldprotokoll aus der teilnehmenden Beobachtung und ein Interview mit dem in der Verhandlung tätigen Dolmetscher zur kritischen Diskursanalyse herangezogen. Die gewonnenen Ergebnisse sollten vor allem dazu beitragen, die komplexe Natur des translatorischen Handelns bei Gericht zu zeigen und das Bewusstsein für die Dolmetscherrolle zu steigern. Darüber hinaus könnten sie sowohl in der Didaktik des Gerichtsdolmetschens, als auch in der gerichtlichen Praxis Anwendung finden.

Keywords: Gerichtsdolmetschen, Rolle von GerichtsdolmetscherInnen, Diskursanalyse

NAHLA TAWFIK

Sprachenfakultät Al-Alsun, Universität Ain Schams zu Kairo, Ägypten; nahlanagi@hotmail.com

Translation zwischen Irakkrieg und intellektueller Korruption. Oder: Der Translator in der arabischen Gegenwartsliteratur seit der Jahrtausendwende.

Im Zuge der immer schneller werdenden Globalisierung und der damit verbundenen gesellschaftlichen und kulturellen Prozessen wird die Rolle von Translatoren stärker ins Blickfeld gerückt, im Bereich der Wirtschaft, Politik, Kultur, und Fachkommunikation. Auch in der Gegenwartsfiktion verschiedener Kulturgemeinschaften findet diese Tendenz ihren Niederschlag, indem eine ansteigende Anzahl von fiktionalen Werken mit translatorischer Thematik zu verzeichnen ist und Translatoren immer stärker zu Hauptfiguren in der Fiktion werden. Mit Translation werden vielfältige Themen verbunden, die den modernen Menschen im Zuge der Globalisierung beschäftigen: Grenzüberschreitung, Migration, Multikulturalität, gesellschaftliche Hybridisierung, Identitätsbildung usw.

Das ambivalente fiktionale Bild von Translation und Translatoren in den unterschiedlichen Konstellationen und den verschiedenen Kulturgemeinschaften steht auch zunehmend im Mittelpunkt der Translationswissenschaft seit dem Jahrtausendwende. Es entstanden mehr und mehr translationswissenschaftliche Arbeiten, die Translatoren als literarische Geschöpfe in den verschiedenen Gesellschaften und zu verschiedenen Zeiten unter die Lupe nehmen und dabei kulturwissenschaftlich relevante Fragen der Translationswissenschaft behandeln.

Mein Beitrag schließt sich an diese Bemühungen an und befasst sich mit dem Berufsbild von Translatoren sowie mit der Darstellung translatorischer Thematik in der arabischen Gegenwartsliteratur, anhand zweier Romane, die 2009 zum internationalen arabischen Buchpreis nominiert wurden: „Alhafida alamerikia“ (die amerikanische Enkelin) 2008 von Inaam Kachachi und „Almuttargim al khaiin“ (Der untreue Übersetzer) 2006 von Fawaz Haddad. Den beiden Romanen ist gemeinsam, dass Translatoren als Hauptfiguren fungieren. Der Roman von der Irakerin Inaam Kachachi erschien Ende 2008, die englische Übersetzung erschien 2010 von Nariman Youssef unter dem Titel *The American Granddaughter* und die französische 2009 von Ola Mehana und Khaled Osman unter dem Titel *Si je t'oublie, Bagdad*. Der Roman handelt von der amerikanischen Besatzung im Irak und schildert diese Zeit durch die Augen einer jungen amerikanisch-irakischen Frau, die in ihre Heimat, den Irak, als Translatorin für die US-Armee zurückkehrt. Durch ihre gespaltenen Emotionen werden Fragen der zerrissenen Identität, Loyalität und Neutralität in der Ausübung der Translatorenrolle in Konfliktzonen thematisiert. Translation wird hier mit einer Liebesgeschichte über Kulturgrenzen hinweg verbunden. Translatorische Arbeitsbedingungen werden thematisiert. Die Hauptfigur in dem Roman von Fawaz Haddad ist hingegen ein Literaturübersetzer, dessen Übersetzung eines englischen Romans wegen angeblicher Untreue in der Presse scharf kritisiert wurde. Dadurch wurde sein Selbstbewusstsein stark beeinträchtigt, gleichzeitig muss er aber durch seine Arbeit als Übersetzer die Korruption und Gewissenslosigkeit der intellektuellen Elite und der Instrumentalisierung seiner Sprach- und Übersetzungskompetenz am eigenen Leibe erfahren, indem er gezwungen wird, Plagiat zu begehen.

Die Untersuchung beider Romane ist nicht literaturwissenschaftlicher Natur, sondern translatologischer, denn mit Hilfe theoretischer Erkenntnisse der Translationswissenschaft sowie berufspraktischer Bedingungen wird hier versucht, folgende Aspekte zu beleuchten:

Erstens: die fiktionale Thematisierung der translatorischen Tätigkeit und Kompetenz sowie translatorischer Arbeitsbedingungen;

Zweitens: translatorische Neutralität, Berufsbild und -ethik;

Drittens: Translation und Identitätskonstruktion.

AIDA MARTINEZ-GOMEZ GOMEZ

John Jay College of Criminal Justice, New York, USA; amartinez-gomez@jjay.cuny.edu

How much Mediation is there in Interpreting in Prison Settings? An Analysis of the Role of ad hoc Prison Interpreters

Still a few decades after the very first studies on community interpreting (Lang 1975, Launer 1978), the definition of the role of the community interpreter remains a hot topic on the professional and scholarly debate table. So far, several models to describe this role have been put forward (Roy 1993/2002, Angelelli 2004, Hale 2008, to name just a few). Usually based on a continuum rather than isolated categories, these models place the “conduit” role on one end and, through increasing levels of intervention and visibility, the “advocacy” role on the other end. In those intermediate stages of the continuum, the term “mediation” (together with “brokerage”) often comes to the fore.

Following some of these models and Pöchhacker’s (2008) conceptual analysis of the notion of mediation and its ramifications into interpreting (and more specifically, community interpreting), this presentation aims to analyze if and how the different “mediation” layers within actual interpreting practice are conceptualized in prison settings.

The data for this analysis was gathered in two Spanish prisons, where 19 interpreter mediated interviews between a prison staff member and a foreign prisoner were conducted. Pre-interview and post-interview questionnaires covering different issues were distributed among the three participants in each interview and also among external experts (professional interpreters and/or interpreter trainers and scholars), who reviewed the interpretation recordings a few weeks after the actual encounters. It is important to note that in Spanish prison settings, similar to what happens in many other countries, the burden of interpreting is almost invariably placed on the shoulders of natural interpreters, i.e. prisoners who happen to speak –to a greater or lesser extent– the languages involved in each particular interaction.

From this data, a twofold analysis will be presented:

On the one hand, the analysis will focus on the role of interpreters in prison settings as perceived by the abovementioned groups of stakeholders. The answers provided by interview participants and interpreters will help to shed some light on where these groups situate the interpreter in that theoretical continuum of role definitions when they think about an interpreted situation in abstract terms. The perceptions of experts, supported by actual excerpts of the interpreted interviews, will show what ultimately seems to happen in practice. The contrast between these two perspectives will raise the potential conflict between user expectations and, more particularly, interpreters’ own views of their activity, and the actual performance of interpreters and the perceived quality of the service provided.

On the other hand, a more detailed analysis of the content and communicative dynamics of two interviews will be performed in order to identify the particular dimensions of mediation in interpreting (following Pöchhacker 2008) that appear to be more prominent in this setting. These two interviews were selected from the 19-interview corpus for this particular analysis as they are representative of in-depth follow-up interviews by the prison psychologist addressing potentially conflict-triggering matters such as crime description, crime intent, emotions and attitudes towards crime, repentance...

This analysis aims, therefore, to contribute to the discussion of whether a distinction should be made between the community interpreter’s role and the mediator’s role (in its specific contractual sense) in the prison setting, whose particular nature might make it more prone to potential conflicts among the parties to the interaction.

Keywords: community interpreting, mediation, expectations, role, prisons

Session on Theory, Method, Pedagogy; Moderator: Andreas F. Kelletat

17.00-18.00, Room 352

HEIDEMARIE SALEVSKY & INA MÜLLER

Berlin; Akademie der Wissenschaften und der Literatur Mainz, Germany

heidemarie.salevsky@t-online.de; inamueller_berlin@t-online.de

Zum Unterschied von Theorie und Methode (am Beispiel der Interaktionstheorie von Salevsky/Müller 2011)

1. Experimental investigations undertaken in simultaneous interpreting (Salevsky 1983; 1986), in Bible translation (UBS project “Planning, Management and Evaluation of Bible Translation Projects” in the 1990s) and in the field of translating specialized texts (Müller 2008) have made it clear that reductionist solutions will not solve the problem of modeling translating and interpreting. This is because translation is a dynamic system with different variables being linked by their joint function. It is the functional relationships between centre and periphery, between the outer and the inner world that give translation its fuzzy character.
2. Studying the nature of translation means offering the reasons for the success or failure of translation processes. The fundamental problem is the reduction of complexity (factual, social, temporal, operative, and cognitive), for which a transdisciplinary framework has been developed for elucidating and describing real complex translation processes (Salevsky/Müller 2011).
The elaboration of the new theory sprang from actual practice, pointing out the interactions and interdependencies of central and peripheral factors.
This paper discusses the new approach, the TSI (Theory of Systemic Interactions, cf. Salevsky/ Müller 2011), connecting Translation Studies with fuzzy logic (Kosko) and sociology (Bourdieu) with a computer-aided methodology based on biocybernetics and systems theory (the Sensitivity Model Prof. Vester®). The emphasis is on the multidimensional relationships existing between the relevant variables for finding out the dominant factors and the “critical factors” in translation processes (in certain modes of translation as well as in certain language directions). It is these “critical factors” which will supply key points for didactic purposes.
3. The TSI and the new methodology make it possible to demonstrate the specific constraints of a single translation process in real-life contexts for discovering the degree of latitude permissible, and thus providing a basis for assessing a translator’s performance by simulating highly complex processes.
4. The investigation of the systemic interactions and constraints in translating specialized texts has shown the dynamics of the centre-periphery relations. Analyzing translations of Russian abstracts into English and German for specialized journals on welding brought out the central role of cultural differences which mainly concern the patterns of behavior of the agents in the field, the way the subject area is structured and other such technical details. The fact that the agents in the field, and sometimes even the translators, tend to underestimate cultural problems in the field of specialized texts may have disastrous implications for cross-cultural knowledge transfer. Culture as an important variable in the process strongly affects other variables, but cannot be changed from within its own system. Its impact can only be “cushioned” by a sound dose of translational and technical competency on the part of the translator. Ironically, the variable which emerged as the factor most likely and most able to make a difference in the system under investigation was the commissioning party, in the case of the welding journals, the journal editor. This variable plays (at best) only a minor or peripheral role in most TS models. The simulation of the translation situation shows that this variable may well play a major or central role and that an improvement in the situation is clearly possible.
5. It is the applicability of the new holistic approach to investigate a concrete situation, a concrete process of translating or interpreting, that sets it apart from previous attempts to apply systems theory to Translatology.

Keywords: Theory of Systemic Interactions, systems theory, computer-aided methodology, interactions and constraints, translating specialized texts

JÜRGEN F. SCHOPP

Tampereen yliopisto, Finland; jurgen.schopp@uta.fi

Professioneller Translationsprozess und authentische Aufträge im translatorischen Curriculum – ein unlösbarer Widerspruch?

Bei kaum einem „Beruf“ lassen sich so viele Widersprüche aufzeigen wie bei dem des Übersetzers – dies gilt für die Vorstellungen der Öffentlichkeit von translatorischen Aufgaben und Leistungen wie auch für das Berufsverständnis der auf dem Markt tätigen TranslatorInnen, aber ebenso für die translatorische Ausbildung und die translatologische Forschung.

So verbreitet sich an translatorischen Ausbildungsinstitutionen zunehmend die Meinung, dass die Studierenden idealerweise anhand von „authentischen Aufträgen“ (z.B. Kiraly [im Druck], Kemppanen & Salmi 2007) mit der translatorischen Praxis bekanntgemacht werden, da sich Aufträge dieser Art u. A. positiv auf die Motivation der Studierenden auswirken. Was dabei freilich nicht berücksichtigt wird, ist zum einen die Tatsache, dass Motivation nur ein, wenn auch wichtiger Faktor im gesamten Ausbildungsgefüge ist, der zudem auf vielerlei Weise gestützt werden kann.

Zum andern scheint man nicht selten von einem restringierten Professionalitätsbegriff auszugehen, z.B. indem man gerade im universitären Bereich der herrschenden translatorischen Praxis unreflektiert und unkritisch das Prädikat „professionell“ zuspricht oder „professionelles Übersetzen“ bzw. „professional translation“ auf das Merkmal „gegen Bezahlung arbeitend“ reduziert (vgl. Pym 2011: 89), während in „Vollberufen“ (wie z.B. im graphischen Gewerbe) die Professionalität einen komplexen Begriff bildet, der sich an den zu liefernden Produkten und deren Funktionalität für die endgültigen Nutznießer orientiert.

Und schließlich wird in der Regel kein Unterschied gemacht zwischen einem im professionellen Umfeld – d.h. unter realen professionellen translatorischen Arbeitsbedingungen – abzuwickelnden „Translationsauftrag im betriebswirtschaftlichen Sinn“ (Schopp 2006), der in einer planmäßigen Abfolge aufeinander bezogener Arbeitsschritte besteht (von der Anfrage des potentiellen Kunden über die Auftragsanalyse, die Vorkalkulation und das Angebot sowie den Vertrag zur Anfertigung und Lieferung eines Translationsprodukts, die Analyse, die gegebenenfalls Recherchen und Terminologearbeit zur Folge hat, bis zur Ausformulierung des Translats und seine Aufbereitung für das zielkulturelle Medium – und schließlich zu der u.U. von translatorischer Seite wahrzunehmenden Kundenkorrektur anhand von Andruckten/Proofs und der dem Marktwert der translatorischen Leistung entsprechenden Abrechnung sowie gegebenenfalls weiteren posttranslatorischen Handlungen), und einem für Unterrichtszwecke „didaktisierten authentischen Auftrag“, der lediglich auf einem „authentischen“ Auftraggeberwunsch nach Anfertigung eines möglichst kostengünstigen Translationsprodukts beruht und in seiner Ausführung unter den an den universitären Ausbildungsstätten gegebenen Bedingungen nur begrenzt in der Lage ist, die professionelle translatorische Realität zu erfassen.

In meinem Beitrag unterziehe ich einige der in translatologischer Literatur beschriebenen Projekte mit „authentischen Aufträgen“ einer kritischen Betrachtung und diskutiere auf der Grundlage eigener translatologischer Unterrichtspraxis und im Vergleich mit selbst erfahrener Professionalität im graphischen Berufsfeld Vor- und Nachteile des Einsatzes authentischer Aufträge. Außerdem versuche ich, unterschiedliche Typen von „authentischen Aufträgen“ voneinander abzugrenzen sowie eine sinnvolle Platzierung solcher Aufträge im translatorischen Curriculum aufzuzeigen.

Keywords: authentischer Auftrag, professionelles Übersetzen, Translationsdidaktik, Translationsprozess, Translatorsausbildung

Please contact the author for the list of references

FRIDAY, 30 AUGUST 2013

Session on Translation Studies Cultures, Theory, Agency

Moderator: Heidemarie Salevsky

10.00-12.00, Room 328

JOHN MILTON

Universidade de São Paulo, Brazil; jmilton60@yahoo.com

The Birth of Translation Studies on the Periphery: The Case of Brazil

As Translation Studies comes of age and becomes an established discipline, with journals, associations, conferences and university departments, perhaps it is time to reflect on the genesis of TS. My particular experience is linked to the history of TS in Brazil, a peripheral country, at least until recently, where I have witnessed the beginnings, growth and maturity of the discipline.

Each country, or nation, has its own TS history to tell, and this presentation will attempt to tell the story of the birth of TS in Brazil. In the late 1970s and early 1980s, while, Holmes, Even-Zohar, Toury, Lefevere, Lambert, Hermans et alia were making hay in the Low Countries and Israel, those few Brazilian scholars and students interested in the area had to survive on the lean diet of Nida and Newmark. TS would take a further ten years to hit Brazil; this was the pre-Internet Dark Age; and as Brazilian credit cards were not accepted outside Brazil, information to new ideas from outside Brazil was severely limited, often to that book which the Professor had brought back from the lands of enlightenment.

Furthermore, Comparative Literature in Brazil was, and still is, to a great extent, dominated by the sociological approach of Antônio Cândido, Professor at the University of São Paulo (USP), who, in his monumental *Formação da Literatura Brasileira – Momentos Decisivos* [Formation of Brazilian Literature – Decisive Moments] (1957) devotes no more than half a page to the influence of translation on Brazilian literature.

In this paper I propose that the beginnings of TS in Brazil, perhaps differently to many countries, can be found outside the academy, particularly in the pages of the *Folhetim*, the Cultural Supplement of the Sunday edition of the São Paulo daily, the *Folha de São Paulo*, in the 1980s, in which Haroldo and Augusto de Campos, Nelson Ascher, and José Paulo Paes published the original versions of many of their important articles.

All four earned their living from outside the academy, Augusto as a state employed lawyer, Haroldo as a lawyer employed at the USP, Ascher as a journalist, and Paes as a chemist, before turning to translation and publishing. But in the late 1970s and 1980s Haroldo was invited to teach in the Semiotics and Communication Postgraduate course at the Catholic University, São Paulo (PUC-SP); Nelson Ascher did his M.A. under Haroldo; and Paes gave courses both at USP and Unicamp. TS had arrived in the university!

The paper then describes the further developments: the establishment of the renowned Deconstruction School at Unicamp under Rosemary Arrojo and Paulo Ottoni in the 1980s and 1990s; the first MA (2003) and PhD (2010) in TS and the Federal University of Santa Catarina (UFSC), followed by the MA at the University of Brasília (2011), and the M.A. and Ph.D. and the University of São Paulo (2012); the phenomenal growth in the numbers of MAs and PhDs in the 1990s and 2000s; and the establishment of a critical mass, with associations, journals and conferences.

I end the paper by discussing problems and looking to the future: the “discipline” is badly organized in scientific terms, with an undefined terminology which might give problems to those searching information on TS in Brazil. And with the great growth of the discipline will centrifugal forces end up by splitting the area, as, for example, Audiovisual Translation may become a separate area? And if Brazil has successfully established a TS model, this model has remained distant from Translator Training. We seem to train scholars of TS, but not translators.

Keywords: Translation Studies; Haroldo de Campos; *Folhetim*; Translation Studies in Brazil; José Paulo Paes
Please contact the author for the list of references

HANNU KEMPPANEN

University of Eastern Finland, Finland; hannu.kemppanen@uef.fi

Center or Periphery? The Name and Nature of Russian Translation Studies

It can be claimed that European contexts and research tradition play an important role in the development of translation studies. However 'Europe' is mostly understood here geographically as 'Western Europe'. Eastern Europe and Russia remain in this discussion as Europe's internal other (Baer 2011).

The present study is based on a large research project, which aims, firstly, at defining the role of the 'European' tradition in Russian translation studies, and, secondly, at introducing the impact of Russian translation theorists abroad. This paper focuses on the first part of the project by presenting the results of two different studies. One of them deals with the use of the Venutian dichotomy foreignization and domestication, and the other considers the issue of international dialog and citation practices in Russian translation studies.

The research question is approached by analyzing publications in Russian translation studies. The material consists of monographs on translation theory and text books that focus on translation practice, as well as of conference proceedings, articles in the journal of translators *Mosty (Bridges)* and scholarly articles published in the Internet.

The study showed that Russian translation studies literature is characterized by specific features which distinguish it from the non-Russian tradition. The analysis on the use of the concepts of foreignization and domestication revealed that Russian translation theory discusses the issue of translation strategy in terms of its own concepts. The Venutian dichotomy, which is frequently used in translation research all over the world, takes a marginal position in Russian translation studies literature. Translation strategies are labeled with more traditional terms, such as literal and free translation. Russian translation theorists take a strongly evaluative stance towards the use of these two global strategies. Instead, they give preference to the strategy of 'the golden mean', which can be used for producing an ideal translation. This strategy has been labeled in several ways by the Russian scholars: adequate, harmonious, realistic, creative, full-valued or artistically exact translation. In addition, Russian translation studies literature favors the idea of translation invariance – the existence of an unchangeable core element of the content that should be transferred in translation.

The results of the study on international dialog show that Russian scholars prefer referring to domestic translation theorists. Especially the classics of translation studies from the Soviet era are cited frequently. If foreign authors are cited, they are, in most cases, in the minority in the reference list. The cited foreign scholars mainly include eminent translation theorists (Gideon Toury, Theo Hermans, Mona Baker etc.). Some citations are related to the lack of research in a particular field in Russia, e.g. in gender studies. As far as the origin of the proceedings contributions is concerned, the international dialog is represented mostly by researchers from neighboring countries – the former Soviet Republics and countries of Eastern Europe.

The results of the two analyses suggest that the Russian translation studies community lives its own life and functions as a center for scholars in the neighboring geographical areas. The minimal international dialog and the fact that references are made mostly to domestic translation studies scholars emphasize the autonomy of Russian translation studies. However, in the European context this position can be interpreted as a separation from the mainstream academic discussion that gives reason for regarding Russia as a periphery in translation studies.

Keywords: Russian translation studies, translation strategy, invariance, citation analysis, center and periphery

LAVINIA HELLER

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

hellerla@uni-mainz.de

Interdisziplinarität – eine problematische Maxime translationswissenschaftlicher Forschung

Während es heute nicht mehr um die Legitimierung des Forschungsgegenstandes „Translation“ geht, besteht hinsichtlich der Positionierung des Zuständigkeitsbereichs der Translationswissenschaft innerhalb der zeitgenössischen Wissenschaftslandschaft hingegen noch Erklärungs- und Rechtfertigungsbedarf. In diesem Zusammenhang wird innerhalb der translationswissenschaftlichen Theorie- und Methodendiskussion die Forderung nach Interdisziplinarität und nach Lockerung der Disziplingrenzen immer lauter. Über die wissenschaftspolitischen Gründe hinaus lassen sich im Kontext dieses Interdisziplinaritätsdiskurses vor allem zwei aufeinander bezogene Motive identifizieren, die auf den ersten Blick überzeugend anmuten und die inzwischen schon zu diskursiven Selbstverständlichkeiten avanciert zu sein scheinen. Erstens, die beobachtbare quantitative Zunahme und Beschleunigung des Translationsverkehrs, die dazu führen, dass Translationsprozesse in verschiedensten sozio-kulturellen Systemen eine immer größere Wirkung entfalten. Zweitens, die Beobachtung, dass Translate in je anderer materialer Gestalt diese Einflussnahme ausüben (als literarischer, journalistischer, technischer oder kulinarischer Text, als Brief, als Zitat, als künstlerische Kollage, als Warnhinweis etc.). Diese Beobachtungen führen zu der Sorge, Translation sei ein Phänomen, das zu vielgestaltig, zu aspektreich, zu komplex sei, als dass es als ein ‚rein‘ translationswissenschaftlicher Gegenstand hinreichend erklärt werden könnte. Translation wird deshalb als ein „disziplinär mehrfach besetztes Phänomen“ betrachtet, da etwa ein übersetzter Vertrag nicht nur ein Translat ist, sondern auch ein juristischer Text und darum auch Gegenstand der Rechtswissenschaft, so wie ein übersetzter Roman immer auch ein literaturwissenschaftlicher Gegenstand bleibt und überhaupt jeder Text auch in den Zuständigkeitsbereich der Linguistik, der Philologien, der Kommunikationstheorie etc. gehört. In dieser Tatsache wird die Notwendigkeit der Interdisziplinarität methodologisch begründet. Der besondere epistemologische Gewinn der Interdisziplinarität wird dabei zumeist in der Perspektivenvielfalt auf ein- und denselben Gegenstand und damit in der Möglichkeit einer umfassenden Bestimmung eines komplexen Phänomens betrachtet, die in der Perspektive einzelner Disziplinen stets nur aspekthaft bleiben kann. Dieser These soll im Vortrag unter Verweis auf die Frage widersprochen werden, ob die Schwierigkeiten, die mit der Forschungsmaxime der „Interdisziplinarität“ bewältigt werden sollen, tatsächlich auf eine solche Weise behoben werden können oder ob sich die Translationswissenschaft mit dieser Maxime nicht mehr Probleme einhandelt als sie damit lösen kann.

Geht man von der Annahme aus, dass sich Erkenntnisgegenstände erst über den spezifischen Bezug der jeweiligen Wissenschaft auf einen phänomenalen Bereich konstituieren und damit das Ergebnis objektivierender und selegierender Transformationen, Konstruktionen und begriffliche Abstraktionen darstellen, dann erweist sich der oben aufgeführte epistemologische Gewinn der Interdisziplinarität als ein trügerisches Versprechen. Denn wenn sich der Gegenstand erst durch die spezifische begriffliche Bezugnahme einer Wissenschaft konstituiert, dann stellen die Zugriffe der je unterschiedlichen Disziplinen nicht bloß unterschiedliche „Perspektiven“ auf ein- und denselben Gegenstand dar, sondern sie erzeugen jeweils ganz andere epistemische Gegenstände. Vor dem Hintergrund dieses Befundes handelt sich die Translationswissenschaft mit der Interdisziplinaritätsmaxime ein gravierendes gegenstandstheoretisches und begriffsstrategisches Problem ein. Im Anschluss an die Diskussion dieser Probleme soll im Vortrag für die unpopuläre These der Notwendigkeit eines als genuin translationswissenschaftlich identifizierbaren Erkenntnisgegenstandes plädiert werden, sowie für die Unabdingbarkeit von Disziplingrenzen. Denn gerade in einer Zeit, in der „Translation“ von einer Vielzahl anderer Disziplinen als Grundbegriff beansprucht wird, kann sich die Translationswissenschaft nicht der Aufgabe entziehen, sich ihres eingenen Gegenstandes und ihres Zuständigkeitsbereichs zu versichern.

Keywords: Interdisziplinarität, Translationstheorie, Methodologie

ESMAEIL HADDADIAN MOGHADDAM

University of Leuven, Belgium; esmaeil.haddadianmoghaddam@arts.kuleuven.be

Agent of translation or agent of “America”? Hodayun Sanati and the Franklin Book Program in Iran

The recent focus on agents of translation and agency in Translation Studies (Milton & Bandia 2009, Kinnunen & Koskinen 2010) provides a better understanding of the complexities of cultural transfers on one hand, and it enhances our knowledge of translation in less-known contexts on the other. This line of interest is simultaneous with the growing interest in non-Western translation traditions, of which modern Iran remains an under-researched area. Nevertheless, recent scholarship has already shown great potentials for Translation Studies. In this article, I am concerned with an agent of translation and publishing field in pre-Revolution of 1979 in Iran.

In the fall of 1953, three American gentlemen arrived in capital Tehran. They were not secret agents nor did they have secret missions. They were representatives of the Franklin Book Program, an American non-profit corporation for the development of indigenous book publishing in the developing countries. Over tea and Persian rosewater sweets at the sitting room of their hotel, the Americans decided to approach an art connoisseur and a former merchant to seek the possibility of opening an office in Tehran. Hodayun Sanati was the man who turned Tehran office into “the largest and most prolific Franklin program in the world”. I draw on my research in 2011 at the Harry Ransom Center, the University of Texas in Austin, to describe and to examine the role of Sanati in the development of the publishing field in Iran. The research shows how he made optimum use of his institutional agency to move beyond the implicit political motives of a foreign institution toward greater cultural achievements. It also exemplifies how Sanati’s practice as an agent of translation contributed to the professionalization of translation and publishing in Iran, and how it played a part for the political parties of both pre- and post-Revolution eras to advance their political agendas.

Keywords: agent of translation, agency, non-Western translation traditions, Franklin Book Program, publishing field

Session on Interpreting (II); Moderator: Carmen Valero Garcés

14.00-16.00, Room 328

ANCA BODZER, RAQUEL LÁZARO GUTIÉRREZ

Modern Languages, University of Alcalá, Spain; bodzer_anca@yahoo.com; traduccion.sspp@uah.es

Making the Impossible Possible, or How to Research on Interpreting and Mediation in the Field of Gender-based Violence

Since the EU’s recent proposal for Directive on the European Parliament and Council [Com (2011) 275/2] that establishes minimum standards on the rights, support and protection of victims of crime was issued all the member states have to apply it. Moreover in 20th October 2010 the European Parliament and the Council implemented the Directive 2010/64/EU on the right to interpretation and translation in criminal proceedings and the report about its application in the member states will have to be presented by the Commission to the European Parliament and Council.

Considering this legislative framework and the reduced number of studies on interpreting and mediation in this specific field of gender-based violence as well as the difficulty or even impossibility of gathering data with the aim of analyzing the quality of the process in order to propose solutions not only related to training but also dealing with the elaboration specific ethic guidelines, we intend to offer through this paper some methods that are being used in this domain for the empirical research.

It is well known that in order to achieve the ecological validity of a study in its utmost level we should count on with real recordings, be it sound recordings or videotaped recordings. The reality is that in some countries or regions this aspect seems an impossible issue because of the national or local legislation regarding the protection of data or because institutions, organizations or companies are obliged to maintain total confidentiality. Besides, investigating how the process of communication is achieved in situations of gender-based violence and when women, victims of this kind of violence are of foreign origin represents indeed a very special and delicate situation, being these victims very difficult to access and survey. Confidentiality is here essential and must be applied for all the agents included here, apart from judges, lawyers, psychologists, forensic doctors, social workers, and also interpreters and researchers.

Through this paper we intend to offer a brief overview of the use of public service interpreting with a special focus on gender-based violence cases. Then, we will most of all examine several methods that are being applied in this kind of cross cultural social research. Among them we include: questionnaires, interviews, ethnographic field work (observation guides) and focus groups, amongst others. By combining several methods, each of them with its specific characteristics, we may get to gather valuable empirical data when access to real recordings is denied. This paper is written as part of a PhD dissertation on interpreting in gender-based violence trials and also as part of the project Speak Out For Support (aiming at facilitating efficient communications between women non-native speakers victims of gender-based crimes, and the agents that intervene in such communications through well trained interpreters), funded by the Directorate-General of Justice of the European Commission.

Keywords: methodology, empirical research, interpreting, gender-based violence, female victims

EMMAD FARHOOD

Institute of Translation & Interpreting, University of Salford, Manchester, UK stiff11s@yahoo.com

Intercultural Mediation of Interpreters in War Zone of Iraq

Due to the spread of the armed conflicts in the world such as the recent wars in Iraq and Afghanistan, many countries around the world have deployed thousands of their troops, whose languages and cultures are different from those of the inhabitants in Iraq, for instance. Furthermore, there was apparent lack of interpreters who can facilitate the communicative encounters between the locals and multinational forces. Therefore, hundreds of local interpreters were recruited by U.S army through contracting with major corporations like Titan to provide interpreters and translators for the coalition forces. Those interpreters were recruited for various reasons, which range from the local knowledge of the areas in Iraq and familiarity with Iraqi accents and deep understanding of Iraqi culture. By drawing on media reports and already-conducted interviews by war correspondents with Iraqi interpreters, it becomes apparent that interpreters play multiple roles not only as language transmitters, but rather they are intercultural mediators between the local people in Iraq and the coalition forces. They actively participate in explaining the cultural-bound expressions of the interlocutors in the war zones in Iraq. It is assumed through this paper that interpreters in war zones and specifically in Iraq are no longer visible or neutral. For several reasons, they find themselves involved in the interaction process, speaking on behalf of their countrymen or the forces with which they work. Many interpreters in Iraq are recruited by the coalition forces for their cultural competence and linguistic skills of Arabic and less command of English. In one of the interviews with personnel staff in Iraq, one participant confirms that interpreters are not only mouthpiece, but rather they are the war chroniclers and cultural advisors for the forces.

Drawing on the meme of mediation of Pöchhacker (2004-2008), we can demonstrate that interpreters in Iraq are both linguistic and intercultural mediators. They work in various settings and use multiple techniques of mediation to bridge the gap between Iraqis and the coalition personnel. They used to minimise the cultural differences by omitting the sensitive cultural bound expressions or adding some points to deliver the ideas in question more clearly, as well as softening the offensive expressions to reach for a certain agreement between

the conflicted parties. Through these techniques, interpreters in war zones assume a variety of functions that put their lives at risk. Such issues need to be addressed in the context of interpreters' role in particular and in interpreting studies in general.

The main aim of this paper is to reveal the real role of locally hired interpreters in war zones and specifically in the Iraq war of 2003 and aftermath, based on Pöchhacker's meme of mediation (2004,2008). The basic principles of this research are to demonstrate the multiple roles of locally hired interpreters in Iraq –namely as intercultural mediators between the conflicted parties i.e. Iraqis and Multinational Forces (MNF). This paper involves a considerable amount of discussions about the main conceptual theme of mediation.

Pöchhacker (2004:59) confirms that interpreters are certainly mediators and they should necessarily be mediators. Kirchhoff (1976/2002:113) reassures the notion of mediation and considers it one of basic roles of interpreters.

Keywords: interpreter, war zone, mediation, intercultural mediators

LEENA KOLEHMAINEN, HELKA RIIONHEIMO

Foreign Languages and Translation Studies, University of Eastern Finland, Finland

leena.kolehmainen@uef.fi; helka.riionheimo@uef.fi

At the Crossroads of Translation Studies and Contact Linguistics: Non-professional Translating and Interpreting in Multilingual Everyday Interaction

In recent years there has been a growing interest in the cross-disciplinary study of translation and language contact (see e.g. Amouzadeh & House 2010; Baumgarten & Özçetin 2008; Kranich, Becher & Höder 2011; Lanstyák & Heltai 2012; McLaughlin 2011; Steiner 2008; Wurm 2008). This cross-disciplinary research has focused on the role of translation in linguistic variation and change, and the data examined and results achieved have made significant contributions to our understanding of how language contact operates through translation. Nevertheless, previous research has mainly concentrated on the activities of professional translators, their translations or otherwise established forms of translation. Although non-professional translating and interpreting, performed by multilingual persons with no special training (see Harris 2009-), seem to be emerging areas of research in translation studies, they have not to my knowledge been touched upon in cross-disciplinary research on translation and language contact. Non-professional translation as a mode of language contact is the central area in the present paper, which I approach by asking: when do multilingual children, adolescents or adults, who have had no training in translation and interpreting, translate or interpret in everyday interaction? How is translating or interpreting involved in multilingual interaction, and what is their function in interaction?

The present paper focuses on one common phenomenon in multilingual everyday interaction: code-switching and its relation to translation. Code-switching has been studied extensively in different language pairs and from several different perspectives, and it has been characterized as a highly multifaceted phenomenon which has numerous different functions in communication. Most importantly, it has been claimed to play a role in language change and variation. Code-switching has many different manifestations. One of its subtypes has been labeled “repetition” (see Gumperz 1982; Auer 1998). The term refers to the reiteration of a message in the other language in a conversation, after which the participants may continue in either language. The current paper deals with this “repetition in the other language”, which from the viewpoint of translation studies seems to be a more or less clear case of translation. It can, for example, be linked to the term autotranslation, by which Harris & Sherwood (1978) refer to the translating of what one has just said in one language into another either to oneself (intrapersonal autotranslation) or to others (interpersonal autotranslation). “Repetition in the other language” may serve several functions in the interaction. The central goal of this paper is to study these functions and to discuss the relation between prototypical translation and repetition as a type of code-switching. The most important and difficult question arising from this cross-disciplinary discussion relates to the definition of translation. What does it mean in everyday interactions in which multilingual individuals function as translators or interpreters? On the whole, this paper aims to shed new light on

multilingual everyday interactions in which language contact takes place via non-professional translating and interpreting. At the same time, it brings out new aspects of the role of translating and interpreting in society and highlights one way in which they possibly contribute to language change and variation.

Keywords: non-professional translation, code-switching, multilingual interaction, language contact, linguistic change and variation

Please contact the author for the list of references

YASMINE KHALED

Faculty of Translation Studies, Linguistics and Cultural Studies, Germany; yasmine.khaled@gmx.de

Community Interpreting - A new 'Semi'-Periphery? Reflections on a Case Study of Interpreter-mediated Asylum Hearings with Unaccompanied Refugee Minors

Since the late 1980s, research on interpreting across a broad array of community-based contexts has received a major boost. Not only have scientific endeavours in line with Roy (1989), Wadensjö (1992) and others set on a course that challenged the existing core/periphery binary, academic and professional practice, with conference interpreting as the canonized, standardized and highly professionalized type of interpreting vis-à-vis its "migrant-interpreting" counterpart, the so-called "Third World" form of interpreting (cf. Pöchhacker 2000; Cronin 2002). The shifting gaze towards the macro level of interpreter-mediated encounters within the respective community settings testified to a paradigm change towards an increasingly empirically grounded, discourse-based interactionist approach to interpreting phenomena.

In this paper I seek to ask the question of 'what is next' within the young sub-discipline and what is new at the object level? What, if any, might be the implications of recent turns or interdisciplinary practices in community interpreting as a field of study, research and training for the overall map of translation studies? To that end, I shall start out by sketching some of the ways of looking upon the object of study in community settings in terms of theoretical modelling, methodological approaches and influential ideas. Special emphasis shall be placed on Şebnem Bahadır's proposal for a pedagogical model that views interpreter-mediated interactions in the community as dramatic enactments and ritualised productions of performances, as put forward in her works over the past decade (cf. Bahadır 2011). Drawing on the intersection of translation studies and performance studies, theatre anthropology, ethnography and sociology, Bahadır concurrently clearly aligns her method within the broader field of translation studies. I will focus on a case study on interpreter-mediated asylum hearings with unaccompanied refugee minors as refugee claimants, as authentically recorded at one of the branch offices of the Federal Office for Migration and Refugees in Germany for the purposes of my PhD research study. Through this example, I will discuss the benefits and pitfalls of pairing up elements of the performative model under assessment with action-theoretical, functionalist approaches within the broader framework of translation studies. This will allow me to present a more comprehensive model of analysis for the respective community setting. In presenting some of the results, I will attempt to depict the asylum hearing, which is a setting of multi-layered complexity and rich dramatic potential, as a 'liminal period', i.e. an intervening in-between space that bears the potential for unprecedented change, a transitional stage that involves uncertainties and dangers. It is part of what the ethnologist and cultural anthropologist Victor Turner (1974) foregrounds as a "social drama", namely an aharmonic or disharmonic social process. On the basis of empirical evidence, key aspects of liminality are examined, such as senses of area and space, embodied experience and the interplay of performances of the individual interlocutors, in connection with the action-theoretical notion of interpreting as translational acting and an interaction in a given situation towards specific partners, that is embedded in an "un-iterable, holistic process", which is "prospective" and accordingly "predictive", but not wholly predictable (Vermeer 2007).

Keywords: community interpreting, asylum hearing, performative model, liminality, action-theoretical approaches

Please contact the author for the list of references

SATURDAY, 31 AUGUST 2013

Session on Interpreting (III); Moderator: Nike Pokorn

10.00-11.30, Room 330

BINGHAN ZHENG, XIA XIANG

Durham University, United Kingdom; binghan.zheng@durham.ac.uk

Between Invisibility and Overvisibility: A Questionnaire-based Study on Perceptions of the Role of the Business Liaison Interpreter

Since cross-linguistic communication first existed, interpreters have taken central stage in facilitating communications across languages and cultures. Surprisingly, however, these significant actors have been, more often than not, portrayed as “language conduits”, i.e. the “invisible” parties in communicative events. This ingrained stereotyping results in the prevalence of a training methodology which focuses solely on the linguistic aspects of interpreting. Since the late 1980s, we have witnessed a burgeoning interest in the perception of the interpreter’s role. Researchers have discovered a discrepancy between the role prescribed for interpreters and the role they actually play. Based on case studies and questionnaires, they have provided solid evidence of the participatory (visible) role of interpreters (Angelelli 2000; Pöchhacker 2004; Roy 1989; Wadensjö 1998; Ren 2010).

Our study builds on these works to probe into the perceptions and expectations of the role of business liaison interpreters (BLIs) through a socio-linguistic lens. However, it distinguishes itself from previous researches in the following two aspects:

1. While challenging the stereotype of interpreters being “invisible” “ghosts”, we equally do not seek to push them to the opposite end of role continuum, as “overvisibility” or as “arbitrators”. Thus, our study attempts to position BLIs in this continuum after taking into consideration their subjectivity and ethics, viewing them as well-situated to strike “a balance between freedom of action and situational constraints” (Chesterman 1997: 192).
2. Not only do we examine professional interpreters (G1) and their clients (G2) in our questionnaire-based study, but also interpreter trainees (G3) from a Chinese University. The inclusion of G3 is novel yet significant in this context where a comparison of their perception of the BLIs’ role with that of the other two groups may very well reveal the gap between the de-contextualized training approach and real-life interpreting scenarios.

We have designed three questionnaires with each specific to one group of subjects. The questionnaires for G1 and G3 share similar structures: personal information (Part 1), interpreting sample analysis based on two scenarios (Part 2) and closed-end questions (Part 3). In Part 2, there are five interpreting versions for each of the two scenarios, one version embodying absolute “freedom of action”, the other four being in accordance with four models of ethics mapped out by Chesterman (2001), i.e. Ethics of representation, Ethics of service, Ethics of communication and Norm-based ethics. The subjects are asked to score each of the versions and summarize the reasons for their scoring. In Part 3, each of the 19 questions is designed to simulate a particular situation, such as an awkward silence or a deadlock between the two negotiating parties. All the multiple choices for each of the questions are designed in the same manner as Part 2, indicating a range of intervention levels by the BLIs. The questionnaire for G2 consisted of Part 1 and Part 3 only. The questions and answers remained the same except that they are worded from the perspective of clients. We have collected 90 valid questionnaires with 30 for each group for further comparative analysis.

In the search for the equilibrium point between the BLIs’ subjectivity and ethics, we are aiming to address the following questions:

1. Are interpreters still perceived to be invisible or are they now empowered with more freedom to intervene? According to each of the groups, when, how and most importantly, to what degree should they intervene in communicative events? Is their freedom of action constrained by translation ethics?
2. Is there a model of ethics that fits best the perceptions and expectations of both interpreters and their clients, and is this the most appropriate guide in interpreting training?
3. Is there a discrepancy in the perception of the role of BLIs between the different groups of subjects? Or at a more subconscious level, an inner conflict within each subject revealed by their choices? If so, what does the discrepancy tell us?

These questions place the study at the intersection of the disciplines of social psychology, linguistics and interpreting studies. By encompassing other disciplines, our study expands the focus beyond the cognitive and linguistic aspects of interpreting. We have every reason to believe that a better understanding of the complexities underlying the role of the interpreter is crucial to studying cross-cultural communications in its broadest sense.

Keywords: business liaison interpreter, subjectivity, translation ethics, questionnaires, interpreting training

Please contact the author for the list of references

ELISABET TISELIUS

Brussels, Belgium; e.tiselius@aiic.net

(Re)Defining Expertise and Deliberate Practice in Interpreting

Expertise, as it has been put forward by Ericsson et. al. (2008) means that very skilled performers, regardless of field, share certain characteristics: they have long experience (10 years or 10 000 hours on task); they regularly deliver an outstanding performance; they have access to expert knowledge when needed; and they use deliberate practice (meaning among other things that they practice in a very focused way with clear goals, and are open for feedback).

Since the late 1990ies several studies have been made focusing on expertise in interpreting, Ivanova (1999), Moser-Mercer (2000), Liu (2001) and Vik-Tuovinen (2006) just to mention a few. Most studies on expertise in interpreting compare experienced interpreters' performances with students' or novice interpreters' performances. Some challenges when studying expertise in interpreting are: definition of outstanding performance (a challenge shared with other fields without official ranking); deciding whether the performances made at the time of data collection are representative for the different participants (is it reflecting regular outstanding performance); and measuring deliberate practice.

According to Ericsson (1993) deliberate practice is crucial to expert performance and furthermore deliberate practice is not the same as work (performing for pay) and play (performance for pure pleasure). Deliberate practice means time set aside with exercises aimed at improving and refining the main skill. In interpreting, traditionally students are taught or told to practice at interpreting school, both the main skill (interpreting) and the sub-skills (language knowledge, general culture and so forth), but it seems appropriate to investigate whether experienced interpreters practice their interpreting skill just as for instance opera singers practice voice and singing techniques or tennis players practice their back hand. How can deliberate practice be defined for interpreters?

In a material that consists of both a cross-sectional and a longitudinal group, it was observed that after graduation from interpreting school, interpreters did not necessarily develop their interpreting skill as expected over time. Furthermore, in in-depth interviews made with the interpreters in the longitudinal group, the concepts deliberate practice and practicing the interpreting skill seemed to be concepts that were less clearly identified than expected. Although the interpreters in the study all clearly stated that they strived to deliver excellent interpreting, and that they were constantly evaluating themselves, none of them talked about practicing the interpreting skill.

The results from the study lead to a re-examination of the expertise theory as it is applied to interpreting studies, and some issues arose. Famous sports(women) or musicians have clear incentives for practicing their main skill (if they practice they will win both money and fame), incentives that may not be as clear for interpreters. An interpreter that has passed a competition for an interpreting position at the UN or EU is no doubt a very highly skilled interpreter, but after taking up a position with an institution the incentives for setting time aside to practice only the main skill may be less clear. Excellence in interpreting will not mean fame or fortune. In light of these results I'm asking whether the expertise theory is completely applicable to interpreting research or if it is time to redefine the concepts of expertise and deliberate practice for interpreting research.

Keywords: expertise, deliberate practice, interpreting, simultaneous interpreting, Ericsson

Please contact the author for the list of references

EUGENIA DAL FOVO, NATACHA NIEMANTS

IUSLIT - University of Trieste, Italy; Università di Modena e Reggio Emilia, Italy

eugenia.dalfovo@phd.units.it; natacha.niemants@unimore.it

Television Interpreting: One, No one and One Hundred Thousand

Is there such a well-defined professional activity as television interpreting (TI)? And do television interpreters' tasks only include interpreting? When studying TI, analysts find themselves facing an extremely multifaceted scenario, in which those who perform interpreting tasks can be professional interpreters, but also journalists, hosts and newscasters. Similarly, data on TI include a broad range of communication and discourse practices, whose investigation and evaluation exceeds the scope of translation studies.

Drawing on notions also from media studies, sociolinguistics and conversation analysis, our presentation considers the question of what television interpreters are by observing what they do in a series of TI scenarios. The first part is a brief overview of a series of studies conducted on CorIT, Television Interpreting Corpus (Straniero Sergio / Falbo 2012), in which the role and tasks of those performing interpretation vary greatly according to types of broadcast, format, interpreting mode, participants, etc. In the second part, a qualitative and quantitative approach is taken to the analysis of two subsets of data where interpreting is delivered in *absentia*, i.e. where the interpreters do not share the *hic* neither with the original speakers (Falbo 2012) nor with the target audience, and where they shall arguably develop strategies to cope with this double absence of common ground (Clark / Brennan 1991, Davidson 2002). Indeed, the two-fold *absentia* of speakers and audience makes it impossible for interpreters to negotiate meaning with either one of them, thus limiting interpreters' influence on cohesion and creation of common ground to the interpreted text (IT). Such limitation has direct repercussions on the analyst's work, as validity of results may only be obtained by firstly analyzing the IT as an autonomous text and then possibly proceeding to an OT-IT contrastive analysis (Falbo 2009).

Our objective is two-fold: showing that a piece of research on interpreting in *absentia* may have implications for both interpreting quality and training; and showing that TI may be the very epitome of the centre-peripheries relation. Indeed, it includes a wide range of activities that, despite admittedly revolving around the central interpreting job, also touch the most diverse and peripheral aspects of communication in general, and communication on television in particular – the latter having to respond to the logics of entertainment and show business. Likewise, TI analyses of any kind necessarily require a multi-track approach, tapping a vast spectrum of disciplines to which translation studies used to be peripheral. Such disciplines continuously shift from the centre to the periphery of the analyst's camera focus, all nevertheless constantly present on the television (interpreting) screen.

Keywords: television Interpreting, simultaneous interpreting in *absentia*, common ground, corpus-based studies, CorIT

Please contact the author for the list of references

Session on Translation Theory (I); Moderator: Ruth Katharina Kopp

14.00-15.00, Room 328

JOHANNA FERNÁNDEZ

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

johanna.fernandezc@googlemail.com

Die Rolle der Translation in der ethnographischen Forschung

Im Rahmen der M.A. Arbeit „Übersetzungsformen bei der ethnographischen Forschung - Theodor Koch-Grünberg und die Expedition des oberen Rio Negro 1903/1905“ wurden die unveröffentlichten Expeditionstagebücher und die daraus folgenden Publikationen des deutschen Ethnologen aus einer translationswissenschaftlichen Perspektive analysiert. Ein Einblick in die Herangehensweise der deutschen Ethnologie zu Beginn des 20. Jahrhunderts und die systematische Analyse der Gestaltung und Übersetzung ethnografischer Texte trägt zum Verständnis der Rolle der Translation bei der Konstruktion kultureller Repräsentationen des Fremden bei.

Bei der Analyse der Expeditionstagebücher und der folgenden Publikationen für Fachleser und für Laien wurden verschiedene Übersetzungsformen identifiziert und klassifiziert. Die Übersetzungsformen in der ethnografischen Forschung reichen von Dolmetschen und Transkription mündlicher indigener Sprachen ins schriftliche Deutsche bis zur intralingualen und intermedialen Übersetzung (Bild, Musik und Performance). Diesbezüglich wurden ausgewählte Beispiele anhand Benjamins Metapher der „unsinnliche Ähnlichkeit“ (1977) analysiert. Benjamins Metapher lädt in diesem Fall zur Reflexion über eine flexiblere Auffassung der Translation ein. Dabei wird Übersetzung jenseits von Vorstellungen wie Original, Treue und Korrektheit konzipiert und als kontextbedingter, kreativer und subjektiver Versuch der Repräsentation des Fremden mit den Brillen bzw. Linsen der eigenen Kultur betrachtet.

Insofern durch Translation die ethnografische Repräsentation des Fremden ermöglicht wird, wurde sie in der Analyse nicht nur als Prozess, der das Verständnis zwischen den Kulturen erleichtert, sondern auch als Resultat Verstanden. Das Bild indigener Kulturen, wie es im kulturellen Kontext des Forschers dargestellt wurde, ist demzufolge das Resultat einer Translation; eine vom subjektiven Aspekten gekennzeichnete Repräsentation, wie es in Expeditionsberichten, Fachtexten, Museumsausstellungen und ethnologische Dokumentarfilmen zu sehen ist.

Koch-Grünbergs Repräsentationen über die Mythen, Musik und Rituale indigener Völker kehrten durch die Übersetzung ins Spanische nach Südamerika zurück. Sie gelten als Beweis der Geschichte einiger indigener Völker und werden als wertvolle Informationen zur Re-Konstruktion einheimischer Kulturen betrachtet. In diesem Zusammenhang wird eine umfassende Forschung über die Repräsentation moderner indigener Kulturen durch die ethnographische Übersetzung vorausgesetzt, in der letztendlich die Indigenen-Forschungsobjekte sich mittels einer Rückübersetzung aus ihrer eigenen Perspektive selbst repräsentieren können.

Keywords: deutsche Ethnologie, kulturelle Repräsentation, intermediale Übersetzung, Koch-Grünberg, Walter Benjamin

MAHMOUD HASSANEIN

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

mahmoud.hassanein@gmail.com

Menschenrechtliche Irritationen: Translation als Schlüsselbegriff des Islamismus

Die wenigen Beiträge, die die Systemtheorie von Niklas Luhmann für die Translationswissenschaft fruchtbar zu machen versuchen, haben die Beschreibung von Translation als System gemeinsam (vgl. z.B. Hermans 2007; Vermeer 2006; Tyulenev 2012). Hierbei wird soziologisches Begriffsinstrumentarium entlehnt und auf die Translation angewendet, was mit Kaindl (2004) als „importierende Interdisziplinarität“ bezeichnet werden kann. Im Unterschied dazu werde ich in diesem Beitrag versuchen, „reziproke Interdisziplinarität“ zu betreiben. Ich werde zunächst das soziale Phänomen des Islamismus als System beschreiben und anschließend die Schlüsselrolle, die die Translation innerhalb dieses Systems einnimmt, am Beispiel der Debatte über die Menschenrechte im Islam herausarbeiten. Dies kann sowohl den Islamismus als auch den Translationsbegriff in ein neues Licht rücken.

Keywords: Translationsbegriff, Systemtheorie, Islamismus, Menschenrechte, Islamisches Recht

Session on Literary Translation (II); Moderator: Julija Boguna

17.00-18.30, Room 348

MINNA HJORT

Department of Modern Languages, University of Helsinki, Finland; minna.hjort@helsinki.fi

What Would Jesus Do? – The Case of Swearwords *jeesus*, *kristus* and *jeesus kristus* in Original Finnish Fiction and Finnish Translated Fiction

This paper explores the concepts of translated language, interference, domestication and foreignization, illusion and norm in Translation Studies through an investigation into the use of *jeesus* (Jesus), *kristus* (Christ) and *jeesus kristus* (Jesus Christ) as swearwords in original and translated Finnish-language fiction. Further light is shed on the topic through a comparison with the English counterparts of the lexemes, namely Jesus, Christ and Jesus Christ as used in contemporary American fiction, and through the accounts of Finnish literary translators.

In both Finnish and English, the swearwords in the *jesus* group are interesting in many respects. For example, they stem from what is sometimes called celestial swearing (e.g. Ljung 2011), in other words swearing which makes use of terms relating to positive figures in the Christian faith (as opposed to diabolic swearing, which makes reference to hell, satan, and so on.). Yet they are considered more offensive than words of this type in general (cf. *god*, *herrajumala*, etc.), and in Finnish they can be considered to belong to a different subcategory of swearwords altogether (e.g. Hjort 2007).

In translation between English and Finnish, these lexemes seem to offer an easy way out of sorts – a direct stimulus for the production of each other. When an increased number of items with direct stimuli in the source language can be found in translated language as compared so-called original language, the tendency can be called interference (Toury 1995, Mänttinen 2004). When this tendency creates language that appears somehow more foreign than non-translated language and the foreign quality is the product of a more or less conscious strategy applied by the translator, the term foreignization has been used (Venuti 1995). These are some of the concepts discussed here in light of the following study.

In the study, I first put forward and test the hypothesis that the Finnish lexemes in the *jeesus* group are

overrepresented in a comparative corpus consisting of Finnish translations of American works of fiction and works of fiction originally written in Finnish but not in a comparative corpus (the Savonlinna Corpus of Translated Finnish) where there Finnish translations are made from a number of different languages. Secondly, I analyse the results in light of the findings from a parallel corpus consisting of the above Finnish translations from American English and their source texts. Next, I compare them to the findings of a questionnaire study with 44 Finnish literary translators reporting on internal and external norms and personal preferences that govern them when they encounter swearing in their work. Finally, I discuss a number of potential explanatory models for the findings, and the implications of the study.

Keywords: swearword, translated language, foreignization, interference, literary translation

Please contact the author for the list of references

YVONNE LINDQVIST

Department of Swedish and Multilingualism, Stockholm University, Sweden; yvonne.lindqvist@su.se

Double Consecration – A Prerequisite for Translation of Literary Peripheries? Maryse Condé in Swedish

The paper deals with the effects of the uneven “flows” of translations between language groups within the world system of translation. It examines the necessary consecration mechanisms for translation taking place from one periphery, notably from the French Caribbean literature, to another periphery on the global translation field, namely, Swedish literature. The paper tests the hypotheses that a double consecration within dominant literatures is necessary for this kind of translation to take place. In the case of the translation of French Caribbean literature into Swedish, this kind of literature needs to be consecrated primarily within the French literary culture, and secondly – due to the strong impact of British and American literature and culture in Sweden – within the British and American literary culture, consequently a double consecration. In examining the consecration mechanisms of the four novels of Maryse Condé translated into Swedish in the three relevant cultures and in studying the paratexts of the French source text and the English and Swedish translations, the hypotheses of the necessity of double consecration for this kind of literature to be translated into Swedish is confirmed. The paper thus traces the “journey” of the novels from first publication within the French culture via the English translations to the final translations into Swedish. However, given the limited material of the study, further research is needed to verify the double consecration hypotheses put forward in the paper.

The study is carried out within the framework of the Sociological “Turn” of Translation Studies (Wolf 2006:9–19; Inghilleri 2005:125–145) based on the cultural sociology of Pierre Bourdieu, developed by for instance Casanova (1999, 2002, 2005), Heilbron (1999, 2008), Heilbron & Sapiro (2002).

Keywords: double consecration, translation, literary peripheries, French Caribbean, Swedish, The sociological turn of translation studies

PIET VAN POUCKE, ALEXANDRA BELIKOVA

University College Ghent, Ghent University, Belgium; piet.vanpoucke@hogent.be

Foreignization and Domestication in News Translation: Metaphors in Russian Translation on the News Translation Website ,InoSMI‘

This paper aims to investigate whether the status of the source language (SL) of journalistic texts can have an influence on the way these texts are translated into Russian through a comparison of the use of metaphor in

source (ST) and target texts (TT).

The translation of metaphor has been an issue in Translation Studies for many years (for an overview of the most important contributions on the translation of metaphor see Schäffner 2004) and a lot of different views on the translatability of metaphor have been developed both from the normative and the descriptive point of view. Translators can choose either to retain, adapt or omit a metaphor in the TT (for a taxonomy of metaphor translation shifts and methods of translation see, e.g. van den Broeck 1981, Newmark 1988 and Toury 1995).

In this paper we look at the problem of metaphor translation within the framework of the foreignization-domestication continuum, an issue, raised in Translation Studies at full strength by Venuti (1995). In our opinion foreignizing or domesticating translation choices can be influenced by several external factors, one of which is the relative prestige of the SL. This is especially topical in translation of news texts, which always has to be performed in a very sharp period of time, in order not to lose the journalistic value of the news item raised.

To check the validity of this presumption we constructed a corpus of original and translated news texts involving three language pairs – English-Russian, Dutch-Russian and Finnish-Russian. All three subcorpora, consisting of 20 ST and 20 TT each, have in common that they were taken from a popular Russian news site ‘InoSMI’, an internet project that aims to offer the Russian internet user an overview of foreign press articles about Russia in translation.

Metaphors were detected in all 120 texts (according to the methodology proposed in Belikova and Gurin 2012) and the translation shifts were analyzed according to Toury’s aforementioned model. We followed the definition used by Dickins (2005: 228), who sees metaphor as ‘a figure of speech in which a word or phrase is used in a non-basic sense, this non-basic sense suggesting a likeness or analogy <...> with another more basic sense of the same word or phrase’.

In those cases where a metaphorical expression of the ST is rendered literally, i.e. when the translator uses van den Broeck’s (1981: 77) ‘translation sensu stricto’, despite the availability of an idiomatic alternative in the target language (TL), we label the translation shift as ‘foreignizing’. The metaphorical expression used by the translator is in that case virtually unknown and surprising in the target culture.

As cases of ‘domesticating’ translation we consider those translation shifts where a SL metaphor is replaced by a TL explanation by the translator or where the metaphorical expression in the translation is more conventional and less original than in the original text.

Finally, the results for the three different language pairs are compared with each other in order to find out whether metaphors from a ‘central’ language as English are more likely to be retained in translation than metaphors from more ‘peripheral’ cultures as Dutch and Finnish.

Keywords: news translation, metaphor, Russian, foreignization, domestication

Please contact the author for the list of references

Session on the History of Interpreting; Moderator: Lieven D’hulst

17.00-18.30, Room 352

NESLIHAN DEMEZ

Division of German Translation and Interpreting, Istanbul University, Turkey; neslihan_u@hotmail.com

Vom Sprachknaben zum Diplomaten: Am Beispiel der Orientalischen Akademie Wien und der Bâb-ı Âli Übersetzungskammer

Die Diplomatie kann als die Kunst der Koordination wechselseitiger Beziehungen zwischen Staaten bezeichnet werden. Diese Beziehungen haben zumeist das Ziel, die wirtschaftlichen, kulturellen und politischen Machtverhält-

nisse zu eigenem Vorteil über die eigenen Grenzen hinaus zu fördern. Der Werdegang der diplomatischen Dienste lassen sich auf das 15. und 16. Jahrhundert zurückführen. In diesen Jahrhunderten entstanden die ersten Strukturen des modernen Staates, die sich auf komplexe Verwaltungsstrukturen stützten. Diese komplexen Strukturen waren so verflochten, dass deren Führung nur durch einen dafür ausgebildeten Berufsbeamten möglich war. So wurden in der Habsburger Monarchie im 18. Jahrhundert Hofkanzleien gegründet, die sich mit den ausländischen Beziehungen befassen und folgerichtig in den wichtigsten europäischen Hauptstädten Missionen errichteten. Somit wurden sowohl persönlich, wie auch offiziell auf beidseitigen Interessen beruhende Beziehungen zu europäischen Staaten aufgenommen und weiterentwickelt. Das Osmanische Reich hingegen, das mit seiner immensen Ausdehnung über drei Kontinente und mehrere Meere verfügte, war für den Westen der Handelspartner schlechthin. Es lag im Interesse der Habsburger mit diesem Reich diplomatische Beziehungen, die dann in Handelsbeziehungen übergehen sollten, aufzubauen. Doch, um mit der Osmanischen Regierung in Kontakt zu treten und wirtschaftliche Beziehungen aufzunehmen, waren die Habsburger auf Dolmetscher und Übersetzer, die über mehrere Sprachen, u.a. Osmanisch, Arabisch, Persisch verfügten und sich mit den Gepflogenheiten der Osmanen auskannten, angewiesen.

Deshalb entsandten Ende des 16. Jahrhunderts die Habsburger Knaben mittleren Alters, die auch Sprachknaben genannt wurden, an die hohe Pforte nach Konstantinopel, wo sie Türkisch und nach Möglichkeit Arabisch und Persisch lernen sollten. Der Erfolg blieb beschränkt, so dass die Kaiserin Maria Theresia die Gründung einer Orientalischen Akademie in Wien vorschlug, welche dann am 1. Januar 1753 eröffnet wurde. Es ist interessant, dass diese „Akademie“ heute – wenn auch in seiner primären Funktion Dolmetscher und Übersetzer auszubilden etwas abgeändert, weiterbesteht und Diplomaten ausbildet.

Die Osmanen hingegen führten ihre diplomatischen Beziehungen bis zum griechischen Aufstand (1820) mittels Übersetzer griechischer, jüdischer und armenischer Herkunft. Diese Vorgehensweise der Osmanen ist nach einigen Quellen auf den Islam zurückzuführen, der das Erlernen einer Fremdsprache verbietet. Doch durch den Aufstand erfolgte ein Vertrauensbruch zu den nichtmuslimischen Übersetzer, somit änderte sich die Einstellung der Osmanen zu den Übersetzern und brachte sie auf die Idee, eigene Landesmänner als Übersetzer auszubilden. So wurde im Jahre 1821 die Bâb-ı Âli Übersetzungskammer (Tercüme Odası) der Hohen Pforte gegründet, die bis zum Ende des Osmanischen Reiches bestehen blieb und deren Bemühen darin lag, muslimischen Beamten europäische Sprachen zu lehren und sie zu Übersetzern und Diplomaten auszubilden.

Die funktionalen translationswissenschaftlichen Ansätze bezeichnen den Translator als Fachmann für Kommunikation, wobei er auch die Kunst der Diplomatie sehr gut beherrschen muss. Nach Paradise, einem französischen Sprachknaben, der im 18. Jahrhundert gelebt hat, ist der Translator in diesen Jahrhunderten mit heutigen Begriffen ausgedrückt ein „allround“ Fachmann, der neben mehreren Sprachen auch die Gesetze und die Gepflogenheiten beider Staaten sehr gut beherrschen muss.

Dieser Beitrag hat das Ziel, beide Institutionen, die die damaligen Übersetzer und Dolmetscher ausgebildet haben, vorzustellen, durch einen Vergleich Ähnlichkeiten und Verschiedenheiten darzulegen, Informationen zur übersetzerischen Tätigkeit dieser Institutionen zu geben und die Einstellung beider Kulturen zur Diplomaten- und Übersetzerausbildung vorzuführen.

Keywords: diplomatische Beziehungen und Übersetzung, Osmanisches Reich, Sprachknaben, Orientalische Akademie Wien, Bâb-ı Âli - Übersetzungskammer

NAM HUI KIM

School of Translation and Interpreting Studies, University of Mainz, Germany: namhuik@yahoo.de

An Overview of a Korean Interpreting History

Many historical source texts written in Chinese regarding Korean history have remained almost cryptic for those who did not master the reading of old Chinese texts written by historians and the literates of the previous dynasties in Korea. However, there have been many preceding examinations by scholars of Korean linguistics and Korean history since 1960s regarding interpreting officials (Yeoggwan) and their institutions.

Until now, these studies have been rarely introduced to the Interpreting and Translations studies in Korea and elsewhere. Regarding to the history of translation and interpreting, the School of Toledo has been mentioned often as one of the first systematic ‘schools’ for training translators or interpreters. However, if we move from the euro‘centric’ point of view, and do research the other ‘peripheral’ regions or continents, we shall be astonished at the results. This presentation aims to provide an overview of official interpreters and respective institutions until the first half of the Joseon Dynasty (End of the 16th Century) and to take a step forward in establishing history of Interpreting in Korea and it aspires to attract the attention to historical research in the Translation Studies which in a way remained in periphery subjects in its discipline so far.

There was an active exchange between Korea and China respectively Japan, and Yeoggwans during the Three Kingdoms period (around BC 57~AD 668) and institutions like Waejeon in Shilla (BC 57~AD 935), these exchanges have been recorded by historians. Many records regarding interpreters and their offices have been found during the Goryeo period (918~1392), e. g. office for Guest, Interim office for Interpreting, Bureau for Interpreting. Informations from source texts and research results give us an insight into class relations and social position of Yeoggwans and their role in Goryeo and Joseon (1392-1910).

Especially the royal court institution for interpreting of Joseon dynasty, Sayeogwon will be presented. Sayeogwon, where trainees for the court interpreting acquire their education for Chinese, Mongolian, Japanese and Jurchen, and to which the court interpreters belong has been founded in 1393. To be a trainee, the candidate needs to pass an entrance examination. Most of them need to take the imperial examinations i.e. Yeoggwa, to be an interpreting official. During the education and also after having acquired the status of an official, there have been many different ways of promoting the titles and stipends which will be introduced. The official interpreters have been dispatched to the Ming Dynasty (China) or to Japan during the Muromachi period for political, diplomatic and economic affairs. Their duties and roles will be presented as well.

The overview is based on the preceding research results and the Database of Korean Classics where we can find the translated historical source texts into Korean. The translated historical documents such as Tongmungwanji (Handbook for interpreting officials, the first edition: 1720, the last edition: 1888), Gyungukdaejeon (complete code of law) and Joseonwangjo Sillok (Annals of the Joseon Dynasty) are the main sources of the presentation.

Keywords: history of interpreting in Korea, Joseon, Sayeogwon (Office for Court interpreting), Yeoggwa (the imperial examination for Interpreter), Yeoggwans (Interpreting official), Tongmungwanji (Handbook for interpreting officials)

CONCHITA OTERO MORENO

Institut für Übersetzungswissenschaft und Fachkommunikation – Grupo Alfaqueque
Stiftung Universität Hildesheim, Germany; otero@uni-hildesheim.de

Sprach- und Kulturmittlung in unterschiedlichen Konfliktsituationen gestern und heute

Die Figur des Dolmetschers in Konfliktsituation und seine Rolle als Sprach- und Kulturmittler im spanischsprachigen Raum reicht tief in die Vergangenheit zurück. Die Forschungsgruppe Alfaqueque beschäftigt sich mit der Entwicklung dieser Figur und den unterschiedlichen Rollen, die er in verschiedenen Geschichtsepochen ausgeübt hat: angefangen im frühen Mittelalter, als auf der Iberischen Halbinsel drei unterschiedliche Kulturen nebeneinander lebten, der Kolonialzeit in Mittel- und Südamerika, in der die spanischen Behörden zur Verständigung mit den besetzten Gebieten eine vielschichtige juristische Grundlage für die Arbeit mit ihren Sprachmittlern schufen, bis hin zur heutigen Zeit, wo wir Migrationsbewegungen in und aus dem Land heraus verzeichnen, die aus verschiedenen Gründen heraus entstehen (Arbeitsmigranten, Flüchtlinge, Asylbewerber, Touristen, Residenten, etc.) und wodurch die sprachmittlerische Tätigkeit an Bedeutung gewinnt. Die internationale Forschungsgruppe Alfaqueque untersucht die diachronische Entwicklung des Sprachmittlers in unterschiedlichen Ländern und geht dabei besonders auf die Frage ein, inwieweit diese Figur dazu bei-

trägt, u.a. soziokulturelle Veränderungsprozesse in Konfliktsituationen unserer kolonialen und postkolonialen Gesellschaften zu erklären. Die Lösung der Nachfrage nach Sprach- und Kulturmittlung, insbesondere den Grad an Institutionalisierung oder auch die jeweils improvisierten Antworten darauf stellen wichtige Gradmesser unseres Umgangs mit dem ANDEREN in unterschiedlichen Epochen und historischen Situationen dar und weisen auf den jeweiligen Stellenwert des FREMDEN hin sowie auf dessen geglückte oder misslungene Integration. Der Vergleich mit anderen Ländern (hier konkret Deutschland und Italien) trägt dazu bei, weitere wichtige Aspekte der Entwicklung der sprachmittlerischen Tätigkeit zu konstatieren. Durchgeführte Befragungen bei Sprachmittlern und User sprachmittlerischer Dienste in Deutschland und Italien erlauben es uns, nicht nur die sprachlich und kulturell bedingten Hauptschwierigkeiten der ausländischen Bürger mit Behörden und Institutionen zu beleuchten, sondern auch die Akzente und Schwerpunkte dieser Tätigkeit mit anderen Augen, den Augen der tätigen Sprachmittler, zu sehen.

Keywords: Kommunikationsschwierigkeiten, Migranten, Kolonialzeit, community interpreter, Behördendolmetschen, Behörden

Please contact the author for the list of references

Session on Process-oriented Research; Moderator: Paul Kußmaul

17.00-18.30, Room 351

ADRIANA PAGANO, IGOR A. LOURENÇO DA SILVA

Universität des Saarlands, Trier, Germany; pagano@netuno.lcc.ufmg.br; ials@yahoo.com.br

Automatism and Monitored Performance in the Translation Process: Investigating (de)metaphorization as an Instance of Effortful Translated Text Production

Drawing on the concept of grammatical metaphor as developed by Systemic-Functional Linguistics (Halliday & Matthiessen, 2004) and on the findings of a corpus-based study of translated text, Steiner (2001a, 2001b) examines lexicogrammatical choices in originals and translations and accounts for differences in explicitness levels of wordings as the result of a (de)metaphorization process going on in translated text production with presumable evidence in the translation process. Such claim seems to run counter Tirkkonen-Condit (2005)'s argument about automatism and "literal translation" as a default, effort-saving procedure in the translation process, bypassed only when the translator realizes that procedure will yield an inadequate solution. This paper reports on a study addressing automatism in the translation process through an investigation of successive renditions during translation task performance by two groups of subjects: non-translator field specialists and professional translators. Drawing on a theoretical-methodological framework developed in Alves, Pagano & Silva (2009) and Alves, Pagano, Neumann & Steiner (2010), it examines first, interim and final renditions produced by the subjects in an experiment aimed at tracking translators' solutions for metaphorical meanings in the source text, potentially problematic due to differences in language typology and register and thus demanding effort on the subjects' part. Two hypotheses were formulated, namely (i) renditions in the target language tend to be metaphorically analogous to those in the source text; and (ii) instances of cognitive effort can be tapped in the translation process, particularly when highly metaphorical meanings in the source text need to be demetaphorized in the target text. To test these hypotheses, 16 Brazilian and 16 German subjects, proportionally distributed as field specialists and professional translators, were asked to perform a translation of one of two versions of an English-language source text (L2) into their L1. Both versions construed analogous meanings, but each had either the most or the least metaphorical variants of ten agnate realization pairs (five in each version). The task was recorded through key-logging (Translog©) and eye tracking (Tobii Studio©), with recall protocols being collected upon completion of the translation task and an on-line survey carried out with 200 volunteers who, having access to the original text and compe-

tence in English language reading, assessed some of the variants obtained in the experiment. From a process-oriented perspective, the key-logging data was analyzed to determine the number of renditions per variant and their respective metaphoricity levels. From a product-oriented perspective, subjects' renditions were analyzed using the framework of Systemic-Functional Linguistics (SFL) and Rhetorical Structure Theory (RST) to investigate the impact of their choices on the explicitness and implicitness of the target texts and on the rhetorical relations between text spans. Additionally, subjects' recall protocols and survey participants' answers to the on-line questionnaire on the source and target texts were analyzed to map representations of the translation task underlying subjects' decision making during task execution and survey participants' preferences as regards the variants obtained in the target texts. The results confirmed the first hypothesis regarding the production of target text with lexicogrammatical realizations analogous to those in the source text as a default procedure and requiring less cognitive effort. Regarding the second hypothesis, the results showed that more metaphorical variants in the source text do not necessarily require more cognitive effort than their less metaphorical counterparts. In fact, indicators of effort in the translation process (i.e., recursiveness, number of microunits, pause duration, and number of renditions until final solution) proved significant for two of the subjects only due to (de)metaphorization choices with substantial impact on the rhetorical structures of their texts. As regards a prototypical notion of translation, the analysis of the recall protocols and on-line questionnaires revealed that subjects and survey participants tend to prefer lexicogrammatical realizations analogous in metaphoricity level in source and target texts, survey participants being relatively more flexible to variation than subjects taking part in the experiment. This study has implications for research on translation from a product and a process-based perspective as well as for investigating gatekeeping until the release of a translated text. As regards translator training and education, data gathered in the recall protocols and on-line survey proves relevant to discussions as to to what extent, or under what circumstances, it is desirable to render target texts with metaphoricity levels higher, lower than or analogous to those in the source text and how translators can monitor their process to cope with metaphoricity issues. The study herein reported was developed within a joint project carried out by the Universität des Saarlandes, Germany, and the Federal University of Minas Gerais, Brazil, under the auspices of a bilateral research program funded by CAPES (Brazil) and DAAD (Germany).

Keywords: translation process and product, grammatical metaphor, automatisms, cognitive effort, translation definition

Please contact the author for the list of references

LAURA WINTHER BALLING, MICHAEL CARL

Copenhagen Business School, Denmark; lwb.ibc@cbs.dk

Scaling up Translation Process Research: Analyses of the Translation Process Using the CRITT TPR Database

In our presentation, we will describe the current version of the CRITT database of translation process data and show how it may be used in large-scale analyses of the translation production process. The CRITT TPR database is a publicly available database that contains data from a large number of translation experiments between different languages and in different translation settings, including translation, post-editing and monolingual post-editing. The available material includes production data in the form of keystroke logs, perception data in the form eye movement data, linguistically annotated versions of the source and target texts (with lemmatization, PoS tagging and parsing of syntactic structure) and information about word and sentence alignment between the two texts.

The purpose of the database is to allow large-scale investigations of the cognitive processes involved in translation and translation post-editing. Perhaps due to the fact that it is a relatively young field, translation process research has generally been characterized by studies based on a relatively small number of partici-

pants and therefore restricted to investigating only one or a few variables. This means that, while we have some idea of which effects may have an influence on the translation process, we know little about the joint effects of the different relevant variables and how they may interact. A large amount of data – which is now available in the CRITT TPR database – allows us to move beyond this smaller scale, to large analyses that investigate joint effects and interactions.

We describe one such analysis which considers translation productions of the same set of English source texts into as different languages as Danish, German, Spanish, Hindi and Chinese, in settings of both from-scratch translation and post-editing of machine translation output. In addition to target language and translation settings, we also investigate how production time varies as a function of word and segment frequencies, alignment between source and target text, similarity between the source and target segments as measured by edit distance, translation ambiguity, and metadata about the translators crucially including their training and experience. Additionally, we draw in the gaze behaviour of the translators and how that interacts with TT production.

Keywords: translation processes; post-editing; eye tracking; keylogging; TPR database

ELENA XENI

Aston University Birmingham, United Kingdom; xenie@aston.ac.uk / elenax@ucy.ac.cy

The ,Whys and ,Hows‘ of Aspects of the Translation Process: A Doctoral Study on Translators‘ Norms, Strategies and Approaches

This contribution reports on a recently completed doctoral study which investigated the norms, strategies and approaches that translators employ when translating humour in Children’s Literature. The study is based on process-oriented translation studies and it focuses on understanding the ‘Hows’ and ‘Whys’ of the process of translation in general, and humour translation (HT) as well as children’s literature translation (ChLT) in particular.

Viewing translation as a cognitive process and a problem-solving activity, the thesis in question utilises think-aloud protocols (TAPs) – a methodology that has been gradually gaining ground in translation (ethnographic) research and process-oriented translation studies – in order to investigate the translators’ minds. As it is not possible to directly observe the human mind at work, an attempt is made to ask the translators themselves to reveal their mental processes in real time by verbalising their thoughts, while carrying out a HT task in the context of ChLT (Ericsson and Simon 1984; 1993; Bernardini, 1999; 2001; Hubscher-Davidson, 2007; etc.).

In this study, thirty participants at three different levels of expertise in the context of translation, i.e. ten beginners, ten competent and ten expert translators, are requested to translate two humorous extracts from the fictional diary novel ,The Secret Diary of Adrian Mole, aged 13 ¾‘ by Sue Townsend from English into Greek. While they translate, they are asked to verbalise their thoughts and reason them whenever possible.

This contribution will attempt to present and analyse the findings of the doctoral study in question on the basis of the main aims and objectives set. Beneficial outcomes of the study, as well as implications for translation pedagogy, (expertise) research and practice will be tackled and suggestions for future directions will be made.

Keywords: translation norms, translation strategies, think-aloud protocols, translation process research, children’s literature translation, humour translation

Session on Translation Theory (II); Moderator: Mauricio Mendonça Cardozo

17.00-18.30, Room 328

KOBUS MARAIS

Department of Language Management and Language Practice, University of the Free State, South Africa
jmarais@ufs.ac.za

Semiotics, Hermeneutics, Translation: Reclaiming Society for Humanity

A number of scholars from a variety of fields have claimed that the driving forces behind the creation of social reality are not human(e) any more. In this regard, I refer to Edward Said (1993) who claim that social scientists think that they can understand society without understanding people. Also, Martha Nussbaum (2011) argues that human dignity and humanity itself have been reduced to growth in Gross Domestic Product by development speak. From a different angle, Stuart Kauffman (1995; 2010) argues that humanity's claims of control over and an understanding nature is largely overestimated, and Manuel Castells (2000) considers much of the world as caught up in 'black holes' of exclusion from the informational capitalist system.

In response to the call for papers for Panel 22 at the 2013 EST Conference, I thus read these and other texts, on the one hand, as lamenting the reduction of humanity and of the humanities to technology and technical skill and, on the other hand, following Castells (2000:379), as pointing towards the need for a re-evaluation of the symbolic substratum of social reality within the informational network society. From the complexity perspective of a theory of emergent semiotics that I have espoused elsewhere (Marais, forthcoming), I intend investigating the role of inter-systemic semiotic (symbolic) action and its hermeneutic implications as suggested by, amongst others, Olivier de Sardan (2005) and Cronin (2006). I shall further work out the transdisciplinary implications of inter-systemic semiotics, arguing that translation studies, if able to expand its self-conceptualisation to include semiotics in the widest sense, could act as the catalyst to connect various widely different fields of study in both the humanities, the social sciences and the natural sciences because it is, in my conceptualisation, a field of study interested in 'interness'. Bringing together various fields of study around 'interness' as a point of interest thus serves the aim of uniting the sciences and overcoming disciplinary insulation. Apart from focusing the humanities on its semiotic basis, the paper shall also contribute to the exploration of the implication of complexity studies for the humanities.

Keywords: Translation theory, complexity theory, semiotics, hermeneutics, interdisciplinarity

Please contact the author for the list of references

TOMASZ ROZMYSLOWICZ

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany
rozmyslt@uni-mainz.de

At the Periphery of Reflection: Translation and Spatiality

No matter how one construes the consequences of modern communication and information technologies for the individual, social, and cultural relevance of spatial (and temporal) distances, one thing appears to be clear: the fact that this relationship has become of increased systematic interest to the social sciences and humanities testifies to a change in the empirical conditions under which spatial distances can be experienced, become relevant, and are dealt with. Whether one subscribes to the view that we currently live in a "world society" constituted by the technologically induced spatial independence of its elementary operations

(Luhmann), and perhaps even joins in the rhetoric of the “disappearance” of space and distances altogether (McLuhan; Virilio); or whether one emphasises on the contrary, as does the so-called “spatial turn”, the never ceasing and increased social relevance and constructedness of space – it seems that technological developments have rendered space from an unquestioned given to a problem which has to be coped with in a theoretical way.

Naturally, these empirical changes have also affected the conditions under which translation, and hence the object level of Translation Studies, materializes itself, as it can be convincingly argued that the altered communicative relevance of spatial (and temporal) distances has led to an intensification of intercultural encounters and the experience of cultural difference – an intensification which in turn is conditioned by translation processes. In fact, the emergence of Translation Studies as an autonomous scientific discipline correlates with these overall social transformations and the simultaneous interdisciplinary boom of spatial and translational semantics is probably not a coincidence either.

The aim of this paper, however, is not, as interesting as it might be, to analyse the spatial implications of modern communication and information technologies for translation processes in terms of what Anthony Giddens, for example, has called “disembedding”: the de- and relocalization of cultural meaning complexes through advanced means of disseminating communications. Also, it does not set out to assess their professional and practical consequences for the translator in terms of the ever growing global “demand” for translation. Rather, the intention here is to view these empirical developments and discursive trends as an opportunity to address an issue, which until now has been at the periphery of reflection in Translation Studies: the relationship between translation and space. As a general theoretical problem, this relationship will be approached by questioning the spatiality inherent in the very concept of translation, which becomes evident in the face of its history: Once used to refer to the medieval practise of physically relocating relics to a specific destination, it reflected upon and suggested the possibility of overcoming spatial distances through movement.

Assuming that every theoretical and scientific endeavour is inextricably linked to the practical certainties of the everyday lifeworld, from which its statements continuously draw their plausibility (Husserl), the question that now arises is why, of all things, a concept with such a spatial dimension has come to be so successful and plausible for referring to complex phenomena of intercultural communication and socio-cultural transformation processes. In order to answer this question, this paper proposes to adopt a phenomenological perspective on the basic structures of spatial experience and relate these to the plausibility of the concept of translation. In this sense, this paper is also understood as a contribution to a better understanding of the conditions under which theoretical reflection upon translation takes place.

Keywords: translation theory, spatiality, phenomenology, technology, globalization

MAURO FERRARESI

Faculty of Translation and Interpreting, University of Geneva, Switzerland; Mauro.Ferraresi@unige.ch

The Asymptotic Equivalence in the „Translation“ Movement

The American pragmatist Charles Peirce proposed a new model for the research of the Truth. This epistemological model was founded on social basis in the sense that Peirce strongly believed in the community of inquiry, defined as any group of scientists or researchers involved in a process of empirical or conceptual inquiry. This concept emphasises the social quality and contingency of knowledge formation in the sciences. The community of inquiry explains that science “is necessarily embedded within a social context and, thus, requires intersubjective agreement among those involved in the process of inquiry for legitimacy”.

The Community of inquiry, besides, is capable “in the long run” to achieve new slices of truth, no matter if the real Truth will be never totally achieved, says Peirce, because this is the only form of truth we Humans can look for. In his words, what happens is “that in the long run of experience the greater part of those whose premises are true will have true conclusions.” (MS 540)

Following Peirce's considerations, if a community of well trained minds, such as those of scientists or researchers will focus on a specific topic, ultimately that community can move a step beyond in the field of truth.

As a diagram, the epistemological model outlined by Peirce can be drawn as follows.

Following the literature in Translation Studies, it seems plausible to say that the Peirce model at least explains the way the translation research and studies move, and why each translation can be seen as little step forward a "truthier" translation, both in a synchronic and in a diachronic way. This is not, obviously, a way to explain the translation as an *adequatio*, but, on the contrary, is a new way to explain the idea of equivalence in translation.

Equivalence in translation is asymptotic, in the sense that equivalence can be approached but never reached. Nevertheless this movement in its essence is correct, since the truth of a translation lies in a continuous inquiry's development and action. Thus the translation could be better defined as a *Translaction*.

Keywords: semiotic, epistemology of translation, community of inquiry, equivalence in translation, translaction, translation movement

SUNDAY, 1 SEPTEMBER 2013

Session on Interpreting (IV); Moderator: Bernd Meyer

11.30-12.30, Room 348

LAURA GAVIOLI, CLAUDIO BARALDI

Department of Linguistics and Cultural Studies, University of Modena and Reggio Emilia, Italy

laura.gavioli@unimore.it; claudio.baraldi@unimore.it

Coordination as Mediation in Interpreter-mediated Interactions in Healthcare: on the Achievement of Question-Answer Sequences

The notion of mediation derives from professional contexts in which the problem of coordinating two parties with different perspectives is central. Mediating means introducing a third perspective in the interaction, with the explicit aim to facilitate communication between the parties and re-contextualise it into a more positive form of relationship (e.g. Bush & Folger 1994, Picard & Melchin 2007, Winslade & Monk 2008). In this presentation we look at interactions where so called "intercultural mediators" participate in talk with the (explicitly required) double task of (1) providing interpreting service and (2) mediating between potentially different perspectives and views. Our interactions, then, do not involve a mediator of conflicts and an interpreter, rather the professional who provides interpreting service is also asked to mediate potentially conflictive relationships. The interplay between interlinguistic mediation and mediation of potentially different perspectives is thus particularly evident in these interactions.

Our contribution is intended to work on and develop a concept, the concept of coordination Wadensjö (1998), which is interesting, in our view, to explain the interplay between interpreting and mediation in these types of interactions. Wadensjö (1998) distinguishes between two types of interpreters' coordinating activity: (1) implicit coordination, based on renditions of previous turns, since the choice of language in bilingual talk generally coincides with the selection of the next speaker; (2) explicit coordination, based on either "non-renditions", that is actions focusing on the organization of talk (requests for clarification, comments on transla-

tions, invitations to start or continue talking, etc.), or forms of modified renditions (e.g. expanded or reduced renditions). Baraldi and Gavioli (2012) suggest that Wadensjö's distinction can be looked at as a distinction between basic coordination and reflexive coordination. Some communicative approaches share the idea that a basic coordination between participants' actions is needed in order to achieve communication (e.g. Sacks 1995 [1964-72], Heritage and Clayman 2010, Goffman 1981, Weigand 2010, Pearce & Cronen 1980). While acting, however, participants are also engaged in actions that make their interpretation of what is going on in communication explicit and public (see e.g. Heritage 1985). These actions make reference to the participants' perspectives, positions and attitudes and construe their meaning in the interaction. These actions coordinate the achievement of basic coordination and can thus be viewed as a form of reflexive coordination in that they coordinate talk organization with the purpose of making it clear to the interlocutors what they are doing in the ongoing talk and possibly orienting them to actions which help them in their interactional achievements.

In the field of interpreting studies, research has shown that interpreters' coordination of bilingual talk construes forms of mediation (e.g. Angelelli 2004, Davidson 2000, Wadensjö 1998). We suggest that forms of reflexive coordination as described above can be looked at as enhancements of forms of mediation, which, in the terms of theories of mediation, are both forms of "transformative mediation", in that they display an empowering sensitivity for participants' perspectives (Bush & Folger 1994), and forms of "narrative mediation", in that they foster stories that are more effective with respect to existing ones (Winslade & Monk 2008).

In this presentation, we deal with an analysis of naturally occurring audio-taped interactions involving doctors, mediators and patients in healthcare settings (particularly women's health). Our corpus collects 250 interactions between Italian doctors and migrant patients, from West Africa (Ghana and Nigeria) and Arabic countries (mainly Morocco), with six mediators, three of them speaking varieties of West African English and three speaking varieties of Arabic.

In these settings, mediators' coordination works on: (1) empowerment of patients' active participation and expression of needs and emotions and (2) on doctors' competent actions in communicating with patients (e.g. Baraldi 2012; Gavioli 2012), with different levels of success. We focus on mediators' coordination of sequences including doctors' questions and patients' answers where mediators need to: (1) address not only the content of the doctor's question, but also the purpose that is projected through that question, and (2) re-design this project in a way that it is likely to be taken up by the patient.

Our analysis shows that different types of coordinating actions by mediators involve different levels of complexity in the provision of renditions and in the management of talk. While a basic coordination system includes the interpreter's rendition of the doctor's question, the patient's answer and the interpreter's rendition of this answer, more complex sequences are achieved by different types of mediators' expansions. We have observed two types of expansions and their different follow-ups. The first type is construed through a series of additional questions by the mediator to the patient, searching patients' responses (even minimal) and personal narratives. The second type is based on the mediator taking up authority and dealing with the question in terms of institutional requirements of patients' conduct. While the first type of expansion displays an empowering sensitivity for patients' answers (transformative mediation) and project patients' more effective narratives (narrative mediation), the second type leads to very little space for patients' contributions. What is more, while renditions of expanded sequences of the first type achieve doctors' understanding of patients' narratives and consequent competent reactions for cure, renditions of expanded sequences of the second type seem to obstacle the doctor's curing reaction and lead to new doctors' questions, which show lack of satisfaction for the mediators' rendered details and the necessity for more inquiry.

Keywords: interpreting, mediation, healthcare, coordination, interaction

Please contact the author for the list of references

NIKE K. POKORN, LARS FELGNER

University of Ljubljana, Slovenia; nike.pokorn@ff.uni-lj.si

Where Should I Stand? Challenging the “Ideal” Seating Arrangement in Health-care Interpreting

The traditional assumption in theoretical works dealing with public-service interpreting in healthcare settings assumes that the ideal position of the interpreter in a medical environment is in a triadic position, i.e. in a perfect triangle where the patient, provider and interpreter can maintain appropriate eye contact. For example, The Best Practice Guide published by the British NHS advises a healthcare provider to “arrange the room setting in a triangle allowing you and your service user or carer to look directly at each other with the interpreter placed neutrally in between” (Soondar 2008: 8). Similarly, also the Australian Association for Services to Torture and Trauma Survivors in the document Working with an Interpreter states that “[t]he ideal seating arrangement is a triangle, with participants at equal distances from each other, so that eye contact can be maintained at all times (if culturally appropriate)” (www.nutrition.asetts.org.au/resources/2-1-FactSheet-8.pdf (accessed 18 Aug 2011)), and in the leaflet created in 2002 by the Australian Migrant Women’s Support Service, offering free advocacy, counselling and support to immigrant and refugee women and their children from non-English speaking backgrounds who are affected by domestic and sexual violence, entitled Working with Interpreters, the instructions for an on-sight interpreting are given, and among others also the seating arrangements are mentioned: “Arrange a private area for the interview to take place. Organise seating arrangements, to ensure you maintain eye contact with the client.”

The presentation shall attempt to challenge this claim by examining the reality of interpreting in the clinical setting. The main hypothesis of the presentation is that, in view of the different and unpredictable situations and spatial constrictions the interpreters are going to encounter in a medical environment, interpreters in health-care settings should, rather than rigidly follow different codes of practice, remain flexible and ready to adapt to the existing situations and spatial constrictions in different interpreting settings.

Method: First, the exam rooms and some of the possible scenarios involving healthcare interpreters at three health-care institutions: the Department of Infectious Diseases and the Department of Plastic Surgery at the University Clinical Centre Ljubljana, and at the University Psychiatric Hospital, Ljubljana, Slovenia, were examined. Second, a questionnaire examining the real-life positioning of health-care interpreters shall be made. A questionnaire was sent to all certified interpreters in Slovenia (539 interpreters) and to all registered IMIA (International Medical Interpreters Association) interpreters inquiring about their positioning in the health-care settings.

In a conclusion, practical recommendations for the spatial and nonverbal behaviour in typical encounters in health-care settings are given and suggestions how to address this topic in interpreter training are discussed.

Keywords: healthcare interpreting, public-service interpreting, codes of conduct, seating arrangement

Please contact the author for the list of references

Session on Interpreting (V); Moderator: Zahra Samareh

11.30-12.30, Room 329

MALGORZATA TRYUK

University of Warsaw, Poland; m.tryuk@uw.edu.pl

Ethical Issues of community interpreting and mediation. The case of the Lagerdolmetscher

The goal of this paper is to present ethical aspects of community interpreting. In the research into this particular type of interpreting the questions are asked not only, but basically, about who undertakes the activities

of the interpreter in crisis, conflict or war circumstances, what it means to carry out this kind of activity, whether it brings profits to the interpreter, or, to the contrary, it is dangerous both to him/her and his/her close relatives, how it is perceived and assessed by the remaining parties to the act of communication, and finally, what the interpreter actually does. Nowadays we already know that in such circumstances the activities of the interpreter, mediator or fixer significantly exceed interpreting only. It happens that the interpreter taking on the duties is not necessarily aware of possible consequences of his/her activities. The discrepancy between, on the one hand, the principles of neutrality, impartiality, non-commitment, professionalism laid down in codes of professional ethics, and actual activities of the interpreter in conflict situations, war, prison, courtrooms, on the other hand, is commonly known. Scarce press publications report on such situations, which are moreover objects of the research conducted within the contemporary translation studies. Ethical issues, consistently hidden behind a screen of rules formulated in the codes, are nowadays one of the crucial problems of translation studies. They will be also the main topic of my paper that is dedicated to loyalty and identity of interpreters in extreme situations determined by the Second World War.

The aim of my presentation is to study the records of Nazi concentration camps former prisoners in order to trace the recollections about the Lagerdolmetscher, or camp interpreter. As it will be shown, the generally accepted norms for interpreting in community settings were not applicable to concentration camps, and different standards were adopted, which was clearly justified under the circumstances. The paper in particular investigates why the interpreters were needed, who they were, how they were recruited for the job, what their duties were, and how they performed their duties, as well as what their roles were.

Keywords: ethics, community interpreting, mediation, camp interpreter

FRANCINE KAUFMANN

Department of Translation and interpretation Studies, Bar Ilan University, Israel

francine.kaufmann@gmail.com

Case study: Function and History of the Interpretation and Translation in the Films Shoah and Sobibor, by Claude Lanzmann

Being one of the 3 consecutive interpreters in the canonical documentary film Shoah (1985. Their voices are part of the 9 hours sound track) and the only interpreter in Sobibor (2001, 95 mn, one of the interviews made for Shoah in 1979, but not included then), I would like to analyse the function attributed by Claude Lanzmann to the visibility of the interpreters in the film, during the shooting, the editing, the subtitling process, then the publication of books based on the dialogues of the films and, later on, the interviews, lectures and texts written by him on his films. I'll refer also to the reception of the films and the analyses made by film critics, psychoanalysts, historians of the Holocaust... and translation studies scholars. I'll give also the views of the interpreters (mine, the Yiddish interpreter: Fanny Apfelbaum, met in Israel, and – through interviews and articles – the Polish interpreter: Barbara Janika). I'll use the testimony of the editor of Shoah: Ziva Postek.

This contribution will continue and develop my analyses first published 20 years ago, in Meta (38 (4), 664-673, 1993: „Interprétation consécutive et interview dans le film „Shoah“ de Claude Lanzmann“), before the releasing of Sobibor and of the autobiography by Lanzmann: Le lièvre de Patagonie (Paris, Gallimard, 2009, The Patagonian Hare: A Memoir, 2012). Since then, these canonical films are considered as landmarks in the History of the 7th Art and, especially, of documentaries. But the part of the multilingualism and its representations were little analysed (the book Shoah is in a French “original” and do not mention which language is spoken by each witness). The conditions in which the interpreters where asked to work, versus the results and filmic effects of their work, are usually overlooked.

Many questions arise from the use of the interpreters and the written transcription of their performance: ethical, professional, historical. Since the consecutive mode was deliberately chosen, but Lanzmann did not permit to take notes (and, in my case at least, to interrupt the witness, to speak with him between shootings,

to read his previous narrations of his Shoah experiences etc.), what was the expected result? It may seem that interpreters were unconsciously “acting” a part in the films, as first receptors of the narration (before the viewers of the films), as were the witness asked to re-enact their experiences (through various filming strategies) more than to recall memories. If the strict exactitude of the formal expression of the witnesses was not the main purpose of the physical presence of the interpreters on the shooting scene (their oral interpretation, useful during the interview, could have been easily replaced, later on, by subtitles or written retranslation of the dialogues for the books), why the interpreters are often judged according to the words they chose, omitted etc. and how is it that the witnesses of the interviewees in the films are read and analysed by specialists through books in which are mixed, without any indication of their nature, written subtitles (made for the French, English and German interviews conducted by the polyglot Lanzmann) and transcripts from the Polish, Yiddish and Hebrew consecutive interpretation made during the shooting of the films (not reviewed by the interpreters but by Lanzmann) and not from carefully checked written retranslation?

The difference of editing techniques of the interpretation track in Shoah and Sobibor will also be taken into account.

Keywords: consecutive interpretation, audiovisual interpretation, published translations, visibility of interpreters, ethics.

Session on Literary Translation III; Moderator: Rachel Weißbrod

11.30-12.30, Room 330

CRISTINA GÓMEZ CASTRO

Department of Philology, University of Cantabria, Spain; cristina.gomez@unican.es

Translated Literature in Spain: Centre and Periphery and the Censoring of Gender

Following Toury (1995: 271), the more peripheral the status of a translation in the recipient polysystem „the more translation will accommodate itself to established models and repertoires”. Literary translation has been object of numerous researches in the history of translation studies, which mainly focus on the kind of works considered as canonical and central to the polysystem of the culture under study. However, it is precisely sometimes the analysis of the translation of works which could be named as peripheral due to their status of mass literature the one which gives a deep insight into the state of the literature of a country. According to Lefevere (1992:14), in any polysystem there is a regulatory element which controls what enters the recipient culture and what doesn't: it is called the patronage, i.e. “something like the powers (persons, institutions) that can further or hinder the reading, writing and rewriting of literature”. In the case of Francoist Spain (1939-1978), the regulatory mechanism par excellence was the official system of censorship, which was responsible for the introduction of new artistic elements in the country. Spain was a country that depended very much on translations for a long time, and the last years of this dictatorship (1970s) are still a decade in which the country based an important part of its profits in the book industry on them. The kind of material chosen to be imported started then to be dependent mainly on the economic benefit the books could generate and therefore most of the narrative that was bought by the publishing houses was so because of its previous success in North America or even worldwide. The introduction of these best sellers will have relevant consequences in the native literary production, implying the import of several models that were immediately successfully cloned and embedded in the national literary tradition, then reaching the center of the literary polysystem and the gradual change in the representation of gender that was at the beginning strongly censored: the image of the women introduced will be more bold than the one permitted in the regime, and therefore this will have consequences in the translation.

We follow Even-Zohar's approach, made explicit by Pascua Febles (2003:28) that relates the position of the

translated material in the recipient literary polysystem with the translation behaviour and therefore with the norms prevailing in it: it will be seen how the translations of Anglosaxon literature in the seventies occupied a central place in the Spanish literary polysystem regarding quantity. Such a quantitatively central position in the polysystem is considered by Even-Zohar as „innovative” and it was certainly such: apart from serving as a departure point for a model of clear financial success those translations meant the progressive thematic normalization in the country of topics which had been peripheral, such as divorce, homosexuality or abortion, as well as a progressive normalization of the representation of women in a more open manner, topics which were tackled naturally in those novels and which started to be present more explicitly each time. North American culture had fully entered the Spanish society and the image offered of it, in these translations, was the one expected after years of infiltration, mainly via the cinema and later via the narrative models similar to the seventh art, two artistic expressions which had always been closely linked during this decade. As it can be appreciated, the relations between centre and periphery are usually more complex than expected, and thus worthy of being studied more in detail.

Keywords: centre, periphery, literature, gender, Spain, censorship

DUYGU TEKGÜL

Translation and Interpreting Studies, Yeditepe University, Turkey; duygutekgul@hotmail.com

Readers’ Perception of the Literary Translator’s Agency: A Case Study on Reading Groups in Britain

According to Michaela Wolf, research in the Sociology of Translation follows three pathways: a) focusing on the cultural product that is the outcome of the translation process b) focusing on the agents involved in the translation process c) focusing on the translation process itself (2006, 11; 2007,13). Among the agents, the translator has naturally received the most fruitful scholarly attention as the most significant actor in any translation process, while the role of book industry professionals such as publishers and critics has also been the topic of recent research. Although there have been studies discussing aspects of popular reception, (i) lay readers’ consumption strategies concerning translated texts remain largely unexplored. Readers seem to be the weakest link in the Sociology of Translation; in other words, they have been relegated to a peripheral position in the translation phenomenon, whereas ethnographic research specifically oriented towards the reading of translated literature would not only provide insights into the nature of meaning-making after the process of linguistic transfer but also help understand demand structures within a literary landscape.

This study is part of a wider interdisciplinary research project bringing together Translation Studies, Literary Studies and Cultural Sociology; exploring readers’ responses to literary texts that have originated in other cultures and have undergone linguistic transference. Drawing from the sociological literature on the consumption of art, including discussions on status, pleasure, cosmopolitanism and omnivorism, it analyzes lay readers’ perception of the literary translator’s agency as an artist. Primary data has been drawn from participant observation with white (mostly female) middle-class engaged readers in three reading groups (ii) in Exeter and London. (iii)

The paper follows the line of Venuti (2008), who points out a value system in place in Britain (and the US) that reduces translation to second-order writing, while imposing an “illusion” of transparency on literary translation. Concomitantly, “international” cultural consumption has been skewed towards Anglophone cultural products in Britain (Savage, Wright and Gayo-Cal 2010). In Bourdieu’s (1984) terminology, translated novels are distinctive cultural products for readers socialized in a monolingual literary landscape: while some readers maintain a priori notions regarding the adequacy and acceptability of translated texts, foregrounding translation in negative evaluations; for others, the perceived inaccessibility or the distinguished nature of these texts yields status.

I have borrowed the arguments of anthropologist Alfred Gell (1998) to conceptualize readers’ judgements on the art of literary translation. On the consumption of art, Gell states that “the attitude of the spectator

towards a work of art is fundamentally conditioned by his [sic] notion of the technical processes which gave rise to it" (1998, 51). Discussing excerpts from book group meetings on three translated novels – *After Dark* (Murakami 2008), *Fathers and Sons* (Turgenev 2008) and *Rainy Season* (Agualusa 2009) – I will argue that readers derive pleasure (and status) from the textual-linguistic features of translated novels to the extent that they attribute agency to the translator, a precondition for recognizing and appreciating their skill. Readers' responses to the translator's visibility – foreignization strategies, footnotes, and in one instance, a translator's diary – suggest that readers who possess more literary capital and who approach the text with a literary orientation are appreciative of the translator's effort and creativity. Mistake-spotting and, in discussions of novels translated from other languages into American English by North American translators, reducing translation to a mechanic process are not uncommon among less engaged and/or conservative readers. Arguably, even for readers who do not display strong textual-linguistic intolerance, the symbolic benefits of reading translations that arise from cosmopolitanism and omnivorism outweigh the aesthetic pleasure derived from such activity. To conclude, this empirical study analyzes British readers' consumption of translated literary texts from a sociological perspective. Using conceptual tools from Cultural Sociology and Literary Studies, it represents a shift of focus in Translation Sociology from the production to the consumption side.

(i) See Hemmungs Wirtén 1998, Tahir Gürçağlar 2008, Chan 2010, Ruokonen 2011.

(ii) See Hartley 2001.

(iii) I recorded reader discussions by a voice recorder and then transcribed relevant sections. The "participant" nature of the observation meant that I read the books before coming to the meeting and contributed to the discussion with my personal comments, avoiding any scholarly remarks. Two of the reading groups were organized by public libraries and the other was a private reading group.

Keywords: reading, consumption, translator's agency, literary translation, Alfred Gell

Please contact the author for the list of references

Session on Cognitive Approaches to Translation; Moderator: Silvia Hansen-Schirra

11.30-12.30, Room 351

IRAKLIS PANTOPOULOS

University of Edinburgh, Scotland; iraklisp@gmail.com

Towards a Translator's Identity: A Cognitive Poetics Take on Holmes' Model of the Metapoet

The research reported in this paper seeks to combine Holmes' 1968 model of translated literature as metaliterature with more recent approaches to literary analysis from the field now known as cognitive poetics, in order to construct a model capable of analysing the identity of the translator as a literary practitioner.

With now forty-five years from the time Holmes first proposed his detailed model for the translation of poetry, his work is still frequently and habitually cited and referenced in relation to literary translation. This, however, is mostly done in the form of overviews and/or literature reviews and not as a current theoretical model in use. This paper illustrates how his outlook is not only a precursor of current approaches that focus on context and style in translation, but also a very workable model for the study of translated literature through the prism of the translator.

At the core of Holmes's model of the metapoet lies his identification of three sets of skills the translator of poetry must have in order to fulfil his/her task, namely those of a critic, those of a poet and, crucially, those required for a linking inter-cultural function that is entirely his/her own. This latter function is considered essentially as a decision-making process that is performed on three levels: the linguistic, the literary, and the socio-cultural. There are strong links here with the pivotal concern in cognitive poetics with "what is behind

the text in the mind of author, reader, translator or critic, influenced by individual knowledge, belief and experience and shared knowledge of beliefs, which we can refer to as ‘culture’” (Boase-Beier, 2012).

The paper highlights the advantages of using Holmes’ approach in elevating translators (of poetry) from mere reproducers of the original author’s genius – as the traditional views on style and translation would have them – to literary craftworkers in their own right. Additionally, the notion of the metapoem and metapoet is extremely compatible with the cognitive views of literary style and translation as they were set out by Boase-Beier, Tabakowska, Schäffner and others. The cognitive notion of context as “the psychological and social circumstances under which language is used” (Stockwell, 2002: 60) is also applicable. Within this framework, it holds as central for the metapoet’s unique inter-cultural function, the choices and decisions that are his/her exclusive domain, and the nature of these choices, to seek a balance between two different cultures, languages and literary traditions.

To illustrate this, a number of examples from the work of award winning translator from Greek into English David Connolly will be presented and analysed using the toolkit offered by cognitive poetics. By considering the individual use of such features as figure/ground alignment, cognitive deixis and conceptual metaphor, and such concepts as image schemas and text worlds, it is possible to utilise the full dimensions that Holmes gives to the translator of poetry, in order to investigate and trace their work and individuality as cross-cultural literary practitioners in a systematic and thorough manner. Furthermore, the research presented, based as it is on the point of interaction between the universal, the culturally determined, and the individual that forms the basis for all translation from a cognitive perspective, can have implications for the study of translators and their distinct identity beyond the scope of poetry or even literature.

Keywords: literary translation, style, cognitive poetics, Holmes, cross-cultural pragmatics

Please contact the author for the list of references

ANNEGRET STURM

Faculty of Translation and Interpretation, University of Geneva, Switzerland; Annegret.Sturm@unige.ch

Central Points about the Translator’s Mental Periphery. “The principal activities of brains are making changes themselves.” Marvin Minski (1986): The Society of Mind

Addressing the other is fundamental to translation studies. Language is the unique human capacity for interaction by transferring meaning, emotions and attitudes to another mind. But translation is not only the projection of a message on the other across language barriers. Before doing so, the translator has to understand the other’s intentions behind the communication, namely the author, in order to correctly interpret and adapt her message for the target public. One of the most interesting characteristics of translation studies actually consists in the translator having to deal with these two others: author and public. Surprisingly, despite of the central role of the other, none of the major dictionaries and encyclopaedias dedicated to translation studies shows an entry for “other”, although most of us may be inclined to agree with Robinson’s description of translation as an “other-directed act” (2001:8). Perhaps it is the idea of direct interaction with a present other that makes us immediately think of interpretation, while in our heads translation does not deal with the other’s intentions and attitudes, but with the abstract entity of the text. The aim of this paper, however, is (1) to conceive translation as intersemiotic metarepresentation (Hermans 2007) and to show empirically that the permanent taking and giving of other’s perspectives shapes the translator’s mind (2).

1) As early as in 1978, John Bingelow stated that translation can be conceived as a form of indirect speech (in: Pym 2010: 199), a point that recently has been further developed by Theo Hermans (2007). On the basis that a quotation follows the form “I say that X said Y”, Hermans points out that the only difference between indirect speech and translation is that in the later, only the first part, the “I say” is missing, and therefore more or less implicit. In his book he focuses on this margin the translator may use for any kind of influence on the text. With my paper I want to take one step back, namely by stating that the above mentioned formula

also implies that a translator permanently has to represent others' representations of the world by rephrasing them in another language. This implies that the translator must develop special capacities in order to do so, since firstly, after understanding what the author's intention was by stating Y, she secondly has to adapt Y for another person. We are therefore dealing with a case of twofold metarepresentation.

2) Developmental psychologists call our capacity of representing another person's mind 'Theory of Mind' (ToM). It has been shown that ToM develops throughout life (Kobayashi 2008) just as our pragmatic competence continues to evolve up to adulthood (Cummings 2007:32). As for children, bilingualism is found to have an influence on ToM performance (Kovács 2009). Bridging these findings with the above mentioned concepts of translation theory, I used an fMRI study for testing the hypothesis whether translators have a better ToM due to their professionally enhanced demand for metarepresentation. Seven MA students were compared to a group of seven BA students at the Translation Faculty of the University of Geneva in a fMRI block design where they had to perform an intralingual translation task of 20 sentences in a ToM condition and 20 sentences in a non-ToM condition with reading as baseline task.

The quantitative evaluation of this study did show an important activation in the precuneus for the MA group, whereas no such activation could be found in the BA group. Labelled as "the mind's eye" (Fletcher et al. 1995), the precuneus is the region that subserves the representation of the self in relationship with the outside world (Cavanna & Trimble 2006) as well as perspectives contrary to our own (Bruneau & Saxe 2010). Its higher activation in MA students may be a sign for them being conscious about their role as a mediating party. Concerning the quality of the oral translations, results are less categorical and show that many more factors influence the actual translation behaviour (cf. Hubscher-Davidson 2009) – besides the translator's unique capacity of taking and giving other's perspectives.

Keywords: Neurosciences, fMRI, Theory of Mind, metarepresentation, perspective

Please contact the author for the list of references

Session on Translation Theory (III); Moderator: Susanne Hagemann

11.30-12.30, Room 328

HAIDEE KRUGER

North-West University, South Africa; haidee.kruger@nwu.ac.za

The Doing's the Thing: the Contribution of Process-oriented Methodologies to Theoretical Development in Translation Studies

The fundamental premise of this paper is that process-oriented research methodologies, as well as research that foregrounds the essentially cognitive dimension of the translation activity, currently function primarily in the periphery of translation studies, as evident in the limited space such approaches and methodologies receive in influential overview works of translation studies (see for example Baker 2010; Munday 2012). The "theoretical centre" or mainstream of translation studies most commonly conceives of the object of study ("translation") in functional, social, ideological, cultural or philosophical terms, backgrounding the fundamentally cognitive dimension of the activity; and the data that drive theorisation are derived primarily by product-oriented methodologies (even when such methodologies aim to infer the process from the product). It is my contention that research which draws these peripheral methodologies and theoretical frameworks into the centre of translation studies has the potential of forming a productive new line of investigation in the discipline, to the extent of eventually leading to the far-reaching conclusion that various translation-theoretical concepts, often conceptualised from the "external" frame of cultural, social or ideological forces, may in fact be subsumed under fewer and more general cognitive-processing mechanisms. Put in a very simplistic way: if theoretical development in translation studies thus far has mostly been "fed" by product-based

data, changing the kind of data input to process data may radically alter conceptions of what translation is, why translations look the way they do, and how translation should be theorised. However, for this research direction to gain momentum, a number of things need to happen: more data (particularly process data) are required, process methodologies need to be used to answer research questions previously only investigated by means of product methodologies, process- and product-data need to be correlated to a greater degree, and a greater interface between cognitive and cultural paradigms in translation is necessary.

This paper provides some preliminary empirical data in support of these ideas by reporting on two experimental studies using eyetracking and keystroke logging to investigate the theoretical concepts of domestication and foreignisation (as prototypical of the kind of theoretical concepts informed by product methodologies discussed above). These studies suggest that an analysis of actual translators' decision-making processes in choosing between domesticating and foreignising strategies, as well as actual readers' processing of the text that is the consequence of such decision-making, does have the potential to reconfigure our understanding of these theoretical concepts. From within the socio-cultural and ideological paradigm, domestication is seen as the default, because it fulfils the expectation of fluency from the target culture (and from the translation community too), whereas foreignisation is seen as the resistant, complicating, alienating, cognitively taxing strategy. However, an eye-tracking and keylogging study of cognitive effort in the production of domesticating and foreignising strategies forces us to add into the picture the idea that, for text producers, foreignisation may be the cognitively less demanding, default approach, since it is prompted by the cognitive salience of the source text, whereas domestication is the more difficult, less cognitively economical strategy. If these findings are correlated with findings of readers' processing of domesticating and foreignising strategies, it emerges that if domestication and foreignisation are viewed through the frame of the whole translation communication process, there is an asymmetrical processing relationship: translation text production strategies (or choices) that are more cognitively economical and less taxing for text producers are less cognitively economical and more taxing for text receivers, and vice versa. In general linguistic views, this asymmetry is also noted and often seen as the tension that drives internal language change and thus shapes all languages (see Bybee 2006; Deutscher 2005). In simplified terms: the cognitive representation of language itself, together with the cognitive representation of others' cognitive representations of language and communicative intent necessary for social interaction (see also Tomasello 2010) may be the dynamic that drives translated language as much as language use more generally.

These two studies, together with evidence from other disciplines, therefore suggest that there is good reason to believe that process-oriented methodologies will yield data capable of yielding new insights in these theoretical concepts, and emphasise the importance of further research along these lines.

Keywords: translation theory, cognitive approaches, process-oriented methodology, domestication, foreignisation
Please contact the author for the list of references

MICHELE ORRÙ

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany
micheleorru_3@libero.it

Do We Need Interlingualism and the Source Text in order to Investigate Translations?

Propositions for Another Definition of Translation

The way we describe a phenomenon affects the very perception of the observed phenomenon itself. In the same way, the logic underlying the definitions of translating/translation is neither natural nor without consequence but rather dictates the very conditions through which we examine translated texts, their processes and eventually their impact on audiences and culture. At the current state of research on translation, and in spite of the remarkable contributions that (have) led Translation Studies in new stimulating directions, the dichotomies based on the Source/Target opposition are still perceived as dogmatized assumptions. By discussing a

case study presented by Toury in *Descriptive Translation Studies and Beyond*, I will problematize the tenets that constitute his and several other approaches to translation, i.e., 1) the reliance on the fixed binary representation source/target text, 2) the notion of transfer and 3) the clear-cut and idealized distinction between source and target systems, in order to show how they lead to an emphasis of the formal differences between the source and the target text but make us often fail to notice the specificities of translations, their engendering processes as well as their autonomous position in the space of culture.

By adopting a different perspective and setting aside ordinary analysis tools, I will make use of the results from Toury's case study not to stress the degree of (dis)similarity between the source and the target text but rather to illustrate how a translation evokes several texts and makes them interact in a common space in order to construct a specific communicational-rhetorical strategy. As a consequence, translations do not come into existence because some text is moved from one system to another. An a priori system cannot be postulated before translations are produced; rather translations create their own system.

By considering a translation as a common textual/semiotic/cultural space where several texts interact and syncretize, I aim to 1) put translations in the foreground and emphasize their relevance in the space of culture, 2) dissolve the hierarchy existing between original and translation, 3) erase the ideological borders that divide primary and secondary practices of textual productions, 4) realize a heuristic device apt to explore those cultural phenomena suspiciously viewed as translations and 5) exemplify that not only it is necessary to analyze culture in order to understand translations but that translations can help gain insights on how culture functions and evolves.

Keywords: analogy, metaphor, translation, semiotics, intersemioticity, dichotomy source/target

Posters

LARS AHRENBORG, LJUBA TARVI

Linköping University, Sweden; Helsinki University, Finland; ljuba.tarvi@welho.com

From CAT to CATA: Human-Computer Techniques in Translation Class

Computational linguistics, the buzzword of the 1960s, when computers were virtually non-existing, has become reality. The results achieved in Machine Translation (MT) and Computer Assisted Translation (CAT) have reached a good level of quality and acceptance by industry and end users, albeit the outcome still requires a significant post-editing effort. Probably by that reason some computational linguists believe that “the usage of automated metrics has to be replaced by hybrid approaches that bring in as much human knowledge as possible” (Federmann 2011). This paper is an example of such a hybrid approach to be employed in translation classrooms. By loosely relating grading of students’ translations with post-editing in MT and CAT, some techniques of Computer Assisted Translation Assessment (CATA) are offered and discussed. These techniques permit self-correction and grading on the spot. The process is largely error-prone and, hence, the role of the teacher, who is supposed to be fully functional in managing review and corrections, grows in importance. The suggested computational technique is based on the Token Equivalence Method (TEM), which in its manual form was first used as a teaching technique in language classes and later developed into a comparative assessment method, also manual, in a PhD research (Tarvi 2004). The TEM was used for comparing the classical Russian novel in verse by A. Pushkin “Eugene Onegin” (1837) and its nineteen English translations. The quantitative figures calculated on 10% of the text of the novel, might have seemed a curiosity if they had not shown a 100% fit with the results obtained by conventional comparative methods elsewhere on the same material. The TEM makes it possible to calculate the lexical content of the original retained in its translation(s) as a percentage of the former. Several frames of quantitative comparative assessment can be used, with the cumulative result – Translation Quotient (TQ) – calculated as an arithmetic mean of the percentages in all frames. The backbone of this method is more than half a century old idea of consecutively numbering the tokens (words) in the original text (Vinay & Darbelnet 1958). This simple technique enables finding and labeling isomorphic correspondences between the source and target tokens. Besides, it allows the teacher to display students’ translations in wholes or in parts, to arrange all produced translation of a meaningful token in a table, etc. Since the TEM combines human and computer resources, it might raise the effectiveness of translation class instruction manifold (Lengyel 2006). The paper is co-written by a language/translation teacher and a computational linguistics researcher.

Keywords: human-based/computer-assisted translation, post-editing, assessment

Please contact the authors for the list of references

DAYANA CRYSTINA BARBOSA DE ALMEIDA

Universidade Federal do Pará, Brazil; almeidadb@gmail.com

Translation of the Poem “Death by Water” from T. S. Eliot by Mario Faustino in the Newspaper “Folha do Norte”

The poet and critic Mario Faustino, one of the most important poets of the 50s, was also contributor in the literary supplement of the newspaper “Folha do Norte”. This supplement, d Art Literature, was an insert from the Sunday newspaper “Folha do Norte”, which circulated from 1946 to 1951, in Belém of Pará, Brazil. This journal became a representative literature and literary criticism, which brought together a group of young authors that became known as the “Gropo dos Novos”. In this literary supplement of “Folha do Norte”, titled “Arte Literatura”, we observe that the production and literary criticism, was published a literature of modern authors as Kafka, Rilke, T. S. Eliot, Rafael Alberti, Walt Whitman, Garcia Lorca, Mayakovsky, and they were translated by young local authors as Mario Faustino, Ruy Barata, Paulo Plinio Abreu, Carlos Drummond, Manuel Bandeira, Cecilia Meireles, Aurélio

Buarque de Holanda, among others from the national scene. Among these translators, we highlight Mario Faustino, who published in the Literary Supplement “Arte Literatura” his first poems, short stories and translations. Thus, this literary supplement, Faustino along with other collaborators, previously mentioned, contributed significantly between the years 1946 to 1951, in the process of breaking of the cultural isolation in which the city was, especially on the literary scenery. So Faustino made his choices and translated in the “Arte Literatura”, Rafael Alberti’s poems “Minha corça” and “Se eu fosse embora, amada”; poems of Juan Ramon Jimenez “Desnudos” and “Coisas impossíveis”; the poem Rilke’s “A Grande noite”; Afonsina Storni’s poem “Homem pequenino”, the story of James Joyce’s „Eveline“ and also a translation of a poem by T. S. Eliot called „Death by water.“ Regarding, Eliot was translated twice more in the “Arte Literatura”: Paulo Mendes Campos translated „A song for Simeon“, and „The Journey of the Magi“ was translated anonymously. About Mario Faustino, we will use Benedito Nunes (1997), and according to him “the critique of Mario Faustino (...) is a criticism that has made a poetic legacy to protect, anti-traditionalist, for his inventive and slope finder, meets the present, putting to service innovation that would open this language for their future possibilities. Maybe we can talk in the same terms, as a mix of traditionalism and anti-traditionalism (...) the poetry of Mario Faustino, from the poetry works of this poetry critic”. In this sense, poetry and criticism Faustino originated simultaneously from the teachings of Pound, because he adopted the same poundian methods, as the discussion by examples (critic by discussion) and by translation (critic by translation), with in order to highlight the „new“ in terms of melopoeia, and fanopeia logopeia in original. So, when the translating is always motivated for the choices of the authors who have been translated and also, generally, there are influences in the works of these poets/translators as well as the choices made in their translational practices. According to Berman (2002), translation is related to the idea of a cultural formation of people, from the contact with foreign, translation should add value to the target culture. Thus, it intends to make a research on the influence of the contribution of the translation by Mario Faustino in the newspaper “Folha do Norte” to the renewal of both the literary scene of Pará (Brazil) and the literary works of the author himself.

Keywords: reception, poetry, translation, Faustino, Eliot

LUCJA BIEL

Department of Translation Studies, University of Gdańsk, Poland; anglb@ug.edu.pl

Multilingual-comparative-corpus Methodology in Researching the Textual fit of Translated Law

The comparative-corpus methodology was proposed by Baker in her pioneer paper (1993), to study the distinctive features of translated language against nontranslated language on large electronic collections of texts. The method involves the comparison of two monolingual corpora, one with translated language and the other with corresponding nontranslated language. The relation between translated language to nontranslated language has been termed by Chesterman as ‘textual fit’ (2004: 10) and extended — compared to Baker’s initial proposal — to include a number of the so-called translation universals, such as Tirkkonen-Conduit’s unique items (2004) or Mauranen’s untypical collocation (2000). So far most research has been conducted on literary and journalist corpora, with very few studies involving specialized translation (cf. Piehl, 2006 for her study of legal Finnish). The existing studies have raised questions as to the legitimacy of research into translated language without any reference to underlying source texts and accounting for Toury’s law of interference. Recently Baker’s method has been modified into multilingual comparative corpora (cf. Hansen-Schirra and Teich, 2009: 1162), which in addition to the fundamental monolingual comparative corpora also includes a parallel corpus of source and target texts. The paper presents the results of corpus-based study into the textual fit, i.e. over-representation and under-representation of genre-specific lexicogrammatical patterns in the official Polish version of EU legislation and nontranslated Polish national legislation. The project is based on the multilingual comparative corpora:

1) The Polish Translation JRC Acquis Corpus, a corpus of Acquis built by the European Commission’s Joint Research Centre, from which regulations and directives were isolated as separate sub-corpora (14.7 m and 7.2 m words, respectively) and corresponding English versions of translated regulations and directives. Translated regula-

tions become automatically binding law in Poland while directives undergo intralingual translation by transposition into national law.

2) The reference corpus compiled by the author — the Polish Law Corpus of 6.8m words, comprising Polish statutes as a source of naturally-occurring legal Polish.

The data show significant differences in the distribution of lexicogrammatical patterns in the corpora, including realization of deontic modality, over-representation of passives, some impersonal structures, and participles, realization of the prototypical patterns of legal reasoning (if-then mental model, purpose clauses, causal scripts), asymmetrical distribution of synonymous pairs, underrepresentation of some complex adverbials. The comparison of data against the English corpora as well as the differences between the regulations and directives corpora indicate that the low textual fit cannot be attributed to translation-process deviations (translation universals) only, but is strongly correlated with SL interference, the hybridity of EU law and text type. The low textual fit of translated legislation creates a distinct, more 'European' genre of legal Polish, invading the integrity of and colonising the national genre. The paper will go on to discuss the methodological limitations and potential of monolingual and multilingual comparative corpus methodology as a tool in identifying over-representation and under-representation of lexicogrammatical patterns, which may find applications in professional translation practice.

Keywords: Legal translation, recurrent lexico-grammatical patterns, textual fit, comparable corpora, translationese
Please contact the author for the list of references

ELISABETH BALDH

Department of Languages and Literatures, University of Gothenburg, Sweden; elisabeth.bladh@sprak.gu.se

From one Periphery to Another: Francophone Literature in Swedish Translation

This presentation is part of a larger project aiming to describe the position of Francophone literature in translation within the Swedish literary system during the twentieth century. According to a pilot study covering the period 2000-2009 where translations into Swedish of works of literature originally written in French, Swedish contemporary readers do not seem to be particularly interested in novels written by authors outside of France. This inventory showed in fact, perhaps not too surprisingly, that most of these translations were translations of novels written by French rather than Francophone writers. Indeed only a small fraction of Francophone writers originating from countries outside of Europe were translated into Swedish during these years. These results corroborate earlier findings published in a report from the Swedish Arts Council (2001), which showed that authors from Latin America, Africa and Asia are undeniably very rarely translated into this Scandinavian language. In this paper I would like to share some preliminary results from my inventory. I will present some statistics concerning numbers of authors and titles, country of origin of the authors, Swedish publishing houses and translators. If the same results hold for the entire period of the twentieth century as for the first decade of the twenty-first century (cf. the pilot study mentioned above) we would expect a majority of the Francophone writers to be of North African or Sub-Saharan origin. As for publishing houses, we are likely to find quite a few smaller publishers involved but only with a few titles each in their collections. It is on the other hand difficult to predict the role of the two major publishing houses on the Swedish book market, as both of them nowadays tend to market mostly French authors or authors, like Andreï Makine, originating from countries where French is not an official language. It will be interesting to see whether they were more active in promoting Francophone literature in the past or whether this literature always has been disregarded as to "risky". As for the Swedish translators, we will perhaps come across a few where it is possible to see a specialization in a certain Francophone region, but overall it is likely that they alternate between translating French authors and Francophone authors. Finally I would like to address some difficulties that I encountered when carrying out this study. The tool used to identify the translations was Libris, the Swedish library and university search service. This data base is however not completely reliable before the year 1980, which means that data collected via this search engine should preferably be supplemented with information from non-digitalized sources. Another problematic issue is books which were not translated directly from French, as the search string "source

language=French” and “target language=Swedish” do not permit to identify them. Accordingly it is for example not possible to include a novel such as the French-Canadian author Gabrielle Roy’s “The Tin Fluit” as this is a translation from English and no mention is made of the original language in the Libris system.

Keywords: translation of literature, Francophone, Swedish, quantitative studies, literary system

PATRICK CADWELL

School of Applied Language, Intercultural Studies, Dublin City University, Ireland patrick.cadwell2@mail.dcu.ie

Translation as Centre or Periphery in Sudden-onset Emergencies: the Case of the Great East Japan Earthquake

A sudden-onset emergency (SOE) is a hazardous and disruptive event that overwhelms the community that it affects. Large-scale SOEs - such as violent inter-group conflicts, technological disruptions or natural disasters - create complex communicative needs. But what are these specific communicative needs? In what contexts is translation required to support these needs? And does translation play a central or peripheral role in providing this support? This paper uses the case of the Great East Japan Earthquake of 2011 to attempt to answer these questions. This case was chosen because: it involved complex communication throughout a long, cascading emergency (an earthquake was followed by a tsunami which was followed by a nuclear accident); it occurred in a technologically advanced country with many established communication channels; it involved many Japanese communicators and a large number of actors speaking other languages, including the US military, international humanitarian organisations, reporters, and foreign residents. Governmental papers, military policy documents, reports from humanitarian agencies and volunteer groups, as well as various mass media, Internet and social media archives were reviewed to create a typology of communicative needs for the Japanese Earthquake and to locate and quantify translation in that communicative framework. From this analysis, 18 distinct communicative needs were identified and were shown to vary as the emergency progressed through four phases: pre-event; event; response; recovery. The channels and media through which this communication was distributed were also identified, and these included radio, television, telephones, public address systems, print media, maps, and various forms of computer-mediated communication. Translation and interpreting were shown to be of central importance to much of this communication. For example, the US military - the largest non-Japanese responder - emphasised the language issues that needed to be worked though to have their 16,000 troops operate with the Japanese forces and stressed the vital importance of interpreters and multilingual liaison officers to their operation. International humanitarian organisations, too, could only proceed with language support due to the fact that all humanitarian activities on the ground had to be coordinated through prefectural and municipal social welfare councils that could only communicate through Japanese. However, translation and interpreting was equally needed on the periphery of this disaster, in particular for the large number of foreign residents living in or near the affected-area. A lack of understandable information in languages other than Japanese left this group so isolated and confused by rumour that many chose to return to their home countries, often at the encouragement of their own governments. This paper’s analysis supports the assertion that the translation of emergency communication is necessary. Whether at the centre or on the periphery of the emergency, though, it was significant that voice-mediated translation was needed almost above all else: face-to-face meetings had to be interpreted; radio and TV broadcasts had to be dubbed; multilingual hotlines and advice centres needed to be staffed. Our next step in this research is to investigate how to safely and speedily supply voice-based language services to support these needs and how technology can be used to facilitate this supply.

Keywords: sudden-onset emergencies, communicative needs, translation needs, computer-mediated communication, social media

ALESSANDRA CALVANI

Cassino University, Rome, Italy; alessandra.calvani@gmail.com

The life of Benito Mussolini: a Translation with no Original

The Life of Benito Mussolini has been translated by Frederic Whyte and published in London in 1925. Offered as a “condensed version” of the Italian original, the book was a great success, with translations in 18 languages. The author of Dux, the Italian version, was Margherita Sarfatti, writer and journalist, colleague of Benito Mussolini at the Avanti and his lover. A successful book has been soon translated in many languages, nothing unusual to that extent. What makes it a case of special interest is that at the time of the English translation, in 1925, there was no Italian original. Apparently Sarfatti wrote it in 1924, but contrarily to what is expected to be, the book was first published in translation and later on in Italian. The fact that Whyte presented his work as a condensed version could be used as evidence of the existence of an Italian original, but the comparison with the published original and its translation, together with the statement of the Italian editor who affirms that Sarfatti rewrote the text after the English publication, seems to question what actually has been taken for granted. As a result of this peculiar translation proceeding, we have a condensed English version longer than the alleged Italian original. Furthermore, what would be commonly labeled as “unfaithful” translation by Whyte own admission seems to be the only “faithful” remaining of the first lost Italian original. It is interesting to notice the presence of many different passages concerning the alleged powerful fascination that the Italian dictator seems to exert over women of all ages and nationalities since he was a child. Such passages, if perfectly consistent with the public image of Mussolini in Italy and abroad, result to be slightly exaggerated in the English version. This sort of emphatic and so to say “blown” narration is typical of the English version and it is a first sign of a more general tendency of the text, which presents many more adjectives and details in comparison with the very same Italian passages. The references to the British history and literature are completely absent in Italian; furthermore it is quite common to find passages in which the translator explains what in Italian is just stated, sometimes leading the English reader to wrong interpretations. All these differences could be the result of the influence of the natural style of the translator if not a practical example of the manipulations occurred in translation in order to make the original conform to the tastes and expectations of its new readership. Whyte’s translation presents the image of a strong Italian man to whom no woman could resist that lived perfectly up to the stereotyped image of the Latin man in foreign countries. The comparison between the English and the Italian text gets evidence of how socially contrived stereotypes went into action and replicated themselves through the translation process. Furthermore the analysis of the differences mirrors the different social and political background of Anglo-Saxon countries and Italy and shows the different strategies used by the English and the Italian writer in order to adapt their text to each situation.

Keywords: Mussolini, Sarfatti, Whyte, translation, Italian

CARMEN CANFORA

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

canfora@uni-mainz.de

„Viele Übersetzer haben absolut keine Ahnung“ - Was Auftraggeber sich von Fachübersetzern wünschen und was wir daraus für die Ausbildung lernen können

Professionelle Fachübersetzer sind hochqualifizierte Experten in mehrsprachiger Kommunikation, deren Ausbildung seit jeher besonders hohen Ansprüchen genügen muss, denn oft hängen von einer korrekten Fachübersetzung nicht nur die Funktionstüchtigkeit eines Produktes, sondern auch Leib und Leben des Benutzers ab, beispielsweise im Bereich der Medizintechnik oder bei Sicherheitshinweisen von Maschinen. Zu der Diskussion um die Ausgestaltung der Curricula ist im Zuge der Bologna-Reform mit dem Begriff der „Employability“ eine weitere Facette hinzugekommen. Seit einigen Jahren wird auch in der Translationsdidaktik dieser Aspekt der Ausbildung von Übersetzern immer wieder betont und eine Professionalisierung der Übersetzerausbildung gefordert (vgl. EMT expert group

2009, Kelly 2005, Kiraly 2007) worunter häufig die Vermittlung von fachübergreifenden Kompetenzen (z. B. Fähigkeit zur Teamarbeit, Kommunikationsfähigkeit) oder von fachgebundenen sozioprofessionellen Kompetenzen verstanden wird (z. B. Verhandeln mit Auftraggebern, Auftreten auf dem Markt, Qualitätsbewusstsein, Bereitschaft zur Weiterbildung). Die Professionalität von Fachübersetzern als postuliertes Ergebnis der Übersetzerausbildung kann jedoch nicht einseitig von der Ausbildungsseite definiert werden, sondern hängt wesentlich davon ab, wie die anderen Akteure, die an Übersetzungsprojekten beteiligt sind, diese sehen. In diesem Beitrag soll daher beleuchtet werden, was Auftraggeber aus der Industrie unter einem professionellen Fachübersetzer, insbesondere im Bereich der Technischen Dokumentation, verstehen, welche Anforderungen sie an die Qualifikation von Fachübersetzern stellen und welche Implikationen für die Übersetzerausbildung sich daraus ableiten lassen. In einer neuen Studie zum Thema „Einkauf von Übersetzungsdienstleistungen“ beschäftigt sich die tekomp (Gesellschaft für technische Kommunikation) unter anderem mit der Frage, welche Erwartungen Unternehmen an die Qualität von Übersetzungen haben (tekomp 2012). Demnach gehören zu den von Kunden erwarteten bzw. ausdrücklich verlangten Anforderungen an eine durchschnittliche bis gute Qualität von Übersetzungen zum einen qualitätssichernde Maßnahmen, wie Überprüfung der Übersetzung durch den Übersetzer selbst, inhaltliche Revision oder die Anwendung vorhandener Style-Guides, zum anderen ein hohes Maß an Fachexpertise des Übersetzers, Verwendung von Fachterminologie, Terminologie-Konsistenz sowie Verwendung korrekter Terminologie. Für einen großen Teil der Befragten gehören diese fachlichen Komponenten sogar zu den Kennzeichen von Übersetzungen guter bis sehr guter Qualität. Ein ähnliches Bild ergibt sich aus einer Studie, bei der Technische Redakteure nach ihren Wünschen an die Zusammenarbeit mit Übersetzern befragt wurden (Görs 2012). Um konkrete Informationen darüber zu erhalten, welche Qualifikationen Auftraggeber sich von Fachübersetzern wünschen, wurden in einer eigenen Umfrage Auftraggeber von Übersetzungsdienstleistungen aus unterschiedlichen Branchen befragt. Sie sollten dabei über die Wichtigkeit bestimmter Kompetenzen und Fähigkeiten für Fachübersetzer urteilen und angeben, ob sie bei Fachübersetzern eine übersetzungswissenschaftliche oder eine natur-/ingenieurwissenschaftliche Ausbildung bevorzugen. Auch bei dieser Umfrage hat sich gezeigt, dass neben der Sprachkompetenz die Fachkompetenz des Übersetzers sowie Kenntnisse in Terminologiarbeit höchste Priorität bei Auftraggebern aus der Industrie genießen, während beispielsweise Interkulturelle Kompetenz oder Maschinelle Übersetzung eher eine untergeordnete Rolle spielen. Für Auftraggeber von Übersetzungsdienstleistungen zeigt sich professionelles Verhalten von Fachübersetzern demnach vor allem durch ausgeprägte Kenntnisse im Sachfach und in der Terminologiarbeit. Wenn die Forderung nach „Employability“ ernst genommen wird und Übersetzer als kompetente Fachleute wahrgenommen werden wollen, sollte das Augenmerk bei der Ausbildung von Fachübersetzern an Hochschulen auf die speziellen Anforderungen gerichtet werden, die an diese von Auftraggebern gestellt werden. Dabei sollte der Aufbau von Sachkompetenz sowie die sorgfältige Einführung in die Recherche, Verwendung und Pflege der korrekten Fachterminologie einen sehr hohen Stellenwert erhalten, damit Übersetzer und Auftraggeber sich auf Augenhöhe begegnen können. Ziel dieses Beitrages ist zum einen, die Sicht der Auftraggeber in die Diskussion um die Gestaltung von Curricula für die Ausbildung von Fachübersetzern an Hochschulen einzubinden, und zum anderen einige Beispiele für die Umsetzung in die Praxis vorzustellen.

Keywords: Fachübersetzer, Curriculum, Employability, Fachkompetenz, Terminologie

Please contact the author for the list of references

MICHAEL CARL

Copenhagen Business School, Denmark; mc.isv@cbs.dk

The Casmacat Post-editing Workbench Prototype-II: A Research Tool to Investigate Human Translation Processes for Advanced Computer Aided Translation

The CASMACAT Workbench builds on experience from the Translog (<http://www.translog.dk/>), a tool designed for studying human reading and writing processes e.g. as in translation. The CASMACAT workbench extends Translog's key-logging and eye-tracking abilities with a browser-based front-end and an MT server in the backend. The main advances are:

1. it is using web-based technology which allows for easier portability across different machine platforms and versions
2. it reproduces a much more realistic translation environment by visually and functionally resembling commercial translation tools

The CASMACAT Workbench provides different layout options such as two columns with source segments on the left aligned to translation segments on the right (see Figure 1), or one column with already translated segments above the current segment and future source segments below. Shortcut keys are used for functions such as navigating between segments. The translation field can be pre-filled by machine translation through a server connection and also automatically updated online from an interactive machine translation server. The main innovation of the CASMACAT Workbench is its exhaustive logging function. This opens for completely new possibilities of analyzing the translator's behavior both, in a qualitative and quantitative manner. The extensive log file contains all kinds of events, keystrokes, mouse, cursor navigation, as well as gaze behaviour (if an eye-tracker is connected) that have occurred during the translation session. The log data can be used to analyze and model the translation process in a more precise manner. Extensive logging allows also to replay translation sessions which allows us to visually gain insight into the choices made by the translator during translation and post-editing. The Casmacat prototype-II will develop new types of assistance along the following lines:

1. Interactive translation prediction, where the CASMACAT workbench makes suggestions to the human translator how to complete the translation.
2. Interactive editing, where the CASMACAT workbench provides additional information about the confidence of its assistance, integrates translation memories, and assists authoring and reviewing.

The Casmacat prototype-II adapts the existing interactive machine translation paradigm by adding input modalities, especially electronic pens and basing the suggestions on better exploitation of novel statistical machine translation models, such as ones based on syntactic structure.

In this talk we will present user feedback as well as statistical analysis of user performance from the second field trial of the tool.

Keywords: Computer Aided Translation, Translation Process Research, Key-logging

LUIS CASTILLO

PACTE research group - Autonomous University of Barcelona; luis.castillo@uab.cat

An Exploratory Study to Validate the Reliability of 'Rich Points' as a Translation Quality Assessment Procedure

The aim of this presentation is to show an exploratory study done to validate the reliability of the quality translation assessment procedure called Rich Points, in relation to PACTE's research on translation competence and translation competence acquisition. This procedure was used by the group for its empirical research. Given that we consider translation to be a problem-solving process, the focus was put on the data collection and analysis of specific source-text segments containing translation problems. These segments are called Rich Points (Nord, 1992) and were determined as a result of exploratory studies and pilot tests carried out prior to the experiments. The assessment of the 'Acceptability' or quality of these segments in the target text is defined in terms of whether or not the solution effectively communicates (a) the meaning of the source text; (b) the function of the translation (within the context of the translation brief, the readers' expectations, genre conventions in the target culture); and (c) makes use of appropriate language. The exploratory study was done with a sample of five translations B-A (English-Spanish), taken out of the universe of translations done for our experiment in CT, carried out between October 2005 and March 2006. These translations were done by professional translators, native speakers of Spanish. The target-texts chosen consisted of the best three assessed translations (Acceptability Mean: 1) and the worst two assessed translations (Acceptability Mean: 0.4). After consulting four experts (professional translators and professors of translation) the source-text and the selected five target-texts were segmented into clauses. This resulted in a source text and target-texts with 21 segments. Originally only five segments (Rich points) were selected within the source-text, which were to be assessed accordingly in the target-text. In this case, the assessment was to be done with each of the 21

segments into which the text was divided. Two experts were to assess each of those 21 segments for each of the five translations chosen for the exploratory study. For their assessment the experts were given a table where they had source-text segment, target-text segment, and three empty boxes for the evaluation of three criteria: meaning, function and language. The experts were to write Acceptable (A), Semi-acceptable (SA) or Non-acceptable (NA) in each of those evaluation boxes. The final assessment was to be carried out taken into account the twenty-seven possible permutations (between A, SA and NA) and the numeric values assigned to each category: A = 1; SA = 0.5; NA = 0, all previously established by PACTE in its experiment. The overall result was that the Accept Ability Mean was similar if calculated taking the twenty-one segments the whole text consisted of, or PACTE's five Rich points. Which lead us to conclude that the procedure Rich Points, which only focuses on the assessment of certain segments of the translation, does provide an accurate estimate of the quality or 'Acceptability' of the whole target-text. Further development of this exploratory study includes a pilot study carried out at ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Department Angewandte Linguistik, in September 2012, where an eye-tracker Tobii T60 was used to collect data and we counted with the participation of 7 MA students. Participants were asked to carry out three different tasks: 1. warm-up activity, 2. Reading for comprehension, 3. Sight translation with comments. The text used for the last two tasks was the same as the one used for the aforementioned exploratory study. Although the data collected for this experiment is still in the process of being analyzed, we aim to: firstly, establish whether an eye-tracker can be used to validate the Rich Points assessment procedure, and secondly, to observe whether there is evidence of more cognitive effort (number of fixations, longer fixation duration) when sight-translating those segments where the Rich Points are located.

MARIANNA CHŁOPEK-LABO

Institute of East Slavonic Philology, Jagiellonian University, Cracow, Poland; marianna.labo@gmail.com

About Translating O. Zabuzhko's Novels from Ukrainian into Polish and Russian

Each of literary text represent the culture they are from. The translator's task is to bring translated text into comprehension of target text reader. In our multicultural English-oriented society the special task of translator is to guarantee cultural contexts comprehensibility. The comprehensibility may be measured by the equivalence of translated text on various levels. The author of translation should fully understand the meaning of text and rewrite it into target language. The big emphasis should be pressed on presented in plot cultural sphere, particularly in key-cultural words. O. Zabuzhko is well-known Ukrainian writer, whose works are strongly connected with modern Ukrainian society. Her first novel *Fieldwork research on Ukrainian sex* was translated into various languages, including English, German, Hungarian, Polish, Russian etc. In this novel O. Zabuzhko emphasized into presentation of Ukrainian woman living into emigration. This was a plea to write about Ukrainian tradition and stereotyped women and men roles in daily life. We would like to present strategies used by translator to provide this cultural information to readers. By this cultural information we mean main protagonist's language that represents Oksana's social status etc. We would like to compare strategies in translation of newest O. Zabuzhko novel *Museum of abandoned secrets*. In this novel there are represented the fate of one family over 80 years with all cultural, social and political changes. We expect that this comparison may lead to creating a list of strategies that ensure as closely as possible transfer key-cultural words from one language into another.

Keywords: modern Ukrainian literature, translation strategies, equivalence, stereotypes, multicultural communication

HINDE DE METSENAERE, PETRA CAMPE, MARC VAN DE VELDE

Faculty of Applied Language Studies, University College Ghent, Belgium

hinde.demetsenaere@hogent.be; petra.campe@hogent.be; marc.vandavelde@hogent.be

Übersetzungen von deutschen und niederländischen Nominalkomposita: semantische und syntaktische Aspekte

In unserem Beitrag berichten wir über eine Pilotstudie, die wir im Rahmen eines größeren Forschungsprojekts zur Übersetzung im Sprachenpaar Deutsch-Niederländisch aufgrund eines an unserer Fakultät neu erstellten bidirektionalen (deutsch-niederländischen, niederländisch-deutschen) elektronischen Korpus durchführen. Thema unseres Beitrags ist die Übersetzung von Nominalkomposita (Nomen-Nomen). Bekanntlich bilden Komposita, und insbesondere Nominalkomposita, zwar in den germanischen Sprachen allgemein ein beliebtes Wortbildungsmuster, im Deutschen treten sie aber noch häufiger auf als im Niederländischen (Hüning & Schlücker 2010, Gaeta & Schlücker 2012), so dass ein Übersetzungsvergleich interessante Ergebnisse versprechen dürfte. N-N Komposita bilden – abhängig vom analysierten Text – 60 bis 75% aller Nominalkomposita des (17 Romane und ca. 1 700 000 Wörter umfassenden) Korpus. Ins Teilkorpus der Pilotstudie werden jeweils 400 N-N Komposita aus 10 (von verschiedenen Übersetzern übersetzten) Romanen aufgenommen. Zunächst geben wir einen Überblick über die verschiedenen nominalen Konstruktionen, die zur Übersetzung von Nominalkomposita verwendet werden, wie z.B. PP, einfaches Nomen oder NP mit Adjektiv (Ermlich 2004, Mohamed 2011):

Deutsch – Niederländisch

- Kernseife – huishoudzeep (Kompositum)
- Lebenszeichen – teken van leven (Nomen + Präpositionalgruppe)
- Berufsschullehrer – leraar (einfaches Nomen)
- Plastetüte – plastic zakje (Adjektiv + Nomen)

Niederländisch – Deutsch

- bergmeren – Bergseen (Kompositum)
- themaprogramma – Programm zum Thema (Nomen + Präpositionalgruppe)
- stofjassen – Kittel (einfaches Nomen)
- ochtendbriefing – allmorgendliche Besprechung (Adjektiv + Nomen)

Dabei gehen wir auf die Fragen ein,

- ob/wo einerseits strukturelle Unterschiede zwischen Deutsch und Niederländisch bestimmte nominale Konstruktionen als Übersetzung erzwingen oder unmöglich machen (z.B. Deutsch: Metallfeder (Kompositum); niederländische Übersetzung: metalen veer (Adjektiv + Nomen) und nicht *metaalveer (Kompositum)) und welche Rolle das semantisch-syntaktische Verhältnis zwischen Kern und Bestimmung dabei spielt (Booij 1992; Donalies 2003, 2009; Mohamed 2011, Hüning & Schlücker 2010);
- wo andererseits mehrere Varianten nebeneinander vorkommen (z.B. Deutsch: Staatsdiener; niederländische Übersetzungen: staatsdienaar, ambtenaar), und welche Faktoren der Wahl einer bestimmten Variante zugrunde liegen könnten.

Im Hauptteil unseres Beitrags befassen wir uns mit der Frage, welche Bedeutungsverhältnisse zwischen Original und Übersetzung bestehen. Untersucht wird, ob Faktoren dabei eine Rolle spielen wie:

- Unterschiede im lexikalischen Inventar (auch aufgrund kultureller Unterschiede, z.B. bei der Übersetzung ‚politieagent‘ für ‚Volkspolizist‘ geht der Bezug auf die DDR verloren);
- Idiomatik (Becher 2011);
- Diskursstruktur (Klaudy & Károly 2005)
- Stil des Übersetzers (,translator style‘, Kamenická 2008; Van de Velde 2011)
- mögliche Übersetzungsuniversalien. Insbesondere widmen wir unsere Aufmerksamkeit Explizierung/Implizierungsverhältnissen, z.B.:

Deutsch – Niederländisch

- Strohdach – strooien kerststaldak [= strohernes Weihnachtskrippendach] (Explizierung)

- Dienstgrad – rang (Implizierung)

Niederländisch – Deutsch

- vogel – Amsel (Explizierung)

- regimentscommandant [= Regimentskommandeur] – Kommandeur (Implizierung)

Somit will unsere Untersuchung auch als Beitrag verstanden werden zur Diskussion um die Explizierungshypothese von Blum-Kulka (1986) (‘explicitation hypothesis’), laut der Übersetzer dazu neigen, implizite Bedeutung zu explizieren, und um die Explizierungs-asymmetriehypothese von Klaudy & Károly (2005) (‘explicitation asymmetry hypothesis’, siehe auch Becher 2011), laut der einer Explizierung in der einen Übersetzungsrichtung nicht immer eine Implizierung in der entgegengesetzten Richtung gegenübersteht.

Keywords: Übersetzung von Nominalkomposita; N+N Komposita; bidirektionales deutsch-niederländisches / niederländisch-deutsches Korpus; semantische und syntaktische Aspekte von Übersetzungen; Explizierungsasymmetriehypothese

Please contact the authors for the list of references

FÁTIMA DIAS

British Council, Lisbon, Portugal; fatima.dias@pt.britishcouncil.org

Language Rich Europe: Multilingualism for Stable and Prosperous Societies

Together with partner institutions in 24 European countries and regions, the British Council is currently developing a project which is co-funded by the European Commission and which aims at promoting a greater cooperation between policy makers and practitioners in Europe, to ensure that languages and cultural exchange continue to be promoted and encouraged at school, university and in broader society. What is Language Rich Europe (LRE)? Language Rich Europe is a networking project which brings together 1200 policy makers and practitioners from 24 countries and regions in Europe to discuss and develop better policies and practices for multilingualism. Network members are drawn from the fields of education, business, public services and the media. Why is LRE important? We believe that a positive attitude towards multilingualism is important for a prosperous and stable Europe. The ability to communicate in other languages is essential if Europeans are to develop a broader international outlook and enhance their employment prospects. Good language policies and practices can create a positive framework within which successful language learning can take place. What does LRE do? LRE provides a commentary on current language policies and practices in participating countries/regions, based on research conducted by our partner network of experts and researchers. It captures good practice and brings stakeholders together face-to-face and on-line to learn from each other. Throughout 2012 our network members will participate in a series of over 80 interactive events across Europe to discuss the key findings and this will result in concrete recommendations to policy makers at national and European level. Who is it for? The project is targeted at decision makers and practitioners in education, business, public services and the media. We will also engage the beneficiaries of good language policies and practices - teachers and learners – to incorporate their views.

Language varieties explored in the project: The ambition of LRE is to reflect the richness of languages present in European society and to explore the extent to which all of these languages are included in policies and practices for multilingualism. Our challenge was to distinguish the language types and categorise them appropriately. Issues to be explored through the project include:

- How do we address the apparent shortage of language teachers?
- How can we motivate people to learn languages at all stages of their lives?
- How do we ensure that a broad range of languages is offered at school?
- How can we teach other languages through subjects such as Geography and History?
- How can cities ensure that they are meeting the language needs of their citizens and visitors?

- How can companies get more involved in language education?

Key findings in the study include:

- There is a shortage of language teachers in some countries/regions, and special recruitment campaigns are in place.
- While traditional modern foreign languages such as English, French, German and Spanish are commonly offered in primary and secondary education, very few countries offer students the opportunity to learn languages from outside Europe.
- Learning languages through subjects such as Geography and History is becoming more widespread, but is far from common practice. Of the companies surveyed, 83% use language skills as a factor in recruitment. However, 70% do not keep a record of staff language skills.
- Two-thirds of the cities surveyed report that they are able to offer a number of public services in three or more languages while 37% make it a policy to include language skills in staff job descriptions and 29% provide language training to staff. The 5 cities (out of 63) with the most developed language policies according to the survey are Barcelona, Krakow, London, Milan and Vienna. The objective of the talk would be to disseminate information about this relevant project, about what the results of the project have been so far, what discussions are taking place, what's in it for language practitioners, including translators and academics involved in Translation Studies, in Multilingualism matters, in the teaching of languages.

Keywords: multilingualism; languages; Europe; language practices; language policies.

MARTIN DJOVČOŠ

Faculty of Humanities, Matej Bel University, Slovakia; martin.djovcos@umb.sk

Translation Profession: Who is in the Centre and Who is Left Behind

The paper deals with sociological aspects of translation research. It is putting together two researches performed between 2010 and 2012. The first research is dealing with who, what, how and under which circumstances translates. It uses qualitative and quantitative research methods. On their base we were able to draw a profile of average translator, the one who is in the centre. The quantitative analysis was performed by means of a questionnaire and data correlation analysis; its results were then further tested by means of a qualitative analysis and interpretation of translations. The findings are juxtaposed with the ideas of Slovak and international translation scholars. To obtain an objective view of translation quality, we asked 10 translators to translate 3 different texts of various stylistic values to see how e.g. education, financial reward or time influence their work. Translators didn't initially know that they were being a part of a research. They supposed that they were working on a "real translation job", which we actually paid for. We were also curious about how translators usually communicate with clients who are not familiar with translation studies. All of these data were compared to their answers in the questionnaire and we were actually able to see whether what they had actually said corresponded with what they do. One of the interesting findings was that translators who do not have formal training in translation and interpreting actually ask for more money than those who had the formal training. Another interesting finding was that only 2 of 10 translators were interested in the recipient of the translation and this information had a positive impact on the quality of their output. Altogether we tested 10 hypotheses and found out that certain "granted" ideas on translation should not be taken as granted. The second research puts together features/profile of average client. The questionnaire was sent to over 1000 companies asking them various questions about recruiting translators, directionality, quality of translation etc. On this basis we were able to put together "key players" in translation profession in Slovakia and determine who is excluded from the process. We are also trying to analyse causes of the given state on the base of power relations and ideology. The paper also deals with signalling mechanisms in Slovakia as defined in The Status on Translation Profession in the European Union (Pym et al. 2012). We are providing evidence of how confusing signalling mechanisms exclude amount of well trained translators. Slovakia is an example of country that has a legal framework for both legal and freelance translators, has a university training in translation studies officially enlisted in study programmes of the Ministry of Education, has professional organisations bringing

translators under one roof, rich tradition and still, situation is rather chaotic as the signals mentioned don't cooperate sufficiently thus cause market confusion. This applies for both: literary and non-literary translation. If we connect all mentioned information we get quite a clear picture of who is in the centre, who is excluded and possibly why.

Keywords: translators, client, signaling mechanisms, center, periphery, causality

BRITA DORER

GESIS - Leibniz-Institute for the Social Sciences, Mannheim, Germany; brita.dorer@gesis.org

Advance Translation as a Means of Improving the Translatability of a Source Questionnaire in a Cross-national Social Science Survey

In cross-cultural social surveys, translating questionnaires from the source language(s) into the target language(s) is a challenging task. On the one hand, equivalence is crucial in order to provide comparable data. On the other hand, producing these translations is a highly complex task involving not only linguistic and translation skills, but also competences in the social sciences or more specific disciplines under study. In this context, comprehensibility matters a lot for both the source and the target questionnaires. This is because the easier and better survey questions are to understand by the target population the easier it will be for the respondents to answer them. In addition, it will also be more likely that all respondents understand questions in the same way and not differently (that is, they do answer 'the same question'). Only then can their answers be compared. Recently, enhancing translation quality in cross-national surveys has received more interest in survey research. A major part of these efforts concentrate on improving the translation procedures and guidelines. However, also the quality and translatability of the source questionnaire(s) – and this includes its comprehensibility as well – have a major impact on the quality of the resulting translations.

Starting from this idea, the European Social Survey (ESS) – an academically-driven social survey fielded biannually in 25+ countries since 2002 – was the first major social sciences survey to apply systematic 'advance translations' in order to improve the translatability of its British English source questionnaire.

In its 5th and 6th round (2010 and 2011), each time two teams from participating countries carried out advance translations. These consisted in problem-oriented ex-ante translations of a pre-final source questionnaire version. The purpose was to get input from people with different cultural and linguistic backgrounds to be considered when finalising the source questionnaire. The teams were asked to comment primarily on translation-related problems, from linguistic or grammar issues to wording, meaning or intercultural aspects. They commented both in their own words and by selecting a category from a pre-defined problem category list. In both rounds, the advance translation comments led to a number of changes in the final source questionnaire: in some cases, the wording of the source text was amended in a way to facilitate translation; in others, footnotes were added to clarify words or expressions where the advance translators felt the source questionnaire was not clear enough. This paper will present the methodology applied as well as some examples of changes made in the source questionnaire as a consequence of advance translations. So far, the ESS' scientific steering committee feels that advance translations contributed to improving the source questionnaire as well as the overall quality of the final questionnaire translations. To assess the usefulness of this method empirically, tests using Think-Aloud-Protocols (TAPs) are planned for early 2013. Questionnaire items that experienced a change in the final source questionnaire as a consequence of advance translations will be selected. To test possible improvements, both the pre- and post-advance translation versions will then be translated into German and French. First, the translators translating these test questions into German and French will be asked to think aloud while translating. A set of respondents in both target languages will then be asked to think aloud while answering these questions. Analysing the TAPs will not only allow to assess whether advance translations helped improve the translatability of the English source questionnaire; they are also expected to provide interesting findings regarding the comprehensibility of both the source items (by the translators participating in the think-aloud tests) and of the translated items (by the respondents participating in the think-aloud tests).

Keywords: questionnaire translation, translatability, comprehensibility, cross-cultural surveys, think-aloud protocols

LINGJUAN FAN

Centre for Translation & Intercultural Studies, University of Manchester, UK

lingjuan.fan@postgrad.manchester.ac.uk

Re-narrating ‘Otherness’ in and out of China

Since translation is increasingly seen as a socially and politically embedded activity (Tymoczko 1999), sociological perspectives examine how the process of translation is mediated through various social agents and how translation itself has become a social practice (Even-Zohar 2006; Luhmann 2006). As China is rising up as the second economic power in the world, its social and political development is seen as crucial to the globe. Translation is an indispensable means for people to follow different narratives on China and spread these narratives detailing China's political issues. Ethnic issue in China is one of them that attract much international attention. China as a nation with diversified ethnic groups, its ‘story of self’ is never confined to the Chinese citizens, but covers a wide range of ethnic groups derived from different historical, cultural and social backgrounds. Drawing on the narrative tools introduced by Baker in translation studies from the socio-narrative theory (Somers 1992, 1997; Somers and Gibson 1994), coupled with key concepts proposed by Marshall Ganz’ (2007), d as ‘story of self’, ‘story of us’ and ‘story of now’, the author discusses how these stories are constantly being shaped and mediated by different social actors. The first component is the personal story that enables others to learn what we have experienced in our lives. When other members of a community empathize with our story, a ‘story of self’ will turn into a ‘story of us’, followed by a ‘story of now’. ‘A story of now’ is what the public narrative drives us to act upon as a community in clashes or conflict with ‘others’. The construction of a ‘story of us’ is the key to the formation and operation of communities. Public narratives are not a collection of personal stories, but the shaping of values and concerns shared by community members. Without a collective story, an organization cannot possibly articulate ‘core values’ in order to establish a community. At the international level, translation plays a key role in mediating conflicting narratives. Translation enables us to observe the conflicts between different narratives, and influences us to take personal positions. In a globalized world, domestic narratives are often challenged by international narratives due to ideological and political differences. Translators, as language and cultural mediators, are inevitably involved in narrative construction, and sometimes can fuel conflict between different nations. By examining a series of recent news stories relating to the inner and international ethnic conflicts in China, the paper intends to find out how the international narratives of ‘otherness’ in and out of China were accepted or challenged by the domestic ones through translation. More importantly, what impact these conflicting narratives may have on the Chinese society and different ethnic groups? The materials cover both the international and domestic news. Of the particular note are the translated texts from the online translation communities which translate and circulate the international news about China. The paper is based on comparative textual analysis of the international narratives and the translated ones. This research is expected to fill the gap of academic knowledge of re-narrating China through translation and to reveal how translation has become increasingly embedded in the reconstruction and re-narration of China circulating the globe.

Keywords: re-narration, translation, ‘otherness’, ‘story of self’, ‘story of us’, ‘story of now’, China

LINGJUAN FAN

Centre for Translation & Intercultural Studies, University of Manchester, UK

lingjuan.fan@postgrad.manchester.ac.uk

Translation and ‘Conceptual Narrativity’ in the Humanities

Translation studies as an academic discipline in the humanities is constantly being shaped and shaping the way we perceive the human world. Any academic inquiry is developed from conceptual narratives and is in a constant sought to ‘the reality’ and ‘the truth’, which is but a journey of narrative construction. Drawing on key concepts of socio-narrative theories, I intend to explore the following questions: 1) How conceptual narratives travel through

translation and arrive at different geographical locations? 2) How conceptual narratives take effect at the interface of various disciplines in humanities? 2) What aspects of our globalised world are shaped by conceptual narratives? 3) What potential problems scholars face in pursuing academic research in humanities? While 'conceptual narratives' refer to the scholarly inquiry in academic field, 'conceptual narrativity' is defined as 'explanations which we construct as social researchers. Because neither social action nor institution-building is solely produced through ontological and public narratives, our concepts and explanations must also include the range of factors we call social forces--market patterns, institutional practices, organizational constraints, and so on.' 'Conceptual narrativity' was assumed to be applied in sociology, but I argue that it is a notion can be widely applied in any discipline in humanities, for any scholarly inquiry involves conceptual analysis and narratives. The idea of 'conceptual narrativity' shifts the direction of humanities development and alerts the scholars the complex nature of humanities. This paper has traced the notion from 'conceptive narratives' to 'conceptual narrativity', indicating the prevalent effect of conceptual narration and construction in human society. Translation is not only the carrier of the conceptual narratives, but also a contributor to upgrading and re-narrating the conceptual stories, which has a direct impact on the community of the recipient. Conceptual narratives are stories that scholars 'elaborate for themselves and for the object of their inquiry' in any discipline (Baker 2006: 39). The notion of 'conceptual narrative' was defined by Somers and Gibson (1994) within sociology; Baker introduces the term 'disciplinary narrative' into this new category to highlight that every discipline involves conceptual narratives constructed by individuals and institutions (ibid.). Conceptual narratives are essential for the articulation of scholarly inquiry in different disciplines. Ewick and Silbey (1995: 201) have studied the notion of scholarly inquiry from three perspectives: 'The object of inquiry, the method of inquiry or the product of inquiry'. These three phrases will be explained in turn to demonstrate their roles in narrative construction at different stages of scientific inquiry. In humanities, Baker (2006) applies the notion the 'product of inquiry' to translation studies. She understands translation as 'narrative', and elaborates on the idea in her book *Translation and Conflict*. Baker's theory is that translation is a conceptual story that influences other observations in humanities. Her conceptual narratives have been expanded and revised by a growing number of scholars, who draw on a narrative theoretical framework to investigate translation activities. As Baker's conceptual narrative has been successfully constructed and widely applied in translation studies; translation as a social activity has been redefined, and translators have been increasingly regarded as mediators of different social groups. The growth of any discipline demands not only 'observations', but also conceptual narratives to 'summarize' them, and these narratives in turn will influence what new discoveries are made and how they may affect us (Landu 1984: 11). This explains why the development of any discipline demands a collective construction building on the conceptual narratives. Of particular note is the fact that conceptual narratives are not only associated with knowledge production, but are also closely related to power and manipulation (Baker 2006). Conceptual narratives can deepen and refresh our understanding of the world. Without them, it is impossible for our governments to make decisions. English physicist and novelist Charles Percy Snow delivered a famous speech, 'The Two Cultures and the Scientific Revolution', in the Senate House, Cambridge in 1959. He argued that conceptual knowledge in science was still beyond the public's reach. Lacking specialized knowledge on issues such as nuclear power, global warming etc., the public had to depend on professionals as narrators to make decisions for them. Consequently, that dependence may well result in misuse of power, leading to great disasters for the nation and the world as a whole. Snow and Jardine have a shared narrative on the potential consequences of conceptual narratives in the modern world. Contrary to the public's understanding that science is divorced from narrative, they alert the public that conceptual narratives are far from 'truth' or 'fact'; instead, they can be used by experts to gain fame and power. Conceptual narratives are not confined to the discussion of national issues, but increasingly spread across the world through globalization and Internet technology. Different nations have different interpretations of religion, class, gender etc. International conceptual narratives have to be rendered and circulated through translation. How translators handle cultural differences and the absence of 'key concepts' becomes crucially important for the expansion, supplement and revision of conceptual narratives. For example, the introduction of international conceptual narratives has shaped, and is shaping, modern China. When China's gates were forced open during the Opium War in the 1890s, Chinese scholarly inquiry was greatly reshaped through the importing of foreign knowledge. For example, the introduction of Marxism from Germany to China in the 1920s inspired a number of Chinese scholars who were actively engaged in the conceptual narrative that the proletariat could rise up to create an egalitarian nation. Their conceptual narrative severely shook the existing narrative of building a democratic China. These conflicting narratives led to the Chinese Civil War, and eventually to the establishment of the People's Republic of China in 1949. When the conceptual narratives failed to boost China's economy, the leader Deng Xiaoping chose to amend

that narrative by introducing a ‘market economy’ into China, and has achieved great economic progress due to its policy of ‘opening up’ in the 1980s. Since then, China has gradually been drawn into globalization, and has gained increased access to international resources both economically and academically. Besides, translators can work as co-authors of conceptual narratives in an academic field. They not only translate original concepts, ideas and theories, but also question, argue and refute the statements of authors as readers and editors of conceptual stories. They contribute greatly to the development of human understanding and knowledge production. In the field of philosophy, Tom McCarthy became famous by translating German philosopher Habermas’ works. In China, translations of Habermas are far more readily available than Heidegger’s or Derrida’s, to the extent that, after a series of lectures by Habermas in China, a leading Chinese philosopher, Jin Xiping said, ‘[a]lmost everyone knows Habermas as the last great social critic’ (Bolton 2005). It was translated books that circulated Habermas’ philosophical ideas in China. The more conceptual narratives get translated, the more influence these narratives will have on the target culture. Moreover, translators can also actively participate in the reconstruction of conceptual narratives through translation. Tom McCarthy assessed Habermas’ original statements and brought forward his own understandings. Unlike the traditional role of visible mediator, McCarthy fully portrays himself as a co-writer and critic of the original works. In this case, translation can bring the translator and the original narrator together, to co-write or co-edit the conceptual narratives. Translation somehow contains an improved formula – in this case by McCarthy’s editing of the philosophical thought initiated by Habermas. Unsurprisingly, McCarthy’s translated work has itself been translated, back into German (*ibid.*), because his reconstruction of Habermas’ conceptual narrative offers a reflective and critical rendering of the original text. Conceptual narratives can be very influential if they are successfully promoted by scholars and various institutions. Sociologist Somers has put forward the term ‘conceptual narrativity’ to call for a more dynamic perspective in pursuing academic research in social science. It was further strengthened by Sewell’s statement that Somers argues for a narrative structure in social science and that ‘we must attempt to recapture those narratives by narratives means rather than seek universal laws.’ Lochman emphasizes the dilemma facing translators in a world full of diversity and conflict. (*ibid.*). In a world that, as MacIntyre and Lyotard argue, is ‘marked by incommensurate notions of rationality, justice, and ethics’, we should be aware that ‘justice’ and ‘rationality’ as meta-narratives cannot fully account for every decision people make (Hinchman and Hinchman 1997: 393). Fisher (1990: 242) once questioned the ‘universal value’ proposed by meta-narrative: ‘Whose justice? Which rationality?’ Probably it is time for researchers to revisit these conceptual narratives via the idea of ‘conceptual narrativity’, and thus make more sensible decisions.

Keywords: translation, conceptual narratives, conceptual narrativity, narrative structure, humanities

CAROLA HENN, GUDRUN VANDERBAUWHEDE

University of Mons (UMONS), Belgium; carola.henn@umons.ac.be; gudrun.vanderbauwhede@umons.ac.be

Five Process-oriented Steps Interwoven in the SkillsLab Project or how to Stimulate Collaborative Learning in Translator Education

In this contribution, we present the results of the SkillsLab project that is carried out each year at the University of Mons (UMONS, Belgium), as a credited part in the translator education (1st Master) at the Faculty of Translation and Interpreting. We will show in which way its theoretic and didactic framework is based on five key concepts involving process-oriented learning (see also Toury 2012) and how the continuous evaluation of the project allows us to develop a stable collaborative approach in translation teaching, which could be easily implemented in the curricula at other universities. The SkillsLab project, which takes place every year in February during two weeks, is based on an all-in-one simulation of translation offices. It is in a first step prepared by a team of lecturers teaching eight languages (Danish, Dutch, English, German, Italian, Russian, Spanish and French, the first language of most students) that makes a well-reflected selection of non-commercial texts with respect to length, text level, text variety and real needs. The transversality approach and the text authenticity (all texts are delivered by external clients from other universities, NGO’s and non-profit organizations), which are both inherent to the project, can be considered as a first important step encouraging a process-oriented approach in translator education. One week before

setting up the SkillsLab project, an information and application procedure is organized. During this week, the participating students can apply for six specific job profiles next to the general translator work: director, team leader, documentalist, terminologist, reviser and technical support. This second step towards process-oriented, situated learning is not only close to the future professional environment of the students, but also stimulates their auto-reflection with respect to social and intellectual skills, a crucial quality in translation business. During the two main weeks of the SkillsLab project, the students work on a daily basis from 8 AM to 5 PM in order to deliver publishable texts with the appropriate linguistic, semantic-pragmatic and intercultural quality. The didactic and professional background of these two weeks is based on concepts such as autonomy, coaching, teamworking, debriefing, assessment and performance. This third step, focusing on the principles of the socio-constructivist theory (see also Vygotski 1978 and Engeström 1987), constitutes the core step in the project to reach collaborative and process-oriented learning. It has to be seen as a very useful supplement to class translation and master theses, focusing, respectively, on more linguistic or more functional translation skills. The process-oriented, collaborative approach is a step towards cognitive apprenticeship (see Brown, Collins and Duguid 1989) and communities of practice which for translators play an important role in lifelong learning. Another crucial and process-oriented objective of the SkillsLab project concerns the improvement of technical skills and auto-formation. Thanks to the close contacts with the professional organizations and institutions where our graduated students are employed, we can easily respond to their particular professional demands. Technical knowledge and especially auto-formation are two quite recent professional needs. Therefore, our students make complementary use of a learning platform for their professional communication during the project and work with databases and other ICT translation techniques to improve their translation skills in all their aspects. Since we do not only want to deliver good translators, but also intend to instruct translators to stay good and appreciated translators, we think that this fourth process-oriented step in the project is essential. Finally, a very extensive evaluation closes the SkillsLab project. This final step still includes collaborative and process-oriented learning. Indeed, the student evaluation is not only based on product quality, team functioning and project assessment, but the credits are granted in close consultation with the individual students, the other students of the group and the lecturers. Over the years, we detected that this way of semi-auto-evaluation gives a very truthful reflection of the entire SkillsLab project as experienced and performed by each individual student. In addition, every year, the students are required to complete a more general survey of the SkillsLab project. On the one hand, the survey shows very satisfying results with respect to revision, student coaching, text variety, text level, professional communication, autonomy, problem-solving behavior and output. On the other hand, by implementing each year the comments of the students and by improving in that way the SkillsLab project, we can conclude that this project has now reached a more or less stable level with a solid didactic and theoretic framework. Therefore, we would fully recommend its implementation in other curricula in order to stimulate process-oriented and collaborative learning.

Keywords: collaborative learning, situated learning, process-oriented translation, SkillsLab, socio-constructivism
Please contact the authors for the list of references

JIN HUANG, BINGHAN ZHENG

School of Modern Languages and Cultures, Durham University, UK; binghan.zheng@durham.ac.uk

Probing into the Translation Revision Processes: an Empirical Study with Implication to Translation Training

Revision is a significant and indispensable part in the process of language production of any form. The existing literature primarily studied translation revision from two perspectives, i.e. the linguistic perspective and the cognitive one. The former takes a view from product-oriented approach, judging the quality of translation revision made by independent revisers or editors (Krings 2001; Künzli 2007). Whereas the latter focuses more on the process of “self-revision” (Mosso 2007), attempting to empirically uncover the cognitive processes of a translator – how s/he revises what at where and when during the translation (cf. Jensen 2011). As for the process of revision undertaken by independent revisers, few researches have investigated it from the cognitive pathway. In this paper, we consider revision as a combined process of target text (TT) evaluation (problem-diagnosis) and TT revision (problem-solving), and aim to probe into the cognitive revision processes by investigating how the TT is evaluated and revised.

10 professional revisers from authorized translation companies and 10 student translators from some University are invited to revise a 200-word Chinese translation with English as the source text. A warm-up session is designed before formal experiment, during which each subject is expected to be familiarized with lab equipments including Tobii eye-tracking (T120) and Translog. Drawing on the research in translation process studies and cognitive psychology, data obtained from eye-tracking, key logging and retrospective interviews will be triangulated. Researchers will conduct non-intrusive observation through a monitor port during formal experiments. Tobii Analytics Software Development Kit SDK 2.x and Analytical software Tobii Studio 3.1 will be used to generate data in both dynamic and static forms. The static data will be exported into SPSS for quantitative results, and data collected from retrospective interview will be transcribed and analyzed qualitatively. On the basis of our extensive review on the literature of translation revision and the pilot study, we are aiming to examine the following hypotheses with the help of empirical data collected and triangulated:

- 1) In the TT evaluation process, professional revisers have a more structured revision-processing route – which will be indicated by their Eye movement trajectory (gaze replay and gaze plot), and clearer reading modalities – which will be reflected by task time, fixation account, gaze time and retrospection data.
- 2) In the process of the TT revision, professional revisers distribute and process their focused attention in a more effective way. Eye-movement data (the combined duration of attention units, duration of individual attention units, transition and regressions) and key-logging data (revision unit) will be analysed in testing the hypothesis. The findings of the present research will contribute to the translation pedagogy by proposing “collaborative learning strategy” in translation revision teaching. Translation students will have access to video recordings of eye movement and key logging processes, static eye-and-key data, and transcription of retrospection. They are asked to work collaboratively on analysing the effectiveness of different revision procedures, revision strategies and revision quality performed by professional revisers and student translators.

Keywords: cognitive revision process, eye-tracking, key-logging, retrospective interview, translation training
Please contact the author for the list of references

CRISTINA HUERTAS ABRIL

Department of Translation and Interpretation, Romance Languages, Semitic Studies and Documentation,
University of Cordoba, Spain; l52huabc@uco.es / cristinahuertas@gmail.com

Audio Description and Twenty-first Century Silent Films: Strategies and Challenges for Audio Describing Formal Cinematic Techniques

Accessibility has an undeniable social function, and as a consequence in societies that aim at being more inclusive are supporting these new practices in order to make audiovisual texts available to people that otherwise could not have had access to it. The wider concept of accessibility has been put forward to help bridge any possible divides. Audiovisual media have become a main communication tool for information and culture, and accessibility is unavoidable nowadays. As a consequence, new and innovative professional activities such as audio description for the blind and the partially sighted - abbreviated to AD - are making a place for them within audiovisual translation. In films, information is codified according to two main channels: (i) the acoustic and (ii) the visual channel. Taking into account the fact that most films are based on a balanced interaction of both channels, the relevance formal cinematic techniques is highlighted due to editing, camera movements, icons, lighting patterns, colour, perspective, etc. AD tries to bridge the gap between both channels: together with the spoken soundtrack (containing the spoken dialogues, music and sound effects), an additional narration track is added for the blind and visually impaired consumers of audiovisual products. Interestingly enough, currently there is a new wave of silent films (note) in which the soundtrack is reduced to music and sound effects, and it leads to major problems as far as comprehension is concerned for the blind and partially sighted due to the fact that they can only receive the information partially. This paper aims to study the ways in which AD accounts for the formal layer of cinema in twenty-first century silent films, especially focusing on Hazanavicius's *The Artist* (2011). This French comedy-drama film, whose use of the black-and-

white editing has an impressive effect in the audience, has been chosen due to the huge - an unexpected - reception and the strongly positive reviews. The theoretical approach will be supported by five professionally audio described excerpts of this film, where the visual channel plays a key role in the narration. The scenes to be used show current AD tendencies, as well as constant challenges for both the audiovisual translator and the target audience.

Keywords: audio description; silent films; formal cinematic techniques; The Artist; accessibility

Please contact the author for the list of references

KYRIAKI IOANNIDOU, ELENI TZIAFA, RANIA VOSKAKI

University College London, Department of Greek & Latin; University of Cyprus, French Studies and Modern Languages; Center for Greek Language, Aristotle University of Thessaloniki

kiroanni@auth.gr

Term Extraction from a Greek-English Parallel Corpus of Financial Texts Using Chunks

Lacking of NLP tools for minority resources is often frustrating, especially when dealing with translation and terminology. Since bilingual dictionaries are usually limited up to two-word terms (Petrovic et al 2010), we propose the use of the chunking method for the generation of multiword candidate terms, having corpora as a starting point that have been morphologically analysed. The chunked text provides as much linguistic information as possible without major terminology lexical resources. We are working with parallel corpora that consist of financial texts, such as stock market and bank annual reports. Sentence alignment has been implemented with a high level of success. Subsequently, we applied a general morphological dictionary of Greek language. As far as term extraction, we worked at a chunk level since there are stronger boundaries between chunks than between words when we translate texts (Le et al 2000). We focus on noun phrase chunking and we use the chunks not only in order to extract isolated term candidates, but also and primarily in order to find collocations (showing the terms in actual context) and to extract noun predicate-argument-tuples which can serve as a starting point for the identification of concept relations. Noun predicates are selected according to the criteria proposed by Giry-Schneider (1987).

The term extraction work is carried out in the framework of preparatory work towards the creation of a specialized dictionary, so much needed for a minority language such as Greek.

Keywords: term extraction, chunking, aligned corpus, multiwords, noun phrases

Please contact the authors for the list of references

VALENTINA KONONOVA

Institute of Philology and Language Communication, Siberian Federal University, Russian Federation

v.kononova@mail.ru

AntConc in Tandem with Project Gutenberg in a Poetry Translation Classroom

When Alexander Pushkin, the undisputed master of Russian poetry, finished his novel in verse Eugene Onegin in 1831, he could hardly forecast the appearance of English, French, German, Italian, Chinese, Hebrew and so forth translations followed by the dozens. A translator himself, Pushkin would likely become an active partner of the everlasting discussions on the trade-off between precision and preservation of poetic imperatives (Nabokov 1964, Holmes 1970, Barnstone 1993, etc.). When fifty years later, in 1881, Lieut.-Col. Henry Spalding published the first English translation of Eugene Onegin hoping that his “version may prove an acceptable contribution to literature”,

he would not consider it to be once in a blue moon thoroughly scanned word by word by a concordance programme. When American linguists Brent Berlin and Paul Kay introduced their famous theory on colour cognition in the book *Basic Color Terms: Their Universality and Evolution* in 1969, they probably did not expect decades-long colour debates (Kay & McDaniel, 1978; Wierzbicka 1996, Saunders & van Brakel 1997; Hardin & Maffi 1997; Levinson 2000; Bornstein 2007, etc.)

When a student of the University of Illinois Michael Hart, with the digitization of the United States Declaration of Independence in 1971, initiated, almost as luck would have it, the first electronic library, widely known today as Project Gutenberg, a collection of ebooks previously published by bona fide publishers, he would unlikely think that the project mission - Give As Many eBooks to As Many People As Possible – would make it possible to bring the first British translation of Eugene Onegin to the translation university classroom in the 21st century. When Dr. Laurence Anthony, the Professor in the Faculty of Science and Engineering at Waseda University, Japan, designed his AntConc, he hardly thought about Pushkin, he just offered a handy software tool for language researchers.

All these personalities ‘met’ in the classroom at the discussion of translation strategies of colour words from Eugene Onegin from Russian into English:

1) A. Pushkin wrote them:

- belokamennaya Moskva – built with white-stone, a literary epithet of Moscow;
- glaza kak nebo golubye – eyes are sky-blue;
- lokony l’nyanye – flax-like curls;

and dozens more.

2) H. Spalding translated them for English readers, accordingly:

- white Moscow raises her old spires;
- her eyes were of cerulean blue;
- her locks were of a golden hue;

and dozens more.

3) M. Hart offered the plain text of the translation itself.

4) L. Anthony supplied with the instrument for quantitative analysis.

5) B. Berlin, P. Kay and the followers gave student-translators substantial theoretical food for qualitative analysis.

Keywords: AntConc, Project Gutenberg, poetry translation strategies, colour words, Pushkin

PEKKA KUJAMÄKI

School of Humanities Foreign Languages and Translation Studies, University of Eastern Finland, Finland

pekka.kujamaki@uef.fi

Distanz nehmen durch Translation? Zu fördernden und trennenden Funktionen der militärischen Translationstätigkeit in der „finnisch-deutschen Zone“ (1941-1944) in Nordfinnland

An der Universität Ostfinnlands in Joensuu läuft gegenwärtig das Forschungsprojekt *In Search of Military Translation Cultures* (finanziert durch die Finnische Akademie 2011–2014), das der Frage nachgeht, wie die militärische Translationstätigkeit im Zweiten Weltkrieg, vor allem im sog. Fortsetzungskrieg 1941–1944 in Finnland organisiert wurde. Zentral für das Projekt ist der Begriff ‚Translationskultur‘ (Prunč 1997), mit dem unterschiedliche Translationssituationen mit offiziellen und inoffiziellen Normvorstellungen auf militärischem Handlungsfeld rekonstruiert werden sollen. Vom Interesse sind daher über die offiziellen Bestimmungen hinaus Formen des translatorischen Alltags sowie die Rolle und der Status einzelner ÜbersetzerInnen oder DolmetscherInnen z.B. im Erkundungsdienst des Hauptquartiers, bei der Behandlung von Kriegsgefangenen oder im Rahmen der finnisch-deutschen Waffenbrüderschaft. In diesem Beitrag wird genauer auf die Translationstätigkeit in der „finnisch-deutschen Zone“ und vor

allem auf die besondere Rolle des Verbindungsstabs Roi (Rovaniemi) als „Übersetzungsagentur“ der finnisch-deutschen Waffenbrüderschaft eingegangen. Nordfinnland war vier Jahre lang durch die Präsenz von deutschen Truppen stark geprägt. Für diese Besatzung war allerdings charakteristisch, dass sie im vollen Einverständnis mit dem finnischen Kriegskabinett im Rahmen von einer gemeinsamen Operation gegen die Rote Armee stattfand. Ein spezifisches Merkmal für diese „finnisch-deutsche Zone“ war, dass die militärische Leitung von der deutschen Partie übernommen wurde, wogegen die Ziviladministration in den finnischen Händen blieb. Die deutsche Präsenz mehr als verdoppelte Nordfinnlands Bevölkerung: schon im Sommer 1942 lebten über 180.000 Soldaten der deutschen Gebirgsarmee in Lappland. Die Anzahl der lokalen Einwohner betrug zu dieser Zeit 150.000, von denen kein unbedeutender Teil auf der Front kämpfte. Rovaniemi war in jeder Hinsicht die deutsche Hauptstadt Finnlands, denn dort befanden sich neben den 70 deutschen Hauptquartieren auch das deutsche Lazarett und die wichtigsten Depots des Dritten Reichs. Die Einwohnerzahl der Stadt stieg dadurch von 7.500 auf 13.500, so dass die farbige Welt der offiziellen und inoffiziellen Begegnungen, die für vier Jahre im ganzen Nordfinnland entstand, ihren Mittelpunkt eben in Rovaniemi hatte. Wenn außerdem die Anzahl der europäischen bzw. sowjetischen Nationalitäten, die in den nordfinnischen Bauprojekten der Organisation Todt oder in den deutschen und finnischen Gefängnislagern vertreten waren, berücksichtigt wird, kann wirklich von einem multikulturellen und mehrsprachigen Nordfinnland gesprochen werden, das insgesamt – wie vom damaligen Landeshauptmann Kaarlo Hillilä treffend formuliert – den Verhältnissen im Turm zu Babel ähnelte. Die sprachlichen Herausforderungen waren dementsprechend groß, die Nachfrage nach Vermittlern und Vermittlerinnen enorm. Zur Befriedigung dieser Nachfrage wurden diverse offizielle und inoffizielle Maßnahmen ergriffen. Auf der eher inoffiziellen Seite wurden für Dolmetscheraufgaben sowohl zwei- oder mehrsprachige Kriegsgefangene oder Zivilpersonen (inkl. Kinder) mit ausreichenden Deutschkenntnissen engagiert. Offizielle Maßnahmen bestanden dagegen aus der Translationstätigkeit von deutschen Dolmetschern bzw. „Sprachvermittlern“ und aus der Vermittlungstätigkeit von Verbindungsoffizieren und Dolmetschern des Verbindungsstabs Roi. Ausgehend vom Archivmaterial des Verbindungsstabs wird in diesem Beitrag auf die unterschiedlichen Formen der Translationstätigkeit von finnischen Verbindungsoffizieren eingegangen. Im Mittelpunkt steht dabei die Frage nach ihren verschiedenen Funktionen: Auf der einen Seite trug die Vermittlungstätigkeit der Verbindungsoffizieren und Dolmetschern selbstverständlich zur möglichst reibungslosen Nebeneinander in der finnisch-deutschen Zone bei. Wenn jedoch die guten Deutschkenntnisse in der finnischen Kriegsführung und in der Zivilverwaltung berücksichtigt werden, wird auf der anderen Seite eine trennende Funktion der Translationstätigkeit ersichtlich. In der Kommunikation zwischen dem deutschen Militär und den finnischen Zivilbehörden war Übersetzung ein Ausdruck für die Souveränität des Letztgenannten in Verhältnissen, die sonst eher einer Besatzung ähnelten.

Keywords: Translation, Militär, Krieg, Nordfinnland, Verbindungsoffizier

MINNA KUMPULAINEN

School of Humanities Foreign Languages and Translation Studies, University of Eastern Finland, Finland
minna.kumpulainen@uef.fi

Process Descriptions as Indicators of the Level of Translation Competence

The purpose of this contribution is to shed light on the translation processes of students at the initial stage of their formal translator training. The process descriptions are based on the translation task from English into Finnish carried out by 23 student translators at the University of Eastern Finland a few weeks after entering the university. The underlying reason for process description is to gain a deeper understanding of the students' level of translation competence at the very beginning of their studies. The translation processes were recorded by Camtasia screen recording software, and the descriptions illustrate the actions taken by the students while translating. Each action forms a process segment, which is defined as whatever happens between pauses of more than 3 seconds (following Krings 1986): thus, a process segment can consist of, for example, writing (production of new piece of target text), revision, or dictionary or google check-up. Each type of process segments can be further classified if need be.

Revisions, for example, must be divided into more refined categories since the mere fact that a translator revises his or her text does not tell much about the level of translation competence: some revisions (e.g. monitoring harmful interference) are regarded as one feature of translation expertise and thus a sign of high level of translation competence while some others (e.g. multiple revisions of the same translation problem) can imply lack of translation (sub) competence(s) (e.g. Tirkkonen-Condit 2005, Göpferich 2010). The process description will be given in the form of a table that shows the overall duration of the process as well as the duration of each pause and process segment (action). The table form also shows the total times spent on different types of revision, writing and information search respectively. Each process segment that consists either of writing or of information search is marked with a number; when the segment is revised or the same piece of information searched later on in the process, the revision or information search segment receives the same number; in this way the table shows which process segments require most processing. A revision segment may, of course, break the boundaries of earlier writing segments, in which case the revision segment receives several numbers. Furthermore, a bold vertical line on the table signifies source text sentence boundaries. Thus, the amount of processing required by each sentence of the source text can be detected on the table as well. A process analysis can be utilised in the translator education by the teachers as well as the students themselves. By analysing each others' processes with some simple guidelines from the teacher, the students can come across strategies they themselves have not come to think of, at the same time growing more aware of their own actions during the process and perhaps noting features that do not really "make sense" in the process. The teacher gets valuable information on the students' translation-related skills, in this case especially on their concept of translation, their sensitivity to problems and knowledge of various problem-solving strategies, and ability to produce Finnish on the basis of an English source text.

Keywords: translation process, training, translation competence, process description, process segment

Please contact the authors for the list of references

KATRIN MENZEL

Institute of Applied Linguistics, Translation and Interpreting, Saarland University, Saarbrücken, Germany

k.menzel@mx.uni-saarland.de

Ellipsis in English and German Texts and Their Equivalents in a Translation Corpus – a Quantitative Contrastive Analysis

This paper explores the translation of ellipses in an English-German translation corpus. So far, many publications on ellipsis focus mainly on features of ellipsis in English, although languages have different ways and frequencies of using elliptical structures. Quantitative contrastive studies on ellipsis are rare, particularly cross-linguistic analyses with a focus on the German / English language pair. The study is embedded in the research project GEC-Co (German-English contrasts in cohesion – towards an empirically-based comparison). The GECCo project is an investigation of cohesion in English and German and therefore in our study, we focus particularly on ellipses with anaphoric or cataphoric cross-clausal function. Exophoric / context ellipses, which are not recoverable in terms of relation with the text itself, will not be considered here, e.g. verbless directives / requests (1). Neither will cases of idiomatic or conventionalised usage (2), minor clause types (expressive exclamations and nonsentences) nor adjuncts and verbless clauses (3, 4) be considered, as these cases are not textually cohesive in the sense of Halliday / Hasan (1976).

1. Bitte nach rechts []!
2. Er geht eine [] rauchen.
3. [] Angry at the delay, he went home.
4. And [] worse, they didn't answer.

Our multilayer annotated translation corpus provides a significant collection of English and German texts of real language in many different registers along the written / spoken continuum. The GECCo corpus is annotated on

several levels (including some cohesive devices) and aligned on the sentence level, however the annotation of the category of ellipsis is missing, as annotating ellipsis would be very time consuming for various reasons.

Nevertheless, ellipses often occur in the environment of certain syntactical structures or trigger words. Therefore it was possible to formulate CQP-based queries to find potential candidates of nominal, verbal and clausal ellipsis in the corpus. To give just one example of a typical case of verbal ellipsis in English:

5. I just want to go there if I can [].

For these types of conditional clauses, a search pattern that we can query with CQP might be: “if” + NP/pronoun + optional adverb + modal/auxiliary verb + optional negation + end of sentence/clause

Particularly verbal ellipsis has language specific features. In English, for instance, we find lexical verb ellipsis in sentences ending with infinitival complementizer ‘to’, but German has no sentences ending with infinitival complementizers.

6. E: I really want to [] / ought to []. G: Ich möchte / sollte (optional: das/es) wirklich [].

Lexical verb ellipsis in English can be accompanied by ellipsis of one or more than one operator, with the exception of the first element (7). In operator ellipsis in English, not only the first operator, but all the subsequent operators may be omitted; the lexical verb, however, must stay intact (8). In German, these structures have to be realized in a different way.

(7) a. Could she have been going to swim?

b1. Yes, she could have been going to swim.

b2. Yes, she could have been going to.

b3. Yes, she could have been.

b4. Yes, she could have.

b5. Yes, she could.

(8) a. What could he have been doing?

b1. Been going to swim, I think.

b2. Going to swim, I think.

b3. Swim, I think.

Our results from analysing ellipsis and their equivalents in translations show different strategies for translating ellipsis from English to German or vice versa. Apart from preserving the ellipsis in the translation when it is necessary, possible or only marginal, the translator can choose explicitation strategies. On the other hand, sometimes implicitation can be observed when ellipsis is the translation strategy of more explicit material from the source text. There may be a tendency to use ellipsis as a common translation strategy for nominal, verbal and clausal substitution (substitution with ‘one’ / ‘ones’, ‘do’, ‘so’) in translations from English to German. Something similar had been observed in translations from English to Spanish (cf. Querol). Other interesting aspects of translating ellipsis in English and German are registerial variation or the translation of cases where the antecedent is not precisely recoverable (e.g. scope puzzles with pronouns & quantifiers).

Keywords: Cross-linguistic variation, translation corpora, ellipsis, cohesion

Please contact the author for the list of references

DIMITRI MOLEROV

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

molerov@web.de

Translation of Text Inserts in the BBC Series „Sherlock“ (2010/11)

Sherlock knows exactly where he is going. And we know where, because we are reading his thoughts – on the screen. The BBC series *Sherlock* (2010-11) employs textual inserts as an aesthetic means and a narrative device. In the German translation, the inserts do not just mirror the original texts, but have taken their place, adopting all of the original's characteristics, such as position, animation, graphic design, sound effects, and timing. Thus, the text is smoothly integrated into the image. This way of translating has become possible through cooperation between filmmakers and translators, and it has opened up new perspectives on the translation of text in film in general. Using the German translation of *Sherlock* as an example, this presentation will explore the implications for subtitling, the relationship between image and text, and the technical aspects of insert translation as voiced by some of the practitioners involved. *Sherlock* was one of the flagships of the BBC Worldwide Showcase 2012. One scene from the series dubbed in several languages served as promotional video for the world's largest television export fair. The series was sold to over 180 territories, which underscores not only its success, but also its need for multilingual translation. Challenges for the translators included not only the protagonist's fast-paced monologues, but also inserts, depicting the protagonist's thoughts and textual correspondence. While the word count of the inserts is small compared to the dialogue, their importance for the overall quality of the series cannot be neglected. They have become "somewhat of a trademark", comments main actor Benedict Cumberbatch. Inserts are pieces of written text in a film (or another timed audiovisual product). Sometimes, the concept refers to all written texts, sometimes only to texts added during post-production, e.g. information on place and time, in contrast to texts actually filmed by a camera, e.g. a shop sign. The distinction is usually made on visual grounds, albeit current computer graphics can fool the eye and a production-based definition might prove more useful. For this presentation, I will use the term 'inserts' only for texts visually originating in post-production. At the end, it will become clear why, from a translators' perspective, it would be handy to have one term for all texts edited at any point after the shooting, including subtitles. The presentation will focus on inserts in fictional films. The term 'text' is used for written texts only, even though image, dialogue, and the whole film can be described as texts, too. Historically, the appearance of written text in films is not a new phenomenon, nor is its translation. During the silent film era, intertitles were an important filmic feature. Translation was possible by cutting up the film tape and replacing the original text frames with newly designed target-language ones. The advent of the sound film at first reduced the relevance of onscreen texts to the display of production information. In the late 1950s, this niche of text usage saw an upturn with the development of elaborate titles sequences, which employed kinetic typography. Most of these inserts, including occasional time and place notifications, were minor issues in translation. Challenges arose when single written words were used as central metaphors, e.g. 'MURDER' in „*The Shining*“, or when parts of the story were narrated using written documents, e.g. spinning newspaper headlines. In the recent twenty-five years, two more uses have emerged. The increasing computerisation and availability of information has led to the application of computer-based text-image constellations in films, e.g. explanatory text labels on 'real' objects, infographics, or augmented reality. Secondly, increasing awareness for foreign languages has led directors to portray them on the screen by having a foreign/native language spoken, subtitled, and the subtitles integrated into the image. Traditionally, there have been three options for translating on-screen texts. In a) 'channel-changing translation', the visual information is rendered auditory, the target-language texts are added to the dialogue. In b) 'additive translation', the source-language texts are retained, and the target-language texts are superimposed onto the filmic image (e.g. subtitles). In c) 'clearing translation', the target-language text is added to a film version cleared of all texts, e.g. a clean feed, and the texts are re-created in a new design (e.g. intertitles). A fourth option seems to have emerged only in recent years. In d) 'substituting translation', the position and graphic properties of the original are re-used in the target-language texts, which is possible when the programming is shared. The earliest use of substituting translation has not been traced yet, but all examples known to me originated in the last decade, e.g. „*Slumdog Millionaire*“. Substituting translation may seem more attractive than the other three, because the end product is more similar to the original film in terms of semiotics and composition. When comparing the inserts in *Sherlock* to ordinary subtitles, the following parameters are useful for description: timing, position on screen, graphic appearance, animation, sound effects, and content. Inserts and subtitles have some constraints in common, such as space limitations and issues of readability. Other constraints,

like positioning and timing, are less tight for inserts. The position of the inserts in *Sherlock* is usually close in space or time to the objects they are related to. The display time can be very short, thanks to text animations, which guide the viewers' attention and reading speed, and frame and scene structure, which is designed to emphasise the texts. Subtitles convey most information linguistically; inserts can also rely on animation, graphic design, sound effects, and position in order to construct meaning. In short, subtitles are meant to be read, inserts are also meant to be watched. However, subtitles are being watched, too. How can we improve their visual value? Animations and sound effects would lead to undesirable viewer distraction, and timing has already been experimented with, but there are still graphics and positioning to be explored. For example, it is conspicuous that most subtitles in originals look graphically more polished than those in translations. The position of subtitles is currently contested the most. Subtitles for the hard of hearing, for instance, may follow the respective speakers' position. Even the centre of the screen might prove a good spot, given that faces are perceived more often, when the subtitles are placed close to them, as current eye-tracking studies show. *Sherlock* takes an integrative approach to text-image coordination. The inserts appear to be a physical part of the diegetic world; they can be blurred by the camera or concealed by objects in the foreground. This aesthetic novelty is supported by narrative integration, as the inserts display the enigmatic protagonist's thoughts, which are also clues in a detective story. The text-image relationship yields useful generalisations, when we cast a side glance at comics, where the joint construction of meaning has been an issue for a century. Comics and text-image studies have devised typologies to describe semantics and narration, e.g. to determine whether the text or the image drives the plot or conveys the atmosphere, whether they intensify each other, express "the same", or complementary information. In this line of thought, the concept of interface describes the standardised connection between text and images. Speech bubbles, and also subtitle backgrounds, signify the transition from image to language, but are also a standardised design element of the image. Text animations can be described in terms of key images and transitions between them. Some working routines typical for comics production can be traced in *Sherlock*, as well, such as the cooperation between text and graphic artists or the idea of planning for the text in advance. These insights come from only scratching the surface of comics studies. On the other hand, the limits of the text-image approach are close by, when it comes to modelling time and motion.

Interviewing the author of the German dubbing script and analysing the film material revealed particularities of the German production. The script writer worked with the usual material and equipment, optimized for listening. Phrasing texts for inserts is part of his usual job, though these insert are more informational than aesthetic. He translated the inserts in *Sherlock* in line with the dialogue, following a similar translation strategy for both. He tried to observe the tight constraints of the original, and strove for semiotic equality and for the least possible intrusion when introducing new inserts. With relation to production costs, the BBC's decision to share the original programming of the inserts seems to have worked as an additional sales argument. Nevertheless, the buying film company still had to commission a graphic studio to design the inserts that had to be added. Future issues in insert translation might include devising budget-friendly ways of cooperation, establishing more links between comics and film translation, defining the limits of image manipulation through translation, and making more written texts available for translation. Once the prerequisites are met – identification of a typeface and compatibility of character encodings –, translators should be entitled to require that all characters edited at any production stage after the shooting be also available for translation.

Keywords: insert translation, subtitling, comics studies, practitioner's view

EFFIE MOUKA

Faculty of Turkish Studies and Modern Asian Studies, National and Kapodistrian University of Athens, Greece
efimouka@gmail.com

Film Titles and Their Translation: a Diachronic Perspective Focused on Culture-bound Elements

During the last decades, Audiovisual Translation (AVT) Studies have become a fast developing and challenging sub-field of Translation Studies. Despite the growing interest, certain aspects of AVT still remain unexplored,

including aspects of the diachronic change of translation norms as culture- and time-bound sets of strategies (Toury 1995, Saridakis 2010). However, the Internet, as a medium offering accessibility to a drastically expanding range of information, through thematic websites and on-line databases among others, permits researchers to retrieve and collect information on their research field; an activity that, for certain cases, would be extremely time consuming, if not impossible, until some years ago.

This paper focuses on the translation of film titles through a diachronic perspective. The aim is to present a comparative analysis of the original American titles of films and their respective translated versions in Greek. Film titles translation is highly bound to commercial criteria; being appealing is their main function. As Newmark suggests, a fiction title “[...] should sound attractive, allusive, suggestive, even if it is a proper , and should usually bear some relation to the original, if only for identification” (1988, 56). Thus, translation strategies vary from the retention of the original title, to the literal translation of it, or its complete substitution by another title that makes reference to some plot-related aspect of the film. However, different strategies reveal different approaches as far as target culture is concerned. As Toury states “[...]whereas adherence to source norms determines a translation’s adequacy as compared to the source text, subscription to norms originating in the target culture determines its acceptability” (Toury 57-58). Recent research on the film industry in Spain has shown that there is a growing tendency towards keeping the original English title in the Spanish distribution of films (Lujan-García, 2010); a phenomenon related to the growing dominance of English as a lingua franca and to the strong presence of American films as imported products in Europe. In other words, this phenomenon can be related to what Itamar Even Zohar (2005) classifies as “laws of cultural interference” (see also Saridakis 2012). The parallel corpus used for this study comprises film titles that represent American film production from 1970 to 2010, evenly distributed, and their respective titles in the target culture, i.e. Greek. The titles of the films have been retrieved through the film recommendation website FilmAffinity (filmaffinity.com) through the option of retrieving the titles of films rated as top by the visitors of the website. This approach permits the collection of a significant amount of film titles categorized by year and country of production, as well as by genre — i.e. metadata taken into account for the study. Their respective film titles in Greek are retrieved through the Internet Movie Database (imdb.com), including first and second release titles where applicable. The study focuses on culture-bound elements included in the titles and on whether and how their presence determines the translation strategy used. Culture-bound items in the titles are identified and titles are categorized as containing transcultural, monocultural, microcultural lexemes or no culture-bound lexemes at all (Pedersen 2005, 2011). Translation strategies are identified on a categorization based on Pedersen’s taxonomy of transfer strategies. An analysis of how titles containing culture-bound elements are translated in comparison to the non-culturally bound titles reveals up to what point their presence influences the strategy chosen.

Keywords: film, titles, diachronic, culture-bound, norms

Please contact the author for the list of references

EKATERINI NIKOLAREA

Social Sciences, Department of Geography, University of the Aegean, Greece; anikolarea@geo.aegean.gr

Scientific Terminologies and Discourses in Translation: Two Sides of the Same Coin

This presentation starts with the causes of the problematic use of scientific terminology in the dominant (source) scientific discourse (English) rather than in the lesser known (target) scientific discourse (Greek - Periphery) in Departments at Greek universities, providing specific examples and some sociolinguistic / discursive & cultural explanations. Then, the presenter will claim that mastering two scientific discourses is a long-life process and experience requiring “inter-scientific” competence, a competence that is a “coin” whose one side is: scientific terminology and discourse and the other side is: their translation in a different language, culture and social milieu.

In the first part of the presentation the presenter discusses what originates and causes the problematic use of technical terminology in the dominant (source) scientific discourse (English) rather than in the lesser known (target)

scientific discourse (Greek) – in other words, in the language of instruction - in Departments at Greek universities. The presenter will provide specific examples, and will try to explain the situation(s) from a sociolinguistic / discursive and cultural point of view.

In the second part and longer part of the presentation, drawing upon her 14-year experience of both specialist translator and ESP/EAP teacher, the presenter will claim that mastering two scientific discourses in different languages is a long-life process and experience requiring “inter-scientific” competence - a competence that is a “coin” whose one side is: scientific terminology and discourse and the other side is: their translation in a different language, culture and social milieu. In order to support her thesis, the presenter will provide her audience with plenty of examples from specific academic contexts and specific problematic areas in terminology and lexicography and will illustrate how inter-scientific” competence is a topos / locus / meeting place of terminology, lexicography and Translation Studies.

KATHARINA OSTER

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

katharinaoster@aol.com

Einfluss der Rezeption auf die Lexik des Zieltexts – eine psycholinguistische Untersuchung der mentalen Verarbeitung und des Monitorings von Cognates beim Übersetzen

Übersetzungen heben sich von frei produzierten Texten ab, da sie bestimmte linguistische Merkmale aufweisen. Die Korpuslinguistik unterscheidet auf lexikalischer Ebene vor allem zwei Kategorien: das Shining-Through und die Normalisierung. Als Shining-Through oder auch Interferenz wird das Phänomen bezeichnet, bei dem Strukturen des Ausgangstexts im Zieltext durchscheinen. Im Gegensatz dazu steht die Normalisierung, die beschreibt, dass der Zieltext stärker den Normen der Zielsprache entspricht als frei produzierte Texte. Auf lexikalischer Ebene können diese beiden Phänomene anhand der Verwendung von Cognates beobachtet werden. Cognates sind Wörtern, die in den betreffenden Sprachen auf Grund gemeinsamer etymologischer Wurzeln eine ähnliche Form haben. Zieltexte, die im Vergleich zu frei produzierten Texten überdurchschnittlich viele Cognates enthalten, weisen ein Shining-Through auf; Zieltexte mit überdurchschnittlich wenigen Cognates eine Normalisierung. Das Phänomen des Shining-Through lässt darauf schließen, dass die Rezeption des Ausgangstexts einen Einfluss auf die Produktion des Zieltexts ausübt, der mit Erkenntnissen aus der Psycholinguistik erklärt werden kann. Ausgegangen wird hier zunächst davon, dass sich der Translationsprozess in eine Rezeptions- und eine Produktionsphase gliedert. Die sprachliche Nachricht wird dekodiert, auf sprachunabhängiger Ebene verarbeitet und dann in eine zielsprachliche Form gebracht. Obwohl die Nachricht den Weg über die sprachunabhängige Verarbeitung nimmt, führen die Struktur des mentalen Lexikons, aber auch die Mechanismen der Wortrezeption und -produktion zum Auftreten des Shining-Through: Im netzwerkartig organisierten mentalen Lexikon sind Cognates auf Grund ihrer formalen Ähnlichkeiten eng miteinander verbunden. Bei der Rezeption breitet sich die Aktivierung sprachübergreifend auf anknüpfende Einträge im mentalen Lexikon aus; dadurch werden zielsprachliche Cognates mitaktiviert und können somit leichter produziert werden. Dies könnte eine Ursache für das Phänomen des Shining-Through sein. Da es jedoch neben dem Shining-Through auch das Phänomen der Normalisierung gibt, muss es eine Möglichkeit geben den Einfluss der Rezeption auf die Produktion zu kontrollieren. In einem am FTSK durchgeführten Experiment wurde das Monitoring bei der Verarbeitung von Cognates näher untersucht. Dabei wurde ein gemeinsprachlicher Text mit einer hohen Cognate-Dichte von Studierenden aus dem Englischen ins Deutsche übersetzt. In zwei Teilexperimenten wurde der Text einmal schriftlich und einmal mündlich vom Blatt übersetzt. Dabei wurde davon ausgegangen, dass die schriftliche Produktion nach der Formulierung, d. h. zwischen der ersten Wortauswahl und der Artikulation bzw. Verschriftlichung, einem stärkeren Monitoring unterliegt als die mündliche Produktion. Ein Unterschied in der Cognate-Verwendung zwischen den Teilexperimenten wäre demnach ein Indiz dafür, dass Cognates beim Übersetzen zunächst auf Grund des Einflusses der Rezeption im mentalen Lexikon ausgewählt, jedoch noch vor der ersten Verschriftlichung durch eine Monitoring-Komponente herausgefiltert werden. Die übersetzten Texte aus beiden Teilexperimenten wurden quantitativ auf die Übersetzung von Cognates untersucht und es konnte ein Unterschied von etwa 15% festgestellt werden. Dieses Ergebnis wurde von der qualitativen Auswertung des mündlichen Experiments gestützt. Hier stellte sich heraus, dass die Probanden häufig zunächst ein Cognate verwendeten, dieses dann in einem zweiten Schritt jedoch durch ein Non-Cognate ersetzten. Die

Ergebnisse lassen darauf schließen, dass die Rezeption zwar einen Einfluss auf die Lexik des Zieltexts hat und somit zum Shining-Through auf lexikalischer Ebene führen kann, bei der Produktion können Übersetzer Cognates jedoch nach der ersten Wortauswahl durch ein Monitoring herausfiltern. So kann der Zieltext an die Normen der Zielsprache angepasst werden und die Normalisierung ist trotz der erleichterten Produktion von Cognates möglich.

Keywords: Rezeption, Cognates, Monitoring, Shining-Through, Normalisierung

RAQUEL PACHECO AGUILAR, JOHANNA FERNÁNDEZ, DAVID DÍAZ

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

rpachecoagUILAR@yahoo.es, johanna.fernandezc@googlemail.com, diazprie@uni-mainz.de

Auf der Suche nach einem mythischen Ursprung: Überlegungen über eine indirekte Übersetzung von indigenen Mythen aus Südamerika unter dem Aspekt der Bewahrung des kulturellen Erbes

Theodor Koch-Grünberg (1872-1924) sammelte zahlreiche Beispiele mündlicher Literatur aus den indigenen Kulturen Taulipang und Arekuna im Rahmen seiner ethnographischen Forschung im Grenzgebiet von Brasilien und Venezuela (1913-1915). Eine Auswahl aus der von ihm herausgegebene Anthologie Indianermärchen aus Südamerika (1921), die unter anderen auch seine Texte enthält, wird nach einem Jahrhundert im Rahmen einer Übersetzungsübung an der Johannes Gutenberg-Universität (Germersheim) ins Spanische übersetzt. Die Übersetzung dieser Texte führt zunächst einmal zu der Erkenntnis, dass die von Koch-Grünberg bezeichneten Märchen dabei in erster Linie als indirekte Übersetzung dienen, da sie eine deutsche Fassung der indigenen Mythen sind. Ein anderer wichtiger Aspekt der Mythen ist ihre Mündlichkeit. Da sie in indigenen Kulturen mündlich überliefert werden, sind sie ständiger Veränderung unterworfen und somit vergänglich. Die indirekten Übersetzungen Koch-Grünbergs sind demzufolge unverzichtbar, da sie einige der wenigen verbliebenen Spuren dieser heutzutage vom Verschwinden bedrohten Kulturen sind. Aus der Vorbereitung der Übersetzungsübung haben sich darüber hinaus aus einer translationswissenschaftlichen Perspektive relevante Fragen über den Umgang mit solchen Texten ergeben. Bei dieser Art Übersetzung sollten an erster Stelle extratextuelle Aspekte über den Kontext der Beschaffung der Texte berücksichtigt werden, um möglichst genau die Entstehung des deutschen Textes nachvollziehen zu können. In dieser Hinsicht bieten Koch-Grünbergs ethnologische Berichte wichtige Informationen.

Die indirekte Übersetzung, die uns als „Original“ dient, trägt zwangsläufig die Spuren seines Gestalters, d.h. der persönlichen und intellektuellen Weltanschauung des Übersetzers Koch-Grünberg. Unsere Aufgabe ist demzufolge, auf der Basis unserer eigenen Erfahrungen und Kenntnissen zu unterscheiden, was in Koch-Grünbergs Texten von den ursprünglichen indigenen Mythen verbleibt. Diese Detektivarbeit stützt sich auf die Hypothese, dass die kulturellen Symbole der Erzähler und des deutschen Verfassers im Text nachvollziehbar sind. Uns ist aber bewusst, dass der Versuch, Ausdrucksformen einer Kultur durch die literarische Übersetzung zu bewahren, in unmittelbarer Verbindung mit der oft problematisierten Darstellung fremder kultureller Symbole steht. Aus alledem ist klar zu ersehen, dass diese Übersetzung legitimiert werden muss, da sie zu einer falschen Darstellung der indigenen Kulturen und der damit verbundenen Fortführung der Kolonialisierung führen kann. Legitimieren bedeutet in diesem Fall, sich in der Übersetzungsübung mit den oben genannten Aspekten auseinanderzusetzen und die geeignete Übersetzungsstrategie zu wählen. In dieser Hinsicht ist es erforderlich, dass die Übersetzungsstudierenden ihre Aufgaben jenseits des Textes realisieren. Dafür ist eine Annäherung an andere Disziplinen, wie die Ethnologie und die Literaturwissenschaft notwendig, da sie zu einem besseren Verständnis kultureller Repräsentation führen kann. Ebenfalls ist der postkoloniale Ansatz der Translationswissenschaften in diesem Zusammenhang kritisch zu betrachten. Denn indirekte Übersetzungen sind nicht nur als Zeichen der Kolonialisierung und der damit verbundenen dominanten Sprachen zu bezeichnen. Sie sind für viele indigene Völker die einzigen historischen Zeugnisse ihrer Kultur. Durch die Berücksichtigung der o.g. Aspekte wird die Übersetzung nicht nur das Überleben eines Textes sondern auch einer Kultur ermöglichen.

Keywords: indirekte Übersetzung, indigene Mythen, Ethnologie, Koch-Grünberg, Postkolonialismus

ESA PENTTILÄ

School of Humanities Foreign Languages and Translation Studies, University of Eastern Finland, Finland

esa.penttila@uta.fi

Conceptual Blending as a Tool for Creative Translation

It is almost surprising how little Cognitive Linguistics (CL) and other cognitive approaches to language have been made use of in Translation Studies (TS), although both of these research areas regard meaning in many ways as crucial for their approach. The connection between language and thinking is elemental for both research traditions and would thus offer a natural link to alleviate ideas from one field to be exploited in the other. In a way, one could claim that a discipline related a central aspect of translation has so far remained in the periphery. However, some steps towards applying CL ideas to TS have been taken, e.g., by Tabakowska (1993), Mandelblit (1997) and Schäffner (2004), and as these studies indicate one of the areas where TS would clearly benefit from the theoretical views developed within CL is that of translating culture-specific figurative expressions, which could be regarded as one of the ever existing practical problems of translation. Such figurative expressions are in complex ways related to the surrounding culture and the way people in that culture conceptualize the world. For example, when trying to translate figurative expressions from a widely spoken major language, such as English, to a smaller language, such as Finnish, problems may occur, since the tacit assumptions behind the figures of speech may considerably differ from one another. One of the theories that may offer help in trying to render figurative, and often emotionally loaded, expressions from one culture to another is the Conceptual Blending Theory developed by Fauconnier and Turner (2002). This approach, which was originally meant for analyzing novel metaphors in one language, offers tools for translation as well, since it helps to make generalizations on the basis of individual novel metaphors, and these generalizations can help in finding figurative expressions in the target language that more or less correspond with the meaning of the source language expressions in the source culture. The theoretical tools offered by the Conceptual Blending Theory would help both working translators as well as translation students, who would gain a model that helps them in systematically thinking about creative solutions to the problem of culture-specific translation. In a sense, the theory is linked with some of the ideas presented by Kußmaul (2000), but it approaches translation from a slightly different perspective with a formal model that makes systematic use of generalizations derived from the assumed processes of human thought. This presentation will concentrate on showing how the theoretical tools offered by the Conceptual Blending Theory can be used in translating culture-specific figurative expressions and makes suggestions as to how this theoretical tool could be benefitted from in translator training. It aims to show how a seemingly peripheral theoretical approach can offer help to one of the central issues in cultural translation. The examples that are used to illustrate the points discussed in the presentation compare the figurative expressions in Roald Dahl's *The BFG* and its Finnish translation *Iso kiltti jätti*.

Keywords: creative translation, cognitive TS, Conceptual Blending, culture-specifics, figurative expressions

Please contact the author for the list of references

MAGDALENA PERDEK

Faculty of English, Adam Mickiewicz University in Poznan, Poland; mperdek@wa.amu.edu.pl

Learning Polish Equivalent of English Phrasal Verbs from a Parallel Corpus

The focus of this presentation is the English phrasal verb – a peculiar union of a verb and a particle (prepositional or adverbial) that often produces a unique meaning, uninferable from the meanings of its constituents. This semantic unpredictability of phrasal verbs (PVs) along with their specific syntactic configurations, poses major problems for the non-native speakers who often consciously choose to avoid using the structures and instead fall back on the synonymous, “safer”, Latinate verbs. Adding to the comprehension difficulties is the often-stressed informal and colloquial character of phrasal verbs. The widespread conviction that PVs are typical of unofficial discourse contributes to their “pedagogical notoriety” but, at the same time, convinces learners that mastery of phrasal verbs

(along with idioms) is the key to achieving the much-desired, native-like command of English. The features described above add up to a vivid picture of a lexical item so concise in form, yet complex in content. Given the semantic idiosyncrasy exhibited by phrasal verbs, it is assumed that finding their equivalents will, more often than not, turn out to be problematic, especially into languages that do not have such verb-particle structures

The study focuses on translating English phrasal verbs (PVs) into Polish. For this purpose a unidirectional English-Polish (E-P) parallel corpus (of about 2 million words) has been created. The corpus consists of English press articles and their translations that appeared on Polish news portals between 2006 and 2012. It was assumed that journalistic texts would contain high number of PVs. The articles were manually harvested from the Internet websites of such American and British newspapers like New York Times, Washington Post, The Guardian, The Times, Daily Telegraph. In the pre-processing stage, all the texts were read and PVs were marked to facilitate extraction in the later stage. Given that the Polish translations often omitted larger chunks of texts (e.g. whole paragraphs or sections), the texts were also edited to ensure that the two language versions contained the same information. English-Polish bitexts were created using LogiTerm AlignFactory software and phrasal verbs were extracted using a semi-automated method. Over 4,000 instances of PVs have been identified and analyzed. About 15% were omitted in the translation. The Polish equivalents were classified in terms of their structure into the following categories: single-verb; modifier + verb/verb phrase; nominalization). In most of the cases, PVs were translated using a single verb but some level of creativity can be seen in those cases when translators, unable to convey the whole meaning of a phrasal verb, tried to compensate by creating elaborate equivalent structures.

Keywords: phrasal verbs, equivalents, parallel corpora, translation creativity, bilingual lexicography

COSTANZA PEVERATI

Faculty of Modern Languages, Catholic University of Brescia, Italy; costanza.peverati@unicatt.it

Translation Education in Foreign-language Curricula. A Focus on Transferable Generic Skills

Subject to a proverbially peripheral reputation until a few decades ago, translation has recently gained a much more central position within academic Foreign Language Teaching (FLT). This can be attributed, on the one hand, to the acknowledgement of this practice as an automatic mechanism intrinsic to language learning and, on the other, to an unprecedented reappraisal of the benefits it can bring to the enhancement of linguistic, communicative, and intercultural skills. Chief among the theoretical principles underpinning this revival has been the reconceptualization of translation as a skill in its own right—the so-called “fifth skill”—and as an exercise in authentic communication. In foreign-language degree courses, these conceptual shifts have posed considerable challenges to traditional translation teaching, mainly because they have imposed a novel focus on the process—and not only the end-product—of translation practice, but above all because the latter approach has placed increasing emphasis on translation as a skill with a professional dimension. Against this background, and following the growing pressures on academic institutions to provide professionally-relevant curricula, a rather common trend has been towards varying degrees of vocationalization. This has generated an ongoing debate on how to conceive of translation in foreign-language curricula and on what learning outcomes it should pursue. The proposed contribution intends to join the debate by presenting a possible way out of the confusion of purposes and methods that is currently characterizing the sector in a number of countries, one being Italy (Di Sabato 2007, van Geertruyden 2008). Drawing on the literature and personal experience, the discussion will briefly touch upon some of the major shortcomings of more vocationally-oriented offerings. It will then move to illustrate an alternative proposal for translation education in foreign-language programs: such proposal rests on the notion of translation as a “transferable type of knowledge” (Calvo 2011: 14), as a curricular component that not only enhances linguistic-cultural proficiency, but also provides access to a wide range of transferable generic skills (TGS) (cf. Kelly 2007). This term refers to a rich array of non-disciplinary skills and attitudes inherent in academic study and applicable across a variety of socio-professional settings. Although not unique to any specific domain, these skills are differently shaped by the content/context in which they are deployed. Typical TGS cluster around key human activities such as communication, working with others, retrieving and

managing information, problem-solving, to name but a few. Since the 1990s, they have enjoyed growing recognition, especially by employers, who have interpreted them as indicators of reliable, active, and adaptable individuals. They have also gained momentum on the educational scene by being acknowledged as crucial in fostering one's personal development, social participation, and aptitude to lifelong learning (González and Wagenaar 2003, Rychen and Salganik 2003). It is argued that a translation education that advances a TGS-oriented agenda may stand language students in good stead when it comes to finding and retaining jobs, or moving between them, more than strictly vocational translation courses would. Beyond short-term employability concerns, a focus on these skills could also be beneficial to one's well-being and successful functioning across much broader life areas. The contribution will conclude with the state-of-the-art of a doctoral study the contributor is currently conducting on the didactic implications of the above proposal. Issues of conceptualization, implementation, skill genericity, and transfer will be focused on and presented for discussion.

Keywords: Foreign Language Teaching, translation education, vocational training, transferable generic skills, employability

Please contact the author for the list of references

HANNA PIETA

ULICES - Centre for English Studies, University of Lisbon, Portugal; hannapieta@campus.ul.pt

Conceptual Blending as a Tool for Creative Translation

The aim of this paper is to bring to the fore the ongoing joint research project with a programmatic title "Intercultural Literature in Portugal (1930–2000) – A Critical Bibliography". This collective exploratory project, launched in 2007 and jointly developed by ULICES (University of Lisbon Centre for English Studies) and CECC (Centre for Communication and Culture, Catholic University of Lisbon), aims at producing a free online database of translated literature published in book-form in Portugal between 1930 and 2000. By doing so, it proposes to offer continuity to the seminal work by Gonçalves Rodrigues (1992-1999), which maps translations issued in Portugal in the period 1495-1930. As such, the project will contribute to translation studies in Portugal, inasmuch as it will serve as springboard for individual and collective research projects on translated literature in 20th-century Portugal. In addition, it will also contribute to translation studies in general, as it will propose a methodology that similar projects can draw upon. As regards the project's title, the term "intercultural literature" builds on the assumption that "[t]he translated literary text, once seen as something new – neither a 'slave' to the source original text, nor prone to be confused with a target language original – is really a space for dialogue between at least two linguacultures" (Seruya, forthcoming). Furthermore, the bibliography is considered as critical "not only because of the limitation to translated literature published in book-form but also because it is based on bibliographical data collected from a selective collection of sources" (Rosa 2012: 2009). As to the project's timeline, the first set of data covering the years 1930-1955 has been released in December 2010 and is now available and fully searchable online at <http://translatedliteratureportugal.org/eng/index.htm>. By the time this paper is presented, data for the years 1955-1965 will also have been made available online. With a view to profiling this project, the paper will be divided in three parts. The first one will offer a general overview, with special emphasis placed on the project's rationale, scope, methodology, work plan and main outputs. The second part will consist in a brief presentation of preliminary findings for the period for which data is already available (i.e., 1930-1965). More specifically, most salient correlations between selected variables (such as target text publication date, literary mode and place of publication, as well as source text country of publication and language) will be described and explained. In the third part the project's possible outlooks will be presented.

Keywords: translation bibliography, translated literature, translation history, methodology, exploratory research

Please contact the author for the list of references

MEHRNAZ PIROUZNİK

Universitat Rovira i Virgili (distant learner), Iran; pirouznik@irunesco.org

Cognitive Aspects of Personification in Translators' Performances

This research seeks to unveil relations between translation and personification, using methods borrowed from both Psychology and Cognitive Science. Our goal is to study the cognitive aspects of personification in translators' performances. The basic question is whether and under what conditions the translating translator interacts with the text being translated or with a person behind the text. Do they ask „What does this mean?“ or „What do you mean?“ (Laygues). The latter question would be an indication of personification, understood as the construal of a text as a person rather than a thing. The paper will propose means to identify different kinds of personification on the basis of the interactions a translator experiences in the translation process. Interactions are here considered as mental activities that are psychologically dependent on the translator's personality and the translation strategy adopted. We do not assume that one single type of interaction is maintained through the whole translation process. As such, interactions are identified by means of arguments formed by translators in Think Aloud Protocols and post-translation questionnaires. The subject population comprises 30 trained translators holding a Master's degree in Translation Studies. We propose that there are four different types of interaction: translator-text, translator-author (other), translator-self, and translator-receiver (other). This paper will report on the first empirical findings of how personification operates within each of these frames. The study is a preliminary step for a wider survey of how different personality types activate personification.

Keywords: translation psychology, translation strategy, interaction in translation

Please contact the authors for the list of references

IRINA POHLAN

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

pohlani@uni-mainz.de

Translationswissenschaft in Russland: terra incognita?

Der Beitrag gibt einen Überblick über die Entwicklung der Translationswissenschaft und die heutige Situation dieser Disziplin in Russland. Sie bleibt für das westliche translationswissenschaftliche Feld bis heute zum größten Teil terra incognita. Ihre Teilbereiche, in denen der kommunikativ-funktionale Aspekt des Übersetzens in den Vordergrund rückt, werden – wie andere geisteswissenschaftliche Disziplinen in Russland – von autochthon russischen Theorien beeinflusst. Der begriffliche Apparat und die Diskurse, die dabei entstehen, schlagen sich in vielen translationswissenschaftlichen Arbeiten nieder und führen zu einer gewissen Entfremdung zwischen russischen Wissenschaftlern und ihren westlichen Kollegen. Gleichzeitig ist der Einfluss „ausländischer“ Ideen festzustellen, es gibt allerdings seit der Sowjetzeit einen eigenen relativ starken, geschlossenen translationswissenschaftlichen Kanon. Im Vortrag werden anhand eines deutschsprachigen Sammelbandes über die russische Translationswissenschaft das ambivalente Verhältnis zwischen Ost und West und die Differenz in der gegenseitigen Wahrnehmung analysiert. Dabei werden exemplarisch die Spezifika der russischen translationswissenschaftlichen Diskurse, entsprechende Übersetzungsprobleme und die Perspektiven einer möglichen Zusammenarbeit aufgezeigt.

Keywords: Russische Translationswissenschaft, Übersetzung, Kooperation, Diskurs, Übersetzungsprobleme

MIRNA RADIN- SABADOŠ

Faculty of Humanities, University of Novi Sad, Serbia; anrim.nidar@gmail.com

Myth in Translation – between Then and Now, between Here and There, between Self and the Other

The paper reflects on the production from Canongate Myth Series, a series of short novels based on myths from different cultures retold in contemporary setting. The series was initiated in 2005 with an idea to include more than thirty publishers worldwide and to publish simultaneously in all the countries involved with the project and in all the languages. As well as being one of the biggest publishing networking projects, it may also be considered one of the largest cultural translation projects, since it involves writers, myths and folktales from all parts of the world. The focus of the analysis are the novels *Weight* by Jeanette Winterson and *Baba Yaga Laid an Egg* by Dubravka Ugrešić and their translations into Serbian and English respectively. The novels retell the myths of Heracles, Atlas, and Baba Yaga, introducing interplay of ancient and contemporary, because the very idea of retelling these myths in the current setting anchors timeless stories in the present, thus requires re-negotiating of cultural centers and peripheries at the intersections of race, gender, age or class. However, since the enterprise involved publishing in many languages at the same time, it introduced through translation another layer of interpretation, providing an additional matrix to the issues discussed in the myths retold, by dislocating the stories from their places of origin and pushing them out into the world. Moving along the axes of space and time, the novels re-evaluate and problematize ageing, and masculine vs. feminine at the story level, yet a far more complex process is at work at the level of translation. Sherry Simon in her book *Gender in Translation* explains that “femininity of translation is a historically persistent trope” and that “The hierarchical authority of the original over the reproduction is linked with imagery of masculine and feminine; the original is considered the strong generative male, the translation the weaker and derivative female.” (1996: 1). The two novels very much challenge the trope. In the novel *Weight* the translation process in twofold – patriarchal ancient Greek myths of Heracles and Atlas are retold from a perspective of a lesbian British writer, therefore translated by centering the text around the author, rather than around the source. The new original is translated into Serbian repositioning the story from its new center, translating it into another language, but also into a very different culture, accentuating its original center as much as the newly established one and blurring the line between the “generative male” and “derivative female”. *Baba Yaga Laid an Egg* is a narrative which translates itself in the opposite direction, coming from the language of the margin (Serbian) into the language of the center (English). The story is rooted in the ancient character who herself belongs to the margin of the Slavic mythology, baba Yaga, introduced through the matrices of exile and brought from a fairy tale into the current reality through historical reference. However, baba Yaga in the novel juxtaposes the mythic, therefore cosmogonic, generative and the fantastic, a fairy tale constructed around a mythological fragment as its artistic derivative. In translation, the story constructed in three very different parts, is introduced into English through the texts of three different translators. Thus the language of the story is established as the third problem axis generating thematic units, becoming the fabric of the fictional reality and the vector of movement between the nodes in the resulting network.

Keywords: Canongate, Baba Yaga, Atlas, Heracles, translating myth, gender in translation

IRYNA RADZIYONAVA

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany
radziyon@students.uni-mainz.de

Translation Process under Scrutiny: on the Way from Comprehension to Production

A number of approaches to the comprehensibility have been mentioned in the guidelines of the panel. In my research I suggest to put under the microscope the process of translation to discuss the differences of the source text comprehension and the production of comprehensible target text (problem recognition and solution evaluation (Angelone 2010)) between the novice and semi-professional students of translation. I approach the translation process from the perspective of comparative linguistics following the assumption that typological language differences

may be problematic to comprehensibility. Along the translation loci (Angelone 2010) I evaluate which procedures translators employ to product comprehensible target text solutions (guided by the skopos-theory (Reiß, Vermeer)).

Motivation : When I was a student, my personal experience as well as discussions with my fellow students at the School of Translation, Interpreting, Linguistics and Cultural Studies of the University of Mainz aroused my interest for this research questions. Throughout the course of studies I came (among other disruptive factors) across specific linguistic features of the foreign language (such as participle constructions, passive mood, conjunctive mood) which would become a stumbling block even for prospective graduates. In particular I was motivated to investigate the process of the translation competence acquisition (Göpferich 2008, PACTE 2000) in two language combinations: Italian-German and Russian-German. This is how the study about the differences in dealing with these particular factors came in question. **Theoretical background:** This abstract presents the doctoral study of translator's source text comprehension and target text production processes of typological differences in two language combinations: Italian-German and Russian-German. In the process research some particular linguistic phenomena have already been studied by Malkiel (cognates, 2006), Jakobsen et al. (idioms, 2007), Rydning Fougner (metaphors, 2002) to a few. To my knowledge however, there are no systematic process studies in the framework of comparative linguistics. Along the translation locus itself certain metrics have been set up in previous research to make the translation process more transparent: distribution of visual attention (Jensen 2011), attentional shifts (Jensen 2011), eye-key spans from the first and the last fixation (Dragsted & Hansen 2008) among others. It is necessary to strive for the replication of these studies in a large number of language combinations. Eye-tracking has been applied for studying comprehension and production in numerous studies (Dragsted and Hansen 2008, Jakobsen and Jensen 2008, O'Brien 2009). These processes are difficult to access and to assess because of their complexity and the fact that they are bundled with cognitive activity which is not directly observable for researchers. „Our understanding of how translators coordinate the process of constructing meaning in the source text (ST) with the process of representing meaning in the target text (TT), and how comprehension processes in one language are transformed into text production processes in another, is still at an early stage, even though this is indeed central to an understanding of the translation process.“ (Dragsted 2010, 41) On the target text comprehensibility level there have been suggestions for process research (Baker 1996), which found their way into empirical studies of, for example, Alves (explicitation, 2003) and Denver (explicitation, 2007). The study of the translation process is „truly an inter-discipline“ (Hansen 2010) and should be based on the integrative description (Hansen 2010).

Research Methods: Qualitative or quantitative? The answer is: both. The methods applied are: retrospective interviews, keystroke-logging, eye-tracking and product evaluation.

Goals of the study: the goals of the present study are:

1. to verify the utility of chosen methodology;
2. to confirm the role of corroboration of data through the triangulation of methods;
3. to investigate, what correlations exist between the metrics used;
4. to describe the comprehension and production processes using the values obtained.

Research design and participants: Altogether for each language combination 56 experiments were conducted. For the data analysis a total of 40 experiments were selected. Every experimental trial consisted of two parts (=texts), at the end of each there was a retrospective interview. Under the term „novice“ I understand first-second semester students of translation with German (L1) and Russian/Italian (L2), with no or very little L2-knowledge prior to begin of their language studies. Semi-professionals are those who are in their last semesters of translation studies, with German (L1) and Russian/Italian (L2), with no or very little L2-knowledge prior to begin of their language studies as well.

Data evaluation and analysis: At first, the data of every method was evaluated separately. The eye-tracker descriptive statistics upon the AOIs (Areas Of Interest) were cumulated, then the AOI data was exported separately, the keystroke-logging protocol was extracted, and the retrospective interviews were transcribed according to the GAT (Gesprächsanalytisches Transkriptionssystem). The product analysis was conducted by external experts. The next step was the corroboration of the obtained data and the creation of parallel protocols. In the following the results will be triangulated. Preliminary results show, that there are indeed differences in source text comprehension and target text production between the novice and semi-professional students of translation. The results will be suggested for interpretation and discussion.

Keywords: triangulation, eye-tracking, contrastive linguistics, keystroke-logging, translation process research

Please contact the author for the list of references

CLARA REITER

Department of Translation Studies, University of Graz, Austria; clara.reiter@uni-graz.at

Austrian Diplomats or Spanish Interpreters? Translation and Multilingualism in the Diplomatic Relations between Spain and Austria in the 17th Century

To manage the growing number of contacts between the emerging Empires in 17th century Europe, a professional diplomatic network was established. In this network, translation formed an important but mostly invisible part of professional diplomacy. The Spanish Habsburgs entertained close relations to their relatives in Austria, whose Empire was gradually transforming into a centre between East and West. Although the two branches of the family both ruled multilingual territories, their way to deal with communication in the various languages was quite different: Whereas the court of the Austrian Habsburgs, Emperors of the Holy Roman Empire, was characterized by multilingualism without the integration of translation into the court's institutions, the court and administration of the Spanish Habsburgs was dominated by the Spanish language, yet translations and (court) interpreters also played a major role. Can the Spanish "translating" court and the Austrian "multilingual" court thus be seen as exemplifying the dichotomy between translation and multilingualism? Although at first this dichotomy seems to apply to the Habsburgs' Empires, a closer look shows that translation and interpreting was as present at the multilingual court of the Austrian Habsburgs as multilingualism was at the court of the Spanish Habsburgs. Furthermore, also the diplomatic relations between the two courts were characterized by both multilingualism and translation and interpreting. To discuss the role and importance of the translators and interpreters involved in diplomatic relations between the Habsburg Empires, two case studies will be presented. By applying the concepts of *histoire croisée* as developed by Bénédicte Zimmermann and Michael Werner, new methodological paths in translation history are opened to describe the role of translation and multilingualism in the relations between the Habsburgs. The paper's aim is to look at the relations between the Habsburgs' Empires and to the close connection between multilingualism and translation/interpreting in 17th century professional diplomacy.

Keywords: translation history, 17th century, diplomacy, multilingualism, Habsburg Empires, *histoire croisée*

ZOI RESTA

Ionian University Corfu, Aristotle University Thessaloniki, Greece; zoirest@hotmail.de

The Interpreter's Ghost: Visible or Invisible?

Thousands of pages have been written dealing with the distrust, with which the public regards interpreters, concerning their loyalty to what the speaker says, while transmitting his message to the other partner/-s of a bilingual conversation. Not only in the past, but also nowadays, interpreters are sometimes being accused of serving the interests of the other "side." There are countless related examples, from expressing simple dissatisfaction for the services of the interpreter (Hermann, 2002) to calling him "a most intolerable liar", a "traitor" or even a "spy" in places under war (Wang-chi Wong, 2007). Even recently, in Iraq, there were expressed suspicions concerning alleged misrepresented ideas during the interpretation (Palmer, 2007). Therefore we can easily conclude that an interpreter can enjoy the respect of his clients only when he achieves to have their trust. In other words, the partners of a conversation can confidently rely on the interpretation only when the interpreter commits himself to simply transferring the expressed ideas of the speaker to the target language. As a result, the interpreter has to be neutral or invisible when representing the speaker during interpretation, in order to fulfill the necessary condition of trust and achieve his main target -the communication. Through the principle of invisibility the interpreter can also protect himself from the possible accusations of prejudice against one of the sides of the conversation or can dispense with the responsibility of any eventually made decision. After all, he will not take part actively in the conversation; he will just transfer the meanings of the words of the speakers... Actually, this concept of the invisible presence of the interpreter does not make him neutral or passive in the process of communication; instead, this sense of simply transferring the meaning maybe complicates the process even more. Many researches have taken place regarding

this topic and have led to different conclusions. Le and Ménard and Van Nhan (2009) tried to elucidate the role of the interpreter according to the kind of each interpretation, while Davidson (2000) refers to the difference between what interpreters are asked to do and what they really have to do in their daily practice. Pöchhacker (2000) refers to the complex role of the interpreter in terms of a „neutral identification“ with the speaker; that is, the identification of the interpreter with the speaker-to-be-interpreted, without having the right to interfere in the message he wants to convey. Apart from these, according to the research of Angelelli (2004), in AIIC prevails the general conviction that “a professional interpreter has to be neutral. [...] Nothing else.” The fact that there are so many researches regarding the invisible presence of the interpreter indicates itself that this role is so obvious and active, that the interpreter has to deliberately intervene to restrict himself. And how things could be different when someone contributes to the process of communication? To be more specific, just the selection of the words in the target language, to express the intended message of the speaker of the source language, indicates a process of decision-making that in any case can only be subjective and can unavoidably influence the result of the conversation-in-question [Kaufman, Davidson (2000)]. In addition, we should keep in mind that the interpreter deals with two different language systems that do not convey information in the same way, so the interpreter cannot work as a “neutral” interpreting machine (Davidson, 2000); instead he has to make rapid and targeted decisions to cope with this interlingual situation and foster communication (Vermeer, 1992). If an interpreter takes all these arguments into account, it will be difficult for him to answer the question “to be invisible, or not to be?”. Actually, these two contradicting opinions are not opposing camps, but complete each other in the process of achieving the desired target: the communication of the partners. An interpreter should not face this issue as a dilemma but as a single option. To be more specific, the main framework of interpretation should be neutrality. The interpreter should have the ideal objective of being invisible, so that he can create an atmosphere of trust during the process, while transferring ideas to the recipient/-s without altering them. However, exactly in order to serve the goal of communication, the interpreter should know from the beginning that he will not be able to entirely obey this invisibility-rule due to the nature of the process, as described above. As a result the interpreter should be neutral and present, visible and invisible, at the same time. Maybe the so-called “minimal filtering” during interpretation, that Anderson (2002) suggests, is the answer to this issue. Let’s be present as interpreters, since de facto we cannot be invisible or completely neutral. But in order to achieve the target of communication, let’s also be discreet.

Keywords: interpreter, invisible, neutral, active, communication

Please contact the author for the list of references

LEANDRA RHOESE

UK; leandra.rhoeuse@gmail.com

Rise of the Interpreting Machines? An Assessment of Speech-to-speech Translation Applications for Smartphones

This paper aims to link interpreting research with other disciplines, particularly research in machine translation and communication studies. While the discussion concerning the pros and cons of machine translation is quite lively in the translation community, hardly anybody speaks of the impact “machine interpreting” might have. Yet with the rise of online translation programs and cheap or free spoken language translation apps for smartphones, nowadays everybody seems to be a potential polyglot. In the light of this development, one might wonder if there is reason to worry that this kind of tool could eventually replace language professionals. This paper aims at evaluating the potential of current speech translation smartphone applications for enabling communication. The smartphone app was chosen as a medium due to its ubiquity and easy accessibility for users. After a short introduction to the field of speech-to-speech machine translation a quick overview of current and past spoken language translation projects is given. This is followed by a short description of smartphone applications and two experiments are presented. The first is an attempt to use translation applications to facilitate a conversation between two participants who speak different languages. The second is an evaluation of spoken machine-translated paragraphs by human testers. Results are then compared to the original message and the various stages in the translation process to assess whe-

re translation errors and ensuing misunderstandings are rooted. A comparison with a human interpreter's output reveals that, at least at the moment, there are certain app-independent characteristics which result from a basic and general difference in language processing between a human interpreter and a machine. The two applications used for the experiments are Jibbig and Google Translate. The results demonstrate that, at least for the time being, effective communication through speech translation applications does not seem feasible. While modern statistical machine translation technology ensured that several sentences were translated understandably, even idiomatically, the tester's impression as well as the translation evaluation show that too many factors hindered communication. In some cases the machine output was a distortion of the original message, sometimes the meaning had even been reversed. One of the most interesting outcomes is an insight into the way humans perceive information and how this interacts with machine translation: Humans try to interpret apparently nonsensical sentences, they add meaning from context knowledge and they filter out what they consider meaningless. This general feature of human understanding which can also be observed in human communication through the means of a lingua franca, is responsible for the establishment of a communication basis. Due to the nature of machine translation however, translation errors are not comparable to those a human interpreter might make – humans who listen to the “interpretation” cannot help but look for meaning where sometimes there is none. This leads to over-interpretations and assigning too much importance on misleading elements. Also it could be observed that the shorter the original message and the less contextual knowledge is available for the listener, the greater the risk of misunderstandings. These findings are illustrated by examples from the experiments. This paper comprises a discussion of the wider implications and usability of this technology and there is an outlook on the potential usefulness of current technology for human interpreters including a conceptual design for a tool that might help professional interpreters. I conclude that while no real communication is possible at the moment and speech-to-speech translation will clearly not be able to replace qualified professionals soon, interpreters should not ignore technological developments but rather strive to co-operate with developers and integrate more technology into their workflow.

Keywords: interpreting research, smartphone application, machine translation, speech-to-speech translation, communication

JULIA RICHTER

Center for Translation Studies, University of Vienna, Austria; julia.richter@univie.ac.at

Ein Transfer macht noch keine Übersetzung, oder vom Verhältnis von Transfer und Übersetzung am Beispiel der Übersetzungen von Werken der „École des Annales“

Die Forschung zum Transfer von Wissen verwendet traditionell Übersetzungen und das, was sie unter Übersetzungsgeschichte versteht. Es existiert allerdings ein Paradoxon in der Art, wie üblicherweise Transfergeschichte geschrieben wurde. Man bedient sich der Übersetzungen, um zu beweisen, wann und wo Transfer stattgefunden hat. Gleichzeitig spielt es aber fast nie eine Rolle, welchen Text der jeweilige Wissenschaftler tatsächlich rezipiert hat, welche Transformationen die Übersetzung während des Übersetzungsprozesses erfährt und ob es nun die Übersetzung war, die für den Erfolg oder Misserfolg des importierten Wissens im neuen Wissenschaftskontext verantwortlich ist. Exemplarisch seien genannt Nies (2002) und Lüsebrink & Reichardt (1997). Damit kann auch die Frage danach, ob tatsächlich Übersetzung Diskursveränderung verursacht, die möglicherweise dann Paradigmenwechsel wird, nicht beantwortet werden. Es könnten immer auch andere Formen des Transfers verantwortlich sein. Wünschenswert wäre daher

1. Eine Differenzierung zwischen Transfergeschichte und Übersetzungsgeschichte &
2. Eine klarere Darstellung von Übersetzungsprozessen als interessengeleitete, subjektive Handlungen.

Die „École des Annales“, wie sie später genannt wurde, entstand zu Beginn des zwanzigsten Jahrhunderts zunächst, um die beiden Geschichtswissenschaftler Marc Bloch und Lucien Febvre. Ihnen bekam die Schule von der Zeitschrift, die Bloch und Febvre ab 1929 herausbrachten: die „Annales d'histoire économique et sociale“. Eine französische Zeitschrift für Sozial- und Wirtschaftsgeschichte. Bereits kurz nach Ende des Ersten Weltkrieges

hatte Febvre erfolglos versucht, eine internationale Zeitschrift für Wirtschaftsgeschichte zu initiieren. Und eine internationale Zeitschrift wäre durchaus denkbar gewesen, denn wie Ritter schreibt, beeinflusste ein Historiker wie Karl Lamprecht bereits vor der Wende ins zwanzigste Jahrhundert die Vertreter der amerikanischen „New History“ und der französischen „Histoire Synthétique“ (aus der sich die Annales-Schule entwickelte) (Ritter: 23). Oft ist davon die Rede, dass die Annales Schule ihren Durchbruch in Deutschland (und mit Deutschland ist dann die BRD gemeint) erst in den siebziger Jahren geschafft habe. Gemeint ist allerdings lediglich, dass dann langsam die Übersetzungen entstanden. Es ist aber zu erwarten, dass die einzelnen „nationalen“ Schulen sich kannten und beobachteten, gerade weil es ihr Programm war, auch in ihrer Geschichtsschreibung über nationale Grenzen hinaus zu gehen. Unübersehbar ist, dass die Bielefelder Schule um Hans-Ulrich Wehler und Jürgen Kocka sich stärker auf die „École des Annales“ bezieht. Aber bereits in den frühen 1950er Jahren hat Werner Conze, folgen wir Kocka, Strukturgeschichte in Anlehnung an Fernand Braudels „Histoire des structures“ aus dem vielzitierten Mittelmeerbuch geschrieben (Kocka: 70). Wie er dazu kam, das ist Transfergeschichte. Und auch die Übersetzungen, die später, in den siebziger, achtziger Jahren bis heute entstanden sind, sind Transfergeschichte. Aber sie sind eine andere, eine spezifische Transfergeschichte. Übersetzungsgeschichte.

Wenn Übersetzungsgeschichte und Transfergeschichte differenziert betrachtet werden und erstere als Teilmenge letzterer,

1. Dann laufen wir weniger Gefahr, aus entstandenen oder nicht entstandenen Übersetzungen Fehlschlüsse zum tatsächlichen Transfer von Wissen zu ziehen.
2. Dann können wir das Verhältnis von Transfer und Übersetzung genau beschreiben. Denn es handelt sich im Fall der Übersetzung von Werken der Vertreter der Annales Schule nicht um wissenschaftliches Neuland, mit dem die eigene Wissenschaft bereichert werden soll. Das sind lediglich verfestigte Metaphern und Vorstellungen. Wie aber am Beispiel der Annales Schule klar werden soll, kann Transfer und Import von Neuem auf anderen Wegen verlaufen, während die eigentliche Übersetzung im Grunde dann initiiert (von wem und mit welchem Interesse eigentlich?) wird, wenn der Import bereits vorbereitet ist, wenn die Anknüpfungspunkte bereits gesichert sind. Welche Funktion hat dann die Übersetzung? Ist sie eine Art Konsolidierung des Imports? Oder dient sie bereits einer nötig erscheinenden Neuinterpretation?
3. Dann kann deutlicher herausgearbeitet werden, welchen Beitrag die Translationswissenschaft ihren Nachbardisziplinen (Kulturwissenschaft, Geschichte, Soziologie, etc.) zu bieten hat und in welcher Art und Weise sie sich von ihnen abgrenzt.

Keywords: Übersetzungsgeschichte, Wissenschaftsgeschichte, Wissenstransfer

Please contact the authors for the list of references

LEENA SALMI

School of Languages and Translation Studies, University of Turku; leena.salmi@utu.fi

Translated Text in Everyday Life - at the Centre or in the Periphery?

Translated texts are omnipresent in our daily lives – from the ingredients printed on a packet of biscuits to the user interface of the word processing software we use; from the announcements at the railway station to the novel we read before falling asleep. Statistical information is available on translated literature, but little is known of the amount of other translated texts that surround us. This study is an attempt to measure the proportion of translated text that we come across daily. This paper reports on the follow-up to a study d „Translations around us“ that was started by Paloposki (2006) and continued by Vihonen & Salmi (2007) and Salmi (2010). In the last two studies, data collected in the form of text diaries in the years 2007 to 2010 was analysed. The respondents filled in a text diary all texts they read during one single day. They were also asked to specify whether the texts read were translations or not. The diary also contained a column for comments in case there were, for instance, doubts on the nature and origin of the text. In the results from the first set of data, diaries kept by both translator students (N=24) at the University of Turku and “other” individuals (N=30) of different age groups in Finland suggested that nearly 40%

of all texts read during a normal day were translations (Vihonen & Salmi 2007). This corresponds to the result of a similar study where the amount of translations was estimated to be approximately 44% (Mäkisalo 2006: 256-257). In total, the time used daily by the 54 respondents for reading amounted to approximately 5.5 hours. The study also showed a difference in reading newspapers: students used less than 12 minutes daily reading newspapers, whereas the other respondents from all age groups used 47 minutes. The data reported by Salmi (2010) contained text diaries from altogether 93 translator students and 30 “other” individuals (the text diaries analysed by Vihonen & Salmi in 2007 included). The results from this group of respondents showed that the average time spent daily using different kinds of texts was 5 h 19 min for the students and 5 h 54 min for the non-students. Based on this study, it seems that the proportion of translations in our daily reading is approximately one third (33% for the students, 39% for the non-students). After 2010, 100 additional text diaries have been collected from students of English at the University of Turku. This paper reports results from the analysis of the additional text diaries and describes, in more detail, the plans for continuing the study in order to gain data from a larger group of respondents than translator or language students at the university.

Keywords: reader diary, reading habits, amount of translations, translation of non-fiction, reception of translations
Please contact the author for the list of references

RENÉ SEHESTED THOMSEN

Department of Business Communication, University of Aarhus, Denmark; resth@asb.dk

Reconstructing Coherence. Strategies for Source Text Optimization during Translation

Having worked for nearly 10 years as a professional LSP translator (and having just recently returned to academia) it is my experience that professional translators often have to deal with source texts, which – from a linguistic and communicative point of view – can be of varying quality. It is not uncommon that source texts contain various defects (e.g. coherence and/or cohesion breaches, semantic ambiguities, grammatical errors, insufficient adaptation of the text in respect to the intended addressees etc.) which make them unnecessarily difficult to process. By many translators it is seen as a natural part of the translator’s work or indeed as the responsibility of the translator to identify such communicative impediments in connection with his/her processing of the source text (source text analysis) and consequently to make sure that the text content is presented to the addressee in a more appropriate manner in the target text and thereby optimize the source text. This optimization of the source text is the result of the constantly ongoing and – due to the almost obligatory use of translation-memory tools like SDL Trados – also very fragmented (i.e. segmented) text analytical work undertaken by the translator in the short time span between the reception of a source text segment and the production of the corresponding target text segment. In my experience the professional LSP translator (almost) never performs a linguistic analysis of the source text before starting to translate it, but analyses the text as he works his way through it. The text analysis that actually takes place is therefore carried out simultaneously or quasi-simultaneously to translating the segments of the text, which is in obvious contrast to what is implied in many works on translation-relevant linguistic analysis, cf. for instance Nord (2009), who in the first sentence on the first page in the introduction mentions the need for “einer Übersetzungsrelevanten Textanalyse vor Beginn der Übersetzung oder als erster Phase des Übersetzungsprozesses [...], da nur eine solche Analyse die Voraussetzungen für ein umfassendes Verständnis des Ausgangstexts (AT) schaffen könne” (Nord 2009:1, my emphasis). This paper aims at identifying the most important problems in connection with the translators reconstruction of coherence and optimization of the source text during translation and constitutes the first step in a more comprehensive project, in which I will primarily look into the following questions: Which types of comprehensibility problems occur in financial texts? Do the translators recognize these problems and identify them as such? Which text optimization strategies do they use to achieve inter- and intratextual coherence (cf. Van Vaerenbergh 2007:402ff on inter-/intratextual coherence)? Do extra linguistic factors such as time/deadline, work pressure etc. have an influence on the choice of optimization strategies? And finally: Are the translators in fact performing a kind of intralingual translation simultaneously to the interlingual translation when translating and opti-

mizing more or less defective texts/text excerpts, cf. Göpferichs notion of “optimierende Reverbalisierung” and her tentative description of the text optimization process(es) as a sort of intralingual translation (Göpferich 2008:242)? The study is based on data collected from the work of a group of seven professional full-time translators within the field of economics/finance in a major Danish bank. The data will consist of product analysis data on the one hand (analyses of source and target texts) and verbal-report data (retrospective interviews with the translators) on the other hand. The translators in question primarily translate texts written by financial analysts (typically experts in the field of economics with no or only very little training in communication/language) and to a somewhat lesser extent texts written by professional copy writers (educational background in communications, non-experts/semi-experts in the field of economics/finance). This paper will focus on “corporate analyses on bonds and stocks”, which are written by financial analysts for a potentially very heterogeneous group of investors ranging from experts (institutional investors) to laymen (small time private investors). There is therefore potentially a non-negligible knowledge asymmetry between the sender and the different groups of receivers, which needs to be taken into consideration when producing and translating these texts and which – when this is not done properly – may be one of the main causes for the comprehensibility problems the addressees and the translator encounter in these texts from every day (business) life.

Keywords: source text optimization, translation-relevant linguistic text analysis, textual coherence, comprehensibility problems, intralingual translation

Please contact the author for the list of references

YASUHIRO SEKINE

Nagoya University, Japan; y-sekine@crestec.co.jp

Development of a Translation Support System for Translating Japanese Laws

In April 2009, the Japanese government launched the Japanese Law Translation Database System (JLT), which provides English translations of Japanese laws and regulations, and a standard bilingual dictionary of legal terms. The author of this paper is amongst the developers and still in charge of administrating the system and data management. Before the development of the JLT, English translations of some Japanese laws had existed, but they were produced in a decentralized way by different ministries and agencies. The JLT put together translations of laws and regulations into a centralized system and has enabled free, easy access to the translations of laws and the standard bilingual dictionary. Since its launch, the JLT has been accessed over 100,000 times per day from nearly 2,000 unique domains all over the world. This number indicates that the demand for translations of Japanese laws is quite high in Japan and internationally. However, some problems with translations of Japanese laws have been pointed out since the release of the JLT. The problems can be divided into two types: problems of quantity and problems of quality. The problems of quantity relate to the number of translated laws. As of September 1, 2012, the JLT provides translations of 264 laws and regulations, and this number is increasing day by day. However, when compared to the total number of laws currently in effect in Japan—there are over 7,700—the number of laws that have been translated is still low. It seems far from enough to satisfy all of the needs, as is evident in the number of requests we receive from users of the JLT who ask for more translations of laws. Moreover, translation development plans are behind schedule as more than three hundred planned translations from 2007 to 2011 have not been released yet. The problems of quality refer to the accuracy and consistency of translations. There has been feedback from the general public with regards to quality issues, and about one hundred fifty errors in the JLT have been indicated since its release in 2009. The quality problems can be divided into 3 categories: translation errors, careless mistakes and inconsistent translations. In many cases, translation errors relates to understanding of legal terms. Careless mistakes are often found in grammar, spelling, format and especially numbers. Inconsistent translations are often found in legal terms, sentences and law titles. These problems are causally related to the structure of the translation work. In Japan, competent ministries and agencies are responsible for translation of their laws, and they usually outsource the translation work to translation vendors that are chosen by public bidding. Vendors are chosen only by

price since there are no specific criteria to certify their translation skills. This means that law translation is conducted by separate and unspecified translators in Japan. This situation causes redundant efforts and inconsistency in the translated text. Given such a situation, it is needed to establish a system for sharing resources and knowhow of translation work among ministries and agencies in a cross-sectoral manner. In the European Union, information technology is widely used for translating laws. An integrated translation memory for law translation entitled the “Euramis” is available for translators of the Directorate General for Translation (DGT) of the European Commission, which has been contributing to increasing efficiency and ensuring consistency of their translation work. In Japan, such a central translation memory had not existed. Since the central translation memory seems to help solve some of our problems, the author started developing a central translation memory for translating Japanese laws. The law translation in Japan is in a very different situation from the EU. In multilingual jurisdictions such as the EU, laws are translated for normative purpose, thus every single law is translated with quite high quality. They make a lot of effort to increase productivity and to keep quality high. On the other hand, in the monolingual jurisdictions such as Japan, laws are translated for informative purpose, so law translation is conducted with limited budgets and resources. The translation support system should be designed taking our own situation into consideration as well as the EU’s experience. All the DGT staff has an access to Euramis, but it is not open to the general public. There may be less need to open the system to the general public because in the EU, most of laws are translated within the DGT. In Japan, the central memory should be open to the general public because laws are translated by separate and unspecified translators. Translation support tools and other resources also should be open to the general public in our situation. In September 2011, a test version of a translation memory database system d the “Japanese Law Translation Memory” (<http://itrd.crestec.co.jp/transmemoryweb/>) was released and started providing the translation memory via the Internet free of charge. The system is accessible for everyone without any authentication. Users can download the translation memory in CSV or TMX format for use with translation memory tools, and the system also has search functions and reference function for translators. The search function enables users to refer to the content of the central memory directly with fuzzy match capability. The reference function enables users to refer to the standard legal term dictionary and some other useful information. My paper describes the background and purpose of the development of this system by showing the situation in which Japanese laws are translated and the problems with law translation that we are facing now. My paper also gives an overview of the system: statistics of the database, search functions including important technology used in them and reference functions, and finishes with a conclusions and prospects for further development.

Keywords: translation technology, translations of laws, translation memory, central memory, translation support system

UBALDO STECCONI

European Commission, Brussels, Belgium; ubaldo.steconiconi@gmail.com

Slow! International Turn ahead. A Critical Assessment of the Variability of the Concept of Translation

This submission – if accepted – would like to address a topic that has pride of place in the presentation of the 2013 EST Congress; the passage from “European theoretical perspectives” to “approaches to translation from different geographies”. The first order of business is drawing a distinction between, on the one hand, the range of traditions in translation scholarship and, on the other, the range of translation norms, expectations and practices observed across time and space. The presentation will briefly discuss the former before shifting its focus on what one can call the ‘concept of translation’. The presentation will assume that “when we attempt to grasp and circumscribe the concept of translation, and hence its constitutive norms, in other cultures, there is no safe, objective point from which to tackle the issue (Hermans 1996:46). The lack of a fixed vantage from which one can observe and describe different concepts of translation need not lead to the conclusion that they are incomparable and non-commensurable – at least not necessarily. Instead, one could look for alternative ways to describe the range of concepts which can capture the inescapably dialogical character of this kind of investigation. These alternative research paths should be designed to produce accounts that are, as far as possible, inclusive and culturally balanced. The main heuristic tool the presentation will use to accomplish this task is derived from the conception of ‘surprising fact’ as defined by

Charles S. Peirce in his epistemological writings. According to Peirce, a fact becomes ‘surprising’ when “some belief, active or passive, formulated or unformulated, has just been broken up” (EP 2:287, the passage is from 1903). When this happens, we need to adapt or change our beliefs to account for the new fact according to a sequence that Peirce described as follows: “The surprising fact, C, is observed; – But if A were true, C would be a matter of course, – Hence, there is reason to suspect that A is true. (CP 5.188-189, this passage too is from 1903). This example of hypothetical reasoning, presented here in the form of a syllogism, can be useful to discuss the variability of the concept of translation. Replacing Peirce’s variables with the terms of our debate, ‘C’ would be a radically different concept of translation prevalent in some community and ‘A’ would be the new insight or idea that would trigger an evolutionary step in the theory of translation. However, one can launch the difficult process of reconceptualising translation theory only if the observed practices and norms render existing beliefs about translation untenable. Verifying if this is the case will be the core of the presentation. Specialised literature and the field work carried out by this speaker in his native Europe and during his extended stays in the US and Asia (as reflected, for instance, in Steconi 1995-6, 1997) will be used to verify whether radically different concepts of translation have been found that would suggest or impose an equally radical overhaul of translation theory.

Keywords: international turn, concept of translation, semiotics, eurocentrism, epistemology

Please contact the author for the list of references

MARJOLIJN STORM

Institute of Applied Linguistics, Translation and Interpreting, Saarland University, Saarbrücken, Germany

storm15@gmx.net

Poirot and the Periphery – An Analysis of the German Translations of Agatha Christie’s „The Mysterious Affair at Styles“

It can be argued that Agatha Christie’s detective fiction, which, classified as ‘lowbrow’ fiction and therefore being at the periphery of the Polysystem, should actually be in the centre, since, according to the “Index Translationum”, she is still the most-translated author of all time. Translation research, theory and teaching have therefore not only been based in European contexts, but also in genre contexts, widely concentrating on works perceived as ‘highbrow’ fiction. ‘Lowbrow’ fiction has indeed always been at the periphery of scholarly interest. In contrast to this tradition, this paper deals with the German translations of Agatha Christie’s first novel, “The Mysterious Affair at Styles“, which were published in 1929, 1959 and 1999 respectively. The theoretical basis for this study is formed by Toury’s concept of translation norms, Even-Zohar’s Polysystem Theory and Pierre Bourdieu’s Field of Cultural Production. It can be shown that the translators’ decisions are determined by many different factors, amongst which: the status and perception of detective fiction, the status of Agatha Christie as an author, the status of translations from English, the reasons for the publishing house to publish detective fiction, the function of the publication, the choice of the translator, and external (for example political or financial) constraints. These categories, and along with them the positions of the texts in the Cultural Field/Polysystem change over time. The 1929 and 1959 translations, for example, are influenced by the tensions caused by the peripheral position of detective fiction in the Polysystem on the one hand and its enormous success on the other. The publisher of the 1929 translation saw it as a cheap and trivial product to finance books on high art and placed this book of an unknown British author in the context of its series of detective stories. Also, the publishing house had just been taken over by an extreme right-wing company which would soon stop the translation of British and American detective fiction altogether. To this day, the 1959 publisher specialises in entertainment fiction. By then, even though Christie had become an established author, detective fiction was still seen as trivial by critics. This tension influences the translation decisions made. In contrast, the 1999 publishing house, also home to ‘highbrow’ authors such as Thomas Mann and Franz Kafka, treats Christie as an icon of the genre. It is also the first time that this translation is not part of a series, but a publication in its own right. These contexts will be explained with the help of a comparison between an extract of the source text and its translations. With these findings, a ‘trajectory’, in Bourdieu’s terms, will be mapped out, that

is, a mapping of the different positions of the text and author in the three consecutive literary fields. The German history of detective fiction, of translations from English and the author Agatha Christie therefore consists of constant conflict with the centre of the literary field, and the move from non-canonised to canonised literature. This paper thus presents the analysis of German translations of Agatha Christie's "The Mysterious Affair at Styles" as a showcase for the possibilities of Descriptive Translation Studies. It also shows in what way escapist fiction can be politicised in its translations. With regard to translation theory, it highlights the importance of (translations of) 'lowbrow' fiction in the Polysystem and the genre-specificity of translation norms and decisions.

Keywords: Descriptive Translation Studies, Polysystem Theory, 'lowbrow' fiction, Agatha Christie, re-translations

JÜRGEN STOWASSER

Wien; juergen.stowasser@univie.ac.at

History and Translation Studies – a Case Study on 16th Century New Spain

Using sources from Postconquest Central Mexico, this case study explores the translation of indigenous notions into Spanish and vice versa. Furthermore, the paper examines the ways in which unrecognised or unconsidered mistranslations had/have a significant influence on the interpretation of prehispanic and colonial cultures. The presentation will conclude with some brief suggestions how the field of history, particularly Global and Postcolonial Histories, may benefit from translational approaches. Translating and interpreting were common, even omnipresent practises in post-conquest New Spain. Entire texts as well as single terms were translated, mostly from Spanish to Nahuatl (Mexihcatlahtolli) and Nahuatl to Spanish. This paper investigates 16th century texts in both languages (chronicles, annals, grammars and dictionaries, letters, catechisms, religious plays, legal documents). In addition, it includes examples of intersemiotic translations between the Roman alphabet and the Aztec writing system (tlahcuilolli) such as catechisms translated first from Latin/Spanish to a Nahuatl alphabetic text and then further transliterated to the mainly pictographic tlahcuilolli-system. The present paper focuses on the translation of political, social and religious concepts and analyse them as practises realised within the specific contexts of early Spanish colonialism. By doing so, it looks at aspects such as indigenous agency, cross-cultural gender issues, translation strategies and different procedures of appropriation. The case study covers topics as: the disappearance of female agency by translational gendering, strategies of othering in accounts of the Conquista, colonial repression and mistranslations of political and legal terms, and reinterpretations both of prehispanic and Christian religious concepts. Particular attention will be paid to the epistemic significance of translations errors. The paper argues that translational misreading had profound implications for the perception of Aztec culture. I will suggest that historians perpetuated (and frequently still perpetuate) those dubious interpretations by basing their analysis mostly on Spanish sources and by overlooking the question of translation. As a result, historical works dealing with colonial encounters and interactions often suffer from an imbalance by underestimating sources in marginalized indigenous languages. Students in the field of history learn about the importance of the use of primary sources and the need of sufficient language skills. Nevertheless, in many cases historic studies of the colonial period seems to content themselves with the knowledge of the language of the colonizers. After taking as its starting point the case of Spanish-Nahua translational interactions in New Spain, the paper will address methodological issues concerning the significance of translational questions for the practise of the historian. It will argue that there is a need of a "conceptual decolonization" (as Kwasi Wiredu stated it for the case of intercultural philosophy) and specific hermeneutic procedures such as back-translating terms of indigenous origins in sources written in the colonizer's language. The paper uses the seminal research of Francis Karttunen and recent studies of Nahua-Spanish discourse in the early colonial period (Kate Burkhart, Susan Schroeder, John F. Schwaller and others). Furthermore, I draw methodological conclusions from scholarly research on translations in intercultural encounters, contributions from Postcolonial Studies (e.g. Veena Das) and recent approaches from Global History.

Keywords: colonialism, Postcolonial Studies, Translation Studies and history, intercultural analysis, mistranslations

KATARZYNA SZYMANSKA

Faculty of Medieval and Modern Languages, University of Oxford, UK; katarzyna.szymanska@st-hughs.ox.ac.uk

(Meta)translation as a Method of Critical Thinking and Reading Literature

In 1970, James Holmes emphasized the double purpose of literary translation: although it belongs to derivative literature, i.e. “metaliterature”, it is read and perceived in the target culture as primary literature. This ambiguity has been further problematized in Matthew Reynolds’ book “The Poetry of Translation” (2011), in which he traces the metaphors and concepts used to describe the process of translation by various authors and literary criticism throughout the ages. According to him, although literary translations are made and used in culture as substitutes for their originals, criticism of translation tends to look beyond this mode of being, shifting the emphasis more on its meta-function, for example as a commentary or paraphrase (John Dryden, Donald Carne-Ross, Clive Scott). The idea of both creating and reading translations as quiet substitutes was also challenged and strongly objected by, for instance, Lawrence Venuti in his famous “Translator’s Invisibility” (in terms of institutional practices of removing the figure of the translator from the text). Referring to Jiri Levy’s distinction (1963) of illusionist and anti-illusionist translations, it is therefore noticeable that some critics and readers of translations long for this anti-illusionist model, which would itself become a method of critical thinking of foreign literature and be followed by the reader’s awareness of the translation process itself. Such model might be accomplished when translation breaks through the prevailing conventions of reading foreign literature as primary texts and instead, as a kind of commentary, shifts to the meta level. The product of that, the ‘metatranslation’, will therefore describe certain translation strategies which draw the reader’s attention to the genre specificity of literary translation and, subsequently, to the mediation of the translator him-/herself. The term in this sense (used previously by Jeffim Etkind in 1986: “metatraduction”) was coined by Anna Cetera (2004) and originally referred to the Polish contemporary retranslations of Shakespearean plays (Stanislaw Baranczak’s *King Lear* or Piotr Kaminski’s *Richard II*), in which translators pursued their own radical solutions and interpretations of the well-established texts. Literary metatranslation is, therefore, a self-reflexive translation which exposes the radicalism or arbitrariness of the translator’s choices. Also, it often explicitly alludes to the previous translations of the same work or highlights the translator’s presence in the text. Such phenomenon appears also in contemporary retranslations of well-established authors (like T.S. Eliot, Bertold Brecht, Ogden Nash), where different variants of translated poems function parallel to each other. Therefore, the notion of translation as a substitute is replaced by its completely different nature: simultaneity, variation, commentary and parallel ontological status. In this sense, translation becomes an ethical project, which makes the reader aware of the translator’s presence in it, i.e. also the fact that when the text is transfigured into a different language, literature and culture, it involves particular interpretative mechanisms as well as people working on it before it reaches its recipient. Such method of critical thinking should be very revealing to the literary studies and humanities in general as it is strongly connected with the esthetic and ethical task of metaliterature, which is to make the reader sensitive to the nature of the literary work as involved in the process of artistic creation, interpretation and manipulation. Therefore, (meta)translation as a non-substitutive, anti-illusionist literary translation will not only show how to deal with foreign texts as such but also with the text as a cultural product in general.

Keywords: metatranslation, substitute, ethical, commentary, critical thinking

ALEKSEY TASHINSKIY

Faculty of Translation Studies, Linguistics and Cultural Studies, University of Mainz, Germany

aleksey@gmx.net

Translation und Geschichte: das Phänomen „Neuübersetzung“ als Gegenstand diachroner Translationsforschung

Obwohl im Bereich „literarische Übersetzung“ vergleichende Fallstudien, die diachrone Reihen von Übersetzungen zum Gegenstand haben, eine etablierte Studienart innerhalb der deskriptiven Translationsforschung darstellen,

gab es bis jetzt entweder nur kursorische Versuche, sich dem Phänomen „Neuübersetzung“ theoretisch anzunähern (Bereza 2009; Pöckl 2010) oder punktuelle Überlegungen dazu innerhalb der Fallstudien selbst, jedoch keine systematisch konzipierte Studie. Dabei lassen sich anhand existierender Beiträge zur literarischen Übersetzung (sowohl innerhalb der Translationsforschung als auch in der Übersetzungskritik) Erklärungsansätze zur Entstehung und Notwendigkeit von Neuübersetzungen rekonstruieren, die methodisch den wissenschaftlichen Umgang mit diesem Phänomen steuern. Bei erster Annäherung lassen sie sich in zwei Gruppen, „linguistisch-philologische“ und soziologische/kulturwissenschaftliche“, unterteilen. Die erste Gruppe repräsentiert die Auffassung, dass die Entstehung von Neuübersetzungen primär sprachlichen Faktoren zu verdanken ist. So können sie Ausdruck einer Arbeit am sukzessiven Erschließen des Originals darstellen: eine neue Übersetzung behebe die Mängel der Vorgängerversionen, indem sie z. B. seine bis dahin verborgen gebliebenen und nun mit philologischer Akribie freigelegten Bedeutungen präsentiere oder die veraltete Sprache der alten Übersetzungen durch eine zeitgemäßere ersetze. Die zweite Gruppe von Erklärungsansätzen wendet sich in erster Linie außertextuellen Faktoren: dem Ausdruck des „Zeitgeistes“ einer bestimmten Epoche, der Bestrebung einer Ideologie ein Werk zu vereinnahmen bzw. die Deutungshoheit für sich zu beanspruchen oder kontingenten, interessengesteuerten Entscheidungen von Subjekten (Personen und Institutionen), die an der Entstehung der Neuübersetzung beteiligt sind. Dabei bewegen sich die Ansätze dieser zweiten Gruppe zwischen zwei Polen: die einen versuchen, kausale Zusammenhänge zwischen dem Wie der Neuübersetzung und den besagten Faktoren zu finden, die anderen klammern den Text als solchen aus und untersuchen vielmehr die ökonomischen, sozialen und kulturellen Faktoren, die für das Zustandekommen der Neuübersetzung von Bedeutung sind. Interessant erscheint dabei die Frage nach einer expliziten oder impliziten Einbeziehung der Dimension des Historischen in die Erklärung des besagten Phänomens, dessen gerade im deutschsprachigen Raum zahlreichen, in den letzten Jahrzehnten entstandenen Repräsentanten besondere mediale Aufmerksamkeit zuteil wurde (z. B. den Neuübersetzungen der großen Dostoevskij-Romane durch Swetlana Geier, über die ein Film „Die Frau mit den fünf Elefanten“ gedreht wurde). Die Historizität der literarischen Übersetzung, die Art ihrer Beziehung zur „menschlichen Zeit“ wird je nach Ansatz unterschiedlich eingeschätzt. Zum Einen werden Neuübersetzungen als Ausdruck der zyklischen Natur des literarischen Übersetzens aufgefasst: die Neuübersetzung kehre immer wieder als „Aufgabe“ zurück. Diese Vorstellung postuliert die Vergänglichkeit der Übersetzung als Form ebenso wie den ahistorischen, zeitlosen Charakter des Originals. Zum Anderen existiert die Vorstellung, die diachrone Reihe von Übersetzungen ein und desselben Textes sei ein kumulativer Prozess: mit jeder Neuübersetzung unternehme die Zielkultur einen Versuch, dem Original neue bis dahin „verborgene“ Facetten abzugewinnen, wobei die Kumulation dieser Facetten mit der Entstehung einer kanonisierten Version ihr vorläufiges Ende finde. Diese zwei Erklärungsmuster, zyklisch und kumulativ, finden sich in beiden oben erwähnten Gruppen vor. Während das zyklische Muster die Frage nach der Historizität der literarischen Übersetzung an das Fortschreiten der Zeit, jedoch nicht der Geschichte bindet, geht das kumulative Muster vom Fortschreiten der „inneren“ Geschichte der Übersetzungen selbst aus. Diese kann, je nach Ansatz, mit der „äußeren“ Kultur- und Sozialgeschichte verzahnt werden. Wenn man nun die im Kontext der Postmoderne diskutierte These vom Ende der Geschichte aufgreift, entsteht im Hinblick auf die Translation folgender Fragenkomplex: wie lassen sich die in der „posthistorischen Zeit“ entstandenen Neuübersetzungen vor allem klassischer literarischer Texte analysieren, die sich nicht selten in einer programmatischen Abgrenzung zur früheren, „in der Geschichte verwurzelten“ Versionen positionieren? Nehmen sie in der diachronen Reihe von Übersetzungen, die sich uns in ihrer historischen Begrenztheit präsentieren, den privilegierten letzten Platz der posthistorischen Vervollständigung ein? Sind sie Ausdruck eines freien „spielerischen“ Umgangs mit ausgeschöpften Modalitäten des Übersetzens (frei vs. wörtlich, einbürgernd vs. verfremdend etc.), die nunmehr alle zur Verfügung stehen? Wird in den „neuen“ Neuübersetzungen endlich die unbefangene „nullte Stufe“ der Geschichte, „die Ebene des Materials, das noch nicht durch bestimmte Interessen und Auffassungsweisen geformt“ ist (Angehrn 1991), anvisiert oder lässt sich an ihnen ihre eigene tiefe, weil unbewusste Historizität, die Historizität des Posthistoire ablesen? Der Beitrag stellt einen vorläufigen Versuch dar, diese Fragen in systematischer Weise zu beantworten.

Keywords: deskriptive Translationsforschung, literarische Übersetzung, zyklisch vs. kumulativ, Historizität von Übersetzungen, Ende der Geschichte

ROVENA TROQE

Faculty of Translation and Interpreting, University of Geneva, Switzerland; rovena.troqe@unige.ch

Generative Semiotics Applied to the Enunciation in Translation

Generative semiotics (Greimas & Courtés 1979/1982) conceives enunciation as the mechanism that governs the passage from virtual semiotic structures (narrative grammar) into structures realized in the form of discourse (linguistic manifestation). The conversion of semio-narrative structures into discourse is called “semiotic competence” and it is exercised by the empirical instance of discourse production, the subject of enunciation. At the moment of linguistic manifestation, the subject of the enunciation operates by disengagement (*débrayage*) and institutes the discourse as space, time, themes, actors and images of the world. This moment of the language act is a split (*schizie créatrice*) that creates by disjunction and projection (actantial, spatial and temporal disengagement) a subject, a space and a time of the uttered enunciation. The uttered enunciation (utterance) is the simulacrum of the enunciation, logically implies it, and bears elements that refer to it, such as, pronouns, evaluative adjectives and adverbs, spatial and temporal deictics and verbal forms. These are markers that help conceive the domain of the enunciation.

Following generative semiotics, we define the translational enunciation as a “translational disengagement” act, through which the translator projects and disjoints instances derived from the original text into a translated text. By assuming that the semiotic competence of the translator involves reproduction of the narrative and discursive structures of the original text, we will analyse and discuss translation markers that show evidence of translational disengagement. In order to look for translational markers, defined here as “salience of translation”, we will take into account levels of analysis such as extent, intensity and isotopic and thymic categories. In Greimassian semiotics, isotopy refers to the iterativity of elements of content (semic values) that ensure homogeneity and coherence of the thematic (dominant themes) and the actantial level (subject, object, antiactants, etc.) in a text. The thymic category refers to the semanticism bound to human perception and valorisation such as repulsion (*dysphoria*) and attraction (*euphoria*). According to the tensive model (Zilberberg 2002, Fontanille 2003), every value – semic value – is constituted by two “functions”: extent and intensity. Extent operates on a qualitative, quantitative, spatial and temporal range and density. Extent sorts, expands and condenses semic values pertaining to thematic isotopies. Intensity operates on the perception and affective level and increases or decreases euphoric or dysphoric semic values.

This analytical framework has been applied to the study of parallel corpora of original English texts translated into French and Italian. The corpora are composed of short texts describing scientific projects financed by the Rolex Institute in its philanthropic programme Rolex Awards for Enterprise. Translated texts have been annotated through qualitative data analysis software QDA Miner. Results show the presence of translational saliences in both the French and Italian translation corpora, on different isotopic and thymic levels. Saliences are different in nature and extension in the two corpora so that they account for two different “styles” of translation.

Keywords: generative and tensive semiotics, enunciation, isotopy and thymism, corpora analysis

PETRA VAVROUŠOVÁ

Institute of Translation Studies, Charles University, Prague, Czech Republic; petra.vavrousova@seznam.cz

The German Language and its Potential as a Cultural Mediator in the Translation

The proposed paper will contribute to examine the issue of second-hand translations, while focusing on German as a mediating language of translation of literary texts between Czech and Spanish and to analyze the role of individual languages and cultures in multilingual communities. This subject matter has been addressed so far only in the form of bibliographical reports (Uličný 2005). It is lacking an analysis of the individual texts as well as the cultural roles played by the mediating language in these specific cases. Today we observe the absence of textual research, various sub-questions have been investigated in the history of translation, and however, what is missing from that

work is the application of the method to specific texts.

From the perspective of translation studies, the language of a translation is nothing other than the medium in which a text enters into broad social and cultural relations. Specific relations are usually established for individual language pairs (in our case a language trio), and the process of establishing these relations can be considered truly extraordinary and unique. The original text is bound to a certain location and time and is part of a specific socio-cultural environment. The translation then ultimately contains different space-time coordinates as well as a different socio-cultural context. If the decision for an indirect translation, i.e. for a second-hand translation, is made, a third – intermediate or mediating – language enters the whole process. In this way, the communication chain receives an additional participant. Logically, what follows is that the source text for the translation does not specifically correspond to being an original text, since it is itself a translation. Therefore, it is no coincidence that based on his research of the history of translation in the Central European area, Jiří Levý refers to this mediating text as a template (Levý 1957 [1996]: 233.)

In regard to the language, geographical and temporal scope, the paper explores German as a mediating language in translations from Czech into Spanish (into Castilian and Argentinean Spanish) for literary texts. Examples of indirect literary translations which were translated into Spanish via German are works by such great personages of Czech literature as Jaroslav Hašek, Karel Čapek, Jan Neruda, Pavel Kohout and others. We will investigate second-hand translations not only for a European audience, but also for an Argentinean audience to deepen the point of view because the mediating potential of German transcends to Latin America. We will be studying the time period beginning with the 20th century and ending in the early 21st century, more specifically in 2010. We expect that the textual research and the analysis of second-hand translations will contribute to overcome Czech-German cultural stereotypes and understand the role of the German language in the Czech cultural environment.

Keywords: mediating language, second-hand translations, literary texts, Czech-German cultural stereotypes, multi-lingual community

SUSANNA WITT

Uppsala Centre for Russian and Eurasian Studies, Uppsala University, Sweden; susanna.witt@ucrs.uu.se

Byron's "Don Juan" in Russian and the "Soviet School of Translation"

A decisive statement in the development of Translation Studies as a discipline is Gideon Toury's claim that translations should be studied as "facts of the target culture" (1995). But how does a translation become "a fact" and what kind of fact does it represent? Recent years have witnessed an increased awareness of the significance of context and of translators as agents, often referred to as the "social turn" (Merkle 2008). A corollary of this turn, while not always sufficiently recognized, is the need for thicker descriptions (in the Geertzian sense) of the cultural situations under scrutiny. This paper seeks to contribute to such a description with reference to a geographical space hitherto largely neglected in Translation Studies, i.e. that of Russia. Although recent years have seen a rapid broadening of geographical perspectives within the discipline (to include, for example, China, India, the Arab world) — both with regard to theoretical approaches and objects of inquiry — Eastern Europe and Russia are still conspicuously absent topics here. Obviously perceived as a European periphery, this translation zone displays both multifaceted, large-scale translation activities and a long history of theoretical reflexion, which are little known outside its boundaries, while at the same time being of great potential interest to scholars of translation within the self-perceived centre. This paper focuses on Russian culture of the Soviet period and aims at elucidating the dynamics of "facts" and contexts in particular settings. The translational "facts" examined are the two complete renditions of Byron's „Don Juan“ to appear during the Soviet era: Georgii Shengeli's version from 1947 and Tatiana Gnedich's from 1959. The context in which they are considered is the development of the so-called "Soviet school of translation" as a concept. The "Soviet school of translation" was an official matter of pride, a Soviet symbolic item which survived into post-Soviet times, retaining its high status. Although there have been several attempts at defining this school in the literature on translation and translation history in Russia, there is still no monograph on the subject. It is most often

characterized on the basis of writings originating from within Soviet translation scholarship of the 1950s-1970s (as in Leighton 1991). It is generally overlooked, however, that the concept of the Soviet School of Translation as such has a history. Its peripeteias need to be studied not only by surveying printed (and often later revised) contributions to Soviet translation theory (as in Balliu 2005) but also by looking into archival material (Witt 2011; Witt in press). Drawing on such sources, this paper offers a reconsideration of the "Soviet school" from perspectives beyond its own self-understanding and official status and looks at it as a construct. A central concern is to shed some light on what could be called "the battle over the concept," which was intimately linked to questions of power and ideology in post-war Soviet culture and the positioning of translators. In this context, the two translations of „Don Juan“ happened to take on specific significance. The analysis shows how translations in their entirety may become signs in the target culture and how this, in the Soviet case, affected the formation of a translation canon.

Keywords: perceived periphery, Russia, translation, Don Juan, Soviet school of translation

Please contact the author for the list of references

MASARU YAMADA

Rikkyo University, Japan; yamada@apple-eye.com

Who can be a Post-editor? An Investigation into the Possibilities for College Students to be Post-editors in Machine Translation plus Post-editing Settings

Language technologies such as machine translation plus post-editing by human translators (hereafter, MT+PE) are increasingly prevalent in the translation industry and studies have investigated greater efficiency, time savings and higher quality MT+PE systems. However, one of the major issues that the translation industry (in Japan) faces is who will be a post-editor for the next generation of language professionals. Most professional translators are currently working under cost reduction pressures; hence they have negative feelings toward MT+PE and are even skeptical about the quality of MT raw output. This is in line with empirical research by Yamada (2011) that shows that in comparing MT+PE experiments between professional and student translators, professional translators have made far greater modifications to the MT raw output. In this experiment the professional translators did not feel that it was advantageous to switch their production style to an MT post-editing mode. On the other hand, revising MT-generated texts resulted in the student translators having a more relaxed cognitive load as well as faster translation speeds. Although research has concluded that the MT+PE of English-Japanese translations in a real-life professional setting has not yet reached the point at which translators can experience ease of task and achieve faster speeds, there is still a great chance for student translators to gain larger benefits from MT+PE than professionals. Garcia (2010) also supports this assertion. Garcia's experiment on the effect of MT+PE involves translator trainees (students) using the Google Translator Toolkit. The translations are from English to Chinese. Although there is no significant gain in productivity and quality with MT+PE, it is noted that thirteen out of fourteen students (over 90%) who had experienced MT+PE with the Google Translator Toolkit preferred translation from MT over the ordinary translation from ST. This data suggests that translation trainees or language learners may be potential candidates for MT post-editors. Therefore, this study will investigate the potential of college language learners to become post-editors for the future of Japanese industry. The investigation focuses on changes and improvement in students' translation competence, technological literacy, and preference/ attitude toward MT+PE. The study uses both questionnaires and experiments. The experiments, which involve undergraduate students majoring in English, are carried out as part of class activities. In order for them to become accustomed to MT+PE certain training sets are provided. The students are then measured for improvement in translation quality and productivity. For the experiment a virtual project" a website localization in a general domain is set up. The working hypothesis is that student translators, if assisted with MT output and provided with certain PE training, will become post-editors (translators) of medium quality much faster than they would become human translators of the same quality. They will be qualified as webpage localizers in the general domain. Analysis of the data will give us a detailed picture of language learners' perceptions and competence in language technologies such as MT+PE, which can then inform

language professionals, vendors, and trainers that will be key players in the next generation of highly technologized translation workplaces.

Keywords: machine translation, post-editing, translation technology, training, post-editor

Please contact the author for the list of references

MİNE YAZICI

Department of Translation and Interpreting, Istanbul University, Turkey; mineyaz@gmail.com

New Orientations in Research from the Perspective of Turkey

This paper discusses why Translation studies as an interdisciplinary should expand its scope, and direct its focus on the transdisciplinary research in face of new formations in international political arena. For this purpose, the paper first discusses contemporary research methods such as interdisciplinary, multidisciplinary and transdisciplinary. Second, it questions the underlying reasons for the orientation towards transdisciplinary research. Third, the paper proceeds in such a way as to discuss the function of dissertations, monographs or papers in academic research, and emphasizes the function of research projects from the point of transdisciplinary studies; thereby sowing the seeds of new openings in academic research, especially in the field of Translation Studies. After that, a tentative research model on Turkey's harmonization process to European Union, which is one of the most important issues on the agenda, is produced proceeding from the field of Translation Studies for the purpose of arousing awareness not only in the field of international media but also in academia. In shaping the framework, the stages that a researcher from the field of Translation studies may undergo are planned in such a way as to disclose the discerning features of research projects, which can be enlisted as theoretical base, public and institutional benefit. In the last section, it discusses in what way Translation Studies may seize the new turns in research; thereby sowing the seeds of new openings and attributing new roles to scholars studying in the field of Translation studies. In conclusion, this paper both aims to set up the infrastructure of the transdisciplinary studies in Turkey on the way to the full membership of EU, and to broaden the horizons of Translation studies by expanding its delimitations from interdisciplinary to transdisciplinary.

Keywords: transdisciplinary research, interdisciplinary research, communicative action theory, harmonization, European Union

Speakers

Abdallah, Kristiina	105	D'hulst, Lieven	44
Ahrenberg, Lars	225	Da Silva, Igor A. Lourenço	209
Albl-Mikasa, Michaela	9	Dal Fovo, Eugenia	202
Aleksandrowicz, Renata	27	Dam-Jensen, Helle	181
Alves Ramos de Oliveira, Jamille Santos	82	Davier, Lucile	21
Alves, Fabio	59	De la Cova, Elena	134
Angermeyer, Philipp Sebastian	43	De Metsenaere, Hinde	233
Antonucci, Barbara	34	Desblache, Lucile	152
Apfelthaler, Matthias	149	De Sutter, Gert	77
Artero, Paola	64	Delahaye, Marieke	140
Artimova, Jozefa	118	Demez, Neslihan	206
Assis Rosa, Alexandra	111	Desmet, Piet	41
Bahadır, Şebnem	153	Dias, Fátima	234
Balci Tison, Alev	81	Díaz, David	251
Baraldi, Claudio	214	Dionysios Kapsaskis	125
Barbosa de Almeida, Dayana Crystina	225	Djovčoš, Martin	235
Bassam, Lubna	170	Doms, Steven	76
Belikova, Alexandra	205	Dorer, Brita	236
Bennett, Karen	172	Edelmann, Gerhard	165
Biel, Lucja	226	Ehrensberger-Dow, Maureen	60
Bladh, Elisabeth	227	Ella, Jan-Erik	143
Bodzer, Anca	196	Engberg, Jan	166
Boulanger, Pier-Pascale	62	Engola, Stephanie	134
Boulogne, Pieter	113	Fan, Lingjuan	237
Brems, Elke	99	Fan, Yang	83
Brodie, Geraldine	139	Farhood, Emmad	197
Bundgaard, Kristine	137	Feinauer, Ilse	61
Cadwell, Patrick	228	Felgner, Lars	216
Calvani, Alessandra	229	Fernández, Johanna	203
Campe, Petra	233	Ferraresi, Mauro	213
Canfora, Carmen	229	Ferreira Alves, Fernando	103
Caniato, Manuela	124	Fina, Maria Elisa	133
Carl, Michael	210	Flanagan, Marian	135
Carlà, Filippo	164	Fotopoulou, A.	40
Carroll, Mary	155	Fox, Wendy	56
Castillo, Luis	231	Fragkou, Effrossyni (Effie)	23
Cerezo Merchán, Beatriz	179	Freitag, Florian	164
Chan, Andy Lung Jan	104	Gagnon, Chantal	62
Charlston, David	25	Garnemark, Rosario	36
Chaves, Ana Maria	128	Gavioli, Laura	214
Chłopek-Labo, Marianna	232	Gawel, Katarzyna	174
Chlumska, Lucie	75	Gerber, Leah	177
Chong, Yau-yuk	173	Giouli, P.	40
Cornu, Jean-François	16	Gómez Castro, Cristina	218
Crickmar, Marta	67	Gonne, Maud	46
Čulo, Oliver	8	Gremmen, Charlotte	175

Gronek, Agnieszka	150	Lázaro Gutiérrez, Raquel	196
Haddadian Moghaddam, Esmaeil	196	Lee, Yvonne	84
Hagemann, Susanne	182	Lenglet, Cédric	168
Hanouille, Sabien	19	Li, Wenjie	38
Hansen-Schirra, Silvia	57	Liimatainen, Annikki	167
Hassanein, Mahmoud	204	Lindqvist, Yvonne	205
Hebenstreit, Gernot	42	Liu, Christy Fung-Ming	104
Heimbürger, Franziska	47	Lobbess, Tessa	46
Heine, Carmen	93	Luo, Tian	100
Heller, Lavinia	195	Määttä, Simo K.	12
Hempel, Karl Gerhard	14	Magalhães, Célio M.	7
Henn, Carola	239	Magris, Marella	157
Henrot, Geneviève	156	Marais, Kobus	212
Hill-Madsen, Aage	121	Marchand, Chantale	127
Hjort, Minna	204	Martínez Martínez, José Manuel	6
Hofmann, Sascha	57	Martinez-Gomez Gomez, Aida	190
Hokkanen, Sari	80	Massey, Gary	95
Huang, Jin	240	Mendonça Cardozo, Mauricio	54
Huertas Abril, Cristina	241	Menzel, Katrin	245
Hunziker Heeb, Andrea	102	Meyer, Bernd	43
Iljinska, Larisa	148	Miller-Naudé, Cynthia L.	65
Ioannidou, Kyriaki	242	Miloševski, Tanja	85
Isohella, Suvi	105	Milton, John	193
Jeanmaire, Guillaume	83	Mitjagina, Vera	91
Jung, Goo-Woong	83	Mliczak, Renata	55
Jüngst, Heike	116	Molerov, Dimitri	247
Katan, David	132	Mouka, Effie	248
Kaufmann, Francine	217	Mudriczki, Judit	79
Kemppanen, Hannu	194	Müller, Ina	191
Kessler, Rainer	159	Musacchio, Maria Teresa	156
Khaled, Yasmine	199	Narezzi, Edilene	86
Killman, Jeffrey	180	Nartowska, Karolina	188
Kim, Daeyoung	183	Natzén, Christopher	18
Kim, Nam Hui	207	Naudé, Jacobus A.	65
Kiraly, Don	58	Neumann, Stella	29
Kolehmainen, Leena	198	Niemants, Natacha	202
Kononova, Valentina	242	Niemietz, Paula	29
Koponen, Maarit	138	Nikolarea, Ekaterini	24
Korpal, Paweł	187	Nisbeth Jensen, Matilde	119
Kourouni, Kyriaki	60	O'Sullivan, Carol	17
Kruger, Haidee	222	Oliveira Martins, Isabel	178
Krüger, Ralph	35	Opdenhoff, Jan-Hendrik	31
Kujamäki, Pekka	243	Orrego-Carmona, David	86
Kumpulainen, Minna	244	Orrù, Michele	223
Kunz, Kerstin	106	Oster, Katharina	250
Kuznik, Anna	70	Otero Moreno, Conchita	208
Lacroix, Denis	26	Owen, Andrew	49
Lafi, Mohammed	176	Pacheco, Raquel	251
Lapshinova-Koltunski, Ekaterina	73	Pagano, Adriana	209

Paloposki, Outi	103	Schallegger, René	142
Palumbo, Giuseppe	158	Schjoldager, Anne	136
Panizzon, Raffaella	156	Schmidt, Thomas	43
Pantopoulos, Iraklis	220	Schmitz, Klaus-Dirk	52
Paulsen Christensen, Tina	136	Schoeck, Christine	152
Pein-Weber, Christina	69	Scholz, Susanne	160
Penrod, Lynn	53	Schopp, Jürgen F.	192
Penttilä, Esa	252	Schrijver, Iris	181
Perdek, Magdalena	252	Schubert, Klaus	114
Perrin, Daniel	60	Schultze, Brigitte	162
Peruzzo, Katia	144	Schumann, Anne-Kathrin	146
Peverati, Costanza	253	Sehested Thomsen, René	262
Pieta, Hanna	254	Sekine, Yasuhiro	263
Pirouznik, Mehrnaz	255	Sela-Sheffy, Rakefet	71
Platonova, Marina	148	Serban, Adriana	100
Pohlan, Irina	255	Serbina, Tatiana	77
Pokorn, Nike K.	216	Serrano Piqueras, Jesus	97
Ponomareva, Anna	68	Shadd, Deborah	49
Pontrandolfo, Gianluca	109	Shubin, Vadim	99
Queirós de Barros, Rita	178	Siever, Holger	88
Quinci, Carla	185	Sinibaldi, Caterina	39
Radin-Sabadoš, Mirna	256	Smirnova, Tatjana	148
Radziyonava, Iryna	256	Soliman, Luciana T.	157
Ramos Pinto, Sara	179	Sommer, Nora	30
Ranzato, Irene	37	Sosoni, Vilelmini	71
Reinke, Uwe	98	Špírk, Jaroslav	112
Reiter, Clara	258	Staniów, Bogumiła	27
Reithofer, Karin	11	Stanley, John	89
Remael, Aline	5	Stecconi, Ubaldo	264
Resta, Zoi	258	Storm, Marjolijn	265
Reviers, Nina	5	Stowasser, Jürgen	266
Rhodes, Leandra	259	Sturm, Annegret	221
Richter, Julia	260	Szymanska, Katarzyna	267
Richterova, Olga	75	Tarvi, Ljuba	225
Ringmar, Martin	161	Tashinskiy, Aleksey	267
Risku, Hanna	69	Tawfik, Nahla	189
Rodrigues Rebechi, Rozane	107	Teixeira, Carlos	96
Rösener, Christoph	51	Tekgül, Duygu	219
Rogl, Regina	69	Tesseur, Wine	63
Ross, Dolores	157	Thelen, Marcel	115
Rozmyslowicz, Tomasz	212	Tian, Chuanmao	163
Sala Robert, Èlia	125	Tiselius, Elisabet	201
Salciute-Civiliene, Gabriele	108	Trick, Doug	48
Salevsky, Heidemarie	191	Troqe, Rovenia	269
Salmi, Leena	261	Tryuk, Małgorzata	216
Samareh, Zahra	174	Tsai, Claire	20
Sanz, Zuriñe	110	Tymczynska, Maria	186
Saridakis, Ioannis	40	Tziafa, Eleni	242
Scarpa, Federica	157	Ulrych, Margherita	130

Ulvydiene, Loreta	66	Voellmer, Elena	91
Uribarri, Ibon	110	Voinova, Tanya	72
Valdés, Cristina	169	Von Wolff, Stuart	11
Valdez, Susana	128	Voskaki, Rania	242
Vale de Gato, Margarida	178	Weissbrod, Rachel	17
Valero Garcés, Carmen	154	Whitfield, Agnes	28
Valli, Paola	43	Whyatt, Boguslaw	94
Vandekerckhove, Reinhild	5	Will, Martin	145
Van de Velde, Marc	233	Winther Balling, Laura	210
Van Poucke, Piet	205	Witt, Susanna	270
Van Rooyen, Marlie	22	Wolfer, Sascha	122
Van Vaerenbergh, Leona	116	Xeni, Elena	211
Vandemeulebroucke, Karen	44	Xiang, Xia	200
Vandepitte, Sonia	129	Yamada, Masaru	271
Vanderbauwhede, Gudrun	239	Yazıcı, Mine	272
Vandewaetere, Sara	117	Zabalbeascoa, Patrick	91
Vatter, Christoph	143	Zheng, Bingham	200
Vavroušová, Petra	269	Žigon, Tanja	141
Viljanmaa, Anu	11	Zlatnar Moe, Marija	141
Vitorino Azevedo, Rui	128	Zubillaga, Naroa	110

Translation Studies: Centers and Peripheries

As Holmes states in his seminal paper „The Name and Nature of Translation Studies“, our discipline establishes institutions and discourses around which groups of researchers gather, exchange ideas and develop new theories and models. The growing number of training and research institutions for Translation Studies and of journals and book series focusing on translation research, the expanding territory of expert forums and blogs on the worldwide web as well as the numerous conference announcements from all over the world are clear indications of an ever increasing interest in the discipline. Whereas initially research, teaching and theory were mainly based in European contexts, promoted under European influence and shaped according to European theoretical perspectives and translation politics, nowadays approaches to translation from different geographies all over the world have been gaining more and more ground. Besides its own ‚internal‘ impetus, Translation Studies has also been receiving growing attention from scholars in other disciplines. The Germersheim EST conference is designed to provide a framework for discussing center-periphery relations within the discipline from a multifaceted angle: center-periphery relations concerning the objects of research, the discourses of Translation Studies, and the links between Translation Studies and other disciplines.

www.fb06.uni-mainz.de/est/index.php

Local organizing committee

Şebnem Bahadır
Dilek Dizdar
Silvia Hansen-Schirra
Lavinia Heller
Sascha Hofmann
Saskia Jünemann
Andreas F. Kelletat
Bernd Meyer
Tomasz Rozmyslowicz
Zahra Samareh
Michael Schreiber (Chair)

Scientific committee

Fabio Alves
Şebnem Bahadır
Dilek Dizdar (Chair)
Silvia Hansen-Schirra (Chair)
Andreas F. Kelletat
Camilla Miglio
Carol O’Sullivan
Franz Pöchlacker
Nike Pokorn
Anthony Pym
Aline Remael
Pilar Sánchez-Gijón
Michael Schreiber

Editorial team: Şebnem Bahadır, Dilek Dizdar, Zahra Samareh

Graphic design: Canan Czettel | canan.czettel@gmx.de

Number of copies: 500

Printed by Zentraldruckerei Universität Mainz

© 2013 Fachbereich 06 | Translations-, Sprach- und Kulturwissenschaft Germersheim
est2013@uni-mainz.de