

## **La traducción del lenguaje promocional en el packaging de los cosméticos**

*Cristina Álvarez Mayor (Spain)*

El objetivo de esta comunicación es poner de manifiesto la problemática de la traducción de textos promocionales que forman parte del embalaje de productos cosméticos, “packaging”, y ofrece una aproximación general a las normas y restricciones de este tipo textual, paradigma de nuestra civilización y de nuestro tiempo. El estudio de la traducción del embalaje, o “packaging”, término ya generalizado en el ámbito empresarial, es un tema relativamente nuevo, por lo que la contribución a este campo se enmarca dentro del estudio iniciado ya acerca del discurso promocional. La motivación de este estudio es la creciente importancia que el “packaging” tiene para las empresas que lo ven como el empujón final de una buena campaña persuasiva. El packaging es un medio de comunicación y un sistema semiótico por lo que su traducción y localización cobran cada vez mayor importancia. Para adentrarse en este complejo entramado se ha optado por un enfoque multidisciplinar que incluye tanto el estudio lingüístico del texto, como la aplicación de teorías de marketing, cuestiones legales y culturales que nos ayuden a entender el por qué de muchas estrategias traductoras y evaluar las tendencias que tienen como fin promocionar el producto de la misma manera que en la traducción de anuncios de prensa o televisión, pero con restricciones propias.

## **Venedikt Eroféiev y la influencia de la ‘Beat Generation’ en Rusia**

*Manel Bellmunt Serrano (Spain)*

La comunicación que presento se enmarca dentro de la disciplina de la Literatura Comparada y en el ámbito de la traducción y la intertextualidad. Dicha comunicación se ubica dentro de mis investigaciones doctorales desarrolladas en la Universitat de Barcelona, y que giran en torno a la influencia de la ‘Beat Generation’ norteamericana en los escritores rusos comprendidos entre 1968 y 1986. Venedikt Eroféiev es uno de los escritores más sobresalientes de este período literario; por ello, creo que merece nuestra atención y nuestra lectura, tomando como perspectiva la influencia de los escritores de la generación norteamericana anteriormente citada. Es mi trabajo, por tanto, un estudio de influencias que también se preocupa de la transformación de los patrones culturales, así como la influencia de regímenes políticos tan antagónicos como el capitalismo y el comunismo.

Es necesario precisar que me centraré exclusivamente en una obra: Moscú-Petushkí, siendo ésta a su vez, su producción más representativa y traducida. Aunque la tarea se antoje complicada y difícil, trataré de establecer los vínculos necesarios que unan las tradiciones literarias norteamericanas y rusas. Para ello, a parte de lo intrínsecamente literario, nos fijaremos también en la influencia del jazz y del rock; del mismo modo que prestaremos atención a cómo libros rusos y norteamericanos cruzaban el Atlántico, y se instalaban en un mercado literario clandestino. De esa forma, la lectura de autores prohibidos supone una apertura cultural y literaria en ambos sentidos y de ilimitadas consecuencias. Finalmente, trataré de debatir si movimientos literarios tan aparentemente localizados como la ‘Beat Generation’ son exportables o no a otros países.

## **Translation, localisation or transcreation. Video games and language transfer**

*Miguel Bernal (UK)*

Since the development by the MIT of the very first video game called Spacewar in 1962, the video games industry has evolved dramatically to become a worldwide phenomenon worth billions. Although most games are developed in English and Japanese, the new global market and the great investment required have pushed developers and publishers to translate their games into many other languages. This has brought about a new field of specialisation in translation, commonly known in the industry as game localisation, which mainly combines elements of software localisation and audiovisual translation.

Despite its importance at a socio-economic level, the translation of video games is a field of research that has seen very little activity in the discipline of Translation Studies, with just a few electronic articles available (i.e. Mangirón 2004; O'Hagan 2004). In her recently published book, Chandler (2005) takes a look into the translation process but from a producer point of view, showing great insight into the industry but lacking a scholarly focus.

Without much debate on the topic, terminology has spread in all directions, with new terms being coined, and old terms being appropriated by the industry to convey new realities. The aim of this article is precisely to explore the terminology that is presently being used in the profession in order to clarify the implications and nuances that they bring about. The reluctance of some to make use of words like "games", and the concept of "localisation" will be some of the issues discussed here. It is hoped that an analysis of this type of metalanguage will help clarify terms and help future research in this area of translation studies.

## **Principal/agent relationships in the localization process**

*João Brogueira (Portugal)*

Within the broader framework of the Agency Theory, we will analyze to what extent the principal/agent relationship in the localization process is being shaped and modified by the use of translation and localization technologies.

Recent developments in computer assisted translation tools (CAT) and localization tools have succeeded in streamlining, standardizing and leveraging the translation work in localization projects. This has enabled clients (principals) to increase control over the behavior of the translators (agents), thus increasing the programmability and measurability of the outcomes.

Focusing on the information asymmetry between agents and principals, we will analyze how the technologies and strategies devised to reduce the information asymmetry by principals have actually resulted in increased risk shifts for agents.

## **Translating the regime: Portuguese Propaganda in English during Salazar's Dictatorship (1932-1949)**

*Isabel Chumbo (Portugal)*

[Abstract pending]

## **Atomic Structure and Translation Studies**

*Reza Ebrahimi (Iran)*

The present study makes recourse to the most widely used models of atomic and molecular structure, on the one hand, and to some concepts developed in TS such as in-betweenness and power relations, on the other. The main objective of this article is to apply developments in other sciences to TS and suggest a model which underscores the fact that any research on the most challenging translation concepts should trace both the big picture and the particularities, since looking closely at one might result in overlooking the other. It is argued that the atomic structure model can be used as a simulation of the position of translator and the processes he/she adopts during translation. In Physics, It is believed that all things in nature possess both properties of particle (discrete units) and properties of waves (continuity). Uncertainty principle states that it is impossible to know simultaneously both the momentum and the position of a particle with certainty. The dual nature of matter is considered very similar to the dual nature of translator switching between two different languages and cultures. Based on plasma physics, this article contends that the position of translator as an electron is fuzzy and indefinite. Different kinds of bonds which are shaped between different atoms can be used as a hint to what happens in translation process. While knowing that the density of electron “cloud” is a function of probability density and the distance from the nucleus, I argue that probability is omnipresent in all translation research. From one perspective translators might be in-between and from another they may not, just like the matter which is sometimes regarded as particle and sometimes as wave.

## **A model for the translation/interpretation process**

*Faraz Forghan Parast (Iran)*

This paper grounds a model for the translation/interpretation process in a set of formal propositions that may be regarded as providing an axiomatic underpinning to the fundamental concepts in Translation Studies, while treating the text and translator as a complex “black box” system in which feedback and internal abstractions play a key role in the concretization of the target product. The postulates are a result of applying ideas from systems, communication and control theory, cybernetics, constraints and componential interaction to the process of translation, taking the “propagation” of information as intrinsically required by translation, and asking “Why does translation result in what it does, and not in something else? What constraints operate on the process and product of the act of translating, and what is the nature of their influence?” The inferences made from these are shown to influence our understanding of certain “memes” in the field, ranging from the myth of equivalence to the unit of translation. The heuristic value of the model for courses in teaching translating and interpreting, understanding decision-making processes in translation and updating existent models of translation is described along with its potential integrative value for both theoretical and empirical studies in the field.

## **Domain-specific Dictionaries based on Ontological Models: Tackling Cross-linguistic and Cross-cultural Translation Problems**

*Sancho Geentjens (Belgium)*

We present a research project which aims at compiling domain-specific translation dictionaries based on ontological models. Research has shown that traditional translation dictionaries provide insufficient information in order to solve cross-linguistic and cross-cultural terminological problems. Multilingual terminological resources for translators must therefore widen their scope towards knowledge representation. We illustrate this point by comparing the information found in traditional translation dictionaries to the information found in *Dictionnaire Analytique de la Distribution. Analytical Dictionary of Retailing* by Dancette and Réthoré, a dictionary based on insights from knowledge modelling and management.

We reflect on how to structure cross-linguistic and cross-cultural information in terminological resources, trying to apply the Termonography method. This method, developed at CVC Brussels, is used for representing terminological information by means of ontological models. It has already been successfully applied to the development of online VAT-applications (FF-POIROT project<sup>3</sup>). We now study the applicability of the method to the development of ontologically underpinned specialised translation dictionaries.

During this research project, we compiled an ontology-based specialized translation dictionary in the automotive domain. The terminology extracted from texts in five languages (English, French, German, Dutch and Italian) is structured by means of a conceptual/ontological model. We show how this model contributes to the resolution of various problems caused by differences in language and culture as well as differences in makes of automobiles.

## **A guide through the unknown: using corpora to translate into a non-mother tongue dialect**

*Marta Gómez Palou (Canada)*

Globalization and new technologies have increased the demand of texts to be translated, introduced the need for localization, and freed the translation industry from distance barriers. We can receive a contract from a client thousands of miles away and this will not pose any problem.

Or will it? Although the client's location may not have a great influence on the translation project, the location of the final reader is a crucial factor. Languages do not abide by borders—for example, Spanish is spoken in more than twenty countries—, but it undergoes variations from a region to another.

Given the recent delocalization of the industry, a translator may be requested to produce a text in a dialect of his/her language different than his/her own, which is a very challenging task, to say the least. How can this obstacle be overcome? Can technology be both at the origin and at the solution of this problem?

I am assessing whether an electronic monodialectal corpus could be the solution. I compiled a corpus in Spanish from Buenos Aires, and will carry out a test with translators from Spain. The participants will translate two texts: one with the above-mentioned corpus and the other one with traditional resources such as dictionaries, monographies and the WWW. Finally, the translations will be

evaluated by professional revisers from Buenos Aires. The results of the test will confirm or deny my initial hypothesis, outcome that I will reveal in my communication.

## **Translating Japanese onomatopoeic and mimetic words**

*Hiroko Inose (Japan/Spain)*

The study treats the translation of Japanese onomatopoeic/mimetic words (into English and Spanish) in a novel “Sputnik no koibito” (1999) by Haruki Murakami. The study aims to identify and analyze various methods adopted in translating one of the most original characteristics of the Japanese language.

The use of onomatopoeic/mimetic words is very frequent in Japanese, and they give richness to the expressions of the language. However due to their diversity and complex system, these words pose one of the hardest challenges for translators.

In the study, 295 onomatopoeic/mimetic words were extracted from the novel. The Japanese original and the two translations were compared to identify and analyze translation methods adopted. In total, 9 methods were identified (using : adverbs, adjectives, verbs, nouns, paraphrases, idioms, onomatopoeias, repetition or combination of words, and omission), and by citing examples, it was analyzed whether some original elements were lost by having used certain translation methods. The two translations were often compared, to consider the best method possible to translate certain expressions.

Previous studies in the field (Flyxe 2002, Minashima 2004, etc) often compare the original Japanese and its translation into one another language, mostly English. The present study tried to broaden the perspective by comparing three languages, as well as give more emphasis in analyzing the elements carried by Japanese onomatopoeic/mimetic words in each context, to consider the best method for the translation.

## **A Corpus-based Approach to two contemporary Chinese versions of Don Quixote**

*Meng Ji (UK)*

My Ph. D research is titled as a Corpus-based Approach to two contemporary Chinese versions of Don Quixote. It is rather an audacious project to conduct a contrastive translation study of the modern versions of Cervantes’ masterpiece in mandarin Chinese with the branch of corpus linguistics.

The challenging nature of the project started from the very beginning of the present research ongoing, where the building-up of a parallel corpus of Don Quixote (ESCHDQ), in both the seventeenth century Castilian and modern mandarin Chinese, which would serve as the basis of future corpus analyses, appeared to be too difficult to handle with in the substantial absence of previous work done in the relevant fields of corpus linguistics in the Chinese/Spanish language pair. For instance, unexpected enormous amount of human interference was required for proceeding a clausal level alignment of the Spanish source texts with its two Chinese versions, since to the best of the researchers’ knowledge, none of the currently available corpus tools would prove to be competent to conduct a satisfactory automatic or even semi-automatic alignment of the parallel

corpus texts proposed for the present study of Don Quixote, given the striking morphosyntactic contrastiveness that exist between the historical Spanish texts of Don Quixote and the modern mandarin Chinese used for the translation works. However, half a year later since the project was set up in last November, a clausal level alignment of ESCHDQ (part I) has nearly been completed and has been put into practice on several occasions. Although the current state of the construction of ESCHDQ still needs further improvement in terms of the neatness of the corpus texts aligned, it has proved to be rather an effective corpus for individual research. Therefore, I would like to share my experience of doing research with corpus linguistic tools on unknown language pairs like classic Spanish and contemporary Chinese.

## **Explicitation Profile and Translator Style**

*Renata Kamenicka (Czech Republic)*

The paper is a pilot study to a project focusing on exploration of explicitation in literary translation with respect to translator style. It proposes a typology of explicitation alternative to the classic one developed by Klaudy (obligatory, optional, pragmatic, translation-inherent explicitation) or rather elaborating the category of translation-inherent explicitation using the Hallidayian language metafunctions – interpersonal, ideational (experiential and logical) and textual – and tests this proposal against a sample literary text.

Since there are reasons to believe that translation-inherent explicitation is an unconscious translator strategy, detailed analysis of this category of explicitation may provide us with valuable information regarding translator style, the final result being an explicitation profile of a given translator (for that particular literary text). It seems logical to ask what it is that the translator tends to explicitate and the Hallidayian system functional linguistics provides a suitable framework for finding the answer: do her/his explicitation choices enhance the interpersonal mode of expression (at the level of communication between the author and the reader or between the characters), the experiential mode of expression, or the textual mode of expression? The arguments about the blurred boundaries between the categories of explicitation according to Klaudy are regarded as valid, but as the explicitation profile is a matter of ratios rather than specific numbers, borderline cases between optional and translation-inherent explicitation do not play a major role. Pragmatic explicitation may be an important part of the explicitation profile, too.

The other questions this study addresses are: How long stretches of parallel text need to be analyzed to arrive at an explicitation profile representative of a particular translator/text? To which extent does explicitation profile of a translator depend on a particular text or is independent of it?

## **On the Turkish translation of Haroun and the Sea of Stories**

*Burce Kaya (Turkey)*

In this paper, the Turkish translation of Haroun and the Sea of Stories (Granta Books, 1990), a child's tale by Salman Rushdie will be critically analyzed with a special focus on the transformation of culture specific elements present in the source text into Turkish. In other words, I will analyze a literary work, which can also be defined as “the transfer of Indian culture into English, a language which is different from Indian culture, [...]” (Paker 2001: 44) in terms of the translation of

cultural elements which give the book its post-colonial quality, using the tools of post-colonial translation theory. The starting point of my analysis will be the question, “to what extent is the ‘foreignness’ of the source text preserved in its translation?” In order to find the answer to this question I will focus on the translation of concepts and proper names that belong to the Indian culture and language as well as examining Rushdie’s way of using English. This paper emphasizes that “[t]ranslation is no longer merely a semantic transfer operation performed on verbal texts by a few highly trained professionals with linguistic and cultural skills related to more than one national or regional culture [...]” (Robinson 1997: 31). Before the case study analysis, I shall touch upon the relationship between post-colonial literature and post-colonial translation theories and the concept of “translation” in a post-colonial context. Following this theoretical part, I will analyze the target and the source texts on a comparative basis.

## **Consecutive interpreting and working memory**

*Fouad Khatib (Iran)*

Interpreting is known as a communicative act, presenting the closest possible interpretation of a stream of spoken material in a language other than that of the original utterance, which may be done in a consecutive or simultaneous manner. The nature of consecutive interpreting – the presentation of the source material in “chunks” punctuated by pauses in which the interpreter gives the rendered form as output - makes note-taking skills and/or heavy reliance upon memory a necessity.

This research was conducted to study the relation between consecutive interpreting and the working memory. The study was done on 30 consecutive interpreters who had the experience of interpreting at least 10 times in a year. The participants were asked to take two tests; one to measure the level of their working memory, and another to evaluate their interpreting skills. The interpreting test consisted of a fragment of a talk show which was divided into different chunks. The Paced Auditory Serial Addition Task (PASAT) was employed in order to measure the capacity of the participants’ working memory. The results of both tests were recorded in digital form and were later scored by the researcher.

Findings show that the measured working memory capacity of the subjects and their interpreting test results show a positive correlation.

## **Going Ambiguous for Readers Empowerment - An Exploration of the Literal Translation by Lu Zhen Zhong in First John of the New Testament**

*Chun Li (Hong Kong)*

Chinese biblical translation has been practised along a rugged path for 200 years. At first, the whole enterprise has been geared and dominated by non-Chinese missionaries, who learnt Chinese only after they came to China. Chinese translators, who are mostly ignorant about the Bible source language, were just ‘helpers’ in polishing the translation done by the missionaries. Even the widely used Union Version Translation was done in this pattern. Not until half a century ago did one Chinese named Lu Zhen Zhong acquired the skills to read Greek and

Hebrew. He started to translate the whole Bible all by himself. Lu Zhen Zhong Translation of the Bible (New Testament first published in 1946; complete translation released in 1970) is the first translation that a native Chinese speaker translated directly from Greek and Hebrew text into a 'literal Chinese version', described by Lu himself.

The Greek language of Johannine School in the New Testament is renowned for its simplicity and clarity in expressing abstract theological concepts. This paper is to compare Lu Zhen Zhong Translation of First John with the Greek text and the Union Version. The later has been acclaimed as the Chinese equivalent of English King James Version. By looking at Lu's literal translation, it can be derived that he introduced more ambiguity into the translation, which opens up exegetical possibilities to Chinese readers and empowers them for more interpretative possibilities.

## **Mujeres en la frontera: la identidad chicana feminista y su traducción**

*María López Ponz (Spain)*

Durante los últimos años, la literatura escrita por autores chicanos ha constituido un fenómeno que ha afectado tanto a los mercados editoriales como al canon literario. Estos escritores escriben en lo que ellos llaman la "lengua de la frontera", una lengua hecha de una mezcla de inglés y español, junto con términos inventados en un idioma intermedio (spanglish o espanglés) y términos propios de las lenguas indígenas mexicanas.

Dentro del marco del movimiento chicano, son especialmente interesantes y controvertidas las obras escritas por mujeres. La desigualdad sexual explica por qué en la literatura de las escritoras chicanas aparece el género como factor de malestar y opresión, relacionado con otros factores como la raza, la clase social o la nacionalidad. La lectura crítica de estas obras no puede hacerse, entonces, desde la perspectiva de los modelos consagrados predominantemente masculinos.

Son pocas las obras de estas autoras que están traducidas a nuestro idioma debido a la gran complejidad lingüística e ideológica que plantean. En esta presentación me propongo abordar la cuestión de cómo traducir estas obras salvaguardando la identidad individual y colectiva de sus autoras. Tomando como punto de partida el espacio de encuentro entre las teorías postcoloniales y feministas y los estudios de género, tendremos que ser capaces de deconstruir su identidad en las múltiples sub-identidades que la conforman de manera que subvirtamos la imagen estereotipada y estigmatizada que una mala traducción podría propagar entre el público receptor.

## **La comunicación intercultural en el ámbito socio-sanitario y la figura del mediador**

*Almudena Nevado Llopis (Spain/Italy)*

Como bien indica su título, el presente proyecto de investigación pretende analizar, por una parte, la comunicación intercultural entre la población autóctona y la extranjera y, por otra, el papel del mediador intercultural. Dicho análisis se centrará en el ámbito concreto de los servicios socio-sanitarios.



La llegada de la población inmigrada a dichos servicios ha abierto el debate sobre el acceso y la adecuación de los mismos a los problemas de salud expresados por unos usuarios relativamente nuevos y, en la mayor parte de los casos, poco conocidos, por lo que frecuentemente surgen dificultades de comunicación entre los participantes en este tipo de situación comunicativa. Estas dificultades nacen, en principio, por la falta de una lengua y unos modelos conversacionales comunes; sin embargo, al mismo tiempo, se encuadran dentro de un complejo cuadro de malestar físico, psicológico y social que generan inevitables sentimientos recíprocos de desconfianza entre los usuarios y los operadores del sector. En este ámbito, la figura del mediador intercultural podría jugar un papel fundamental en la resolución de algunas de las dificultades planteadas.

Para llevar a cabo el primer objetivo, en este estudio se tratará de analizar los problemas comunicativos que surgen entre el paciente inmigrante y el operador socio-sanitario del país de acogida. En líneas generales, se observará el modo en que los operadores viven el fenómeno de la inmigración en las estructuras sanitarias y su actitud ante el inmigrante como usuario. Asimismo, se analizará la conducta del inmigrante y las dificultades que percibe a la hora de acceder y utilizar los servicios.

Por lo que respecta a la figura del mediador intercultural, la finalidad del presente estudio es determinar las características principales de su trabajo (especificidad del sector o ámbito laboral, conocimientos, competencias, funciones y cualidades requeridos), así como los problemas y retos a los que se enfrenta. Igualmente, se estudiará su relación con los participantes en la comunicación a tres que se viene a crear (el usuario inmigrante, por una parte, y el operador autóctono, por otra).

La estrategia metodológica adoptada para llevar a cabo ambos objetivos es la del trabajo de campo, es decir, la observación en contacto directo con el objeto de estudio utilizando un instrumento de observación previamente elaborado. En concreto, se han realizado encuestas personales semi-estructuradas a tres tipos de informantes: en primer lugar, a operadores socio-sanitarios con diferentes funciones que han entrado en contacto con población inmigrante en su lugar de trabajo; en segundo lugar, a inmigrantes de diversas nacionalidades que han utilizado los servicios sanitarios por varias razones; y, por último, a mediadores interculturales que trabajan en diferentes servicios socio-sanitarios y que proceden de distintos países de origen. Las entrevistas han sido efectuadas en un ámbito geográfico limitado, concretamente en la ciudad de Bolonia (Italia).

Con el fin de elaborar las entrevistas y, posteriormente, analizar los datos obtenidos de las mismas, así como para recopilar información que permitiera confrontar la teoría y la práctica, se realizó una primera fase documental sobre el objeto de estudio y los posibles informantes que serían entrevistados.

Las entrevistas y el análisis de las mismas son sólo un punto de partida sobre el cual reflexionar y, en ningún modo, se pretende establecer generalizaciones definitivas acerca de los temas tratados. El objeto principal de esta contribución es ofrecer una reducida muestra del panorama general de la comunicación y la mediación interculturales en ámbito socio-sanitario, así como proponer posibles soluciones a las dificultades comunicativas entre pacientes y operadores o a los problemas que deben afrontar los mediadores en dicho ámbito.

## **Localization, technologies and other buzz words: what do translators know about them?**

*Magda Talaban (Romania/Spain)*

Given the increasing demand for localization services today, more and more translators are involved in localization projects dealing with software, Web sites or DVDs adaptation for various target markets. In parallel, translator training institutions have started to update their curricula, acknowledging the need to prepare translators for the new market requirements, including use of translation technologies or basic knowledge of localization processes.

Despite that, very little is known about what professional translators really know about localization. This can be of particular interest in countries where the updates in translator training programs have not been implemented yet, or changes still happen at a very slow pace. At the same time, these countries are precisely the target markets for most localized products, hence those where the expertise of local translators/localizers is needed. One such case is Romania, where most translation programs do not yet reflect the latest technological developments propelled by the Western market.

With this in mind, a small survey was conducted among Romanian translators to check what they actually know about localization in general and about Web site translation/localization in particular. Some of the questions focused on the use of translation technologies used for Web site translation, while others aimed at defining the characteristics of Web site translation and the translator's role in such project, as seen by the translators themselves. The results suggest that not all translators are familiar with localization as such, although they have translated Web sites, i.e. they worked on a certain type of localization project. Nor are they accustomed to translation technologies commonly used for Web site translation. The findings of this survey open up a series of questions which ask for further research and which could provide interesting data about translation practice in smaller markets.

## **Traducción y explicitación en el corpus ECPC**

*Noemí Marín Cucala (Spain)*

Tras la estela del trabajo de investigadores de los CTS (por ejemplo Baker, Laviosa y Kenny, entre otros) y los DTS (Toury, 1995), el grupo ECPC (European Comparable and Parallel Corpora), liderado por María Calzada Pérez, está integrado por estudiosos de los ámbitos de la traductología, informática y estadística de la Universitat Jaume I de Castellón, entre otras, y cuenta con el apoyo de dos becarios de colaboración de Tercer Ciclo de dicha Universidad: José Manuel Martínez Martínez y Noemí Marín Cucala. El grupo desarrolla un incipiente proyecto con el mismo nombre (ECPC) que recibe financiación del Ministerio de Educación y Ciencia desde el 1 de enero de 2006 hasta el 1 de enero de 2009. La investigación se realiza a partir de corpus comparables y paralelos, compuestos por discursos del Parlamento Europeo así como de los parlamentos nacionales de España, Reino Unido e Irlanda. Entre los corpus que sirven de precedente y referencia del que desarrollamos en el grupo ECPC cabe destacar el UN Parallel Text Corpus, el ITU/CRATER Corpus, el JOC-CES Multilingual Corpus, el MULTEXT, el Hansard Canadian English-French Parallel Corpus y el Oslo ENPC.

Como es bien sabido, uno de los objetos de estudio de los CTS es la demostración cuantitativa y empírica de las normas de traducción, siguiendo la estela de los DTS de Gideon Toury (1995). Entre las normas que se han investigado en los CTS se encuentran la simplificación, explicitación y normalización (para una breve pero ilustradora recopilación sobre normas traductoras y CTS, véase Laviosa 2002: 33-87, Olohan 2004: 90-144 y Baker 1996: 179-185 y 2000: 20-25, entre otros).

Tras presentar algunos de los aspectos más generales del grupo ECPC y de su metodología de trabajo y después de realizar un breve recorrido por los aspectos más relevantes para el presente estudio de los CTS y DTS, esta ponencia ejemplificará algunas de las posibilidades que existen para aplicar los corpus que está recopilando ECPC. En concreto, la ponencia se centra en estudiar si la norma de explicitación está vigente en los discursos originales y traducidos del Parlamento Europeo, a través, entre otros, de elementos cohesivos prominentes. El estudio utilizará, como corpus comparables, los discursos pronunciados en inglés en la Cámara de los Comunes británica así como las intervenciones de los parlamentarios del Congreso de los Diputados españoles.

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## **A research model for the localization of advertising**

*Jesús Maroto Ortiz-Sotomayor (Spain)*

The communication boom that started in the 1970s with the invention of commercial satellite communication and market globalization led advertisers to invent “international” marketing strategies under the influence of the standardization approach: promoting the same product with the same brand name and the same strategy everywhere in the world. However, in order to ensure the accessibility of a campaign to different cultures, the practice of adaptation or localization seems to be a better alternative.

During my presentation I will look at the reasons behind this conclusion, as well as will present the audience with some real life case studies that will bring some light to some of the daily problems faced by advertisers around the world.

The final aim of the session will be to engage the audience in a discussion regarding how to achieve a localization model that helps advertisers manage the

right level of global consistency and locally relevant variations in their international e-marketing campaigns, thus helping them, as well as translation agencies, reduce costs and improve efficiency.

## **Estudio empírico y descriptivo del método de traducción para doblaje y subtitulación**

*José Luis Martí Ferriol (Spain)*

[Presentation in Spanish] An Empirical and Descriptive Study of the Translation Method for Dubbing and Subtitling is the title of a doctoral thesis to be presented in September 2006. This research project develops a theoretical framework where the notion of translation method is defined in a graphical and parametrical representation as a function of three parameters: constraints active in audiovisual translation, translation norms and translation techniques. New and updated classifications for these three parameters have been created for the sake of the project. The object of study consists of several independent American films shown in Spain, in dubbed and subtitled versions, in the period between the years 2001 and 2004, being the project then a pilot or case study. Both the preliminary and the translation phases of the translation process, in combination, are taken into account in the scope of work. Empirical data has been gathered by means of interviews to the translators of the films for the preliminary phase of the translation process; the compilation of almost 500 microtextual samples of the two translated versions provides the empirical data for the translation phase itself. The study results, which are subsequently compared to the initial hypotheses and the project objectives, are obtained following a qualitative as well as a quantitative approach. For the latter case, rigorous statistical tools (like normality tests and hypotheses tests) show the similarities and differences between the translation methods for both dubbed and subtitled versions.

## **Explotación del corpus ECPC para la enseñanza y aprendizaje de la traducción**

*José Manuel Martínez (Spain)*

A mediados de la década de los 90 del siglo pasado Mona Baker, Sara Laviosa y Dorothy Kenny (y posteriormente Gabriela Saldanha) importaron la metodología de corpus a los estudios de traducción.

Sin embargo, ha sido en el último lustro cuando se ha abordado la cuestión del uso de corpus para la enseñanza y aprendizaje de la traducción como queda reflejado en la edición de Bernardini, Stewart y Zanettín, en los manuales de Olohan, Bowker y Pearson y un artículo de Calzada entre otros.

En esta última línea de investigación se enmarca este trabajo consistente en la explotación del ECPC con fines didácticos. ECPC (European Comparable and Parallel Corpora) es un conjunto de corpus paralelos y comparables compuestos por discursos parlamentarios procedentes de distintas cámaras (Parlamento Europeo, Congreso de los diputados, House of Commons, Dáil Éireann). El corpus se encuentra en una fase piloto de desarrollo y explotación.

En el presente artículo se analizará por qué el género textual del discurso parlamentario es interesante para la enseñanza de la traducción en contextos universitarios así como las razones por las cuales los estudiantes de traducción deberían aprender las bases de la metodología de corpus.

A continuación se mostraran propuestas de explotación con fines didácticos del ECPC sobre el módulo del Parlamento Europeo. Dichas propuestas basadas en el uso de herramientas genéricas de trabajo con corpus serán muy elementales dado el grado actual de tratamiento del corpus y del software utilizado.

Finalmente se presentará la posible línea de investigación que el autor del artículo seguirá en el marco del desarrollo del proyecto ECPC centrada en la optimización de este recurso para enseñar traducción.

## **Modelo de lengua y autocensura en el doblaje. El caso valenciano**

*Anna Marzà i Ibàñez (Spain)*

En este trabajo presentaremos una descripción del modelo de lengua utilizado en los productos audiovisuales doblados y emitidos en Radio Televisió Valenciana (RTVV).

A pesar de la no existencia de un libro de estilo, es posible detectar una serie de recurrencias de traducción que nos permiten hablar de un modelo propio y específico para el doblaje. Entre estas recurrencias observamos dos tendencias claras: Por un lado, el uso exclusivo de la variedad del valenciano central (propia de la ciudad de Valencia y la comarca de l'Horta) y por tanto la supresión de cualquier marca propia de otras zonas. Por otro lado, se observa la tendencia a, ante dos opciones posibles y sinónimas, considerar más recomendable aquélla que se asemeje más a los giros propios del español, aunque esto signifique alejarse de la variante oriental del idioma catalán.

Estas dos tendencias han ido asentándose debido al uso y a las correcciones que se realizan en las salas de doblaje diariamente siguiendo unas normas recomendadas por el ente audiovisual autonómico, pero nunca reflejadas en un libro de estilo, como sí ha ocurrido en otros casos similares como el de Televisó de Catalunya.

Así pues el traductor se encuentra ante la problemática de tener que ajustar su traducción a estas normas no escritas aunque esto signifique empobrecer el lenguaje ante la imposibilidad de utilizar diversos términos para referirse a un mismo concepto, incurriendo así en la autocensura.

Esta ponencia está basada en los trabajos de investigación “Estudi descriptiu del model de llengua dels textos audiovisuals traduïts al valencià. Fase I” y “Fase II” financiados por la Acadèmia Valenciana de la Llengua y realizados por Frederic Chaume, Anna Marzà, Ana Alemany y Gloria Torralba en los años 2004 y 2005. En la presentación se mostrarán ejemplos concretos extraídos de un corpus real de 900 minutos de pantalla, así como de listados de palabras recomendadas elaborados por RTVV y por los propios traductores.

## **Historia de la traducción en México: algunos hitos de los siglos XX y XXI**

*Luis Rodolfo Moran Quiroz (Mexico)*

El trabajo se concentra en la manera en que distintos momentos de la actividad traductora se han visto influidos por acontecimientos institucionales en la historia de México. Expone de qué manera la “Casa de España”, después denominada “El Colegio de México” influyó en la inquietud de traductores y

formadores de traductores vinculados con la tradición traductora catalana tras el exilio de varios de sus intelectuales a México durante el régimen de General Lázaro Cárdenas (1934-1940). Igualmente, la fundación de la editorial Fondo de Cultura Económica en 1934, con el propósito de contribuir a la formación de economistas en la Universidad Nacional Autónoma de México. Otros hitos de importancia relativa en la actividad traductora en el país los constituyen la fundación del Instituto Nacional Indigenista en 1948, la edición de libros de texto gratuitos (1962), y dos leyes: la de derechos lingüísticos (marzo 2003) y la de derechos de los pueblos indígenas (mayo 2003), en el régimen de Vicente Fox (2000-2006).

## **A profession in the making? Insights from a translation culture**

*Kristina Mullamaa (Estonia)*

Our research on practising liaison interpreters in Estonia has revealed interesting information on a specific translation culture (Prunè 1997) and the interdependence of the developing of a professional role with the societal processes at the macro and micro levels. We suggest that the 15 year time-span in Estonia after the collapse of the Soviet Union has offered favourable conditions for the development of some principles and strategies that might not have been possible in more rule-governed contexts. Using the methodological framework of ethnography and the principles of chaining (cf. e.g. <http://www2.chass.ncsu.edu/garson/pa765/ethno.htm>) we have found and interviewed 14 practitioners. We will discuss the results concerning the role of liaison interpreters, and view them in the context of a quickly changing society and changes in the profession.

## **Literary translation from Chinese into English**

*Jose Marcelino A. Nicdao (Philippines)*

Along with the rise of China as an economic superpower, its culture is also becoming more significant all over the world. A large part of the effort in bringing its literature to others is the work of Chinese to English translation. What we have on Chinese translation, however, is very little since the literature on translation studies is basically Western-oriented and is often focused on translation from Western languages into Chinese. Thus, the paper seeks to undertake a more systematic and in-depth research into the problem of translating Chinese literature into English and address the unique issues a Chinese translator faces. The paper foregrounds the translator who is perhaps the most marginalized and unspoken-of subject during the whole translation endeavor. By using a translator-oriented approach, the emphasis will be on the subjectivity of the translator and his/her creative work as re-writing of the literary text. The empirical work will do a sample translation of a modern Chinese short story from Taiwan.

## **The translation of *Lady Chatterley's Lover* into Spanish**

*Marta Ortega Sáez (Spain)*

D. H. Lawrence's most notorious novel, *Lady Chatterley's Lover*, was first published privately in Florence in 1928. An expurgated version was published in 1932. The third and most sexually explicit version was not published until 1959 in the United States and 1960 in England. The first translation of *Lady Chatterley's Lover* in Spain took place in 1975, forty-seven years after Lawrence's private publication of the original text in Italy. During the half century until the novel was available in Spain, there were several attempts to import translations from South America or to produce new translations in Peninsular Spain (1951, 1963, 1964, or 1965). Nevertheless, the strict censorship that existed in Spain from 1939 until the death of the dictatorship Francisco Franco Bahamonde (1975) forbade its publication. *Lady Chatterley's Lover* explicit sexual scenes, the adulterous relationships portrayed, the revolutionary social implications of its content, which implied among other aspects a disruption of the traditional accepted model of the family, the anti-Catholic way of life it depicts, or the use of indecorous language were some of the reasons provided by the censors/readers to deny its publication in Spain. On the one hand, this paper aims at offering an account of the "history" of the publication of *Lady Chatterley's Lover* in Spain. On the other, it intends to analyse the translation by Bernardo Fernández of some of the episodes which deal with problematic issues for Franco Regime such as adultery, sexuality, or morality.

## **Translations of Hispanic literature in France since 1980**

*Sandra Poupaud (France/Spain)*

The translation of Hispanic literature in France since 1980 provides the framework for an exploration of the mediator's agency in the French publishing field. Drawing upon Bourdieu's sociology of culture and previous research on translation by the Centre de sociologie européenne, agency is studied by retaining three dimensions: resources, performance and discourse. A preliminary analysis of translation flows and bibliographical data enables us to isolate salient phenomena and prominent mediators (translators and mediators) involved in the translation of Hispanic literature. Further data are collected through a literature overview and by interviewing mediators in order to study their practices and representations and to analyze the factors that constrain or increase their agency.

## **Variation in translations of *Huckleberry Finn* into Spanish**

*Fernando Romeo (Spain)*

[Abstract pending]

## **Differences and similarities between translation and interpretation**

*Maria Spathi (UK)*

My research focuses on the differences and similarities between translation and interpretation. My purpose in conducting this research is to discover the essential

differences between translation and interpreting and the areas where each method focuses its interest. I would like to find out whether the same theoretical frameworks could apply and prove useful in both methods, as well as which are the techniques used by professionals in each field. Another point of interest is the goals each method is aiming at and the different means used by translators and interpreters in their effort to render the meaning of the source text in the target language in the best possible way. Finally, I would like to examine the way external conditions and especially time restriction affect the process of interpreting and what consequences, if any, does that have for the outcome. In order to achieve this purpose I have chosen to study the translation and the interpretation of the same text and compare the two versions. The text in question is a speech, originally announced by English Prime Minister Tony Blair in the conclusion of the G8 Summit of 2006. The translation in Greek was done by me, whereas a student from the MSc in Conference Interpreting of Heriot Watt University did the interpreting. The findings support the initial hypothesis of differences in size and style but agreement in the rendering of the meaning, based on the different theoretical backgrounds for each method.

## **The Making of an Interpreter User**

*Kayoko Takeda (Japan/US)*

During the IMTFE (or the Tokyo War Crimes Trial), the norms of interpreting procedures evolved over the course of the proceedings. This process was greatly affected by the fact that none of the interpreters received professional interpreter training and the tribunal was equally inexperienced in using the service of interpreters.

In describing how a bilingual speaker grows into the role of a translator without formal training, Toury (1995) points to the internalization of the feedback (which embodies norms) from the environment the translator is in. This view, however, overlooks the interpreter's part in this interactional aspect of communicative activity. In addition, it should be noted that norms also develop as part of rationalizing the cognitive limitations of the interpreter (Shlesinger 1999).

During the IMTFE, the court as the commissioner and user of the interpreters expected certain norms for the interpreting procedures at the beginning, but those norms were adjusted over time in response to the interpreters' needs, which were largely based on their cognitive limitations. Through repeated appeals mainly by the defense, the chief of the Language Section and the language arbiter (who ruled disputed translations and interpretations), the tribunal had to come to terms with the unfamiliar constraints the interpreters presented. Thus, their "expectancy norms" had to be negotiated. This paper discusses this process of negotiated norms by examining the tribunal's remarks on the interpreting procedures and the interpreters' performance in response to the interpreters' requirements communicated by their supervisors and the counsel over the first year of the proceedings.

## **Classification of Translation Models: a Map or a Matrix?**

*Ljuba Tarvi (Estonia)*

In my report, I intend to suggest a matrix-structured method of classifying the field of translation studies as suggested by the findings in philosophy (Karl Popper), psychology (Gestalt theory), linguistics (Sapir-Wharf hypothesis),



literary studies (Russian Formalism), and translation studies (Polysystem theory). The proposed framework is based on James Holmes' division of research in descriptive translation studies into product-, process-, and function-oriented, reconsidered structurally with the emphasis on the function space. An attempt is made to stratify the latter into a correlative system of relevant elements, centered on the concept of norms.

Several recent classifications of translation models are discussed (Theo Hermans (1999), Albrecht Neubert (2000), Andrew Chesterman (2000) and Juliane House (2001)) within the suggested framework, and the classification prompted by the Matrix is presented. The Matrix has been field-tested and proved, due to its internal logic, to be instrumental in presenting the basic concepts of translation theory, especially for the newcomers.

## **Non-standard practices in post-bellum translations from Korean into English**

*Ester Torres Simón (Spain)*

Translation research has found in History important parameters that have influenced translation practice at one time or another. Here the Korean case is studied to show how historical background can bring into play a parameter different from normative conventions and ethical issues: urgency. The analysis of empirical data shows that urgency destabilizes the ideal translation practices, and facilitates the usage of less-studied practices like translation into non-mother tongue and relay translation. The reasons behind this consequence are found in availability both of volumes and of translators as well as economical and political interests. The situation hints a communication pattern in which any presentation of the Other becomes the most important purpose. Then, translators work not only as mere linguistic communicators but also play an important role as initiators of translation, thus becoming visible and involved figures and even reaching the position of experts.

## **Translation within Asymmetrical Power Relations: A Case Study on the Translations of Yağar Kemal's Short Stories**

*Hülya Uçak (Turkey)*

The aim of this paper is to make the translation criticism of Thilda Kemal's Anatolian Tales (1968), the collection of Thilda Kemal's translations of Yağar Kemal's seven short stories, with an emphasis on the effect of matricial shifts on the reception of the translation. In accordance with the aim of the paper, the target text will be compared with the source text and the possible differences in the reception of the two texts resulting from the matricial shifts present in the translation are going to be discussed. The main categories under which the effects of the matricial shifts are going to be examined are author's style, the reception of Anatolian life style and the representation of foreign elements present in the source text. The focal point of this critical analysis is to find out the translational strategies applied by Thilda Kemal during the transfer of the main characteristics of these short stories. I am going to resort to the perspectives of translation theoreticians such as Lawrence Venuti, Walter Benjamin and Antoine Berman as well as the ideas of Yağar Kemal on his own work while commenting on the results of my critical analyses. The main argument of the paper is that the stylistic features of these short stories of Yağar Kemal, one of the most eminent authors of

Turkish literature, were standardized and domesticated while they were being translated into English in accordance with the general translational strategy of domesticating when the translation of works from peripheral literatures into English is concerned.

## **La formación como intérpretes jurados: grado de satisfacción de los licenciados en Traducción e Interpretación**

*Francisco Javier Vigier Moreno (Spain)*

Desde la entrada en vigor de la Orden de 8 de febrero de 1996, los licenciados en Traducción e Interpretación que hayan recibido una preparación específica en traducción jurídica y económica e interpretación oral pueden solicitar (y obtener) el nombramiento como intérpretes jurados sin necesidad de superar los exámenes diseñados por la Oficina de Interpretación de Lenguas del Ministerio de Asuntos Exteriores. Mediante los datos obtenidos por medio de una encuesta dirigida a licenciados en Traducción e Interpretación en la especialidad de inglés por la Universidad de Granada que han obtenido dicho nombramiento, en el presente estudio se pretende arrojar cierta luz acerca de la percepción que tienen los egresados sobre su instrucción universitaria con respecto a la aplicación de la misma al ejercicio profesional de la traducción jurada. Como parámetro de medición del cuestionario empleado hemos aplicado el concepto de competencia traductora de Kelly, cuyo desglose en subcompetencias permite la definición de objetivos globales y específicos para los programas de formación de traductores. El grado de satisfacción que presentan los encuestados en cuanto a su instrucción universitaria puede facilitarnos indicios acerca de los elementos formativos más positivos y negativos detectados por este colectivo, que podrían tenerse en cuenta en lo sucesivo con el fin de intentar optimizar la preparación universitaria, tanto general como específica, que les concede la habilitación como intérpretes jurados.

## **Who vanished the author? A cognitive analysis of a publishing process of a translated text**

*Maja Wagner-Nawrocka (Poland)*

Published translations nowadays are rarely a product of one person's work. They are a result of a joint effort of the publishing team including (but not limited to) the translator(s), the managing editor, the proofreaders, subject experts, copy editors. Thus, the translation process is not equivalent to translation alone, and it is worth investigating how much influence the various participants have on the final product. To achieve this, cognitive grammar framework is used to analyze and compare the impact of various participants on the translated text of *Killing Hitler* by Roger Moorhouse. Importantly, the raw material used in the study is the actual text used in the publishing process: the printouts of all the versions of the book with handwritten corrections, and the electronic version of the original that was used by the translator (which is not the same version as the one published). The value of cognitive grammar in translation studies is that it uses the same descriptive apparatus on all levels of language description. The elements that will be taken into account will be those not motivated by the language system, and thus may be an indication of an attitude of various participants towards and source text and the target text.