

TITELA VÎLCEANU

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**DYNAMIC INTERFACES
OF TRANSLATION, PRAGMATICS
AND INTERCULTURAL
COMMUNICATION**



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Foreword

As suggested by the title, *Dynamic Interfaces of Translation, pragmatics and intercultural communication* is an open invitation to explore the already chartered territory of Translation Studies from a substantial assortment of perspectives and for different purposes.

The book is intended to systematically describe the complex phenomena of translation and its changing nature, to highlight and even build common standpoints and productive interfaces between Translation Studies, as an inward and outward looking discipline, and other fields more or less frequently associated with it: theoretical and applied linguistics, comparative literature, stylistics, anthropology, cultural studies, cognitive psychology, communication sciences, media studies, etc., all of them envisaged with their various subdivisions, standing out individually or globally.

The book provides outlines and executive summaries of the main inputs in Translation Studies, programmatic definitions, theoretical and applied models, typologies, as well as conceptual and methodological analyses at several levels: descriptive, functional, reflective, action-oriented, showing both retrospective and prospective views against inter- and multidisciplinary landscapes.

Besides focusing on the theoretical load, the book aims to interconnect theory to practice in relevant, mutually inspiring and enriching ways, to make translators aware that despite their alleged invisibility and powerlessness, they are active communicators and cultural mediators, who should take ownership of their translations and reshape the future of the profession.

*Every language is a world. Without translation, we would be
inhabit parishes bordering on silence.*

George Steiner

PART I

CHARTERING TRANSLATION AND TRANSLATION STUDIES

A number of labels such as multidisciplinary, interdisciplinary, transdisciplinary or problem-orientated have been attached to research that does not take place within a single scientific discipline.

Jochen Hinkel

Chapter One

Rise of a (trans)discipline

1.1. Let the journey begin

I start from the assumption that any scientific investigation of translation phenomena should articulate a theoretical framework, both descriptive and functional in nature, as opposed to the practice of translation, which mostly underpins an empirical approach and little anticipation work or feedforwarding.

Translation Studies has expanded significantly for the last few decades, having undergone a set of successive turns (the hermeneutic turn, the linguistic turn, the cultural turn, etc.), relegating or, on the contrary, elevating older ideas, theories or methods, establishing living connections with present ideas and future challenges.

Under the circumstances, "a broad intellectual topography of translation theories ... beyond more traditionally defined zones, for instance, Holmes' (1972) tripartite division of Translation Studies into descriptive, theoretical and applied ones so as to achieve "an osmotic model, incorporating comparative literature, linguistics, philosophy, psychology, anthropology, ethnography,

sociology, cultural studies and communication sciences" (Vilceanu, 2009: 140) is useful in understanding the nature and status of this discipline.

The fascination about *historicising translation* (D'hulst and Gambier, 2018: 3), about taking stock of the discipline growth is grounded in the need to highlight the sources, legacies and (wise) steps that made Translation Studies a mission possible, at the same time linking the past to the present and future of the discipline so to "see the problems of the present in a long-term perspective and so to avoid parochialism (Burke 2016: 11). Besides, we need strong binding elements beyond binary oppositions such as Western *vs.* non-Western views, linguistic *vs.* sociological approaches, prescriptive *vs.* descriptive approaches, practice-driven *vs.* theory-driven research, etc., to be achieved by adopting a pluralistic and relativistic stance.

It is a difficult task to determine the exact birth date of a science, especially in competition with already established large-scale fields of research with which it interferes. against an evidence-based mechanism, the scientific interest in translation may be traced back to the 1970s, mostly from a linguistic perspective, attributable to Holmes (1972) in his far-reaching paper "The name and nature of Translation Studies", delivered at the Third International Conference of Applied Linguistics, held in Copenhagen.

In an attempt to survey the field of Translation Studies and trace back the history and evolution of translation as a time-honoured human tradition and a reflective activity (translation working principles can also be detected by examining translations and retracing the translator's decisions alongside the purposes and uses of translations), combining theory and *praxis*, we start from Steiner's (1975) widely influential book "After Babel: Aspects of Language and Translation", acknowledging a timeline divided into four main periods:

- the first period, between the Roman times and the publication of Tytler's "Essay on the Principles of Translation" (1791), is featured by an empirical approach;