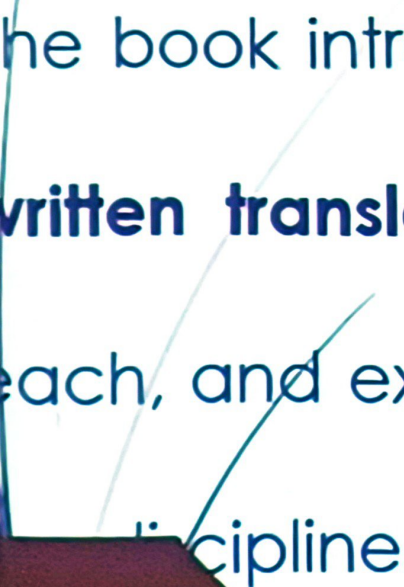


What is the **purpose** of Jeremy Munday's book, *Introducing Translation Studies*?

The book introduces **the major theories, models and concepts of written translation**, underlines the strengths and weak points of each, and explains how each has contributed to the evolution of the discipline of 'translation studies'.



What are some classic examples of systematic linguistic-oriented approach to the study of translation (which emerged in the 1950s and 1960s)?

- ▶ Andrei Fedorov who influenced Vinay and Darbelnet and Loh.
- ▶ **Jean-Paul Vinay and Jean Darbelnet** who made a contrastive study of French and English and introduced key terminology for describing translation
- ▶ Alfred Malblanc contrastively studied French and German
- ▶ Georges Mounin examines linguistic issues of translation
- ▶ **Eugene Nida** incorporated Chomsky's generative grammar theoretical into his theoretical model and provided manuals for Bible translators.

Who suggested the term 'science' for translation? Who followed him, using the same term, science, in their own language?

- The word science was used by **Nida** in the title of his 1964 book, *Toward a Science of Translating*. The German equivalent was used by **Wolfram Wilss** and **Werner Koller**

1.4 The Holmes/Toury 'map'

- ▶ James S. Holmes's paper '**The name and nature of translation studies**' (1972) helped the emergence of translation as an **independent academic discipline**.
- ▶ Moreover, Holmes introduced an **overall map** in which he categorized different branches and sub-branches of "translation studies".

JAMES Stratton Holmes

► JAMES Stratton Holmes

- (1924 in Iowa of US 1986 in Amsterdam of Netherlands): The **Dutch** poet and translator who won Martinus Nijhoff Award, the most important award given to translators of creative texts from or into Dutch. In Translation studies, he is famous because of his 1972 paper which introduced TS as an independent academic discipline and also because of categorization of different areas of TS.

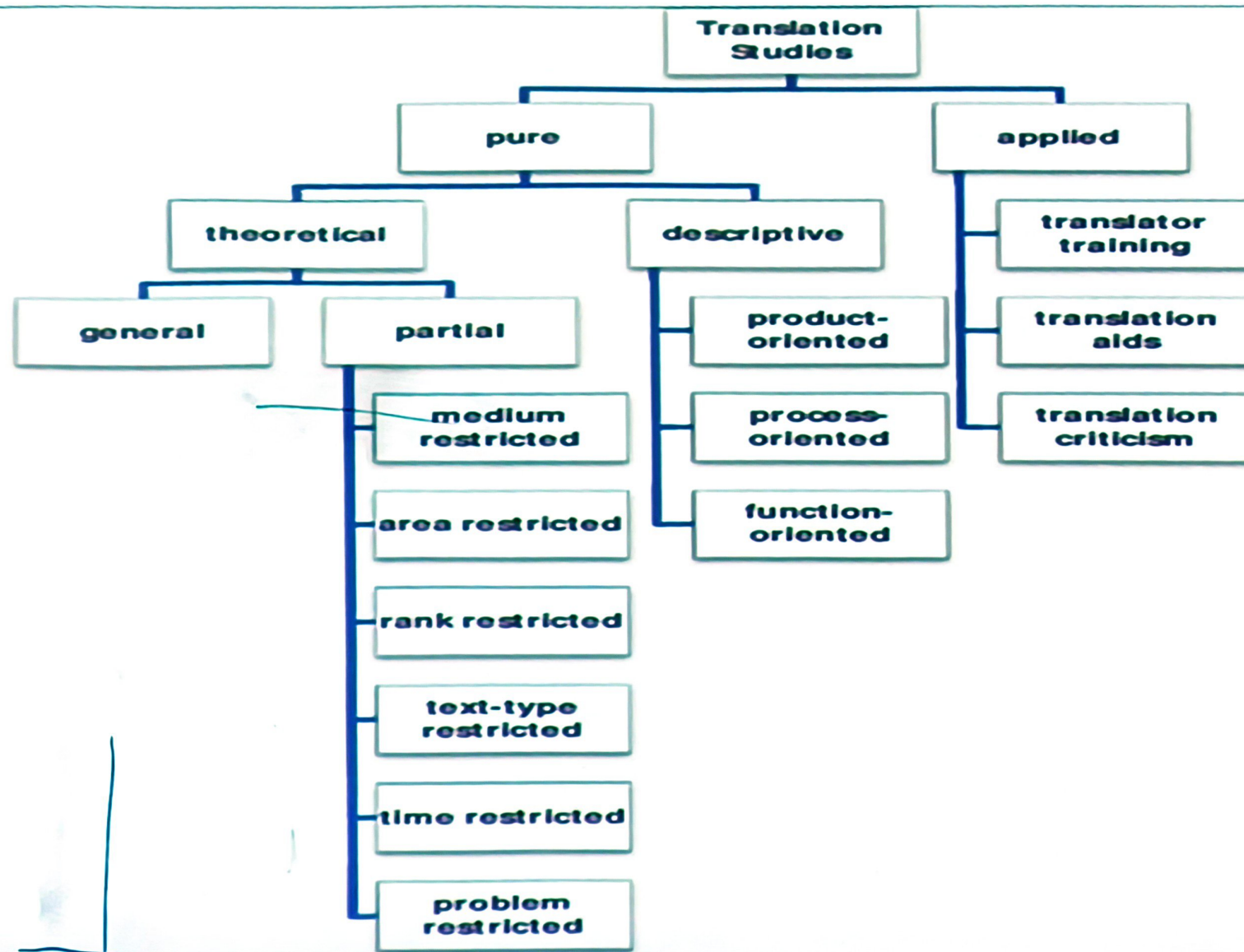
What are James S. Holmes' contributions to translation studies?

- ▶ Introducing translation as a **distinct discipline**
- ▶ Introducing an overall **framework**, describing what translation studies covers

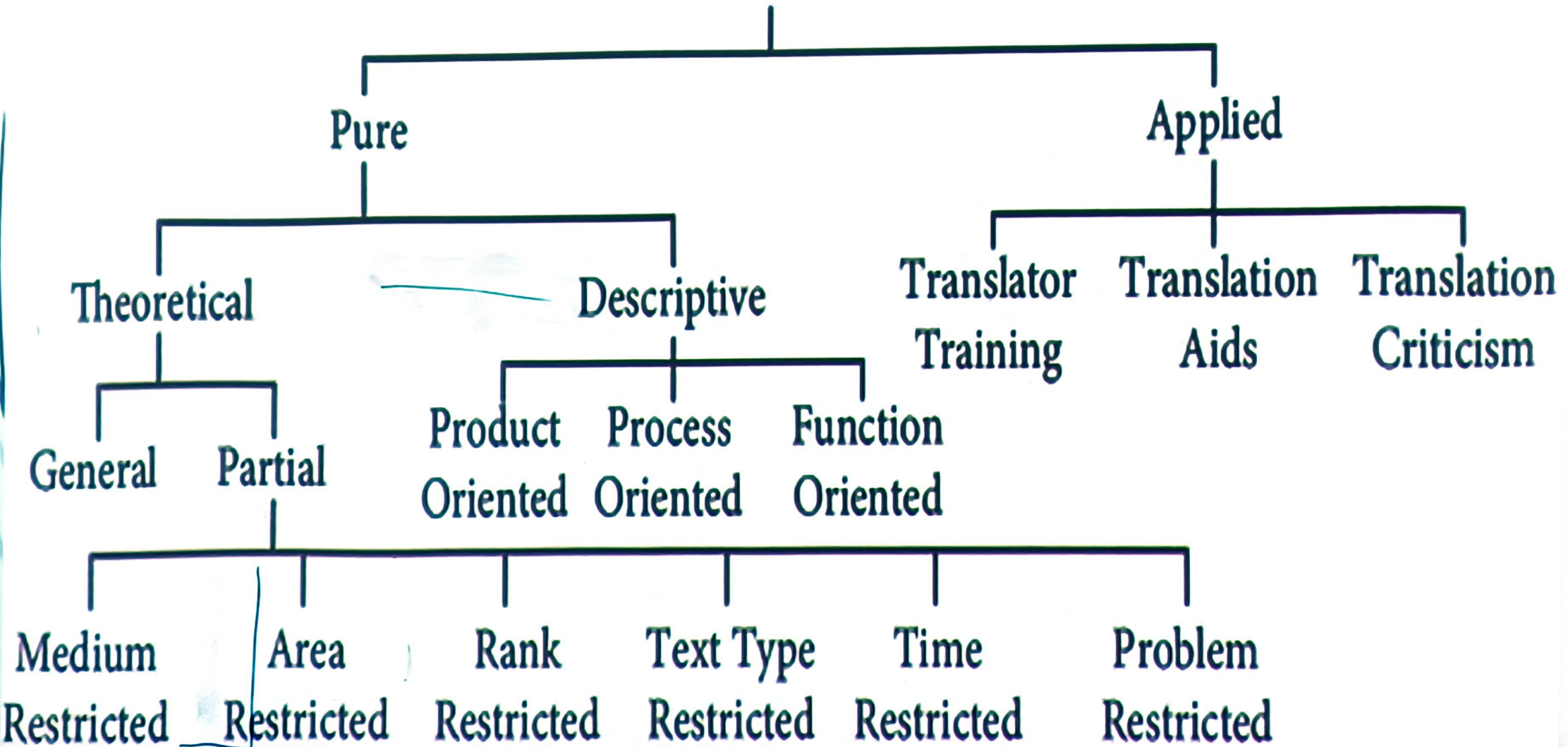
* Which key points in James S. Holmes' paper 'The name and nature of translation studies', did help the emergence of translation as an independent academic discipline?

- In this paper first, he drew attention to the limitations of translation research because it did not have **a home** of its own and was dispersed across older disciplines (languages, linguistics, literature, etc.).
- Second, he stressed the need to make new communication channels to reach **all scholars** working in the field.

Explain Holmes' categorization of 'translation studies'? Refer to main branches and sub-branches.



Translation Studies





► **I. Pure**

► **A. Theoretical**

► **General:** describes all types of translation and makes generalization for translation

► **Partial:** is restricted to a specific type of translation:

► medium-restricted

► area-restricted

► rank-restricted

► text-type restricted

► time-restricted

► problem-restricted

Descriptive

- ▶ **product-oriented:** examines translations
- ▶ **process-oriented:** focuses on the psychology of translation, what happens in a translator's mind
- ▶ **function-oriented:** Describes the 'function of translations in the recipient's sociocultural situation. It is the study of the contexts.

II. Applied

- II. Applied
- A. translator training
- B. translation aid
- C. translation criticism

Translation aids

- ▶ **Translation aids** (or *translation helpers*) are modules that provide helpful and necessary information for the translator when translating. Different aids can provide suggestions from translation memory and machine translation, documentation about the message or even such a basic thing as the message definition – the text that needs to be translated.
- ▶ There is some overlap between the data provided by message collection and the aids, but the rule of thumb is that message collection only provides information that is absolutely needed to present the list of messages: definition, translation, status of translation, last translator (because one can only review translations made by someone else) etc.

Make and extensive research about one
‘translation aid’ or types of ‘translation aids’.

- ▶ MessageDefinitionAid
- ▶ CurrentTranslationAid

What is the difference between 'translation aids' and 'translation tools'?

- ▶ What are Translation Tools?

- ▶ **Translation Tools**

- ▶ **of text in enterprise content so that it may be read in other languages. The software is often used to support localization in global marketing campaigns.**

I

In theoretical branch of 'pure' research in Holmes' map of 'translation studies', what is the difference between 'general' and 'partial' theoretical studies?

- 'General' refers to every type of translation and makes generalizations about translation as a whole. 'Partial' theoretical studies are restricted according to the parameters of medium, text-type, area, rank, time, and problem.