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Autore	Kranich Svenja
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Soggetti	Pragmatics Contrastive linguistics Translating and interpreting - Social aspects English language - Rhetoric German language - Rhetoric Information theory in translating Discourse analysis - Social aspects
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Contrastive Pragmatics and Translation; Editorial page; Title page; LCC data; Table of contents; Acknowledgments; List of tables; List of figures; Chapter 1. Introduction; 1.1 General description of the study and its central aims; 1.2 Definitions of key terms; 1.2.1 Contrastive pragmatics; 1.2.2 Covert and overt translation; 1.2.3 Translation 'universals'; 1.2.4 Subjectivity and addressee-orientation; 1.3 Contrastive studies of communication styles and cultural stereotyping; 1.4 Organization of the study; Chapter 2. General hypotheses, data and methods; 2.1 General hypotheses 2.2 Methods and data Chapter 3. The five dimensions of English-German communicative contrasts; Chapter 4. Contrastive perspectives on English-German pragmatic and stylistic contrasts; 4.1 English-German contrasts in academic discourse and popular science; 4.1.1 Text organization and linearity of academic articles; 4.1.2 Hedging and

impersonal expressions in peer-addressed and popular scientific writing; 4.1.3 Popular science: An overview; 4.1.4 Deictic elements in popular science; 4.1.5 Connectivity in popular science; 4.2 English-German contrasts in business communication
4.2.1 General findings; 4.2.2 Text organization and linearity; 4.2.3 Modality; 4.2.4 Person deixis; 4.3 English-German contrasts in other genres and cross-genre studies; 4.4 Summary of previous results on English-German communicative contrasts; Chapter 5. The impact of English-German pragmatic and stylistic contrasts on translations; 5.1 Translations of popular science; 5.1.1 General findings; 5.1.2 Person deixis; 5.1.3 Connectivity; 5.2 Translations of business communication; 5.2.1 General findings; 5.2.2 Modality; 5.2.3 Person deixis; 5.2.4 Connectivity; 5.2.5 Evaluative lexis
5.2.6 Explicitness versus implicitness; 5.3 Translations of other genres; 5.3.1 Connectivity; 5.3.2 Explicitness versus implicitness; 5.3.3 Verbal routines vs. ad-hoc formulation; 5.4 Summary of previous results on English-German contrasts in translation; Chapter 6. English-German contrasts in evaluative practice; 6.1 Why study evaluation; 6.2 Hypotheses; 6.3 Expressions of evaluation in discourse; 6.4 Adjectives as means of expressing evaluation; 6.5 Methods; 6.6 Contrastive findings; 6.7 Translation analysis; 6.8 Summary; Chapter 7. English-German contrasts in epistemic modal marking
7.1 Why study epistemic modality; 7.2 Hypotheses; 7.3 Epistemic modality in letters to shareholders; 7.3.1 Previous findings; 7.3.2 Methods; 7.3.3 General function of epistemic modal marking in the genre; 7.3.4 Contrastive findings; 7.3.4.1 General contrasts in frequency; 7.3.4.2 Contrasts in preferred lexico-grammatical categories; 7.3.4.3 Contrasts in the use of modalized statements in different domains of reference; 7.3.4.4 Contrasts in the use of markers of high and low probability; 7.3.4.5 Summary; 7.3.5 Translation analysis; 7.3.5.1 General contrasts in frequency
7.3.5.2 Preferred lexico-grammatical categories in translations
