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Nota di contenuto	MEMES OF TRANSLATION THE SPREAD OF IDEAS IN TRANSLATION THEORY; Editorial page; Title page; Copyright page; Table of contents; Preface; Chapter 1. Survival machines for memes; Chapter 2. The evolution of translation memes; Chapter 3. From memes to norms; Chapter 4. Translation strategies; Chapter 5. Translation as theory; Chapter 6. The development of translational competence; Chapter 7. On translation ethics; Epilogue; Appendix; References; Author index; Subject Index
Sommario/riassunto	Memes of Translation is a search for coherence in translation theory based on the notion of Memes: ideas that spread, develop and replicate, like genes. The author explores a wide range of ideas on translation, mapping the "meme pool" of translation theory with chapters on translation history, norms, strategies, assessment, ethics, and translator training. The aim of the book is to search for a perspective from which the immense variety of ideas about translation can be related. The unifying thread is the philosophy of Karl Popper. The book proposes the beginnings of a Popperian theory of