

1. Record Nr.	UNINA9910817019403321
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Titolo	The turns of translation studies : new paradigms or shifting viewpoints? // Mary Snell-Hornby
Pubbl/distr/stampa	Philadelphia, PA, : John Benjamins, 2006
ISBN	1-282-15612-8 9786612156120 90-272-9383-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (220 p.)
Collana	Benjamins translation library, , 0929-7316 ; ; v. 66
Disciplina	418/.02072
Soggetti	Translating and interpreting - Research - History Translating and interpreting - Study and teaching
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Turns of Translation Studies -- Editorial page -- Title page -- LCC data -- dedication page -- Table of Contents -- Preface -- Introduction -- 1. Translation Studies -- 1.1 Great precursors -- 1.2 Paving the way: from Jakobson to Paepcke -- 1.3 The pragmatic turn in linguistics -- 1.4 The legacy of James Holmes -- 2. The cultural turn of the 1980s -- 2.1 Descriptive Translation Studies: The "Manipulation School" revisited -- 2.2 The skopos theory and its functional approach -- 2.3 The model of translatorial action -- 2.4 Deconstruction, or the "cannibalistic" approach -- 2.5 The 1980s in retrospect -- 3. The "interdiscipline" of the 1990s -- 3.1 Beyond language -- 3.1.1 Of norms, memes and ethics -- 3.1.2 Translation and nonverbal communication -- 3.1.3 Translating multimodal texts -- 3.2 "Imperial eyes" -- 3.2.1 Postcolonial translation -- 3.2.2 Gender-based Translation Studies -- 3.3 The positions of the reader -- 3.3.1 Applying a functional model of translation critique -- 4. The turns of the 1990s -- 4.1 The empirical turn -- 4.1.1 New fields of interpreting studies -- 4.1.2 Empirical studies in translation -- 4.2 The globalization turn -- 4.2.1 Technology and the translator -- 4.2.2 Translation and advertising -- 4.2.3 The empire of English -- 4.3 Venuti's foreignization: a new paradigm? -- 5. At the turn of the millenium -- 5.1 The U-turns - back to square one? -- 5.2 New

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Moving towards a "translation turn" -- 6. Translation studies - future  
perspectives -- References -- Subject index -- Author index -- The  
series Benjamins Translation Library.

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## Sommario/riassunto

What's new in Translation Studies? In offering a critical assessment of recent developments in the young discipline, this book sets out to provide an answer, as seen from a European perspective today. Many "new" ideas actually go back well into the past, and the German Romantic Age proves to be the starting-point. The main focus lies however on the last 20 years, and, beginning with the cultural turn of the 1980s, the study traces what have turned out since then to be ground-breaking contributions (new paradigms) as against what was only a change in position on already established territory (shifting viewpoints). Topics of the 1990s include nonverbal communication, gender-based Translation Studies, stage translation, new fields of interpreting studies and the effects of new technologies and globalization (including the increasingly dominant role of English). The author's aim is to stimulate discussion and provoke further debate on the current profile and future perspectives of Translation Studies.

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