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Translation and advertising -- 4.2.3 The empire of English -- 4.3 Venuti's foreignization: a new paradigm? -- 5. At the turn of the millennium -- 5.1 The U-turns - back to square one? -- 5.2 New paradigms or shifting viewpoints? -- 5.3 "Make dialogue, not war": Moving towards a "translation turn" -- 6. Translation studies - future perspectives -- References -- Subject index -- Author index -- The series Benjamins Translation Library.

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.
