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Nota di contenuto	Frontmatter -- Acknowledgements -- Contents -- Prologue -- Part I: Food, culture and translation -- An accessible translation-oriented analysis to assess pictogram comprehensibility in agri-food texts -- Chinese gastronomic nomenclature: Culture and translation -- Agri-food translation within the vitiviniculture field: Wine language metaphors from Spanish into English -- Part II: Corpora -- The design of TorreznoTRAD: The semiautomatic Spanish-English writing and translation aid tool -- Rhetorical structure and promotional language in baked product descriptions: An English-Spanish contrastive analysis -- From corpora to a semi-automatic tool: The use of model lines for the development of TorreznoTRAD -- Contrastive study of translation techniques used in agri-food translation of food labelling: The product's name (Spanish-French) -- Part III: Translation and interpreting technology -- Interpreting for the agri-food sector: A gamified approach -- Is a San Jacobo a Cordon Bleu? Designing a virtual course in agri-food translation -- How can Google business profile translations impact a business: A case study -- Part IV: Terminology -- Online marketing of fresh fruit: A corpus based contrastive analysis (English & Spanish) of terminology related to texture -- Exploiting virtual corpora for the contrastive terminological analysis: a study applied to the agri-food sector (Spanish-English) -- Phraseology within the agri-food industry, torreznos and adobados: A

corpus-based study -- Normalization of terminology in the agri-food and gastronomy sector: The case of Porterval -- Index

Sommario/riassunto

In the context of an increasingly internationalized agri-food sector, this volume explores existing and new tools developed to help professionals with writing, interpreting and translating. Centered on the English-Spanish language pair, the contributions address a variety of terminology issues, the importance of intercultural understanding, the use of corpora, as well as the possibilities offered by automatic translation.
