



TRANSLATION PRACTICES EXPLAINED

TRANSLATING PROMOTIONAL AND ADVERTISING TEXTS

SECOND EDITION

Ira Torresi

ROUTLEDGE



Translating Promotional And Advertising Texts Translation Practices Explained

John Milton, Silvia Cobelo



Translating Promotional And Advertising Texts Translation Practices Explained:

Translating Promotional and Advertising Texts Ira Torresi, 2020-12-29 The translation of promotional and advertising texts requires the application of techniques which although they vary depending on the specific text type are all aimed at preserving their persuasive purpose This often requires in depth cultural adaptation and on occasion thorough rewriting *Translating Promotional and Advertising Texts* covers the key types of promotional texts including personal business to business institutional business to consumer and advertising With numerous examples from a wide variety of languages and media taken from the author s own professional experience and observations this volume is designed for use as a coursebook for classroom practice or as a handbook for self learning It also provides insight for research into promotional and advertising translation This second updated edition offers entirely new sections on self promotion in social media text analysis and tools for the cross cultural appraisal of promotional texts Revised with new examples a glossary of terms and activities and tasks on the Routledge Translation Studies Portal this is the essential text for students researchers translators and professionals working in copywriting marketing public relations or related areas

Diplomatic and Political Interpreting Explained Mira Kadrić, Sylvi Rennert, Christina Schäffner, 2021-07-28 The role of the interpreter at international meetings of politicians and diplomats is a critical one This book examines the history of diplomacy and diplomatic interpreting as well as the rules and realities of modern diplomatic relations Building on interviews with interpreters diplomats and politicians it examines language as a tool of diplomatic and political communication the role of interpreters in diplomacy and the different forms of interaction and communicative behaviour interpreters face and exhibit The book covers the different ways in which interpreters manage information expressivity and interaction and what diplomats think about it Each chapter presents key concepts and definitions examples from existing literature are combined with interviews conducted with professional interpreters as well as seasoned diplomats and politicians to illustrate their relevance in interpreting practice With activities for group work and self study including analysis and discussion of real life interpreted diplomatic or political events this book offers a range of interpreting exercises that encourage students to apply the different strategies discussed in the book Weaving together the voices of interpreters diplomats and politicians with a systematic look at the theory and practice of interpreting in diplomatic settings this is not only an essential textbook for interpreting students and educators but will also be of interest to professional interpreters and students and scholars of politics and international relations Additional resources are available on the Routledge Translation Studies Portal <http://routledgetranslationstudiesportal.com>

Subtitling Jorge Díaz Cintas, Aline Remael, 2020-12-29 *Subtitling Concepts and Practices* provides students researchers and practitioners with a research based introduction to the theory and practice of subtitling The book inspired by the highly successful *Audiovisual Translation Subtitling* by the same authors is a new publication reflecting the developments in practice and research that mark subtitling today while considering the way ahead

It supplies the core concepts that will allow its users to acquaint themselves with the technical linguistic and cultural features of this specific yet extremely diverse form of audiovisual translation and the many contexts in which it is deployed today. The book offers concrete subtitling strategies and contains a wealth of examples in numerous languages for dealing with specific translation problems. State of the art translation technologies and their impact on the profession are explored along with a discussion of the ways in which they cater for the socio political multicultural and multilingual challenges that audiovisual productions and their translations must meet today. A truly multimedia package. Subtitling Concepts and Practices comes with a companion website which includes a wide range of exercises with answer keys, video clips, dialogue lists, a glossary of concepts and terminology used in the industry and much more. It also provides access to a professional desktop subtitle editor Wincaps Q4 and a leading cloud based subtitling platform OONA.

Translation, Adaptation and Digital Media John Milton, Silvia Cobelo, 2023-05-31. Adaptation has always been central to Translation Studies and as print media becomes less and less dominant and new media become central to communication, Adaptation is more than ever a vital area of Translation and Translation Studies. In addition, links to new digital media are examined. This is the only user friendly textbook covering the full area of Translation, Adaptation and Digital Media applicable to any language combination. Divided into nine chapters, it includes a wide range of texts from Brazilian culture ensuring an ex-centric view of translation. Each chapter contains an expository section, case studies and student activities to support learning. It emphasises the central role of Adaptation in the translation of works for the popular book market for theatre, cinema, radio and especially the new media. This is the essential textbook for students in Translation and Adaptation Studies courses and instructors and professionals working on adaptation and transmedia projects.

Translation and Violent Conflict Moira Inghilleri, Sue-Ann Harding, 2010-01-30. First Published in 2010. Translators and interpreters are frequently found at the centre of attempts to wage war or negotiate peace between opposing factions. Translation and interpreting also serve a vital function in communicating a conflict locally and globally as interested parties attempt to legitimize their actions, appeal for assistance and enlist support for their cause and the condemnation of their stated enemy. The unavoidable independent exercises of judgement that interpreters and translators make through their participation in or re-narration of a conflict and the decisions that go with them provide clear and strong evidence for the lead role in the construction of meanings and identities that interpreters and translators assume in situations of conflict irrespective of their historical or geopolitical setting. This special issue of *The Translator* explores the role of translators and interpreters in a number of conflicts from the 20th century to the present. Drawing on fictional and non-fictional texts, legal and peacekeeping settings and reports from war zones, contributors to this volume explore the overlapping themes of mediation, agency and ethics in relation to translators and interpreters as they negotiate the political, social, cultural, linguistic and ethical factors that converge often dangerously in situations of armed conflict.

Localizing Apps Johann Roturier, 2015-05-08. The software industry has undergone rapid development

since the beginning of the twenty first century These changes have had a profound impact on translators who due to the evolving nature of digital content are under increasing pressure to adapt their ways of working Localizing Apps looks at these challenges by focusing on the localization of software applications or apps In each of the five core chapters Johann Roturier examines The role of translation and other linguistic activities in adapting software to the needs of different cultures localization The procedures required to prepare source content before it gets localized internationalization The measures taken by software companies to guarantee the quality and success of a localized app With practical tasks suggestions for further reading and concise chapter summaries Localizing Apps takes a comprehensive look at the transformation processes and tools used by the software industry today This text is essential reading for students researchers and translators working in the area of translation and creative digital media *Aspects of meaning-making through translation* Sidiropoulou Maria,Hatzidaki Anna,Kefala Stavroula,Gogonas Nikos,Korda Diamantoula,Lavidas Nikolaos,Gioti Ioanna,2025-05-07 The book addresses an audience with no prior knowledge of the intricacies of translation practice and allows a rather pervasive view into issues arising in the study of translation It shows how the study of translation may capture a reader s attention and what scholarly issues it may give rise to It tackles systemic functional cognitive and societal aspects of the transfer phenomenon between English and Greek from both a synchronic and a diachronic perspective It starts with pragmatic perspectives of meaning making moves to cognitive aspects of translation and interpreting goes on with aspects of tourism translation and globalization and ends up with diachronic perspectives to gender in translation and diachronic aspects of the history of translation in the West It is a collaborative work of the translation team of the Department of English Language and Literature National and Kapodistrian University of Athens and owes a lot to insights gained by the authors interaction with undergraduate and postgraduate translation students of the Department which is always insightful and productive

Routledge Encyclopedia of Translation Studies Mona Baker,Gabriela Saldanha,2019-09-20 The Routledge Encyclopedia of Translation Studies remains the most authoritative reference work for students and scholars interested in engaging with the phenomenon of translation in all its modes and in relation to a wide range of theoretical and methodological traditions This new edition provides a considerably expanded and updated revision of what appeared as Part I in the first and second editions Featuring 132 as opposed to the 75 entries in Part I of the second edition it offers authoritative critical overviews of additional topics such as authorship canonization conquest cosmopolitanism crowdsourced translation dubbing fan audiovisual translation genetic criticism healthcare interpreting hybridity intersectionality legal interpreting media interpreting memory multimodality nonprofessional interpreting note taking orientalism paratexts thick translation war and world literature Each entry ends with a set of annotated references for further reading Entries no longer appearing in this edition including historical overviews that previously appeared as Part II are now available online via the Routledge Translation Studies Portal Designed to support critical reflection teaching and research within as well as beyond

the field of translation studies this is an invaluable resource for students and scholars of translation interpreting literary theory and social theory among other disciplines

Introduction to Translation and Interpreting Studies Aline Ferreira, John W. Schwieter, 2022-09-27 A unique and balanced combination of translation and interpreting studies edited and written by leading voices in the fields In *Introduction to Translation and Interpreting Studies* accomplished scholars Aline Ferreira and John W Schwieter have brought together a detailed and comprehensive introductory level textbook covering the essential aspects of translation and interpreting studies Through chapters authored by leading voices in the field this book covers topics of theoretical and conceptual relevance such as the history of the development of the field and methods for understanding gender society and culture as aspects of the role of the interpreter as well as critical topics in the application of theory to real world practice Beginning with an authoritative treatment of the theoretical developments that have defined the field since the early 1970s this textbook first describes the influential work of such figures as Jakobson Holmes and Toury thus ensuring students develop a thorough understanding of the history and theoretical underpinnings of the fields of translation and interpreting studies The text then begins to introduce grounded discussions of interpreting in specialized fields such as legal and healthcare interpreting and sign language translation Learning is reinforced throughout the text through pedagogical features including reflection questions highlighted key words further readings and chapter objectives Instructors will also have access to companion website with PowerPoint slides and multiple choice questions to support classroom application Truly a unique work in translation and interpreting studies this essential new textbook offers A thorough introduction to the fields of translation and interpreting with discussion of applications to interdisciplinary topics Explorations of translation machines and technology including their history and recent trends Practical discussions of culture gender and society in the context of translation and interpreting studies as well as training and pedagogical issues in translation and interpreting A concise examination of translation process research and methods including the mental processes and actions that people take while translating Complementary web materials including PowerPoint slides and practice questions Ideal for advanced undergraduate and graduate students in programs in such as linguistics language studies and communications or for those who plan to work in translation and or interpreting *Introduction to Translation and Interpreting Studies* will earn a place in the libraries of anyone interested in a reader friendly translation and interpreting resource

Cutting-Edge Approaches in Translator Education and Pedagogy Amini, Mansour, 2025-03-14 With advancements in technology the role of the translator has expanded beyond traditional language skills to include expertise in tools such as machine translation computer assisted translation CAT and natural language processing As the field embraces digital innovation new pedagogical approaches emerge that combine theory with hands on practice interdisciplinary learning and a focus on cultural competence Explorations into translator education aim to uncover how educational programs are adapting to prepare the next generation of translators for a diverse and dynamic professional environment while also

examining the balance between preserving linguistic nuance and leveraging technological advancements to enhance translation quality and efficiency Cutting Edge Approaches in Translator Education and Pedagogy explores cutting edge approaches in translator education and pedagogy It delves into practical strategies and effective methods for developing competent translators in today's evolving linguistic landscape This book covers topics such as communication skills interpretation technology and linguistics and is a useful resource for academicians educators linguists and researchers

Representing Translation Dror Abend-David, 2019-02-21 In an increasingly global and multilingual society translators have transitioned from unobtrusive stagehands to key intercultural mediators a development that is reflected in contemporary media From Coppola's *Lost in Translation* to television's *House M.D.* and from live performance to social media translation is rendered as not only utilitarian but also performative and communicative In examining translation as a captivating theme in film television commercials and online content this multinational collection engages with the problems and limitations faced by translators as well as the ethical and philosophical aspects of translation and Translation Studies Contributors examine the role of the translator as protagonist agent negotiator and double agent translation in global communication the presentation of visual texts multilingualism in contemporary media and the role of foreign languages in advertisements Translation and translators are shown as inseparable parts of a contemporary life that is increasingly multilingual multiethnic multinational and socially diverse

Key Debates in the Translation of Advertising Material Beverly Adab, Cristina Valdes, 2016-04-01 Much has been written about the marketing aspects of promotional material in general and several scholars particularly in linguistics have addressed questions relating to the structure and function of advertisements focusing on images rhetorical structure semiotic functions discourse features and audio visual media amongst other aspects of the genre Not much on the other hand has been written within translation studies about the complexities involved in the transfer of an advertising message Contributors to this volume explore various interdependent aspects of the interlingual and intercultural transfer of an advertising message They emphasize features of culture specificity of multi-medial semiotic interaction of values and stereotypes and most importantly they recommend strategies and approaches to assist translators Topics covered include a critique of the Western based approach to advertising in the context of the Far East different perceptions of the concept of cleanliness in advertising texts in Italy Russia and the UK the Walls Cornetto strategy of internationalization of product appeal followed by localization the role of the translator in recreating appeal in different lingua cultural contexts what constitutes Italianness in advertisements for British consumers and strategies for repackaging France as a tourist destination

The Routledge Handbook of Translation and Globalization Esperança Bielsa, Dionysios Kapsakis, 2020-12-30 This is the first handbook to provide a comprehensive coverage of the main approaches that theorize translation and globalization offering a wide ranging selection of chapters dealing with substantive areas of research The handbook investigates the many ways in which translation both enables

globalization and is inevitably transformed by it Taking a genuinely interdisciplinary approach the authors are leading researchers drawn from the social sciences as well as from translation studies The chapters cover major areas of current interdisciplinary interest including climate change migration borders democracy and human rights as well as key topics in the discipline of translation studies This handbook also highlights the increasing significance of translation in the most pressing social economic and political issues of our time while accounting for the new technologies and practices that are currently deployed to cope with growing translation demands With five sections covering key concepts people culture economics and politics and a substantial introduction and conclusion this handbook is an indispensable resource for students and researchers of translation and globalization within translation and interpreting studies comparative literature sociology global studies cultural studies and related areas

Theories and Practice of Translation Yağmur

Küçükbezirci,2018-06-03 Nowadays by the development of communication devices there is a great intercultural interaction between all of the nations The importance of the process of translation can not be neglected in the world that is especially becoming a global village When I firstly came across this study I thought that it was an easy process to translate the texts just find the meaning of the unknown words from the dictionary and write its meaning in the target language but I realized that the process does not work like this In order to make an efficient translation the culture of the source language and the target language should be known This study attempts to present the theories and practice of translation The process of translation is defined according to different views of scientists and the development of translation is presented from a historical perspective The impact of culture on the translation process is investigated from several aspects through employing discrete extracts of various translators The importance of translation and the aspects of literary translation are also emphasized

The Role of Language and Symbols in Promotional Strategies and Marketing Schemes Epure,

Manuela,Mihăeș, Lorena Clara,2018-09-28 In the increasingly competitive global market successful and meaningful intercultural advertising plays a key role in reaching out to consumers from diverse language and cultural backgrounds Therefore it is crucial for individuals and businesses to be able to navigate the field of marketing communications to cut through the noise in a consumerist society to persuade their target audience The Role of Language and Symbols in Promotional Strategies and Marketing Schemes provides emerging research exploring the theoretical and practical aspects of the power of words and symbols used in promotional strategies and marketing schemes Featuring coverage on a broad range of topics such as shock advertising branding and celebrity endorsement this book is ideally designed for marketers managers business professionals academicians researchers and graduate level students seeking current research on the use of language and symbols in marketing tactics

Translation and Tourism M. Zain Sulaiman,Rita Wilson,2019-03-05 This book addresses one of the most central yet criticised solutions for international tourism promotion namely translation It brings together theory and practice explores the various challenges involved in translating tourism promotional materials

TPMs and puts forward a sustainable solution capable of achieving maximum impact in the industry and society The solution in the form of a Cultural Conceptual Translation CCT model identifies effective translation strategies and offers a platform for making TPM translation more streamlined efficient and easily communicated Using the English Malay language combination as a case study the book analyses tourism discourse and includes a road test of the CCT model on actual end users of TPMs as well as tourism marketers in the industry Guidelines for best practices in the industry round out the book which offers valuable insights not only for researchers but also and more importantly various stakeholders in the translation tourism and advertising industries

Humour Translation in the Age of Multimedia Margherita Dore, 2020-11-02 This volume seeks to investigate how humour translation has developed since the beginning of the 21st century focusing in particular on new ways of communication The authors drawn from a range of countries cultures and academic traditions address and debate how today's globalised communication media and new technologies are influencing and shaping the translation of humour Examining both how humour translation exploits new means of communication and how the processes of humour translation may be challenged and enhanced by technologies the chapters cover theoretical foundations and implications and methodological practices and challenges They include a description of current research or practice and comments on possible future developments The contributions interconnect around the issue of humour creation and translation in the 21st century which can truly be labelled as the age of multimedia Accessible and engaging this is essential reading for advanced students and researchers in Translation Studies and Humour Studies

Handbook of Translation Studies Yves Gambier, Luc van Doorslaer, 2011-12-21 As a meaningful manifestation of how institutionalized the discipline has become the new Handbook of Translation Studies is most welcome It joins the other signs of maturation such as Summer Schools the development of academic curricula historical surveys journals book series textbooks terminologies bibliographies and encyclopedias The HTS aims at disseminating knowledge about translation and interpreting and providing easy access to a large range of topics traditions and methods to a relatively broad audience not only students who often adamantly prefer such user friendliness researchers and lecturers in Translation Studies Translation but also scholars and experts from other disciplines among which linguistics sociology history psychology In addition the HTS addresses any of those with a professional or personal interest in the problems of translation interpreting localization editing etc such as communication specialists journalists literary critics editors public servants business managers intercultural organization specialists media specialists marketing professionals Moreover The HTS offers added value First of all it is the first Handbook with this scope in Translation Studies that has both a print edition and an online version The advantages of an online version are obvious it is more flexible and accessible and in addition the entries can be regularly revised and updated The Handbook is variously searchable by article by author by subject A second benefit is the interconnection with the selection and organization principles of the online Translation Studies Bibliography TSB The taxonomy of the TSB has been partly applied to the

selection of entries for the HTS Moreover many items in the reference lists are hyperlinked to the TSB where the user can find an abstract of a publication All articles between 500 and 6000 words are written by specialists in the different subfields and are peer reviewed Last but not least the usability accessibility and flexibility of the HTS depend on the commitment of people who agree that Translation Studies does matter All users are therefore invited to share their feedback Any questions remarks and suggestions for improvement can be sent to the editorial team at hts@lessius.eu

The Routledge Handbook of Translation and Cognition Fabio Alves, Arnt Jakobsen, 2020-05-31 The Routledge Handbook of Translation and Cognition provides a comprehensive state of the art overview of how translation and cognition relate to each other discussing the most important issues in the fledgling sub discipline of Cognitive Translation Studies CTS from foundational to applied aspects With a strong focus on interdisciplinarity the handbook surveys concepts and methods in neighbouring disciplines that are concerned with cognition and how they relate to translational activity from a cognitive perspective Looking at different types of cognitive processes this volume also ventures into emergent areas such as neuroscience artificial intelligence cognitive ergonomics and human computer interaction With an editors introduction and 30 chapters authored by leading scholars in the field of Cognitive Translation Studies this handbook is the essential reference and resource for students and researchers of translation and cognition and will also be of interest to those working in bilingualism second language acquisition and related areas

Becoming a Translator Douglas Robinson, 2012-10-12 Fusing theory with advice and information about the practicalities of translating Becoming a Translator is the essential resource for novice and practicing translators The book explains how the market works helps translators learn how to translate faster and more accurately as well as providing invaluable advice and tips about how to deal with potential problems such as stress The third edition has been revised and updated throughout offering extensive up to date information about new translation technologies discussions of the emerging sociological and activist turns in translation studies new exercises and examples updated further reading sections a website containing a teacher s guide the chapter The Translator as Learner and additional resources for translators Offering suggestions for discussion activities and hints for the teaching of translation the third edition of Becoming a Translator remains invaluable for students and teachers of Translation Studies as well as those working in the field of translation

Decoding **Translating Promotional And Advertising Texts Translation Practices Explained**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Translating Promotional And Advertising Texts Translation Practices Explained**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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Translating Promotional And Advertising Texts Translation Practices Explained Introduction

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