



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> 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

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 OOONA

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

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