



Fourth edition

INTRODUCING TRANSLATION STUDIES

Theories and Applications

Jeremy Munday



Introducing Translation Studies

Introducing Translation Studies remains the definitive guide to the theories and concepts that make up the field of translation studies. Providing an accessible and up-to-date overview, it has long been the essential textbook on courses worldwide.

This fourth edition has been fully revised and continues to provide a balanced and detailed guide to the theoretical landscape. Each theory is applied to a wide range of languages, including Bengali, Chinese, English, French, German, Italian, Punjabi, Portuguese and Spanish. A broad spectrum of texts is analysed, including the Bible, Buddhist sutras, *Beowulf*, the fiction of García Márquez and Proust, European Union and UNESCO documents, a range of contemporary films, a travel brochure, a children's cookery book and the translations of *Harry Potter*.

Each chapter comprises an introduction outlining the translation theory or theories, illustrative texts with translations, case studies, a chapter summary and discussion points and exercises.

New features in this fourth edition include:

- new material to keep up with developments in research and practice, including the sociology of translation, multilingual cities, translation in the digital age and specialized, audiovisual and machine translation
- revised discussion points and updated figures and tables
- new, in-chapter activities with links to online materials and articles to encourage independent research
- an extensive updated companion website with video introductions and journal articles to accompany each chapter, online exercises, an interactive timeline, weblinks, and PowerPoint slides for teacher support

This is a practical, user-friendly textbook ideal for students and researchers on courses in Translation and Translation Studies.

Jeremy Munday is Professor of Translation Studies at the University of Leeds, UK, and is a qualified and experienced translator. He is author of *Style and Ideology in Translation* (Routledge 2008) and *Evaluation in Translation* (Routledge 2012), editor of *The Routledge Companion to Translation Studies* (2009) and co-author, with Basil Hatim, of *Translation: An Advanced Resource Book* (Routledge 2004).

Praise for this edition

'Jeremy Munday's *Introducing Translation Studies* has long been admired for its combination of theoretical rigour and down-to-earth explanation, and this new edition will further confirm its place as the go-to introduction for students and teachers alike. Its further incorporation of ideas from the Chinese context is particularly welcome.'

Robert Neather, *Hong Kong Baptist University, China*

'An even better fourth edition of a widely popular and commonly used book in Translation Studies (TS). Munday's volume is a sound and accessible introduction to TS, combining scholarly rigor with reader-friendly style and an excellent didactic orientation, which will continue to make this book highly attractive to students, teachers and newcomers.'

Sonia Colina, *University of Arizona, USA*

Praise for the third edition

'This book provides a comprehensive and precise coverage of the major theories of translation ... The discussion and research points at the end of each topic will be welcomed by students, teachers and researchers alike ... written in exceptionally clear and user-friendly style ... Readers who may have no previous knowledge of translation studies will also find the book interesting and illuminating.'

Susan Xu Yun, *SIM University, Singapore*

'Whether you are a researcher, teacher, practitioner or learner of translation, you should read this book to get a comprehensive view of translation theories of the world, at present and in the past. This book is extremely useful as the starting point for understanding translation theories. It is deep enough for you to get adequate details and broad enough to let you know which directions to follow in your further research.'

Chris Shei, *Swansea University, UK*

'Jeremy Munday covers it all in this up-to-date book. It covers most, if not all, aspects of translation, whether they are theoretical or practical. This book is also an essential resource of knowledge for professional, academic, and practicing translators. Many approaches to translation are clearly and thoroughly explained.'

Said M. Shiyab, *UAE University, UAE*

'It would be difficult to find a better introduction to the complex field of translation studies ... A real must for everybody interested in this discipline.'

María Sánchez, *University of Salford, UK*

'This updated edition of *Introducing Translation Studies* provides a clear, thorough, and balanced introduction to major past and current trends in translation studies. It will be of great assistance to translation instructors and students seeking an updated overview of the field.'

Françoise Massardier-Kenney, *Kent State University, USA*

Introducing Translation Studies

Theories and applications

Fourth Edition

JEREMY MUNDAY

Fourth edition published 2016
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2016 Jeremy Munday

The right of Jeremy Munday to be identified as author of this work has been asserted by him in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

First edition published by Routledge 2001
Second edition published by Routledge 2008
Third edition published by Routledge 2012

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data

Names: Munday, Jeremy, author.

Title: Introducing translation studies : theories and applications / by Jeremy Munday.

Description: Fifth Edition. | Milton Park ; New York : Routledge, 2016. | Includes bibliographical references and index.

Identifiers: LCCN 2015039263 | ISBN 9781138912540 (pbk.) | ISBN 9781138912557 (pbk.) | ISBN 9781315691862 (ebk.)

Subjects: LCSH: Translating and interpreting.

Classification: LCC P306 .M865 2016 | DDC 418/.02—dc23

LC record available at <http://lccn.loc.gov/2015039263>

ISBN: 978-1-138-91254-0 (hbk)

ISBN: 978-1-138-91255-7 (pbk)

ISBN: 978-1-315-69186-2 (ebk)

Typeset in Berthold Akzidenz Grotesk
by RefineCatch Limited, Bungay, Suffolk

Additional materials are available on the companion website at www.routledge.com/cw/munday

Para Cristina,
que me ha hecho feliz

This page intentionally left blank

Contents

A visual tour of <i>Introducing Translation Studies</i>	x
List of figures and tables	xiii
Acknowledgements	xv
List of abbreviations	xvii
Introduction	1
Chapter 1 Main issues of translation studies	7
1.1 The concept of translation	8
1.2 What is translation studies?	10
1.3 An early history of the discipline	13
1.4 The Holmes/Toury 'map'	16
1.5 Developments since Holmes	21
1.6 The van Doorslaer 'map'	22
1.7 Discipline, interdiscipline or multidiscipline?	24
Chapter 2 Translation theory before the twentieth century	29
2.0 Introduction	30
2.1 'Word-for-word' or 'sense-for-sense'?	30
2.2 Early Chinese and Arabic discourse on translation	33
2.3 Humanism and the Protestant Reformation	38
2.4 Fidelity, spirit and truth	40
2.5 Early attempts at systematic translation theory: Dryden, Dolet, Tytler and Yán Fù	42
2.6 Schleiermacher and the valorization of the foreign	47
2.7 Towards contemporary translation theory	49
Chapter 3 Equivalence and equivalent effect	58
3.0 Introduction	59
3.1 Roman Jakobson: the nature of linguistic meaning and equivalence	59
3.2 Nida and 'the science of translating'	62
3.3 Newmark: semantic and communicative translation	71
3.4 Koller: equivalence relations	74
3.5 Later developments in equivalence	77

Chapter 4	Studying translation product and process	86
4.0	Introduction	87
4.1	Vinay and Darbelnet's model	88
4.2	Catford and translation 'shifts'	95
4.3	Option, markedness and stylistic shifts in translation	98
4.4	The cognitive process of translation	100
4.5	Ways of investigating cognitive processing	103
Chapter 5	Functional theories of translation	113
5.0	Introduction	114
5.1	Text type	114
5.2	Translational action	124
5.3	Skopos theory	126
5.4	Translation-oriented text analysis	131
Chapter 6	Discourse and Register analysis approaches	141
6.0	Introduction	142
6.1	The Hallidayan model of language and discourse	142
6.2	House's model of translation quality assessment	145
6.3	Baker's text and pragmatic level analysis: a coursebook for translators	149
6.4	Hatim and Mason: the levels of context and discourse	156
6.5	Criticisms of discourse and Register analysis approaches to translation	159
Chapter 7	Systems theories	169
7.0	Introduction	170
7.1	Polysystem theory	170
7.2	Toury and descriptive translation studies	174
7.3	Chesterman's translation norms	186
7.4	Other models of descriptive translation studies: Lambert and van Gorp and the Manipulation School	189
Chapter 8	Cultural and ideological turns	197
8.0	Introduction	198
8.1	Translation as rewriting	199
8.2	Translation and gender	205
8.3	Postcolonial translation theory	208
8.4	The ideologies of the theorists	213
8.5	Translation, ideology and power in other contexts	214
Chapter 9	The role of the translator: visibility, ethics and sociology	222
9.0	Introduction	223
9.1	The cultural and political agenda of translation	223
9.2	The position and positionality of the translator	233

9.3	The sociology and historiography of translation	236
9.4	The power network of the translation industry	239
9.5	The reception and reviewing of translations	241
Chapter 10	Philosophical approaches to translation	249
10.0	Introduction	250
10.1	Steiner's hermeneutic motion	250
10.2	Ezra Pound and the energy of language	258
10.3	The task of the translator: Walter Benjamin	260
10.4	Deconstruction	262
Chapter 11	New directions from the new media	274
11.0	Introduction	275
11.1	Audiovisual translation	275
11.2	Localization, globalization and collaborative translation	287
11.3	Corpus-based translation studies	291
Chapter 12	Research and commentary projects	302
12.0	Introduction	303
12.1	Consilience in translation studies	303
12.2	Translation commentaries	306
12.3	Research projects in translation studies	314
	Notes	319
	Bibliography	328
	Index	361

A visual tour of *Introducing Translation Studies*

Pedagogical features

Introducing Translation Studies offers a variety of ways to help lecturers introduce this vibrant discipline, and to help students understand the key concepts and issues.

Key concepts

■ **Definition** of translating and interpreting. The process of translating is long established, but the study of translation is new.

KEY CONCEPTS Each chapter opens with a series of straightforward definitions of the key concepts that the chapter will cover.

Key texts

■ **Key text** Baker, M. & Saldanha, G. (eds) (2009) *The Routledge Companion to Translation Studies, Part II: History and Traditions*, 2nd edn. Routledge.

KEY TEXTS Essential articles and books in the topic area.

Case studies

■ **Case study** This case study considers two series of translations: formal and dynamic equivalence. The three series are from the Greek, Latin and Hebrew of the opening book of the Old Testament of the Christian Bible.¹⁰

CASE STUDIES Case studies in each chapter to give focus and insight into the theories discussed.

Exploration

■ **Exploration** Question: The term 'translation' is used for 'translation' in the language of the Bible. What do these terms suggest about their translation?

EXPLORATION Within each chapter there are links to extra journal material on the ITS companion website to encourage further exploration of ideas.

Discussion

■ **Discussion and research points** Look at the analysis in the case study. Are the same issues raised with the analysis? What does this tell us about the kind of model? The analysis focuses on the seven points...

DISCUSSION AND RESEARCH POINTS At the end of each chapter are a number of questions that can be set as assignments, or discussed in class. They can also serve as a platform for related research project ideas.

Further reading

See Hatim (2009) for a useful overview of discourse and functional theories, and also Baker et al. (2008) for recent studies. See Halliday and Hasan (1976) for

FURTHER READING Additional sources for students to explore particular issues raised in the chapter.

Companion website



www.routledge.com/cw/munday

Introducing Translation Studies also includes a comprehensive companion website of online resources for both students and lecturers. These include:

Student resources

- Video presentation by the author on each chapter, discussing the key issues for students to consider
- Interactive timeline to explain how translation theories have evolved since the first theorists
- Multiple-choice questions to test understanding of definitions and concepts
- Additional discussion questions and further reading

Lecturer resources

- PowerPoint presentations for each chapter, which can be downloaded and annotated, providing lecturers with a ready-made foundation for lecture preparation
- Free access to journal articles with accompanying teaching notes

Routledge
Companion Websites

Enhancing online learning
and teaching.

www.routledge.com/cw/surname

This page intentionally left blank

Figures and tables

Figures

1.1	Holmes's 'map' of translation studies	17
1.2	The applied branch of translation studies	20
1.3	Translation strategies	23
1.4	Translation procedures	24
3.1	Nida's three-stage system of translation	63
5.1	Reiss's text types and text varieties	116
5.2	Text type and relevant criteria for translation	122
6.1	The Hallidayan model of language	143
6.2	Revised scheme for analysing and comparing original and translated texts	146
7.1	Conditions when translation is in primary position in polysystem	173
7.2	Toury's initial norm and the continuum of adequate and acceptable translation	178
7.3	Initial, preliminary and operational norms	179
8.1	Control factors inside and outside the literary system	201
9.1	Domestication and foreignization: ethical and discursive levels	228
10.1	Steiner's hermeneutic motion	252
11.1	Concordance sample of <i>loom large</i>	297
11.2	Concordance sample of <i>se cierne(n)</i>	298

Tables

3.1	Example of componential analysis	66
3.2	Comparison of Newmark's semantic and communicative translation	72
3.3	Characteristics of research foci for different equivalence types	76
4.1	Segmentation of text into units of translation	106
5.1	Functional characteristics of text types and links to translation methods	115
6.1	Register variables and their typical realizations	145
6.2	Forms of cohesion	152
7.1	Comparison of Toury's and Chesterman's norms	188
11.1	Multimodal transcription model	282
12.1	Example translation specification sheet	307
12.2	Comparison of terminology for orientation of strategies	311
12.3	Types of research questions	315
12.4	Types of hypotheses	315

This page intentionally left blank

Acknowledgements

I would like to thank the following copyright holders for giving permission to reproduce the following: [Figure 1.1](#), reproduced from G. Toury, *Descriptive Translation Studies – And Beyond*, revised edition copyright 2012, Amsterdam and Philadelphia, PA: John Benjamins. [Figures 1.3 and 1.4](#) reproduced from L. van Doorslaer 'Risking conceptual maps', in Yves Gambier and Luc van Doorslaer (eds) *The Metalanguage of Translation*, special issue of *Target* 19.2: 217–33, reissued in Benjamins Current Topics 20 in 2009. [Figure 5.2](#), reproduced from M. Snell-Hornby, *Translation Studies: An Integrated Approach*, copyright 1998, Amsterdam and Philadelphia, PA: John Benjamins. All the above reproduced with kind permission by John Benjamins Publishing Company, www.benjamins.com. [Figure 3.1](#), reproduced from E. Nida and C. R. Taber, *The Theory and Practice of Translation*, copyright 1969, Leiden: E. J. Brill. [Figure 6.2](#), reproduced from J. House, *Translation Quality Assessment: Past and Present*, copyright 2015, Routledge. [Table 5.1](#), translated and adapted from K. Reiss, *Möglichkeiten und Grenzen der Übersetzungskritik*; the original is copyright of K. Reiss. While every effort has been made to trace copyright holders and obtain permission, this may not have been possible in all cases. Any omissions brought to the publisher's attention will be remedied at the earliest opportunity.

The case study in [Chapter 8](#) is a revised and abridged version of an article of mine: 'The Caribbean conquers the world? An analysis of the reception of García Márquez in translation', published in *Bulletin of Hispanic Studies*, 75.1(1998): 137–44.

Introducing Translation Studies has evolved over time, but I acknowledge my sincere debt to Lawrence Venuti (Temple University, USA) for his encouragement with the initial project and for his detailed comments and suggestions on drafts of the first edition.

My thanks also go to Rana Nayar (Reader, Department of English at Panjab University, Chandigarh, India) for his assistance with the case study in [Chapter 9](#). I also thank colleagues at the Universities of Leeds, Surrey and Bradford for their support during the writing of the various editions of this book, and to my students

at all those institutions and universities where I have been lucky enough to be invited to speak, who have responded to versions of this material. My thanks also to all who have contacted me with comments on the earlier editions with suggestions for revision, to those journal reviewers who have made constructive suggestions and most particularly to the reviewers of the proposal and drafts for this fourth edition.

There are many other translation studies colleagues who have offered suggestions and help in many ways. I thank them all.

I would also like to express my extreme gratitude to Louisa Semlyen, Laura Sandford and everyone at Routledge, who have been so very supportive and patient throughout the writing and editing process. Also to Anna Callander for her careful attention to detail. And thanks to Jacob Blakesley and Falih Al-Emara for help with the index. Any remaining errors or deficiencies are of course mine alone.

Finally, but most of all, my thanks to Cristina, whose love and help mean so much to me, and to Nuria and Marina, who continue to add so much more to my life.

Jeremy Munday
London, August 2015

Abbreviations

@AC	Before Common Era
AC	Common Era
DTS	descriptive translation studies
SL	source language
ST	source text
TL	target language
TT	target text

This page intentionally left blank

Introduction

Translation studies is the now established academic discipline related to the study of the theory, practice and phenomena of translation. This book brings together and clearly summarizes the major strands of translation studies, in order to help readers acquire an understanding of the discipline and the necessary background and tools to begin to carry out their own research. It also presents and discusses theoretical frameworks into which professional translators and trainee translators can place their own practical experience.

The first three editions of *Introducing Translation Studies* (2001, 2008 and 2012) presented a practical introduction to an already diverse field. This fourth edition, while maintaining the structure and much of the material, is **fully revised** and **updated**. New content has been included throughout, 'exploration boxes' have been inserted within the text to link to full-text articles available on the *Introducing Translation Studies* companion website (<http://www.routledge.com/cw/munday>) and other material has been located online. The website also contains new video summaries of each chapter and revised PowerPoint presentations that may be customized by the tutor.

However, the general structure of the book remains the same. It sets out to give a critical but balanced survey of many of the most important trends and contributions to translation studies in a single volume, written in an accessible style. The different contemporary models are applied to illustrative texts in brief case studies so that the reader can see them in operation. The new research contained in these case studies, together with the 'discussion and research points' sections, is designed to encourage further exploration and understanding of translation issues.

The book is designed to serve as a **coursebook** for undergraduates and postgraduates in translation, translation studies and translation theory, and as a **solid theoretical introduction** for students, researchers, instructors and professional translators. The aim is to enable the readers to develop their understanding of the issues and associated technical language (**metalanguage**), and