



Title: Exploring Translation Theories

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Translation rights sold for: Japanese, Korean, Portuguese (Brazil), Portuguese (Portugal), Arabic (Lebanon), Traditional Chinese (Taiwan), Russian, Spanish (retained by author)

Exploring Translation Theories presents a comprehensive analysis of the key traditional and contemporary paradigms of translation theory.

The author and publisher are interested in promoting translations of the text being prepared for the second edition.

Main selling points:

- A textbook for advanced classes
- Applies to all language combinations
- Proposed classroom activities for all chapters
- Covers theories of localization, deconstruction and cultural translation
- Self-study summaries, questions and reading lists for all chapters
- A free companion website with more than 3 hours of lectures summarizing the chapters (<http://www.tinet.org/~apym/publications/ETT/index.html>).

Summary:

The book builds on Western theories of translation, starting with a survey of the classical twentieth-century linguistic approaches before moving on to more recent models such as cultural translation. Each central paradigm and its associated theories are addressed in turn, including equivalence, purpose, description, uncertainty, localization and cultural translation. Readers are encouraged to explore the various theories and consider their strengths and implications for translation today and in the future. The book closes with a survey of the way translation is used as a model in postmodern cultural studies and sociologies, extending the scope beyond traditional Western notions.

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