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.

Table of contents:
(Additions and changes for the third edition are marked in red)

1. What is a translation theory?

2. Natural equivalence

2.1 Natural equivalence as a concept
2.2 Equivalence vs. structuralism
2.3 Procedures for maintaining natural equivalence
2.4 Text-based equivalence
2.5 Reference to a *tertium comparationis* and the "theory of sense"
2.6 The virtues of natural equivalence
2.7 Frequently had arguments
2.8 Natural equivalence as a historical sub-paradigm

3. Directional equivalence

3.1 Two kinds of similarity
3.2 Directionality in definitions of equivalence
3.3 Back-translation as a test
3.4 Polarities of directional equivalence
3.5 Only two categories?
3.6 Relevance theory
3.7 Equivalence as an illusion
3.8 The virtues of directional equivalence
3.9 Frequently had arguments

4. Purposes

4.1 *Skopos* as the key to a new paradigm
4.2 Reiss, Vermeer, and the origins of the *Skopos* approach
4.3 Justa Holz-Mänttäri and the theory of the translator's expertise
4.4 Purpose-based "good enough" theory
4.5 Who really decides?
4.6 The virtues of the purpose paradigm
4.7 Frequently had arguments
4.8 An extension into project analysis

5. Descriptions

5.1 What happened to equivalence?
5.2 Theoretical concepts within the descriptive paradigm
5.3 Norms
5.4 "Assumed" translations
5.5 Target-side priority
5.6 Universals of translation
5.7 Laws
5.8 Findings from process studies
5.8 Frequently had arguments
5.10 The future of the descriptive paradigm

6. Uncertainty

6.1 Why uncertainty?
6.2 The uncertainty principle
6.3 Determinist views of language with indeterminist theories of translation
6.4 Theories of how to live with uncertainty

For inquiries about translation rights, please contact please see:
https://www.routledge.com/contacts/rights-and-permissions/rights-licensing