

New Frontiers in Translation Studies

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Style in Translation: A Corpus-Based Perspective



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General Editor's Preface

New Frontiers in Translation Studies, as its name suggests, is a Series which focuses on new and emerging themes in Translation Studies. The last four decades have witnessed a rapid growth of this fledgling discipline. This Series intends to publish and promote these developments and provide readers with theories and methods they need to carry out their own translation studies projects.

Translation Studies is now expanding into new or underexplored areas both in theories and research methods. One recent development is the keen interest in translation theories that transcend Eurocentrism. Translation Studies has for decades been dominated by Western modes of understanding and theorizing about translation and closed to models of other traditions. This is due to, as many have argued, the “unavailability of reliable data and systematic analysis of translation activities in non-European cultures” (Hung and Wakabayashi 2005). So in the past few years, some scholars have attempted to make available literature on translation from non-European traditions (Cheung 2006). Several conferences have been held with themes devoted to Asian translation traditions. Besides, rather than developing translation theories via a shift to focusing on non-Eurocentric approaches, efforts have been directed towards investigating translation universals applicable across all languages, cultures and traditions.

Modern Translation Studies has adopted an interdisciplinary approach from its inception. Besides tapping into theories and concepts of neighbouring disciplines, such as linguistics, anthropology, education, sociology, and literary studies, it has also borrowed research models and methods from other disciplines. In the late 1970s, German translation scholars applied Think-aloud Protocols (TAPs) of cognitive psychology in their investigation of translators' mental processes, and more recently, process researchers have incorporated into their research designs lab methods, such as eye-tracker, EEG and fMRI. In the early 1990s, computational and corpus linguistics was introduced into Translation Studies, which has since generated a proliferation of studies on the so-called translation universals, translator style, and features of translated language. Studies on interpreting and translation education have also taken a data-based and empirical approach and yielded interesting and useful results.

As Translation Studies seeks further growth as an independent discipline and recognition from outside the translation studies community, the interest to explore beyond the Eurocentric translation traditions will continue to grow. So does the need to adopt more data- and lab-based methods in the investigations of translation and interpreting. It is therefore the intent of this Series to capture the newest developments in these areas and promote research along these lines. The monographs or edited volumes in this Series will be selected either because of its focus on non-European translation traditions or its application of innovative research methods and models, or both.

We hope that translation teachers and researchers, as well as graduate students, will use these books in order to get acquainted with new ideas and frontiers in Translation Studies, carry out their own innovative projects and even contribute to the Series with their pioneering research.

London, United Kingdom

Defeng Li
General Editor

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