

Contents

Series Editors' Preface	xiii
Acknowledgements	xv
How to use this book	xvii
SECTION A INTRODUCTION	1
Unit 1 What is translation?	3
Unit 2 Translation strategies	10
Unit 3 The unit of translation	17
Unit 4 Translation shifts	26
Unit 5 The analysis of meaning	34
Unit 6 Dynamic equivalence and the receptor of the message	40
Unit 7 Textual pragmatics and equivalence	48
Unit 8 Translation and relevance	57
Unit 9 Text type in translation	67
Unit 10 Text register in translation	76
Unit 11 Text, genre and discourse shifts in translation	86
Unit 12 Agents of power in translation	93
Unit 13 Ideology and translation	102
Unit 14 Translation in the information technology era	112
SECTION B EXTENSION	121
Unit 1 What is translation?	123
Unit 2 Translation strategies	132
Unit 3 The unit of translation	136
Unit 4 Translation shifts	142
Unit 5 The analysis of meaning	152
Unit 6 Dynamic equivalence and the receptor of the message	160
Unit 7 Textual pragmatics and equivalence	169
Unit 8 Translation and relevance	176
Unit 9 Text type in translation	181
Unit 10 Text register in translation	187
Unit 11 Text, genre and discourse shifts in translation	192
Unit 12 Agents of power in translation	200
Unit 13 Ideology and translation	206
Unit 14 Translation in the information technology era	213

SECTION C EXPLORATION	219
Unit 1 What is translation?	221
Unit 2 Translation strategies	226
Unit 3 The unit of translation	231
Unit 4 Translation shifts	238
Unit 5 The analysis of meaning	243
Unit 6 Dynamic equivalence and the receptor of the message	253
Unit 7 Textual pragmatics and equivalence	264
Unit 8 Translation and relevance	272
Unit 9 Text type in translation	281
Unit 10 Text register in translation	287
Unit 11 Text, genre and discourse shifts in translation	295
Unit 12 Agents of power in translation	304
Unit 13 Ideology and translation	313
Unit 14 Translation in the information technology era	321
Developing words and cultures – some concluding remarks	329
Further reading	331
Glossary	334
Bibliography	354
Index	364