## Contents

List of figures	ix
Acknowledgements	x
Introduction	1
1 External knowledge: the user's view	5
	_
Internal and external knowledge	6
Reliability	7
Textual reliability	8
The translator's reliability	12
Timeliness	16
Cost	19
Trade-offs	19
Discussion	21
Exercises	22
Suggestions for further reading	23
2 Internal knowledge: the translator's view	25
disidior s view	
Who are translators?	26
Professional pride	28
Reliability	29
Involvement in the profession	30
Ethics	30
Income	33
Speed	34
Project management	39

Raising the status of the profession	39
Enjoyment	40
Discussion	44
Exercises	45
Suggestions for further reading	46
3 The translator as learner	47
The translator's intelligence	49
The translator's memory	51
Representational and procedural memory	52
Intellectual and emotional memory	53
Context, relevance, multiple encoding	54
The translator's learning styles Context	57
	62
Field-dependent/independent	62
Flexible/structured environment	63
Independence/dependence/interdependence Relationship-/content-driven	64
Input	65 66
Visual	66
Auditory	68
Kinesthetic	70
Processing	73
Contextual-global	73
Sequential-detailed/linear	74
Conceptual (abstract)	75
Concrete (objects and feelings)	76
Response	76
Externally/internally referenced	77
Matching/mismatching	79
Impulsive-experimental/analytical-reflective	80
Discussion	82
Exercises	83
Suggestions for further reading	91
4 The process of translation	93
The shuttle: experience and habit	94
Charles Sanders Peirce on instinct, experience, and habit	96
Abduction, induction, deduction	98
Karl Weick on enactment, selection, and retention	100

The process of translation	102
Discussion	107
Exercises	108
Suggestions for further reading	108
5 Experience	109
What experience?	110
Intuitive leaps (abduction)	113
Pattern-building (induction)	118
Rules and theories (deduction)	120
Discussion	123
Exercises	124
Suggestions for further reading	125
6 People	127
The meaning of a word	128
Experiencing people	130
First impressions (abduction)	132
Deeper acquaintance (induction)	133
Psychology (deduction)	138
Discussion	140
Exercises	141
Suggestions for further reading	143
7 Working people	145
A new look at terminology	146
Faking it (abduction)	148
Working (induction)	152
Terminology studies (deduction)	156
Discussion	158
Exercises	159
Suggestions for further reading	160
8 Languages	161
Translation and linguistics	162
What could that be? (abduction)	164
Laying down tracks (induction)	167
Teaching transfer patterns (deduction)	172

Discussion	182
Exercises	182
Suggestions for further reading	189
9 Social networks	191
The translator as social being	192
Pretending (abduction)	194
Pretending to be a translator	194
Pretending to be a source-language reader and target-language writer	197
Pretending to belong to a language-use community	198
Learning to be a translator (induction)	202
Teaching and theorizing translation as a social activity	202
(deduction)	204
Discussion	212
Exercises	213
Suggestions for further reading	219
•	
10 Cultures	221
Cultural knowledge	222
Self-projection into the foreign (abduction)	225
Immersion in cultures (induction)	228
Intercultural awareness (deduction)	231
Discussion	238
Exercises	239
Suggestions for further reading	244
11 When habit fails	245
The importance of analysis	246
The reticular activation system: alarm bells	249
Checking the rules (deduction)	253
Checking synonyms, alternatives (induction)	259
Picking the rendition that feels right (abduction)	260
Discussion	262
Exercise	262
Suggestions for further reading	262
Appendix for teachers	263
	317
Index	325