Contents

	List of figures Acknowledgements	x xii
	Introduction	1
1	External knowledge: the user's view	5
	Internal and external knowledge 6	
	Reliability 7	
	Textual reliability 7	
	The translator's reliability 11	
	Timeliness 13	
	Cost 17	
	Trade-offs 17	
	Discussion 19	
	Exercises 20	
	Suggestions for further reading 20	
2	Internal knowledge: the translator's view	21
	Who are translators? 22	
	Professional pride 24	
	Reliability 24	
	Involvement in the profession 25	
	Ethics 25	
	Income 28	
	Speed 28	
	Translation memory software 31	
	Project management 32	

	Raising the status of the profession 33	
	Enjoyment 33	
	Discussion 40	
	Exercises 44	
	Suggestions for further reading 45	
3	The translator as learner	47
	The translator's intelligence 49	
	The translator's memory 50	
	Representational and procedural memory 51	
	Intellectual and emotional memory 52	
	Context, relevance, multiple encoding 53	
	The translator's learning styles 55	
	Context 57	
	Field-dependent/independent 57	
	Flexible/structured environment 60	
	Independence/dependence/interdependence 61	
	Relationship-/content-driven 62	
	Input 63	
	Visual 63	
	Auditory 64	
	Kinesthetic 66	
	Processing 68	
	Contextual-global 68	
	Sequential-detailed/linear 69	
	Conceptual (abstract) 70	
	Concrete (objects and feelings) 70	
	Response 71	
	Externally/internally referenced 71	
	Matching/mismatching 73	
	Impulsive-experimental/analytical-reflective 74	
	Discussion 75	
	Exercises 76	
	Suggestions for further reading 81	
4	The process of translation	83
	The shuttle: experience and habit 84	

Charles Sanders Peirce on instinct, experience, and habit 86

vi Contents

	Karl Weick on enactment, selection, and retention 88	
	The process of translation 90	
	Discussion 95	
	Exercises 95	
	Suggestions for further reading 95	
5	Experience	97
	What experience? 98	
	Intuitive leaps (abduction) 100	
	Pattern-building (induction) 105	
	Rules and theories (deduction) 106	
	Discussion 109	
	Exercises 109	
	Suggestions for further reading 110	
6	People	111
	The meaning of a word 112	
	Experiencing people 113	
	First impressions (abduction) 115	
	Deeper acquaintance (induction) 116	
	Psychology (deduction) 122	
	Discussion 124	
	Exercises 124	
	Suggestions for further reading 126	
7	Working people	127
	A new look at terminology 128	
	Faking it (abduction) 128	
	Working (induction) 131	
	Terminology studies (deduction) 135	
	Discussion 138	
	Activities 138	
	Exercises 138	
	Suggestions for further reading 140	

Abduction, induction, deduction 87

iii	Contents	
8	Languages	141
	Translation and linguistics 142 What could that be? (abduction) 143 Doing things with words (induction) 146 The translator and speech-act theory (deduction) 148 Discussion 152 Exercises 152 Suggestions for further reading 158	
9	Social networks	159
	The translator as social being 160 Pretending (abduction) 161 Pretending to be a translator 161 Pretending to be a source-language reader and target-language writer 164 Pretending to belong to a language-use community 165 Learning to be a translator (induction) 168 Teaching and theorizing translation as a social activity (deduction) 170 Discussion 176 Exercises 177 Suggestions for further reading 183	
10	Cultures	185
	Cultural knowledge 186 Self-projection into the foreign (abduction) 189 Immersion in cultures (induction) 192 Intercultural awareness (deduction) 194 Discussion 200 Exercises 200 Suggestions for further reading 205	
11	When habit fails	207
	The importance of analysis 208 The reticular activation system: alarm bells 210 Checking the rules (deduction) 213 Checking synonyms, alternatives (induction) 219 Picking the rendition that feels right (abduction) 220	

Discussion 221		
Exercise 221		
Suggestions for further reading 222		
Appendix: Translation-related resources	223	
Appendix for teachers	241	
Works cited	287	
Index	297	

Contents ix