

<<国外翻译研究丛书>>

图书基本信息

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作者：(英)贝克//萨尔达尼亚

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## <<国外翻译研究丛书>>

### 内容概要

近年来，国内翻译研究取得了很大进展，有关翻译研究的丛书也出了多套。不过，长期以来，国内引进的原版翻译著作匮乏，不少研究都是根据二手资料；另外，学习翻译专业的研究生人数越来越多，这种状况若继续存在，将十分不利于学科的发展和翻译人才的培养。鉴于此，上海外语教育出版社约请了多名国内翻译研究著名学者分别开列出最值得引进的国外翻译研究论著的书目，并对这些书目进行整理、排序，最终确定了准备引进的正式书单。该丛书涉及的论著时间跨度大，既有经典，也有新论；内容的覆盖面也相当广泛，既有翻译本体的研究，也有跨学科的研究。这套丛书的引进将会满足翻译专业研究生教学原版参考书和翻译理论研究的需要。

#### 作者简介

作者：（英国）莫娜·贝克（Mona Baker）（英国）加布里埃拉·萨尔达尼亚（Gabriela Saldanha）合著者：方梦之莫娜·贝克，英国曼彻斯特大学理工学院(UMIST)翻译学教授、跨文化与翻译研究中心主任。  
曾于1992年出版《换言之》(In Other Words)一书，此外还担任全球性刊物《译者》(The Translator)的主编。  
加布里埃拉·萨尔达尼亚，英国伯明翰大学翻译学讲师，国际翻译与跨文化研究协会的网上其时《翻译研究新声》的创刊编辑和现任编辑之一。

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## 章节摘录

版权页：Referring to the translation of advertising and promotional websites, Calzada Perez (2005) argues that 'images need translating as much as words and cyberspace is nothing if not a huge meeting point which provides information that is constantly translated back and forth: This statement summarizes a new trend in the study of advertising translation, one that attempts to take into account the range of constraints imposed upon and opportunities offered to the translator of advertising material by virtue of the modes of expression involved in each advertising text. It has been argued that no text is strictly monomodal (Baldry 2000). For instance, a novel or textbook without illustrations may appear to have only a verbal dimension, but typographical choices (Schopp 2002, 2005) and the physical qualities of the paper it is printed on give the words a particular rendering or inscription (Kress and Van Leeuwen 1996:230-32) that contributes to the construction of textual meaning. At the same time, advertising texts on the whole display a high level of multimodality with respect to other genres, because of their simultaneous reliance on different kinds of stimuli. For instance, print advertisements usually have verbal and visual components, radio commercials rely on verbal and aural (sound/music) effects, and street advertising makes use of verbal and/or visual signs combined with geosemiotic cues such as position relative to the viewer, proximity with other texts, and spatial context (see Scollon and Scollon 2003 on geosemiotics). Thus, the multi-modality of advertising texts does not depend only on the fact that campaigns for the same products may span various media - in other words, that the same campaign may be run in identical or slightly different forms on television, street posters, radio, etc. Rather, multimodality is achieved within each advertising text, even in the case of texts that are traditionally excluded from the definition of 'multimedia' - such as print advertisements.

编辑推荐

《国外翻译研究丛书之34:翻译研究百科全书(第2版)》自1998年问世以来备受推崇。第二版在对第一版修改和扩充的基础上,对翻译学这一迅速发展的人文学科做了更加透彻和具有权威性的评述。

《翻译研究百科全书》(第二版)分为两部分,为便于查阅均按字母表排序。

第一部分(通论)涵括了该学科的概念框架和关键问题。

词条种类包括:翻译理论的核心问题重要概念笔译口译的研究途径笔译的种类口译的种类第二部分(历史与传统)涵括了世界上主要的语言和文化群体的翻译学历史,很多词条阐释是基于迄今尚未出版的研究成果。

这部分新添了一个词条:东南亚传统(Southeast Asian traditions)。

凭借来自30多个国家90余位撰稿人以及具有国际背景的顾问编辑的精湛学识,《翻译研究百科全书》(第二版)涵盖了翻译研究这门学科的方方面面,并为未来的研究指明了方向。

对于从事口笔译、文学和社会理论研究的师生们,其参考价值不可估量。

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