

---

Speaking in Tongues:  
Language across Contexts and Users

Guest Editor  
LUIS PÉREZ GONZÁLEZ

UNIVERSITAT DE VALÈNCIA  
2003

---



ENGLISH IN THE WORLD SERIES

GENERAL EDITOR

Antonia Sánchez Macarro  
*Universitat de València, Spain*

ADVISORY EDITORIAL BOARD

Professor Enrique Alcaraz  
*Universidad de Alicante, Spain*

Professor Enrique Bernárdez  
*Universidad Complutense de Madrid, Spain*

Dr Anne Burns  
*Macquarie University, Sydney, Australia*

Professor Angela Downing  
*Universidad Complutense de Madrid, Spain*

Dr Martin Hewings  
*University of Birmingham, Great Britain*

Dr Ken Hyland  
*City University of Hong Kong, China*

Professor James Lantolf  
*Penn State University, Pennsylvania, USA*

Professor Michael McCarthy  
*University of Nottingham, Great Britain*

Professor M. Teresa Turell  
*Universitat Pompeu Fabra, Barcelona, Spain*

Professor Eija Ventola  
*University of Salzburg, Austria*

© The authors © 2003 by the Universitat de València

*Design and typeset: Celso Hernández de la Figuera*  
*Cover design by Pere Fuster (Borràs i Talens Assessors SL)*

ISBN : 84-370-5848-1  
D.L. V-5461-2003

Printed at  
GUADA Impressors, SL



## CONTENTS

Notes on contributors .....	9
Volume editor's preface .....	15
<b>1</b> English as a global <i>lingua franca</i> : Conquest or dialogue? <i>Juliane House</i> .....	19
<b>2</b> Working with relay: An old story and a new challenge <i>Yves Gambier</i> .....	47
<b>3</b> Constructing identity via translation: A descriptive-explanatory study of transitivity shifts in the translation of European Parliament speeches <i>María Calzada Pérez</i> .....	67
<b>4</b> Why international organisations need translation theory <i>Emma Wagner</i> .....	91
<b>5</b> Theoretical detachment from reality: Academic <i>versus</i> professional views on translation <i>Roberto Mayoral Asensio</i> .....	103
<b>6</b> From TAPS (think-aloud protocols) to WRAPS (write-about protocols) <i>Peter Fawcett</i> .....	119
<b>7</b> Deconstructing the discourse on legal translation: Towards an ethics of responsibility <i>M. Carmen África Vidal Claramonte and M. Rosario Martín Ruano</i>	141
<b>8</b> Translating obligation in business communication <i>Claudia Böttger and Kristin Bührig</i> .....	161
<b>9</b> Overcoming the language barrier: Paths that converge in technology and translation <i>Celia Rico Pérez</i> .....	185
<b>10</b> Investigating 'reversible' translation resources: Are they equally useful in both directions? <i>Lynne Bowker</i> .....	201



<b>11</b>	Translation and localization tools: Current developments <i>Vanessa Enríquez Raído and Frank Austermühl</i> .....	225
<b>12</b>	Telephone interpreting: Boon or Bane? <i>Holly Mikkelson</i> .....	251
<b>13</b>	Teaching a course on audiovisual translation (dubbing and subtitling): Some didactic proposals <i>Frederic Chaume Varela</i> .....	271
<b>14</b>	Translating audiovisual screen irony <i>Patrick Zabalbeascoa Terran</i> .....	305



## NOTES ON CONTRIBUTORS

**JULIANE HOUSE** is Professor of Applied Linguistics at Hamburg University. Her research interests include translation theory, contrastive pragmatics, discourse analysis, discourse and gender, intercultural communication and English as a *lingua franca*. She is a member of the German Science Foundation's Research Centre on Multilingualism, where she directs a project on the influence of English on text conventions in other languages. She has written and edited many books and articles, among them *A Model for Translation Quality Assessment; Translation Quality Assessment: A Model Revisited; Introduction to Applied Linguistics; Interlingual and Intercultural Communication, Cross-Cultural Pragmatics and Misunderstanding in Social Life*. She can be reached at <jhouse@rrz.uni-hamburg.de>

**YVES GAMBIER** is Head of the Centre for Translation and Interpreting at the University of Turku, Finland. His main research interests include translation theory and history, training of translation instructors, language policy and planning, discourse analysis, early language learning, bilingualism and, since the beginning of the nineties, screen translation. He has published more than 130 articles and edited or co-edited 18 books, among them *Transferts linguistiques dans les médias audiovisuels* and *(Multi)Media Translation. Concepts, Practices and Research*. Forthcoming publications include special issues on screen translation to be published in *The Translator* (November 2003) and *Meta* (March 2004). He can be reached at <yves.gambier@utu.fi>

**MARÍA CALZADA PÉREZ** is a Lecturer at Universitat Jaume I (Castelló de la Plana, Spain), where she teaches translation and English. She holds a PhD from the University of Heriot-Watt (Edinburgh, UK), where she researched under the supervision of Prof. Ian Mason. Her main publications focus on literary translation, transitivity, ideology and cannibalism in translation. Her recent publications include a book on translating Alan Bennett's *Talking*



*Heads*. (*La aventura de la traducción: Dos monólogos de Alan Bennett*, 2001) and an edited volume for St Jerome (*Apropos of Ideology. Translation Studies on Ideology — Ideologies in Translation Studies*, 2003). She is also a freelance translator. She can be reached at <calzada@trad.uji.es>

**EMMA WAGNER** (MA Cantab., Dip. Trans., FITI) worked for the European Commission in Luxembourg for 30 years as a translator, reviser, head of the English translation unit and, finally, as the head of a department covering all EU official languages. Among various sidelines, she coordinated the 'Fight the Fog' campaign launched in 1998 to encourage Commission staff to write more clearly. She is the co-author of *Translating for the EU Institutions* (St. Jerome), *Can Theory help Translators?* (St. Jerome) and *Clarifying EU Regulations* (Plain Language Commission). She is currently on the Council of the Institute of Translation and Interpreting.

**ROBERTO MAYORAL ASENSIO** graduated in English Philology at the University of Granada, Spain, where he achieved his PhD in Translation (with special distinction). He has lectured on translation at the Faculty of Translation and Interpreting of the University of Granada (being its Dean for some time) for 23 years and has been a Visiting Professor at Princeton University, Dartmouth College and Brigham Young University. He has also been Research Fellow at the University of Surrey Roehampton. He is the author of *La traducción de la variación lingüística* (1999), *Aspectos epistemológicos de la traducción* (2001) and *Translating Official Documents* (2003). He can be reached at <rasensio@ugr.es>

**PETER FAWCETT** is Senior Lecturer in French at the University of Manchester. His specialist subject is film translation, but he also researches other aspects of translation. He has written two papers in particular on the English translation of the French novelist Malraux, and has plans to pursue this research by publishing a paper on the same translator's approach to Albert Camus' *La Peste*. Other future projects include a study of Jules Verne in translation. He is the author of the monograph *Translation and Language: Linguistic Theories Explained* (St. Jerome) and also intends, in the last few years of his career as an academic and researcher, to produce a monograph on film translation. He can be reached at <peter.fawcett@man.ac.uk>



**ÁFRICA VIDAL CLARAMONTE** is Professor of Translation at the University of Salamanca, Spain. Her research interests concern translation theory, post-structuralism, post-modernism and gender studies. She has published several books, anthologies and essays on these issues, including *Traducción, manipulación, desconstrucción* (Salamanca, Ediciones Colegio de España, 1995), *El futuro de la traducción* (València, Alfons el Magnànim, 1998) and *Translation/Power/Subversion* (coedited with Román Álvarez, Clevedon, Multilingual Matters, 1996). She is a practising translator specialized in the field of contemporary art. She can be reached at <africa@usal.es>

**M. ROSARIO MARTÍN RUANO** teaches translation at the Centro de Estudios Superiores *Felipe II*, Universidad Complutense de Madrid, Spain. Her research interests concern legal translation, translation theory, gender studies and post-colonial critique. She has published several books, anthologies and essays on these issues, including *El (des)orden de los discursos: la traducción de lo políticamente correcto* (Comares, 2003) and *Últimas corrientes teóricas en los estudios de traducción y sus aplicaciones* (coedited with Anne Barr and Jesús Torres, Ediciones Universidad de Salamanca, 2001). She is a practising translator. She can be reached at <rmartin@cesfelipesegundo.com>

**CLAUDIA BÖTTGER** is Research Assistant in the project *Covert Translation* at the Collaborative Research Centre 538 *Multilingualism* at the University of Hamburg which is funded by the Deutsche Forschungsgemeinschaft. She is currently writing her doctoral thesis on translations in business communication. Her research interests are systemic functional theory, translation studies and business communication. Her publications include «Verdecktes Übersetzen und hybride Texte in der Wirtschafts-kommunikation» (in a collective volume edited by Krumm and Jacquier, Peter Lang, 2002) and «Zum Einsatz von literarischen Texten im Unterricht Wirtschaftsdeutsch» (co-authored by Bührig, in *German as a Foreign Language* 2000). She can be reached at <cböttger@uni-hamburg.de>



**KRISTIN BÜHRIG** is Assistant Professor at the Institute for German Studies I, German for Special Purposes, since 1999 Head of the research project *Interpreting in Hospital* at the Collaborative Research Centre 538 *Multilingualism* at the University of Hamburg funded by the German Research Foundation Deutsche Forschungsgemeinschaft. Her research interests are discourse analysis, institutional communication and functional grammar. Her publications include *Reformulierendes Handeln* (Tübingen Narr, 1996); *Reproduzierendes Handeln. Übersetzen, simultanes und konsekutives Dolmetschen im diskursanalytischen Vergleich* (Working Papers in Multilingualism 6, 2000). She can be reached at <buehrig@textentertainment.de>

**CELIA RICO PÉREZ**, PhD, focuses her research interests on the man-machine interaction in the translation process. She is a Lecturer at the Department of Translation and Interpreting at Universidad Europea de Madrid, where she trains future translators on the fundamentals of CAT tools as well as on the principles of translation strategies. She became interested in computers some years ago while working for her master's degree in Machine Translation at UMIST (Manchester, UK). Since then, Dr. Rico's publications have concentrated on areas such as translation memory evaluation, machine translation and translator competence, and the impact of new technologies on the translation profession. She can be reached at <celia.rico@ti.fil.uem.es>

**LYNNE BOWKER** is Assistant Professor at the School of Translation and Interpretation of the University of Ottawa, where she teaches and conducts research in the field of translation technology. She has a PhD in Language Engineering from the University of Manchester Institute of Science and Technology (UMIST). She is the author of *Computer-Aided Translation Technology: A Practical Introduction* (University of Ottawa Press, 2002) and co-author (with Jennifer Pearson) of *Working with Specialized Language: A Practical Guide to Using Corpora* (Routledge, 2002). She can be reached at <lbowker@uottawa.ca>

**VANESSA ENRÍQUEZ RAÍDO** is working on a European Doctorate in translation and intercultural communication at Universitat Rovira i Virgili (Tarragona, Spain). Her research focuses on sociological and pedagogical aspects of software and website localization. She holds an MA in translation and interpretation in English





and German from *Universidad Alfonso X El Sabio* (Madrid) and a postgraduate degree in translation and text technology from *Universitat Pompeu Fabra* (Barcelona). She is also a freelance translator and interpreter and teaches training seminars on electronic translation tools. She can be reached at <venriquez@telefonica.net>

**FRANK AUSTERMÜHL** is Assistant Professor with the School of Applied Linguistics and Cultural Studies at the University of Mainz, Germany. He received an MA in translation in English and Spanish, and a PhD in translation and computational linguistics, both from the University of Heidelberg. For the past ten years he has worked extensively in the field of software localization, electronic tools for translators, and computer-assisted terminology management. Among his further research interests are German-American intercultural communication and the discourse of U.S. presidents. He can be reached at <frank@austermuehl.de>

**HOLLY MIKKELSON** is Adjunct Professor of Spanish Translation and Interpretation at the Graduate School of Translation and Interpretation, Monterey Institute of International Studies. She is also Director of Quality Assurance at Language Services Associates, a company that provides telephonic interpreting, among other services. She is a certified court interpreter and has written numerous books and articles on court and community interpreting. She is currently working on the fourth edition of her popular training manual, *The Interpreter's Edge*. She can be reached at <hmikkelson@miis.edu>

**FREDERIC CHAUME VARELA**, PhD, is a Lecturer in Translation Studies in the Department of Translation and Communication at *Universitat Jaume I* (Castelló de la Plana, Spain), where he trains future translators on practical and theoretical aspects of audiovisual translation. He has published extensively in the field of screen translation and, since 1988, he is a practising translator working from English into Spanish and Catalan for different studios and channels nationwide. He is the author of the monograph *Doblatge i subtitulació per a la TV*, published by Eumo Editorial in 2003. He can be reached at <uji00096@uji.infomail.es>



**PATRICK ZABALBEASCOA TERRAN** is a Lecturer in Translation Studies at Universitat Pompeu Fabra in Barcelona, Spain. He has lectured and researched in Translation since 1987, in several Spanish Universities. His main research interests are in audiovisual screen translation, and most of his publications are on that topic, including case studies and theoretical proposals. He wrote his PhD thesis on the theoretical problems involved in accounting for the translation of television situation comedy, with examples from the Catalan version of the BBC production *Yes, Minister*. He has also kept up his interest in the translation of humour and comedy, with several publications and conference participations. He can be reached at <patrick.zabalbeascoa@upf.edu>

**LUIS PÉREZ GONZÁLEZ**, guest editor of this volume, is a Lecturer in Translation Studies at Universidad Europea de Madrid, Spain, where he is also Director of the Master's in Translation Technologies. He holds an MA in Special Applications of Linguistics, an MPhil in English Discourse Analysis (both from the University of Birmingham, UK) and a PhD in English Linguistics from Universitat de València. He has published articles on translator training, legal translation, courtroom interpreting and, more widely, forensic linguistics. He can be reached at <lperez@ing.fil.uem.es>

**ANTONIA SÁNCHEZ MACARRO** is a Senior Lecturer in English and Linguistics at Universitat de València. Her current research interests include the role of different pragmatic variables in the study of classroom interaction. She is the General Editor of the *English in the World* Series, designed to look at how contemporary English is used worldwide in a variety of functional contexts, across a wide range of fields within the general area of English studies. In 2002 she edited the first volume of the series, a collection of articles on media discourse (*Windows on the World: Media Discourse in English*. Universitat de València). She can be reached at <antonia.sanchez@uv.es>



## GUEST EDITOR'S PREFACE

Throughout the nineties, the field of Translation Studies (TS) assumed a high profile within the broader domain of language-related scholarship. This consolidation process, however, proved unable to resolve some of the controversies that have hindered the development of TS for decades. On the one hand, there is the constant need to refine previous descriptions of the relations between Linguistics and TS and challenge the central role of the former as the major research paradigm empowering the development of the latter (Baker 1996). On the other hand, the recurring schism between translation academics and professionals, who remain stuck on their immediate concerns and, in many cases, oblivious of the mutual advantages that would result from a more intense interaction between both groups. Shuttleworth (1996) aptly summarizes this scenario as follows:

[G]oals and objectives can vary considerably within the discipline. Of course, Translation Studies has been enriched by dint of possessing such a multi-faceted nature. However, at the same time, this very nature has meant that there is still considerable lack of agreement on the irreducible minimum of concepts which should form the foundation on which to build [...] The result of such a situation has often been that different branches of the discipline have at times experienced with widely different methodologies [...] (1996:vi).

The field of TS remains in the same state of flux at the turn of the century. Methodological diversity prevails and the concerns of scholars and practitioners are still a long way from reaching a significant degree of convergence. In fact, one may reasonably argue that recent social and technological developments warrant a new approach to the study of translation and interlingual communication.

*Speaking in Tongues* approaches the field of TS at a crucial moment when the combined effect of the increasing globalization of social and economic activities and the constant developments in translation technologies is pushing to the fore new issues and constraints



on interlingual communication that cannot be overlooked either by scholars or professionals. The aim of this book is to place the reader at the heart of investigations into the nature and process of translation in an internationalized scenario where (i) the consolidation of multilateral institutions and multinational corporations has triggered off a struggle between globalization and localization; (ii) the information and communication technologies are both the means to enhance translation productivity and the main source of employment for professional translators; (iii) the new media and communication technologies provide a whole range of ways to interact with others, both in leisure and academic settings. Furthermore, being the second volume of the *English in the World* series, this book is also intended to explore the increasingly stronger status of English as a *lingua franca* that is used worldwide in a variety of functional contexts and may, at some point, undermine the very foundations of the translation and language industries.

The papers in this volume reflect, as one may expect, the wide variety of «goals and objectives» of the translation community, including both theoretical descriptions of translation phenomena in specific genres and settings as well as highly practical explanations aiming to enhance the quality of translator training techniques and raise the status and professional profile of translators and interpreters in the community. More specifically, the scope of the book ranges from Systemic Functional Linguistics to Discourse Analysis, from Intercultural Rhetoric to Post-structuralism. The examples chosen by all the authors inevitably account for their own interests, opinions and types of texts for which and from which they have developed their own descriptions and stances.

The collection of articles has been edited to recognise the wide array of perspectives informing the field of TS and is of direct interest both to any linguist, translator or other social scientist working in the study of interlingual communication and to those designing and buying translation technologies for professional purposes.

*Luis Pérez González*

Villaviciosa de Odón, September 2003



## REFERENCES

- Baker, M. 1996. «Linguistic and cultural studies. Complementary or competing paradigms in Translation Studies?». In Lauer *et al.* (eds.) *Übersetzungswissenschaft im Umbruch*. Tübingen: Gunter Narr Verlag; 9-19.
- Shuttleworth, M. 1997. «Introduction». In M. Shuttleworth and M. Cowie. *Dictionary of Translation Studies*. Manchester: St. Jerome; v-xvii.