

Editorial

We are delighted to publish the 15th issue of *New Voices in Translation Studies* during a period of exciting changes and new, innovative directions for our journal. Firstly, we have established a new website: www.newvoices.iatis.org. Through this website, you can link directly to the journal as well as via the IATIS website. Our website reflects our academic mission and the international outlook of our journal. First and foremost, *New Voices* serves as an international platform where academic researchers from a variety of disciplines worldwide exchange ideas on issues, debates and innovations in translation, interpreting and cross-cultural communication. We maintain a consistently high standard of academic writing by a process of internal reviewing performed by our editorial team, followed by a double-blind reviewing performed by two external reviewers established in their subject area. As part of our commitment to inclusivity and engagement, we as co-editors take part in a variety of academic events and conferences to identify new and innovative thinking in translation and related disciplines and encourage new and stimulating publications on our journal's pages.

At this point, we extend a warm thank you to the IATIS Executive Board. Without the generous funding and unwavering support from IATIS Executive Board, the new website and promotional postcard would not have been made possible. We especially thank Sue-Ann Harding (Hamad Bin Khalifa University, Qatar), Chair of IATIS Executive Council and Rebecca Tipton (University of Manchester, UK), IATIS Secretary/Treasurer, for offering their guidance during our funding application. We also thank our co-editor, M. Zain Sulaiman, and Eworks Creative Enterprise who created the design for our new promotional postcard which will be distributed at conferences and academic events to gain greater visibility for our journal.

We are very sad to be saying goodbye to one of our co-editors Sally Marshall (alumna of Centre for Translation and Intercultural Studies, University of Manchester). She has been an invaluable member of our team, who is leaving her co-editing role due to her many other commitments. We will always be indebted to Sally, whose academic and technical expertise transformed our journal in a very short space of time. She also took full responsibility for the launch of Issue 14,

the special conference issue on public service translation. Finally, we welcome Kelly Pasmatzki (The University of Sheffield International Faculty, CITY College) as a new member of our editorial team. As a team, all of us look forward to continuing our ground-breaking work in providing a highly stimulating platform, characterized by academic integrity, for new and established researchers to share their innovative contributions to the rapidly expanding field of translation, interpreting and cross-cultural communication.

This issue contains three articles on new developments in cross-cultural communication and translation technology, two book reviews and six abstracts of recently defended PhD theses in the field of Translation Studies. These contributions come from ten countries: Canada, Germany, Hong Kong, Hungary, Italy, Poland, South Korea, Spain, Turkey and the United Kingdom.

This first article by **Emanuele Risso** intersects the field of audio-visual translation studies as well as the strategies used for translating poetry and song: the translation of rap lyrics from English to Italian. Risso's paper titled 'Rap Lyrics Translation: Theoretical and Practical Aspects' addresses theoretical aspects of the study of Hip Hop lyrics, a genre of musical political expression which began in the USA. The striking parallels made in this article between Hip Hop and translation as multi-modal expressions of linguistic and political empowerment highlight Hip Hop as an important area of study within the field of Translation Studies. After a detailed synopsis of Hip Hop's initial contexts, the article draws on various theoretical approaches to poetry and song translation and then analyses the rap lyrics of four texts (three audio-visual, one literary) translated from US English into Italian. The analysis highlights the political as well as aesthetic importance of rhyme and metre for Hip Hop in source and target languages. The article thus critically engages the reader with the political importance of rhyme and metre in Hip Hop alongside translation theories which frame rhyme and metre as separate from semantic content in translated poetry and song. In this way, the article asks questions of contemporary theoretical approaches to translating poetry and song, as well as the extent to which Hip Hop lyrics in translation can be deemed translated texts at all.

The second and third articles both address the field of translation technology. The second article titled ‘Developing a ‘Neo-Metric’ for the Evaluation of Translation Memory’ by **Gareth Watkins** (Cardiff University, UK) addresses a number of related theoretical and practical questions about the value of CAT tools, such as Trados, to translators. This article gives a step-by-step account of how the usefulness of translation memory tools can be evaluated, objectively and in increasing detail as the neo-metric takes shape. Since they reflect evolving theoretical conceptualisations of the translation process, the insights gained have both pedagogical and commercial value. With examples from the Welsh-English language pair, Watkins explains how translators can use the metric to compare translation-memory products with specific regard to their own working practices, in order to select the product most suitable for their needs on the basis of quantifiable evaluation parameters. Readers of the article will be able to decide for themselves how TM technology is already changing conceptions about the translation process and whether such practical and conceptual changes will help or hinder the particular branches of translation to which they are committed.

Anna Zaretskaya (University of Málaga, Spain), **Mihaela Vela** (University of Saarland, Germany), **Gloria Corpas Pastor** and **Miriam Seghiri** (University of Málaga, Spain) are the authors of the third article titled ‘Measuring Post-editing Time and Effort for Different Types of Machine Translation Errors.’ Their paper investigates another topical aspect of translation technology: the growing popularity of machine translation engines such as Google Translate and the accompanying growth of ‘post-editing’ as a means of rectifying the inevitable deficiencies found in the products of MT translation. The article discusses the classification of different types of error as a basis for analyzing the measurable parameters of post-editing time and post-editing effort. These parameters reflect the time and effort required by post-editors to correct errors in texts translated by MT tools. The statistically analysed findings of this important research are particularly relevant for the training of translators who may increasingly be asked to perform post-editing tasks on MT products, but also have obvious theoretical and commercial implications with regard to the extent to which MT can, should or already does replace translation by individual, un-assisted humans.

This issue of *New Voices* also brings out reviews on two new publications from significantly different perspectives. **Daniela Almansi**, herself a translator of children's literature and researcher on related topics, looks at the practical issues addressed by Gillian Lathey's *Translating Children's Literature* (Routledge 2015). **Marija Todorova's** review on *Interconnecting Translation Studies and Imagology* edited by Luc van Doorslaer, Peter Flynn, and Joep Leerssen (John Benjamins 2015) discusses the new title against the background of the imagological research carried out so far in Translation Studies.

Last but not least, we would like to thank the authors for their excellent work and the anonymous reviewers for their careful reading of the manuscripts and their many insightful comments and suggestions. We are also grateful to those who contributed their PhD abstracts and would like to congratulate them for successfully defending their doctoral theses. Our thanks also go to the book reviewers for their valuable input. We hope that our readers will find the contributions useful and exciting.

David Charlston (Independent Researcher, UK)

M. Zain Sulaiman (Universiti Kebangsaan Malaysia)

Gloria Kwok Kan Lee (Hong Kong Baptist University, HK)

Rebecca Johnson (University of Manchester, UK)

Ruth Abou Rached (University of Manchester, UK)

Kelly Pasmazi (The University of Sheffield International Faculty, CITY College, Thessaloniki, Greece)

September 2016