

Editorial

Issue 17 of *New Voices in Translation Studies* offers five research articles covering a wide range of interests in Translation and Interpreting Studies, including intertextuality, multimodality, volunteer translation, audiovisual translation and simultaneous-interpreting corpora. We are also delighted to present two specially commissioned book reviews of recent publications by Edwin Gentzler and Sarah Maitland. Last but not least, we have seven abstracts from recently completed PhD theses in Translation and Interpreting Studies and related fields.

We must also notify readers, authors and our ever-growing panel of expert reviewers that our editorial team has again experienced changes. We thank Gloria Kwok Lee for her work as Book Reviews Editor since Issue 12. Over several issues, Gloria has maintained and expanded the Book Review section. She has set up lasting contacts with publishers and reviewers. Her contribution to *New Voices* will be greatly missed. Although Gloria will be very busy with her own research commitments, we hope we can stay in touch and draw on her experience in the future. We are very glad to welcome two new editors to our team, Edmund Chapman, from the University of Manchester, UK, and Marija Todorova, from Hong Kong Baptist University. Our editor profiles are all accessible on our website (<https://www.iatis.org/index.php/new-voices-editors>) and give full details of our roles in the editorial team here at *New Voices* and our research interests and specialisms.

Before turning to the details of Issue 17, may we remind readers that *New Voices in Translation Studies* is the open-access, peer-reviewed online journal of IATIS. The journal is indexed with three international organisations and operated entirely on a voluntary basis by the team of editors mentioned in the last paragraph. We welcome submissions of articles on Translation and Interpreting Studies by new researchers and book reviews. Full details for prospective authors, including our style sheet, are accessible via the website. We also regularly publish the abstracts of recent PhD theses relevant to our subject area. The best way to prepare your submission and the best advice to prospective authors is to have a good look at back issues of the journal. This will give you an initial idea of the required layout and the standard of language and academic content expected. Please send (or recommend your students to send) submissions in the form of a

correctly formatted Word file to newvoices@dcu.ie with a brief covering letter. In future editions, as a further boost to your research presence, we should like to invite all authors to submit details of their personal website, e-scholar and/or academia.edu pages, which we will publish with your article, book review and/or abstract.

The first article by **Marlène Bichet** from the University of Salford, United Kingdom / Université de Franche-Comté, France focuses on translation and intertextuality in (feminist) philosophy by exploring the strategies used to translate Simone de Beauvoir's iconic work *Le Deuxième Sexe* (1949), a primary text and frame of reference in many feminist canons. As explained by Bichet, inter-textuality has been described by Genette (1982) as a 'piège à traducteurs' (1982: 295-6), or as "a trap for translators", because it can go unnoticed, and, therefore, runs the risk of not being translated, particularly when many voices, registers and languages are present in a text. In this article, titled '**The Treatment of Intertextuality in Translation Studies: A case study with the 2009 English translation of Simone de Beauvoir's *Le Deuxième Sexe***', Bichet explores how this "trap" was negotiated by the two translators Borde and Chevallier as they attempted to render de Beauvoir's numerous inter-lingual and intertextual references in the 2009 English translation. Drawing from a sample of emblematic examples from her wider research, Bichet demonstrates that the different strategies employed to translate the French work's intertextual references into English distort, clarify and bury, at turns, how the feminist philosophical discourses in de Beauvoir's *magnum opus* could be understood in the 2009 English translation. By theoretically situating the case study of the 2009 English translation within debates of "foreignization" and "domestication" in Translation Studies (Venuti 2004 et al), Bichet's article argues that the "cumulative effect of inconsistency" on the part of the two translators creates a register of errors which carries high risk for both the translator/s and de Beauvoir's work, in terms of philosophical clarity and academic status. Bichet contends these such emblematic examples illustrate why de Beauvoir's interlingual French text presented great challenges to even the most skilled of translators and thus why the issue of translating intertextuality is of vital importance for Translation Studies, as well as gender and literary studies.

For researchers interested in multimodality, or more specifically word-image interaction in illustrated texts, '**Using Translation Research to Model Word-Image Interaction**' by Anne

Ketola from the University of Tampere, Finland, offers valuable, new, critical insights. This article, which is based on an analysis of translation students' handling of an illustrated, technical text, sets out to examine the potential of translation research as an approach to modelling multimodal meaning construction in an empirical manner. The article discusses two classifications of word–image relationships presented in previous multimodality research (Marsh and White 2003; Martinec and Salway 2005) and suggests that these over-ambitious theoretical classifications do not cover all of the possible ways in which words and images can co-construct meaning: translators interpret the combination of words and images in different ways, some of which are clearly not represented in the conventional classifications. The article concludes that word–image interaction is more complex than the classifications suggest and that such ready-made classifications may limit the way we perceive the manifold nature of multimodal meaning construction.

The important but under-researched area of quality assessment in the context of volunteer translations is investigated in '*The Quality of Mercy: A corpus-based analysis of the quality of volunteer translations for non-profit organizations (NPOs)*' by **Giulia Gigliotti** from the University of Portsmouth, United Kingdom. Summarising the results of an evaluation of texts translated by volunteers for non-profit organizations, the project involved sourcing and analysing a parallel corpus of three sets of texts and their corresponding originals in another language (Olohan, 2004; Teubert & Cermakova, 2004; McEnery & Xiao, 2008). The corpus, which was sourced through online searches from the websites of volunteer translation organisations (VTOs), was then cross-referenced on the websites of the recipient organisations. One of its strongest features is the illustrated overview and discussion of the various volunteer-translation organisations. This section of the article offers an accessible starting point for students interested in carrying out their own research on quality of NPO translations, pro bono translations, volunteer translators and/or the comparison of work carried out by volunteer translators and professionals.

'*Empresses Adapted to Impress: Examining adaptation and translation in the TV Series Empresses in the Palace*' by **Shasha Zhang** and **Katerina Perdikaki** from the University of Surrey, United Kingdom, offers critical insights into the world of audiovisual translation,

subtitling and cross-cultural adaptation in the age of Netflix film viewing. Investigating the interrelation between adaptation and translation and the impact of this interrelation on the communication of cultural content in audiovisual products, the article focuses on the case of the American adaptation *Empresses in the Palace*. This was based on the Chinese TV series *The Legend of Zhen Huan*. *Empresses in the Palace* was subtitled from Chinese into English and broadcast on US Netflix. Adaptation changes between the Chinese and the American version and the subtitling strategies used to render culture-specific references (CSRs) are discussed in detail. The American adaptation is a considerably edited version of the Chinese series; yet it is overloaded with cultural information which may be inaccessible to an English-speaking audience. The analysis presented in this article shows that the condensation involved in the American adaptation seriously influences the translation of CSRs and has potential implications for the circulation of cultural products in the digital era. The article therefore offers a strong and significant example of contemporary issues relevant to this field.

The article by **Tamara Cabrera Castro** from the University of North Carolina at Chapel Hill, United States of America titled ‘**Applications of Simultaneous-Interpreting Corpora in Terminology Research**’ seeks to initiate a discussion on the feasibility of using machine-readable simultaneous-interpreting corpora, as a research tool, beyond the field of Translation and Interpreting Studies. The article begins by providing a brief yet comprehensive account of various simultaneous-interpreting corpora available to date such as the *European Parliament Interpreting* or EPIC corpus, ECIS (*Quality Evaluation in Simultaneous Interpreting*) corpus, the DIRSI (*Directionality in Simultaneous Interpreting*) corpus, the ARCHINT (*Interpreting Architecture*) corpus and the CLAIR (*Center for Integrated Acoustic Information Research*) corpus. This is followed by a summary of the current trajectories in the application of simultaneous-interpreting corpora in interpreting research: interpreter’s speech; language and directionality; process; quality/performance; automatic interpreting systems; and pedagogical applications. Cabrera then ventures into the possible applications of the corpora beyond Translation and Interpreting Studies, identifying terminology research as a potential key area which could benefit from such corpora. Citing difficulties associated with accessing and compiling oral corpora as a challenge for terminology researchers, Cabrera argues that simultaneous-interpreting corpora which are readily compiled, easily accessible, and typically

include transcripts of the oral speeches, represent a valuable and time-saving source of data for these researchers. Simultaneous-interpreting corpora can also be used to explore how people of different background knowledge (original speaker, interpreter, target audience) use and understand different terminologies (terminological variation). These corpora may also contribute to research on how collocations as well as entrenched words and phrases (Langacker 1999) are identified, processed and used across linguistic and cultural boundaries. New terminologies (neology) introduced by simultaneous interpreters to refer to new concepts or to simply convey information more effectively could also be an interesting area of research for terminology researchers. Besides Terminology, there could also be other areas of language research to which simultaneous-interpreting corpora could contribute. But the question posed by Cabrera is whether these corpora are appealing enough to researchers in these areas of study.

This issue of *New Voices* also presents reviews on two new publications. Caleb Keown from the Queen's University, Belfast looks at Sarah Maitland's 'What is Cultural Translation?' (Bloomsbury 2017) while Phrae Chittiphalangsri of Chulalongkorn University, Thailand discusses Edwin Gentzler's 'Translation and Rewriting in the Age of Post-Translation Studies' (Routledge 2017).

We would like to thank all the authors for their diligence, patience and excellent work and the two book reviewers for their contribution. It has been a pleasure to collaborate with them on this issue. Equally, we would like to thank and congratulate the seven recent PhD holders. And as always, our thanks also go to our dedicated reviewers without whom we would not have been able to come up with this issue.

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