Desjardins, Renée (2017) *Translation and Social Media. In Theory, in Training and in Professional Practice*, London: Palgrave Macmillan, 145pp., ISBN 978-1-137-52254-2 (hb) 57,19 €, ISBN 978-1-137-52255-9 (ePub) 44,02 €.

As someone old enough to have attained adulthood in an era before smartphones became the go-to communicative norm, while being an early adopter of both Facebook and Twitter, I was intrigued by the title of Renée Desjardins' book: *Translation and Social Media. In Theory, in Training and in Professional Practice*. Social media platforms in various forms are nowadays ubiquitous, available to anyone who can obtain an electronic device and connect to the Internet. While this does presuppose a certain level of basic and computer literacy and the financial means to pay for the device and the connection, in an increasingly globalized and interconnected world littered with cheap electronics, one may well find social media users in every nook and cranny. Likewise, one would be hard pressed to divide contemporary translation scholarship and professional practice from information technology in its numerous incarnations. Much research has already been conducted on the interrelationship between those phenomena, from computer assisted translation (CAT) tools and machine translation to web localization (Jiménez Crespo 2013), the translation of mobile phone apps (Jiménez Crespo 2017c), online crowdsourcing and collaborative translation initiatives (Pérez-González 2018, Jiménez Crespo 2017, Fernández Costales 2012) and fan and leisure activities conducted in a digital environment, such as fansubbing and fandubbing (Massidda 2015, O'Hagan 2008 and 2009, Olohan 2014), to mention but a few of the numerous strands of research at the intersection of translation and IT.

The present volume supplements the plethora of existing literature in this lively segment of Translation Studies by examining the effects social media, particularly social networking sites, have on translation in three key areas: translation theory, training of prospective translators and professional practice. At 145 pages in total, the book is compact. Its intended audience is varied, ranging from students of translation, media and communications studies to translation trainers and teachers, professional translators and TS researchers. Its purpose is to bridge the gap between theorization and professional practice (Desjardins 2017:10) rather than create an artificial divide between the two. The text is characterized by high readability and clear and concise language, as well as logical organization and structure. It is divided into six chapters, each preceded by a short abstract entailing the most salient points, which seems quite useful for students and trainers alike, to organize ideas and divide learning units into manageable

items with greater ease. The introductory part sets the stage for the remainder of the book, providing a brief overview of each individual chapter and in clear terms identifying the author's goals and purposes. It also provides helpful explanations for acronyms such as OSM (online social media), UGC (user-generated content) and UGT (user-generated translation), discussing terminological differences in their usage and previous literature on the subject.

The second chapter deals with the evolution of online social media, identifies the points of convergence for TS and OSM, and delves into several research areas within this convergence. As a lecturer in English for Specific Purposes at a Department of Crisis Management and someone who is interested in crisis translation and its application in disaster management, I found it of particular pertinence for my own work and that of my students. It provides an overview of relevant literature on the topic, raising questions regarding the use of crowdsourced translation in the conditions of a crisis, as well as the issues of transmitting information in an efficient and useful manner in a disaster environment. Such questions are of paramount importance in Crisis Management studies as much as they are inextricably linked with the processes and strategies for managing crises: What are the implications of using unqualified volunteer translators in large-scale disaster response operations? And yet, crises and disasters are by their definition sudden and sometimes unexpected events, whence it may be difficult to find and vet professional translators for individual language combinations and in a short window of time. So how to organize an efficient crisis response with limited linguistic and translational resources? How to conduct and monitor the social media presence of relief agencies, so that their outreach reaches those unable to communicate in predominating languages in the affected area? While any response to such questions would be much too large for the scope of this review, it is clear that these questions will serve as thinking points for classroom discussion, about the practicalities of integrating the fields of language for specific purposes, translation, social media and disaster management.

The third chapter deals with the effects of online social media (OSM) on translation theory, practices, principles and concepts. In so doing, it briefly examines the impact of OSM on human communicational and behavioral patterns and the adaptive processes in language specifically brought on by OSM, such as the increased use of artificial languages such as Emoji, the use of targeted hashtags to index content and the greater presence of visual content. The chapter further reflects upon how communication technologies may impact the way in which translators carry out the process of translation and translators' behavior in general before

moving on to issues of remuneration (or lack thereof) for translatorial services and the impact of such processes and endeavors on translation markets. Within this paradigm, the author discusses the concept of 'like economy', whereby the authors of user-generated content on OSM are remunerated by an increased online popularity reflected in the number of followers who then interact with the author (producer-consumer or *prosumer*) through 'likes', shares and retweets.

The final two chapters of this publication are dedicated to the notion of reshaping translation training, translation studies research and current professional practices in order to be more aligned with the changes brought on by the OSM. The fourth chapter provides examples of pedagogical strategies that may be utilized to improve training programmes and translators' skillset by integrating social media competencies and technological competencies into existing programmes or developing new curricula which would include the specificities of hashtag translation, social media monitoring and impart visual and/or semiotic literacy to trainees. The fifth chapter follows up with an examination of the role played by OSM in professional practice and includes an overview of the ways in which contemporary professional translators use social media platforms, particularly business-oriented ones such as LinkedIn, to enhance their digital visibility and create professional networks. Particular thought is given to the conceivable usefulness of OSM platforms and freely available user-generated content (as opposed to other methods), for Translation Studies researchers who may be generating themselves significant amounts of qualitative and quantitative data regarding translators' workflow and processes with relative ease and accessibility when disseminating their research results to a global audience. The potential impacts of the intertwining of OSM and translation for translation quality assessment and its procedures are left for the final part of the chapter. The conclusion of the book reiterates key points, with an emphasis on the implications of the new digital realities for the future of the profession.

There are two last points that may be perceived as somewhat of a weakness in terms of what the author proposes, and the author is well-aware of both of them. The first point is the fluidity of the field of IT in general and social media in particular, characterized above all by the speed and transitory nature of the processes and products that shape and develop it. While digital versatile disc (DVD), for instance was once touted as the future of audiovisual translation (see Diaz Cintas 2005), it has a much less pronounced presence in the field, squeezed out by the ease of online file sharing and cloud storage in more recent times. Likewise, the popularity and

market share of individual social media platforms wax and wane with the whims and fads of their audiences (eMarketer 12 Feb 2018, Solon 6 June 2018). The author addresses this issue in the following excerpt:

> Studying online phenomena is a challenging endeavour as it essentially constitutes trying to steady a moving target: technology, today, adapts and evolves far more quickly than ever before. By the time this book has been published, it is likely that new social platforms will have already gained more popularity and that new devices will have hit the market, perhaps making some of the examples and discussion points presented here already obsolete. (Desjardins 2017:3)

As creating a base for future research is one way of staying apace with technological advancement (Desjardins ibid.), this volume certainly does provide a solid introduction into the subject.

Another possible weakness – similarly also noted by the author - is the book's focus and examples being based on the Canadian market and English-language scholarship, thus omitting non-English social networking sites such as the Russian social network Vkontakte or Chinese equivalents to Twitter, Wikipedia and WhatsApp, respectively, Sina Weibo, Baidu and WeChat. As well as all of those sites having millions of users exchanging thoughts and messages every day, the issues relating to both Western and non-Western social networking sites, such as censorship and the ways to circumvent it cannot be ignored (see Chin 2014, Yang 2014, Parker 4 April 2017, Huang 5 January 2018, Alaimo and Wu February 2018). While there has been scholarly interest in the censorship of translation practices in China, (c Wang and Zhang 2016, 2017), relatively scant attention has been paid to the censorship of translated material on Chinese social media. In this respect, further attention to the issues of control and manipulation of content (including translated content) on social networking sites at play in non-English social networking sites is definitely warranted, particularly as such issues have gained prominence in the mainstream with the Cambridge Analytica scandal (Sherr 18 April 2018) As noted by the author, the interplay between the political, socio-cultural and technological in the digital arena across and between different languages is thus a fruitful area of ongoing research in the context of Translation Studies. While the author does mention the possibility of content manipulation by a potential (untrained and non-credentialed) translator and the possible implications of disseminating such viral content, she does not however draw upon or discuss

in depth the potential for governmental organizations or business enterprises to engage in such practices for their own profitable ends.

To conclude, I would recommend this volume to anyone interested in contemporary digital culture. To those well-versed in Translation Studies research areas, familiar concepts such as crowdsourcing and collaborative translation are presented sufficiently succinctly so as not to detract from the overall purpose of the book. To students and those not yet fully acquainted with such concepts, they are presented in a precise and straightforward manner. Finally, the author's notion of instilling the fundamentals of digital marketing, social media monitoring and visual literacy into translation trainees is both practical and necessary in today's social and professional landscape.

Vedrana Čemerin

PhD candidate at the Doctoral School of Humanities,

with a thesis in Translation Process Research

University of Zadar

Lecturer in English for Specific Purposes at the Crisis Management Department

University of Applied Sciences Velika Gorica

References

Alaimo, Kara S. and Jingsi Christina Wu (2018) 'Social Media in Mainland China: Weak Democracy, Emergent Civil Society', *Oxford Research Encyclopedia of Communication.* Available online at: http://communication.oxfordre.com/view/10.1093/acrefore/9780190228613.001.0001/ acrefore-9780190228613-e-509 (accessed 29 August 2018).

Chin, Gilbert (22 August 2014) 'Censorship of social media in China'. *Science*, Vol. 345, Issue 6199: 886-888.

Díaz Cintas, Jorge (2005) 'Back to the Future in Subtitling', in Heidrun Gerzymisch Arbogast, Sandra Nauer (eds.) *MuTra 2005: Challenges in Multidimensional Translation - Conference Proceedings.* Available at: http://www.euroconferences.info/proceedings/2005_Proceedings/2005_proceedings.ht ml (accessed 30 August 2018).

eMarketer Editors (12 Feb 2018) *Facebook Losing Younger Users. But not all are migrating to Instagram.* Available online at: https://www.emarketer.com/content/facebook-losing-younger-users-at-even-faster-pace (accessed 29 August 2018).

Fernández Costales, Alberto (2012) 'Collaborative translation revisited: exploring the rationale and the motivation for volunteer translation'. *Désir de traduire et légitimité du traducteur / New drivers of translation - A challenge for professional translators* 10:1:115-142.

Hemmungs Wirtén, Eva (2012) 'Swedish Fansubbers Call Off Strike! Fan-to-Fan Piracy, Translation, and the Primacy of Authorization', in Dan Hunter, Ramon Lobato, Megan Richardson and Julian Thomas (eds.) *Amateur Media: Social, Cultural and Legal Perspectives*, Routledge, 125-137.

Huang, Echo (5 January 2018) 'China's social media giants want their users to help out with the crushing burden of censorship'. *Quartz.* Available online at: https://qz.com/1172536/chinas-social-media-giants-tencent-toutiao-weibo-want-their-users-to-help-out-with-censorship/ (accessed 30 August 2018)

Jiménez-Crespo, Miguel A. (2013) *Translation and Web Localization.* New York-London: Routledge.

Jiménez-Crespo Miguel A. (2017) *Crowdsourcing and Online Collaborative Translations. Expanding the Limits of Translation Studies.* Amsterdam/Philadelphia: John Benjamins Publishing Company.

Jiménez-Crespo Miguel A. (2017c) 'Mobile apps and translation crowdsourcing: The next frontier in the evolution of translation'. *Revista Tradumática* 14:75–84.

Massidda, Serenella (2015) *Audiovisual Translation in the Digital Age. The Italian Fansubbing Phenomenon.* London: Palgrave Pivot.

O'Connor, Clare (10 April 2017) 'Earning Power: Here's How Much Top Influencers Can Make On Instagram and YouTube'. *Forbes Magazine.* Available online at: https://www.forbes.com/sites/clareoconnor/2017/04/10/earning-power-heres-how-much-top-influencers-can-make-on-instagram-and-youtube/#4e92dc0724db (accessed 29 August 2018)

O'Hagan, Minako (2008) 'Fan Translation Networks: An Accidental Translator Training Environment?' In John Kearns (ed.) *Translator and Interpreter Training: Methods and Debates.* London: Continuum, 158-183.

O'Hagan, Minako (2009) 'Evolution of User-generated Translation: Fansubs, Translation Hacking and Crowdsourcing'. *Journal of Internationalisation and Localisation* 1, 94-121.

Olohan, Maeve (2014) 'Why do you translate? Motivation to volunteer and TED Translation' *Translation Studies*, 7:1, 17-33.

Parker, Emily (4 April 2017) 'Russia Is Trying to Copy China's Approach to Internet Censorship'. *Slate Magazine.* Available online at: http://www.slate.com/articles/technology/future_tense/2017/04/russia_is_trying_to_c opy_china_s_internet_censorship.html (accessed 28 August 2018).

Sherr, Ian (18 April 2018) 'Facebook, Cambridge Analytica and data mining: What you need to know', *CNET Magazine.* Available online at: https://www.cnet.com/news/facebook-cambridge-analytica-data-mining-and-trump-what-you-need-to-know/ (accessed 27 August 2018).

Solon, Olivia (6 June 2018) 'Meet the people who still use Myspace: 'It's given me so much joy''. *The Guardian.* Available online at: https://www.theguardian.com/technology/2018/jun/06/myspace-who-still-uses-social-network (accessed 27 August 2018).

Wang, Dingkun and Xiaochun Zhang (2016) 'Censorship and Fansubbing in China. Special Issue in Translation, Cosmopolitanism and Resistance', *Comunicação e Cultura (The Journal Communication & Culture),* 87-107.

Wang, Dingkun and Xiaochun Zhang (2017) 'Fansubbing in China: Technology Facilitated Online Activism. Translation in Times of Technocapitalism', *Target - International Journal of Translation Studies*, 29:2, 301-318.

Wang, Dingkun and Xiaochun Zhang (2016) 'Ideological Manipulation in Honest Exposure of Sensitive Information: The Unusual Case of the Chinese-subtitled Version of House of Cards'. Special issue on 'Ideological Manipulation in Audiovisual Translation', *Rivista di studi lettere.*

Yang, Fan (2014) 'Rethinking China's Internet censorship: The practice of recoding and the politics of visibility', *New Media and Society, Vol: 18/7,* 1364-1381.