

Text and Translation
Macrotextual and cultural interpretative strategies
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By including the new cultural tendencies in translation into the analysis, the subject sets out to present the translator as a mediator between texts and cultures. The students will be provided with different instruments for analysis of the cognitive and cultural aspects of the text.

Specifically, some of the aspects analysed will be:

- Translating the language, translating the culture: dealing with cognitive and cultural markers in translation
- Linguistic signs as sociocognitive marks and *ways of seeing the world*
- The subjectivity of the locutor: interpreting points of view
- Text and function. Interpreting the *skopos*
- Interpretative strategies: *foreignisation or appropriation*
- The translator as cultural mediator

Assessment.

It will be based on:

- a) students' participation in class.
- b) a final exam

Programme for the subject:

1. Translating: a linguistic and cultural activity

- 1.1. Mental processes and macro and microtextual operations
- 1.2. Linguistic-cognitive processing
- 1.3. Morphosyntactic, semantic and pragmatic interaction
- 1.4. Translation is not an "aseptic" linguistic action

2. Linguistic signs as *ways of seeing the world*

- 2.1. Values, beliefs, identities and translation
- 2.2. Translation between two worlds, two cultures
- 2.3. Equivalence and difference
- 2.4. Translation: an ethnocentric interpretative act

3. The subjectivity of the locutor: interpreting points of view

- 3.1. Intentionality: a cognitive and linguistic activity
- 3.2. Primary and secondary intentions
- 3.3. Inferring intentions, constructing meaning
- 3.4. Objectivity and subjectivity in discourse
- 3.5. Strategies for interpreting intentions

4. Text and function

- 4.1. Modalities of translation according to the function of the text
- 4.2. The theory of the *skopos*
- 4.3. The translation commission
- 4.4. Translation and customer expectations

5. Interpretative strategies

- 5.1. Processing cultural markers

- 5.2. Strangerisation or appropriation
- 5.3. The challenges to the translator as a bridge between cultures

6. The translator as cultural mediator

- 6.1. The activity of mediating in different contexts.
- 6.2. Power relations
- 6.3. The limits of the translator's task

Bibliography

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- Hatim, B. and Mason I. (1990), *Discourse and the Translator*. Longman.
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Lines of research

The research revolves around two premises:

- Translation understood as a human activity of mutual understanding, based on the adjustment of two belief systems, two cultural representations, two **different world views**, whose starting point is linguistic signs.
- Construction of the meaning of the text conceived as a **coherent mechanism** made up of two closely related grammatical, semantic, pragmatic and cognitive systems.

The key words for analysis are:

Construction of meaning

Point of view

Communicative intention

Argumentation

Textual coherence

Interculturality

The study is based on a corpus of original texts and translations which includes argumentative discourses with a high ideological and controversial component, texts with a well defined persuasive purpose (advertising texts, comics, journalistic texts...) and texts with a high information component (specialised texts).

Some of the specific aspects under study are:

- o Analysing and categorising translation strategies and tendencies as instruments for restoring specific points of view

o Analysing the translation of certain pieces of language that contribute to the constitution of coherence loops and the formation of particular cognitive environments:

Translating connectors

Translating pieces that make up the coherence of the text: anaphors, deictics...

Translating introductory and conclusive pieces and their role in the construction of meaning

Translating rhetorical and argumentative mechanisms

Translating ideological filters

Translating support markers for cultural elements

Translating markers of intentionality

Translating markers of point of view