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Explicating Allusive Implicature and Its Influence on the Target Audience

A Translation of Obama's Victory Speech into Persian

Abstract

Translating intertextual allusions more effectively and efficiently has always been a demanding task for translators since they have to translate for target audiences with varying cognitive backgrounds. The task gets even more challenging when these allusions carry pragmatic implicatures along or the so-called 'allusive implicature'. The present article initially conceptualizes 'allusive implicature' as a rarely researched pragmatic concept and as a distinctive feature of the political discourse. The article will subsequently examine and survey from a cognitive contextual perspective the effect of 'explication' of allusive implicature on a statistically reliable sample of Iranians as the target audience. For this purpose, the ostensive-inferential theory of relevance is employed and three implicature-loaded fragments from Obama's victory speech in 2008 are analyzed as the data for the study. The results of the study reveal that explicating allusive implicatures in the Persian translation of Obama's victory speech moderately enhances relevance of the translation to its target audience due to an increase of the contextual effects and a decrease of the processing effort.

1 Introduction

Translation of intertextual allusions are studied widely (see Hatim/Mason 1990, 1997; Hervey/Higgins/Haywood 1995; Schäffner 2004, 2010, 2012; Farahzad 2009), but few studies address the more effective and efficient translation of intertextual implicatures particularly in the political speech context (Sohn 2008). Intertextual implicatures are the 'unsaid meanings' behind intertextual references which rely on the audience's contextual as well as intertextual knowledge for their interpretation. As effectiveness and efficiency in the case of translation refer to the greater effect the translated text might exert on the target reader at the cost of lower mental effort (Levy's Minimax Strategy, Levý 1967), they can also be viewed from a cognitive perspective. One cognitive framework to investigate the effectiveness and efficiency of translation is 'relevance' (see Gutt 1991/2000) hence the concept 'relevant translation'. The present study initially focuses on describing the concept of allusive implicature in the context of political discourse with special reference to political speech, and the problems they

may pose to translators due to their reliance on context. As Relevance Theory deals with the analysis and interpretation of pragmatic implicature, the concept of 'relevant translation' is taken to serve as the theoretical model underlying this study. Translation should be relevant in the eyes of the target reader. For this purpose, an audience-based study is conducted to survey and investigate if the explication of allusive implicatures in the Persian translation of a selection of Obama's political speeches could influence relevance of translation to the target readers and to what extent.

2 Allusive Implicatures

2.1 Implicature, Intertextuality and Intentionality in Political Discourse

In human communication, a larger part of meaning is often unsaid and implied in a way that its understanding relies on the audience's interpretation of the communicator's intention and also their shared assumptions (see Sperber/Wilson 1986/1995). In their theory of relevance, Sperber and Wilson (1986/1995) call this aspect of meaning 'implicature' and contrast it with 'explicature'. Due to their indeterminate nature, implicatures are widely used by politicians as they can easily be disavowed (Chilton 2004). In his pragmatic account of political discourse, van Dijk (2005) uses the term "political implicature" for the interpretation of which, as he claims, the audience's pragmatic knowledge of the political context is required.

The concept of 'intertextuality' refers to the existence of prior texts/discourses as a precondition for the act of signifying (in production of new texts/discourses) regardless of the semantic content of a given text (Hatim/Mason 1990: 121). The term 'intertextuality' was first coined by Kristeva (1967) to capture the ways in which texts and ways of talking refer to and build on other texts and discourses (Hatim/Mason 1990: 121). Intertextuality has textual manifestation; there is a relationship between a text and an embedded quotation, explicit reference to another text or an 'allusion' to a specific text (Chilton/Schäffner 2002). Fairclough (1992) divides intertextuality into 'manifest' (explicit) and 'constitutive' (tacit) which have wide applications in political discourse.

Intertextuality forms an unavoidable part of any political discourse more than any other genre or text type, as no political statement happens in a vacuum (Schäffner 2012). A political statement is not purely the individual 'ideology' of the politician, rather is part of a bigger collective ideology and discourse. The attitudes are socially and politically shared as is the institutional ideology which represents a wider socially generic and politically shared background knowledge or political system (van Dijk 2012).

'Intention' is the cornerstone of Pragmatics (de Beaugrande/Dressler 1981; Grice 1975/1986; Sperber/Wilson 1986/1995; Haugh 2008; Gil 2011; Feng 2013). It refers to the purpose for which any act is performed. Grice's theory of implicature (1975/1986) draws on the concept of the speaker's meaning and intentionality. In their theory of relevance, Sperber and Wilson (1986/1995: 21) also claim that every act of communi-

cation is preceded by an intention and that the success of any communication relies on recognition of that intention (implicatures, as well as explicatures). De Beaugrande and Dressler (1981) define seven features¹ for textuality of text/discourse, and clearly state that these standards are “relational in character, and are concerned with how utterances are connected to others” (de Beaugrande/Dressler 1981: 37). These two points would logically lead us to deduce that ‘intentionality’ as one of the standards of textuality support the other six features including ‘intertextuality.’ Put simply, any intertextual reference is built on ‘intentionality’ and tends to carry some kind of ‘implicature.’ The so-called ‘allusive implicatures’ are especially important in political discourse. Intertextuality is a widely used rhetorical tool in modern political speech (Schäffner 1997: 39).

What is claimed in this article is that the politicians’ use of allusive references carry implicatures when they implicitly legitimize their own ideology with those of their audience’s favorites.

2.2 Functions of Allusive Implicature

A host of texts is always present behind the speech of politicians for reasons of persuasion, gaining the audience’s approval (through reference to accredited prior texts and talks), comparing and empowering their own discourse with those public values, and appearing trustworthy and honest to the audience (Schäffner 1997). Further functions are, for example, phatic (being sociable), legitimizing (appearing acceptable), exclusionary/inclusionary (being unique while sociable) or co-existence (sympathizing with others) (Salama 2012). Intertextuality may also be used for reasons of ‘assimilation’ and, as a result, to seek ‘legitimization’² (to improve public opinion) (van Dijk 2002). Cap (2008/2010) defines legitimation as “the principal goal of the political speaker seeking support of actions which the speaker manifestly intends to perform in the vital interest of the addressee” (Cap 2008/2010: 8). Cap remarks that (intertextual) assertions³ commonly express “ideological principles which are in line with psychological, social, political or religious predispositions of the addressee” (Cap 2008/2010: 32). Referring to Jowett and O’Donnell’s theory of ‘latitude of acceptance’ (Jowett/O’Donnell 1992 cited in Cap 2008/2010: 32), he continues that “if a novel message is generally accepted after it has been communicated for the first time, its credibility (and hence the credibility of the speaker) tends to increase over time” (Cap 2008/2010: 8). He claims that once a novel message has been fully internalized, it becomes a norm and the subsequent messages are interpreted relative to it. For example, President Obama (and other politicians), most of the time, subscribes to ideologies of the ex-

¹ Cohesion, coherence, acceptability, informativity, situationality, intertextuality and intentionality

² Politicians wish to legitimize ‘self’ convictions (‘us’) and, in fact, positively self-represent through emphasizing their own good attitudes as theorized by van Dijk (2002), transferring connotations from one context to another, thus, arousing the audience’s emotions and giving way to supposedly reliable voices to express their views.

³ Cap (2008/2010: 32) believes that ‘assertion’ is the strongest pragmatic contribution of speech act to legitimation, manifested at the linguistic level.

presidents, to other outstanding American or non-American political heroes or even to the sacred texts. Below are some examples.

2.3 Examples of Allusive Implicature

In his victory speech in 2008, Obama is assumed to be seeking legitimization⁴ by intertextualizing from Martin Luther King ('The dream of our founders', King: I Have a Dream 1963) when he states "If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the dream of our founders is alive in our time; who still questions the power of our democracy, tonight is your answer" (Obama: Victory Speech 2008). By way of assimilation, Obama is legitimizing himself to the people for whom King is a hero in America.⁵ He knows well that this type of assimilation would raise his popularity among the American people – white or black. Political experts interpret what Obama intends to convey in the above utterance in this way: My victory is the instantiation of Kings' dream that one day this nation will rise up and live out the true meaning of its creed.⁶ In political discourse, politicians intertextualize from people's most favorable figures or sacred writs to implicitly convey their ideology and intended messages. Following political experts' analyses of Obama's speeches, this trend can be broadly seen. Other examples are when Obama repeatedly quotes from the Qur'an in his famous speech in Cairo in 2009 (Obama 2009a) to implicitly show his religious respect and ideology or in the same speech quotes from ex-president Adams when he wants to accommodate his ideology of peaceful relations with Muslims or quotes from ex-president Jefferson when he wants to show his power and appeal-to-diplomacy ideology to solve problems. To reflect and legitimize his ideology of peace in his 2009 Noble Prize speech (Obama 2009b), Obama refers his audience to Martin Luther King or quotes from the speech delivered by King at the occasion of receiving the Nobel Prize for promoting peace. Elsewhere, in his 2012 UN speech (Obama 2012), to legitimize his ideology of tolerance he quotes from Gandhi or in his 2013 inaugural speech (Obama 2013), to legitimize his ideology of democracy, he refers to Lincoln's statement.

2.4 The Translator's Job

If not interpreted correctly or appropriately, political implicatures might cause miscommunication in political and diplomatic relations. This gets even more challenging in translated political discourses (Yang 2012) as audiences with different cognitive backgrounds might have different interpretations of implicatures. As such, political implicatures may create more difficulty in translation and hinder successful communication (Schäffner 2007), hence need more translational attention to convey them into the target language. Intertextuality is also thought to create difficulty in any

⁴ Obama: Victory Speech (2008).

⁵ Martin L. King is known as the pioneer figure of fighting against racial discrimination for the American people (King: I Have a Dream 1963).

⁶ Obama: Victory Speech (2008).

translator's activity and, as Hatim and Mason (1990: 133) put it, may hinder an efficient communication, thus calling for specific translational decisions. Hatim and Mason (1990) explain the difficulty in this way: "text receivers must travel the whole distance from the ideologically neutral denotation of language (i.e. usage) to the volume of signification which underlies use" (Hatim/Mason 1990: 121). Another problem translators may encounter, as Hatim and Mason (1990) assert, lies in balancing 'faithfulness' with the original speaker's intended meaning (implicatures) (Hatim/Mason 1990: 121). This, however, raises the following question: how can the translator maintain this balance of faithfulness? Relevance theory, the analytic framework employed in this research, might be the response thanks to the principle of 'interpretive resemblance' (relevance) and 'faithfulness' addressed and especially highlighted by Gutt (1991/2000).

To maintain balance and to be faithful to both original communicator and target receptor, Hatim and Mason (1990) suggest that, in the first place, the *intent* (intention) of the original speaker has to be retained. As they put it, the translator should first "reflect the same ideological force [intention] of the original" and then convey the sign and informational status (Hatim/Mason 1990: 161-162). Hervey, Higgins and Haywood (1995) theorize a three-stage framework in translating intertextuality: identification, interpretation and translation. They explain that misidentifying any case of intertextuality may lead to further problems in the transferring process, that is, misinterpretation, and as a result mistranslation. Al-Taher (2008) relates this complexity to the culture specificity of intertextual references that might not be identified and interpreted correctly by the translator before s/he renders them into the target language (see Hervey/Higgins/ Haywood 1995).

As noted earlier, the politicians' rhetorical use of intertextual references imports a great deal of ideology into their discourse. This would affect the translator's choice of words, as s/he needs to make decisions on transferring the ideology (in our case the allusive implicatures), and what to retain and what not to (Sanatifar 2015). For Hatim and Mason (1990: 135), a translator's first responsibility is towards the 'ideological force'. As such, in political discourse translation, the ideology behind the intertextual references – assimilation, popularization and legitimization – should be taken into consideration. It is the translator's task, in the first place, to identify the speaker's intended meanings and to be aware of and critical about the implicatures. This could be one of the 'critical points', which as Munday (2010: 91) claims, requires the translator's 'high degree of interpretation' and 'reading'. In other words, translators of political texts/discourses should possess the necessary background to work out the ideological implicatures at a macro-level and 'read' the source text (ST) text critically with respect to the ideological force and the implied meanings underlying them. This type of 'reading', which Munday (2010: 38) calls 'tactical', concerns a new audience and new communicative purposes. He believes that "translation is clearly an example of a text that is produced for new purposes or at least directed at an audience different from that envisaged by the source" (Munday 2010: 38). As such, a crucial reading skill for the translator of political texts is to recognize and reveal the ideological implied messages

raised by intertextual references; and an important writing skill is to make those ideological implicatures more relevant to target readers through mediatory gap-filling strategies such as 'explication.' In this regard, Hatim and Mason (1990: 128) claim that the translator might need to mediate minimally for those who share more with the source context/culture and maximally for those from different cultural and contextual backgrounds.

This article looks at a number of allusive implicatures in Obama's *victory speech* (in 2008) and consequently analyzes what the Persian readers' expect from the translator regarding those implicatures.

3 Method

3.1 Relevance Theory

The study benefits from relevance theory for three main reasons: first, the cognitive relevance theory is more tailored to cognitive aspects of (political) discourse as claimed by van Dijk. In his cognitive model of discourse analysis, van Dijk (2002) believes that 'context models'⁷ define the notion of 'relevance' in relevance theory. Second, relevance theory has always focused on implicature (Sperber/Wilson 1986/1995). Third, relevance theory offers a solution for balancing faithfulness due to its principle of interpretive resemblance. The theory states that successful communication depends on the communicator's ensuring that her informative intention is grasped by the receiver; and that this is achieved by the communicator making the stimulus optimally relevant (through communicative clues) to the extent that the receiver can expect to derive adequate contextual effects without spending unnecessary effort. Given that translation is a kind of communication (of an interlingual type), the theory is applied to translation by Gutt (1991/2000). According to Gutt (1991/2000), translation does not entail the counting-up of source text implicatures and explicatures. Rather, Gutt (1991/2000: 116) states that translation involves an interpretation on the part of the translator who takes into account the target reader's context based on what the translator interprets as relevant to the target-reader. In other words, the translator, as the first-hand reader of source text, should work to create full interpretive resemblance between the original author's intentions and the target reader's assumptions and expectations (Gutt 1991/2000). If so, the translation is 'relevant' for the target reader, and thus a success. It is noticeable that the relevance model of translation is grounded in an equivalence paradigm (equivalence of interpretations), hence the presumption that the translator's own ideology has no effect. It is worth noting that the (paratextual) interventions of the translator in this model are not considered evaluative (ideological), but can only 'guide' the reading of the text by the target readers who enjoy different levels of shared information. In the words of Munday (2001/2012: 156), "[t]his level of intervention is

⁷ Context models are those cognitive dimensions of discourse which refer to personal, beliefs and opinions which are rooted in human mind.

critical for the 'reception' of the text" (my emphasis). For Gutt (1991/2000), interpretive resemblance extends over a scale from full resemblance (direct translation) to the least (indirect translation). For the purpose of this study, the former is rephrased as 'non-explicated'⁸ module and the latter as 'explicated' module.

A choice of explicated or non-explicated translation of implicature relies on the translator's assumptions (as an active member of the target community) of the target readers' background information. In a non-explicated module, the translator assumes his target community to have the necessary background information to interpret the speaker's intention, hence, no or less explication needed. To be faithful to the source text and intention, in the non-explicated translation, the translator puts the burden of interpreting on the shoulders of the target readers. Within the relevance theory framework, this type of translation might increase the readers' processing efforts and may well produce a translation which will neither be motivating nor relevant to the target readers. In an explicated module, the translator assumes that the target readers lack the necessary contextual information to interpret the intended meanings. Thus, the translator needs to decide how much information to add to ensure that the target readers achieve the speaker's intention (i.e. nuanced explication). Accordingly, in the more explicated module and based on the Principle of Relevance (Sperber and Wilson, 1986/1995), the translator in a move towards faithfulness to the target readers embarks on the burden of interpreting through explication. Within a relevance theory framework, the translator can make translation less demanding for the target readers by explicating it (increasing the degree of explicitness).

3.2 The Survey

To answer the research question, it is necessary to conduct a survey. In this survey, two translated modules of texts (one non-explicated and the other explicated) need to be contrasted with regard to degrees of explicitness – for the purpose of this study relevance is operationally defined in terms of explicitness. For this purpose, a questionnaire is developed (see Appendices A and B) and administered to the intended Persian audience (see below). The questionnaire consists of two translated modules of three of Obama's selected statements believed to carry intertextual implicatures. In the first non-explicated module, the implicature-carrying statement is retained while in the second, it is explicated (by adding the identified implicatures (in brackets) to the translated text). In the second explicated module, the added parts are bracketed.⁹ Following each translated module, the respondents are asked to rate the degree to which each module was 'explicit' to them ([TEXT] *How explicit is the above underlined*

⁸ In this study, the term 'non-explicated' is preferred to 'direct translation' because in the latter, the translator – to achieve full resemblance – adjusts for the contextual gaps out of the main body of text, i.e. in the preface, introduction or footnotes.

⁹ It is important to note that the implicatures were identified and approved by a political expert and the translations of implicatures into the explicated translation was conducted by an official Persian translator of political texts.

statement?). Degrees of explicitness represent degrees of 'relevance' because, according to relevance theory, as Wilson (2012: 2) puts it, the addition of inferred contextual assumptions (explication of implicatures) plays a major role in satisfying 'expectation of relevance' during 'mutual adjustment' to achieve an overall interpretation. As such, Sperber and Wilson (1986/1995: 182) define implicature as an assumption which is not explicit. A five-point scale is developed for this purpose: 1) not at all explicit; 2) not explicit; 3) no opinion; 4) explicit and; 5) fully explicit. The data was analyzed descriptively (in terms of percentages), and shown graphically in line graphs. The results are then coded back to the corresponding degrees of relevance, and are finally interpreted on a relevance-theoretic basis.

A number of 194 Persian-speaking undergraduate students at *Azad University of Mashhad* (nationwide private university in Iran) were recruited voluntarily to carry out the survey. The participants were randomly selected and were not constrained by any specific criteria such as age, gender, interest, field of study, social background or place of residence to ensure that a wide range of respondents are surveyed except that they were all first-year students. They were given the questionnaire and asked to rate each pair of translation modules.

4 Results and Discussion

Sample 1 If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the **dream of our founders** is alive in our time; who still questions the power of our democracy, tonight is your answer.

(a) Proto-text

'I have a dream' speech delivered by Martin Luther King (see Appendix C)

(b) Intertextual implicature

Assimilation: My victory is the instantiation of King's dream that one day this nation will rise up and live out the true meaning of its creed (Obama is assimilating himself to one of the US national heroes – M. L. King).

(c) Non-explicated module (back translated from Persian)

If there is anyone here who still doubts the point that America is a place where everything is possible, if there is anyone who still doubts that the **dream of our founders** is still alive in our time, if there is anyone who still questions the power of our democracy, tonight is your answer.

(d) Explicated module (back translated from Persian)¹⁰

[Today's victory is the realization of that 'day' when this nation [America] will rise up and live according to its aspirations and will see human innate equality and this is the realization of Martin Luther King's "dream" – one of the activists against racism in America. So,] If there is anyone here who still doubts the point that America is a place where everything is possible,

¹⁰ The bold parts of the statements are explicated by the translator.

if there is anyone who still doubts that the **dream of our founders** is still alive in our time, if there is anyone who still questions the power of our democracy, tonight is your answer.

The following graph shows the results for the first sample in the questionnaire.

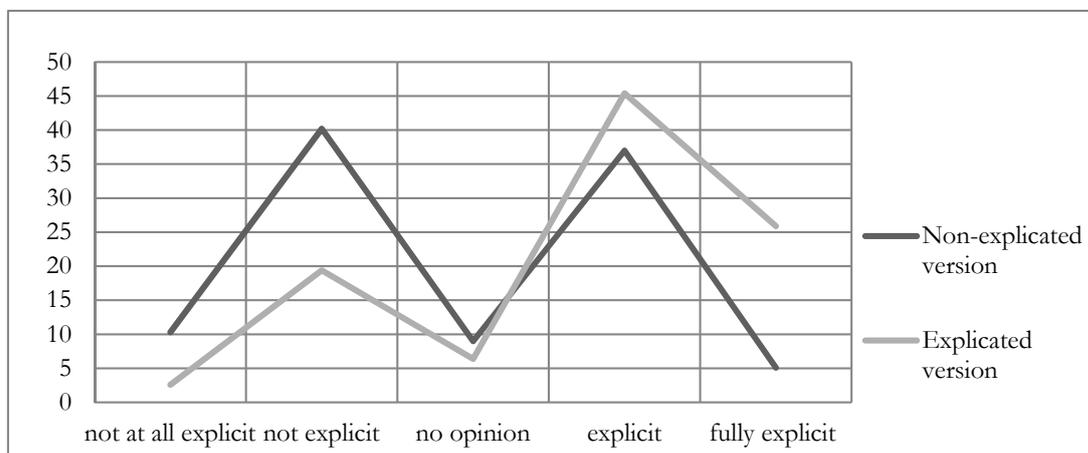


Fig. 1: Cluster comparison for sample 1

As the graph shows, the darker line represents the results for the non-explicated and the lighter line represents the results for the explicated module. A cursory look at the graph shows the proportion of changes from option 1 to 5. In other words, around options 1 (not at all explicit) and 2 (not explicit) the darker line (non-explicated translated module) is dominant while around options 4 (explicit) and 5 (fully explicit) the lighter line (explicated translated module) is dominant. The numerical data confirm the same result: while for the non-explicated module the percentages are higher for options 1 (10 %) and 2 (40 %), for the explicated module, the percentages are higher for options 4 (45.5 %) and 5 (26 %). Option 3 ('no opinion') does not have any significant role in the analysis.

Sample 2 **The road ahead will be long, our climb will be steep.** We may not get there in one year, or even in one term – but America, I have never been more hopeful than I am tonight that we will get there.”

(a) Proto-text

1 These two intertextual references are echoing King's *'I've Been to the Mountaintop'* last speech in 1968, the day before he was assassinated (see Appendix C).

(b) Intertextual implicature

My victory tonight will lead America up to the 'mountaintop' to which our founder, Martin Luther King, said he has been.

(c) Non-explicated module (back translated from Persian)

[...] **The road ahead will be long and our climb will be difficult.** We may not get there in one year or in one term. But [people of] America, I have never been more hopeful than tonight that we will get there

(d) Explicated module (back translated from Persian)

[...] **The road ahead will be long and our climb will be difficult.** [My road continues and climbs to the peak that Luther King - one of the activists against racism in America – believed we must reach.] We may not get there in one year or in one term. But America, I have never been more hopeful than tonight that we will get there.

The following graph displays the results for the second sample in the questionnaire.

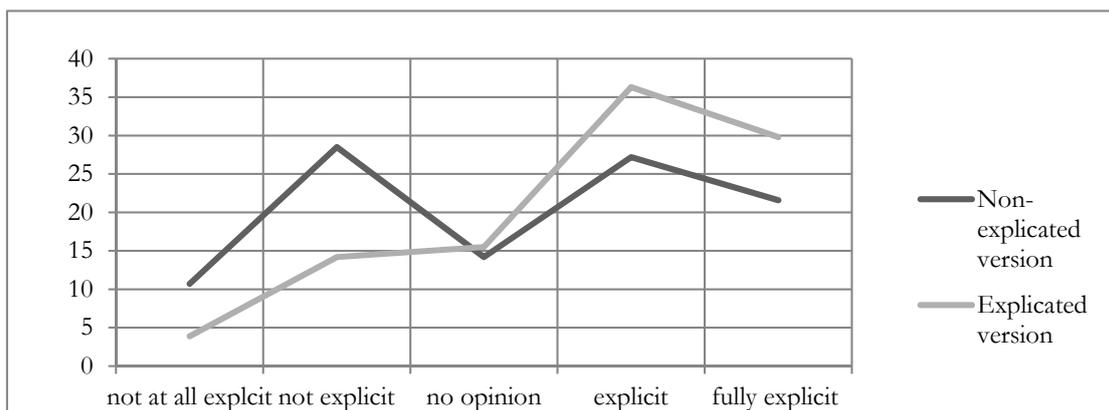


Fig. 2: Cluster comparison for sample 2

Figure 2 shows the proportion of changes from option 1 to 5. In other words, around options 1 (not at all explicit) and 2 (not explicit) the darker line (non-explicated translation) is dominant, while around options 4 (explicit) and 5 (fully explicit) the lighter line (explicated translation) is dominant. The numerical data confirm the same result: while for the non-explicated module the percentages are higher for options 1 (11 %) and 2 (28.5 %); for the explicated module, percentages are higher for options 4 (36 %) and 5 (30 %). The third neutral 'no opinion' is not playing any significant role in this analysis.

Sample 3 I was never the likeliest candidate for this office. We didn't start with much money or many endorsements. Our campaign was not hatched in the halls of Washington. It began in the backyards of Des Moines and the living rooms of Concord and the front porches of Charleston. It was built by working men and women who dug into what little savings they had to give \$5 and \$10 and \$20 to the cause. [...] It drew strength from the not – so-young people who braved the bitter cold and scorching heat to knock on doors of perfect strangers, and from the millions of Americans who volunteered and organized and proved that more than two centuries later **a government of the people, by the people, and for the people has not perished from the Earth.**

(a) Proto-text

Intertextualizing the 'Gettysburg Address' Speech by Lincoln, which was delivered during the American Civil War in 1863 in Gettysburg Pennsylvania (see Appendix C)

(b) Intertextual impicature

My government will follow that of Abraham Lincoln's government, that is, of the people, by the people, for the people who, in his true democracy, believed has not perished from the earth.

(c) Non-explicated module (back translated from Persian)

[...] they drew strength from [...] the millions of Americans who volunteered and organized and proved that after two centuries **a government of the people, by the people, and for the people has not disappeared from the Earth** [...].

(d) Explicated module (back translated from Persian)

[...] they drew strength from [...] the millions of Americans who volunteered and organized and proved that after two centuries **a government of the people, by the people, and for the people has not disappeared from the Earth** [...] as president Abraham Lincoln believed in his democracy. [My government will also be the government of people, by the people, and for the people and will follow that of Lincoln's.] [...]

The following graph shows the results for the third sample in the questionnaire.

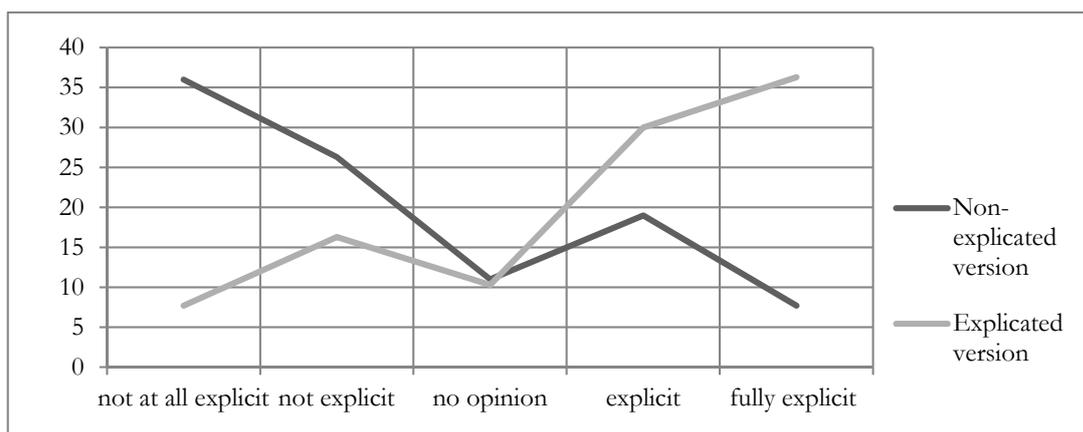


Fig. 3: Cluster comparison for sample 3

As Figure 3 displays, around options 1 (not at all explicit) and 2 (not explicit) the darker line (non-explicated translation) is significantly dominant, while around options 4 (explicit) and 5 (fully explicit) the lighter line (explicated translation) is significantly dominant. The numerical data confirms the same result: while for the non-explicated module the percentages are higher for options 1 (36 %) and 2 (26 %); for the explicated module, the percentages are higher for options 4 (30 %) and 5 (36 %). This means that the more impicatures are explicated, the higher the respondents' ratings become.

To sum up the results, it can be stated that under similar conditions, the differences between the respondents' ratings for the two translations mainly relate to the 'explication' of the impicatures. Unlike Gutt (1992: 72), who is not satisfied with explication of impicatures in translation due to distorting the original intended meaning,

the results of the present study reveal that the translator's explication of implicatures in the context of political speech promotes the degree of explicitness, thus relevance of translations to the Persian audience to a certain degree.

5 Conclusion

As the results of the survey indicate, the second explicated modules are rated as more explicit by the Persian respondents. In relevance theory terms, in the explicated module, the translator as a member of the same discourse community is assuming that his or her audience lacks the contextual information necessary to achieve the intended interpretation of the implicatures underlying the intertextual implicatures. For example, in text 1, the translator's assumption is that the Persian audience lacks necessary (intertextual) information to grasp Obama's intention of referring to 'dream'. The translator is further assuming that the audience is not familiar with Martin Luther King, his aspirations, the 'dream' he was talking about. Therefore, the translator – as a member of the same community with shared assumptions makes the implicatures more explicit through projecting into the explicated text a more relevant interpretation of the speaker's intention, to win public opinion. Based on the principle of relevance, the translator's explication has produced enough cognitive effects to satisfy the respondents' expectation of relevance. This is less demanding on the readers, facilitates in construing the intended message, and increases relevance.

Hence, we may conclude that explicated module increases relevance of the text to the readers up to a certain point. On the other hand, the audience's lower ratings for the non-explicated modules can be explained in the following way: the target audience is assumed not to share the same knowledge or contextual implications as the original speaker, the audience or the translator does. It is further concluded that, based on the principle of relevance, that the contextual effects are minimal and the expectation of relevance is not met. Thus, they have to spend extra processing efforts to reach an intended interpretation and achieve optimal relevance, hence, having lower or no clarity.

In the relevance model of translation, the role of the 'translator' is doubly highlighted: first, s/he is a reader who should 'read' the author's intention (author–translator relationship), and second he or she is a mediator who should convey the interpretation to the audience (translator-receptor relationship) and ensure the receptors' cognitive environments maximally resemble those of the author. The latter is a neutral enriching role that may appear in processes like explication. Inspired by Mossop's (2010: 112) 'translator moves', the author believes that the translator is a 'motivator'. The author suggests that the motive behind the translator's job is to convey "what *might* have been written" and that the translator is free to mediate in the spirit of the source text. The translator's role as a motivator facilitates his/her role as a mediator, and plays a key bridging role in successful communication between the original author's intention and the receptors' interpretation. Therefore, the role of the translator of political texts (as a

political motivator) is more justifiable along the theoretical lines of relevance theory. In this way, the translator as an active member of the same target community decides what the target readers need to be kept implicit and what to be explicated or more technically can envisage what might be more relevant to the target readers.

Translating is a task performed by a mediator who should work to adapt simultaneously the cognitive and pragmatic content of the source (con)text into the target text. Translation, then, to be a success, should be a network of transactions among intentions, meanings, implications, interpretations, as well as cultural and encyclopedic knowledge. Non-expert translators often (consciously or unconsciously) ignore these premises and produce texts which make their readers give different cognitive responses, hence are conflicting in relevance. At this point, the role of the translator's mediation (for example explication) becomes significantly important. Therefore, it can be concluded that (1) the translator's explication of intertextual implicatures can balance faithfulness in translation and produce more relevant translations. Thus, explication, as an influential cognitive mechanism, is advisable to translators of political texts/discourses who find it necessary to mediate the unshared background knowledge they assume between the original author, the original audience, and their implied readers. This, however, needs to be done tentatively as the survey was limited to the analysis, evaluation, and discussion of only three intertextual fragments and to undergraduate respondents. (2) Political texts/ discourses are better to be translated/ mediated by political experts who have more credible contextual or encyclopedic knowledge of politics.

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Appendix A (the questionnaire in Persian)

ترجمه		سخنرانی پیروزی اوباما سال 2008
1	<p>الف) اگر در اینجا کسی هست که هنوز در این نکته که آمریکا جایی است که همه چیز در آن امکان پذیر است شک دارد، اگر کسی هست که هنوز مطمئن نیست که <u>روایای پدران بنیانگذاران</u> در روزگار ما همچنان زنده است، اگر هنوز کسی هست که قدرت دموکراسی را زیر سؤال می برد، امشب پاسخ شناس است.</p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	
	<p>ب) [پیروزی امشب تحقق یک رویا است، رویای مارتین لوتر کینگ یکی از بنیانگذاران آمریکا که این ملت روزی به پا می خیزد و به معنای واقعی اعتقادات خود جان می بخشد.] اگر در اینجا کسی هست که هنوز در این نکته که آمریکا جایی است که همه چیز در آن امکان پذیر است شک دارد، اگر کسی هست که هنوز مطمئن نیست که <u>روایای پدران بنیانگذاران</u> در روزگار ما همچنان زنده است، اگر هنوز کسی هست که قدرت دموکراسی را زیر سؤال می برد، امشب پاسخ شناس است.</p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	
2	<p>الف) <u>راه پیش رو راهی طولانی خواهد بود. صعود ما دشوار خواهد بود.</u> ممکن است ما ظرف یک سال یا طی یک دوره [ریاست جمهوری] به مقصد نرسیم. اما [ای مردم] آمریکا، من هرگز به اندازه امشب در مورد این که به مقصد خواهیم رسید امیدوار نبوده ام.</p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	
	<p>ب) <u>راه پیش رو راهی طولانی خواهد بود. صعود ما دشوار خواهد بود.</u> [صعود به قله ای که مارتین لوتر کینگ معتقد بود که به آنجا رسیده است.] ممکن است ما ظرف یک سال یا طی یک دوره [ریاست جمهوری] به مقصد نرسیم. اما [مردم] آمریکا، من هرگز به اندازه امشب در مورد این که به مقصد خواهیم رسید امیدوار نبوده ام. پیروزی امشب حرکت به سمت آن قله است.</p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	
3	<p>الف) این مبارزات از [...] میلیون ها آمریکایی نیرو گرفت که داوطلب شدند و سازماندهی کردند، و ثابت کردند که بعد از گذشت دو قرن، <u>دولت متعلق به مردم، به وسیله مردم و برای مردم از بهینه زمین زودده نشده است.</u></p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	
	<p>ب) این مبارزات از [...] از میلیون ها آمریکایی نیرو گرفت که داوطلب شدند و سازماندهی کردند، و ثابت کردند که بعد از گذشت دو قرن، <u>دولت متعلق به مردم، به وسیله مردم و برای مردم</u> [آنگونه که آبراهام لینکلن نیز در دموکراسی خود به آن معتقد بود] <u>از بهینه زمین زودده نشده است.</u> [پس دولت جدید دولتی متعلق به مردم، به وسیله مردم و برای مردم و دنباله رو دولت لینکلن خواهد بود.]</p> <p>در متن بالا، عبارتی که زیر آن خط کشیده شده است تا چه حد برایتان واضح است؟</p> <p>1- اصلا واضح نیست <input type="checkbox"/> 2- واضح نیست <input type="checkbox"/> 3- نظری ندارم <input type="checkbox"/> 4- واضح است <input type="checkbox"/> 5- کاملا واضح است <input type="checkbox"/></p>	

Appendix B (the questionnaire in English)

		Translation
Obama's Victory Speech in 2008	1	If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the <u>dream of our founders</u> is alive in our time, who still questions the power of our democracy, tonight is your answer. In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>
		[Today's victory is the realization of Martin Luther King's dream, one of the founders of America, that someday this nation will raise and revive the true meaning of its aspirations.] If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the <u>dream of our founders</u> is alive in our time, who still questions the power of our democracy, tonight is your answer. In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>
	2	The <u>road ahead will be long, our climb will be steep.</u> We may not get there in one year, or even in one term — but America, I have never been more hopeful than I am tonight that we will get there. In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>
		The <u>road ahead will be long, our climb will be steep.</u> [A climb to a point that Martin Luther King has reached there.] We may not get there in one year, or even in one term — but America, I have never been more hopeful than I am tonight that we will get there. In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>
	3	It drew strength from [...] millions of Americans who volunteered and organized and proved that more than two centuries later <u>a government of the people, by the people, and for the people has not perished from the Earth.</u> In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>
		It drew strength from [...] millions of Americans who volunteered and organized and proved that more than two centuries later <u>a government of the people, by the people, and for the people [as Abraham Lincoln believed in his democracy] has not perished from the Earth.</u> [so today's government is a government of the people, by the people and for the people and will follow Lincoln's government.] In the above statement, how explicit is the underlined statement? 1. Not at all explicit <input type="checkbox"/> 2. Not explicit <input type="checkbox"/> 3. No opinion <input type="checkbox"/> 4. Explicit <input type="checkbox"/> 5. Fully explicit <input type="checkbox"/>

Appendix C: Original texts

Text 1

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal." I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave-owners will be able to sit down together at a table of brotherhood. I have a dream that one day even the state of Mississippi, a desert state, sweltering with the heat of injustice and oppression, will be transformed into an oasis of freedom and justice. I have a dream that my four children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today."

Retrieved from King (1963): http://en.wikipedia.org/wiki/I_Have_a_Dream_speech
(20.09.2013)

Text 2

"Well, I don't know what will happen now. We've got some difficult days ahead. But it really doesn't matter with me now, because I've been to the mountaintop. And I don't mind."

Retrieved from King (1968): http://en.wikipedia.org/wiki/I've_Been_to_the_Mountaintop
(20.09.2013)

Text 3

"Intertextualizing the 'Gettysburg Address' Speech by Lincoln, which was delivered during the American Civil War in 1863 in Gettysburg Pennsylvania, four and a half months after the Union armies defeated those of the Confederacy at the Battle of Gettysburg. Referring to the Declaration of Independence written at the start of the American Revolution in 1776, Lincoln examined the founding principles of the United States in the context of the Civil War, and memorialized the sacrifices of those who gave their lives at Gettysburg and extolled virtues for the listeners (and the nation) to ensure the survival of America's representative democracy that government of the people, by the people, for the people, shall not perish from the earth."

Retrieved from: http://en.wikipedia.org/wiki/Gettysburg_Address (20.09.2013)

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