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Introduction.

Making, articulating and transferring meanings

Oana TATU¹, Raluca SINU²

At the turn of the century, Jeremy Munday (2001) stated that:

Translation studies is the academic discipline related to the study of the theory and phenomena of translation. By its nature it is multilingual and also interdisciplinary, encompassing any language combinations, various branches of linguistics, comparative literature, communication studies, philosophy and a range of types of cultural studies including postcolonialism and postmodernism as well as sociology and historiography.

This issue of our Journal aims, on the one hand, to gather contributions in the field of translation studies which deal with general or specific matters regarding translation: from the creative aspects of literary translation, to linguistic aspects in translation. Furthermore, in the attempt to take a fresh look at familiar notions and to signal new research directions, we cannot neglect topics such as the role of public service translation in the context of large multinational organizations, the impact of amateur translation in the audiovisual medium, the vocational aspect of translation and how it affects translation education, the question whether translation education is best performed through university-level training or as on-the-job learning.

On the other hand, given that translation studies is a shifting field situated at the interface with several other disciplines, this issue of the Journal also aims at accommodating a larger conception of meaning transfer which is related to the conveyance and explicitation of cultural significance, of literary themes and motifs, hosted in a certain source culture ready to reveal itself to a target culture be it by the mere act of reading or that of borrowing signifiers or signifieds. In this manner, the proper sense of the transfer of meaning, that is from language to language, is supplemented by the transfer of meaning from culture to culture, and, implicitly, from literature to literature. Such a view implies both a synchronic and a diachronic perspective, and allows for a variety of exploration avenues to the concept of meaning.

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The contributions in this issue of our journal can basically be subsumed within the following three directions: language studies, literature and cultural studies. An extra section is dedicated to review-articles.

The language studies section opens with **Georgiana Burbea**'s article entitled *Enjeux de la traduction des jeux de mots* which discusses the challenges of translating wordplay from French into Romanian. Based on an analysis of wordplay extracted from newspaper titles in "Le Canard enchaîné", and from advertisements, the author intends to determine the extent to which the structural ambiguity of this language phenomenon represents a difficulty for the translator and the strategies the latter uses to cope with the situation.

In his article on *The Future of Dictionaries and Term Bases*, **Attila Imre** makes a plea for the integrated use of printed dictionaries, online dictionaries and term banks in the daily work of the professional translator, as such a combination of tools would ensure both enhanced productivity and greater product quality in this age of globalization and localization, marked, as we all know, by the revolution of translation.

The article *Degrees of Untranslatability and Levels of Translation Equivalence in David Mitchell's "Cloud Atlas"* (**Daria Protopopescu**) relies on the 2008 Romanian translation of Mitchell's volume and explores the principle of equivalent effect and linguistic untranslatability in its three-folded nature - referential, pragmatic and interlingual -, concluding that the subjective status of this principle undermines the scientific and methodical level of translation.

The Fascination of Translating Idioms (**Csilla Takacs**) is a cross-linguistic study which refines the concepts of cognitive metaphor and metonymy by exploring the idea of idiom motivation with application on an extensive database of idioms with body-parts in English and Hungarian. The study raises awareness of the importance of cross-cultural differences in idiomatic themes as well as of cross-linguistic variety in figurative language.

In her article on *Translating Humour: Degrees of Equivalence in Two Versions of Rudyard Kipling's Stalky & Co.*, **Nadina Vişan** takes a fresh look at concepts such as foreignization and domestication in two Romanian versions of Kipling's book employed as class material for fifty translation students. The conclusion of the article is quite surprising since it is foreignization, rather than domestication, that renders the high quality, juicy humour in the target language.

Within the literature section, *The Translator – A Particular Stance among Men of Literature* (**Carmen Antonaru**) represents an excursion into the work of one of the greatest Romanian Anglicists, Dragoș Protopopescu, a passionate translator of Shakespeare's plays. Based on the critic's own confessions, the author traces the steps a translator has to go through and deems Protopopescu's work as one of the few that bring out Shakespeare at his best.

The logic of visualization in Virginia Woolf's "Mrs Dalloway" (**Slawomir Koziol**) investigates the rationale of visualization in the social space of London, the background of Woolf's well-known novel, and ultimately demonstrates that the self and the space are mutually constitutive. Clarissa Dalloway's life seems to generically illustrate a void of genuine contact between humans, which is a rather pessimistic, however realistic, conclusion to the article.

Grounded in postmodern theoretical thinking, **Aura Sibișan**'s article entitled *Julian Barnes – A Cosmopolitan Author* analyses several works by the well-known British writer, from a contemporary cultural perspective, imprinted by cosmopolitanism – a coherent and unitary attitude to identity, language and law, which comes, as the author notices, as an attitude of opposition to nowadays' general tendency of sign commodification.

A first contribution to the cultural studies section is represented by the article *Do You Speak "Culture"?* (**Zoe-Larisa Bădoiu**) which exploits the idea that culture is the main generator of knowledge and a sum of experiences that can be learned. Hence, translation becomes the convergence point of communication between cultures, and translating cultures becomes a complex issue, as the author shows while analysing the translation of proper names.

In *The Equivalence of Religious Facts. Transferring Meanings from Eliade to Culianu*, **Dorin David** explores the idea that Culianu's work, although conceptually akin to Eliade's theory of religious facts, is actually a remarkably autonomous work, which only intersects with Eliade's oeuvre on the idea that religious facts should be perceived democratically, that is in an equivalent manner.

In *La langue roumaine comme langue étrangère: difficultés et provocations de la translation, promesses de la transculturation*, **Alina Silvana Felea** examines the role of employing modern methods in teaching Romanian as a foreign language, and, by viewing the language teacher not as a mere intermediary between two languages, but rather between two cultures, she raises awareness of the concept of transculturation conceived as thorough knowledge of the two cultures in contact.

Drawing on the feminist view on translation according to which women's writings transgress and undermine the patriarchal order, *Can Women's Bare Breasts Disarticulate Meanings? A Look into FEMEN's Street Protests in Paris* (**Andrea C. Valente**) investigates the extent to which a radical women's group, called FEMEN, can disarticulate hegemonic meanings by questionable techniques. The conclusion is that by performing such public protests, women actually strengthen the patriarchal agenda they had been trying to subvert.

Within the reviews section, **Raluca Sinu** introduces Mona Arhire's book *Corpus-based Translation for Research, Practice and Training* (2014) dedicated to the role of corpus in Translation Studies. Arhire delivers an overview of Corpus-based Translation Studies worldwide as well as in Romania, arguing for the potential of corpus-based research for the future development of this field.

Oana Tatu reviews Attila Imre's volume *Traps of Translation. A Practical Guide for Translators* (2013), one of the most interesting books written lately in the sphere of translation studies, as it provides well-informed data on multiple issues surrounding the translation market, while offering a fresh look on the relationship between the professional translator and his translation environments and translation tools.