

Abstract [FINAL Jun 11]

Translation and Reception Studies

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Studies of translation reception take as their focus the receiver of the translated message, in contrast to research oriented toward either the text or the translator. The early influences on this branch of translation studies have come from linguistics and literary criticism, with input from key figures like Eugene Nida, Hans Vermeer, Wolfgang Iser, and Wayne Booth, among others. The recent research boom has been fueled by technological advances which make possible the investigation of what happens to the reader/viewer during the process of reading/viewing. At the same time, traditional methodologies, more suited to the collection of post hoc data, have been reinvigorated by innovations in the use of quantitative analytical tools. It is largely in the areas of written and audiovisual translation that the receptionist approach has been adopted, with translated fiction and subtitling furnishing the majority of case-studies. An expansion to the research field is anticipated, since scholars from several related disciplines—usability studies, accessibility studies, and interpreting studies—are already tapping into the insights into translation reception to deal with critical issues that they themselves confront.

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~~Translator Identities: A Macro history of Early European Translators of China~~

~~Chan Tak Hung~~

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~~Translation scholars have long called for historiography that can do justice to the human agents involved. In the story of the translation of Chinese texts in the West, missionaries, scholars, and aesthetes have played key roles in disseminating Chinese culture across national borders. This paper addresses the first translations of Chinese philosophy by the Jesuits, the competing versions of Chinese poetry, fiction and drama by leading sinologists in the nineteenth century, and the "translation revolution" spearheaded by English and German translators like Arthur Waley, Richard Wilhelm and Franz Kuhn in the early twentieth century. It is hoped that, by viewing translators in history from ideological, scholarly and aesthetic perspectives, some evolutionary shifts over time can be unraveled.~~