

Translators' views on the concepts and products of their trade

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Within the scientific field of translation studies, the conceptual boundaries of translation and related notions (e.g. localization, transcreation, intralingual translation) have been much discussed in recent years. But are these concepts and especially the boundaries between them relevant for practice, and do practice and academia share the same definitions? To start answering these questions, this paper will report on a study that investigates how practitioners at a large UK-based translation company perceive translation and related concepts, and whether they consider all of these translational concepts to be products of their trade. Concepts addressed in the study include translation, interpreting, subtitling and dubbing, localization, transcreation and adaptation, as well as intralingual and intersemiotic translation. Methodologically, the study draws on focus groups with staff translators and project managers complemented with an individual interview with the managing director of the translation company. The data and findings of the study are analyzed and explained with recourse to prototype theory, and results are discussed in relation to current conceptualizations and boundary discussions in translation studies.

Keywords: translational products, translation professionals, focus group methodology, prototype theory, academia vs practice

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