RECENZII / COMPTES RENDUS / REVIEWS

Helle V. Dam, Matilde Nisbeth Brøgger, Karen Korning Zethsen (Eds.), *Moving Boundaries in Translation Studies*. London: Routledge, 2018. 248 pages. ISBN 978-131-51-2187-1

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Language is a living organism and as such it changes and evolves all the time. Translation uses language as its main tool and as such it is also in continuous motion. We live in an era of accelerated technological development and constant innovation, where globalization and digitalization are key components of our everyday lives so it is only natural that such important factors have tremendous impact on translation and the field of translation studies as well.

Moving Boundaries in Translation Studies is a book on current topics in the field of translation studies spanning across 15 chapters that cover a variety of issues related to the main theme announced in the title, namely the boundaries and the challenges that keep on pushing forward the field. The volume tries to cast light upon new phenomena in the field, such as: transcreation, trans-editing, crowd-sourcing and virtual translator network, discussing their consequences on the boundaries of Translation Studies (TS).

The volume offers a close examination of current developments in TS, from both a theoretical as well as a practical point of view. The authors contribute with insightful remarks on conceptual as well as empirical and methodological dimensions of these "moving boundaries" by delving into the issues of new hybrid inter- and intralingual forms of translation and interpreting.

The main theme of the volume is highlighted in the introduction and concluding chapters, written by the editors. This is particularly useful since in the editors' own words "the contributions to the present book may seem disparate, crisscrossing as they do between empirical, conceptual and methodological dimensions" (p. 11). Here, the editors identify two types of "moving boundaries": a) boundaries that move within the domain of TS, or internal boundaries, and b) external moving boundaries. This is where the editors divide the remaining 13 chapters of the volume into six parts revolving around the main theme.

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The first chapter addresses "conceptual innovation, the creation of new categories and names", p. 2. Here, Andrew Chesterman refers to concepts such as *platypus concepts*; this label is relatively transparent for interpretation. The reference to the platypus has to do with identifying or discovering something that does not fit into any known, already existing pattern or category. Examples of platypus concepts include 'fansubbing' and 'scanlation', to name a few. Other concepts have their root in novel academic ways of analysis. These are *splitter concepts* and *lumper concepts*. TS has a long-standing tradition of binary splits, such as literary vs. non-literary translation. Conversely, a *lumper* focuses on similarities, by gathering various concepts under one entry, either overlooking or abandoning distinctions. Chesterman argues that translation itself is a "quintessential lumper concept". p. 17 Furthermore, in his view, it is often industry rather than academia that trigger the rebranding of concepts, as is the case of "transcreation" and "localisation".

The taxonomy of conceptual innovation provided by Chesterman overlaps the concepts discussed in the following two chapters which make up for the second section of the book. Thus, Jimenez-Crespo, discusses in the second chapter the concept of localisation as a rebranding concept, promoted as such by the industry, but also as a platypus concept since some regard it as different from translation. Localisation has, thus, the potential of both splitting the field of TS, since it emphasizes internal differences, but also of lumping or rather focusing on common traits, creating a new sub-field within the already wide field of translation. Jimenez-Crespo seems to favour lumping as he highlights similarities between translation and localization.

Chapter three focuses on interpreting as a firmly consolidated five-decade old research field. Initially striving for independence, interpreting displays a path which is quite similar to localization within the field of TS, moving from a splitter to a lumper discipline, heading towards a focus on similarities as far as translation is concerned. Pöchhacker offers here an overview of technology-driven recent developments in the field of interpreting, such as 'transpeaking' and 'transterpreting', which are true platypus concepts. Many of the new forms of interpreting are in fact inter-modal to the extent that they are both written and oral forms of text or speech, such as 'live subtitling' or 'real-time captioning', as well as 'machine interpreting'. These modern technological developments lead in fact to a blurring of the boundaries between prototypical translation and interpreting.

The third section of the book comprises of the following three chapters that cover the concepts related to new tools, tasks and forms of organization. Thus, Jakobsen addresses the role of (post-)editor of machine output by analyzing writing, translation, and the role of revision in these two tasks. According to Jakobsen, other-revision resembles self-revision to such an extent that it cannot be seen as significantly changing translation practice. He compares the processes of revision and (post-)editing as a mechanical activity lacking creativity and autonomy. As far as translators' dissatisfaction with their tools is concerned, chapter five discusses the major changes in translation technology and the field of personalization in information technology as a way of improving translator-computer interaction. 'Collaborative translation' is a lumper term competing with 'translaboration' for new virtual collective translation activities such as fansubbing and crowdsourcing. Chapter 6 takes a deep dive into the community of

translators' blogs. McDonough Dolmaya examines such online communities by using social network analysis. In fact, translator networks seem to have gained extensive visibility in the digital age.

Section four of the book is concerned with new concepts or translational phenomena by broadening the views and bridging the gaps. One such novel phenomenon is that of 'natural', 'volunteer', and/or 'non-professional' translators. Historically, professional translators have always been pushed to the foreground, while non-professional translators were deemed as "foreign" or peripheral to the study of translation. Grbić and Kujamäki discuss the variety of non-professional translators who come into this position due to a wide variety of reasons. Chapter eight discusses the reorientation of TS towards professional translators.

The fifth section of the book reflects on the new ways of analysis for their object of study. In chapter nine, Rogers analyses the classic dichotomy literary/non-literary. She replaces the metaphor of 'binaries' with that of 'borders' because they imply a productive interface and a promise for innovative perspectives as opposed to "heavily policed barriers" p. 152.

The last section deals with ideas related to crossing boundaries and rebranding the discipline. This section addresses the issue of disciplines outside TS, among others information technology as well as e-learning and e-commerce with the intention of applying them to the field of TS. Methods from sociology also seem to be highly favoured by certain authors, but the main intent is related to a transfer of concepts, methods and, ultimately, knowledge from this wide range of fields to TS.