



METADATA

Title: The translation landscape of Thessaloniki

Other Titles: An Interdisciplinary approach to the translation of texts in the city's public spaces

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Abstract

This book examines translated texts which appear in Thessaloniki's public spaces from the perspective of an interdisciplinary approach, combining methods from sociolinguistics and the sociology of translation. Its main purpose is to look into the social aspects of this particular translation phenomenon which can be viewed all around us, but has not hitherto received due academic attention. It is the first book which deals with this particular topic and the research it presents is the only contribution to the literature which includes authentic Greek data. Firstly, the term translation landscape is introduced and its theoretical conception discussed which derives from contemporary ethnographic research in sociolinguistics, adapted so as to be applicable to the realities of translation. The potential

for collaboration between sociolinguistics and translation studies in relation to the translation landscape is also highlighted, not least because the phenomenon in question is often associated with non-professional translation, serving a variety of communicative and social purposes. The data's analytical categories are then presented as well as the ways in which the book's approach can be applied. For instance, the book includes references to the analysis of speech acts which have been translated from Greek into English, the identity of the translator and the ways in which politeness phenomena have been rendered between the source and target languages. Finally, the relationship between translation and translanguaging in the context of the translation landscape is also discussed.

