

Table of content

Acknowledgements	xiii
Preface (Heidemarie Salevsky)	xv
Preface (Ina Müller)	xix
List of acronyms, abbreviations and some German terms in English	xxi
List of figures.....	xxiii

Part I (Heidemarie Salevsky):

A new systemic approach and a new methodology.....	1
1 Introduction	3
2 Why a new perspective?	5
3 Why a holistic approach?	11
3.1 What does "holism" mean?.....	11
3.2 A holistic approach to translation* as a model of reality.....	12
4 From the categories of ancient rhetoric to communication models.....	17
4.1 Why do we need a model at all?.....	17
4.2 What is lacking in Lasswell's Formula?.....	19
4.3 Lasswell's Formula in TS	24
4.3.1 The situational factor model of translation* by Otto Kade (Kade 1968, 1980)	24
4.3.2 The interaction model by Hans Vermeer (Vermeer 1978, 2007)	25
4.3.3 Direct adoption of Lasswell's Formula (Reiß/Vermeer 1984, Reiß 1985 and Nord 1988).....	26
4.3.4 The model of translational action by Holz-Mänttari (Holz-Mänttari 1984).....	27
5 A systemic approach for translation*.....	31
5.1 What are the hallmarks of a systemic approach?	31
5.2 Which systemic approach for translation*?	33
5.3 Why not Luhmann's systems theory as a basic theory?	38
5.4 A comparison of analytical and systemic models.....	41
5.5 Literary translation as a polysystem.....	47
5.6 Groundwork for a new perspective (Salevsky 1982, 1986, 1987, 1990b, 1992, 1994a, 1996, 1998a, 1998b, 2004, 2006a)	53

5.6.1	Translation* as a specific form of speech activity (Salevsky 1982, 1986, 1987)	53
5.6.2	Translation* as a network (Salevsky 1992, 1994a).....	55
5.6.3	System-theoretical reflections to account for interactions in translational processes (Salevsky 1990b, 1996/1998a, 2006a)	56
6	Translation* as systemic interaction – a new perspective and a new methodology	59
6.1	Fuzzy Logic – the depiction of reality	59
6.2	A biocybernetic perspective for dealing with complexity in translation*.....	63
6.2.1	The foundations	63
6.2.2	The Sensitivity Model Prof. Vester®.....	65
6.2.3	The tools of the Sensitivity Model Prof. Vester® – a new methodology.....	68
6.2.3.1	Description of the system (presentation of the problem)	70
6.2.3.2	Set of variables (collection and description of the system-relevant variables).....	71
6.2.3.3	Criteria matrix (checking for system relevance)	72
6.2.3.4	Cross-impact matrix (analysis of interactions) and impact index	74
6.2.3.5	Role distribution (determining the role of the variables in the system)...	77
6.2.3.6	Web of effects (investigation of the overall connectivity)	77
6.2.3.7	Partial scenarios (cybernetics of individual scenarios).....	79
6.2.3.8	Simulation (if-then prognoses and policy tests)	79
6.2.3.9	Evaluation (biocybernetic system evaluation and strategy)	80
6.2.4	The open structure of the tools	81
7	Einstein's diagram – applicable to TS?	83

Part II (Ina Müller):

The Sensitivity Model of translation* and its methodology

	in the field of translating specialized texts as a case in point	87
8	Introduction	89
9	The transdisciplinary study of culture.....	91
9.1	The contribution of TS	91
9.2	Cultural differences and translating specialized texts	93
10	The problems encountered in abstract-translating	97

10.1	The problem area "text": The role of cross-cultural differences at the text type level as exemplified by abstracts from Russia, Germany and the United States	97
10.1.1	General characteristics and definition of abstract according to DIN, ANSI and GOST.....	97
10.1.1.1	Derivative character and comprehensibility without reference to the primary text.....	99
10.1.1.2	Informativeness	100
10.1.1.3	Brevity	101
10.1.2	Corpus of investigation: abstracts from Russian, German and American welding journals.....	102
10.1.3	Cross-cultural differences in the corpus	103
10.2	The problem area "process": The role of cross-cultural differences in the subject area as exemplified by welding technology	105
10.2.1	The importance of welding technology for translational practice.....	105
10.2.2	Differences in welding terminology and standardization	106
10.2.2.1	Traditions and problems in the field of standardization.....	106
10.2.2.2	Differences in the scope of <i>Schweißen</i> (Ger.), <i>welding</i> (Engl.) and <i>svarka</i> (Russ.).....	108
10.2.2.3	Differences in the classification of welding processes	112
10.2.2.4	Differences in material	116
10.3	The problem area "translator": Motivation and competency.....	117
11	Examining abstract-translating as a system with the aid of the Sensitivity Model	123
11.1	Description of the system "abstract-translating" (welding, Russian-German, Russian-English and German-English)	123
11.1.1	Demarcation of the system to be examined.....	123
11.1.2	Description of the system	124
11.1.2.1	Involvement of the user of abstracts through usability tests	124
11.1.2.2	Cross-cultural differences in patterns of behaviour.....	134
11.1.2.3	Consultation of further welding experts to clarify problems related to the subject matter	135
11.1.2.4	Consultation of journal editors to explore the culture-specific conditions for abstract-writing and abstract-translating.....	136
11.1.2.5	First system description taking into account the seven spheres of life..	138
11.1.2.6	"Scanning" the system	140
11.1.3	Use of the tool "system description": assessment.....	142
11.2	Collection and description of the system-relevant variables	142
11.2.1	Set of variables	142

11.2.2	Description and scaling of the variables	143
11.2.3	Use of the tool "set of variables": assessment	150
11.3	Criteria matrix	151
11.4	Cross-impact matrix.....	153
11.5	Role distribution.....	158
11.6	Web of effects.....	161
11.7	Partial scenarios	166
11.8	Simulation of the partial scenario "cross-cultural differences"	170
11.9	Interpretation of the results and assessment of the system.....	180
11.10	Working with the Sensitivity Model of Frederic Vester: assessment.....	184

Part III (Heidemarie Salevsky, Ina Müller):

Towards a theory of systemic interactions (TSI)	187
12 Systemic interactions – key issues of the new approach.....	189
13 A model of systemic interactions of real translation* processes – a new methodology	197
13.1 The concept of Bourdieu – a link between the inner and outer world	199
13.1.1 The external constraints	199
13.1.1.1 Time and the sociocultural communication and translation* space	200
13.1.1.2 The communication and translation* field.....	201
13.1.1.3 The habitus of the initiator, of the agents in the field and the assignment	203
13.1.1.3.1 Capital and power (dominance) in the habitus of the initiator and of the agents in the field	204
13.1.1.3.2 Gender as symbolic dominance or: Who gets the assignment?.....	207
13.1.1.4 The sociocultural value of the texts in cross-cultural communication ..	209
13.1.2 The inner subsystems	213
13.2 The interactions between the external constraints and inner subsystems and their interdependencies.....	216
13.2.1 Sociocultural, political-ideological and power-related interdependencies as exemplified by Anna Seghers' novel <i>The Seventh Cross</i>	216
13.2.2 Field-related, linguistic-textual and habitual interdependencies as exemplified by translating specialized texts (Russia-USA-Germany).....	222
13.2.3 Procedural-situational interdependencies as exemplified by interpreting.....	224

13.3	The open organization of systemic interactions in translational processes	229
13.4	A provisional pool of variables for the investigation of real translational processes.....	233
14	An open system of theories of systemic interactions	245
14.1	Exploring complexity in TS.....	245
14.2	Groundwork for an open and relational system of theories of systemic interactions (TSI).....	247
14.3	Translation* as the core area	252
14.3.1	Demarcating the core area from "borderline areas"	253
14.3.2	The translating of poetry – a borderline area.....	256
14.3.3	Sociocultural, linguistic and historical aspects of the key concepts.....	259
14.4	General outline of a provisional system of concepts and definitions.....	262
14.4.1	Principles of organizing conceptuality	263
14.4.2	The state of the art in TS terminology.....	266
14.4.3	Translation* as the central concept of Translatology.....	268
14.4.4	The comparison between translating and interpreting (as functional/action systems of translation*).....	273
14.4.5	Open system of key concepts and provisional definitions	282
14.5	Prospects for a relational system of theories of systemic interactions	285
14.6	Translational actions and systemic interactions as a research subject.....	290
15	Concluding remarks	293
	Bibliography.....	299
	Index of Subjects	333
	Index of Names.....	361