

Corso di Laurea Magistrale in
Lingue Moderne per la Comunicazione e
Cooperazione Internazionale LM38

**TRADUZIONE E IDEOLOGIA
NELLA COMUNICAZIONE
INTERNAZIONALE**

PROF. ELENA DI GIOVANNI

AIMS OF THIS COURSE



Take you beyond words (?)



Analyse and translate ‘dense’ texts



Understand different viewpoints, different approaches to the same reality (action, event, etc.)



Play with words: translate, rewrite, subvert, turn written texts into speeches, etc.



LEARN TO READ BEYOND WORDS AND TRANSLATE WHAT LIES BEYOND

MATERIALS

- BOOKS: ESPERANÇA BIELSA *THE ROUTLEDGE HANDBOOK OF TRANSLATION AND MEDIA* ROUTLEDGE, LONDRA/NEW YORK, 2022
- TEXTS (SEE MY PAGE)
- DR. MARIE CONDON'S MATERIAL
- **MyGRAMMARLAB ADVANCED C1-C2**
- **NOTES!!!** VERY IMPORTANT.

EXAMS

- LANGUAGE TEST - YOUR LEVEL HAS TO BE C1!
- TRANSLATION FROM ENGLISH INTO ITALIAN
- TRANSLATION FROM ITALIAN INTO ENGLISH
- QUESTION ON THEORY
- APPROXIMATELY 2 HOURS – ALL PAPER DICTIONARIES ALLOWED
- + 1 GRADE FROM LANGUAGE TEST

WHAT YOU SHOULD ALWAYS DO WHEN WORKING FOR THIS COURSE:



Understand who the sender and receiver(s) of a text are (AUDIENCE)



Ask yourselves what the PURPOSE of a text is (source text and target text)



Analyse the context of PRODUCTION and RECEPTION of texts (ST and TT)



Identify MODES OF TRANSMISSION (of ST and TT)

WHAT I WILL ASK YOU TO DO:

- TAKE PART IN CLASSROOM ACTIVITIES
- READ ALL TEXTS I WILL ASSIGN WEEKLY
- PREPARE PRESENTATIONS
- USE ENGLISH CONSTANTLY
- PREPARE ALL TRANSLATIONS AND TEXT ANALYSES

THE TRANSLATION LANDSCAPE IS CHANGING, FOLKS...

- GLOBALIZATION – AND TRANSLATION
- ENGLISH AS A LINGUA FRANCA – AND TRANSLATION
- MACHINE TRANSLATION – AND TRANSLATORS

IS LINGUISTIC COMPETENCE ENOUGH FOR A TRANSLATOR?

WHAT SKILL(S) DOES A TRANSLATOR NEED NOWADAYS?

WHAT IS YOUR DREAM JOB?

THE MANY WORDS FOR TRANSLATION

Adaptation

Rewriting

Transcreation

Translocation

Transadaptation

**AND
JAKOBSON'S
TRIPARTITE
CLASSIFICATION?**

INTERSEMIOTIC TRANSLATION

TEMPO RITROVATO

[HTTPS://WWW.FONDAZIONELIRICAMAR](https://www.fondazioneliricamar.it/)
[CHE.IT/](https://www.fondazioneliricamar.it/)

Delle lucine rosse, un po'
sfuocate, si muovono sullo
schermo nero.

X

Delle mani le toccano.

X

La luce della lampada è
soffusa.

X

Simone è seduto davanti al
televisore acceso.

X

Fa zapping.

X

Si alza.

X

Torna con un bicchiere di
latte, dove inzuppa un
biscotto.

Blurred red lights move over
a black screen. Captions
read: *legge sottotitoli*

X

Simone's at home, sitting in
an armchair, in front of the
TV, browsing the channels.

X

He stands up.

X

He returns with a glass of milk
and dips a biscuit in it, eyes
glued to the screen.

BACK TO THE START

- TRANSLATION FOR *INTERNATIONAL COMMUNICATION*?
- IDEOLOGY – TRANSLATION

HOW CAN THEY BE RELATED?

KEY WORDS FOR THIS COURSE:

Ideology

Language(s)

Translation

rewriting

Power

Identity

Politics / Policy

Religion

Persuasion

DEFINITIONS

- **IDEOLOGY:** A SYSTEM OF IDEAS OR WAY OF THINKING PERTAINING TO A CLASS OR INDIVIDUAL, ESP. AS A BASIS FOR SOME ECONOMIC OR POLITICAL THEORY OR SYSTEM, REGARDED AS JUSTIFYING ACTIONS AND ESPECIALLY TO BE MAINTAINED IRRESPECTIVE OF EVENTS. (OED)

DEFINITIONS – II

- AN **IDEOLOGY** IS A SET OF AIMS AND IDEAS THAT DIRECTS ONE'S GOALS, EXPECTATIONS, AND ACTIONS. AN IDEOLOGY CAN BE THOUGHT OF AS A COMPREHENSIVE VISION, AS A WAY OF LOOKING AT THINGS, AS IN COMMON SENSE AND SEVERAL PHILOSOPHICAL TENDENCIES, OR A SET OF IDEAS PROPOSED BY THE DOMINANT CLASS OF A SOCIETY TO ALL MEMBERS OF THIS SOCIETY. THE MAIN PURPOSE BEHIND AN IDEOLOGY IS TO OFFER CHANGE IN SOCIETY, AND ADHERENCE TO A SET OF IDEALS WHERE CONFORMITY ALREADY EXISTS, THROUGH A NORMATIVE THOUGHT PROCESS. IDEOLOGIES ARE SYSTEMS OF ABSTRACT THOUGHT APPLIED TO PUBLIC MATTERS AND THUS MAKE THIS CONCEPT CENTRAL TO POLITICS. IMPLICITLY EVERY POLITICAL TENDENCY ENTAILS AN IDEOLOGY WHETHER OR NOT IT IS PROPOUNDED AS AN EXPLICIT SYSTEM OF THOUGHT. (WIKIPEDIA)

IDEOLOGY IN SOCIETY

EVERY SOCIETY HAS AN **IDEOLOGY** THAT FORMS THE BASIS OF THE "PUBLIC OPINION" OR COMMON SENSE, A BASIS THAT USUALLY REMAINS INVISIBLE TO MOST PEOPLE WITHIN THE SOCIETY. THIS PREVAILING IDEOLOGY APPEARS AS "NEUTRAL", ALL OTHERS DIFFER FROM THE NORM AND ARE OFTEN SEEN AS RADICAL, NO MATTER WHAT THE ACTUAL VISION MAY BE. THE PHILOSOPHER **MICHEL FOUCAULT** FIRST WROTE ABOUT THIS CONCEPT OF APPARENT IDEOLOGICAL NEUTRALITY.

ORGANISATIONS THAT STRIVE FOR POWER INFLUENCE THE IDEOLOGY OF A SOCIETY TO BECOME WHAT THEY WANT IT TO BE. POLITICAL ORGANISATIONS (GOVERNMENTS INCLUDED) AND OTHER GROUPS (E.G. LOBBYISTS) TRY TO INFLUENCE PEOPLE BY BROADCASTING THEIR OPINIONS, WHICH IS THE REASON WHY SO OFTEN MANY PEOPLE IN A SOCIETY SEEM TO "THINK ALIKE".

IDEOLOGY AND TRANSLATION - I

- *A PROPOS OF IDEOLOGY*, M. CALZADA PÉREZ
- "ALL LANGUAGE USE IS IDEOLOGICAL. TRANSLATION IS AN OPERATION CARRIED OUT ON LANGUAGE USE. THIS UNDOUBTEDLY MEANS THAT TRANSLATION ITSELF IS ALWAYS A SITE OF IDEOLOGICAL ENCOUNTERS."
- "CERTAIN IDEOLOGIES BECOME NEUTRALIZED OR COMMON, WHEREAS OTHERS ARE PUSHED ASIDE TO THE EDGES OF OUR SOCIETIES. SOME IDEOLOGIES ARE DOMINANT, THEY ARE MORE USEFUL TO SUCCEED IN PUBLIC SPHERES, WHILE OTHERS REMAIN CHAINED TO MORE DOMESTIC SETTINGS." (CALZADA PEREZ: 2003, P.5)

FOR WEEK 2

- READ: "INTRODUCTION. TRANSLATION AND/IN/OF MEDIA". WRITE 3-4 BULLET POINTS.
- PLEASE, TRANSLATE FROM "WHEN I WAS IN HIGH SCHOOL IN TEXAS IN THE LATE 1990S" TO "THE WORLD DIDN'T HAVE TO BE SUCH A HOSTILE AND ALIENATING PLACE."