

Development since Holmes (Translation)

The surge in translation studies since Holmes has seen different areas of the map come to the fore. **Contrastive linguistics** generally fell by the wayside, but has resurfaced thanks to the advances in **machine translation** and **corpus-based studies**. The linguistics-oriented 'science' of translation has continued strongly in Germany, but the concept of **equivalence** associated with it has been questioned and reconceived. Germany has seen the rise of theories centred around **text types** and **text purpose**. The Hallidayan influence of **discourse analysis** and systemic functional grammar, which views language as a communicative act in a sociocultural context, came to prominence in the early 1990s, especially in Australia and the UK. It was applied to translation in a series of works by scholars such as Bell (1991), Baker (1992/2011), Hatim and Mason (1990, 1997), Calzada Pérez (2007), Munday (2008, 2012). The late 1970s and the 1980s also saw the rise of a **descriptive approach** that had its origins in comparative literature and Russian Formalism. A pioneering centre was Tel Aviv, where Itamar Even-Zohar and Gideon Toury pursued the idea of the literary **polysystem** in which, among other things, different literatures and genres, including translated and non-translated works, compete for dominance. The polysystemists worked with a Belgium-based group including José Lambert and the late André Lefevere (who subsequently moved to the University of Austin, Texas), and with the UK-based scholars Susan Bassnett and Theo Hermans. A key volume was the collection of essays edited by Hermans, *The Manipulation of Literature: Studies in Literary Translation* (Hermans 1985a), which gave rise to the name of the '**Manipulation School**'. Bassnett and Lefevere's volume *Translation, History and Culture* (1990) then introduced the term '**cultural turn**'. This dynamic, culturally oriented approach held sway for much of the following decade (Chapter 8).

The 1990s saw the incorporation of new approaches and concepts: Canadian-based translation and **gender** research led by Sherry Simon, the Brazilian **Cannibalist** School promoted by Else Vieira, and **postcolonial** translation theory with the prominent figures of the Bengali scholars Tejaswini Niranjana and Gayatri Spivak. In the USA, the cultural studies-oriented analysis of Lawrence Venuti called for greater visibility and recognition of the translator. Developments continued at an ever-increasing pace in the new millennium, with special interest devoted to, for example, translation, globalization and resistance (Cronin 2003, Baker 2006, Boéri and Maier 2010, Marais 2014), the sociology and historiography of translation (e.g. Inghilleri 2005a, Wolf and Fuchs 2007, Rundle 2014, Forderer 2014) and process-oriented research (e.g. O'Brien 2011). Research activity, as well as the practice of translation, has also been revolutionized by new technologies. These new areas include machine and automatic translation, audiovisual and multimodal translation, localization and corpus-based translation studies. Furthermore, the international reach of the discipline has expanded enormously with research and training in Asia (e.g. Chan 2004, Cheung 2006, 2009, Sato-Rossberg and Wakabayashi 2012) and the Arab world (Selim 2009) in particular.