



Translation as Metaphor (Translation Theories Explored)

By Rainer Guldin

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In today's ever-changing climate of disintegration and recombination, translation has become one of the essential metaphors, if not the metaphor, of our globalized world. *Translation and Metaphor* is an attempt to draw a comprehensive map of these new overlapping theoretical territories and the many cross-disciplinary movements they imply. In five chapters, this book examines:

- The main metaphor theories developed in the West.
- The way the notion of metaphor relates to the concept of translation.
- Different theoretical perspectives on metaphors of translation in translation studies.
- The main metaphors developed to describe translation in the West and in the East.
- Spatial metaphors within translation studies, cultural studies and postcolonial theory.
- The use of the metaphor of translation across psychoanalysis, anthropology and ethnography, postcolonial theory, history and literature, sociology, media and communication theory, and medicine and genetics.

Comprehensive analysis of key metaphor theories, revealing examples from a wide range of sources and a look towards future directions make this a must-have book for students, researchers and translators working in the areas of translation and translation theory.

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Editorial Review

Review

'Rainer Guldin's *Translation as Metaphor* admirably fills a pressing need in our knowledge of changes in the humanities and social sciences over the past few decades, focusing on how translation functions as a metaphor in a wide variety of disciplines. A must read for anyone who wants to understand how the way in which we know our new globalized world is being transformed.' James St. André, *The Chinese University of Hong Kong, China*

'*Translation as Metaphor* offers an absorbing account of the ways in which notions of translation and metaphor have informed each other across a very broad range of disciplines from psychoanalysis to genetics. Rainer Guldin offers a bold and lucid demonstration of how to understand translation as metaphor is to understand fundamental aspects of our contemporary condition.' Michael Cronin, *Dublin City University, Ireland*

"The book can be addressed as the latest effort to redefine translation concept and scrutinize its application in other disciplines on the basis of various case studies and critical reflections in the broad cultural and historical contexts. Overall, the comprehensive analysis makes it a must-have book for students, researchers and professional translators working in the field." – Liu Lisheng, *School of Foreign Languages, Xuchang University, China*.

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