

## PREFACE

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DOI: <https://www.doi.org/10.52744-978-606-26-1702-8-01>

The present volume, *Translation Times: Texts, Contexts, and Environments*, sets out to explore how translation (re)conceptualisation evolves in response to changing cultural, historical and technological environments. The title suggests an examination of translation from multiple perspectives: the nature of the texts themselves, the contexts in which translations occur, and the various environments that shape and are shaped by translation.

“There is a danger (or an illusion) of conceptualising translation (and the translator) in monolithic or universal terms, by giving priority or even exclusive domination to our own concept” (Gambier, 2018: 19). Laver and Mason (2018: 90) also draw our attention to the diversity of the meanings of *translation* across time and space, pleading for “an all-encompassing term for processes of transfer, change of form or even of location”. Acknowledging the changing nature of translation practices and research, we have to note that *translation* has become “a web of interlocking concepts” (Baker, 2022: 3), and that this complexity reverberates on other related concepts such as *text* and *context/environment*. “In three decades, a new work environment has shaken up the translator’s world. New types of translators are emerging, with a new hierarchy between them, in parallel with a multiplication of labels created for *translation*” (Gambier and Kasperė, 2021).

Needless to say, translation operates with a variety of texts, including fiction, technical documents, legal texts, media content, and online materials that are authenticated while embedding the translator’s voice (Vişan, 2022). Different types of texts present unique challenges to be navigated, requiring specific linguistic skills, domain knowledge and cultural sensitivity. This also raises the question of *translatorship*, which, holistically, can be said to refer to the translator’s expertise, authority, ethics and accountability. In other words, the translator should activate macro-strategies that enable him/her to provide intelligent solutions for particular problems arising in specific situation (Risku, 2004), to integrate information in text

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production rather than in text reproduction through “continuous re-evaluation and reassessment of the original text” (Risku, 2002: 525), to use strategic planning and decision-making skills and self-manage through a reflective approach (Vîlceanu, 2017).

Delving into contexts and environments, we highlight that various contexts influence the source and target texts alike. These contexts can include historical events, cultural norms, social conventions, as well as the intended readership or audience's expectations. Environments can also refer to ideological and geopolitical landscapes, supporting the vision of translation studies as a dynamic, multifaceted field that resists streamlined structures, rigid patterns and narrow perspectives.

On the other hand, *translation times* reflect how the field of translation has shifted over time, considering how past and current events, global interactions and digital encounters impact translation. The phrase might also refer to the time-bound nature of translation work, where the meaning and relevance of translation can change as languages and cultures evolve. Moreover, this unsettling field should find value in its inherent uncertainties, using them as a productive force for further exploration and understanding.

Admittedly, we should understand that translation has managed to evolve in sustainable ways, from a pastime activity to a recognised profession, supported by theoretical insights, meeting the needs of its users, establishing short- and long-term priorities, creating tools and resources that positively impact on the productivity, quality and vitality of the translator's work. It is also important to understand that assembling know-how (*savoir faire*) cannot be separated from *faire-savoir* (as a kind of mirror of *savoir-faire*), encompassing relevance, accessibility, expectations, needs of the receivers, etc. To put it crudely, from its origins to its current status, translation continues to grow in both scope and importance, in the context of an interconnected and rapidly changing global landscape.

Within this framework, the volume incorporates contributions that offer diverse perspectives and insights, showcasing a range of approaches to the interdisciplinary field of translation. These contributions collectively enrich the discussion by presenting multiple standpoints, methodologies and interpretations, reflecting the complexity and openness of the subject matter. Featuring the specific inputs, we mention Cristina Benicchi's concern with literary and cultural translation in *Translating Postcolonial Poetry: Navigating Cultural Diversity*, also shared by Eva Nicoleta Burdușel in *Cultural Transfer in Monastic Context. Erudition and Spirituality in the Translation of Religious Texts*. Onoriu Colăcel concentrates on transmedia issues in *Intersemiotic Translation of Conspiratorial Ideation: from Romanian Language Text to Meme*. Mihaela Cozma evaluates literary translation quality in *On the Relation Between Retranslation and Correctness: The Case of Proper Names in Children's Literature*. Sanae Ejjebli embarks upon *Navigating Collaborative Translation in the Era of Multimodal Communication*, believing that emerging forms of translation have the potential to become more engaging

and culturally resonant. In even more insightful ways, Yves Gambier, in *Multimodality, Translation and Audiovisual Translation*, discusses how multimodality and audiovisual translation intersect in fascinating ways, especially in the digital and media-rich environment of today. Concepción Martín Martín-Mora reflects on institutional translation and highlights the value of coordinated efforts in “*Making multilingualism work*”: *translation policies and practices in the European Union*. Daria Protopopescu goes beyond the linguistic approach in *The Impact of Adverbs on Free Indirect Discourse in Translation*, assessing adverbs as effective devices to capture tone, local flavour and emotional colour. Diana Ștefan-Dinescu and Mihaela Zamfirescu focus on lexical and grammatical gaps in *Romanian specialized affixes – issues in translation between Romanian and English*, building on the hypothesis that affix specialization in deverbal nominals features Romanian rather than English. The role of cutting-edge technology in specialised translation is exemplified and explained by Cristina Varga in *TermTestQA. Question-answering benchmark for measuring ChatGPT 3.5 consistency in terminology*. Last but not least, Nadina Vișan underscores the unique ways in which each language structures meaning and conveys subtleties in *Difficult Tenses? The Argument from Translation*, thus enriching cross-linguistic studies and translation practices.

We hope that this volume will launch an open invitation for researchers, practitioners, translator trainers and other stakeholders to engage in a constructive dialogue so as to align their interests and resources while pursuing innovative, ethical and sustainable solutions in translation.

The Editors

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