



Éric Poirier and Daniel Gallego-Hernández (eds.), *Business and Institutional Translation: New Insights and Reflections*, Newcastle upon Tyne, Cambridge Scholars Publishing, 2018, 254 pages.

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Following the biannual International Conference on Economic, Business, Financial and Institutional Translation held at the Université du Québec à Trois-Rivières in 2016, this peer-reviewed publication is edited by Éric Poirier and Daniel Gallego-Hernández. More than a simple compilation of conference proceedings, it presents a three-parted volume of theme-related subjects that are of interest to instructors, researchers and practitioners alike: 1) Institutional Translation, 2) Business, Finance and Accounting, and 3) Specialized translation.

Academics will appreciate the research aspects in all chapters of this book, as well as the pedagogical value of many chapters. Within these pages, professional translators, terminologists, interpreters, technical writers and editors will also discover ideas that can be used to improve or develop their day-to-day practice since almost all chapters have a practical side too. This being said, one of the most enriching characteristic of this publication is its multilingual nature. Indeed, even though this work is mostly written in English, six out of its fifteen chapters are not written in the language of Shakespeare: three are in French and three are in Spanish, but all have an English abstract.

The many languages and cultures that are presented and analyzed in this volume reflect the wide variety of the language industry demands, university research imperatives, and pedagogical requirements. When reading each chapter, one realizes the correlations and complementarity of every point of view as well as the similarity of issues faced by all language professionals, be they teachers or practitioners. So, let us now examine this book in detail and explore each section separately.

INSTITUTIONAL TRANSLATION

This section includes four chapters. It focuses on translation as an institutional practice seeking to efficiently communicate pertinent

information to people from different parts of the World. However, as the various authors explain, this noble objective is not without challenges and limitations.

The first chapter, written by Gül Durmuşoğlu Köse, Zehra Gülmüş, Volga Yılmaz Gülmüş and Gamze Eren (pp. 3-14), from Anadolu University, in Turkey, offers a perfect example of such a situation. These authors describe the macro challenges (decision-making, division of labour, etc.) and micro challenges (lack of a specific target culture, terminological problems due to gap in educational culture, etc.) they faced as well as the solutions they found when they translated the Turkish-English-German website of Anadolu University.

The second chapter of this section is from Tomáš Svoboda of the Univerzita Karlova (pp. 15-32). The author conducted a large Web-based, questionnaire-based and interview-based survey in seven countries of the European Union on the quality assurance practices in translation of governmental bodies, such as ministries and their translation services. Svoboda enquired about the use of translation technology, translation manuals or styles guides, and quality management strategies. He presents his results, shows contradictions emerging from the collected data, and discusses possible prospects.

In the third chapter, Jinsil Choi, from Keimyung University, offers a solution to the South Korean institutional translation incoherence in translation outputs (pp. 33-44). She proposes the use of a Korean-English parallel corpus to systematically standardize Korean terminology in order to improve the quality and uniformity of translated governmental press releases and publications.

Jamal En-nehass, from Moulay Ismail University, is the author of the last chapter on institutional translation (pp. 45-59). He presents an overview of translation practices influenced by the many different governmental directives, norms and procedures, and the eclectic marketplace characteristics of the Arab World. He also provides a critical analysis on the divergence existing between professional translation requirements and academic institution training. He then proposes an optimistic perspective to establish professional translation standards.

Overall, these four chapters competently demonstrate the need for the harmonisation of terminology, official translation procedures and training in all regions of the World. Strict international uniformity is not necessarily required, but national or regional consistency in professional and

pedagogical practices would bring a higher level of professionalism everywhere.

BUSINESS, FINANCE AND ACCOUNTING

The second section of this publication consists of six chapters presenting a unique perspective on issues language professionals usually face in their own practice. Each author explains their observations and analyses their data in order to appropriately discuss the matter or solve the problems they perceive in their particular domain, or domains, of specialty.

As such, for the first chapter of this section, Leticia Moreno-Pérez, who works at the Universidad de Valladolid, explores the difficulties related to translating hybrid texts, documents with two specialized fields, one economic and the other technical for example (pp. 63-79). She studies how American-English to European-Spanish translators deal with the terminology of one additional specialized field and examines the translation techniques they use to render the economic terminology in purchase agreements.

In her chapter, Miriam P. Leibbrand, from the Vienna University of Economics and Business, analyses language variation in the French-language terminology of consolidated financial statements from Belgian, Canadian, French, Moroccan, and Swiss companies (pp. 81-96). Her corpus of twenty-four consolidated statements is analysed with care and shows that despite widely used International Financial Reporting Standards, regional variations are still present in accounting documentation.

The third chapter of this section is written in French and appropriately complements Leibbrand's chapter. In these pages, Danio Maldussi, from the Università di Bologna, examines the differences in conceptual knowledge between expert competence and translation-oriented competence in the relatively new context of the International Financial Reporting Standards implementation in Italy (pp. 97-117). For the author, in accounting, the cultural and thematic dimensions as well as the conceptual and terminological ones are tied together. Thus, Maldussi presents a conceptual approach and a contrastive perspective strategy to help specialized translators to enhance their practice.

Also written in French, the chapter of Dima El Husseini, from the Université française d'Égypte, continues the disparity theme present in the two previous chapters, but recontextualizes it in localisation, specifically in mobile phone applications, *i.e.*, m-commerce localisation (pp. 119-133). El

Husseini examines two applications encompassing characteristics of the Arabic language. As expected, linguistic variations are an issue: localizing applications written in Franco-Egyptian or Franco-English for local applications in Egypt bring many difficulties of transliteration and proper usage of native expressions, among other concerns. Of course, for the author, translation programs should consider these local specificities when training the next generation of language professionals.

The next chapter is written in Spanish by Iván Martínez Blasco, from the Universidad de Alicante. It addresses the use of metaphors in the language of economics from a linguistic angle and applies the concept of *predicativity employment* to analyze and classify metaphors in Spanish and French (pp. 135-148). Blasco's objective is to develop a lexicographical tool that can be utilised by translators and academics in comparative studies.

Based on previous studies on linguistic management in international business communication realized between 2010 and 2014, the final chapter of this section is written by Alexandra Albuquerque, from the Polytechnic of Porto, and Rute Costa, from the Universidade Nova de Lisboa. In this chapter, the authors describe how national and international companies manage their terminology and specialized language in a translation-mediated multilingual environment (pp. 149-162). They notice that the use of non-professional translators creates communication problems, such as terminology incoherence, to the detriment of efficient business performance.

In consequence, Albuquerque and Costa call for a change in organizational culture in translation and terminology management as a solution to improve national and international business.

These six chapters bring forward the importance of taking into account local and regional differences when language professionals translate or localize a business-related, financial or accounting document. Indeed, cultural, legal and societal variances do impact the way a message is received and adopted by the local people or authorities. Once more, adapted terminologies and harmonised procedures are at the heart of the proposed solutions.

SPECIALIZED TRANSLATION

The final section of this book is made of five chapters and has a definite pedagogical overtone. It relates the detailed observations of several academics on translation market practices and university training programs,

and proposes the establishment of bridges between these two key components of the language industry.

For instance, in her chapter written in Spanish, Montserrat Cunillera Domènech, from Pompeu Fabra University, reiterates the well-known limits of bilingual and multilingual dictionaries used in legal translation, and proposes a solution to this inherent problem (pp. 165-177). She argues in favor of a contrastive analysis approach based on comparative law when translating terms of different languages and different legal systems. Of course, this approach can be easily implemented in legal translation training programs.

Also written in Spanish, the chapter submitted by Carmen García Álvarez, from the University of Pablo de Olavide, Seville, makes a clear statement: in Spain, current degrees and curricula in Translation and Interpreting need to be revised and focus more on foreign trade, since this area seems to require more translation services (pp. 179-191). She bases her assertion on a survey conducted among Andalusian export firms and the analysis of several translation courses syllabi.

The third chapter of this section is authored by Turkey Alshaihi, Andrew Rothwell and Maria Fernandez-Parra, from Swansea University. These three academics aim to assess Saudi translators' competences in order to evaluate and develop university translation programs adapted to the Saudi market (pp. 193-209). For this purpose, they surveyed seventy-three professional translators from the private and public sectors. They discovered a wide range of competencies among language professionals, and conclude that Saudi policies and regulations of the translation market as well as the training programs of Saudi universities need to be revisited.

Written in French by Laurence Jay-Rayon Ibrahim Aibo, from Montclair State University, the penultimate chapter of this section draws on the author's experience managing an online course (pp. 211-222). She teaches English to French specialized translation, and uses discussion forums as pedagogical tools to make sure that her students develop and adopt practical methodologies through selecting reliable sources and consulting non-aligned corpora. Peer learning and self-evaluation are among the strategies used by students to improve their skills and competencies.

Collaborating for the final chapter of this volume (pp. 223-40), Roda P. Roberts, from the University of Ottawa, and Belén López Arroyo, from the Universidad de Valladolid, exemplify their argumentation with the field of oenology, the science of wine making. The authors advocate using specialized multilingual comparable corpora for translating specialized texts

and not simply for conducting research or training students. As they present examples of concordance lines found in English and Spanish corpora of oenology, the authors demonstrate that relevant information can be found and effectively used by all translators, experts and beginners alike.

In summary, the importance of adjusting academic programs and courses to the ever evolving translation markets is well demonstrated throughout these five chapters, which also explain how to successfully harmonize university pedagogy and market demands by being aware of the current trends of the global and local markets. Instructors can consequently learn how to adapt their teaching to the future practices of our professions (translation, terminology, interpreting, editing, technical writing or teaching), and develop new pedagogical and professional tools that will be at the center of our future practices.

As we saw throughout this review, the three sections of this book are complementary and achieve their collective objective of bringing unique insights and deep reflections to the readers. Sometimes, the authors provide us with very technical information, but they compensate this complexity by strategically placing illustrations, tables or figures in their chapters to visualize the more obscure content. Of course, in any academic and professional publication, a certain degree of technicity is not only expected, it is required. Translation is not an easy subject to describe, analyse and explain after all. In addition, business and institutional translation is intricate: many agents (from politicians to business managers), field specific requirements, local and global professional practices, national training programs, and regional market demands profoundly influence this specialized form of translation.

In the end, one can affirm that *Éric Poirier* and *Daniel Gallego-Hernández* must be proud of their book, as it is not only useful for academics in higher education, but also for language professionals in search of solutions. Furthermore, the linguistic, cultural and geographic diversity of the many authors brings as much a global perspective to this publication as an inner view of the regional, national and local workings of translation practices from all over the World. In short, this book is definitely worth reading.

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