



Translation Quality Assessment: Past and Present

By Juliane House

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Translation Quality Assessment: Past and Present By Juliane House

Translation Quality Assessment has become one of the key issues in translation studies. This comprehensive and up-to-date treatment of translation evaluation makes explicit the grounds of judging the worth of a translation and emphasizes that translation is, at its core, a linguistic art.

Written by the author of the world's best known model of translation quality assessment, Juliane House provides an overview of relevant contemporary interdisciplinary research on intercultural communication and globalization research, corpus and psycho- and neurolinguistic studies. House also acknowledges the importance of socio-cultural and situational context in which texts are embedded, and which need to be analysed when they are transferred through space and time in acts of translation but also highlights the linguistic art form of translation.

The text includes a newly revised and presented model of translation quality assessment which, like its predecessor, relies on detailed textual and culturally informed contextual analysis and comparison. The test cases also show that there are two steps in translation evaluation: firstly analysis, description and explanation; secondly, judgements of value, socio-cultural relevance and appropriateness. The second is futile without the first: to judge is easy, to understand less so.

Translation Quality Assessment is an invaluable resource for students and researchers of Translation Studies and Intercultural Communication, as well as for professional translators.

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Editorial Review

Review

'Juliane House's book is much more than an updated edition of her earlier groundbreaking accounts of Translation Quality Assessment. It is the fruit of 40 years of research in translation (from both professional and academic perspectives) and the crowning achievement of a lifetime's devotion to testing and refining a theoretical model that reflects the true nature of translation. At one and the same time, it shows the enduring nature of the original insights and offers a comprehensive model, encompassing a wide range of new thinking, including cross-cultural pragmatics, globalization and the contemporary themes of power, conflict and ethics. There simply is no rival to this book.' Ian Mason, *Heriot Watt University, UK*

'Researchers, teachers and practitioners have been waiting for this extended and updated version of Juliane House's standard work. It is arguably the most comprehensive in the field, it links up quality assessment of (translated) texts with their function in relevant contexts, and it emphasizes the connection with empirical studies of language - and thus scientific research. Outstanding!' Erich Steiner, *Saarland University, Germany*

About the Author

Juliane House is Emeritus Professor of Applied Linguistics at University of Hamburg, Germany. She is Director of Programs in Arts and Sciences at Hellenic American University, Athens, Greece and President of the International Association for Translation and Intercultural Communication. Her most important books are *Translation Quality Assessment: A Model Revisited* (1997), *Translation* (2009), *Translational Action and intercultural Communication* (2009) and *Translation: A Multidisciplinary Approach* (2014).

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