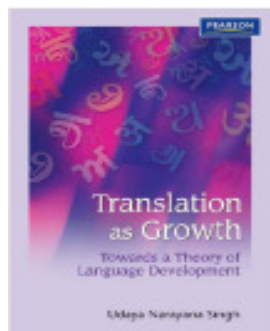


BOOK BEAT



Translation as Growth

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Dorling Kindersley (India) Pvt. Ltd.
2010

Udaya Narayana Singh explores a vast expanse of ideas ranging from language planning to cultural legacy across communities in *Translation as Growth* and relates them to the very act and the philosophy of translation and text. It opens with a detailed account of how translation could be an important tool in language planning and eventually navigates through the debates of epistemological and creative hierarchy of the 'original' over the 'translation' and finally brings to the reader a critique of a wide range of theories and issues spanning from the classical philosophy of the orient and the occident to the postmodern theories of recent times and delivers an extensive discourse on language, text and society from the point of view of a translation theorist.

The reader is provided with an insightful study of the distinction between metaphrase ('literal' translation) and paraphrase, that had been originally drawn by the ancient Greeks and later adopted by the English poet and translator John Dryden. The reader observes the emergence of a 'sociological theory of text' vis-à-vis the role of the translator. This work urges the conscious reader to recall Lefevere's description of translation as being "a rewriting of an original text." It examines theories like 'reader's response', 'deconstruction' in order to arrive at a discursive ground that situates translation as being a necessary and perhaps the most significant vehicle for the sustenance of the otherwise 'self-destructing' text.

Translation Today Vol. 6 No. 1 & 2 2009 © CIIL 2009

The author also takes into consideration the ‘culture industry’ where a translator and his work have to survive. He asserts that translation works not merely as a twice removed replication, it fosters and preserves culture; *ipso facto* opens a discourse on the definition of translation. The translator is also looked upon as someone bridging cultural gaps and differences without threatening individualities.

This work portrays and examines the reader’s participation in the process of continuous ‘re-creation’ and goes on to venture into the contemporary reader’s psyche—the reader who is equipped with technology. We find ourselves face to face with a panoramic view of the modern world of media and its power and influence instantiated in various forms. It also deals with metaphors emerging from various translation theories.

CONTENTS

<i>Acknowledgements</i>	ix
<i>Introduction</i>	1
1. WRITING AS OTHERING: TRANSLATION AS CHANGING PERSONAL TERMINATIONS	30
2. CREATIVITY AND TRANSLATIVITY: A CASE FOR DOUBLE. ARTICULATION?	44
3. THOUGHTS ON THEORIES OF TEXTS AND TRANSLATIONS	67
4. TRANSLATION: ‘TRY THY METAPHOR’	83
5. TRANSLATION, TRANSLUCENCE AND TRANSCENDENCE	97
6. TRANSLATING <i>UTTAR-AADHUNIKATAA</i> : DEBATES FROM THE BHAA SAA LITERARY SCENE	117
7. SOME THOUGHTS ON TRANSCREATION OF TEXTS	139
8. SAYING IT AGAIN: ON BUILDING MODELS OF LITERARY TRANSLATION	165
9. TRANSLATING ALIEN CULTURES: SEARCH FOR THE NATIVE	177
10. LAMENTATIONS AND CELEBRATIONS	187
<i>Bibliography</i>	198
<i>Credits</i>	214
<i>Index</i>	217
<i>About the Author</i>	229