

# The International in a National: Translation as a Factor of the National Evolution

Senate Suite, University College, Durham University

13 May 2019, 9am to 6pm



Cultures, the realm of ideas and values, were early understood as hybrids. At the end of the nineteenth century, Adolf Bastian, a nineteenth-century anthropologist, insisted that cultures, like races, are never pure as they are products of not only their own evolution, but also of diverse interactions with other cultures. If so, translation, broadly conceived, i.e. including verbal and extraverbal transfers, must be an important factor in the nation formation/evolution. While traditionally understanding a nation implies understanding its 'essence', i.e. its language and culture, politics and economy, arts, religion etc., studying a nation's translation history offers an insight into the role of international influences on its 'essence'. The research focus, thus, shifts from the studied nation's internal 'self', from its core to the 'circumferential' aspects of its history, to its interactions with its sociocultural environment through various transfers, which may have played smaller or bigger roles and sometimes introduced paradigmatic changes (e.g. adopting Christianity by Kievan Rus' or implementing the Marxist philosophy in twentieth-century Russia). The goal of the conference, is to explore the role translation plays in the national evolution and to examine translation as a methodological tool for studying the measure of the international in a national.

The venue is restricted to 40 participants. The registration for attending the event is free but mandatory. In order to facilitate our catering preparation, please make sure that you attend the event after registration.

**To register go to:**

<https://www.dur.ac.uk/conference.booking/details/?id=1237>

# The International in a National: Translation as a Factor of the National Evolution

## Organised by:

Dr Sergey Tyulenev, Dr Bingham Zheng, Prof. Andy Byford, Dr Ge Bai

## Sponsored by:

Centre for Intercultural Mediation (CIM)

Cross-Language Dynamics, Open World Research Initiative (OWRI), AHRC

School of Modern Languages and Cultures (MLAC), Durham University

## Programme:

9:00–9:30 *Registration*

9:30–10:00 Welcome (Chair: Dr Bingham Zheng, Director of CIM)

Prof. Jonathan Long, Head of School of Modern Languages and Cultures

Prof. Andy Byford, Cross-Language Dynamics, OWRI Co-Investigator

Dr Sergey Tyulenev, conference co-organiser

10:00–11:00 (Chair: Dr Ita MacCarthy)

Prof. **Brian Baer**, “Queering the Transnational: Translation and Semiodiversity in AnnMarie Jagose’s *In Translation*”

11:00–12:00 (Chair: Dr Bingham Zheng)

Dr **Geng Song**, “Translating Chineseness through Popular Culture”

12:00–13:00 (Chair: Dr Penny Johnson)

Dr **Zuzana Jettmarová**, “Translation in Service”

13:00–14:00 *Lunch*

14:00–15:00 (Chair: Prof. Andy Byford)

Prof. **Nike Pokorn**, “Divisive Translations: Nation-building through Translation in the 19<sup>th</sup>-century Austro-Hungarian town of Ljubljana”

15:00–16:00 (Chair: Mr Don Starr)

Dr **Sergey Tyulenev** and Dr **Bingham Zheng**, “Translation: Turning Nations into Transnations”

16:00–16:30 *Coffee break*

16:30–18:00 Roundtable (Chair: Prof. Daniel Newman)

## Speakers:

Professor **Brian J. Baer**, Kent State University, USA

Brian James Baer is Professor of Russian and Translation Studies at Kent State University and Leading Research Fellow at the Higher School of Economics in Moscow. He is author of the monograph *Translation and the Making of Modern Russian Literature* and founding editor of the journal *Translation and Interpreting Studies*, as well as the editor of several collected volumes, including *Contexts, Subtexts, Pretexts: Literary Translation in Eastern Europe and Russia* (2011), *Researching Translation and Interpreting*, with Claudia Angelelli (2015), *Translation in Russian Contexts*, with Susanna Witt (2018), and *Queering Translation, Translating the Queer*, with Klaus Kaindl (2018). He is founding editor of the journal *Translation and Interpreting Studies* and co-editor of the Bloomsbury book series *Literatures, Cultures, Translation*. He is also the translator of Juri Lotman's final monograph, *The Unpredictable Workings of Culture* (2013), and is the current president of the American Translation and Interpreting Studies Association.

Dr **Zuzana Jettmarová**, Charles University in Prague, Czech Republic

Dr Zuzana Jettmarová is Associate Professor in Translation Studies, Faculty of Arts, Charles University in Prague. She has widely published on various aspects of translation theory, Czech and East European translation theory, history and practice, and on translation and interpreting as forms of sociocultural communication. She authored the monograph *Tradition versus Modernity: From the Classic Period of the Prague School to Translation Studies at the Beginning of the 21<sup>st</sup> Century* (Prague: Charles University Press, 2008). In 2011, she edited the English translation of Jiří Levý's classic *The Art of Translation* (Amsterdam: John Benjamins). She also co-edited several influential collections, among them are *Translation as Intercultural Communication: Selected Papers from the EST Congress, Prague, 1995* (Amsterdam: John Benjamins, 1997) and *Sociocultural Aspects of Translating and Interpreting* (Amsterdam: John Benjamins, 2006).

Professor **Nike K. Pokorn**, University of Ljubljana, Slovenia

Dr Nike K. Pokorn is Professor in Translation Studies at the University of Ljubljana, where she currently serves as the Director of Doctoral Studies in TS. Her research interests include translation and censorship, directionality in translation and public-service interpreting and translation. She was a member of the 8-member Expert Group appointed by the DGT at the European Commission that was responsible for setting up the EMT network and creating the EMT competences document. She won the EST Award for her doctoral thesis, and served two terms on the board of European Society for Translation Studies, and two terms on the board of European Master's in Translation Network. In 2017 she was elected director of the board of the Network of International Doctorate in Translation Studies ID-TS. She has published articles in different TS journals (e.g. in *The Target*, *The Translator*, *The Interpreter and Translator Trainer*, *Translation and Interpreting Studies*, *Across*, *Perspectives*), and is the author of the following monographs: *Challenging the Traditional Axioms: Translation into a Non-Mother Tongue* (2005) and *Post-Socialist Translation Practices* (2012).

Dr **Geng Song**, The School of Chinese, University of Hong Kong

Dr Geng Song is Associate Professor in the School of Chinese, University of Hong Kong. He has written extensively on issues such as men and masculinities in China, Chinese television and Chinese nationalism. Among his publications are *The Fragile Scholar: Power and Masculinity in Chinese Culture* (HKUP, 2004); *Men and Masculinities in Contemporary China* (co-author, Brill, 2014); *Chinese Television in the Twenty-First Century* (co-editor, Routledge, 2015); *The Sound of Salt Forming: Short Stories by the Post-80s Generation in China* (co-editor, Hawaii UP, 2016); *The Cosmopolitan Dream: Transnational Chinese Masculinities in a Global Age* (co-editor, HKUP, 2018) as well as a number of articles in such journals as *Modern China*, *The China Journal* and *Asian Studies Review*. He co-edits a book series on "Transnational Asian Masculinities" for Hong Kong University Press. He is currently working on a project on gender politics and nationalism in Chinese television.

**Dr Sergey Tyulenev**, School of Modern Languages and Cultures, Durham University

Dr Sergey Tyulenev is Associate Professor in Translation Studies and the Director of the MA in TS in the School of Modern Languages and Cultures, Durham University, a guest professor at Nankai University, Tianjin, and Guangdong Foreign Studies University, Guangzhou, China, a member of the consultative TS committee at the Higher School of Economics, Moscow, Russia. He conducted postdoctoral research at the University of Cambridge (UK) and at the University of the Free State (Bloemfontein, South Africa). His scholarly interests include translation theory, the history of translation in Russia, the sociology of translation as well as the epistemology of translation research. His major publications include the following monographs: *Theory of Translation* (Moscow: Gardariki, 2004; currently being translated into Chinese for the Wuhan University Press); *Applying Luhmann to Translation Studies* (New York and London: Routledge, 2011); *Translation and the Westernization of Eighteenth-Century Russia* (Berlin: Frank & Timme, 2012); *Translation and Society: An Introduction* (London and New York: Routledge, 2015); *Translation in the Public Sphere* (Palgrave Macmillan, 2018). See more on [www.tyulenev.org](http://www.tyulenev.org).

**Dr Bingham Zheng**, School of Modern Languages and Cultures, Durham University

Dr Bingham Zheng is Associate Professor of Translation Studies at Durham University, where he serves as the Director of the Centre for Intercultural Mediation. He has held a by-fellowship at Churchill College, Cambridge University and a visiting professorship at Nankai University in China. His research interests include cognitive translation studies, neuroscience of translation, and comparative translation and interpreting studies. He has published 5 monographs and edited books, with over 30 research papers appearing in TS journals and special volumes, including *Target*, *Babel*, *Perspectives*, *Translation & Interpreting Studies*, *Across Languages and Cultures*, *Translation Cognition & Behavior*, *Asia-Pacific Translation & Intercultural Studies*, *Foreign Language Teaching & Research*, and *Journal of Foreign Languages*. He is currently working on several interdisciplinary projects, such as “Neuro-cognitive Studies of Translation and Interpreting”, “Chinese Wisdom and Modern Management”, “Beyond the Boundaries of Translation”. He is a guest editor of journals including *Translation and Interpreting Studies*, *Translation Quarterly*, and *Foreign Language Teaching & Research*.

**Abstracts:**

**Prof. Brian J. Baer**, “Queering the Transnational: Translation and Semiodiversity in AnnMarie Jagose’s *In Translation*”

In this paper, I will outline the potential contributions of queer theory to Translation Studies by discussing how it might be used to queer the concepts that have served as the pillars of the most popular and influential models of translation in the West for decades now by definitively exorcizing them of what Gloria Anzaldúa has referred to as “the absolute despot duality” (Anzaldúa 2012, 41). I will focus specifically on queer theorist AnnMarie Jagose’s novel *In Translation* (1994). Although virtually every relationship in the novel is triangulated, Jagose’s queer project involves far more than simply resisting binaries. She suggests the ways in which equivalence is in fact an effect of different regimes of multilingualism, what M. A. K. Halliday designated by the terms glossodiversity and semiodiversity, with the former describing a diversity of linguistic codes and the latter, a diversity of meanings conveyed. As David Gramling explains, the paradigm of glossodiversity, which is a historical outlier, “empowers speakers to say the same thing in many languages, to disseminate intellectual property translingually with heightened efficiency and reduced incidence of accidental content” (2016, 32). Semiodiversity, on the other hand, stresses semantic differences across language, but, Gramling cautions, it is “not reducible to how various recognized languages can house divergent meaning for an ostensible cognate concept, but also attends to how such meanings become stretched and unmoored amid historical and ecological constellations among those languages” (32). What Jagose does, I argue, is stage a coming of age story in which the narrator moves from the innocence and semantic stability of a glossodiverse world to the queerness of semiodiversity, where translation and citation do not establish equivalences and fix meanings but rather leave meanings stretched and unmoored.

### **Dr Geng Song, “Translating Chineseness through Popular Culture”**

The past decade has witnessed growing concern about national soft power in China. Popular culture, web fiction and TV drama in particular, has become a new form of Chinese soft power. It manifests a zealous pursuit of transnational modernity and cosmopolitan identity in the global age while simultaneously reinforcing a China-centric nationalist view of the world. On the one hand, the population’s enthusiasm for globalization and cosmopolitanism reflects an entrenched obsession with the Western model of modernity. On the other, the national Other, both demonized and idolized, serves as a foil against the population’s flourishing self-esteem and self-confidence. With growing transnational mobility, the construction of the Self is increasingly played out in, and through, the inscription of Otherness. Through critical readings of recent Chinese films and TV programs, this talk explores the ideological features associated with discourses of the Self and the Other in a global context, with particular attention to how a state-sanctioned vision of Chineseness and Chinese-style cosmopolitanism has been constructed against an exotic Other.

### **Dr Zuzana Jettmarová, “Translation in Service”**

Translation has played two developmental roles – that of: (1) universalisation in the process of building e.g. world literature (national → international), and (2) differentiation (inter/national → national) in the constitution of national languages and literatures, and in the introduction of genres, sub-genres and styles imported through stylistic calques. From the ideological point, translation assisted in the transfer and spread of ideas and ideological systems (e.g. religious or political). During the period of its hegemony, Soviet Russia enjoyed the role of the supranational power within its satellite nation-state territory. After 1989, the countries of the former Soviet Block embarked on market economy and opened to the international market. Market advertising as such did not exist, and the domestic genre had to be (re)constituted for its new function. To a large degree, it was re-established through the import of international marketing practices, including global or regional advertising campaigns. International import also included the localisation of international journals that prompted the invigoration of local production. I will focus on the latter two cases of transnational communication in respect of organisational flows and institutional control, the dynamics of translation method in relation to the dynamics of economy and the consumer.

### **Prof. Nike Pokorn, “Divisive Translations: Nation-building through Translation in the 19<sup>th</sup>-century Austro-Hungarian town of Ljubljana”**

The presentation will focus on the role of translation in the cultural life of the Austro-Hungarian town of Ljubljana in the late 19th century as it was reported about and manifested in the most important Slovene literary magazine of the period *Ljubljanski zvon* (Ljubljana Bell). The research analyses 240 issues of *Ljubljanski zvon*, beginning with 1881, when the magazine was established, until 1900. First, to provide some background information on translation flows, the most exhaustive Slovene electronic online bibliographic source was checked for all translations into or from Slovene published as books in the period 1800 to 1900. The analysis of the data shows that the most extensive exchange happened between Slovene and German. Then all translations and theoretical and normative positions regarding translations published in the literary magazine *Ljubljanski zvon* were identified. On the basis of this second set of data, it is concluded that translation activity in 19th century Ljubljana did not primarily serve as a tool of intercultural communication, but as one of the means through which linguistic borders were imposed on a community that was to a large extent bilingual. Translations, in particular those from and into German, became an act of bordering, an attempt to impose the border on polycultural community with an aim to transform an existent bilingual society into two linguistically separate cultures.

### **Dr Sergey Tyulenev & Dr Bingham Zheng, “Translation: Turning Nations into Transnations”**

‘National’ is usually seen as an antonym of ‘transnational’, but nations are inevitably hybrids. Adolf Bastian, a nineteenth-century anthropologist, insisted that cultures are never pure as they are products of not only their own evolution, but also of diverse interactions with other cultures. A national, thus, is a hybrid of international contacts. Translation, broadly conceived, i.e. including verbal and extraverbal transfers, is a *sine qua non* factor in making each nation what it is – what it is in its own eyes and what it is in the eyes of its neighbours. While traditionally, understanding a nation implies understanding its essence, its core, i.e. a peculiar combination of its language and culture, politics and economy, arts, religion etc., studying a nation’s translation history offers an insight into the role of international influences on its ‘essence’ and shows the essence as a collection of ‘nationalised’ features borrowed from other nations. The national, it may be argued, is little more than an idiosyncratic way of mixing up cultural phenomena many of which were not originally part of that nation’s self but of alter-nations. A nation draws things from a pool of phenomena made internationally available. What makes national phenomena international and how does a nation adopt and adapt what is made international? The key is a broadly conceived mechanism of translation.