

Editorial Preface

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The landscape of translation studies today is the outcome of the natural development of all the shifts and turns in the research focus, theoretical backup, and research methodology regarding the phenomenon of translation over the past scores of years. The first important shift in the 1950s, better known as the “linguistic turn,” represents a reaction against the empirically-focused, speculative philological approach and a turn towards a more scientific investigation of translation backed up by general linguistics. From the 1970s, translation studies have moved beyond the province of language and reached out to the interaction between translation and the larger issues of context, history, and convention. This move from translation as a text to translation as culture and politics culminated in the “cultural turn” outlined by Susan Bassnett and André Lefevere in the early 1990s. The “cultural turn” was reinforced as well as complicated by the contact between translation studies and gender studies, deconstruction and post-colonialism, among others. Over the past two decades, cultural approaches have been rapidly expanding to encompass sociological concerns, technological advances, and ethical considerations. Parallel to these advances is a historical orientation, in which translation scholars are devoted to tracing the history of translation practice as well as of translation theories.

Under the combined impact of multiple turns and shifts, translation studies is growing increasingly interdisciplinary and diversified in terms of the theoretical backup, methodological approaches, and research objects. While interdisciplinarity has contributed to the formation of new theories, it might also have provoked the fragmentation of translation studies as a separate discipline per se. The increasing diversity of paradigms is likewise one of the possible sources of conflict that calls into question the status of the fledgling discipline. Moreover, as there is still no shared understanding of the basic vocabularies in the discussion, opinions in almost all the current fields of enquiry vary considerably. This is partly why the overall profile of the discipline is getting blurry and discursive to some extent.

The International Journal of Translation, Interpretation, and Applied Linguistics (IJTIAL) comes into existence when the young discipline is stimulated as well as hindered by all the turns and shifts. As the name indicates, the journal offers a combined platform of communication for both translation studies and applied linguistics. This combination is meaningful in that the two fields of study have been close neighbors and translation was once studied under the swing of applied linguistics before it gained its independence. When used in parallel with translation and interpretation, applied linguistics is understood as the “application” of existing technical knowledge from linguistics to the solutions for real-world problems, which include, but are not limited to, the commonly applied areas such as language education, lexicography, language planning. Generally speaking, the journal is distinctive for its applied focus to encourage sound empirical interdisciplinary research that aims at the improvement of translation and language practice while leaving room for theoretical research articles as well.

The inaugural issue of IJTIAL is a lifelike portrait of translation studies and applied linguistics today. It brings together one dictionary review and five research articles that represent the current research interests in applied linguistics as well as the “turns” and “shifts” in translation studies.

A Survey on the Acceptability of Equivalence-based Translation into Yorùbá Language in the Domain of Information and Communication Technology investigates the acceptability of equivalence-based translation of the menu of TECNO Android Phones into Yorùbá Language, one of the three major languages in Nigeria. The research is valuable for its non-European perspective on the effect of localization of technical texts into a minority language of Africa.

Human vs. AI: An Assessment of the Translation Quality Between Translators and Machine Translation makes an assessment of translations of 4 selected major online machine translation platforms in terms of their efficiency, operating mode and condition. It addresses a very promising field of enquiry on translation technology.

Sidney Shapiro's Translatorial Agency: A Diachronic Perspective offers a historical perspective of sociological investigation on five important modern Chinese novels translated by Sidney Shapiro. Drawing on available studies and archival primary sources, this paper looks into the development of translatorial agency by uncovering the translator's textual, paratextual and extratextual agency that changed over half of century of his translation career.

The Discursive Construction of News Values in the Headline: A Case Study of BBC News Reports on Zimbabwe Crisis makes a discursive analysis of the news value construction in the headlines of new media news. The data include 59 news headlines on coverage of Zimbabwe Crisis released in the apps of BBC from November 6th to November 18th, 2017. It is an empirical interdisciplinary research on how language resources are used by newsmakers to construct news value in the headlines and how news values are realized in the context of communication.

Factors Related to EFL/ESL Readers' Reading Strategy Use: A Literature Review is a detailed review of recent empirical studies on factors related to college-level EFL/ESL learners' reading strategy use. The findings will be of value to the research on EFL/ESL reader's reading strategy.

A Review of the Oxford Chichewa-English/English-Chichewa Dictionary by Steven Paas contains a critical review on Chichewa-English/English-Chichewa dictionary compiled by Steven Paas and published in 2016. It shows the profound research knowledge of the author and has practical significance for learners of the language pair.

Our sincere gratitude goes to the Associate Editors, Editorial Board members, and ad hoc reviewers, particularly to Geoffrey Koby, Olaf Immanuel Seel, Ilaria Rizzato, and Yuanyuan Mu. Without their efforts to spread the Call for Papers or review manuscripts, the first issue of IJTIAL would never have been accomplished. We would also like to thank IGI Global for their professional aid in producing this inaugural issue.

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