

Risk Management in Translation by Strategic Adjustment of Cultural Content

Dr. Anca GÂȚĂ, Prof.

Anca.Gata@ugal.ro

Domain: Translation Studies

Main research questions:

- 1) Which instruments and tools should the translator appeal to in order to make the translated text (TT) adequate for reception by an audience belonging to another temporal, geographical, and cultural setting?
- 2) In the same line of inquiry, what type and which quantity of encyclopedic references should be provided by the translator in the TT so as to ensure for the reader a wider understanding of the source cultural background and, through this, at least in part, a better recovery of the source text (ST) meanings by reconstruction of the Other's cultural context?
- 3) How should risks be dealt to?

In answering both questions, the analyst is confronted with *risks*.

Risk 1: In the *analysis*: The assumption on which the questions rely could be wrong, since it admits as valid the translator's decision to supplement the ST with, for instance, informative and descriptive notes.

Risk 2: In the *solutions* provided by the analysis: The amount of information thus provided increases the dimensions of the TT, making it more difficult to be accepted by the reader and by the publisher – and involving marketing considerations.

Outcomes:

When no adaptation and localization of the unique referents in the ST is not practiced, the TT may have low impact on its audience or else provide only a superficial, hence little, grasp of encyclopedic knowledge. Informative and descriptive notes and expansions in the TT, highly increase its density and its dimension. Nevertheless, such solutions may contribute to a better-informed reading, and, at length, to educating citizens evolving in a global world.

Recently published contribution

2018: [Traducere, adaptare, localizare: aplicații didactice în context academic \(franceză-română\)](#) Conference Proceedings Citation Index (CPCI) Clarivate Analytics – ISI equivalent