

# TABLE OF CONTENTS

Introduction.....	1
<b>Part I: Methods and concepts</b>	
Reflections on Theory-driven and Case-oriented Approaches to Comparative Translation Historiography <i>Judy Wakabayashi</i> .....	8
On Thick Translation as a Mode of Cultural Representation <i>Martha P.Y. Cheung</i> .....	22
<b>Part II: Verbal and Visual Perspectives</b>	
Translating the Visual. The Importance of Visual Elements in the Translation of Advertising across Cultures <i>Ira Torresi</i> .....	38
Book Illustration as Intersemiotic Translation: The Case of <i>Alice in Wonderland</i> in Brazil <i>Nilce M. Pereira</i> .....	56
A Japanese <i>Salome</i> as Harmonization of Self and Other: A Unique Strategy within Japanese Literary Translation <i>Miki Sato</i> .....	78
Personal Pronouns in Cross-cultural Contact: The Case of Natsume Soseki 1905–1916 <i>Emiko Okayama</i> .....	91
Australia’s Print Media Model of the Arab World. A Linguistic Perspective <i>Stuart Campbell</i> .....	111
<b>Part III: Challenges in Training and Technology</b>	
Translator Competence Contextualized. Translator Training in the Framework of Higher Education Reform: In Search of Alignment in Curricular Design <i>Dorothy Kelly</i> .....	128



Turning Language Students into Translators: What do they Need to Learn? <i>Monika Smith</i> .....	143
Translation error analysis: A systemic functional grammar approach <i>Mira Kim</i> .....	161
Cultural Identity and English Teaching in Today's Chile <i>Haroldo Quinteros</i> .....	176
Translation Memories and Parallel Corpora: Challenges for the Translation Trainer <i>Dorothy Kenny</i> .....	192
Exploring User Acceptance of Machine Translation Output: A Recipient Evaluation <i>Lynne Bowker and Melissa Ehgoetz</i> .....	209
Contributors .....	225
Index .....	230