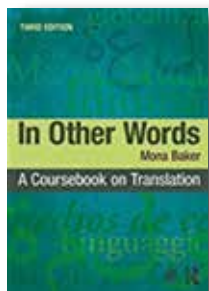


In Other Words: A Coursebook on Translation

Mona Baker. 2018. 3rd ed. New York, NY: Routledge. [ISBN 978-1-138-66688-7. 370 pages, including index. US\$38.95 (soft cover).]



The third edition of this widely used translation studies textbook, *In Other Words: A Coursebook on Translation*, includes a new chapter on how to handle visual puns and other issues that may arise when the match between visual elements and text in one language (the source) cannot be easily replicated in

another language (the target). Baker takes us text unit-by-text unit through potential problems and pitfalls when trying to transfer meaning from one linguistic system and culture to another. She starts with the smallest such unit, a single word, and moves through sentences and paragraphs to entire documents, including associated imagery. Beyond static text, Baker also discusses subtitling and translating other heavily visual media, such as comics. A chapter on ethical questions that both translators and interpreters may need to consider rounds out the book.

Each chapter includes examples from a variety of languages to illustrate the points discussed, extensive footnotes, a bibliography for further reading on the topic at hand, and suggested exercises. A glossary at the end explains the terms used throughout the book, but familiarity with the terminology used by linguists to dissect texts would be helpful before tackling the textbook.

Since this is a language-independent textbook, the exercises assume English as the source language—a slight problem for us into-English translators. All exercises ask the reader to reflect upon and explain the translation choices he/she makes. However, given the nature of the exercises, there is no answer key. Thus, the book is best used in educational or group settings where others may provide feedback.

The problems Baker raises are certainly worth contemplating, although they may be more applicable to working with literary or marketing texts rather than technical specifications or birth certificates. In the real world, however, deadlines and payment based on word count, not time spent, mean that many freelance translators rarely have time to ponder some of the finer points of implicatures or tone raised in this book.

Nonetheless, as a working translator without a formal background in the profession, I kept discovering issues that I had solved without necessarily thinking of them within a theoretical framework. Other problems were new to me but were interesting to contemplate anyway. Given the variety of languages used in the examples, I also learned interesting facts about, for example, Chinese or Arabic.

Even though *In Other Words* is a textbook for students of translation, those involved in writing source text or managing the translation process could benefit from reading it. The book's thorough exploration of the various ways in which a target text may differ from its source can help non-translators appreciate—or possibly question—how their translators approach the project.

Barbara Jungwirth

Barbara Jungwirth owns reliable translations llc (www.reliable-translations.com), where she translates technical and medical documents from German into English. She also writes about medical issues (www.bjungwirth.com). Barbara was previously a technical writer and IT manager.

Thinking Globally, Composing Locally: Rethinking Online Writing in the Age of the Global Internet

Rich Rice and Kirk St.Amant, eds. 2018. Louisville, CO: Utah State University Press. [ISBN 978-1-60732-663-2. 366 pages, including index. US\$39.95 (softcover).]



Thinking Globally, Composing Locally is an anthology with 15 chapters, plus an introduction and afterword by the editors. As Rice and St.Amant say, “We have inhabited digital landscapes for several decades...[but] the international online environment exists as a new terrain that must be continuously (re)examined and (re)mapped” (p. 341). This book brings us recent studies and new pedagogies from many cultures, including Egypt, Greece, Indonesia, Turkey, and Uganda, as well as the United States.

If you teach technical writing, you will find this book valuable both to devise new curricula and to assign case studies to your students. For example,

Josephine Walwema explains how a class can use digital notebooks to let students in several countries

share ideas. Cross-cultural composition and discussion help all participants become better writers and more culturally aware.

J. C. Lee describes how an online global forum about amphibians requires all contributions to be in standard English. This is not to be old-fashioned, but to be sure everyone understands you (no regional idioms) and to help contributors from other languages improve their English language skills.

If you are a practicing technical communicator, you may find many of the chapters fascinating, as I did, even though this isn't a "how-to" writing or editing guide. Some authors relay inspiring stories of their experiences in cultures other than their own. Some chapters made me think in new ways about the global audience who have access to our work. For example,

Amber Engleson's ethnography of how her Indonesian students struggle to get access to the published articles they need for their research made me realize the truth of her statement that "Resources *are* power; they dictate who can add to the current global written conversations and what they can write about" (emphasis in the original, p. 170).

In her study of how an online campaign spread virally, but then ran into trouble, Lavinia Hirsu draws our attention to the difference between "spreadability" and "drillability." The latter is about going deeper into the story. Passing on a tweet or liking a YouTube video isn't the same as engaging in the reality and complexity of the content.

As Hirsu writes, "The teaching of traditional [rhetorical] concepts . . . needs to be supplemented with a pedagogy attuned to the realities of a global world in flux" (p. 270). *Thinking Globally, Composing Locally* can help teachers do that. It can also help practitioners appreciate just how global our reach is today.

Janice (Ginny) Redish

Janice (Ginny) Redish is President of Redish & Associates in Bethesda, Maryland, USA. Ginny's "how-to" book, *Letting Go of the Words – Writing Web Content that Works*, will help you and your colleagues communicate successfully through your Web sites and social media. Ginny is an STC Fellow and a former member of the STC Board of Directors.

WordPress for Journalists: From Plugins to Commercialisation

LJ Filotrani. 2018. New York, NY: Routledge. 196 pages, including index. [ISBN 978-1-138-65202-6. US\$39.95 (softcover).]



WordPress for Journalists: From Plugins to Commercialisation surprised me in how in-depth it covers its topics. Provided, it is not only information about how to complete tasks in WordPress but also how to use this content management system to produce journalism today.

LJ Filotrani has an impressive background and is most qualified to tackle her topics. Not only is she an experienced journalist and web site editor and creator, she is also a Senior Lecturer in journalism at London South Bank University. She has a valuable perspective as she started her career in journalism working in trade publications and local press then joined the *Guardian* working completely online. She introduced blogs, podcasts, video, and other multimedia as she worked as a site editor for the *Guardian* and looked at how best to communicate a story. Her background in audio and video plus the experience of news and features gives her a great background to not only teach but also develop the impressive *WordPress for Journalists*.

This book could be an excellent textbook for students or reference book for practitioners. Students and practitioners could benefit from how the book explains how to set up a free site using WordPress.com (p. 12). Students and practitioners could also benefit from the section on setting up a self-hosted site using WordPress.org (p. 14). Also the commercialization sections are of value to students and practitioners. Filotrani notes in this section how difficult it is to make a profit with journalism online using the *Guardian* as an example (p. 172).

Jeanette Evans

Jeanette Evans is an STC Associate Fellow; active in the NEO community, currently serving on the newsletter committee; and is co-author of an *Intercom* column on emerging technologies in education. She holds an MS in technical communication management from Mercer University.