

# INTRODUCTION

This issue of TRADTERM presents articles that bring important contributions to theoretical and methodological research in the field of Translation and Terminology.

It begins with an article that points to the resources of irony in *Suenões*, by Quevedo, the seventeenth-century Spanish author, and its comic effects, analyzing the polysemy in the translations into the languages examined, English, French and Portuguese, especially in terms of puns.

Next, the "Universal Declaration of Human Rights" examines the choices made by three languages, English, French and Portuguese, for certain terms, investigating the historical and linguistic reasons for these choices. This interdisciplinary study also includes the examination of different legal systems.

The article "Presentation of the Peugeot 2008 in France, Portugal and Brazil: between translation and adaptation" focuses on advertising in the context of the globalized world, its speed and efficiency, making a descriptive-comparative study of the translations of such ads in these countries.

The following article, "Validation of domain terms through a lexical-diffuse semantic base" is important for terminology studies as it presents suggestions that can improve the performance of glossaries and terminologies, examining a series of experiments in the area of Natural Language Processing (NLP), using statistical and lexical measures, with the support of Computational Linguistics.

The following articles make up a block and refer to the translation of subtitling: "Relations of 'power' and subtitling: revisiting the concept of 'power' as an authoritative noun for action verb in the translation process", whose proposal is to analyze how the presence of the other materializes in the choices made in the translation, transforming into an act of the revelation of otherness and difference.

"Analysis of the linguistic segmentation in the subtitles for deaf and hard-of-hearing (DHHS) of the film "Virada Radical" (Radical Turn): a corpus-based study", is important for audio-visual translation as it points out criteria to measure the quality of the subtitles, according to linguistic segmentation, which can facilitate understanding of programmes for the deaf.

In "Divertidamente (Enjoyably) and the comparative analysis of the translation choices in the subtitling under the prism of Umberto Eco", the concepts of Eco (losses and compensations; violation of reference) are applied to an animation film (Inside Out), problematizing the positive and negative effects that the use of certain terms offers to the description of the translation. Three translations of the original English version to Brazilian Portuguese, Iberian Spanish and Latin American Spanish are analyzed.

Finally, "The Yellow Collection of the Globo Bookstore (1931-1956)" reconstitutes the complete catalogue of the collection of detective stories and thrillers, which is analyzed from various aspects, clarifying problematic points of the period, and making an invaluable historical study.

To conclude, there is an interview with the publishers of the Companhia das Letrinhas imprint and a review of "The fox from above and the fox from below" by the Peruvian writer José María Arguedas.

We would like to thank the referees for their valuable comments, which enabled us to publish this issue of TRADTERM, also to Prof. Dr. John Milton for his collaboration, as well as the CITRAT secretary, Sandra Albuquerque, and Gabriel Del Bello, CITRAT monitor. Enjoy your reading.

Profª Dra Lineide do Lago Salvador Mosca  
President of the Publication Committee of CITRAT  
Universidade de São Paulo  
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