

# PRESENTATION

I am very pleased to present another issue of *TradTerm*, for which we have received a large number of contributions, and we have used them to organize not only this, but also the next issue of the journal.

The first section of this volume consists of four articles, grouped around themes related to *translation theory* and some of its fundamental problems. "Anthropology of civilization: a study of translation into English of recurring simple terms and fixed and semi-fixed expressions in two works by Darcy Ribeiro" makes comments of interest to the general scientific community, as well as following the specific aims of *TradTerm*.

"The notion of equivalence and its specificity in specialized translation" investigates whether the functionalist approach, or more particularly, the use of "functional equivalence", is the most appropriate procedure in the case of sworn or legal translations.

"Technology Translation: ethical implications for translation practice" is a very timely article for Translation Studies as it examines relationships in the professional work of the translator, especially in the use of new technologies.

Completing this initial block, "The Interpretive Theory of Translation (*Théorie du Sens*) revisited: a new look at deverbalization", reexamines the "theory of sense" of the late 1960s.

The next section contains articles relating to *literary translation*, two of them directly linked to *Poetry* and *Poetics*. "New translations of Freud made directly from the German: style and terminology" is of interest to a number of areas of the Humanities, from linguistics to psychoanalysis.

"*Érostrate*: considerations on the retranslation of a story by Jean Paul Sartre" focuses on the retranslation of Sartre's story and emphasizes the idea of need for retranslation, based on the fact that there are many different possibilities for a translation.

“Sound and sense: three theories of translation of poetry in dialogue” discusses certain theories on the translation of poetry, that is, creative translation, within the broader area of literary translation, showing the application of theories in translation practice, where the relationship between sound and sense is of fundamental importance.

Also in the literary area, “Poetics in conflict: Brazilian literature translated by Elizabeth Bishop in the context of cultural exchanges between Brazil and the United States” joins Translation Studies theory to Comparative Literature and examines the different cultural systems of the two countries.

In the field of *terminology*, there are two articles. “Research on the construction of phytonym *CAPOEIRA*: aspects of the lexical-semantic field and indigenous geolinguistics” is closely related to the scope of *TradTerm* and makes a thorough and original analysis.

“The terminology used for criminals and / or offenders by the Civil Police in Rio Grande do Sul” explains the use of certain specialized terms used by police in the southern Brazilian state to refer to the accused subject at various stages of the criminal process. The results of this very novel study deserve to be made available to the scientific community.

The last section is that of intersemiotic translation, with two articles on the translation problems of film and video games. “The King's Speech: translation and power” examines the effects of the construction of meaning in the translation from English into Portuguese of the film *The King's Speech*, emphasizing the cultural characteristics of the translator's reality, such as the collective characteristics of the imaginary of the social group to which he or she belongs, demonstrated by the communicative interactions of the two protagonists of the film.

“Video game localization: the case of Brazil” addresses an important but little studied area in Brazil, providing a history of video games in Brazil and the differences between the translation of various types of games.

To conclude the volume, "Foreign chord: representation and linguistic clashes in Brazilian songs," touches on issues of Brazilian identity in songs, describing the tension resulting from the presence of the "foreign other", presented in them.

We would like to thank all those who contributed to this volume, including authors, reviewers, Prof. John Milton for his translations, Sandra de Albuquerque Cunha, CITRAT secretary, and Renan Silva Garcia, monitor.

We would finally once more like to thank Humanitas FFLCH-USP publishers for all their effort and hard work. Enjoy your reading!

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President of the CITRAT Publications Commission