

Institution: University of Warwick
Unit of Assessment: 29 English Language and Literature
Title of case study: Translating Cultures
<p>1. Summary of the impact (indicative maximum 100 words)</p> <p>As scholars and translators, Susan Bassnett, Maureen Freely, Michael Hulse and Tony Howard have driven translation theory and practice, and introduced new authors and new cultures to Anglophone readers. Their translations have provided economic benefits to authors and to independent publishing houses specialising in translation. Bassnett's and Freely's work with professional translation organisations has informed the development of professional translators, resulting in greater professionalization and increased public recognition.</p>
<p>2. Underpinning research (indicative maximum 500 words)</p> <p>Warwick's researchers have been instrumental in shaping Translation Studies since it first became its own discipline in 1976. Bassnett (1976-2013) wrote <i>Translation Studies</i> in 1980 which surveyed the field's theoretical developments and presented discussions of translation strategies, and which has remained the standard text into the twenty-first century. Its continuing relevance is indicated by its repeated editions (4th ed. 2013) which incorporate the latest developments in translation theory and practice. A further sign of its influence is its many translations, including Italian, Portuguese, Spanish, Finnish, Greek, Afrikaans, Arabic, Farsi, Chinese, Korean, Malay and Urdu. Bassnett has remained an influential translation scholar and practitioner, leading the development of the discipline by publishing over 25 books and numerous articles throughout her career.</p> <p>Bassnett was instrumental in introducing, with André Lefevere (then University of Texas, Austin), the 'cultural turn' in Translation Studies, asserting that translations should be analysed within their social, political and cultural contexts (<i>Translation, History and Culture</i>, 1990, 2nd ed. 1995). Their subsequent book, <i>Constructing Cultures</i> (1998), furthered the link between translation and cultural studies. These works led to the development of the interdisciplinary nature of contemporary Translation Studies, combining literary, political and socio-cultural studies.</p> <p>Traditionally literary translation is considered to be a copy of the source text and its quality judged in terms of accuracy and faithfulness to the original. Warwick's scholars have shown that such an understanding of translation fails to account for the subjectivity of the translator, the creativity of the process, the extra-textual influences, and the social and cultural contexts which impact on text selection, process and final product. Both Bassnett and Freely (1998-present) assert that to understand fully a translation by measuring the distance between the two languages is not enough; rather, it is essential to acknowledge the context in which it is created and the influence of the relationships between the author, editor, translator and text.</p> <p>The research has also given the translator a central place in discussions about the translation process. A translation reflects the subjective viewpoint of the translator and is bound to the social and cultural contexts in which it is created. Freely has argued that the task of the translator is not just 'to find the right words' but is central to the process of cultural exchange: 'to take words across borders only rarely breached'. The subjectivity of the translator is evident in Freely's translation of Orhan Pamuk's <i>The Black Book</i> (2006) which differed notably from the first English edition (1994), and reiterated in her most recent essay 'Mis-reading Orhan Pamuk' (2013).</p> <p>Translations by Warwick's scholars from other languages into English have made substantial contributions to studies of the world's literatures and cultures by enabling access to these works by English readers for the first time. Freely's translations of Pamuk's novels and essays from Turkish to English have supported the emergence of studies of his work in English. English language studies of Elfriede Jelinek, Herta Müller and W.G. Sebald are based on Michael Hulse's (2002-present) translations. Tony Howard (1973-present) has translated and edited the works of some of Poland's leading contemporary writers. With Barbara Bogoczek, Howard has published nine volumes of prose and poetry in translation, including collections by Ewa Lipska and Tadeusz Rozewicz, two of Poland's most celebrated living writers.</p>
<p>3. References to the research (indicative maximum of six references)</p> <p>Susan Bassnett has published over 25 books throughout her career. Her most important works</p>

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include (1) *Translation Studies* (Routledge, 1980, 2nd ed. 1991, 3rd ed. 2002, 4th ed. 2013); (2) with André Lefevere, *Constructing Cultures* (Multilingual Matters, 1998); and (3) *Translation, History and Culture* (1990, 2nd ed. 1995). *Constructing Cultures* established the concept of the 'cultural turn'. Reviews of *Translation Studies* (3rd ed., 2002) show that it was updated from previous editions, especially in response to the digital age and a changing media scene. *The Modern Language Review* 98:2 (2003) comments that additions made to the third edition 'thus [spearhead] both a retrospective assessment of the directions and challenges for translation studies as mooted in the original conclusions and a re-assessment of the importance of translation studies as a new century unfolds' (p. 542).

Maureen Freely has translated five of Orhan Pamuk's novels and numerous essays into English. Her most notable translations include *The Museum of Innocence* (2010) and *Snow* (2004). Her translations have been the subject of academic study, i.e. *Global Perspectives on Orhan Pamuk* (2012); *Perspectives* (2010), 297-306; and 'Orhan Pamuk's novels and their "afterlife" in English and German translations' (PhD thesis, University of Illinois, Urbana-Champaign, 2012). The volume *In Translation: Translators on Their Work and What it Means*, ed. Esther Allen and Susan Bernofsky (New York: Columbia UP, 2013) in which her essay (6) 'Misreading Orhan Pamuk' appears, was selected by *Publisher's Weekly* as one of 'The Best New Books for the week of May 27, 2013'.

Michael Hulse has translated more than sixty works from German. Sebald's first English translator, Hulse is acknowledged in academic publications as having introduced the author to the Anglophone world (e.g. Murray Baumgarten, "Not knowing what I should think:" the Landscape of Postmemory in W.G. Sebald's *The Emigrants*', *Partial Answers* 5:2 (2007), 267-87). English language scholarship on Sebald is based on Hulse's translations of his novels (*passim*). *The Rings of Saturn* (1998) was nominated for no fewer than five translation awards.

With Barbara Bogoczek, Tony Howard has translated and edited numerous anthologies of Polish poetry and prose into English since 1991 including Ewa Lipska, *Pet Shops and other poems*, Arc Publications, 2002. Their translations of Lipska's *Pet Shops* and Tadeusz Rozewicz's *recycling* (2001) were shortlisted for the 2003 Popescu Poetry Translation Prize (*The Guardian*, 20.9.2003).

Research Grants:

Susan Bassnett, 'The Cultural Politics and Economics of Translation in Global Media', AHRC, £313,479, 1/09/2003-31/08/2006.

4. Details of the impact (indicative maximum 750 words)

Re-interpreting the role of the translator and of literary translation as a creative process that bridges cultures and facilitates intercultural communication has underpinned the work of Warwick's literary translation scholars. They have raised the profile among the English reading public of the literature of other cultures, particularly those not historically translated into English: Turkish and Polish. The increased exposure in the English language market of these literatures has resulted in greater critical recognition of the authors and economic benefits for independent publishing houses specialising in translation. Freely and Bassnett have also helped to improve the quality of training and support for professional literary translators by devising and running new initiatives and by leading professional associations.

Introducing new authors to the English reading public

Freely's translations have helped to raise the profile of Pamuk's writing in the English speaking world. She has translated five of Pamuk's novels into English: *Snow* (2004), *Istanbul: Memories of a City* (2005), *The Black Book* (new ed., 2006), *Other Colours* (2007), and *The Museum of Innocence* (2010). The reach of her translations is truly global since English language works lead the international literary market, and translations into other languages are made from the English edition (more than sixty for *Museum of Innocence*). The significance of her translations is further demonstrated by international critical recognition. In 2010 she received the Best Translated Book Award for her translation of *The Museum of Innocence*, which was also shortlisted for *The Independent Foreign Fiction Prize* in 2011. Critics, such as *The Independent's* Boyd Tonkin, have

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confirmed that her 'brilliant translations did so much to propel Orhan Pamuk to the Nobel Prize' (13.11.2009). Hulse's translations have introduced culturally significant German language authors, such as Elfriede Jelinek, (Nobel Laureate, 2004) and Herta Müller, (Nobel Laureate, 2009). Hulse was W.G. Sebald's first English translator, and is publicly recognised as having introduced the author to the English reading public with *The Emigrants* (1996). Sebald's legacy continues to influence a generation of English language writers (*The Guardian*, 13.05.2013; 'Today, the influence of his work crops up all over the place'), a process in which Hulse's translations played a central role, as acknowledged by the *Independent on Sunday* (21.09.2008), 'Of course the fidelity of one to the other was down to the brilliance of the translators, Anthea Bell (*Austerlitz*, *Campo Santo*) and Michael Hulse (*The Emigrants*, *Vertigo*, *The Rings of Saturn*) whose ability to render Sebald's fugal prose and humour in English without losing his Grimm-like meanderings and deft handling of horror, in no small way accounted for the fact that most readers of Sebald come to him as English literature.'

Since 1991, Howard and Bogoczek have translated some of Poland's leading contemporary authors into English. These collections have been published by independent publishing houses in the UK, Canada, Australia, the Netherlands and Poland. The public recognition of their work demonstrates its significance and reach. Howard and Bogoczek were asked by the *New York Times* to commission and translate poems by Lipska to commemorate the fall of the Berlin Wall. In 2011 they translated Lipska's *A Bird* for 'Poems on the Underground', an international cultural programme to celebrate the Polish presidency of the EU. *Mother Departs*, Rozewicz's memoir translated by Bogoczek and edited by Howard, was launched at the Southbank Centre, London, May 2013, as part of the London Literary Festival, and featured in *The Independent* (28.5.2013). Extracts of *Mother Departs* were performed at the Polish Embassy, 27 April 2013. The founder of the People's Book Prize was present, and as a result of the presentation changed the rules governing the award to permit the nomination of translations. *Mother Departs* was invited for submission to the non-fiction section of the People's Book Prize 2013.

As new literary productions, the translations of Freely, Hulse and Howard have generated economic benefits for the publishing industry, and especially for independent publishing houses that specialise in translation. Freely's English translations of Pamuk's novels have been published by a major international publisher (Faber and Faber) and have sold over 1 million copies worldwide, while Howard's translations have been published by houses that specialise in poetry or translation: Arc Publications, Stork Press, and *Wydawnictwo Literackie* (Krakow-based publisher of Polish language classics of the 20th century). Hulse's translation of Müller was published by Portobello Books (a UK independent publisher); his translations of Sebald were published by Harvill and New Directions (both independent publishers specialising in translation). The paperback editions have sold more than 100,000 copies worldwide (excluding the US).

Improving literary translation practice

As a leading figure in professional associations for writers and translators, Freely has been involved in improving the profile and quality of professional literary translation. She helped found the Literary Translation Centre at the London Book Fair in 2010. An annual sub-section of the LBF, the LTC promotes literary translation through a seminar programme, advice for translators, reports, information about funding, and acts as a hub for networking among translators and with publishers, authors and editors. Since its foundation, the numbers of visitors to the LTC has grown steadily year on year, from 700 in 2011, 1,000 in 2012 and to over 1,200 in 2013. Freely was on the planning committee for the Turkey Market Focus ('Turkey in all its colours') at the 2013 London Book Fair. The Market Focus programme, organised by the British Council, aims to create greater literary and cultural links between the UK and Turkey and to promote Turkish literature in the UK; it runs for the 18 months leading up to LBF. The programme included a Turkish translation prize which Freely helped to organise and one winner was awarded a mentorship with her. In addition, Freely chaired six Turkish literary events associated with the Book Fair. She has used her experience in Turkish literary translation to improve the visibility of Turkish literature among Anglophone audiences, and to promote the profile and professionalization of literary translation.

Freely is Chair of the Translation Association (2011-present), having previously served as a board member (2007-9), and serves as a co-opted member of the management committee of the Society of Authors. As chair, she has been instrumental in implementing policies and programmes for the advocacy of professional translators and training events for young translators. She has overseen a

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mentoring programme for young translators which has grown from two places in 2011 to sixteen in 2013, and took personal responsibility for organising the Translators Association Industry Day (June 2012) which brought association members into conversation with eight leading publishers of world literature. She speaks regularly at conferences, literary festivals, book fairs, and societies around the world raising the profile of Turkish literature and literary translation.

Bassnett has also contributed her expertise to the development of the translating profession. Since 2008, she has contributed over thirty articles to professional journals, including *The Linguist*, the journal of the Chartered Institute of Linguists, and to the *Bulletin for the Institute of Translation & Interpreting* (readership 7,000).

5. Sources to corroborate the impact (indicative maximum of 10 references)**Prizes**

Freely, *The Museum of Innocence* (2010), Best Translated Book Award, 2010 (awarded by *Three Percent*, the online literary magazine of Open Letter Books); shortlisted for *The Independent Fiction in Translation Award*, 2011.

Media

Over the past five years, Freely has appeared on numerous BBC radio programmes including *Start the Week*, *A Good Read*, *Free Thought*, *Nightwaves*, *The Verb*, *Women's Hour*, *Front Row*, *Front Line*, the *Today* programme and the *World Service* as well as *American*, *Canadian* and *Australian* networks. Her television appearances include interviews on *BBC News 24*, *4More* and *CNN*.

Hulse's translations have been widely reviewed in mainstream media and specialist publications, including *The Guardian*, *The Independent*, *The Independent on Sunday*, *The Globe and Mail*, *Harper's Magazine*, *Philosophy Today*, *New York Times* and the *Sydney Morning Herald*. Hulse is publicly credited with introducing Sebald to the English-speaking world: e.g. *The Independent on Sunday* (21.09.2008).

Select recent public engagement events

Freely, 'Turkish literature in translation and opportunities for new translators', London Book Fair 2011-13; Literature Festivals: Bath (2012-13), Melbourne (26.08.11), London Review of Books (18.06.11), Istanbul (31.11.10); 'Orhan Pamuk and freedom of expression', Highgate, London (22.11.11), Jewish Book Week (02.2013).

Bassnett, 'Time and Belonging', Bromley House, Nottingham (24.03.12); 'It Doesn't have to Rhyme: Children and Poetry', International Board of Books for Young People Conference, (12.11.2011).

Howard, 'My Native English Now I Must Forgo', Closing Address, International Translation Day, London (9.10.12); *Mother Departs*, Polish Embassy, (27.04.2013); and London Book Fair, Southbank Centre (25.05.2013).

Committee Membership

Freely: Translators Association, Chair (2011-present, and co-opted member of the management committee for the Society of Authors), Board Member (2007-9); Member of English PEN, 1998-present.

Bassnett: Academy of Europe, Council Member, 2007-13.

Prize Judging Panels

Bassnett: *The Times* Stephen Spender Prize 2007-2012, Ghosh Banipal Trust Prize for Arabic Literary Translation 2010, International IMPAC Dublin Literary Award 2011, M. Wynn Thomas Prize 2012.

Hulse: Permanent Judge, Albatross Prize, Günter Grass Foundation, 2005-present.

Book Sales figures provided by Nielsen Bookscan