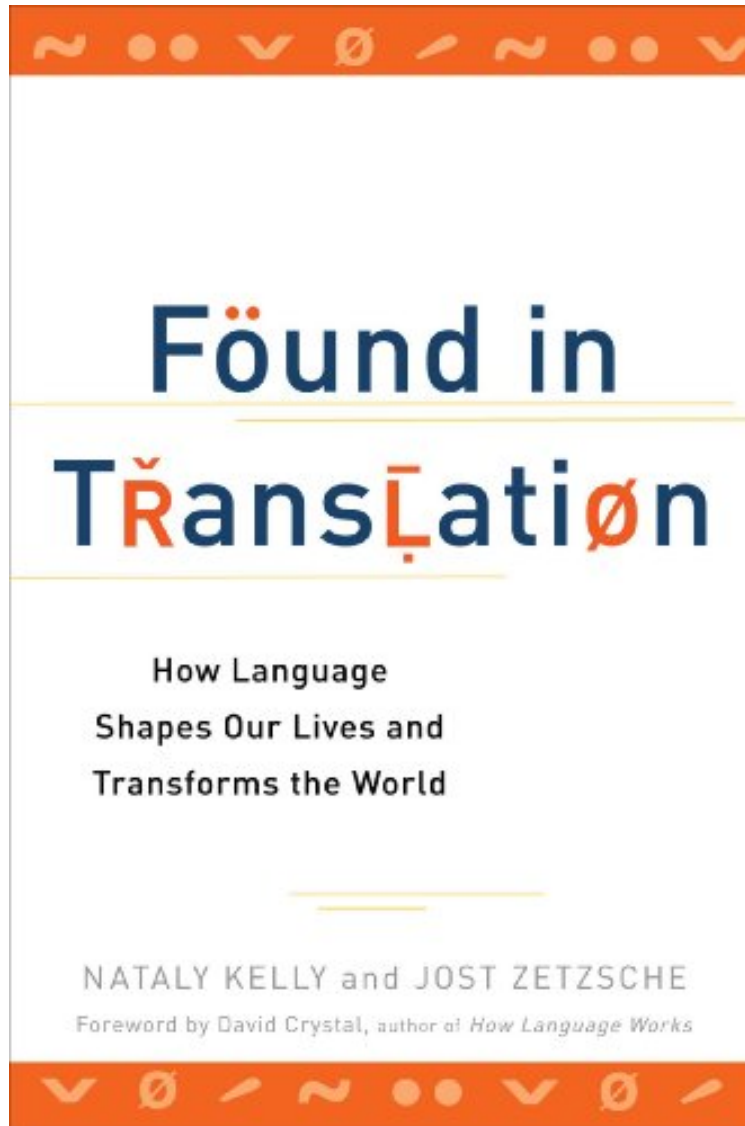


(Online library) Found in Translation: How Language Shapes Our Lives and Transforms the World

Found in Translation: How Language Shapes Our Lives and Transforms the World

Von Nataly Kelly, Jost Zetzsche

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Von Nataly Kelly, Jost Zetzsche : Found in Translation: How Language Shapes Our Lives and Transforms the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Found in Translation: How Language Shapes Our Lives and Transforms the World:

KundenrezensionenHilfreichste Kundenrezensionen10 von 10 Kunden fanden die folgende Rezension hilfreich. Zweifelhafte Sammlung von AnekdotenVon d-o-dIch habe mir das Buch gekauft, da es bereits vor dem Erscheinen in

einschlägigen Foren im Internet beworben wurde und mein Interesse geweckt hat. Ich war auf eine ansprechende und anspruchsvolle Lektüre vorbereitet. Interessant ist der Inhalt nur bedingt, wenn man selbst Übersetzer ist und Vieles schon gehört hat. Stellenweise lernt man auch etwas Neues und kann sich auch ein Schmunzeln nicht verkneifen. Was stört, ist der recht leicht geratene Inhalt, bei dem man sich nicht sicher ist, wer die Zielgruppe dieses Buches sein soll. Ansonsten wurde schlecht recherchiert und einige Fehler sind auch drin. Hier eine Auswahl jener Stellen, die mich den Wert dieser Lektüre anzweifeln lassen:- Die Schweiz grenzte zur Zeit des kalten Krieges an den Ostblock.- Dass das skandinavische "skl" etwas sprachlich mit dem Wort "Schdel" zu tun hat, wäre nur eine "urban legend".- Die Wörter "lunch" und "dinner" werden in jedem englischsprachigen Land gleich verwendet.- Dickmilch wäre eine Art Joghurt. Im Grunde genommen ist das eine lose Sammlung von Anekdoten, die sich darauf reduzieren lassen, dass ein Übersetzer oder jemand, der besser einen Übersetzer hätte konsultieren sollen, einen peinlichen Fehler gemacht hat. Daneben wird noch aus dem beruflichen Leben von ein paar Übersetzern berichtet. Da es für einige sprachinteressierte Menschen sicherlich Unterhaltungswert besitzen dürfte, bekommt es zwei Sterne.2 von 2 Kunden fanden die folgende Rezension hilfreich. A real eye-opener Von Ousel37I was keen to read this book as I already visit Nataly Kelly's blog and have also downloaded articles in the past from Jost's blog. The authors' experience is as vast as their technical knowledge. The book really illustrates just how much society relies on translation and how the role of professional linguists has changed over the years. As a translator myself, I thoroughly enjoyed the book even though it is targeted at non-linguists to highlight the work of translators and interpreters - a point that David Crystal makes in his introduction. Unfortunately, the work of the professional linguist is very often under-rated and under-appreciated, however, as the book admirably demonstrates, the great majority of professional linguists seem to be in it for the sheer joy of working with language and the challenges that this presents. Reading the book is a riotous and emotional journey that spans the globe, and although very funny at times, it can also take you to some dark places. Anyone working with languages will love the book as they are reminded of just why they do what they do. And anyone remotely interested in language work will be fascinated by this glimpse into Babel's backyard.0 von 0 Kunden fanden die folgende Rezension hilfreich. Too America-centered Von Soobie Mennym That's another totally America-centered book. The reason is probably explained somewhere in the book: Europe is a multi-language continent, while the U.S. are thought to be monolingual. I mean, tons of people in Europe study a foreign language and they start thinking about translation. I remember all the sentences that my middle-grade English teacher gave us to translate. I still think that those were a fantastic exercise to learn English. That teacher gave me a fantastic grammar basic knowledge. Apart from school work, most of what we watch on TV comes from the U.S. Most of the book we read come from another country and need translation. Angela Ragusa and Ilva Tron translated many books I've read when I was a kid and they were my heroes. So... Yeah, extremely U.S.-centered. I wouldn't say I learnt something from this book. There's no theory about translation but a long series of case studies. A lot of translators/interpreters tell their stories about their job and that's it. The part about the different languages in which an internet page is offered... I'm Italian, I know that the original was usually written in English! My GR page is in English, my Kindle too; my cell phone is set in German (a perfect and simple encryption) Interesting, yeah. But I expected some more meat in the book. In the end it just seems something the author wrote to support the cause of translators/interpreters. Lots of trivia and nothing else.

Kurzbeschreibung Translation. Its everywhere we look, but seldom seen until now. Found in Translation reveals the surprising and complex ways that translation shapes the world. Covering everything from holy books to hurricane warnings and poetry to peace treaties, Nataly Kelly and Jost Zetsche offer language lovers and pop culture fans alike an insiders view of the ways in which translation spreads culture, fuels the global economy, prevents wars, and stops the outbreak of disease. Examples include how translation plays a key role at Google, Facebook, NASA, the United Nations, the Olympics, and more. Pressestimmen Nataly Kelly and Jost Zetsche have assembled a treasure trove of interesting and entertaining stories to show how translation and interpreting affect all aspects of life. Anyone with an interest in languages both spoken and signed will enjoy this book. Marlee Matlin, Academy Award-winning actress A fascinating book about language and the importance of translation. Kelly and Zetsche demonstrate how technology and translation help build communities and expand the quest for knowledge on virtually every subject. Anthony Salcito, Vice President of Education, Microsoft Nataly Kelly and Jost Zetsche have done essential work in capturing the stories behind translation, and how we all experience its value every day. As they observe, Right this very minute, translation is saving lives, perhaps even yours. Laura I. Gomez, Localization Manager, Twitter Found in Translation is a meditation, an exposé, and practical guidebook to humanity's continued, painstaking ascent of our monumental tower of Babel. Without language diversity, we would be intellectually impoverished, and with it we are enriched. But without translators to interpret and bridge that diversity, we would remain ignorant and isolated, locked each of us in our own native tongue's limited worldview. K. David Harrison, PhD, Swarthmore College and National Geographic Society This is by far the most meaningful book on the subject of translation that I have ever seen. The authors have managed to entertain, inform, and show how translation impacts all aspects of our life, from health to business to entertainment

and technology, all supported with real-life examples. Ghassan Haddad, Director of Internationalization, Facebook
During times of war, weapons make the difference. During times of peace, battles are won in conference rooms -- and those who can most clearly communicate their messages win. Found in Translation demonstrates to us all that translation and interpretation are the most intelligent weapons for triumphing in commercial, financial, or diplomatic settings. Olga Cosmidou, Director General for Interpretation and Conferences, European Parliament
Nataly Kelly and Jost Zetzsche focus in on what is the core issue for diplomats, entrepreneurs, non-governmental organizations and everyday working people alike: language. With information now flowing both globally and instantaneously, translators and interpreters have already ascended into the ranks of the indispensable. Sunder Ramaswamy, President and Frederick C. Dirks Professor of International Economics, Monterey Institute of International Studies
Kurzbeschreibung Translation. Its everywhere we look, but seldom seen until now. Found in Translation reveals the surprising and complex ways that translation shapes the world. Covering everything from holy books to hurricane warnings and poetry to peace treaties, Nataly Kelly and Jost Zetzsche offer language lovers and pop culture fans alike an insiders view of the ways in which translation spreads culture, fuels the global economy, prevents wars, and stops the outbreak of disease. Examples include how translation plays a key role at Google, Facebook, NASA, the United Nations, the Olympics, and more.