

*Nuevos estudios sobre traducción para el ámbito institucional y  
comercial*, by Daniel Gallego-Hernandez (ed.)  
[*New approaches to translation in institutional and business settings*,  
by Daniel Gallego-Hernandez (ed.)]

Peter Lang AG. Internationaler Verlag der Wissenschaften. Bern, 2019,  
314 pp. ISBN: 978-3-0343-3647-5; DOI: 10.3726/b14708

María del Carmen López Ruiz  
University of Cordoba (Spain)

Received: 04/06/2019  
Accepted: 18/06/2019

*Abstract*

We would like to present here a new volume about Translation on institutional and business fields that has just been released (2019). The editor, Daniel Gallego-Hernández, takes charge of a wide range of contributions carried out by several pundits and experts in terms of business and institutional translation and also in terms of the relationship between University and Translation. Divided into three different sections, we will find the latest advances with regards to Translation Studies on these fields of work. This book will leave readers, researchers and translators with a great deal to think about.

*Key Words*

Translation, business translation, legal institutions, translation and University



*Review*

This book consists of a summary of the talks that were given at the III International Conference on Economic, Business, Financial and Institutional Translation, which was held on 27-29<sup>th</sup> June 2018 at the University of Alicante (Spain) and organised by the researchers of the Department of

Translation and Interpreting of such University. The attempt of this conference was to gather professional translators and researchers together so that to find out about new trends and studies on business, institutional and University translations. Daniel Gallego-Hernández, the editor of this volume, was also the main organizer of the I International Conference on Economic, Business, Financial and Institutional Translation in 2014, a series of congresses of which he has edited numerous books with regards to these fields of study.

This book is divided into three different sections: the first one, regarding Translation and business; the second one, concerning Translation and institutions; and finally, the last part, which has to do with Translation and University.

The first section starts with the work of Áurea Fernández Rodríguez and Iolanda Galanes Santos, from the University of Vigo, who deal with the study of metaphors in the field of natural disasters to explain the language resources when talking about the economic crisis in general and specialized press in both French and Spanish newspapers. They come to the conclusion that metaphors are able to change our conceptual structures shared, since perceptions are conditioned to the metaphor employed by the speaker. This chapter is highly recommended for all those who research into Linguistics, Cognitivism and Translation.

The second chapter, whose author is Arsenio Andrades Moreno, from the University of Cádiz, shows how the ECB (acronym for *European Central Bank*) can stand as a phraseological bank for translation for the language pair English-Spanish. One of the main objectives of this work is to build a legal and economic glossary for professional, pedagogical and academic aims in Translation. In this glossary, the author offers the equivalences in Spanish to English terms extracted from the corpus of work, and compares the Spanish term offered by Iate<sup>1</sup> to the Spanish term found on corpora. Take the term *assets and liabilities* as an example: its translation in the Spanish subcorpus is “activos y pasivos”, whereas the translation of “activo y pasivo” is found on Iate. A really interesting article for those who research on Translation terminology and terminography.

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<sup>1</sup> Iate is a platform on which we can find a whole terminology database of the EU. The word *Iate* is the acronym for the term “Interactive Terminology for Europe”. You can use this resource online for free: <https://iate.europa.eu/home>.

Ana Medina Reguera and Cristina Ramírez Delgado, from the University of Pablo de Olavide, focus on the analysis of the translation of some olive oil industries' websites. Their aim is to prove that the terms and contents of the localized versions of the websites of such industries change if we take the original version's terminology and phraseology into account. The most common localization errors are, after analyzing their whole corpus, the following: omission and/or suppression, and inadequacy of the target language. They end up this chapter by claiming the necessity of concrete parameters that can deal with error classifications and quality indicators for the evaluation of localized websites.

Ricardo Torre (Université Paris-Est Créteil) writes the fourth chapter of this section, in which economic translation regarding online Translation journals is discussed. The objective of this contribution is to assess the usage of economic translation in all the different journals chosen for the aims of this study in French and Spanish. As a result, he has concluded that French online translation journals prioritize the usage of word-for-word translation over economic texts, albeit the Spanish ones consider further more options with regards to translation on this field. He includes a complete annexe to this chapter in which we will find a list of French and Spanish Translation journals used during the research.

Diana María González-Pastor, from the University of València-IULMA, ponders the assessment of scientific production in the Translation and Interpreting bibliography database BITRA with regards to tourism terminology. The author employs a qualitative and quantitative study which considers the characteristics of scientific publications and also the role of Translation and Interpreting Studies with regards to tourism translation in comparison to other fields of specialization. The author concludes that there is a lack of Translation Studies on tourism translation; thus further attention should be drawn on this branch of Specialized Translation, so that to improve the quality and assessment of translations in the tourism sector. An interesting article to develop awareness of the importance of specialized translation.

Hitherto, all the chapters reviewed concern Translation and Business. As we have seen so far, all of these articles are priceless and offer new trends and perspectives on these fields of study that should for any reason be forgotten when studying and researching on current Translation Studies. Once said that,

let us now get into the second section of this volume: Translation and Institutions.

The first chapter of this new module is an attempt to describe the current European legislation in terms of Translation, and Loïc de Faria Pires, from the Université de Mons, takes charge of it focusing more concretely on the clues that may help optimize the DGT<sup>2</sup>'s documentary resources for translators. The author's main goal is to describe the real situation on legal translation within the EU institutions and all the resources at translator's disposal in the DGT, so that to show the real problems that translators have to face towards the process of documentation. He also tries to set out several solutions to this matter in terms of optimization for translators. The article is finished by explaining what the future of EU legal translation might be like in a couple of years.

Sorina Chiper, from the University of Iasi ("Alexandru Ioan Cuza") reveals the relationship between Translation and institutional branding by selecting a case study based on the role of internationalization in Romanian Universities. After her expertise as the translator of the Faculty of Economics and Business Administration's website of the University she is working in, the author is decided to argue over this article what elements are fundamental to build the identity of an institution (a University, in this case), and what social actors get involved over the process of institutional branding when translating this genre. She comes to the conclusion that if the status and visibility of the translator is to be increased, a major consistency of engaging professional translation services in Universities should be enforced.

The next paper, discussed by Carmen Expósito Castro, from the University of Córdoba (Spain), deals with judicial translation, a field on Translation Studies that she is very familiar with. In this occasion, this author proposes an exhaustive terminological project in the French-Spanish language combination that derives from a compilation of real material on French judgments handled down by French jurisdiction bodies in order to analyse judicial terminology and language and to compare similarities and differences in comparison to Spanish language on this field. This article is thus a proposal for contextualized terminological resources for translators, jurists and researchers in Translation

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<sup>2</sup> DGT: Acronym for *European Commission's Directorate-General for Translation*.

and Comparative law in French and Spanish focused on judicial translation that should under no circumstance be missed.

M.<sup>a</sup> Cristina Toledo Báez, from the University of Málaga, examines over the next chapter the readability of legal and administrative Spanish in institutional texts in terms of translation and intralinguistic reformulation. The author focuses more concretely on a pamphlet sorted out by the Spanish Ministry for Home Affairs and analyses it by using both Hurtado Albir and Ciapuscio's techniques and strategies of translation<sup>3,4</sup>. In order to accomplish the objectives that the author establishes for this study, the Flesch-Szigriszt and the Fernández Huerta Indexes have been used so that to analyse the original and the simplified versions properly.

The final chapter of this section finishes by the article explored by Yasmine Barsoum, from the French University of Egypt, and deals with the concept of the terminographer-terminotician. This article is an attempt to explain the reasons behind the lack of an optimization and updating process for terminology covering all specialized fields of the Academy of the Arabic Language on Cairo's specialized terminology resources. The author comes up with some suggestions and recommendations in order to prove that terminographic-involved areas of specialization at the national level should be internationalized, taking particular advantage of a field which can be seen as one of the most important in Egypt, that is to say, the investment sector, an industry which counts with the presence of different nationalities implicated. A thoroughly recommended article for everyone interested or working on Translation and/or related areas.

And last, but not least, let us get now into the last part of this book: the third section, which deals with Translation and University. So far, we have studied several research lines concerning Translation and involved areas of work, and any of them have allowed for any leaks to appear when talking about the latest advances on the field of study. Now, we will come up with some investigations that attract attention on the world of the professional and academic career of a translator.

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<sup>3</sup> HURTADO ALBIR, A. (2011). *Traducción y Traductología. Introducción a la Traductología*. Madrid: Cátedra.

<sup>4</sup> CIAPUSCIO, G. (2001). «Procesos y recursos de producción textual en la divulgación de ciencia», en Brumme, J. (ed.): *La historia de los lenguajes iberorrománicos de especialidad. La divulgación de ciencia*. Barcelona: Vervuert, pp. 17-42.

The next author comes again from the French University of Egypt: Dima El Hussein, who focuses on the world of the professional translator on the Arab market, highlighting concretely the profile that is pursued by enterprises. This work centres its attention on the profile sought by enterprises when it comes to professional translation and localization in Egypt, so that to bring it into line with other international markets. It is a complete proposal for internationalization in the Arab translation market. Over the project described on the article, the reader will find a lot of references concerning the notion of quality, error and acceptability involving French and Arabic terms and examples, which will deal with the link between the academic world at University and the real market outside the classroom: the labour market. A highly recommendable article to be read, not only for undergraduates and just-graduates who seek for a job, but also by all the community of researches working at University, so that to help their students find the right path regarding their future as translators in the real and professional market.

Natividad Aguayo Arrabal, from the University of Pablo de Olavide, writes on professional translation and raises the question about the concept of interdisciplinarity (“inter, multi or transdisciplinar”, literally) with regards to Translation. In light of this, the author is interested in analyzing the training programmes of Translation and Interpreting undergraduates so that to update such programmes and make sure that they are in line with the real tasks asked by enterprises in the real professional market. The translator’s profile is hybrid and he is expected to have a great deal of knowledge in all specialized fields. The purpose of this study is focused on evaluating the concept of interdisciplinarity on Translation Studies. The author concludes that the influence of the Bologna Process as well as the ambiguity towards the terminology associated to interdisciplinarity could be responsible for the inconsistency of such terminology, and thus suggests a descriptive approach to better define our discipline’s identity.

Pilar Castillo Bernal and María Luisa Rodríguez Muñoz, from the University of Cordoba (Spain), carry out a complex comparative study on the first exercise of the examination process followed by the Spanish Ministry of Foreign Affairs with regards to sworn translators and interpreters. These authors develop a comparative test —aimed to third and four-year undergraduate students of Translation and Interpreting at such University— in which the first exercise of the official exam must be answered. Basing their results on the students’ perception of the level of hardship of the questions asked, they arrive at the

conclusion that there are clear differences with regards to the level of difficulty of the questions posed and also that the examination conditions for candidates have been progressively toughened as new legislations are enacted. A great piece of work that shall be taken into consideration by all those who are interested in sitting this exam for their professional career.

Rebeca Cristina López González, from the University of Vigo, writes the final chapter of this book. The main purpose of the author's contribution to this book revolves around degree course final projects (FPs) about Economic Translation, a field of study that has not been studied through a didactic point of view. The experiment conducted concerns a nine-question survey answered by 36 students in which they make clear which obstacles and matters need more profound analysis if their aim is to surmount the whole FPs examination process at the end of their academic degree at University. An article in which all undergraduates will find something to appreciate with regards to their FPs.

### *Conclusion*

As we have already mentioned, this book should be seen as a must in our personal library or reference repertoire, since it offers a lot of information on current Translation Studies and brings new perspectives on what University, Institutions and Business' markets and specialized domains have to provide Translation with. The division into three different parts help the reader find any article concerning the concrete topic that he/she may be interested in, and also gives the opportunity to broaden his/her field of study by reading some other articles which are interconnected as well. The authors who compound this masterpiece are very well-known and some of them are even renowned for their splendid career as pundits and experts on the domains that they are talking about in this book. This is the major guarantee that everything that we will learn from this book will be absolutely essential for our engagement as researchers and professional translators if we mean to be up-to-date with regard to our field of work (that is to say, Translation).

It is certainly at the top of any list of books referring to the same topic, not only because the quality of the articles, but also because the style and information presented will leave the reader and/or researcher with the feeling that this is a book well worth reading if his/her purpose is to implement and enhance his knowledge towards a concrete field of specialization in

Translation. Some of the articles include glossaries and terminological banks with a lot of information on terms that can help not only professional translators, but also students and professors at University. The main goal of this book is to give a whole glance at the state-of-the-art concerning this kind of Translation. In my humble opinion, this is a book which will leave readers with the sensation that they are completely up to the present and updated with the latest phenomena and trends in Translation.

*Bibliography*

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