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The Journal Traduction et Langues TRANSLANG (Translation and Languages) *is an international, double-blind peer-reviewed, bi-annual and free of charge, open-access journal edited by University of Oran2. The published works in the journal were more directed to German with a clear orientation towards translation. From 2010 onwards, TRANSLANG becomes multidisciplinary and more languages are present: English, Arabic, French, Spanish, Russian and the work between translation and languages is balanced. In 2020, TRANSLANG is indexed, its staff is characterized by the international dimension which gives the journal more credibility. In 2022, TRANSLANG is updated and specialized in translation studies, as part of the High-Quality Research (HQR) framework. The themes addressed today are particularly related to the reflection on translation as a process, especially the translation of specialized texts (technical, literary, artistic), on the interpreting process (simultaneous, consecutive, community), on the cognitive aspects of translation, history of translation, didactics and pedagogy, translatology, and terminology. The journal publishes original research and survey articles, it aims at promoting international scholarly exchanges among researchers, academics and practitioners to foster intercultural communication by providing insights into local and global languages and cultures. The journal is published twice a year starting from 2010, the first was edited in 2002 one issue a year by University of Oran. The journal accepts original papers, reports and reviews in English, French, German and Spanish. It is published in both print and online versions. The online version is free access and downloadable. All original and outstanding research papers are highly accepted to be published in our International Journal.*

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- Translation and the editorial chain.
- Translating sacred texts.
- Interpretation in all its states.
- Languages and Linguistic Studies.
- Language, Translation, and Society.



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Preface

Cultural and Ideological Turns in Translation Studies: Crossing Borders in The Middle-East and (North-) Africa

The idea of cultural turn as advocated by Susan Bassnett and Andre Lefevere has triggered off many scholars' interest, mainly the introduction of a cultural approach in translation studies. Though various research founded on the premise of culture turn-based translation studies has been done, still issues and perspectives relevant to the combination of sociological, psychological, ideological elements within the process of translation deserve to be raised, further clarified, and deeply investigated in different settings.

The contributions proposed in this issue aim to explore three main areas, namely translation as rewriting, translation and gender, translation, ideology and power.

The issue raised in the first reflection entitled "El vestuario en El tiempo entre costuras de María Dueñas: aproximación semiológica" aims to resolve how clothing, as a sign capable of communicating, contributes meaning and value to the story. Based on semiological analysis, it is proposed that costume is a narrative element that not only helps to create the character's identity, but also influences the development of the story and becomes a dramatic force capable of moving the story. The academic importance of studying this aspect lies in the fact that costume, from its communicative dimension, is capable of perceiving and inferring different meanings relevant to each of the characters and to the literary work in general. With the transposition of the novel to a television series, the costume fulfils every visual dimension as a non-verbal sign which illustrates a case of a "transformation-translation" from a literary verbal system to a cinematographic visual system. In this regard, this reflection reveals the importance of semiological analysis as the first phase of translation facilitating the understanding and the grasping of the meanings of the source text, which would help the translator to make them subsequently comprehensible for the reader in the target language.

The second contribution entitled "A Critical Discourse Analysis of Gender in Translation Training at the Macro and Micro Levels" aims to practically disclose how gender discourse is an integral part of the source and the target texts both at the macro and the micro levels. As a corpus-based project, it consists of illustrative individual words (job titles), sentences (proverbs) and text samples purposely selected to meet the intended goals the researcher sets out to achieve in the Moroccan higher education. As a classroom training, it targeted students' background knowledge, reactions, responses, and awareness to concentrate more on the linguistic manifestation of the gendered discourse in language use and its sociocultural dimensions. In a pedagogically collaborative learning environment, the study adopted critical discourse analysis (CDA) with its three-dimensional framework: the descriptive, the interpretive and the explanatory. This collaborative critical classroom training has contributed to suggest ways for the trainers/ trainees working in the field of translation to integrate gender perspective in their teaching/learning. It is to become aware of their power and responsibility while applying new strategies for an egalitarian bias-free society hence triggering the need for possible change.

The third reflection entitled "La traducción en la enseñanza virtual de las lenguas gabonesas" examines translation as a pedagogical discipline that its contours are guided by interpretative and comparative theories. It focuses on the curriculum in formal and institutional foreign language classes through the tandem in French 'thème' and 'version'. The findings showed

that the theme and version courses given in Gabonese contexts are of a didactic relevance which enables users to learn their local languages effectively.

Within the fourth contribution entitled "Beobachtung interkulturell-kommunikativer und psychosozial-dynamischer Verhaltensweisen (un)voreingenommener Gedankengeflechte am Beispiel deutsch-emiratischer, kultureller Beziehungen", highly specialized psychosocial-dynamic aspects observed in German-Emirati intercultural relations were delved into more profoundly to offer an approach to a more precise definition of some traditional perspectives of stereotype and prejudice research from a German standpoint towards the UAE. Findings include. highly specific cultural subtleties and nuances that enabled to learn and better understand highly complex (inter)cultural dynamics underlying particular stereotypes and prejudices between the two countries that were regarded more closely. This highly specific research area may pave the way for future research on (inter)cultural behaviour patterns, attitudes and determinants which may concede language interpretation and translation studies.

The fifth reflection stresses the fact that translation serves as a source of amity and enmity. It carefully examines the reception of the translation of CEDAW convention as to Palestinians. It highlights 'two receptive audiences of the same source text'. The translation, dated back to 1979, was only a translation of a convention by the United Nations, with no purpose and effect as to Palestinians. It was viewed in its traditional sense but now the translation is viewed quite differently. The translation is now looked from an ideology vantage point. The target of this contribution was to highlight the notion of interdisciplinarity in which a social and religious pure topic is integrated into Translation Studies.

In the same vein, the sixth contribution entitled "Translation of Toponyms: Lexico-narrative tools or sociopolitical obligation?" investigates the specificity of the translation of conflicting designations and explores the translators' consciousness in relation to the narrative role of toponyms and the ways they shape the Palestinian culture and identity to foster their legitimation at an international scale. These issue were clarified through the choice of the Israeli newspaper the Times of Israel and the Palestinian news agency WAFA. Translation was therefore perceived as a political act.

The seventh contribution entitled "Künstliche Intelligenz und Sprachtechnologien im Bereich der Translation" takes another track and explores the various ways language technologies and artificial intelligence potentially offer benefits for translation studies in order to promote a better understanding and functioning of the symbiosis between humans and machines.

The eighth reflection entitled "Assessing the Translatability of Emotional Discourse in Djaïli Amadou Amal's "Munyal: Les Larmes de la Patience" aims at investigating stylistic signals or linguistic tools through which emotions are vehiculated in a literary work as well as the translation strategies suitable to render the meaning of emotional discourse embedded within a literary work, and their effects on the translation process. This research opens new horizons for studies on the translation of emotional discourse in a text.

The ninth contribution entitled "La traduction des documents authentiques dans les manuels scolaires Tunisiens entre pertinence et transgression linguistico-culturelle" investigates the translation of authentic documents in Tunisian textbooks. It aims at analyzing the gap between the original texts in terms of authentic documents and their translation proposed in printed manuals with a particular emphasis on the linguistic-cultural relevance of translated texts and its relationship to the history of source texts. This study reveals the need to define working tools and approaches to better adapt translated texts to plurilingual contexts.

The tenth reflection entitled "Traduction des recettes diététiques germano-européennes comme transfert culturel vers l'Afrique dans Fatburner-Die 100 besten ALDI-Rezepte de Wolfgang Elsner" focuses on the (inter)cultural transfer in the field of translation of dietetics in particular and culinary arts in general, and questions the various techniques that can ensure (inter)cultural transferability.

The study indicates explicitly how translation can be a profitable cultural bridge between a European-German and the African-Cameroonian culture; and shows how African cuisine in particular and the African touristic development can be purchased; how the development of intercultural competence for the translator can come from translation activity. It also demonstrates how a translator can use special techniques or strategies in order to adequately translate from one culture to the other in the culinary art or gastronomy from Europe to Africa, such as domestication (borrowings, transposition, explanation, Explizierung, etc.) and foreignization (transposition, adaptation, equivalence, etc.) and astuteness such as avoidance of automatic translation, partial and complete replacements of certain measurements and ingredients, cooperation with specialists-translators in culinary arts and having passion for cooking.

The rationale behind the eleventh contribution entitled "Challenges and Solutions to Translating Multilingual Literary Texts between Identity Custody and Translators' Creativity. The case of Farah CHAMMA's Poem Translation 'I Am No Palestinian'" is to study the methods of translating multilingual literary texts, especially poetry. This type of writing as an act which reflects a multifaceted identity was subject to multiple perceptions: psychiatrists speak about Multiple Identity Disorder while others consider it as 'Macaronic literature'. The reflection was directed to the question as how the translator who is a reader and a transmitter at the same time, deals with these types of literary texts and preserves the multiple identity disorder from which the author of the source text suffers.

This study deals with multilingualism from psychological, cultural and translational perspectives with a particular focus on the translation of Farah CHAMMA's poem 'I am No Palestinian'.

The last contribution entitled "Issues and Perspectives on the Electronic Translation of Shipping Incoterms: FOB as a case study" deals with the use of shipping incoterms when training students specialized in maritime trade for a future profession as a maritime leader or dealer. It is centered around the issues considered when referring to machine translation in translating the international commercial terms. Post-editing appears to be the most effective way to mitigate the ill-formed structures generated by automatic systems.

The contributions in this thematic issue open up new avenues of exploration in the field of translation and interpreting studies and reflect the diversity characterizing different cultural settings and its impact on intelligibility and communication when translation acts take place.

Prof. Ghania Ouahmiche