

IV Jornadas Internacionales de Traductología

En torno a la *traducción relacional*

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Total translation in transmedia world

In creating a universal model of the translation process 20 years ago, I begun from the assumption that such a model will help us, in principle, to describe all varieties of translatorial activity. But at the same time, given the variety of texts involved in this process and the teleology, as opposed to the pragmatics, of this process, it makes sense to distinguish the different types of translation semiosis or the various parameters defining the process of translation. Along these lines, within the framework of total translation, I made the following distinctions: textual translation, metatextual translation, in- and intertextual translation, and extratextual translation. The more a text has been interpreted and mediated, and the more active the dialogue between the text and its surrounding culture, the more strongly is the text tied to the culture. A comparison of an original and a translation assumes the possibility of comparability. The comparison of two texts in different natural languages is different from the comparison of a literary work and a film. Therefore, text must be understood in a sufficiently broad way, and textual analysis must have specified parameters. Essentially, *total translation* requires a global understanding of text. In contemporary culture this global understanding is a process in transmedia world.