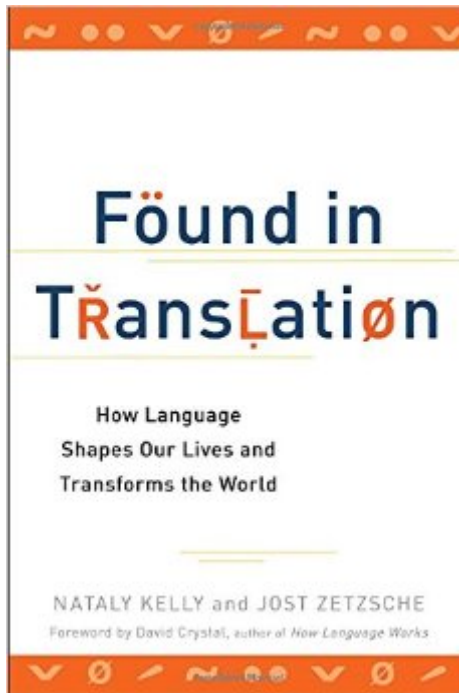


The book was found

Found In Translation: How Language Shapes Our Lives And Transforms The World



Synopsis

Translation affects every aspect of your life - and we're not just talking about the obvious things, like world politics and global business. Translation affects you personally, too. The books you read. The movies you watch. The food you eat. Your favorite sports team. The opinions you hold dear. The religion you practice. Even your looks and, yes, your love life. Right this very minute, translation is saving lives, perhaps even yours. Translation influences everything from holy books to hurricane warnings, poetry to Pap smears. It's needed by both the masses and the millionaires. Translation converts the words of dictators and diplomats, princes and pop stars, bus drivers and baseball players. Translation fuels the global economy, prevents wars, and stops the outbreak of disease. From tummy tucks to terrorist threats, it's everywhere. This book will help you see how the products you use, the freedoms you enjoy, and the pleasures in which you partake are made possible by translation.

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Customer Reviews

As co-authors Nataly Kelly and Jost Zetsche point out, the word "translation" comes from the Latin word "translatus," which means "to carry over or...build relationships" and the possibilities for which relationships can be built and/or sustained can be almost unlimited. Winston Churchill once observed that the United States and England are separated by a common language. The barriers to effective communication can be linguistic, cultural, anthropological, and neurological. Moreover, there are multiple forms of verbal and non-verbal communication. So what can be "found in

translation"? Again, the possibilities are almost unlimited. Here are a few examples of those that Kelly and Zetsche discuss in the first four chapters:

Chapter 1. "Saving Lives and Protecting Rights": The Global Public Health Intelligence Network (GPHIN) is an electronic public health early warning system developed by Canada's Public Health Agency, and is part of the World Health Organization's (WHO) Global Outbreak and Alert Response Network (GOARN). This system monitors Internet media, such as news wires and websites, in seven languages in order to help detect and report potential disease outbreaks around the world. Initially, only two languages (English and French) were involved but later used nine languages that substantially increased the nature and extent of sharing important healthcare information, especially potential health crises.

Chapter 2. "Waging War and Keeping the Peace": The absolutely essential role of translators during the war crimes trials at Nuremberg at the Palace of Justice in 1945-1946.

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