

Online Research @ Cardiff

This is an Open Access document downloaded from ORCA, Cardiff University's institutional repository: <http://orca.cf.ac.uk/134931/>

This is the author's version of a work that was submitted to / accepted for publication.

Citation for final published version:

Marinetti, Cristina 2016. Letter from the multilingual website editor [Editorial]. Target 28 (1) , pp. 1-4. 10.1075/target.28.1.001edi file

Publishers page:

Please note:

Changes made as a result of publishing processes such as copy-editing, formatting and page numbers may not be reflected in this version. For the definitive version of this publication, please refer to the published source. You are advised to consult the publisher's version if you wish to cite this paper.

This version is being made available in accordance with publisher policies. See <http://orca.cf.ac.uk/policies.html> for usage policies. Copyright and moral rights for publications made available in ORCA are retained by the copyright holders.



Letter from the Multilingual Website Editor

Cristina Marinetti
Cardiff University

Dear colleagues,

As you will have read in *Target* 26:1 (2014), the journal is embarking on a new and exciting multilingual project that will see much of the historical archive of *Target* articles made available, in translation, into a variety of languages. We are very happy to announce that the Target Multilingual Website is now live and that new translations of both recent and classic articles are underway in Chinese, French, German and Spanish. For some more practical information on the website, please see below.

I am immensely grateful to Dirk and Sandra for offering me the opportunity to be involved in this fantastic venture as *Target* Multilingual Website Editor (MWE). As an Italian native who now works primarily in English in a proudly bilingual country such as Wales, I am very sensitive to a desire to give visibility to languages other than English by creating new spaces for multilingual interaction. I have long been thinking that, for all its practical benefits, the predominance of English-language articles in *Target* sits uncomfortably with the multilingual ambition of the journal and Translation Studies more generally. *Target* has always been a place for informed and passionate academic discussions that have influenced and shaped Translation Studies as it is today. We must enable those discussions to continue not just in English but also in Arabic, Italian, Korean, Portuguese and Welsh (to name but a few).

To make this happen, we are looking for volunteers from our wide-ranging and engaged community of readers to help. We have already piloted a series of successful collaborations between Translation Studies academics (acting as translation advisors) and talented students who have carried out the translation projects as part of their BA or MA degrees. This model has proven very successful both for the students, who have the opportunity to complete their coursework whilst engaging in a real-life project and become *Target* authors; and for advisors who are able to re-read important interventions in the field from a renewed critical perspective. Translation is, after all, one of the most enlightening forms of criticism

which, as George Steiner famously put it, allows one to explore the ‘fertile’ distance that exists between the text and the critic (Steiner 1979, 423).

As we are in the very early stages, and most of the articles have not been translated yet, the choice of article is entirely up to the translator/advisor team and can therefore be tailored to the research interest of the tutor or the pedagogical aims of the students’ course of study. Some may want to give priority to articles that have had the greatest impact in English and others to the contributions that may hold special interest to *Target* readers in their own language. Pedagogical considerations can also play a role in the selection. Thus, we have had colleagues choose to have different students translate different articles by the same author, to shed light on some particularly challenging concept (such as equivalence, or function); others involving groups of students in translating all the articles in a specific special issue as a way of opening up debate in a new area of research in their language.

If you or some of your students are interested in taking part, would like to know more about the project or have any comments or suggestions about *Target*’s new multilingual platform, do get in touch with me at marinettic@cardiff.ac.uk. I look forward to hearing from you all.

Cristina Marinetti

Reference

Steiner, George. 1979. “‘Critic’ / ‘Reader.’” *New Literary History* (10) 3: 423–452.

Target Online | Target’s new multilingual website

Target Online can be used by subscribers to *Target* and gives access to those volumes covered by the subscription: <https://benjamins.com/online/target>. While the content is the same as in the print version and the PDF to which subscribers have access, this companion site offers the complete contents of all published issues in a fully searchable environment:

- articles and authors are listed alphabetically across the full range of volumes;
- articles provide immediate access to notes and in-text references via popups;
- clicking on a keyword allows you to search all articles addressing that term;
- the original page numbers of the print edition are clearly indicated for easy citing;

- references include DOIs and external links;
- translations of articles and reviews into multiple languages are linked to the original article, bringing into practice the journal's core topic and honoring multilingualism.

Please visit our companion site and check out the sample issue on the home page!