

## II. BOOK REVIEWS

**Laura Gonzales.** *Sites of translation – what multilinguals can teach us about writing and rhetoric.* Ann Arbor: University of Michigan Press. 2018, 160 pp.

Since the ground-breaking shift in translation studies towards cultural approach initiated in 1990 (Yan & Huang 2014), it has become clear that traditional, that is, alphabetical, linear and purely mechanical view on translation, does not seem to mirror its actual complexities (Akbar 2015; Anderman & Rogers 2003). Numerous literary investigations in the domain of foreign language education have also confirmed the close link between language and culture (e.g.: Chodkiewicz 2015; Larsen & Freeman 2011; Tomalin & Stempleski 1993). The issue, however, has grown in importance even more in the light of recent globalization-driven changes which are said to increase the numbers of multilingual societies (Graddol 2006). It is Laura Gonzales that has identified worldwide, pro-multilingual and pro-multicultural trends and offered an interdisciplinary synthesis of language and culture in translation studies from the perspective of Latinx communities in the Unites States. Interestingly, since research into language fluidity in professional settings is rather rare, the book attempts to analyse translators' immediate work in which there is hardly any place left for theoretical considerations.

Laura Gonzales is an Assistant Professor of Rhetoric and Writing Studies at The University of Texas at El Paso and a former Sweetland Digital Rhetoric Collaborative Graduate Fellow. Her *Sites of translation – what multilinguals can teach us about writing and rhetoric* gives an account of how multilinguals feel and what steps they undertake in the face of translation moments. This scholarly work aims to relate conversations on language fluidity to the lives of multilinguals who are constantly subjected to high-stake translation or interpretive practices. It consists of an introduction followed by seven chapters, each of which offers a fresh approach to the concept of translation. Gonzales acknowledges different faces of translation discussed in the literary investigations, enriching her discussion with insights from sociolinguistics, rhetoric and translation studies. For instance, she refers to A revised rhetoric of translation framework which, together with its three pillars of creative, cyclical and culture-driven nature of translation, enables one to question its traditional underpinnings. By establishing links between the concept of culture and language, both in theoretical and practical sections of her book, the author also manages to successfully demonstrate the omniscience and relevance of translation in Latinx communities.

In Chapters One and Two, Gonzales introduces the concept of translation moments as well as provides the description of her research design. The author emphasizes the fact that the terms of translation and translation moments cannot be treated synonymously because the latter can be employed only with reference to the pauses that interlocutors or translators take in order to choose the most appropriate strategy for the gaps in their knowledge to be filled in (Gonzales 2018: 12). To convey the intended meanings, speakers undertake rhetorical actions so that the most appropriate strategy/ies can be adapted to a given context. As the author explicates, translation cannot be discussed as a transformation of words since it is the phenomenon of the so-called localization that she finds particularly impactful. To be more precise, localization, or contextualization, stands for any language- or culture-related changes of written or spoken texts whose aim is for translators or interpreters to put their work into a proper linguistic, cultural or rhetorical context (Gonzales 2018: 15). Having referred to selected research into translation, the author enumerates the commonalities found among them including, for example, researchers' tendency towards small sample sizes, the adoption of observation techniques as a measure used to report data or, finally, the development of a product-oriented character of research. Such an overview of literature enabled her to design her own study in which she collaborated with interpreters and translators from the United States for over three years. To investigate how multilingual and multimodal practices are used in translation moments, she borrowed methods from rhetoric, composition and technical communication, at the same time underlying the process-oriented approach to her interdisciplinary research.

Chapters Three and Four, even if shorter than the remaining sections of the book, are central to the discussion of the approach adopted by Gonzales. To be more specific, they cover the critical terms of multimodality and A revised rhetoric of translation, allowing readers to understand not only the dynamics of translation practices, but also the analysis of the research itself. Interestingly, it is made clear that it is a subfield of philosophy, rhetoric, that multimodality is closely connected with. Just as rhetoric, multimodality is based on questioning and considering the context, audience, goals of written/oral communication and the effectiveness of linguistic means used by speakers to achieve these goals (Gonzales 2018: 56). Therefore, Gonzales seems to be just right in concluding that translation can be defined as a multilingual and multimodal practice which is set in a rhetorical context.

Chapters Five and Six, on the other hand, present the research study that the author conducted with a group of 44 translators at two different research sites, that is a news broadcasting organization in Orlando (Knightly Latino News at the University of Central Florida, KLN) and a non-profit translation office in Michigan (The Language Services Department at the Hispanic Centre of Western Michigan). Two research questions guided the study in question. They concerned, first, the discussion of specific actions undertaken by translators or interpreters and, second, the enumeration of a vast reservoir of strategies implemented by them during translation moments. The analysis of the data gathered during the study yielded the following results. First of all, it was established that translation is connected with culture of a community for whom the translation is being done.

Second of all, the use of multimodal strategies depends upon the experience of translators or interpreters, which may extend, for instance, from the use of digital tools, deconstruction, negotiation, gesturing, reading aloud to mirror translation.

The final chapter of the book, Chapter Seven, gives an accurate summary of the most central concepts introduced in *Sites of translation*. In the concluding remarks, the author synthesises the results of her study with major theoretical considerations on the nature of translation. Readers' attention is drawn to an underlying component of translation, linguistic diversity, which should not be treated as a challenge or a source of pedagogical failure. It is rather just the opposite because translation frameworks are believed to heighten people's awareness of a close relationship between language and culture (Gonzales 2018: 119). Gonzales praises her participants for their rhetorical sensibility which enabled them to identify multimodal and multilingual work by reflecting on their own personal and educational experiences. Finally, she also advises teachers and researchers "to keep in mind the cultural situatedness of language use, resisting the tendency to generalize or perhaps unintentionally erase layers and dimensions of cultural differences as we argue for language as *multimodal* or *translingual*" (Gonzales 2018: 120).

Gonzales's book is a carefully structured seminal work divided into logically following chapters. The theoretical background to the concept of translation encapsulated in Introduction and Chapters from One to Four provides readers with necessary information, which is later crucial for the discussion of the study described in Chapters Five and Six. The author's numerous references to an impressive body of evidence from the past research and selected literary investigations of translation-related themes from the fields of sociolinguistics, philosophy or translation studies guarantee the trustworthiness and interdisciplinarity of her explications. Each chapter is constructed in such a way so as to provide opening and transition paragraphs which help readers navigate through the book. More importantly, what is particularly impressive is the author's array of measures that she used to collect the data as well as a subsequent detailed discussion of the results in the empirical / practical sections of the book. For instance, entries from journals kept by the author, Internet links to the videos recorded with the interpreters, transcriptions of interviews or illustrations of legal documents constitute the greater part of Chapters Five and Six. Moreover, the author included true stories of the subjects who, for instance, in spite of a challenging interpretation during labour or translation of documents for a grieving widow, were able to combine the components of translation necessary for successful transfer of information to take place.

Owing to the fact that multilingualism and multiculturalism constitute a fundamental property of modern societies, it is justified to state here that translation and interpretive practices are becoming more and more common activities performed by multilinguals on a daily basis. The analysis of translation presented by Laura Gonzales in her *Sites of translation – what multilinguals can teach us about writing and rhetoric* adequately addresses the educational needs of contemporary citizens, equipping them with knowledge on how multilingual speakers perform their job as translators and interpreters. Moreover, it allows readers to recognize linguistic and cultural diversity through the angle of translation which is said to facilitate creativity, craftsmanship of language or rhetorical work. More importantly, it becomes evident that it is translators' responsibility

to manage the complexities of language transformations by adopting a highly individual approach and considering linguistic and cultural underpinnings of translation as well as personal needs of their clients.

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