

13<sup>th</sup> IASS/AIS World Congress of Semiotics CROSS-INTER-MULTI-TRANS-

13<sup>th</sup> Symposium on Semiotics and Translation SemTra2017

**Translations, Translating, and Translators  
Creating Signs and Sign Systems of Similarity and Difference**

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The theme of the SemTra2017 symposium is the *cross-*, *inter-*, *multi-*, and *trans-*centered nature of translating and translation research as a semiotic activity: the intralingual, interlingual, and intersemiotic interpretation and translation of various text worlds offers us an insight into interpreting, transferring, and mediating signs between various sign systems in various texts, genres, and styles.

Translation Studies creates an inter- and transdisciplinary network of positions, relations, and movements in time and space. As a field of knowledge, it focuses on texts that transfer human heritage and thereby, construct the collective memory of humankind and of a specific nation and its culture. These are texts that both preserve old meanings and generate new ones. Translation Studies lives in a dual textual world – the world of the source and the world of the target.

Translating is a goal-oriented process of *change*. A translated text with its special purpose and its new semiotic and pragmatic situation context is characterized by ongoing interpretation, creation, and re-creation. In translations, every change reflects a more or less conscious translatorial choice, and reveals actual translational strategies, resulting in *similarities* between the source text and the target text. Strategic changes and choices become operative, exert their force, in the translator's mind which is constantly seeking target elements, be they a part of a message or of a whole chain of communication, to serve the original idea and intention of the source text writer. Yet *differences* between the source and the target represent hard facts and construe our reality, finding their manifestations in other verbal signs in another language which are to make sense to new receivers with new expectation horizons and needs within another socio-cultural environment and *chronotopos*. And the translator's role in this process of otherness is that of an agent of change, that is, to intervene and to intermediate between signs and sign systems.

Keywords: *translation research, semiotics, similarity, difference, chronotopos*