

Scientific Articles About Translation Strategies - Zombie Articles?

Authors : Inga Milevica

Abstract : This study addresses the discourse of scientific articles from 1991 to 2020 on audiovisual translation and translation strategies and tactics in collections of scientific articles (Latvia). Audiovisual translation studies, which are far beyond the paradigm of fiction studies, occupy, if not a marginal, then very far from the central position, nevertheless create their own specific image, for example, in speeches or in scientific articles. It is this created image that is perhaps one of the reasons for the small number of studies of audiovisual translation. The study shows that scientific articles about translation strategy may also contain signs of both zombie science and 'weekend articles' (the concept is introduced in the article for the first time); for example, if the names in the original and translation are compared using the strategy classification translation, which is not justified, but is easy to use and allows certain digital calculations to be made. In addition, they often implement the 'law of conservation of complexity', for example, replacing the word technique with a formally more 'complex' one-strategy. The purpose of the study was to use expert opinion (Yves Gambier) to determine the presence or absence of zombie science and/or weekend article features in selected scientific articles on audiovisual translation and/or translation strategy. The method of semantic, lexical-semantic and contextual analysis was also applied to the selected articles in order to determine the signs of zombie science and/or 'weekend articles' - the statement of purpose, the relevance of the study, methods and classifications of translation strategies used. As a result of the study, it turned out that the reviewed articles have certain indicators of zombie science and/or weekend articles, as eloquently evidenced by the comments of the expert, who pointed to the desire to choose the 'easiest' classification of translation strategy and especially to the lack of contribution to the scientific field. Accordingly, in scientific articles, characteristic features of the 'law of conservation of complexity' appear (replacing the concept of technique with strategy) and the characteristic use of the lexeme problem.

Keywords : scientific article, zombie science, translation strategies, audiovisual translation

Conference Title : ICIT 2025 : International Conference on Interpreting and Translation

Conference Location : Bali, Indonesia

Conference Dates : July 15-16, 2025