

## Translation and Ideology: New Perspectives

**Authors :** Hamza Salih

**Abstract :** Since translation is no longer viewed as a mere replacement of linguistic codes from one language to another, it has increasingly been considered, especially with the advent of the cultural turn in the late 70's, in relation to the broader external context in which it takes place. According to scholars in the field, the translation process is determined by the political, economic and cultural values which exert external pressures on the translator. Correspondingly, the relationship between translation as an act of re-writing the original text and ideology has already been established. This paper addresses the issue of how ideology comes into play in the translational process and what strategies the translator adopts to foreground or circumvent ideological constraints. Along with this, the paper will touch upon the notions of censorship, manipulation, subversion and domestication which are deemed of relevance to this very topic. In fact, after the domination of the empirically-oriented linguistic approaches in translation studies, the relationship between translation and ideology has to be foregrounded to draw attention to the fact that the translation process is not a mere text-to-text linguistic transfer, but, on the contrary, takes place in the midst of economic, political, cultural and religious variables, which some scholars subsume under the category ideology.

**Keywords :** translation, language, ideology, subversion, censorship and manipulation

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