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Memes of Translation. The author explores a wide range of ideas on translation, mapping the "meme pool" of translation theory with chapters on translation history, norms, strategies, assessment, ethics, and translator training. The aim of the book is to search for a perspective from which the immense variety of ideas about translation can be related.

### **Memes of Translation: The spread of ideas in translation**

Memes of Translation by Andrew Chesterman (Amsterdam and New York: John Benjamins ...

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Memes of Translation is a search for coherence in translation theory based on the notion of Memes: ideas that spread, develop and replicate, like genes. The author explores a wide range of ideas on translation, mapping the "meme pool" of translation theory with chapters on translation history, norms, strategies, assessment, ethics, and translator training.

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### **(PDF) Memes of Translation: The spread of ideas in**

Memes of Translation: The Spread of Ideas in Translation Theory. A key idea is that a translation itself is a theory or hypothesis concerning the source text. This hypothesis is then subjected to testing, refinement, and perhaps even rejection, just like any other hypothesis.

### **Memes of Translation - Google Books**

Revised edition. The meme metaphor allows us to see translation in the context of cultural evolution, and also highlights similarities with the philosopher Karl Popper's analysis of another kind of evolution: that of scientific knowledge. A translation is, after all, itself a theory "a theory about the source text.

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**Mememes of Translation by Andrew Chesterman (ebook)**

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