

**The Evolution of the Conceptualisation of Translation in TS**

**Shaking the Tree of Holmes**

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**Abstract:** The map of Holmes has been so guiding for the discipline of translation studies in the past half a century, that it sometimes seemed to acquire the mythical function of a tree of life, with clearly structured branches that provided eternal support for researchers. Nevertheless, in the beginning of the 21st century there are quite some new tendencies and practices that question Holmes' seminal structuring. This becomes particularly visible in our post-print era, with its boom of transmedial text production and reproduction, such as in offshoots, spinoffs, co-writings, adaptations, and recontextualizations. This reshuffles the relationship between interlingual, intralingual, intersemiotic, and even intrasemiotic forms of translation. Text rewritings and remediations are no longer considered second-hand, but products with a high degree of originality and invention. Within this conceptual framework of transmediality, this guest lecture will look at the accompanying challenges and pitfalls for the discipline of translation studies.



**Luc van Doorslaer** is Chair Professor for Translation Studies at the University of Tartu (Estonia), the former President of CETRA (2014-18), the Centre for Translation Studies at KU Leuven (Belgium), and Professor Extraordinary at Stellenbosch University (South Africa). Since 2016, he is Vice President of EST, the European Society for Translation Studies. He is journal editor of 'Translation in Society' (John Benjamins) and book series editor of 'Translation, Interpreting & Transfer' (Leuven University Press). Together with Yves Gambier, he is the editor of the online *Translation Studies Bibliography* and the four volumes of the *Handbook of Translation Studies* (fifth volume planned 2021). He has published widely in the field of translation studies, mainly on his research interests including journalism and translation, sociology of translation, imagology and translation, and the institutionalization of translation studies.

**All Welcome!**

- ❖ **Time: 11:00am-12:30pm (GMT+0), Thursday 29<sup>th</sup> April 2021**
- ❖ **Zoom meeting ID: 953 6203 4238**
- ❖ **Password: 688382**
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