



Publications Catalogue

Writescope Publishers

Publications by Ali Darwish

09

Optimality in Translation

English Edition

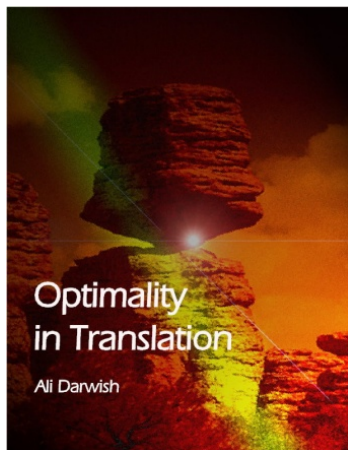
Ali Darwish

Published by Writescop, 2008.

ISBN 0975741926

350 pages, 16.5 cm x 23 cm

AUD \$55 + Shipping and Handling (Australia: \$10; International: \$20)



Translation may be regarded as a response to a problem of communication usually between two language-bound cultural entities. The act itself is a multi-dimensional and multi-layered process involving in one consensual domain problem solving and decision making. This book explores translation as a decision-making process under constraints. It examines these constraints, and develops a three-tier decision-based translation model that can be used in self-evaluation of translations and in translation quality assessment. The

model is anchored in optimality theory and regards translation as a temporary system of conflicting forces embodied by constraints yielding an optimal translation within these constraints.

TO BE RELEASED IN DECEMBER 2009/JANUARY 2010

Arabic Diglossia in the Age of Globalization and Satellite Media

(Paperback)

Arabic Edition with an English Introduction

Iman Rimam and Ali Darwish (authors)

Published by Writescope, 2008, Illustrated.

ISBN 0975741969

300 pages, 16.5 cm x 23 cm

AUD \$45 + Shipping and Handling (Australia: \$10; International: \$20)



This book explores the phenomenon of diglossia in Arabic in the age of globalization and satellite media, and proposes a methodology for moving towards the adoption and use of standard Arabic in the public and private life of Arab society over three generational periods. The misled notion that there are two separate Arabic languages (one native and one superposed) has been informed by Ferguson's questionable early work on diglossia. This book challenges this notion and argues that there is an organic link between standard Arabic and the various dialects of Arabic. It also challenges the hypothesis that the

Arabic language is incapable of coping with modernity and the advances in technology and sciences and contends that the reason for the supposedly wide gulf between the high and low varieties of Arabic is caused by the broken lineage of knowledge transfer due to the successive and long periods of foreign hegemony and occupation by the Ottomans and later by western colonial powers.

Recent Titles

The Book of Wonders of Arabic Blunders in Journalism, Politics and Media

(Paperback)

Arabic Edition with an English Introduction and Abstracts

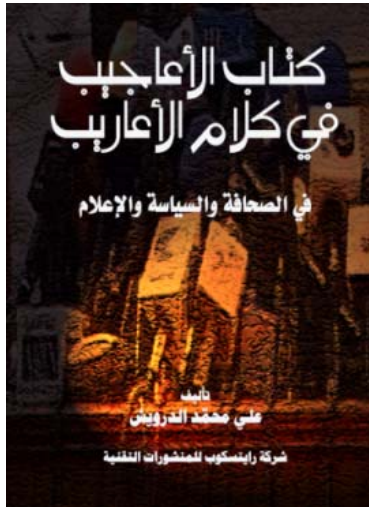
Ali Darwish (author)

Published by Writescop, 2007, with full colour Illustrations.

ISBN 0 9757419 3 4

466 pages, 16.5 cm x 23 cm

AUD \$45 + Shipping and Handling (Australia: \$10; International: \$20)



This book presents another daring critique of Arabic translation standards in journalism, politics and the media and examines the social and cultural impact of Arabic satellite television on modern Arab societies! It contains an introduction and 17 articles, papers and essays, relentlessly exploring various aspects of Arabic usage and incisively examining the critical role satellite television is playing in establishing and promoting expressions that not only violate language norms and standards and introduce cultural mismemes, but also defy logic in any language.

This is combined with an inexplicable enslavement to foreign language forms, a pathetic obsession with English expressions—mistranslated and distorted—and a shameless aversion to Arabic good usage.

Language Translation and Identity in the Age of the Internet, Satellite Television and Directed Media

(Paperback)

Arabic Edition with an English Introduction and Abstracts

Ali Darwish (author)

Published by Writescopes, 2005, Illustrated.

ISBN 0-957-751-141

450 pages, 16.5 cm x 23 cm

AUD \$45 + Shipping and Handling (Australia: \$10; International: \$20)



This book contains interconnected articles and research papers in Arabic on issues relating to language, translation, cross-cultural translation-mediated communication, and knowledge transfer. It explores the crisis of language, translation and identity in the Arabic language media in the age of the Internet and Satellite television. The book has grown out of a serious interest in examining a curious phenomenon that is today sweeping the Arab world, where mass media is once again playing a critical role not only in reporting the news but also in shaping events and influencing public opinion, and where reporting

and news manipulation sometimes overlap.

This book examines the role of language and translation in shaping culture and tackles head on the way Arabic satellite television is reshaping both the Arab individual and society in the “Greater Middle West”, colonially known as the Middle East.

The Transfer Factor

(Paperback)

English edition

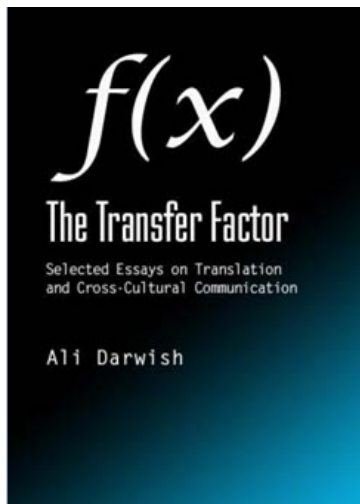
By Ali Darwish

Published by Writescope, 2003.

ISBN 0-957-751-192

150 pages, 14.5 cm x 20.5 cm

AUD \$35 + Shipping and Handling (Australia: \$10; International: \$20)



Scores of publications have been produced over the past 30 years looking at translation from various individual perspectives and through the eyes of different schools of thought and disciplines. Yet surprisingly our endeavour to understand this important human activity is still in its early stages. This compendium of essays and research papers written by the author over a research period of ten years discusses the translation phenomenon in a down-to-earth, realistic manner. The author draws on his 25 years of practical experience as a professional translator and technical communicator and 10 years as

educator to explore practical issues such as the translation process, translation decision-making, translator training and translation evaluation, arguing for a knowledge-based model of translation.

The Interpreter's Guide

(Paperback) Arabic edition

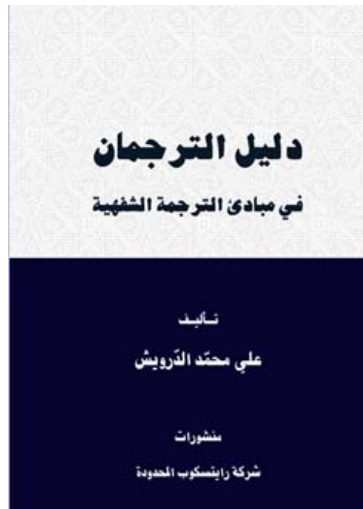
Ali Darwish (author)

Published by Writescop, 2003.

ISBN 0-957-751-125

210 pages, 14.5 cm x 20.5 cm

AUD \$40 + Shipping and Handling (Australia: \$10; International: \$20)



Written by a renowned expert in the field, this new book focuses on the dynamics of interpreting — its techniques, modes, conditions and prerequisites. It presents an easy-to-follow guide for interpreting students and practitioners to help them achieve accreditation and perform better. Drawing on state-of-the-art theories and models and on 30 years of experience as a practitioner in the Arab World, Britain and Australia and on 10 years of experience as a university teacher and examiner, the author has written an accessible guide to the art and science of interpreting.

The book is written in a programmatic approach— major topics are introduced in the early chapters and expanded in later chapters. For example, the different modes and types of interpreting are introduced in chapter two, and further discussed each in a separate chapter. This approach makes the book suitable for structured training of interpreters. It is not intended to be read as a novel from cover to cover in one sitting.

This book is an ideal guide for students, practitioners and teachers of Arabic/English interpreting.

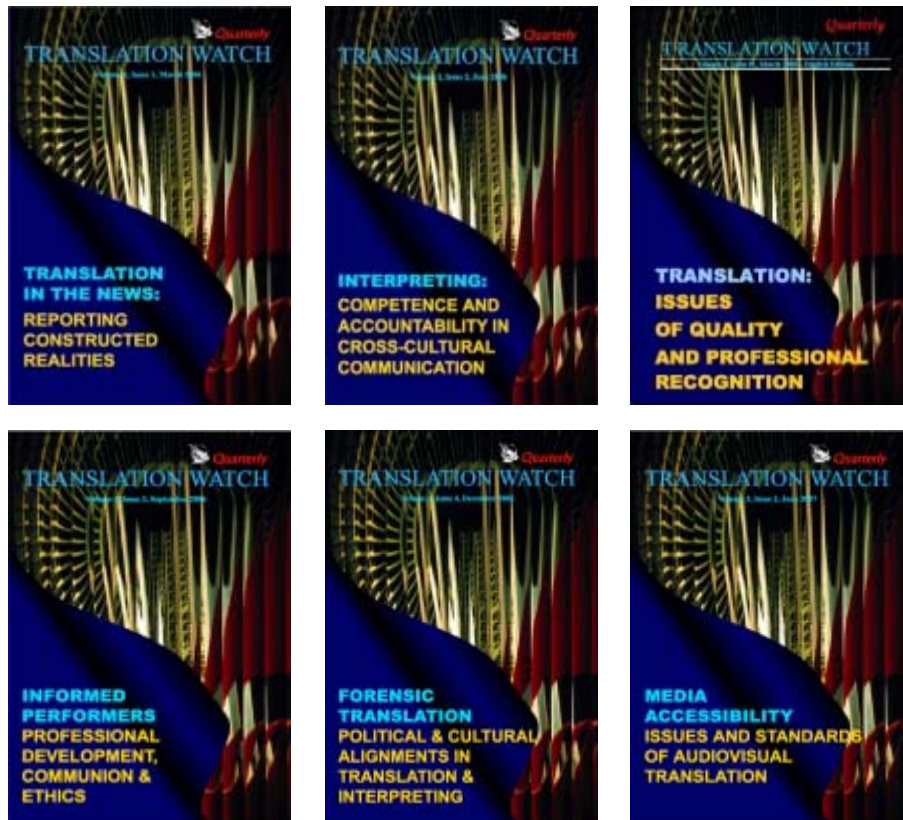
Periodicals

Translation Watch Quarterly

Refereed Journal of Translation Studies (2005 – 2008) Back Issues.
Published on behalf of Translation Standards Institute.

Chief editor: Ali Darwish

Back Issues: AUD 40 + Shipping and Handling (Australia: \$5;
International: \$10)



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