

# 'Translation and business websites' SEMINAR

by Dr. Sofia Malamatidou

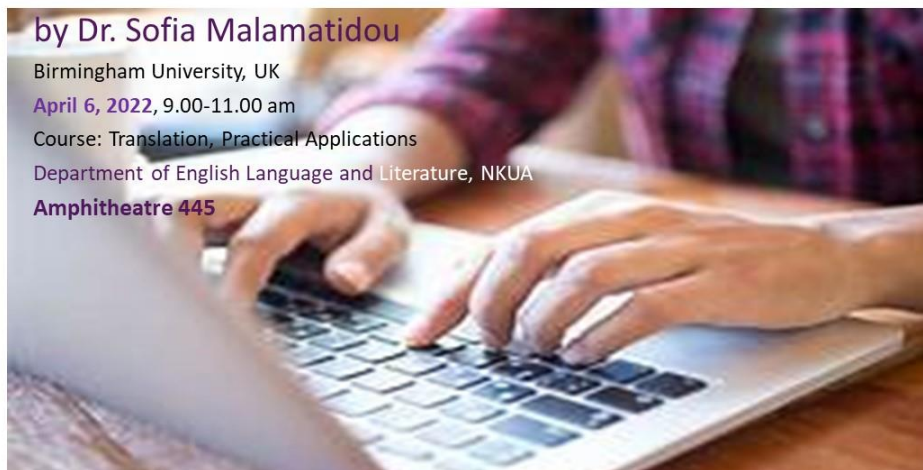
Birmingham University, UK

April 6, 2022, 9.00-11.00 am

Course: Translation, Practical Applications

Department of English Language and Literature, NKUA

Amphitheatre 445



## Summary

The aim of this seminar is to give you a better understanding of the typical linguistic features and translation challenges of business websites. It will begin by exploring the concept of text functions and how business websites combine different ones to achieve their aim, as well as the key linguistic features they employ to do so. It will then focus more specifically on the important role that collocations, fixed expressions, and idioms play in these websites and how these can be approached during translation. Ample examples will be provided throughout the session, and you will also get the opportunity to practice with a text at the end.

## Bio

Sofia Malamatidou is a Senior Lecturer at the University of Birmingham, where she teaches on a wide range of modules from Translation Technology to Research Methods and practical translation modules. In her research, she is interested in the interdisciplinary study of cross-cultural communication, by combining linguistics and translation studies. Methodological investigation, and specifically corpora, is also at the centre of her research, and her recent monograph, *Corpus Triangulation: Combining Data and Methods in Corpus-Based Translation Studies* (Routledge, 2017) introduces a new methodological framework, based on the combination of corpora, for the linguistic analysis of translated and nontranslated texts. She is currently working on a major research project, titled *Translating Tourism*, which aims to understand how tourism destinations are promoted through translation. She has published articles in major translation journals (*Meta*, *Target*, *The Translator*, *Translation Space*) and is currently working on a monograph on the cross-linguistic differences in the language of tourism translation (Palgrave), which will be published in 2022.