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Developing the translator's cultural competence through genre analysis

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Abstract

An important element of what is generally referred to as translation competence is represented by the translator's ability to mediate between the culture of the source text producer and that of the target audience. The translator's cultural competence, which is not at all restricted to the literary type of translation, consists in more than the ability to offer an appropriate treatment of the culturally-embedded words, phrases and structures presented by the source text. It also involves an awareness of the target language conventions for the genre to which a particular translation belongs. This means that the concept of genre and the technique of genre analysis represent useful tools in the process of professional translator training. What are the elements of genre analysis that are really helpful in the process of translation teaching? How can genre analysis be actually used in order to contribute to the development of the trainees' cultural competence? In what kinds of activity should translator trainers involve their students in order to help them become sensitive to the genre conventions of the texts to be translated and to the manner in which these conventions must be adapted to the norms of the target culture? The paper will try to offer some answers to these questions, taking into account both theoretical and practical evidence.

Key words: *cultural competence, genre analysis, translation teaching*