

La traducción como mediación editorial: Un estudio de 150 libros para niños y jóvenes publicados en Argentina durante 1997.
(Translation as Editorial Mediation: A study of 150 Books for Children and Young People Published in Argentina during 1997.)

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Who is the creator of a work of literary translation? A translated book is often regarded as the product of one single translator in spite of the fact that there are generally several mediators involved in the translation of a book (such as publishers, proofreaders and graphic designers). Within Translation Studies, very little attention has been paid to these mediators. In this study I would like to widen the traditional view, which is mostly concerned with translators, and examine literary translations as the result of the work of several mediators working for the publishing houses, which publish them.

Two major hypotheses are put forward in Chapter One. 1) Each publishing house has a distinctive 'profile', which identifies their products in the market place. This profile includes all of the attributes particular to their publications, which distinguishes them from other publishers' publications. 2) These profiles may be separated into two categories depending on whether the publisher specialises in non-translated or translated works.

Chapter Two provides the theoretical background from Translation Studies, necessary for the analysis presented in the following chapters.

Chapter Three presents the case-study: 150 books published as children's literature by ten different publishers in Argentina during 1997, 56 of which are translations and 94 non-translations.

The textual analysis is focused on one mainly non-linguistic aspect, the paratextual mediation (Chapter Four), one interlinguistic aspect, the use of proper names (Chapter Five) and one intralinguistic aspect, the translation into a language with several language varieties (Chapter Six). Throughout the textual analysis, the translated books of the corpus are compared with the non-translated books. Furthermore, the books published by the ten different publishers are compared with each other and, in particular, those from the translation-oriented publishers with those from publishers specializing in non-translation.

Even though the results are not unequivocal, they appear to indicate that different publishing houses have different profiles and that these profiles affect all the books published (both translations and non-translations). By examining the books from individual publishers it is clear that the individual profiles of the publishers correlate directly according to their style, to the two categories of non-translation and translation-oriented publishing houses. This shows that the editorial context is an important factor to take into account in the analysis of translations.

Keywords: Descriptive Translation Studies, Children's Literature, Target Culture, Paratext, Proper Names, Dialect, Argentina