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TO NEWS EDITOR  
FOR IMMEDIATE RELEASE

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Translation as Cultural Shock

Professor Mary Snell-Hornby, Professor of Translation Studies and Head of the Institute for Translation and Interpreting at the University of Vienna, delivered her first public lecture today as the Chinese University's Wei Lun Visiting Professor.

In her lecture, entitled "Translation as a Cultural Shock: Diagnosis and Therapy", Professor Snell-Hornby analyzed the distorted message created by failed translations that actually in their own way make some sense, conveying a message totally unintended by their author and only fully intelligible to those readers who can decode the originally intended message and diagnose what creates its "second sense". This is translation as miscommunication, as a cultural shock. Special emphasis was placed on advertising conventions, and examples were drawn from authentic translated advertising literature such as a price list and a hotel brochure. The lecture closed with an appeal to all those involved to treat translation as a specialized activity requiring a specialist's knowledge and competence.

Professor Snell-Hornby's second open lecture, entitled "The Unfamiliar Image: Metaphor as a Problem in Translation", will be held on December 11 (Friday) at 4:00 pm in Lecture Theatre LT2, Lady Shaw Building of the Chinese University.

As President of the newly-formed European Society for Translation Studies, Professor Snell-Hornby also has had extensive teaching and research experience at leading universities and various institutes of translation and interpreting in Germany, Switzerland and Austria. She was also a visiting scholar at the Research Centre for Literary Translation of the University of Gottingen.

Professor Mary Snell-Hornby's visit to the Chinese University is sponsored by the Wei Lun Visiting Professorship/Fellowship Programme established through the generous donation by the Wei Lun Foundation Limited for the purpose of sponsoring eminent scholars in various academic disciplines to give open lectures at the University.

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Dear Editor,

You are cordially invited to send a reporter and/or a photographer to cover the Dec 11th lecture. Journalists interested in meeting Professor Mary Snell-Hornby are urged to contact Mr Ali Li at 6097293 or Mrs Shirley Kwok at 6097294 as soon as possible.