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THE  
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新聞稿 PRESS RELEASE

To News Editor  
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#### PUBLIC LECTURES ON TRANSLATION STUDIES

Professor Mary Snell-Hornby, a leading scholar from the University of Vienna, will deliver two public lectures on translation studies at The Chinese University of Hong Kong as the University's Wei Lun Visiting Professor next month.

The first lecture, entitled "Translation as a Cultural Shock: Diagnosis and Therapy", will be held on December 4 (Friday), at 4:00 pm; and the second, entitled "The Unfamiliar Image: Metaphor as a Problem in Translation", on December 11 (Friday), at 4:00 pm. Open to the public, both lectures will take place at Lecture Theatre LT2, Lady Shaw Building in the University's Shatin campus.

Appointed to the Chair of Translation Studies in the University of Vienna in 1989, Professor Snell-Hornby also heads the University's Institute for Translation and Interpreting. She had taught at University of Munich, University of Zurich and held acting or visiting professorships at various institutes of translation and interpreting in Germany and Austria. She was also a visiting scholar at the Research Centre for Literary Translation of the University of Gottingen. Her outstanding achievement in the field of translation made her the President of the newly-formed European Society for Translation Studies.

A prolific writer, British-born Professor Snell-Hornby has written extensively on the relevance of translation to literature, lexicography, linguistics, advertising and marketing. Her publication, "Translation Studies - An Integrated Approach", is required reading for many translation courses.

Professor Snell-Hornby's visit to The Chinese University is sponsored by the Wei Lun Visiting Professorship/Fellowship Scheme established through the generous donation of the Wei Lun Foundation Ltd. The Scheme sponsors world-renowned scholars in various academic disciplines to visit and lecture at the University.

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Dear Editor,

You are cordially invited to send a reporter and/or a photographer to cover the above lectures. Should you need further information, please contact Mr Ali Li at 6097293 or Mrs Shirley Kwok at 6097294.