

An adaptive-pragmatic approach to the teaching of translation

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Translation teaching has been somewhat idealized, this study takes an adaptive-pragmatic approach in order to add an important sociological dimension. It highlights the importance of incorporating strategic language manipulation, through the theoretical lens of Verschueren's (1998) Adaptation Theory.

The key concept is that language use is strategically adapted to the needs of communication, which is discussed in the case study of a 2001 Sino-American crisis, particularly the different translated versions of the U.S. apology for the Hainan airplane collision. The findings provide a realistic, multi-dimensional account for achieving an effective translation education.



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