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Evolving from a practical endeavour into a recognized academic discipline, translation has faced numerous shifts in the priority of elements to transfer, from focusing on transferring the language structure to preserving style and acknowledging the importance of pragmatics (Stolze, 2024). Baker (2018), Abualadas (2020), Sanatifar, Cha'bi (2021) and others have stressed the necessity for considering pragmatics when preserving implicature, deictic elements, coherence and various ways of flouting the Gricean maxims, so as to replicate the authentic intended meaning of the source text, these observations confirming that pragmatics, as an inherent component of human communication, should be treated as an inherent component of translation as well.

Translation and Pragmatics: Theories and Applications by Louisa Desilla presents the intertwining between these two fields, an interdisciplinary interaction that has been addressed in other books or collections as well. Desilla also published an article on *Pragmatics and Audiovisual Translation* in Pérez-González's *The Routledge Handbook of Audiovisual Translation* (2019), where she mainly discusses the same pragmatics concepts in a much more condensed manner, concepts on which she builds in *Translation and Pragmatics*, by providing case studies and practical tasks to apply the theories, prioritizing pedagogy and emphasizing how translators manage audiovisual translation challenges involving pragmatics-related issues such as politeness or implicature.

Although the topic has been previously addressed, the book under review explores the relationship between translation and pragmatics from a didactic and applied perspective, this focus being clarified in the following two paragraphs dedicated to a comparison between the book in question and other works addressing this interconnection.

Compared to *Pragmatics and Common Ground in Translation* (Aytaş, 2019), where a much broader translation theoretical foundation is laid, in Desilla's book, each essential pragmatic aspect is presented in a much more specific manner from a translational perspective, without addressing the shared knowledge only. Moreover, contrasted to Aytaş's work, the book under discussion goes for a synergistic path with a constant pairing of pragmatics and translation, being addressed to translation studies learners, hence the lack of more detailed explanations regarding translation strategies, modes or types of texts.

Likewise, Dayter et al. (2023) take a more theoretical approach in *Pragmatics in Translation: Mediality, Participation and Relational Work*, explaining how pragmatics applies to traditional and audiovisual translation. In *The Routledge Handbook of Translation and Pragmatics* (Desilla & Tipton, 2019), foundational topics like speech acts and Grice's theories are presented in a primarily theoretical manner. In contrast, Desilla's textbook (2025) not only presents these concepts but also engages students through practice-oriented tasks and contemporary, relatable examples from media and advertising.

Translation and Pragmatics: Theories and Applications by Louisa Desilla provides a clear and comprehensive exploration of key pragmatic concepts, illustrating their manifestations across languages and cultures through practical examples of translations. Mainly designed as a translation textbook, it aims to shed light on the importance of incorporating pragmatics into the translation process, its intended audience predominantly consisting of translation or intercultural communication students, as well as translation studies teachers or anyone manifesting interest in the synthesis of translation and pragmatics.

In addition to a comprehensive yet surprisingly logical and accessible exposition of essential concepts in pragmatics, the book's pedagogical approach is one of its main strengths. This is evident not only in its structure, with seamless and coherent transitions from theories to concrete examples and applications, but also in its educational dimension, as it contains warm-up questions, practical tasks and suggestions for mini-research activities.

The book is divided into two main parts, the first addressing deixis and speech acts with a view to create a "journey from abstract meaning to contextual meaning", whereas the second part focuses on implicature and the pragmatic manifestation of politeness or lack thereof, summarized as "navigating interpersonal meaning and communicative styles". The consistent layout throughout the book ensures clarity and supports

the consolidation of cognitive acquisitions, with chapters opening with an intellectually stimulating exercise, sometimes based on inductive reasoning, then focusing on explaining the key concepts that are further explored in case studies, mini exercises and research activities, concluding with thematically organized suggestions for further reading.

In Part 1, the first chapter is dedicated to deixis, starting with a few examples meant to arouse curiosity in terms of what some time, place and person deictic elements may refer to, followed by the explanation of terms such as 'context', 'proposition', 'disambiguation' and 'reference assignment', which constitute essential precedent knowledge to ensure the understanding of deixis. When categorizing deixis, Desilla offers examples of languages where social deixis is grammatically marked, as is the case of French (*tu/vous*), German (*du/Sie*), Italian (*tu/Lei*) or Russian (*ty/vy*), the pronoun choice thus reflecting the social distance. Consequently, there are contexts where the differences in the pronominal systems pose translation challenges, sometimes prompting translators to insert additional elements such as honorifics in English ('Dr. Desilla' or 'Ms. Desilla'). Desilla also draws attention to time and place deixis as "there are variations in the conceptualisation and the linguistic representation of place and time across cultures" (p. 7). While this point is not elaborated on in detail within the book, it is supported by works cited in the reference list, such as Jackson's *Introducing Language and Intercultural Communication* (2014) and *Introduction: Linguistic Diversity in the Spatio-Temporal Domain* (Filipović & Jaszczolt, 2012). Jackson distinguishes between monochronic cultures (e.g., Germany, the US), which view time as linear and segmented, and polychronic cultures (e.g., many Arab and Latin American societies), which approach time more flexibly and cyclically. A further illustration is found in Gladkova's analysis of Russian, where terms like *pora*, *teper* and *nynče* convey culturally nuanced meanings of time beyond the basic notions expressed by *vremja* ('time') and *sejčas* ('now'). These sources offer useful insight into the types of variation alluded to in the book.

In the following paragraphs, the terms 'anaphora' and 'cataphora' are deciphered with relatable examples from advertisements and clickbait. The importance of deixis is highlighted through an expert's opinions on its role in audio descriptions. Adding a practitioner's real-world view enhances the book's practical relevance, particularly for students. The exercises and mini-research activities encourage learners to compile a parallel corpus of clickbait headlines (i.e. headlines designed to attract attention and provoke curiosity, often using sensational or exaggerated language to encourage clicks) and analyse the use of deixis and patterns of reference in rendering the clickbait effect both in the English versions and their corresponding translation.

The second chapter of Part 1 constitutes a well-rounded exploration of the notion of 'speech acts'. The subsection dedicated to practical tasks proposes an activity where learners watch a 2018 *Magnum* advertisement with a view to decipher the real meaning behind the tagline and contemplate whether transferring it into another language would require any sort of adaptation or changes. The author revisits 'utterance meaning' and 'speaker meaning', then introduces the concept of 'force', showing how utterances can be understood differently. These multiple interpretations are identified as speech acts.

Austin's and Searle's taxonomies of speech acts are also presented objectively, highlighting their contributions, as well as their shortcomings. An example from the famous video game *League of Legends* illustrates the culture-specific nature of speech acts, underscoring the unique challenges translators may encounter. When dubbing one of the videogame characters' replies ('Should I make your pulse rise? Or... stop!') from English into Greek and respectively, Italian, the translations shift from the interrogative structure to the declarative one, with changes in lexical choices that alter the original's threatening tone. Building on these insights, learners are asked to identify speech acts in both the *Magnum* tagline and an audiovisual product of their choice.

Part 2 addresses implicature and (im)politeness. Opening with a reference to two well-known Baby Yoda memes, chapter three draws the attention to linguistic indirectness and its key features, namely 'conscious intentionality' and 'high risk', thus helping the reader discern between linguistic and other types of indirectness.

The idea of intentionality and meaning is complemented by the introduction of Grice's cooperative principle and maxims serving as the foundation for conventional implicature and conversational implicature. Then, Desilla explains how particularised conversational implicatures are triggered via flouting the Gricean maxims, reiterating that translators often need to think of the target language's potential resources for preserving the implicature.

The author also mentions other scholars' critical perspectives on the maxims' limited applicability, prescriptive nature and overlapping definitions while clarifying the distinctions between implicature and inference and still advocating for Grice's revolutionary contributions to the field of pragmatics. The relevance theory and implicature are explored in the following subsection, with a case study and research activities meant to revisit all the freshly-acquired concepts.

The fourth chapter begins by laying the groundwork for understanding linguistic politeness and impoliteness through an explanation of 'positive' and 'negative face', as well as "face-threatening acts". Building on this foundation, the chapter then examines the creation of linguistic (im)politeness during interactions. Learners are introduced to this concept through a task that requires them to assess whether characters from a clip appear polite or rude, while emphasizing the role of speech acts in shaping character construction.

The manifestation of linguistic politeness is demonstrated through samples of email exchanges between students and their university teachers during the COVID-19 pandemic, offering examples where translators must decide whether to keep or remove politeness markers in the target text.

The author points out the inherent cultural underpinning of (im)politeness, since what we perceive as being polite or impolite is a matter of hundreds of years of implicature attached to linguistic manners of expressing

ideas, which imposes on translators an additional requirement to reflect on optimal choices, considering that politeness is perceived differently across various cultures and, consequently, in different languages.

The case study in this chapter focuses on the answers students have provided to a questionnaire regarding the level of politeness emitted by two characters from an audiovisual material. The usual reference to the applicability of these concepts in translation is targeted at audiovisual translation given that “subtitlers sometimes have to resort to the change of (indirect) requests into direct imperatives as well as the omission of hedging and modality indicators for the sake of space economy”.

The tasks at the end make use of the same clip and tweet used in the warm-up subsection, with a suggestion for analysing politeness manifestation in reviews as well as in Sorlin’s (2017) case study on the Netflix series *House of Cards*.

Beyond its well-structured content, one of the most notable strengths of *Translation and Pragmatics* is its comprehensive exploration of concepts that are extremely relevant in both pragmatics and, as Desilla demonstrates, translation. Although some sections might feel too introductory for advanced scholars, these can easily be used as didactic material for teaching essential concepts, especially considering the skillful use of transitions from theoretical concepts to case studies reflecting their applicability and research activities that consolidate their comprehension. Desilla masterfully presents concepts in a gradual, logical, and accessible manner, managing to consolidate learners’ understanding via building on prior knowledge and introducing everyday examples of pragmatic phenomena before linking them to theoretical concepts.

She explains how the question “Did you use real vanilla in there?” (p. 17) can be interpreted as either praise or disapproval depending on contextual, non-verbal, and paraverbal cues, illustrating the concept of speech acts. The author systematically resorts to a rhetorical style as in “But if the sheer presence of indirectness substantially raises the utterance comprehension stakes so much, why is it our preferred choice in several communicative situations?” (page 32), which enhances reader engagement.

A standout strength of the book is its use of relatable, real-world material—memes, ads, video games, TV shows, and student corpora—to demonstrate pragmatic phenomena. These materials not only engage students but also create a bridge between theory and practice.

The author consistently supports examples and theories with practical insights into how translators address these concepts, achieving a well-balanced integration of pragmatics and translation. This approach ensures a seamless connection between theoretical frameworks and their real-world applications, highlighting another quality of the book.

Regarding the practicality of the mini-research activities, the concrete suggestions and references to didactic materials make these activities time-efficient for teachers, not to mention that sometimes the same materials are used both for the warm-up and the mini-research activities, as in the case of subsection 4.4 titled *Exercises and mini research activities*. These tasks are also adaptable and can be easily applied on other materials or even used for grading students as is the case of the more complex research activity based on the *Magnum* advertisement.

Louisa Desilla’s *Translation and Pragmatics: Theories and Applications* is a valuable addition to the fields of translation studies and pragmatics, offering a thoughtful balance between theoretical insights and practical applications. The book excels in making complex concepts accessible through a pedagogical approach, with well-structured exercises, case studies and real-world examples that facilitate hands-on learning for students and early-career translators.

The author focuses primarily on the English-Greek language pair for exploring comparisons of expressing politeness, implicature and other pragmatics-related aspects in translation. Therefore, the analyses and comparisons based mainly on this pair could be stimulating for readers who are accustomed to these two languages, but potentially less captivating for those who are not. In turn, the book could benefit from a broader exploration of cross-cultural examples by including more detailed comparisons of politeness strategies and pragmatic phenomena in less commonly studied languages. Such an expansion would enrich the discussion, offer a more comprehensive perspective on intercultural variation, and make the book more engaging and relevant to a wider audience interested in diverse linguistic and cultural contexts.

Continuing this line of observation, although the emerging technologies like machine translation have generated controversial opinions on their usefulness in handling implicatures, politeness markers or other such subtleties, the rapport between translation, pragmatics and machine translation is not analysed in Desilla’s book, leaving room for further research in this specific area. A more thorough exploration of how these technologies address (or struggle with) pragmatic aspects could offer a different way of broadening its relevance for students, early-stage practitioners and experts in the rapidly changing field of translation. Such an inclusion is essential because pragmatic elements and other context-dependent meanings are central to effective communication and can significantly impact the accuracy and appropriateness of translations. By addressing how machine translation systems handle these subtleties, the book would offer a more comprehensive perspective on the challenges and limitations faced by these technologies and implicitly by translators. This would not only inform readers about the current state of the field but also encourage critical reflection on the evolving relationship between human translators and emerging technological tools. Highlighting these aspects would ultimately strengthen the book’s contribution to both academic scholarship and professional practice.

Overall, this textbook is highly recommended for students, educators, and novice practitioners in translation studies, particularly those seeking a comprehensive yet approachable guide to integrating pragmatic principles into translation practice. Its structured format and practical focus make it an excellent resource for both classroom instruction and independent learning.

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