

Tan, H. (2019). Dicerto, Sara. Multimodal Pragmatics and Translation: A New Model for Source Text Analysis. *The Journal of Specialised Translation*, 32, 291-293.

<https://doi.org/10.26034/cm.jostrans.2019.167>

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Dicerto, Sara (2018). *Multimodal Pragmatics and Translation: A New Model for Source Text Analysis*. Cham (Switzerland): Palgrave Macmillan, pp. XI + 178, €58.84. ISBN 978 3319693439.

In a multimodal context where images and sounds are essential forms of communication, the study of how people communicate by means of multimodal resources is crucial. Dicerto's *Multimodal Pragmatics and Translation: A New Model for Source Text Analysis* published in 2018 is a timely gap-filling contribution to multimodal analysis in Translation Studies (TS), constructing a new model for source text analysis.

The book is divided into 6 chapters. Chapters 2 to 5 constitute its main parts, introducing the theoretical framework, constructing the new model and conducting case studies with the model proposed to exemplify the use of the model in multimodal TS.

After describing the status quo of multimodal analysis in TS, explaining how there exists a "lack of a generally applicable framework for the analysis of multimodal texts in translation" (7), in chapter 1, Dicerto sets out to look for new perspectives from which to approach multimodal meanings in translation. Drawing on theories from semiotics and pragmatics, chapters 2 and 3 provide the theoretical background for the construction of the new model. Through investigating how different scholars deal with audiovisual elements and texts in multimodal contexts, Dicerto observes that the interaction and organisation of different modes are not sufficiently discussed in semiotics which makes her argue for the relevance of pragmatics for the analysis of multimodal texts. Based on a comparison of how Relevance Theory and Cooperative Principles analyse communication, Dicerto finds that a framework derived from Relevance Theory is "the most viable and logically justifiable approach to multimodality" (51). In reviewing studies related to multimodality and translation, Dicerto argues that Gutt's notion of interpretive resemblance between the ST and the TT could be used "as the cornerstone to develop the model for multimodal text analysis along three different dimensions" (57).

Chapters 4 and 5 constitute the main contribution of the book, with chapter 4 explaining the construction of the new model for analysing multimodal meanings in translation, and with chapter 5 exemplifying the applicability of the new model with several case studies. Dicerto constructs her new model on the basis of three dimensions: (1) general dimension: pragmatic perspective of multimodal analysis, (2) specific dimension 1: verbal-visual interactions, (3) specific dimension 2: meanings of individual modes. Chapter 5 applies the new multimodal ST analysis model to the analysis of authentic multimodal texts for translation purposes. Dicerto begins by describing the case study methodology in terms of e.g. material selection

and coding, and she then carries out detailed case studies of expressive, informative and operative texts. All case studies follow the same procedure: First, a general introduction to multimodal texts of the specific text type is given followed by a brief introduction to the setting of the text being analysed. Then, the texts are analysed on the basis of the three dimensions in Dicerto's model which is followed by an outline of the results in a summary table. Finally, potentially problematic issues for the translation of the text into Italian are discussed and possible solutions to the identified translation challenges are provided.

As a brief self-evaluation, chapter 6 points out that "the model has achieved its primary goal as an analytical framework to improve our understanding of the meaningful organisation of multimodal STs for translation purposes" (161). Dicerto also outlines some possible changes to the model to enhance its descriptive power as well as potential topics and areas that could be investigated and analysed with this model.

This book is a new contribution to TS well worth reading. First and foremost, the model proposed is pioneering and the result of an attempt to construct a generally applicable theoretical framework to deal with multimodality in translation, thus filling a gap in TS. Secondly, the model expands the applicability of pragmatics in TS, bringing pragmatics to a wider scope of application from its original field of discourse analysis to text analysis. Gutt (1991/2000) has made a first attempt to apply pragmatic theory in TS, and now comes the first attempt to construct a pragmatic-oriented theoretical framework for multimodal text analysis for translation purposes. Thirdly, the book is reader-friendly, clearly and logically organised: from theoretical basis through model construction to case studies applying the model.

However, the book is not without flaws. As a monograph in TS, it does not devote enough attention to the discussion of *translation proper*. Some discussion is included in the case studies in chapter 5, briefly addressing potential translation challenges if the texts are to be translated into Italian. It would have been more beneficial if Dicerto had included multimodal source texts with their translations in her case studies, since this would enable her to not only discuss potential challenges involved in translation of multimodal texts, but also to analyse the actual translation of multimodal texts. In this way, she could assess the quality of the translated multimodal texts, summarise the problems in existing translations and propose possible solutions to challenges that may arise in the translation of multimodal texts in the future.

Despite its flaws, the book is a valuable contribution to TS, especially for people interested in the translation of multimodal texts, whether researchers or practitioners. Since the new model provides a generally

applicable framework for the analysis of multimodal texts, the book is also relevant for researchers of multimodality in other fields.

References

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Acknowledgement

Funded by Self-determined research funds of CCNU from the colleges' basic research and operation of MOE under Grant No. CCNU17A06003; China Scholarship Council under Grant No.201706775069; Chinese University Research Projects of Foreign Language under Grant No.2015HB0051A.

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