

Book review

**INTRODUCING TRANSLATION
AS INTERCULTURAL COMMUNICATION**

by

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This book is about finding simplicity in relating culture, translation and intercultural communication. It offers a useful, concise and accessible discussion of translation as intercultural communication that will help readers to develop an understanding of culture and intercultural communication and how these concepts relate to translation.

The book is written in comprehensible English and it includes the most important features of culture, translation and intercultural communication that are necessary to provide the readers with an understanding of depth and breadth of these concepts in a unique and interesting way.

The author does not clutter the pages with unnecessary information. Instead, she tries to breathe life into what is considered by many to be a dull subject and enable the readers to develop their understanding of how translation, culture and intercultural communication are relatable and intertwined.

The book consists of five chapters and an appendix. In Chapter 1 the author defines culture, discusses Muoa's understanding of cultures, levels of culture, cultural patterns and Hall's and Hofstede's cultural dimensions. Chapter 2 defines intercultural communication and its impact on communication with people who come from different cultures, intercultural communication skills, factors that impact intercultural communication, barriers to intercultural communication and intercultural effectiveness scale. Chapter 3 discusses history of translation, the modern day translation industry, specialized types of translation, the five-step translation process, methods, levels and quality of translation, common challenges in translation, measuring success in translation as well as the future of translation. In Chapter 4 the author relates intercultural communication and translation. The author also discusses the role of culture in translation, the impact of cultural differences in translation, cultural translation and frequently used translation procedures. Chapter 5 discusses the translator as a mediator not only between two languages but also between two cultures. In the Appendix the author shows examples of cultural differences in translation of American popular literature into Serbian language.

Finally, the author hopes that this book will contribute to the continued development of translation studies by encouraging readers to pursue their interest in this dynamic discipline.

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