

Translation and Embedded Communication

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Abstract

Embedded communication is a type of communication characterized by a particular direction of meaning that is manifested therein. It depends on the combination of conceptions and perceptions, as well as on the speaker's intention. Faced with this type of communication, the translator has several options, each with advantages and disadvantages to which he must be attentive. Adopting a translational perspective, this article methodically explores these different choices and dismantles the mechanisms by which translation can change the communication orientation of the original message by moving from one language-culture to another. Thus knowing the various translation strategies makes it possible to better prevent possible drifts in interpretation and the risks of manipulation carried out under the effect of ideology.

Key Words

Translation, Interpretation, Communication, Discourse, Strategy, Ideology, Orientation, Manipulation.