

Mapping Out Eco-Translatology

Yesterday, Today, and Tomorrow

Two Decades of a New Paradigm

Date: October, 2020

We are seeking contributions to an edited volume focusing on **Eco-translatology research**.

In October 2001, Professor Hugs, Gengshen HU gave a lecture entitled *From the Darwinian Principle of Adaptation and Selection to Translation Studies* at Hong Kong Baptist University. In December the same year, he presented a paper titled “An Initial Exploration into an Approach to Translation as Adaptation and Selection” at the 3rd FIT Asian Translators Forum. Eco-translatology, initiated by a Chinese scholar, became thus known worldwide. Systematic investigations in the “ecological dimension” have long passed beyond the academic concern of translation studies, though it is a discipline of striking multi-disciplinarity.

Eco-translatology probes the translational eco-environment(s), textual ecologies, and “translator community” ecologies as well as their interrelationships and interplay. Within the Eco-translation paradigm, “translation as eco-balance,” “translation as textual transplants,” and “translation as adaptation and selection” are some of the core concepts.

The 1960s witnessed the transformation of human society from an industrial civilization to an ecological civilization. Eco-environmental protection has become a central concern in China since the 1970s, a cognitional transition from subject–object dichotomy to intersubjectivity. The signs of progress tell us that contemporary philosophy is turning from epistemology to ontology as well as from anthropocentrism to ecological unity. Therefore, this philosophical turn rightly broadens the horizons and mentality of translation researchers, drawing them to approach translation activities “ecologically.” Eco-translatology thus emerged as a response.

Within language learning, which is closely related to translation studies, there are environmental linguistics, green grammar, language environmentology, eco-lexicology, eco-linguistics, language ecology, language acquisition ecology, ecology of language evolution, studies of linguistic and biological diversity, etc., in addition to eco-criticism, eco-aesthetics, eco-literature, eco-politics, eco-theology, ecological library science, eco-Marxism, eco-urbanology, eco-socioeconomics, environmental humanities, etc. (Fill, 2001; Gabbard, 2000; Mühlhäusler, 2003).

In the natural ecosystem, humans are conscious and purposeful, capable of improving, conditioning, and reconstructing eco-relations within the natural environment; in the translation ecosystem, the conscious and purposeful activities of translators as representatives of the “translator-community” are likewise capable of improving, conditioning, and reconstructing the translational eco-environment (for instance, strengthening the macro-management of the translation industry, formulating the academic norms of translation studies, enriching the content of translation training, and exalting the social status of the translator-community). In brief, the fundamental laws of these two ecosystems are commensurable.

Eco-translatology is characterized by its academic pursuit of integrating the present understanding with the past one, linking the humanities/social sciences with the natural sciences, and combining the Eastern philosophical basis and ways of representation with the Western ones. At the macrolevel, Eco-translatology emphasizes an overall view of ecological rationality and is devoted to the ecological system as an associated, balanced, and harmonious whole. The interrelationships and interplay of the elements in the entire translational ecosystem will eventually lead to the formation of an interactive, balanced, stable, dynamic, and harmonious whole.

At the mesolevel, Eco-translatology focuses on the cognition of the source text, which refers to the systematic theory of translation. Eco-translatology regards translation as a “translation community” consisting of contexts, texts, and translators. Correspondingly, translational theory tends to regard translation as eco-balance, as adaptation and selection, and as textual transplants. Eco-translatology defines translation as “selective activities of the translator when adapting to the translational eco-environment and transplanting texts, with the translator acting in the leading role, the text as its basis, and cross-cultural information transmission as its ultimate purpose,” (Hu 2020, 277) based on the theory of Translation as Adaptation and Selection.

Chinese contemporary Eco-translatology offers a unique perspective toward the natural world. Such a perspective is mainly ecological and allows human subjects to take a benign and nonutilitarian attitude toward nature.

An important aspect of environmental studies is the place that humanity occupies. Human beings should not rule alone as the center of the world nowadays, as Michel Foucault emphasized when he spoke about anthropocentrism. Indeed, Chinese humanistic ecology seems to be based on an ecological-systemic holism from which all human behaviors should be closely examined.

The first stage of Eco-translatology research can be said to be a period of initial exploration

from 2001 to 2004, which was marked by the paper “An Initial Exploration into an Approach to Translation as Adaptation and Selection” presented at the 3rd FIT Asian Translators Forum in 2001 and by the monograph titled *An Approach to Translation as Adaptation and Selection* published in 2004. The second stage can be viewed as a period of deep integration from 2005 to 2009, indicated by the paper “Understanding Eco-translatology” presented at the International Conference on Translating Global Culture: Towards Interdisciplinary (Re)Construction in 2006 and the paper “Eco-translatology: A Primer” published in *Journal of Chinese Translators* in 2008. The third stage can be labeled a beginning period of systematic expansion since 2010, which is witnessed by the founding of the International Association for Eco-translatology Research, the holding of the 1st International Symposium on Eco-translatology in 2010, the publication of the monograph titled *Eco-translatology: Construction and Interpretation* in 2013, and the opening of the Journal of Eco-translatology (JET) in 2011.

In 2020 Professor Hu published a monograph titled *Eco-translatology. Towards an Eco-Paradigm of Translation Studies*, a further proof of the development of this new paradigm within the broader realm of translation studies.

Eco-translatology describes and interprets translation activities in terms of the ecological principles of eco-holism, traditional Eastern eco-wisdom, and “Translation as Adaptation and Selection.” Profound philosophical concepts and critical thought can be extracted from this eco-wisdom featuring “the unity of man and Nature,” “the doctrine of the golden mean,” “the principle of human-centeredness,” and the “integrative approach.” These concepts are based on Chinese cultural wisdom, life wisdom, and eco-wisdom.

Furthermore, Eco-translatology approaches the phenomenon of translation as a broadly conceived ecosystem in which the ideas of “Translation as Adaptation and Selection,” as well as translation as “textual transplant” promoting “eco-balance,” are integrated into an all-encompassing vision. Finally, Eco-translatology reinforces contextual uniqueness, emphasizing the deep embeddedness of texts, translations, and the human agents involved in their production and reception in their own habitus. (Hu 2020, 311)

We believe that an international, dynamic, and interdisciplinary exploration of matters related to Eco-translatology research will provide valuable insights for anyone who wishes to have a better understanding of the relationship between humanity and nature, as well as our role and position, as translators, within the natural realm. For this purpose, we especially welcome contributions, based on different research methodologies (qualitative, quantitative, corpus-based, case studies, etc.), including, but not limited to:

1. Comparative studies on the eco-translation paradigm and other research paradigms;
2. Eco-interpreting;
3. Eco-paradigm of translatology;
4. Eco-rationality;
5. Eco-translation ethics;
6. Green translation and green interpreting;
7. Holistic degree of adaptation and selection;
8. International cooperation and communication of eco-translatology;
9. Internet translation;
10. Multiple eco-integration;
11. Multi-symbiosis;
12. Post-event penalty;
13. Selective adaptation and adaptive selection;
14. Sustainable development of Eco-translatology;
15. Textual ecologies;
16. Textual ecology;
17. The Sequence Chain;
18. Translation as eco-balance;
19. Translation as textual transplants;
20. Translation criticism;
21. Translation history;
22. Translational eco-balance;
23. Translational eco-environment(s);
24. Translational ecologies;
25. Translational ecosystem;
26. Translation-centeredness;
27. Translator responsibility;
28. Translator-community ecologies (studies on translator acts);

Once we have a set of confirmed authors, we will make a formal proposal to our publisher. For more information regarding our publisher please contact the editorial team. Please submit your proposals, including a 300-word abstract, to the following address:

ecotrans2021@gmail.com

You will receive notifications of acceptance of abstracts on or before January 15, 2021. If your proposal is accepted, you will be requested to submit a complete essay (approximately 8,000-

10,000 words) by the end of June 2021. **All manuscripts will be subject to a blind peer-review process before they are accepted for publication. More details on the paper submission process will be provided once your proposal has been accepted. For any further inquiries, please contact the editorial team at ecotrans2021@gmail.com**

Key deadlines are as follows:

- Abstract submission: January 10, 2021
- Initial confirmation with a title/abstract: January 15, 2021
- Expected first draft paper due to the editors: June 30, 2021
(approximately 8000-10,000 words.)
- Expected publication date: Autumn 2021

Submission language: **English, Chinese**
(if accepted, we will take care of translating the essay into English)

We look forward to your participation in this project.

Kind regards,

Hugs, Gengshen HU (Zhengzhou University/Tsinghua University)
Riccardo MORATTO (GDUFS)

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