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coherence in translation theory based on the notion of Memes: ideas that spread, develop and replicate, like genes. The author explores a wide range of ideas on translation, mapping the "meme pool" of translation theory with chapters on translation history, norms, strategies, assessment, ethics, and translator training.

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**Abstract** Targeted mainly at professional translators, translation trainees and their teachers, Memes of Translation sets out ambitious metatheoretical, theoretical and practical aims, which it...

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Andrew Chesterman This revised edition of Memes of Translation includes updates that relate the book's themes to more recent research in Translation Studies. The book contributes to the debate about whether it is worth seeking a coherent

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**theorist**man, by proposing an approach based on norms, strategies and values, which are all seen as kinds of memes, i.e. ideas that spread.

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The meme metaphor allows us to see translation in the context of cultural evolution, and also highlights similarities with the philosopher Karl Popper's analysis of another kind of evolution: that of scientific knowledge. A translation is, after all, itself a theory – a theory about the source text.

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