



User-Centered Translation (Translation Practices Explained)

Tytti Suojanen, Kaisa Koskinen, Tiina Tuominen

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Translators want to take their readers into account, but traditional translation theory does not offer much advice on how to do that. *User-Centered Translation* (UCT) offers practical tools and methods to help empower translators to act for their readers. This book will help readers to:

- Create mental models such as personas;
- Test translations with usability testing methods;
- Carry out reception research.

Including assignments, case studies and real-life scenarios ranging from the translation of user instructions and EU texts to literary and audiovisual translation, this is an essential guide for students, translators and researchers.



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