
The Routledge Handbook of Translation and Media

Edited by Esperança Bielsa

First published 2022

ISBN: 978-0-367-02916-6 (hbk)

ISBN: 978-1-032-12647-0 (pbk)

ISBN: 978-1-003-22167-8 (ebk)

13

Translation in literary magazines

Diana Roig-Sanz, Laura Fóllica and Ventsislav Iloff

CC BY-NC-ND

DOI: 10.4324/9781003221678-16

Fundació per a la Universitat Oberta de Catalunya (Open University of Catalonia)

 **Routledge**
Taylor & Francis Group
LONDON AND NEW YORK

Translation in literary magazines¹

Diana Roig-Sanz, Laura Fóllica and Ventsislav Ikoff

Introduction

Translation history and literary translation, on the one hand, and periodical publications, on the other, have been extensively analysed within the fields of translation studies, comparative literature, and media studies, with numerous conferences and publications taking literary translation and the periodical as objects of enquiry. However, the relationship between both fields still remains underexplored, and nationalistic approaches and disciplinary boundaries have precluded the development of further conceptual and methodological insights regarding literary translation and media. This chapter highlights the innovative theoretical and methodological issues intrinsic to analysing literary translation in periodical publications at both small and large scales – whether using digital tools or not – shedding light on its qualitative implications for research. It also discusses how digitization and big-data approaches are changing the research methods being used when analysing translation in periodical publications. To do so, we briefly present a case study related to the Spanish-speaking world’s literary journals at the beginning of the 20th century.

Current perspectives on translation in periodical publications

Considered within a sociological perspective, periodicals have helped build modern cultures and circulate literary works. They have also promoted international cultural exchange, cultural flows and channels of literary transfer. Journals travel across borders and offer alternative ways of transferring literature and ideas, while boasting faster channels of publication than books. Likewise, the collective authorship of the journal and its format allow us to understand its international identity and relationship to foreign cultures and literatures in a clearer way: not only through translation, but also through the review of foreign literature and cross references to other international journals. Finally, the dynamic character of the journal implies that each journal may act as a node for the creation of a transnational network that allows for the circulation of texts and publishing models (Stead 2016, 2018; Vaillant 2019).

In this vein, periodicals have attracted the interest of scholars in the sociology of literature who have highlighted the specificity of the ‘journal’ form, in both the literary field and in the history of publishing. Periodicals have also been seen as alternative means of publication (Verdaasdonk 1989) and as weakly institutionalized networks in the literary field (Aron 2008), that is, as ‘formations’, as described by Raymond Williams (1981). We can distinguish these ‘formations’ from ‘institutions’ based on the promptness with which they are created and dissolved and the way in which a formation integrates a small group of people (Sarlo & Altamirano 1983; De Marneffe 2007). Among the specificities that define periodical publications is the fact that journals, by definition, tend to be programmatic (Tarcus 2007) and seek to take part in their *here and now*. On a European scale, the study of the so-called ‘little magazines’, for example, brought to light an underexamined resource that could illustrate the new features of the modernist avant-garde (Brooker 2005, 2013). In this respect, multiple articles in collective volumes analyse European literary and cultural magazines, both the well-known (e.g. *Criterion*, *Mercur de France* and *La Revue Blanche*) and the lesser known (e.g. *Der Wahre Jacob*, *Ileana* and *Le Spectateur catholique*). Although said articles stand as vibrant examples of the current literature in this field (Stead and Védrine, 2018), literary histories still tend to relegate periodicals to the periphery, underestimating their contributions and function in structuring the transnational literary field. In addition, the periodicals’ syntax – that is, how the textual and visual material is presented – can matter more than the content itself (Sarlo 1992). This is why their iconic and material aspects are so important from a semiotic perspective (Viu 2019; Szir 2016, 2017).

The relevance of translation in periodicals has also been analysed from the perspective of translation and media (Bielsa & Bassnett 2009; Hernández Guerrero 2009; Schöffner 2012; Valdeón 2005, 2009; Van Doorslaer 2010), but this approach often focuses on news media, translation in journalistic periodicals, or the role of journalist-translators in our global world. Considering the contributions of the history of translation (Pym 1998; O’Sullivan 2012) and the sociology of translation (e.g. Casanova 1999; Heilbron & Sapiro 2002; Heilbron 1999, 2010; Roig Sanz & Meylaerts 2018; Sapiro 2006; Wolf 2007), literary translation is understood as a historical product that serves a specific function within the target culture (e.g. Hermans 1985; Lefevere 1992; Toury 1995) and as a form of cultural transfer (e.g. Espagne & Werner 1987; Espagne 2013) that challenges the source-target binary, that is, the idea that cultural transfers are binary rather than triangular or multidirectional. Briefly, the 2000s have seen a growing number of studies on literary and cultural transfers between Portugal–Spain (for example, Sáez Delgado & Isasi 2018) and between the United States and Europe. But it is a simplification to conclude that networks and mechanisms of export and import functioned without a third party, as it is shown by trilateral and broader constellations such as France–Germany–Russia or Georgia–Germany–The Netherlands. However, the transnational orientation of European cultural history has mainly focused on Western literature (Joyeux-Prunel 2014), within an Eurocentric perspective, and in spite of the awareness of overcoming these binary and triangular relations (Michel Espagne insisted on that in 2013) most studies are still framed in that way. In the case of Ibero-America, research on cultural transfers also tends to be very local and is usually limited to a single national context or, again, to binary or triangular national relations in which Europe always plays a role, such as the case of Brazilian translations in Argentina through the mediating role of France (Sorá 2003).

In this sense, the study of literary translation in periodicals allows us, on the one hand, to capture a less-canonized literary history that often forgoes book publishing, while, on the other, since magazines are collective projects, they allow us to gain a privileged view of the intellectual networks in which translation has existed as a cultural practice. Nevertheless, the analysis of translations circulating in literary or cultural periodicals remains fragmented, is often subject to national frameworks, and has been less explored through the historical lens. Certainly, in Europe and North America, a growing interest in the field of periodical studies has become palpable since Sean Lathan and Robert Scholes foresaw the rise of the field in *PMLA*, the Modern Language Association Journal (2006). Numerous conferences, research networks, and societies, such as ESPRit, the European Society for Periodical Research, have been created since. In the Spanish-speaking context, Latin America specifically, the field emerged thanks to the pioneer contributions of Rivera (1995), Sosnowsky (1999), Romano (2004) and Sarlo (1992), who saw Latin American magazines as key manifestations of modern culture. Periodicals have also been considered as historical documents (Beigel 2003), cultural networks (Pita & Grillo 2013), and as devices of exhibition (Rogers 2019). Furthermore, methodological issues around the complexity of this material have also been problematized in Latin American scholarship (Delgado 2014; Elyzalde 2007, 2010).

In short, literary translations in periodicals often yield heterogeneous and highly unstructured data. For instance, one may consider the myriad ways of presenting translators, sometimes credited and sometimes not, and their relationships with source texts, which are not always carefully referenced and can even be mediated by a third and often unacknowledged foreign language (Pieta 2014). Another issue stems from where literary translations appear in the different sections of a journal, sometimes marked as such and sometimes not, thus making them detectable only for researchers in the field of translation studies (Wilson 2019: 64). Moreover, translation in periodicals may either include or exclude a theoretical discourse on the translation – for example a ‘Translator’s note’ explaining the translation’s goals and strategies. Finally, literary and stylistic approaches to translation often dissociate translations from the contexts of their publication. Suffice it to say that translations are often analysed in their textual dimension as objects that are independent of any graphical, paratextual, literary, political, social, historical or cultural context. This narrow approach is usually limited to the analysis of translations by renowned writers who also practised (or practise) translation themselves, thus setting the focus on the writer/translator and not on the publication as a whole. This reinforces the canonization of ‘the select few’ but does not consider the flow of translations or the implications of the transfer of foreign literature in periodical publications. That said, an increasing number of researchers are also taking context into account (Guzmán 2019; Stead 2019) to establish which translation appears in which journal and what the relationship between a given translation and the literary trajectory of the author might be, as well as his or her *habitus*, among other issues. Furthermore, in recent years, big data, technological improvements, and a transnational shift in the humanities have yielded new approaches to the study of periodicals.

A big translation history

Undoubtedly, the large digitalization of periodicals hosted in National Libraries all over the world, as well as the growing use of big data and machine learning tools, have prompted all kinds of collaborative, large-scale, and high-profile digital research

projects. These include research on periodicals such as the *Impresso* project, led by Martin Düring and Maud Ehrman at the Digital Humanities Laboratory (DHLAB) at the Ecole Polytechnique Fédérale de Lausanne, the Institute of Computational Linguistics, at Zurich University, and the Centre for Contemporary and Digital History (C2DH), at Luxembourg University, or *Revistas Culturales 2.0*, led by Hanno Ehrlicher at the University of Tübingen.² Historical periodicals and literary translation are the focus of *MapModern–Social Networks of the Past. Mapping Hispanic and Lusophone Modernity, 1898–1959*, which we will discuss below.³

On a methodological level, research on literary translation and historical periodicals faces points of criticism from both periodical studies and literary translation in periodicals. Periodicals have specific characteristics and their own logics and dynamics. Thus, studying periodicals on a large-scale poses the challenge of not losing the specificity and dynamics of each journal. In this respect, we identify several methodological constraints. The first constraint has to do with the heterogeneity of the periodical genre, which includes newspapers and magazines, literary supplements, weeklies, etc. This confronts us with challenging differences, not only at the literary level (e.g. different genres or different levels of attention among translated authors), but also in terms of aesthetics. There may also be significant differences in ideology, formats, periodicity, economic resources, and types of readers for each periodical. The heterogeneity of the periodical genre also implies that machine learning tools may work better with daily presses than with smaller magazines and literary journals. Certainly, newspapers' larger corpora make them easier to automatize when using deep learning tools. The second main constraint has to do with national approaches to building digital periodical catalogues and collections, which are mostly hosted by national libraries. These catalogues often contain journals from a single country and rely on national philological criteria for literature, often overlooking the transnational character of multilingual publications like *Creación/Création. Revista internacional de arte*, with texts in Spanish, French, English, Italian and German; or *Disk, RedD and Pásmo*, with texts in Czech, German and French (see Ehrlicher 2020 and Forbes 2020, respectively). Other methodological constraints include the quality of current digital tools for Optical Character Recognition (such as Transkribus and Tesseract), and their capacity to read digital documents in languages other than English, as well as the difficulty of extracting metadata from source material, cleaning it, and then elaborating databases and visualizations as tools for data exploration using machine learning and data mining. We might add the fact that there is no common standard for cataloguing historical journals' content, or unique identifiers like the International Standard Serial Number (ISSN) for periodicals published before 1975. Periodical studies also face issues with how to store and preserve datasets in shared infrastructures, such as EUDAT Collaborative Data Infrastructure, and with how to transition from a quantitative to a qualitative perspective for a large corpus of periodicals and select samples for close reading.

Within this framework, this chapter takes the term 'big translation history' (BTH), coined by Roig-Sanz & Fóllica (forthcoming) (see also Hitchcock 2013), which we define as a translation history that can be analysed computationally using a *big* amount of *data*. These notions challenge the nature of our objects of research, and we define them with the following criteria: (1) large-scale research (geographical and chronological); (2) massive data that is understood using a twofold approach: with big data, but also with little data, which can often prove more effective than having more but less relevant data (Borgman 2015) within a wide range of often-heterogeneous sources; and (3) the use of

computational techniques as part of the research process and for the production of knowledge, rather than its mere presentation (Drucker 2014). At the intersection of translation history and computational technology, ‘big translation history’ aims to develop a new and innovative research field in translation studies (the study of translation history in the age of big data), which has already been developed in literary studies (Moretti 2000, 2005; Jockers 2013). It also seeks to explore both theoretical and methodological questions, as well as case studies addressing a translation history that can be analysed computationally with a large amount of data.

Certainly, applying BTH to the periodical field can be more challenging in some specific contexts. In the Ibero-American case, periodical digitization projects remain scarce and are promoted with different driving forces and budgets. For example, the digital library ‘Biblioteca Digital del Patrimonio Iberoamericano’ was launched by the Spanish National Library to include digital objects from the Spanish-speaking area, but digital libraries from Latin America are underrepresented in comparison to the Spanish National Library because they do not upload their digital objects. In this sense, we would like to briefly highlight different projects studying literary translation in historical Ibero-American periodicals. By exploring modernist and avant-garde periodicals from Ibero-America with data visualizations, Hanno Ehrlicher seeks to understand periodical publications as mediums for cultural translation. For example, when it comes to the Spanish *La Gaceta Literaria* journal specifically, he combines quantitative and qualitative analyses in order to study the periodical’s ambition to construct a global community from an Ibero-American perspective (Ehrlicher 2014, 2020). Focusing on Mexico’s modernist journals, Marina Popea (2020) has also built a database of translations published in *Revista Azul* and *Revista Moderna*, which she has explored with statistical techniques and data visualizations. Within a quantitative approach, she measures features such as length, position visibility, and clarity of translation and translator identification, allowing for a systematic characterization of the phenomena throughout the early 20th century. With this in mind, we will now briefly explain how to proceed within a BTH perspective, drawing from our experience working with historical periodicals and literary translation in the European Research Council Starting Grant project ‘Social Networks of the Past’.

Literary translation in Spanish-language periodicals at the beginning of the 20th century

The Social Networks of the Past project combines literary translation and periodical research in the study carried out by Laura Fóllica, who analyses literary translation in Ibero-American periodicals (1898–1959) using digital tools and a large-scale, transnational approach to shed light on unnoticed texts, mediators, and networks (Roig-Sanz & Fóllica forthcoming, 2021). This research seeks to problematize methodological nationalism and move toward transnational studies that take linguistic diversity within nations into account, alongside the transnational character of languages such as Spanish and Portuguese. The large-scale spatial work involved in general categories such as ‘Latin America’ and ‘Ibero-America’ do not necessarily imply the existence of a homogenous or monolingual identity. Quite the contrary, BTH grapples with the tension between the general space and the historical-political circumstances conditioning each of the national case studies. In this respect, the Social Networks of the Past team has proposed building a relational database of Ibero-American journals from 1898 to 1959. Due to its linguistic,

historical and cultural ties, the geographical focus on Ibero-America, which includes Spain, Portugal, Brazil and Spanish-speaking America, provides an exemplary object of research, as it allows us to analyse the revitalization and marketing processes of specific cultures and literatures that overcome the nation-state paradigm. The comparison between Spain, Portugal and Latin America, and the idea of considering them as a relatively coherent constellation, promotes the evaluation of intra- and international networks and tests geographical concepts with different channels of transfer when it comes to the migration of people and texts.

The research proposes 1898 to 1959 as the time period for the exemplary case study. Beyond their differences, Ibero-American countries did share contemporaneous historical and cultural developments throughout the period: for example, the professionalization process of the writer, the rise of cultural periodicals, and the market growth in publishing. The Cuban War of Independence (1898) implied the loss of the last remnants of the Spanish empire in the Americas, but also coincided with the development of the Spanish publishing industry, which sought to expand its market in Latin America. In 1959, after the Cuban Revolution, Latin America experienced an important socio-political transformation, and Cuba became an important meeting point for both Latin American and world-wide authors with close ties to socialism. At the end of our period of study, the 1950s ushered the consolidation of local publishing markets in Latin America (e.g., 1955 to 1975 in Argentina), due to the growth of Latin America's pool of readers. The market also witnessed the dawn of the so-called Latin American boom, the unprecedented international success of Latin American, Spanish-speaking authors.

We have consulted with experts in library science regarding literary and cultural magazines' state of conservation in Ibero-American print-media libraries and have come to realize that their preservation in such libraries is unfortunately scarce, given their loss, material wear and tear, lack of preservation systematization on behalf of institutions, and dispersion among public and private collections. The state of preservation is even poorer when it comes to these same sources' digitalization, not only due to technical limitations in, for instance, scanning, but also because of copyright legislation (which tends to protect works for 70 or 80 years after the author's death, depending on the national law in each country), which is even more difficult to define with magazines, given their multiple authorship. As such, most of the digitized magazines available for public consultation did not emerge until the early 20th century. Likewise, we know that institutions prioritize press digitization as well as satisfying specific research-group requests, as per each institution's internal priorities.

Given this general context, and with the goal of conducting systemic, rigorous, and honest research with the data at hand, we have chosen to work with digital print-media libraries (which often depend on national libraries), whose data is available online – including metadata and digital objects, despite their sometimes disparate quality. We have chosen to build a diverse corpus available for download including: (1) metarepositories such as the Digital Library of Latin American Heritage (BDPI- Biblioteca Digital del Patrimonio Iberoamericano), which combines holdings from 17 institutions but preserves periodic presses from 12 institutions, and the Ibero-American Institute of Berlin, with its significant collection of Latin American magazines; (2) print-media libraries and digital collections from national libraries such as those in Spain, Portugal, Uruguay and Mexico, which preserve a significant amount of digitized magazines; and (3) specialized research projects, such as 'Revistas de la Edad de Plata' (Spain) and 'Anáforas' (Uruguay), which

compile a robust amount of data stemming from a relatively small number of magazines. As such, even if material accessibility would stand as a central criterion for any corpus built upon a massive amount of data, we have strived to secure diversity among our sources in order to guarantee better data representativity.

The following steps help clean and standardize the collected data in order to build a common database with our metadata on the gathered titles. The goal is to establish the following: unique and unequivocal magazine titles (eliminating duplicates); dates and places; number of available issues and places of publication; link to the original digital object for subsequent download.

For translations, and for any article in general, it is worth noting that preserved or identifiable information remains scarce and is never present in the metadata of bibliographic records; as such, for study and detection, we must actually look to the texts themselves, once digitized by our database's print-media libraries, using Optical Character Recognition. Having 'OCR'd' our digitized magazines, our first experiment involves identifying all of the referenced or mentioned persons in the given text. At that point, we can detect markers that might be attributed to translation (for instance, finding mentions of a translator, foreign authors or names, a language of origin, or publication in a foreign language), in order to discern which texts published within the corpus's magazines are translations.

Given that, in literary studies, the 'author-function' has historically held more sway than in other texts of anonymous authorship (news, science, and didactic texts, among others), we use this data to discover which of the identified texts are translations. As such, we first aim to massively detect foreign author names (in this case, those who do not write in Spanish or Portuguese). To this end, we cross-reference the detected names using natural language processing methods like entity name recognition with authority files, for example – drawing from open-access sources such as VIAF (Virtual Identity Authority File), Library of Congress, Library of Spain, Library of Portugal, and National Library of France, among others. Once the authors have been identified, we may confirm their 'foreign' character using their place of origin or language of habitual expression, thus inferring whether or not the mentioned works are translations.

After establishing a translation corpus, we may ask quantitative research questions (Which authors are more/less translated and from what languages? How many texts have been published in bilingual versions? Which types of texts appear with a mention of the translator? Are there internal references to other authors, or is there even intertextuality or text reuse?) and explore relational or geographic visualizations, allowing us to cast light on translated text networks or on authors in a broad sense (translators, illustrators, etc.).

Thus, to illustrate the kind of exploration we might conduct, we present a few examples using the provisional data we have collected in our relational database (on the virtual platform Nodegoat.com, owned by the Dutch company Lab1100), to be enriched with the work we are currently carrying out at large-scale with the above-mentioned print-media libraries. Our relational database's structure, with its categories and subfields for each entry, considering periodical publications as the centre, is as follows (see Figure 13.1).

Using nodegoat's functions and having designed the data model as well as collected and selected the data, we might take on a network and geographic-visualization analysis of the space-time locations pertaining to the magazines in our database. For instance, we may analyse *La Revista*, *La Gaceta Literaria*, *Proa*, *Sur*, *Alfar*, *Martín Fierro*, *Contemporáneos*, *Boletín Titikaka* and *Nosotros*. Sharing data with projects undertaking



Figure 13.1 Schematic representation of the main types of objects and the relations between them.

similar tasks would be of enormous interest as a way of advancing research of this kind. Our project has established a collaboration agreement with the University of Tübingen, in Germany, specifically with the group led by Hanno Ehrlicher, who directs the above-mentioned project *Revistas Culturales 2.0*. (Cultural Magazines 2.0), allowing us to enrich our database with several of the mentioned magazines and identify dispersed translations in the Ibero-American cultural press. The following visualizations⁴ illustrate certain aspects of interest, such as the diversity of translated authors in the selected corpus. Using our geographic visualization (Figure 13.2), we may gauge the global scope of the origins of translated authors published in the magazines we are currently working with (four Argentine magazines, *Proa*, *Martín Fierro*, *Nosotros* and *Sur*; the Mexican magazine *Contemporáneos*; *Boletín Titikaka* from Perú; the Madrid-based *La Gaceta Literaria* and the Catalan *La Revista*).

Besides directionality (with more authors transiting from the United States to Argentina), this graph helps corroborate that French originals circulate the most among publications (from French into Spanish or Catalan). That is, when selecting their ‘foreign authors’, our publications first fixed their attention on France and then on the United States and/or England, followed by Italy. Besides the Francophilia in receiving countries, we must not forget that, at the time, Paris was still the ‘world capital of literature’ (Casanova 1999) and a site for international consecration, with writers travelling to the French capital in order to gain translation and subsequent visibility in other geographic areas – including their own places of origin.



Figure 13.2 Map of the origin of translated authors, their original languages, and the places of publication of their translations

Figure 13.3 reinforces the idea of French domination above all other languages in the early 20th century. We may observe that in the periodical press analysed here, French stands as the most translated language – the nodes represent the authors and translators associated with each language. Often, multilingual mediators can be found at the intersections of various linguistic relations. For instance, Agustí Esclasans i Folch, a Catalan writer who published at *La Revista*, translated from French, Italian, English and Latin (relationship highlighted).

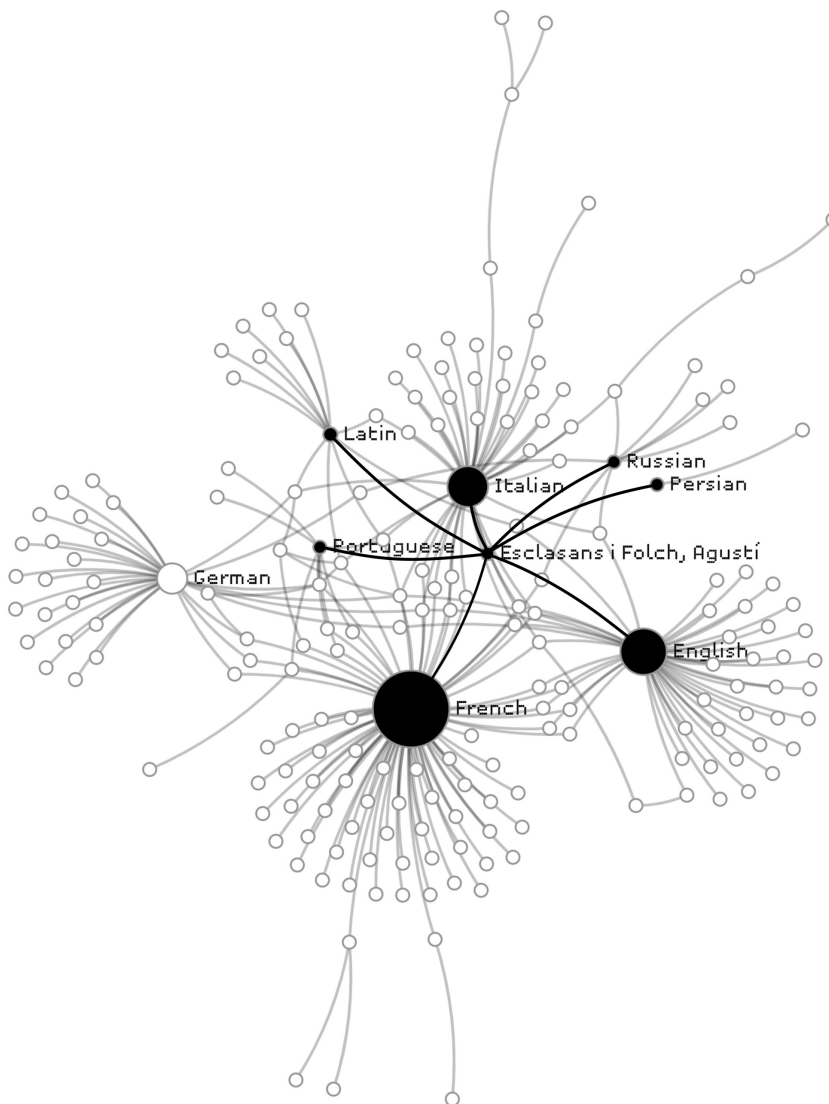


Figure 13.3 Translated languages and translators in all the magazines compiled within the project ERC Social Networks of the Past. Relationship highlighted: languages translated by the Catalan writer and translator Agustí Esclasans for *La Revista*.

Likewise, the network analysis we propose allows us to detect author and translator networks around the magazines of study (see Figure 13.4 below). This figure may be interpreted as a network of affiliation among translators and magazines; however, this is not necessarily a social network, given that the translated authors may or may not have been active participants in the translation and publication of their works in magazines – a fact that would appear more obvious when it comes to deceased authors, but is not limited to them. Nonetheless, this network provides a useful way of showing the degree to which various Hispanic magazines and mediators espoused (or lacked) a shared vision of world literature. We highlight the sheer number of relationships between *Martín Fierro*, *Alfar*, *Sur*, *Contemporáneos*, *La Revista*, *La Gaceta Literaria* and *Nosotros*.

Lastly, mapping with a decentralized perspective – one of the main goals of the project Social Networks of the Past – also allows us to analyse the way many editors attempted to reinforce their local positions through the international, offering an extensive editorial catalogue geared toward the international by publishing various translations and reviews of foreign literature and creating highly international networks. Figure 13.5 shows the places of origin of the authors published in the selected magazines. In this sense, it is worth noting that in the Latin American magazines publishing Lusophone literature, the few published authors were always Brazilian: six poets in the magazine *Alfar*, one article on Cláudio de Sousa in *Sur*, and three poems in *Boletín Titikaka*. The Argentine magazines translated the texts to Spanish, while *Boletín Titikaka* published them in the original language.

Meanwhile, in the Iberian Peninsula (Figure 13.6), *La Gaceta Literaria* published the most Lusophone writers – more than half in the original language. In *La Gaceta Literaria*

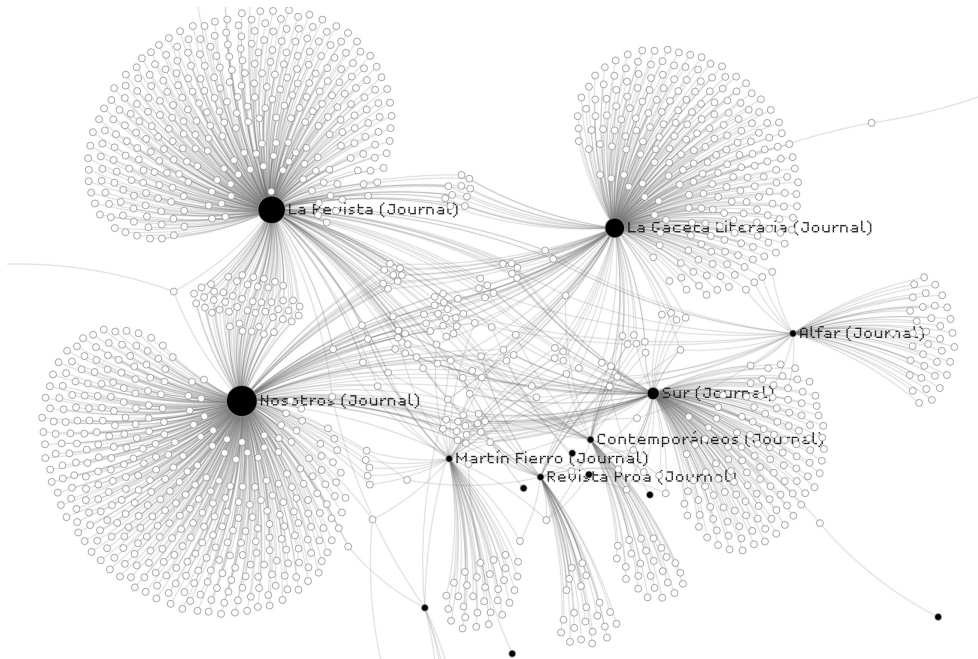


Figure 13.4 Network of magazines, translators, and authors – as per the publications addressed within the project ERC Social Networks of the Past



Figure 13.5 Place of publication and origin of Portuguese-speaking authors in *Sur*, *Alfar*, and *Boletín Titikaka*

we may find translations of Brazilian writers, while in *La Revista* and in a publication from *Alfar*'s early stages we only find writers from Portugal. *La Revista* translated all texts to Catalan and never included texts in the original language.

One detail that is worth noting and that is hard to see in the visualization is the volume of texts: in the Madrid magazine, we may find about 70 contributions by Lusophone authors and/or texts about Lusophone writers; in *La Revista* we only find 9, and in *Alfar*, from A Coruña, only three texts were published. The two lines connecting Madrid to the Atlantic, to the west, and to Africa, to the south, reach the birth places of Antero de Quental, in Ponta Delgada in Azores, and of José Sobral de Almada Negreiros, in São Tomé and Príncipe, which did not gain independence from Portugal until 1975. In short, this project (and the ones mentioned above) is an inspiring example of periodical and translation research using digital archives within a digital-humanities approach.

Conclusion

The specific features of literary translation in periodical publications and the growing interest in both fields point to a pressing need for a suitable and interdisciplinary theoretical and methodological approach. This chapter stresses the urgency of securing a more developed conceptual focus on the process of literary translation in periodical publications from a transnational perspective, as well as a methodological discussion on the creation of interdisciplinary teams for collective research and data sharing.



Figure 13.6 Place of publication and origin of Portuguese-speaking writers in *La Revista*, *La Gaceta Literaria*, and *Alfar* (La Coruña)

As stated above, this chapter raises methodological issues for transcending linguistic frontiers – and also looks at a broad geography of literary translations in periodical publications, combining experience with large- and small-scale analysis. It draws attention to the activities of lesser-known periodical publications and mediators (translators, but also critics, editors etc.). It has also aimed to gather qualitative results through the use of various quantitative models, treating metadata as a relevant and unexplored source of information. Finally, this chapter has sought to highlight the benefits of combining inputs from the sociology of translation, cultural mediation and social network analysis, and the digital humanities. In the near future we hope to add discourse analysis and topic modelling by taking on close and distant readings as well. Evidently, there is still much work to be done in this thriving field of research; for example, a gender perspective for literary translation in periodicals is still needed, as is an examination of the different ways of measuring the real or relative impacts or ‘successes’ of a given publication.

We also foresee and try to respond in our research to the following challenges, that have to do with theoretical, methodological and epistemological questions:

1. How to combine sociological and hermeneutical approaches. We aim to add nuance to the antagonism between sociological and hermeneutical approaches and to set a good example for the development of a synthesis of the two for the study of translation in periodical publications. As agents located in a social space and as laboratories of artistic and literary creation, journals facilitate experimentation with different approaches in order to question the functioning of literary spaces and the interactions between geographical-linguistic spaces. The strategies applied to create personal identities within the local space, and the roles of translators and publishers

in the creation of journals and discourse on foreign literature – and, by way of reflection, of the national literature (Chevrel 1977; Chevrel, D’hulst & Lombez 2012) – have been approached from both a sociological point of view and an aesthetic and cultural perspective.

2. How to combine qualitative and quantitative approaches. This chapter questions the methods, goals, and limits of conducting quantitative analysis for translation in periodicals, considering the specific features and intrinsic heterogeneity of literary and cultural periodicals. Likewise, it also underlines the importance of combining quantitative and qualitative approaches to promote critical thinking from both perspectives and avoid biased interpretations in large-scale analyses. At the same time, it recognizes the need to accept imperfect and incomplete data.
3. Is the digitalization of journals and the creation of digital catalogues changing the way we do research? We have proposed a case study to show how the digitalization of literary journals has changed archives, compelling us to abandon national approaches to literary history. We have also pointed out various projects in digital newspaper libraries and repositories, as well as digital repositories from national libraries, such as Biblioteca Nacional de España, Biblioteca de Catalunya and Biblioteca Nacional de México, that need to be revisited in order to detect inconsistencies as well as a potential lack or dispersion of the data. In general, library archives do not record the contents of periodical publications exhaustively. In most cases, they merely provide the name of the publication, the number of issues available, and the names of the authors of each article. As such, even though many magazines are digitized, conducting a detailed, large-scale and automatic analysis of literary production in a given timeframe remains challenging, and without quality-control analysis, it is next to impossible. Likewise, image processing is still challenging, and we may need to re-OCR some of our historical documents if the quality is not sufficiently good. On the other hand, as we do not yet have a standard for organizing data for these types of queries, we face a heterogeneous and often incompatible software field, in the sense that there are many tools, and they impact on digital scholarship. In this sense, creating better, freely accessible tools for exploring digital periodicals is a must (Ikoff & Martínez 2020).
4. How does the shift towards big data change translation studies? This chapter has also put forth some thoughts on the use of data mining and big-data approaches to support conventional research, allowing scholars to save time and effort by conducting more thorough searches and better managing information. It also considers new modes of presenting and creating historical documents. In this respect, we do believe that this will allow scholars to revise analytical frameworks, assumptions and theoretical positions with the availability of more data and newly revealed patterns and connections on a large-scale. Digital methods enable us to ask specific questions that might not be asked otherwise and allow us to analyse large amounts of data on specific issues. Certainly, we still need to gain a better understanding of key research concepts such as ‘digitalization’, ‘large-scale content analysis’, ‘data-driven analysis’, ‘machine learning’ and innovative tools to code or explore humanities data, such as TEI (Text Encoding Initiative), annotation, Stylometric, GIS (Geographic Information System) tools, Elastic Search, Google Ngram and even databases (Ikoff & Martínez 2020), as applied to the study of literary translation in periodical publications. This big translation history perspective will not only allow us to ask methodological questions arising from our own research practice, but will also encourage empirical studies based on

cases located in very different geographical spaces and periods, allowing us to identify common features and theoretical questions that extend beyond the singularity of each corpus.

Further reading

- Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds) (2020) *Literary Translation in Periodicals. Methodological Challenges for a Transnational Approach*, Amsterdam/Philadelphia: John Benjamins.

The book highlights innovative theoretical and methodological issues to analyse literary translation in periodicals on a large scale and from a transnational approach, providing several case studies from Europe, Latin America and Asia in the 19th and 20th centuries.

- Guzmán, C. (ed.) (2019) ‘Translation and/in periodical publications’. Special issue of *Translation and Interpreting Studies* 14 (2).

This issue analyses periodicals as a key means to understand the entanglements between translation and (cultural) history, in multi-region and multi-language case studies.

- Stead, E. & Védrine, H. (eds) (2018) *L’Europe des revues II (1860–1930): réseaux et circulations des modèles*. Paris: Presses de l’Université Paris Sorbonne.

The book offers a wide range of case studies based on the concept of ‘network’ exploring the modalities and mechanisms of the international circulation of aesthetic, ideological, cultural and graphic models in Europe.

- Tarcus, H. (2020) *Las revistas culturales latinoamericanas. Giro material, tramas intelectuales y redes revisteriles*. Buenos Aires: CEDINCI/Tren en Movimiento.

This book provides a history of the field of literary and cultural periodicals in Latin America, and discusses the material turn and a network approach in periodicals studies.

- Willson, P. (2019) *Página Impar. Textos sobre la traducción en Argentina: conceptos, historia, figuras*. Buenos Aires: Ethos traductora.

This history of translation in Argentina analyses the materiality of translation in popular magazines, such as *Caras y Caretas*, among other topics, relating translation to the editorial and cultural fields.

Notes

- 1 This chapter is published within the framework of the ERC Starting Grant project “Social Networks of the Past. Mapping Hispanic and Lusophone Literary Modernity” (1898–1959) (Grant agreement No. 803860), led by Diana Roig-Sanz.

Hereby the authors attest that John Benjamins Publishing Company has granted us permission to reprint parts of our co-authored introduction article: ‘General introduction’, in Fóllica, L., Roig-Sanz, D. & Caristia, S. (2020) *Literary Translation in Periodicals: Methodological*

Challenges for a Transnational Approach, pp. 1–17, that is the original source of parts of this chapter. Please find the book in the following link: <https://benjamins.com/catalog/btl.155>

- 2 See also the following European and American projects: the *Journals and periodicals in Halle during the Enlightenment (1688–1815). Network and Topic Modelling* (in German *Die halleischen Zeitungen und Zeitschriften der Aufklärungsepoche (1688–1815) – Netzwerkanalyse und TopicModeling de la Universidad de Halle*); the *WeChangEd* project led by Marianne Van Remoortel at Ghent University; the *CIRCE* project led by Carla Gubert at the Università degli studi di Trento; *Numapresse- Du papier à l'écran. Mutations culturelles, transferts génériques, poétiques médiatiques de la presse française*, funded by the French Agency for Research; *Medias19*, led by Guillaume Pinson and Marie-Eve Thérénthy at the Université de Laval and the Université Paul-Valéry, in Montpellier, respectively, or the *Recovery- Recovering the US Hispanic Literary Heritage* at the University of Houston. In the Ibero-American zone (Spain, Portugal and Latin America), the project AhiRA, led by Silvia Saïta at the University of Buenos Aires, also stands out.
- 3 See also the French research project *TSOcc-Traduire Sous l'Occupation*, led by Christine Lombez at the Université de Nantes.
- 4 All figures are the result of the following sources: data from ERC Social Networks of the Past, grant agreement no. 803860, a project directed by Diana Roig-Sanz, and data from the project Cultural Magazines from 'Modernismo' to Avant-Garde, funded by the German Research Foundation (DFG), grant no. 327964298, directed by Hanno Ehrlicher. All figures have been prepared by the authors using nodegoat®.

References

- Altamirano, C. & Sarlo, B. (1983) *Literatura/Sociedad*. Buenos Aires: Hachette.
- Aron, P. (2008) 'Les revues littéraires: histoire et problématique', *COntEXTES4*. URL: <http://journals.openedition.org/contextes/3813>; doi:10.4000/contextes.3813.
- Beigel, F. (2003) 'Las revistas culturales como documentos de la historia latinoamericana', *Utopía y Praxis Latinoamericana*, 820, pp. 105–115.
- Bielsa, E. & Bassnett, S. (2009) *Translation in Global News*. London: Routledge.
- Borgman, C. L. (2015) *Big Data, Little Data, No Data: Scholarship in the Networked World*. Cambridge, MA: MIT Press.
- Brooker, P. & Thacker, A. (eds) (2005) *Geographies of Modernism: Literature, Cultures, Spaces*. New York: Routledge.
- Brooker, P., Bru, S., Thacker, A. & Weikop, C. (2013) *The Oxford Critical and Cultural History of Modernist Magazines*. Oxford: Oxford University Press.
- Casanova, P. (1999) *La République Mondiale des Lettres*. Paris: Seuil.
- Chevrel, Y. (1977) 'Le discours de la critique sur les œuvres étrangères: littérature comparée, esthétique de la réception et histoire littéraire nationale', *Romanistische Zeitschrift für Literaturgeschichte*, 1(3), pp. 336–352.
- Chevrel, Y., D'hulst, L. & Lombez, C. (eds) (2012) *Histoire des traductions en langue française. XIXe siècle, 1815–1894*. Lagrasse: Verdier.
- Delgado, V. (2014) 'Algunas cuestiones críticas y metodológicas en relación con el estudio de revistas', in Delgado, V., Mailhe, A. & Rogers, G. (eds), *Tramas impresas: Publicaciones periódicas argentinas (XIX–XX)*, La Plata: Universidad Nacional de La Plata.
- De Marneffe, D. (2007) *Entre modernisme et avant-garde. Le réseau des revues littéraires de l'immédiat après-guerre en Belgique (1919–1922)*, PhD diss., Université de Liège, 2006–2007. http://bictel.ulg.ac.be/ETD-db/collection/available/ULgetd-09292007-212823/unrestricted/02These_DdeMarneffe.pdf.
- Drucker, J. (2014) *Graphesis: Visual Forms of Knowledge Production*. Cambridge, MA: Harvard University Press.
- Ehrlicher, H. (2014) 'El estudio de revistas culturales en la era de las humanidades digitales. Reflexiones metodológicas para un debate', in Delgado, V., Mailhe, A. & Rogers, G. (eds) *Tramas impresas: Publicaciones periódicas argentinas (XIX–XX)*. La Plata: Universidad Nacional de La Plata.

- Ehrlicher, H. (2020) 'The magazine as a medium of cultural translation: first steps towards transnational research', in Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds), *Literary Translation in Periodicals. Methodological Challenges for a Transnational Approach*. Amsterdam/Philadelphia: John Benjamins, pp. 273–295.
- Elizalde, L. (ed.) (2007) *Revistas culturales latinoamericanas 1920–1960*. Mexico D.F.: Universidad Iberoamericana.
- Elizalde, L. (2010) *Revistas culturales latinoamericanas 1960–2008*. Cuernavaca, Morelos: Universidad Autónoma del Estado de Morelos.
- Espagne, M. (2013) 'La notion de transfert culturel', *Revue Sciences/Lettres*, 1. <http://journals.openedition.org/rsl/219>; doi:10.4000/rsl.219.
- Espagne, M. & Werner, M. (1987) 'La construction d'une référence culturelle allemande en France: Genèse et Histoire (1750–1914)', *Annales*, 4, pp. 969–992.
- Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds) (2020) *Literary Translation in Periodicals: Methodological Challenges for a Transnational Approach*. Amsterdam/Philadelphia: John Benjamins.
- Forbes, M. (2020) 'The politics of translation: textual-visual strategies towards transnational network building in the periodicals of the Czech interwar avant-garde', in Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds), *Literary Translation in Periodicals. Methodological Challenges for a Transnational Approach*. Amsterdam/Philadelphia: John Benjamins, pp. 365–384.
- Guzmán, C. (2019) 'Introduction', 'Translation and/in Periodical Publications', Special issue of *Translation and Interpreting Studies*, 14 (2), pp. 169–173.
- Heilbron, J. (1999) 'Towards a Sociology of Translation. Book Translations as a Cultural World System', *European Journal of Social Theory*, 2 (4), pp. 429–444.
- Heilbron, J. (2010) 'Structure and dynamics of the world system of translation'. UNESCO, International Symposium 'Translation and Cultural Mediation', 22–23 February. https://ddd.uab.cat/pub/1611/1611_a2015n9/1611_a2015n9a4/Heilbron.pdf
- Heilbron, J. & Sapiro, G. (eds) (2002) 'La traduction littéraire: un objet sociologique', *Actes de la Recherche en Sciences Sociales*, 144, pp. 3–7.
- Hermans, T. (ed.) (1985) *The Manipulation of Literature. Studies in Literary Translation*. London: Croom Helm.
- Hernández Guerrero, M. J. (2009) *Traducción y periodismo*. Bern: Peter Lang.
- Hitchcock, T. (2013) 'Confronting the digital: or how academic history writing lost the plot', *Cultural and Social History*, 10 (1), pp. 9–23.
- Ikoff, V. & Martínez, P. (2020) 'Quantitative analysis of translations in Spanish-language periodical publications (1900–1945): a methodological proposal', in Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds), *Literary Translation in Periodicals. Methodological Challenges for a Transnational Approach*. Amsterdam/Philadelphia: John Benjamins, pp. 317–328.
- Jockers, M. L. (2013) *Macroanalysis: Digital Methods and Literary History*. Urbana Champaign: University of Illinois Press.
- Joyeux-Prunel, B. (2014) 'Ce que l'approche mondiale fait à l'histoire de l'art', *Romantisme*, 163(1), pp. 63–78.
- Lathan, S. & Scholes, R. (2006) 'The rise of periodical studies', *PMLA*, 121 (2), pp. 517–531.
- Lefevere, A. (1992) *Translation, Rewriting and the Manipulation of Literary Fame*. London: Routledge.
- Moretti, F. (2000) 'Conjectures of world literature', *New Left Review*, 1/238, pp. 55–67.
- Moretti, F. (2005) *Graphs, Maps, Trees: Abstract Models for Literary History*. London: Verso.
- O'Sullivan, C. (2012) 'Introduction: rethinking methods in translation history', *Translation Studies*, 5(2), pp. 131–138.
- Pieta, H. (2014) 'What do (we think) we know about indirectness in literary translation? A tentative review of the state-of-the-art and possible research avenues', in García Sala, I. & Roig Sanz, D. (eds), *Traducció indirecta en la literatura catalana*. Lleida: Punctum, pp. 15–34.
- Pita, A. & Grillo, M. C. (2013) 'Revistas culturales y redes intelectuales: una aproximación metodológica', *Temas de Nuestras América*, 54, pp. 177–194.
- Popea, M. (2020) 'Shaping translation in two Mexican cultural magazines: a case study in the use of quantitative methods for the analysis of translation in periodical publications', in Fóllica, L., Roig-Sanz, D. & Caristia, S. (eds), *Literary Translation in Periodicals. Methodological Challenges for a Transnational Approach*. Amsterdam: John Benjamins, pp. 121–151.
- Pym, A. (1998) *Method in Translation History*. Manchester: St Jerome Press.

- Rivera, J. B. (1995) *El periodismo cultural*. Buenos Aires: Paidós.
- Rogers, G. (2019). 'Las publicaciones periódicas como dispositivos de exposición', in Delgado, V. & Rogers, G. (eds), *Revistas, archivo y exposición*. La Plata: Universidad Nacional de La Plata.
- Roig-Sanz, D. & Fóllica, L. (forthcoming) 'Big translation history. Data science applied to the analysis of translated literature: the Spanish-speaking case, 1900–1945', *Translation Spaces*.
- Roig-Sanz, D. & Fóllica, L. (2021) 'Cartografía de la modernidad hispánica: las revistas literarias como redes. Un modelo para un análisis a gran escala', in Galina Russel, I., Godinas, L. & Garone Gravier, M. (eds), *Del Ductus al XML. Recorridos por las edades del libro*. Mexico D.F.: Prensas de la Universidad Autónoma de México, pp. 557–582.
- Roig-Sanz, D. & Meylaerts, R. (eds) (2018) *Literary Translation and Cultural Mediators in Peripheral Cultures. Customs Officers or Smugglers?* London: Palgrave Macmillan.
- Romano, E. (2004) *Revolución de la lectura. El discurso periodístico-literario de las primeras revistas ilustradas rioplatenses*. Buenos Aires: Catálogos.
- Sáez Delgado, A. & Pérez Isasi, S. (2018) *De Espaldas Abiertas. Relaciones Literarias y Culturales Ibéricas (1870–1930)*. Granada: Comares.
- Sapiro, G. (2006) 'Réseaux, institutions et champ', in Marneffe, D. & Benoît, D. (eds), *Le réseaux littéraires*. Brussels: ULB/UG, pp. 44–59.
- Sarlo, B. (1992) 'Intelectuales y revistas. Razones de una práctica', *América: Cahiers du CRICCAL* 9–10: Le discours culturel dans les revues latino-américaines 1940–1970, pp. 9–16.
- Schäffner, C. (2012) 'Rethinking transediting', *Meta*, 57(4): 866–883.
- Sorá, G. (2003). *Traducir el Brasil. Una antropología de la circulación internacional de ideas*. Buenos Aires: Libros del Zorzal.
- Sosnowski, S. (ed.) (1999) *La cultura de un siglo. América Latina en sus revistas*. Buenos Aires: Alianza Editorial.
- Stead, E. (2016) 'Reconsidering "little" versus "big" periodicals', *Journal of European Periodical Studies*, 1(2), pp. 1–17.
- Stead, E. (2019) 'Periodicals in-between', *Journal of European Periodical Studies*, 4(2), pp. 5–9.
- Stead, E. & Védrine, H. (eds) (2018) *L'Europe des revues, 1880–1920*. Paris: Presses de l'Université de Paris Sorbonne. Szir, S. (ed.) (2016) *Ilustrar e imprimir. Una historia de la cultura gráfica en Buenos Aires, 1830–1930*. Buenos Aires: Ediciones Ampersand.
- Szir, S. (2017) 'Impresos que interpelan la mirada. Acerca de la cultura gráfica', *Inmediaciones de la comunicación*, 12(2), pp. 21–27.
- Tarcus, H. (2007) 'Catálogo de revistas culturales argentinas (1890–2006)', *Políticas de la Memoria*, 6–7, pp. 222–224.
- Toury, G. (1995) *Descriptive Translation Studies and Beyond*. Amsterdam: John Benjamins.
- Vaillant, A. (2019) 'La littérature, entre livre et périodique (19e–21e siècles)', *Journal of European Periodical Studies*, 4(2), pp. 11–26.
- Valdeón, R. (2005) 'The CNN en Español News', *Perspectives*, 13 (4), pp. 255–267.
- Valdeón, R. (2009) 'How language and (non-)translation impact on media newsrooms. The case of newspapers in Belgium', *Perspectives*, 17 (2), pp. 83–92.
- Van Doorslaer, L. (2010) 'Journalism and translation', in Gambier, Y. & Van Doorslaer, L. (eds), *Handbook of Translation Studies I*. Amsterdam/Philadelphia: John Benjamins, pp. 180–184.
- Verdaasdonk, H. (1989) 'Literary magazines as media for publishing literary text', *Poetics*, 18 (1–2), pp. 215–232.
- Viu, A. (2019) *Materialidades de lo impreso: Revistas latinoamericanas 1910–1950*. Santiago de Chile: Metales Pesados.
- Williams, R. (1981) *Culture*. London: Fontana.
- Willson, P. (2019) *Página Impar. Textos sobre la traducción en Argentina: conceptos, historias, figuras*. Buenos Aires: Ethos Traductora.
- Wolf, M. & Fukari, A. (2007) *Constructing a Sociology of Translation*. Amsterdam: John Benjamins.